



PRIMA

PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA



KPI Handbook for applicants

PRIMA SPECIFIC IMPACT PATHWAY

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Purpose of this Document

This document provides non-legally binding guidance to applicants on the collection and reporting of Key Performance Indicators (KPIs) under PRIMA partnership.

It complements the information provided in the Strategic Research and Innovation Agenda (SRIA) and supports the implementation of PRIMA, as outlined in the amended PRIMA Decision (EU) 2024/1167.

The document is aligned with the objectives of Horizon Europe, the EU's Research and Innovation Framework Programme (Regulation (EU) 2021/695).

Its aim is to support the PRIMA Work Programmes by clarifying how KPIs should be interpreted and reported across all types of actions, including Innovation Actions (IAs), Research and Innovation Actions (RIAs), and Coordination and Support Actions (CSAs) implemented under Section 1 and Section 2 calls.

The data collected through these KPIs will be used to monitor progress towards achieving the overall objectives of the PRIMA partnership.

List of abbreviations

CSA Coordination and Support Actions

EU European Union

HE Horizon Europe

IAs Innovation Actions

KIP Horizon Europe Key Impact Pathways

KPI Key Performance Indicators

MEL Monitoring, Evaluation, and Learning System

OO Operational Objectives

PRIMA Partnership for Research and Innovation in the Mediterranean Area

RIA Research and Innovation Actions

R&I Research and Innovation

SRIA Strategic Research and Innovation Agenda

TFEU Treaty on the Functioning of the European Union

WP Work Programme

Introduction

PRIMA (Partnership for Research and Innovation in the Mediterranean Area) is a European Institutionalized partnership established under Article 185 of the Treaty on the Functioning of the European Union (TFEU). It aims to address critical challenges in the Mediterranean area related to water scarcity, food security, and sustainable agriculture through collaborative research and innovation efforts.

PRIMA unites 20 participating countries, including EU Member States, Horizon 2020/Horizon Europe Associated Countries, and countries bordering the Mediterranean Sea. Its approach is characterized by co-ownership, co-management, and co-funding among participating states, with additional support from the European Union's research and innovation funding programmes.

PRIMA's work is guided by a long-term [Strategic Research and Innovation Agenda](#) (EU, 2023), focusing on three main thematic areas and its interconnections through a Water-Energy-Food-Ecosystems Nexus approach.

- Management of Water
- Farming Systems
- Agri-Food Value Chain

The partnership implements its objectives through annual work programmes that fund various types of actions, including Coordination and Support Actions (CSAs), Innovation Actions (IAs), and Research and Innovation Actions (RIAs), and the activities analogous to Research and Innovation activities (RIA)¹

¹ Please note that the acronym RIA (Research and Innovation Action) is used in both Section 1 and Section 2. In Section 1, the actions follow the standard [Horizon Europe Rules for Participation \(RfP\)](#). However, in Section 2, while some rules are based on Horizon Europe RfP, specific participation and funding rate regulations apply. Projects selected in Section 2 are funded directly by national funding bodies and are therefore subject to respective national regulations. For more details regarding the rules for Section 2, please refer to the guidelines for applicants on the PRIMA website.

PRIMA General Goal

The general objectives of PRIMA are to build research and innovation capacities and to develop knowledge and common innovative solutions for agro-food systems, to make them sustainable, and for integrated water provision and management in the Mediterranean area, to make those systems and that provision and management more climate resilient, efficient, cost-effective and environmentally and socially sustainable, and to contribute to solving water scarcity, food security, nutrition, health, well-being and migration problems upstream.

Operational Objectives

Based on the SRIA for PRIMA, the operational objectives are outlined under the three thematic areas. These objectives are designed to address the challenges and opportunities within each thematic area, aiming for sustainable development and innovation in the Mediterranean region.

By addressing specific challenges and leveraging regional strengths, PRIMA aims to ensure a more sustainable and prosperous future for the region. The figure below details the connected operational objectives (OO) for each thematic area.



FIGURE 1 OPERATIONAL OBJECTIVES

Pathway to Impact

To effectively contribute to PRIMA’s mission, each funded project must demonstrate how its activities will lead to real-world change. This is done by clearly outlining your Impact Pathway and selecting relevant Key Performance Indicators (KPIs) that track progress across PRIMA’s strategic objectives.

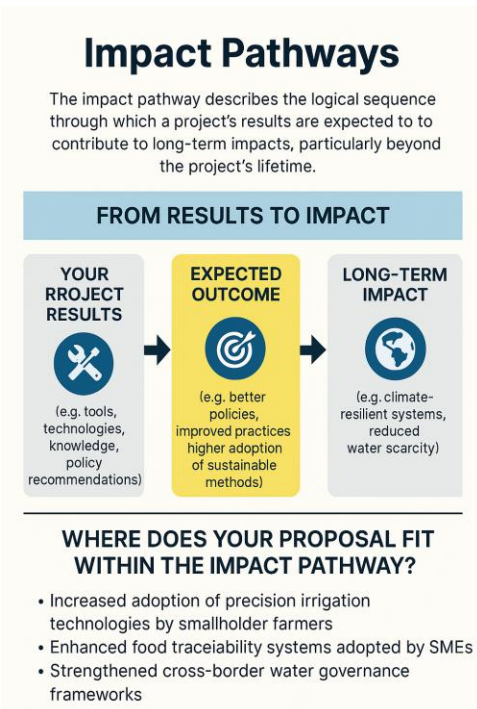
This guidance helps you understand:

- What an Impact Pathway is and how to define it
- How to align your project with the Expected Outcomes of the Work Programme (WP)
- How to use KPIs to measure results and support your impact narrative

The Impact Pathway describes the logical sequence through which a project's results are expected to contribute to long-term impacts, particularly beyond the project's lifetime.

It helps applicants and evaluators understand how project activities translate into tangible change, supporting PRIMA’s objectives

From Results to Impact



The pathway starts with a **project's outputs** (e.g. tools, technologies, policy briefs), which are then disseminated, communicated, and exploited to achieve the Expected Outcomes defined in the Work Programme (WP) call topic.


These outcomes should lead to long-term scientific, societal, economic and technological impacts, fully aligned with PRIMA's overarching goals.

Each PRIMA WP call topic includes a section on **Expected Outcomes**, which:


- *Describes the type of change or benefit anticipated through the use of project results;*
- *Highlights how those changes will support PRIMA objectives*

In the **Impact** Section of the Proposal, Applicants must explain:

- *Which project results (outputs) will be delivered;*
- *How these will lead to the expected outcomes;*
- *How the outcomes contribute to PRIMA's broader impact areas.*

 Where does your proposal fit within the impact pathway?

1. Your Project Results
(e.g. tools, technologies, knowledge, policy recommendations)
2. → WP Expected Outcome
(e.g. better policies, improved practices, higher adoption of sustainable methods — achieved *shortly after the project ends*)
3. → WP Impact
(e.g. climate-resilient systems, reduced water scarcity — these are *long-term impacts* to achieve PRIMA objectives)

 Examples of WP Expected Outcomes (in PRIMA Calls):


Depending on the topic, outcomes could include:

- Increased adoption of precision irrigation technologies by smallholder farmers (Farming System)
- Enhanced food traceability systems adopted by SMEs (Agri-food value chain)
- Strengthened cross-border water governance frameworks (Water Management)

 Why This Matters for Proposals:

In your proposal, you need to:

- Show clearly how your project results will contribute to these specific expected outcomes mentioned in the topic.
- Use Key Performance Indicators KPIs to track how the project is moving toward those outcomes.
- Describe your pathway to impact, starting from outputs → expected outcomes → long-term impacts (aligned with PRIMA objectives).

 Example:

If a PRIMA call topic is about sustainable irrigation systems, the Expected Outcome might be:

“Wider uptake of innovative, low-cost irrigation systems among smallholder farmers.”

This means your project should:

- Deliver results (like an improved irrigation system prototype),
- Show how these results will lead to that outcome (e.g. through demonstration, engagement, training),
- And explain how this contributes to PRIMA’s objectives (e.g. sustainable water use, climate resilience).

Key Performance Indicators (KPIs)

PRIMA evaluates its performance at both programme and project levels through a structured KPI framework that is closely linked to its Operational Objectives (OOs) and aligned with its overall strategic direction.

To ensure impact-driven implementation, each project is expected to contribute to these objectives by selecting and applying **KPIs** relevant to its scope and goals.

When preparing a proposal, applicants must select **at least three KPIs**² from the official list provided in the Work Programme (WP) and annexed to this document, ensuring alignment with their planned activities and expected outcomes.

KPI Categories

PRIMA has established a structured set of Key Performance Indicators (KPIs) to assess the performance of its programme and projects. These KPIs are grouped into specific categories—such as economic, technological, scientific, environmental, and policy & governance—to monitor how effectively funded activities contribute to achieving PRIMA's General and Specific Objectives.

The KPI framework ensures coherence with PRIMA's mission and maintains consistency with the EU Key Impact Pathways (KIPs). Among these, the Environmental Indicators are particularly important, as they are directly linked to PRIMA's Operational Objectives, enabling targeted monitoring of sustainability-related outcomes.

Each KPI category is aligned with one of three core Areas of Impact, which represent the broad expected outcomes of projects funded under PRIMA calls. Projects are expected to generate tangible results and impacts that collectively support progress in the following dimensions:

■ 1. Economic and Technological Impact

Reflects the project's contribution to economic growth and innovation.

KPI Categories:

- Economic Indicators: market uptake, cost-efficiency, economic value
- Technological Indicators: new tools, digital platforms, TRL progression
-

Example KPI:

- New solutions tested or scaled up
Linked OOs: OO2, OO4

² The full list of KPIs and their detailed descriptions is provided in the Annex of this document.

● 2. Scientific Impact

Captures the advancement of knowledge, research quality, and collaboration.

KPI Category:

- Scientific Indicators: publications, peer-reviewed results, interdisciplinary research

Example KPI:

- Number of peer-reviewed publications

Linked OOs: OO1, OO6

● 3. Societal Impact

Reflects the project's value in addressing societal challenges, sustainability, and governance.

KPI Categories:

- Societal Indicators: stakeholder engagement, inclusiveness, education
- Environmental Indicators: climate resilience, biodiversity, resource efficiency

● *These are directly linked to PRIMA's Operational Objectives*

- Policy & Governance Indicators: policy uptake, contributions to governance frameworks

Example KPI:

- Number of end-users or stakeholders trained

Linked OOs: OO3, OO7

FIGURE: ALIGNMENT BETWEEN PRIMA'S THREE MAIN AREAS OF IMPACT—ECONOMIC AND TECHNOLOGICAL, SCIENTIFIC, AND SOCIETAL—AND THEIR CORRESPONDING KEY PERFORMANCE INDICATOR (KPI) CATEGORIES.







Main areas of impact	KPI Categories		
Economic and Technological Impact	Economic Indicators	Technological Indicators	
			
Scientific Impact	 Scientific Indicators		
Societal Impact	Societal Indicators	Environmental Indicators	Policy and governance Indicators
			

TABLE 1 KPI CATEGORIES (EXAMPLES):

Area of Impact	Sample KPI	Linked Operational Objectives (OO)
Economic/Technological	New solutions tested or scaled up	OO2, OO4
Scientific	Number of peer-reviewed publications	OO1, OO6
Societal	Number of end-users or stakeholders trained	OO3, OO7

How to Use This in Project Design

Applicants must select **at least three relevant KPIs** from the official list included in the Work Programme. The selected indicators should correspond to the project's expected outcomes and reflect its contribution to the three PRIMA Areas of Impact. This alignment ensures that projects are not only innovative and scientifically sound, but also contribute meaningfully to broader economic, environmental, and societal goals.

Monitoring KPIs

When a project is selected for funding its monitoring process is essential to ensure it meets its objectives effectively and efficiently. This process involves systematic data collection, analysis, and reporting related to the project's activities and outcomes. The PRIMA Monitoring, Evaluation, and Learning (MEL) system facilitates continuous data collection, while mid-term and final reporting provide periodic insights into the project's progress and impact.

Project's coordinator will report the KPIs selected in the proposal and later integrate its progress within the MEL to complement the information needed for the mid-term and final evaluation.

In the long run, tracking these KPIs is essential for monitoring the performance of PRIMA-funded projects and understanding their real-world impact. By systematically assessing key indicators, PRIMA can ensure that funded projects align with operational objectives, deliver tangible benefits, and contribute to broader scientific and policy advancements. These KPIs also serve as a valuable tool for identifying strengths, challenges, and areas for improvement, helping to shape future funding strategies and enhance project implementation (PRIMA Secretariat, 2025).

PRIMA-Specific KPIs, Descriptions

As appears in the Work Programme 2025, applicants must select at least three PRIMA-specific KPIs from the following table. These KPIs should reflect expected project outcomes and PRIMA's broader goals.

TABLE 2 KPIs DESCRIPTIONS

Category	KPI	Description
Economic Impact	KPI 1: Percentage of projects that have developed solutions for cost reduction in agri-food/farming/water practices. <i>(OO4: Smart and Sustainable Farming)</i>	Measures the percentage of PRIMA-funded projects implementing solutions that reduce specific costs, such as production, operational, or management costs, contributing to smarter, more sustainable agriculture and water management
	KPI 2: Number of startups created using solutions developed by PRIMA projects.	Tracks the number of startups launched due to PRIMA-driven innovations, supporting economic growth and entrepreneurship.
	KPI 3: Number of patents registered using solutions developed by PRIMA projects.	Measures patents registered for PRIMA-created solutions, indicating technological innovation and IP protection.
	KPI 4: Number of jobs created in beneficiary entities for the PRIMA Partnership, categorized by sector.	Tracks job creation across sectors like agriculture and water management, supporting socio-economic growth.
Societal Impact	KPI 5: Number of beneficiaries from vulnerable or marginalized groups (e.g., women, youth, rural communities).	Measures the inclusivity of PRIMA projects by tracking the benefits provided to recognized vulnerable groups, fostering social equity.

	KPI 6: Number of social innovations (e.g., farmers' organizations, consumer behaviour changes).	Tracks social innovations such as new organizations or behavioural shifts, promoting societal sustainability.
	KPI 7: Identification of specific Sustainable Development Goals (SDGs) addressed by each project.	Requires projects to identify which specific SDGs (e.g., SDG 2: Zero Hunger, SDG 6: Clean Water and Sanitation, SDG 13: Climate Action) they address, demonstrating alignment with EU policy priorities and global sustainability goals.
Technological Impact	KPI 8: Number of types of solutions developed (e.g., validated solutions, prototypes).	Counts the types of solutions developed, including prototypes and other categories such as community-led practices, market-ready products, and technological models.
	KPI 9: Technology Readiness Level (TRL) of developed technologies (average or range of TRLs reached).	Tracks TRLs of technologies, allowing for an average or range if multiple solutions are developed, to show readiness for implementation or commercialization.
Scientific Impact	KPI 10: Number of peer-reviewed scientific publications involving researchers from Southern Mediterranean.	Measures peer-reviewed publications with Southern Mediterranean researchers, supporting regional collaboration.
	KPI 11: Number of datasets made available in open repositories.	Tracks datasets shared openly, promoting data accessibility and open science.
	KPI 12: Total number of individuals trained through structured sessions (e.g., workshops, research exchanges).	Counts people trained via structured PRIMA-funded activities, excluding passive attendees of webinars and conferences without a training component.
Environmental Impact	KPI 13: Percentage of solutions that achieved a 20% increase in water-use efficiency. OO1: Water-Saving Solutions	Measures PRIMA solutions improving water-use efficiency, supporting sustainable water management.
	KPI 14: Percentage of solutions that achieved a 20% increase in energy efficiency. OO4: Smart and Sustainable Farming	Tracks energy efficiency improvements in agri-food systems through PRIMA projects.
	KPI 15: Number of solutions capable of addressing land degradation. OO4: Smart and Sustainable Farming Soil sustainability cross cutting theme	Counts solutions aimed at combating land degradation, promoting soil health.
	KPI 16: Percentage of solutions that achieved a 20% reduction in carbon footprint. OO4: Smart and Sustainable Farming	Tracks solutions reducing carbon footprint, supporting climate action.
	KPI 17: Number of large-scale Nature-Based Solutions (NBS) implemented, specified by area or ecosystem scale. OO2: Land and Water Sustainability	Measures large-scale NBS implementations, encouraging ecosystem-based management and specifying the scale of application.
	KPI 18: Number of sustainable agricultural practices implemented at large scale (defined in hectares).	Tracks sustainable practices applied on a large scale, promoting practices that may include energy-efficient methods, soil management, crop rotation, etc.

	OO4: Smart and Sustainable Farming	
	KPI 19: Number of large-scale pest and pathogen control/IPM techniques implemented.	Counts large-scale pest control/IPM implementations, enhancing crop protection.
	OO5: Pests and Pathogens in Farming	
	KPI 20: Number of new food items with improved nutrition or health benefits.	Measures new, healthier food products from PRIMA projects, supporting public health.
	OO6: Nutrition and Health	
	KPI 21: Number of circular economy solutions implemented, contributing to waste reduction or reuse.	Tracks circular economy solutions reducing waste, improving food supply chain sustainability.
	OO7: Reduce Losses and Wastes	
	KPI 22: Number of agro-food business models benefiting smallholders and communities.	Counts new business models for smallholders, supporting sustainable local economies.
	OO8: New Agro-Food Business Models	
Policy-Making Impact	KPI 23: Successful implementation of WEFE Nexus model.	Measures practical application of the WEFE model for resource optimization across sectors.
	OO3: Water Governance System	
	OO2: Land and Water Sustainability	
	OO4: Smart and Sustainable Farming	
	WEFE Nexus Cross-cutting theme	
	KPI 24: Number of policy briefs developed by PRIMA projects.	Tracks policy briefs generated by PRIMA projects, ensuring research informs policy-making.
KPI 25: Number of policies influenced or developed through PRIMA projects.	Measures policies shaped by PRIMA projects, integrating scientific findings into policymaking.	
KPI 26: Number of inclusive water governance case studies.	Tracks case studies on inclusive water governance, encouraging participatory water management.	
KPI 27: Number of policies integrated with WEFE Nexus approach.	Measures the integration of policies with the WEFE Nexus, promoting cohesive cross-sectoral solutions.	

The following tables frame the PRIMA KPIs under its main areas of impact.

TABLE 3 KPIs TOWARDS ECONOMIC/ TECHNOLOGICAL IMPACT



Area of Impact	KPI category	Numerical order according to the WP 2025	KPI Description	KPI Definition
Economic/Technological Impact	 Economic Indicators	KPI 1	Number of developed solutions for cost reduction by your project.	Measures the number of implement solutions aimed at reducing costs in water management, agri-food, or farming practices, contributing to smarter and more sustainable agriculture.
		KPI 2	Number of startups created using solutions developed by your project.	Tracks the number of startups launched as a result of innovative solutions developed by your project, supporting entrepreneurship and economic growth.
		KPI 3	Number of patents granted and/or crop varieties registered using solutions developed by your project.	Measures the number of patents granted and/or crop varieties obtained by your project that reflect the intellectual property protection.
		KPI 4	Number of jobs created in beneficiary entities by your project.	Tracks the number of jobs created in beneficiary entities as a result of your project, categorized by sector (e.g., agriculture, water management), promoting socio-economic development.
	 Technological Indicators	KPI 8	Number of innovative solutions developed by your project.	Measures the number of innovative solutions or prototypes developed through your project, contributing to technological advancements and market-ready innovations.
		KPI 9	Number of technologies developed by your project reaching high Technology Readiness Level (TRL)	Tracks the number of technologies developed by your project that have reached Technology Readiness Levels (TRL) 6-8, indicating their readiness for implementation or commercialization.

TABLE 4 KPIS TOWARDS SCIENTIFIC IMPACT





Area of Impact	KPI category	Numerical order according to the WP 2025	KPI Description	KPI Definition
Scientific Impact	 Scientific Indicators	KPI 10	Number of peer-reviewed scientific publications involving at least one beneficiary from non-EU PRIMA countries.	Tracks the number of peer-reviewed scientific publications produced through your project, with a focus on publications involving researchers from non-EU PRIMA countries, fostering regional collaboration.
		KPI 11	Number of datasets made available in open repositories.	Tracks the number of datasets generated by your projects that are made available in open repositories, contributing to open science and data accessibility.
		KPI 12	Number of individuals trained through training sessions, workshops, research exchanges, and mobility actions.	Measures the number of individuals trained through your project's activities, such as workshops and exchanges, enhancing knowledge transfer and capacity building across the Mediterranean region.

TABLE 5 KPIS TOWARDS SOCIETAL IMPACT

Area of Impact	KPI category	Numerical order according to the WP 2025	KPI Description	KPI Definition
Societal Impact	 Societal Indicators	KPI 5	Number of marginalized people benefiting from your project	Measures the number of marginalized people, that benefit from your project, promoting inclusivity and social equity.
		KPI 6	Number of social innovations.	Tracks the number of social innovations, such as new organisations or behaviour changes, developed through your project, contributing to societal and environmental sustainability.
		KPI 7	Number of specific Sustainable Development Goals (SDGs) addressed by your proposal	Tracks the number of specific SDGs (e.g., SDG 2: Zero Hunger, SDG 6: Clean Water and Sanitation, SDG 13: Climate Action) your proposal aim to address, demonstrating alignment with EU policy priorities and global sustainability goals.

Area of Impact	KPI category	Numerical order according to the WP 2025	KPI Description	KPI Definition
Societal Impact	 Environmental Indicators	KPI 13	Number of implemented solutions that contributed to achieving a 20% increase in water-use efficiency.	Measures the number of implemented solutions that contributed to a 20% increase in water-use efficiency, supporting sustainable water management.
		KPI 14	Number of implemented solutions that contributed to achieving a 20% increase in energy efficiency.	Measures the number of solutions implemented through your project that contributed to a 20% increase in energy efficiency, supporting sustainable energy use in agri-food systems.
		KPI 15	Number of solutions capable of addressing land degradation.	Measures the number of solutions developed by your projects aimed at addressing land degradation, contributing to soil health and sustainability in farming practices.
		KPI 16	Number of implemented solutions that contributed to a 20% reduction in carbon footprint.	Tracks the number of implemented solutions that resulted in a 20% reduction in carbon footprint, supporting climate action in farming and agr-food practices.
		KPI 17	Number of large scale Nature-Based Solutions (NBS) implemented at large scale.	Measures the number of Nature-Based Solutions (NBS) implemented at large scale through your project, promoting ecosystem-based approaches to farming and resource management.
		KPI 18	Number of sustainable agricultural practices implemented at large scale.	Tracks the number of practices implemented and the number of hectares in which the sustainable agricultural practices are implemented at large scale, promoting sustainable land management practices.
		KPI 19	Number of new pest and pathogen control measures/IPM techniques implemented at large scale.	Measures the number of pest and pathogen control measures or Integrated Pest Management (IPM) techniques implemented at large scale through your project.
		KPI 20	Number of new products or food items developed with improved nutritional profiles or health benefits as a result of your project.	Measures the number of new food products or items developed with improved nutritional profiles or health benefits through your project, contributing to public health and sustainable diets.
		KPI 21	Number of circular economy solutions implemented, contributing to waste reduction or reuse.	Measures the number of circular economy solutions implemented or the percentage of solutions that reduced food losses throughout the agri-food supply chain.
		KPI 22	Number of new agri-food business models developed, emphasizing smallholders and local communities.	Tracks the development of new agri-food business models that support smallholders and local communities, promoting inclusivity and sustainable local economies.
		KPI 23	Number of implemented WEFE Nexus models.	Measures the success of implementing the WEFE (Water-Energy-Food-Ecosystem) Nexus model in optimizing resources across sectors, driving both environmental and economic benefits.

Area of Impact	KPI category	Numerical order according to the WP 2025	KPI Description	KPI Definition
Societal Impact	 Policy and governance Indicators	KPI 24	Number of Policy Briefs briefs developed by your project	Tracks the number of policy briefs developed as a result of your project alone or in collaboration with other PRIMA projects to drive informed policymaking.
		KPI 25	Number of policies influenced or developed as a result of your project.	Measures the number of policies influenced or developed through your project, ensuring that scientific research contributes to informed policymaking. For WEFE Nexus: Indicate the number of policies integrated with the WEFE Nexus approach, highlighting the level of policy cohesion in addressing cross-sectoral water, energy, and food challenges.
		KPI 26	Number of inclusive water governance approaches implemented in your project.	Tracks the number of case studies demonstrating inclusive water governance systems developed or influenced by your project, promoting participatory decision-making in water management.
		KPI 27	Number of policies integrated with WEFE Nexus approach	Measures the integration of policies with the WEFE Nexus, promoting cohesive cross-sectoral solutions.



Annex

KPI Cards

Economic/ Technological Impact

Economic Indicators



Economic indicators play a crucial role in assessing the sustainability and long-term impact of PRIMA-funded projects. In particular, solutions that lead to cost savings, job creation, and the establishment of startups contribute to economic resilience and growth. The development of patents and intellectual property further enhances innovation and market competitiveness, ensuring that research outcomes translate into tangible benefits.

By tracking these indicators, PRIMA can evaluate the economic viability of funded projects, support knowledge transfer, and foster entrepreneurship, ultimately maximizing the return on investment and reinforcing the role of innovation in addressing Mediterranean challenges. (PRIMA Secretariat, 2025)

KPI 1: Number of developed solutions for cost reduction in water management, agri-food, or farming practices.

KPI 2: Number of startups created using solutions developed by PRIMA projects.

KPI 3: Number of patents granted and/or crop varieties registered using solutions developed by PRIMA projects.

KPI 4: Number of jobs created in beneficiary entities by PRIMA projects.

KPI 1: Number of developed solutions for cost reduction in water management, agri-food, or farming practices.

Definition:

This KPI tracks the total number of solutions developed by PRIMA-funded projects that directly lead to cost reductions in water management, agri-food or farming practices. The goal is to quantify the tangible economic impact of these projects, demonstrating the contribution to more efficient and sustainable agricultural practices in the Mediterranean.

Focus (Objective, Outcome, Impact):

The outcome will provide a quantifiable measurement of the economic impact of PRIMA projects in driving cost reductions through innovative solutions. The broader impact includes promoting resource efficiency and sustainability in Mediterranean agriculture.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data will be collected at designated reporting times (e.g., mid-term and final reports) for each project.
 - **Optional Reporting:** Continuous reporting of developed solutions in PRIMA MEL is warmly welcomed for real-time updates and analysis.

- **Data Integrity:**

Data will be verified through project reports detailing the solutions developed. Each solution will be cross-referenced with PRIMA MEL entries for accuracy and tracking.

Baseline:

The baseline is the number of cost-reducing solutions developed in previous project cycles (if available). At the start of the current cycle, the baseline will be zero for new solutions.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project
- **KPI Custodian:** PRIMA Monitoring Officer



Data Gathering Method:

Key Considerations:

- Applicants should clearly state the specific nature of the solution developed, detailing both the technology/innovation and its measurable impact on input costs (e.g., water, energy, feed, fertilizers).
- Applicants are encouraged to provide concrete numbers and percentage, savings figures, or other measurable data to highlight the cost-reduction impact.

Example KPI 1:

- ❖ **Two** smart irrigation systems developed
- ❖ **Two** water-saving solutions for agricultural systems, reducing costs while improving resource efficiency and sustainability.
- ❖ **One** decision support system (DSS) for greenhouses to optimize the use of pesticides and fertilizers, reducing costs and environmental impact while maintaining high crop yields.

KPI 2: Number of startups created using solutions developed by PRIMA projects

Definition:

This KPI tracks the number of startups that have been established as a result of solutions developed through PRIMA-funded projects. It measures the entrepreneurial outcomes and innovation impact of PRIMA's research.

Focus (Objective, Outcome, Impact):

The objective is to foster entrepreneurship and economic growth through innovation. The outcome is the quantifiable number of startups established, while the broader impact includes job creation and technology commercialization.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected during mid-term and final reports.
 - **Optional Reporting:** Continuous reporting of developed solutions in PRIMA MEL is warmly welcomed for real-time updates and analysis.
- **Data Integrity:** Data will be validated through project reports and cross-referenced with PRIMA MEL entries to ensure accurate reporting.

Baseline:

The baseline is zero for new startups at the start of the project cycle.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method:

Data will be collected from project reports detailing the establishment of startups and automatically integrated into PRIMA MEL.



Example KPI 2:

- ❖ **One** new association established to promote entrepreneurship among young people
- ❖ **Three** women cooperative established to enable fair distribution of goods or services along the agri-food value chain.

KPI 3: Number of patents granted and/or crop varieties registered using solutions developed by PRIMA projects

Definition:

This KPI measures the number of patents granted developed by PRIMA-funded projects. It may also include the number of **crop varieties registered under official protection schemes at national level**.

Over all it reflects the intellectual property and technological impact generated through PRIMA's research.

Focus (Objective, Outcome, Impact):

The objective is to promote technological innovation and protection of intellectual property. The outcome is the number of patents granted and/or the number of crop varieties registered, while the broader impact includes commercialization and technology transfer.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected during mid-term and final reports.
 - **Optional Reporting:** Continuous updates in PRIMA MEL are welcomed.
- **Data Integrity:** Verified through project reports and patent registration documentation, cross-referenced with PRIMA MEL data.

Baseline:

Zero patents granted and/or zero crop variety registered at the start of the project cycle.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Example KPI 3:

- ❖ **Two** patents granted at National level, as a result of **two** innovative solutions developed within the project's cycle.

The type of patents might be:

- **National (European) patent:** In each country where you seek protection. Each country may have its own requirements, like translations or fees. Currently European patent may cover up to 44 countries.
- **Unitary patent system:** For any European patent granted on or after 1st June 2023 projects might apply to a **Unitary Patent System**, by requesting 'unitary effect' to be attributed to that patent. It **gives you coverage in 18 EU countries** (and more in the future), without any national validation requirements.
- **At international level**, projects might require an 'international application' under the **Patent Cooperation Treaty** It provides protection in up to 158 countries. (European Union, 2025)

NOTE: Crop varieties should be registered under official protection schemes.

KPI 4: Number of jobs created in beneficiary entities by PRIMA projects.

Definition:

This KPI tracks the number of jobs created in beneficiary entities through PRIMA-funded projects, categorized by sector. For the measurement of this KPI it will be considered only full-time positions created during the lifecycle of the project and as a result of the project.

Focus (Objective, Outcome, Impact):

The objective is to track the socio-economic impact of PRIMA projects through job creation. The outcome is the number of jobs created, while the broader impact includes economic development in targeted sectors.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at mid-term and final reports.
 - **Optional Reporting:** Ongoing updates in PRIMA MEL are encouraged.
- **Data Integrity:** Data verified through project reports, categorized by sector, and cross-referenced with PRIMA MEL.

Baseline:

Zero jobs created at the start of the project cycle.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method:

Job creation data will be gathered from project reports and categorized by sector, then tracked in the PRIMA MEL.

Key Considerations:

- Applicants are encouraged to provide concrete number of full position contracts or other measurable data to highlight the job creation outcome.



EXAMPLE KPI 4:

- ❖ **Fifteen** jobs created by **new startups or SMEs**, include hiring engineers and agronomists for research and development (R&D), focusing on agri-tech innovation, precision farming solutions, and sustainable agricultural practices.

Categories by sector (CEDEFOP, 2025):

- Researchers & engineers
- Science & engineering technicians
- Office associate professionals
- Sales workers
- Technical labourers
- Manufacturing workers
- Farmworkers
- Agricultural labourers
- Machine and plant operators

Technological Indicators



Technological innovation is assessed through indicators that capture the development and validation of innovative solutions, including prototypes and advanced technologies. The assessment of technologies that have reached High TRL (6-8) is another important indicator.

KPI 8: Number of innovative solutions developed.

KPI 9 Number of technologies developed by PRIMA project reaching high Technology Readiness Level (TRL)

KPI 8: Number of innovative solutions developed.

Definition:

This KPI tracks the total number of technologically innovative solutions developed through PRIMA-funded projects. These solutions may include validated prototypes, pilot projects, or new technologies that address challenges in agri-food, water management, or other sectors relevant to PRIMA's mission.

Focus (Objective, Outcome, Impact):

The objective is to measure the technological advancements achieved through PRIMA projects. The outcome is the quantifiable number of new solutions or prototypes developed, and the broader impact includes technological innovation that addresses critical challenges in agriculture, water, and sustainability.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data will be collected at designated reporting times (e.g., mid-term and final reports).
 - **Optional Reporting:** Continuous reporting in PRIMA MEL is encouraged for ongoing tracking.
- **Data Integrity:** Data will be verified through project reports detailing the innovative solutions, cross-referenced with PRIMA MEL entries to ensure accuracy.

Baseline:

The baseline is zero for new innovative solutions at the start of the project cycle, with historical data referenced for ongoing projects.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Data Gathering Method:

Data on innovative solutions will be collected from project reports, with specific focus on validated prototypes, technologies, or new methodologies developed during the project cycle. This data will be integrated into PRIMA MEL.

EXAMPLES KPI 8:

- ❖ **Five** new biodegradable products developed to replace plastics within the farming practices and agro food production, aiming to prevent soil degradation and contamination.

KPI 9: Number of technologies developed by your project reaching high Technology Readiness Level (TRL).

Definition:

This KPI measures the number of technologies developed through PRIMA projects that have reached high Technology Readiness Levels (TRLs), specifically TRL 6-8, indicating that they are near to or fully market ready.

Focus (Objective, Outcome, Impact):

The objective is to evaluate the maturity of technologies developed through PRIMA projects, ensuring they are ready for market deployment or large-scale implementation. The outcome is the percentage of technologies at advanced TRLs, while the broader impact includes increasing the likelihood of commercial success and large-scale adoption of PRIMA innovations.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data will be collected at key reporting times (e.g., mid-term and final reports).
 - **Optional Reporting:** Continuous reporting of TRL advancement in PRIMA MEL is encouraged for real-time tracking.
- **Data Integrity:** Data will be verified through TRL assessment reports from projects, cross-referenced with PRIMA MEL entries to ensure the accuracy of TRL levels.

Baseline:

At the start of the project cycle, the baseline will be zero for new technologies that have reached TRL 6-8, though ongoing projects may have historical data that indicates progress.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Data Gathering Method:

Data will be collected from project reports that include TRL assessments. These reports will specify which technologies have advanced to TRL 6-8, and the data will be tracked and monitored in PRIMA MEL.

EXAMPLE KPI 9:

- ❖ Developing **one** Solar-Powered Drip Irrigation System Integrated with IoT Sensors
- ❖ Designing **three** Modular Aquaponic Systems for Integrated Fish and crop Production

Scientific Impact

Scientific Indicators



The analysis of key performance indicators (KPIs) highlights significant contributions in scientific research, open data sharing, and capacity building. It measures **peer-reviewed** scientific publications produced and datasets (emphasizing the importance of data sharing at the height of project activities). Scientific indicators also measure the number of individuals trained through workshops, research exchanges, and mobility actions.

KPI 10: Number of peer-reviewed scientific publications involving at least one researcher from Southern Mediterranean countries.

KPI 11: Number of datasets made available in open repositories.

KPI 12: Number of individuals trained through training sessions, workshops, research exchanges, and mobility actions.

KPI 10: Number of peer-reviewed scientific publications involving at least one researcher from Southern Mediterranean countries.

Definition:

This KPI tracks the number of peer-reviewed scientific publications resulting from PRIMA-funded projects that involve at least one researcher from Southern Mediterranean countries. It measures the contribution of PRIMA projects to scientific knowledge and regional research collaboration.

Focus (Objective, Outcome, Impact):

The objective is to measure the academic output and scientific contributions of PRIMA projects, particularly in fostering collaboration between Southern Mediterranean researchers and the global research community. The outcome is the number of peer-reviewed publications, with the broader impact of enhancing scientific knowledge and visibility for Southern Mediterranean researchers.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at mid-term and final reporting periods.
 - **Optional Reporting:** Continuous updates in PRIMA MEL are encouraged.
- **Data Integrity:** Verified through publication records (journal listings, DOI references) and cross-referenced with PRIMA MEL for accuracy.

Baseline:

Zero peer-reviewed publications at the start of new project cycles.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method:

Publications will be tracked through project reports, journal listings, and publication databases, with detailed information integrated into PRIMA MEL.

KPI 11: Number of datasets made available in open repositories.

Definition:

This KPI tracks the total number of datasets generated by PRIMA projects that are made available in open repositories, promoting transparency and accessibility of research data.

Focus (Objective, Outcome, Impact):

The objective is to promote open science and data sharing across the research community. The outcome is the number of datasets available in open repositories, with the broader impact of enhancing the accessibility of research outputs and supporting further scientific discovery.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected during mid-term and final reports.
 - **Optional Reporting:** Ongoing reporting in PRIMA MEL for real-time updates.
- **Data Integrity:** Verified through repository entries and cross-referenced with PRIMA MEL.

Baseline:

Zero datasets at the start of the project cycle.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method:

Project reports will detail the datasets made available in open repositories, and this data will be tracked in PRIMA MEL.

KPI 12: Number of individuals trained through training sessions, workshops, research exchanges, and mobility actions.

Definition:

This KPI measures the total number of individuals trained through PRIMA-funded training sessions, workshops, research exchanges, and mobility actions.

Focus (Objective, Outcome, Impact):

The objective is to enhance the skills and expertise of individuals involved in PRIMA projects through capacity-building activities. The outcome is the number of individuals trained, with the broader impact of fostering knowledge exchange, building research capacity, and promoting mobility across the Mediterranean.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at designated reporting times (e.g., mid-term and final reports).
 - **Optional Reporting:** Ongoing reporting in PRIMA MEL is encouraged for real-time tracking.
- **Data Integrity:** Verified through project participant lists and training records, cross-referenced with PRIMA MEL.

Baseline:

Zero individuals trained at the start of the project cycle.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method:

Data will be collected from training session reports and participant lists, with the information integrated into PRIMA MEL for monitoring.

Societal Impact

Societal Indicators



Social innovation are key outcomes of PRIMA projects, fostering knowledge-sharing, stakeholder engagement, and behavioural. Many projects have implemented initiatives aimed at improving farmer awareness, governance models, and participatory decision-making to drive sustainable transformation.

KPI 5: Number of marginalized people benefiting from PRIMA projects (e.g., women and youth).

KPI 6: Number of social innovations

KPI 7: Number of specific Sustainable Development Goals (SDGs) addressed by your proposal.

KPI 5: Number of marginalized people benefiting from PRIMA projects

Definition:

This KPI measures the number of marginalized people that benefit directly from PRIMA-funded projects.

PRIMA focuses on women, youth, and rural communities when they are categorized as marginalized people: fragile societies and fragile groups. This term describes communities, regions, or populations that are characterized by instability, vulnerability, and a lack of resilience in facing challenges, such as conflict, poverty, social unrest, and environmental crises. (PRIMA secretariat, 2024)

Focus (Objective, Outcome, Impact):

The objective is to promote inclusivity in PRIMA's impact. The outcome is the number of marginalized people benefiting, with broader societal impact, including empowerment and improved livelihoods.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data will be collected during designated reporting periods.
 - **Optional Reporting:** Continuous reporting in PRIMA MEL is encouraged.
- **Data Integrity:** Verified through project beneficiary data and cross-referenced with PRIMA MEL entries.

Baseline:

Zero beneficiaries at the start of the project cycle.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Data Gathering Method:

Beneficiary data will be collected from project reports and integrated into PRIMA MEL for tracking.

EXAMPLE KPI 5:

- ❖ **Twenty** women farmers trained on topics such as: organic farming, cooperative management, and digital marketplaces to increase their income and economic autonomy.

KPI 6: Number of social innovations developed.

Definition:

This KPI measures the total number of social innovations developed through PRIMA-funded projects. Social innovations refer to new practices, organizations, or behaviour changes that address societal needs and challenges, such as the establishment of farmers' organizations or shifts in consumption patterns toward sustainability.

Focus (Objective, Outcome, Impact):

The objective is to foster societal changes that contribute to sustainable development and resource efficiency. The outcome includes new organizational models, community-led initiatives, or changes in consumption patterns, with the broader impact of empowering local communities and promoting inclusive growth.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected during mid-term and final project reports.
 - **Optional Reporting:** Ongoing reporting in PRIMA MEL is encouraged for real-time updates.
- **Data Integrity:** Data will be verified through project reports that detail the social innovations, with cross-referencing through PRIMA MEL for accuracy.

Baseline:

At the start of the project cycle, the baseline for new social innovations is zero.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Data Gathering Method:

Project reports will detail the types of social innovations implemented, and these will be recorded and tracked in PRIMA MEL.

EXAMPLES KPI 6:

- ❖ **Eight** farmers' organizations aimed at changing consumer behaviour toward more sustainable practices.
- ❖ **Two** educational toolkits designed to improve awareness of sustainable farming practices
- ❖ **Ten** engagement guidelines to enhance participatory governance in resource management.

KPI 7: Number of specific Sustainable Development Goals (SDGs) addressed by your proposal.

Definition:

Tracks the number of specific [SDGs](#) (e.g., SDG 2: Zero Hunger, SDG 6: Clean Water and Sanitation, SDG 13: Climate Action) your proposal aims to address, demonstrating alignment with EU policy priorities and global sustainability goals.

Focus (Objective, Outcome, Impact):

The objective is to align the objectives and outcomes of the projects towards specific contributions to the Sustainable Development Goals.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected during mid-term and final project reports.
 - **Optional Reporting:** Ongoing reporting in PRIMA MEL is encouraged for real-time updates.
- **Data Integrity:** Data will be verified through project reports that detail the social innovations, with cross-referencing through PRIMA MEL for accuracy.

Baseline:

At the start of the project cycle, the baseline for contributions to the SDGs is defined according to the expected impacts.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Data Gathering Method:

Project coordinators will detail the expected impacts and its alignment to the Sustainable Development Goals, and these will be recorded and tracked in PRIMA MEL.

EXAMPLE KPI 7:

- ❖ **One** women cooperative was established to engage local communities into a circular economy model to improve biodegradable packaging, contributes to **four** SDGs: 1, 5, 8 and 12.

Environmental Indicators



According to the European Environment Agency an environmental indicator is a “parameter or a value derived from parameters that describe the state of the environment and its impact on human beings, ecosystems and materials, the pressures on the environment, the driving forces and the responses steering that system. An indicator has gone through a selection and/or aggregation process to enable it to steer action.” (European Environment Agency , 2025)

KPI 13: Number of implemented solutions that contributed to achieving a 20% increase in water-use efficiency.

KPI 14: Number of implemented solutions that contributed to achieving a 20% increase in energy efficiency.

KPI 15: Number of solutions capable of addressing land degradation.

KPI 16: Number of implemented solutions that contributed to a 20% reduction in carbon footprint.

KPI 17: Number of Nature-Based Solutions (NBS) implemented at large scale.

KPI 18: Number of sustainable agricultural practices implemented at large scale (defined in hectares).

KPI 19: Number of new pest and pathogen control measures/IPM techniques implemented at large scale.

KPI 20: Number of New Agri-food business models developed, emphasizing smallholders and local communities.

KPI 21: Number of distinct circular economy solutions implemented, contributing to waste reduction or reuse, or percentage of solutions that reduced food losses across the supply chain from production to consumption.

KPI 22: Number of New Agri-food business models developed, emphasizing smallholders and local communities.

KPI 23: Successful implementation of WEFE Nexus model: Measures the practical implementation of a WEFE Nexus model and its impact on resource optimization across sectors, driving both environmental and economic benefits.

KPI 13: Number of implemented solutions that contributed to achieving a 20% Increase in Water-Use Efficiency

Definition: This KPI measures the number of implemented solutions within PRIMA-funded projects that have contributed to achieving a 20% increase in water-use efficiency. It focuses on tracking the effectiveness of solutions aimed at improving water management and conservation.

Focus (Objective, Outcome, Impact):

- **Objective:** To promote the implementation of innovative solutions that enhance water-use efficiency by at least 20%.
- **Outcome:** The percentage of solutions that successfully achieve this water-use efficiency target, reflecting the effectiveness of project interventions.
- **Impact:** Contributes to sustainable water management practices across the Mediterranean region, aiding in water conservation and supporting climate adaptation efforts.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged to facilitate real-time tracking and adjustments.
- **Data Integrity:** Verified through project reports, solution implementation records, and water-use efficiency measurements. Cross-referenced with PRIMA MEL for accuracy and consistency.

Baseline: Baseline data will be established at the start of the project cycle, representing the initial water-use efficiency before solution implementation.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Data Gathering Method: Data will be collected from solution implementation reports, water-use efficiency assessments, and project monitoring documents. The information will be integrated into PRIMA MEL to ensure consistent monitoring and evaluation.

EXAMPLE KPI 13:

- ❖ **Four** implemented Smart ICT Solutions for Integrated Water Use in Agriculture

KPI 14: Number of implemented solutions that contributed to achieving a 20% increase in energy efficiency.

Definition: This KPI measures the number of implemented solutions within PRIMA-funded projects that have contributed to achieving a 20% increase in energy efficiency. It focuses on tracking the effectiveness of solutions aimed at enhancing energy management and reducing energy consumption.

Focus (Objective, Outcome, Impact):

- **Objective:** To promote the implementation of innovative solutions that enhance energy efficiency by at least 20%.
- **Outcome:** The percentage of solutions that successfully achieve this energy efficiency target, reflecting the effectiveness of project interventions.
- **Impact:** Contributes to sustainable energy management practices across the Mediterranean region, reducing energy consumption, lowering costs, and supporting environmental sustainability and climate action efforts.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged to facilitate real-time tracking and adjustments.
- **Data Integrity:** Verified through project reports, solution implementation records, and energy efficiency measurements. Cross-referenced with PRIMA MEL for accuracy and consistency.

Baseline: Baseline data will be established at the start of the project cycle, representing the initial energy efficiency before solution implementation.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Data Gathering Method: Data will be collected from solution implementation reports, energy efficiency assessments, and project monitoring documents. The information will be integrated into PRIMA MEL to ensure consistent monitoring and evaluation.

EXAMPLE KPI 14:

- ❖ **One** solar-powered desalination Unit with Energy Recovery System
- ❖ **Two** solar-powered solution for energy-efficient food storage

KPI 15: Number of solutions capable of addressing land degradation.

Definition: This KPI measures the total number of implemented solutions within PRIMA-funded projects that can address and mitigating land degradation. It focuses on identifying and tracking innovations aimed at improving soil health, reducing erosion, restoring degraded lands, and enhancing sustainable land management practices.

Focus (Objective, Outcome, Impact):

- **Objective:** To promote the development and implementation of innovative solutions that effectively address land degradation issues, including soil erosion, loss of soil fertility, and desertification.
- **Outcome:** The total count of solutions that are designed to address or mitigate land degradation, reflecting the capability of projects to contribute to soil conservation and sustainable land use.
- **Impact:** Contributes to the restoration of degraded land, improvement of soil health, and support for sustainable agricultural practices across the Mediterranean region, ultimately enhancing food security and ecosystem resilience.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged to facilitate real-time tracking and adjustments.
- **Data Integrity:** Verified through project reports, solution implementation records, and assessments of land management practices. Cross-referenced with PRIMA MEL for accuracy and consistency.

Baseline: The baseline will be established at the start of the project cycle, representing the initial state of land degradation prior to the implementation of solutions.



Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method: Data will be collected from project documentation, solution implementation records, and evaluations of land management practices.

EXAMPLE KPI 15:

- ❖ **Five** implemented agroforestry practices for restoring degraded Farmland.

KPI 16: Number of implemented solutions that contributed to a 20% Reduction in carbon footprint.

Definition: This KPI measures the number of implemented solutions within PRIMA-funded projects that have successfully contributed to achieving a 20% reduction in carbon footprint. It focuses on tracking the effectiveness of solutions aimed at reducing greenhouse gas emissions and promoting sustainable practices.

Focus (Objective, Outcome, Impact):

- **Objective:** To encourage the adoption and implementation of innovative solutions that can effectively reduce carbon emissions by at least 20%, thereby supporting climate change mitigation efforts.
- **Outcome:** The percentage of solutions that achieve this carbon reduction target, reflecting the effectiveness of project interventions in minimizing environmental impact.
- **Impact:** Contributes to the reduction of greenhouse gas emissions, supporting sustainability and climate action goals across the Mediterranean region, while also promoting environmentally responsible practices.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged for real-time tracking and to inform adjustments.
- **Data Integrity:** Verified through project reports, solution implementation records, and carbon footprint assessments. Cross-referenced with PRIMA MEL for accuracy and consistency.

Baseline: Baseline data will be established at the start of the project cycle, representing the initial carbon footprint before the implementation of solutions.



Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method: Data will be collected from solution implementation reports, carbon footprint assessments, and project monitoring documents. The information will be integrated into PRIMA MEL to ensure consistent tracking and evaluation of solutions aimed at reducing carbon emissions.

EXAMPLE KPI 16:

- ❖ Development of **three** new organic fertilisers and **four** biofertilizers to reduce the carbon footprint while avoiding the use of chemical fertilisers.

KPI 17: Number of Nature-Based Solutions (NBS) implemented at large scale.

Definition: This KPI measures the total number of combined Nature-Based Solutions (NBS) that have been implemented at a large scale within PRIMA-funded projects. It focuses on tracking integrated approaches that utilize natural processes and ecosystems to address environmental challenges, such as climate adaptation, water management, and biodiversity conservation.

Focus (Objective, Outcome, Impact):

- **Objective:** To promote the development and large-scale implementation of integrated Nature-Based Solutions that address key environmental challenges by leveraging natural systems and processes.
- **Outcome:** The total count of combined NBS implemented at large scale, reflecting the capacity of projects to deploy sustainable, ecosystem-based approaches across significant areas.
- **Impact:** Supports ecosystem restoration, climate adaptation, water management, and biodiversity conservation across the Mediterranean region, contributing to resilience against climate change and sustainable development.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged to facilitate real-time tracking and adjustments.
- **Data Integrity:** Verified through project reports, field assessments, and implementation records. Cross-referenced with PRIMA MEL to ensure accuracy and consistency in reporting.

Target: The target number of combined NBS implemented will be based on the specific objectives of each project and PRIMA's broader strategic goals for promoting sustainable, nature-based interventions.

Baseline: The baseline will be established at the start of the project cycle, representing the initial state before the deployment of Nature-Based Solutions.



Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method: Data will be collected from project implementation reports, field assessments, and monitoring documents detailing the scale and integration of NBS. This information will be integrated into PRIMA MEL to ensure consistent monitoring and evaluation of combined Nature-Based Solutions across projects.

EXAMPLE KPI 17:

- ❖ **Eighteen** constructed wetlands for irrigation reuse: Creating wetlands that treat wastewater from farms, allowing it to be reused safely for irrigation.

KPI 18: Number of sustainable agricultural practices implemented at large scale

Definition: This KPI measures the total area, in hectares, where sustainable agricultural practices have been implemented at a large scale within PRIMA-funded projects.

Focus (Objective, Outcome, Impact):

- **Objective:** To encourage the large-scale adoption of sustainable agricultural practices that improve soil health, water-use efficiency, and crop resilience while reducing environmental impacts.
- **Outcome:** The total area (in hectares) where these practices are implemented, reflecting the scale and reach of PRIMA projects in promoting sustainable agriculture.
- **Impact:** Supports sustainable food production, enhances ecosystem services, conserves natural resources, and contributes to the resilience of agricultural systems across the Mediterranean region.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged to track progress and adjust implementation strategies as needed.
- **Data Integrity:** Verified through project documentation, field surveys, and satellite imagery where applicable. Cross-referenced with PRIMA MEL for consistency and accuracy.

Baseline: The baseline will be established at the start of the project cycle, representing the initial area (in hectares) under conventional or unsustainable agricultural practices before the implementation of new approaches.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.



Data Gathering Method: Data will be collected from project implementation reports, field assessments, and geographic information system (GIS) tools to accurately determine the area (in hectares) covered by sustainable agricultural practices.

EXAMPLE KPI 18:

- ❖ **Five** agroecology practices implemented, which integrates ecological principles into agricultural production systems to promote biodiversity, improve soil health, and reduce the need for synthetic inputs.

KPI 19: Number of new pest and pathogen control measures/IPM techniques implemented at large scale.

Definition: This KPI measures the total number of new pest and pathogen control measures or Integrated Pest Management (IPM) techniques that have been implemented at a large scale within PRIMA-funded projects. IPM techniques focus on using environmentally friendly strategies to control pests and diseases, such as biological control, crop rotation, and the use of resistant plant varieties, minimizing the reliance on chemical pesticides.

Focus (Objective, Outcome, Impact):

- **Objective:** To promote the development and large-scale adoption of innovative, sustainable pest and pathogen control measures that reduce the use of chemical inputs and support ecological balance.
- **Outcome:** The total count of new pest control measures and IPM techniques implemented at a large scale, reflecting the capability of projects to improve pest and disease management sustainably.
- **Impact:** Enhances crop health and productivity, reduces chemical usage, minimizes environmental impacts, and promotes sustainable agricultural practices across the Mediterranean region.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged for continuous tracking and adaptive management.
- **Data Integrity:** Verified through project reports, field assessments, and documentation of IPM implementation. Cross-referenced with PRIMA MEL to ensure accuracy and consistency in reporting.

Baseline: The baseline will be established at the start of the project cycle, representing the initial state of pest and pathogen control measures before implementing new IPM strategies.



Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

Data Gathering Method: Data will be collected from project implementation reports, field assessments, and surveys detailing the application and effectiveness of new pest control measures and IPM techniques.

EXAMPLE KPI 19:

- ❖ Developing **six** biopesticides as alternative for chemical pesticides.
- ❖ Developing **two** vaccines for animal diseases.

KPI 20: Number of new products or food items developed with improved nutritional profiles or health benefits as a result of PRIMA projects.

Definition: This KPI measures the total number of new products or food items that have been developed through PRIMA-funded projects, which offer improved nutritional profiles or added health benefits.

Focus (Objective, Outcome, Impact):

- **Objective:** To foster innovation in food production by developing new products that improve nutrition and contribute to healthier diets, addressing malnutrition and promoting well-being.
- **Outcome:** The total count of new food products or items developed with enhanced nutritional content or health benefits, reflecting the success of PRIMA projects in improving food quality.
- **Impact:** Supports healthier eating habits, addresses dietary deficiencies, and promotes food security across the Mediterranean region, contributing to public health and sustainable food systems.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged for continuous tracking of innovation and development.
- **Data Integrity:** Verified through product development reports, nutritional analyses, and certifications, where applicable. Cross-referenced with PRIMA MEL to ensure accuracy and consistency.

Baseline: The baseline will be established at the start of the project cycle, representing the absence or initial state of products with improved nutritional profiles before the development efforts.



Measure Administration:

- **Measure Owner:** Project Coordinator for each PRIMA-funded project.
- **Data Custodian:** PRIMA MEL team, led by the PRIMA Monitoring Officer.

Data Gathering Method: Data will be collected from product development records, nutritional analysis reports, and project documentation detailing the innovations achieved. The information will be integrated into PRIMA MEL to ensure consistent monitoring and evaluation of progress in developing new, healthier food products.

EXAMPLE KPI 20:

- ❖ A project might develop **one** new variety of wheat that is higher in protein and essential amino acids, or a functional food product enriched with probiotics, aimed at enhancing digestive health.

KPI 21: Number of circular economy solutions implemented, contributing to waste reduction or reuse.

Definition: This KPI measures the number of those solutions that have contributed to reducing food losses across the supply chain. Circular economy solutions focus on minimizing waste, promoting reuse, and creating sustainable loops of production and consumption.

Focus (Objective, Outcome, Impact):

- **Objective:** To encourage the development and implementation of circular economy solutions that minimize waste, promote resource efficiency, and reduce food losses from production to consumption.
- **Outcome:** The total count of circular economy solutions and the percentage that have successfully reduced food losses, reflecting the effectiveness of projects in promoting sustainability.
- **Impact:** Supports waste reduction, efficient use of resources, and the sustainability of food systems across the Mediterranean region, contributing to environmental protection and improved food security.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged to facilitate real-time tracking and adaptation.
- **Data Integrity:** Verified through project reports, solution implementation records, and waste reduction assessments. Cross-referenced with PRIMA MEL for accuracy and consistency.

Baseline: The baseline will be established at the start of the project cycle, representing the initial state of waste generation and food loss before implementing circular economy solutions.



Measure Administration:

- **Measure Owner:** Project Coordinator for each PRIMA-funded project.
- **Data Custodian:** PRIMA MEL team, led by the PRIMA Monitoring Officer.

Data Gathering Method: Data will be collected from project implementation reports, waste audits, and monitoring documents detailing the scope and impact of each circular economy solution. Information will be integrated into PRIMA MEL to ensure consistent tracking and evaluation of efforts to promote circular economy practices and reduce food losses across the supply chain.

EXAMPLE KPI 21:

- ❖ **Two** implemented systems for converting food waste into biogas for energy.
- ❖ **Six** innovative packaging made from biodegradable materials to extend the shelf life of fresh produce, thus reducing waste.

KPI 22: Number of new agri-food business models developed, emphasizing smallholders and local communities

Definition: This KPI measures the total number of new agri-food business models developed within PRIMA-funded projects that focus on supporting smallholders and local communities. These models aim to improve the economic viability, sustainability, and resilience of small-scale farmers and local enterprises. For example,

Focus (Objective, Outcome, Impact):

- **Objective:** To promote the development of innovative, sustainable, and inclusive business models that empower smallholders and local communities within the agri-food sector, ensuring better income opportunities and market access.
- **Outcome:** The total count of new agri-food business models designed and implemented, reflecting the success of projects in enhancing the economic sustainability of small-scale producers.
- **Impact:** Strengthens the agro-food sector by supporting local economies, improving food security, and promoting sustainable agricultural practices across the Mediterranean region, leading to greater resilience of smallholder farmers and local businesses.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged to facilitate continuous tracking and adaptation of business models.
- **Data Integrity:** Verified through project reports, business model documentation, and feedback from participating smallholders and local enterprises. Cross-referenced with PRIMA MEL for accuracy and consistency.

Baseline: The baseline will be established at the start of the project cycle, representing the existing state of agro-food business models and market structures before the development of new approaches.



Measure Administration:

- **Measure Owner:** Project Coordinator for each PRIMA-funded project.
- **Data Custodian:** PRIMA MEL team, led by the PRIMA Monitoring Officer.

Data Gathering Method: Data will be collected from project documentation, business model prototypes, case studies, and feedback from local communities and smallholders involved in the projects. Information will be integrated into PRIMA MEL to ensure consistent monitoring and evaluation of the development and impact of new agro-food business models.

EXAMPLE KPI 22:

- ❖ Developing **one** cooperative model that enables small farmers to collectively market their produce, improving their bargaining power and access to markets, or create a direct-to-consumer sales platform that helps local farmers reach customers more effectively.

KPI 23: Number of implemented WEFE Nexus solutions.

Definition: This KPI measures the successful practical implementation of a Water-Energy-Food-Ecosystems (WEFE) Nexus model within PRIMA-funded projects. It evaluates how effectively the model integrates water, energy, food, and ecosystem management to optimize resource use across these interconnected sectors.

Focus (Objective, Outcome, Impact):

- **Objective:** To promote the development and practical application of integrated WEFE Nexus models that optimize resource use, improve efficiency, and enhance sustainability across water, energy, food, and ecosystem sectors.
- **Outcome:** The total number of successfully implemented WEFE Nexus models that demonstrate effective integration and resource optimization across sectors, highlighting their practicality and scalability.
- **Impact:** Supports sustainable development by promoting efficient resource management, reducing waste, and enhancing resilience in interconnected systems across the Mediterranean region. It also fosters innovation by demonstrating the benefits of integrated planning and implementation across traditionally siloed sectors.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged for real-time assessment and adjustments.
- **Data Integrity:** Verified through project reports, implementation records, and resource optimization assessments. Cross-referenced with PRIMA MEL for consistency and accuracy.

Baseline: The baseline will be established at the start of the project cycle, representing the initial state of resource management and integration across sectors before the introduction of the WEFE Nexus model.



Measure Administration:

- **Measure Owner:** Project Coordinator for each PRIMA-funded project.
- **Data Custodian:** PRIMA MEL team, led by the PRIMA Monitoring Officer.

Data Gathering Method: Data will be collected from project documentation, field assessments, and evaluations of resource use and efficiency improvements achieved through the WEFE Nexus model. The information will be integrated into PRIMA MEL to ensure consistent monitoring, assessment, and reporting on the effectiveness and scalability of the implemented models.

EXAMPLE KPI 23:

- ❖ Developing **two** Integrated Solar-Powered Drip Irrigation and Aquifer Recharge Systems
- ❖ Implementing **three** Agrovoltaic Farming Systems.

Policy and Governance Indicators



Policy and governance indicators highlight the number of policy briefs covering a wide range of objectives aimed at promoting sustainability, resource efficiency, water management, climate resilience in agriculture and related sectors.

KPI 24: Number of policy briefs developed by PRIMA projects.

KPI 25: Number of policies influenced or developed as a result of a PRIMA project.

KPI 26: Number of inclusive water governance approaches implemented in your project.

KPI 27: Number of policies integrated with WEF Nexus approach.

KPIs 24 – 27.

Definition: These KPIs track the number of policy briefs³ policies and water governance approaches⁴, developed as a result of a PRIMA project alone or in collaboration with other PRIMA projects to ensure that scientific research contributes to the decision-making processes for policymakers.

Focus (Objective, Outcome, Impact):

- **Objective:** To promote the development policy briefs that may be as references for policy makers.
- **Outcome:** The total number of developed policy briefs, policies and water governance approaches.
- **Impact:** Influence decision-making processes through reliable scientific evidence.

Data Profile:

- **Frequency:**
 - **Compulsory Reporting:** Data collected at key reporting intervals (e.g., mid-term and final project reports).
 - **Optional Reporting:** Ongoing reporting through PRIMA MEL is encouraged for real-time assessment and adjustments.
- **Data Integrity:** Verified through project reports and implementation records. Cross-referenced with PRIMA MEL for consistency and accuracy.

Baseline: The baseline will be established at the start of the project cycle.

Measure Administration:

- **KPI Owner:** Project Coordinator for each PRIMA-funded project.
- **KPI Custodian:** PRIMA Monitoring Officer.

³ Policy briefs are “a concise summary of a particular issue, the policy options to deal with it, and some recommendations on the best option. It is aimed at government policymakers. and others who are interested in formulating or influencing policy”. (FAO, 2025)

⁴ Water governance refers to the overall framework and processes for decision-making and implementation of policies related to the use and management of water resources. (WAREG , 2023)



EXAMPLE KPI 24:

- ❖ A project might propose **two** policy briefs based on credible evidence to solve certain policy issues identified during the development of the project, or as a result of the project.
Policy briefs might promote sustainability, resource efficiency and climate resilience in agriculture and related sectors.

NOTE: When identifying similar policy issues among two or more PRIMA projects, policy briefs might be proposed in collaboration.

EXAMPLE KPI 25:

- ❖ **Three** policies might be proposed, through participatory approaches, to engage stakeholders to produce legislative frameworks for better agricultural practices in the Mediterranean region.

EXAMPLE KPI 26:

- ❖ Developing **five** governance solutions to addressing water resource management through the stakeholder collaboration. Those solutions might include Workshops, Decision Support Systems and Digital Platforms.

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