# Education and Behaviour Change Program – Monitoring and evaluation plan template

Version 5Updated: 15 September 2022

## How to use this template

This template is to support Victorian councils and alpine resort management boards (ARMBs) to develop a detailed monitoring and evaluation plan for their local Education and Behaviour Change campaign. It outlines how councils and ARMBs can gather the data and information required to evaluate the effectiveness of their campaign.

You will complete this monitoring and evaluation plan as part of your campaign planning progress. You will determine and describe how you plan to monitor, measure, and evaluate your campaign performance.

As your campaign progresses through the phases, you should copy the relevant information from this monitoring and evaluation plan to the monitoring and evaluation report (separate template). You will use the monitoring and evaluation report to record your actual campaign performance data, and to evaluate the effectiveness of your campaign against your objectives and activities outlined in this monitoring and evaluation plan.

##### Tips:

* Ensure you delete the *Example text* as you work through the template. This is for your guidance only and should not remain in your final version.
* Develop this plan alongside your communication and engagement plan. They should be consistent and inform one another.

**If you have received a grant from the Circular Economy Household Education Fund (formerly the Recycling Victoria Household Education and Behaviour Change Fund):** You are required to complete this plan and submit this template to meet milestone 1 of your project. Expanding on the communication and engagement plan, this template develops a monitoring and evaluation framework for your campaign.

For further guidance and insights to support your campaign planning and evaluation, refer to the  [Education and Behaviour Change Campaign Guide](https://campaigns.sustainability.vic.gov.au/asset-library/recycling-victoria-household-education-and-behaviour-change-campaign/campaign-guide?x-craft-preview=6JzL12cJ9J&token=JKWx90UcFM-duNbwTM0Xn5huJm9ksAzR) or contact the campaigns team.

## Project Details

**If you have received a grant from the Fund:** You can copy these details from your funding agreement.

*Table 1. Project details*

| **Council** |  |
| --- | --- |
| **Project title**  |  |
| **Project description** |  |
| **Project start date** |  |
| **Project end date**  |  |
| **Council project representative and contact details**  |  |

## Monitoring and evaluation plan

Complete this plan before your campaign starts.
Before you begin

It is important to understand the type of data you need to collect to effectively evaluate the success of your campaign. We suggest using reach, engagement, and impact to measure and evaluate campaign performance. Please review the monitoring and evaluation section of the [Education and Behaviour Change Campaign Guide](https://campaigns.sustainability.vic.gov.au/asset-library/recycling-campaign/toolkit) for guidance on this before commencing this plan.

### Behaviour change objective/s

Behaviour change is the process of someone, somewhere, doing something differently to how they have done it in the past. Your communication and engagement activities should focus on delivering behaviour change in your community. Whether you are introducing a new household recycling service, or improving on an existing service, you want your community to understand the service and use the service correctly to avoid contamination and contribute effectively to Victoria’s circular economy.

For waste and recycling, there are six key behaviour change metrics you can use to understand if you have delivered impact.

**Contamination rate** – The proportion of a waste stream that contains materials that cannot be recovered or sorted for reprocessing (for example, Polystyrene in the mixed recycling bin or plastics in the FOGO bin).

**Resource loss rate (also known as Leakage rate)** – The proportion of the landfill bin which could have been recycled if placed into a recycling or organics bin (for example, food scraps or aluminium cans in the landfill bin).

**Presentation rate** – The proportion of properties serviced, where a bin is presented for collection.

**Utilisation rate** – The average proportion of available bin capacity that is used (for example, 50% utilisation equals an average fill rate of 120L for a 240L bin).

**Diversion rate** – The amount of waste diverted from landfill. Calculated by dividing the tonnes of recyclables and organics collected (less contaminants) by the total tonnes of waste and recyclables and organics collected.

**Tonnes collected** –The amount of material collected inclusive of contamination.

**Tonnes recovered** –The amount of material collected exclusive of contamination.

Ideally, you would be able to measure and track all of these metrics to measure your impact, but we appreciate cost and capacity may be prohibitive. At a minimum, you should aim to have data on your contamination rate and waste and recycling stream tonnage collected.

Metrics like the leakage and utilisation rate may require individual bin audits. Diversion rate is the golden impact metric, as it incorporates all recycling and waste streams and is essentially a “circularity” rate.

To evaluate behaviour change, you need to determine the current behaviour in your community. We call this baseline data.

Baseline data will be required if you are seeking to improve an existing service (for example, to understand if we have successfully reduced the contamination in the FOGO bin, we need to understand what the current level of contamination is). If you are introducing a new service, it’s not always possible to set a baseline. However, you can measure the amount of food and garden organics currently being disposed of in the landfill stream and compare this to landfill bin compositions post-campaign.

#### Wh**at behaviour are you trying to change?**

Use this section to outline your behaviour change objectives. Objectives should be specific, measurable, achievable, realistic, and time-bound (SMART) where possible.Determine which of the metrics detailed above that you are able to collect, the timeframe, and target change amount.

*For example:*

Council’s behaviour change objective is:

To decrease the contamination rate of our food and garden organics service by 5% percentage points by July 2023.

Council’s behaviour change objective is:

To increase uptake of our new glass kerbside service to 50% by July 2023.

Do you need to collect baseline data?

As mentioned above, for some metrics a baseline will be required to measure impact. Use this section to detail how you will collect and set your baseline data. If you are unable to collect a baseline or are utilising metrics which do not require a baseline (such as, introducing a new service) please enter “not applicable” in this section.

*For example:*

Council will utilise annual bin audit results to set a baseline for the leakage rate of the landfill waste stream.

Council will utilise their contractors 2020 report which details tonnages and contamination rates for each waste stream.

### Campaign objective/s

While behaviour change objectives measure the impact your communications and engagement work has delivered at the community level, campaign objectives are more focussed on our communication efforts. They measure the reach and engagement our communications have been able to deliver.

In your communication and engagement plan, you have identified the most appropriate activities to reach your audience and meet your campaign and behaviour change objectives. To understand if these activities are working, you need to track how they are going and measure their performance.

A robust monitoring and evaluation framework should include a campaign objective for each planned activity.

In the table below, copy your planned campaign activities from your communication and engagement plan. For each activity, consider how you can measure the performance of this activity. We understand not every activity is measurable or will have a target, for any activities which are not applicable, please indicate with ‘not applicable’.

In addition to the communication and engagement activities, you should add the specific monitoring and evaluation activities you are undertaking to measure and assess the performance of your service change. These should be the activities you are undertaking to capture the behaviour change metrics you’ve outlined above. For example, will you conduct bin audits prior to the service change to capture baseline data? After the service has commenced, will you contact your service provider to confirm the tonnage recovered in a new recycling stream to track the performance? If so, add these activities to the relevant campaign phase.

**Tip**: Copy and paste the activities from the relevant table in your communication and engagement plan.

### Preparation phase [Insert: Approximate date range]

Approximately 6 to 3 months before the New Household Recycling Services commence.

*Table 2. Preparation phase*

| **Activity***Copy activities communication and engagement plan* ***and*** *add specific monitoring and evaluation activities*   | **Measurement***How are you going to monitor and evaluate this activity?* | **Target***What are you hoping to achieve?* *Reach/engagement* |
| --- | --- | --- |
| *For example:*Letter to residents informing of upcoming service change. | *For example:** Number of letters delivered
* Number of unique hits on dedicated letter URL
 | *For example:** Deliver 100,000 letters before [day/month/year]
* Record 10,000 unique hits on letter URL between [day/month/year] and [day/month/year]
 |
| Visual bin inspection during kerbside collection to determine a baseline for tonnes recovered metric in new glass stream  | The amount of glass currently in the recycling bin  | Inspect 30% of kerbside bins  |
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|  |  |  |

### Phase 1: Pre-transition [*Insert*: Approximate date range]

Approximately 3 months prior to introducing the New Household Recycling Services.

*Table 3. Pre-transition phase*

| **Activity***Copy activities communication and engagement plan and* ***add*** *specific monitoring and evaluation activities*   | **Measurement***How are you going to monitor and evaluate this activity?* | **Target***What are you hoping to achieve? Reach, engagement, and impact* |
| --- | --- | --- |
| *For example:*Social media advertising to build awareness of service change  | *For example:** Reach as reported through Facebook analytics.
* Engagement as report through Facebook analytics
 | *For example:** Record 50,0000 views between [day/month/year] and [day/month/year]
* Achieve a click through rate of 1.5% for the period of [day/month/year] to [day/month/year]
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### Phase 2: Transition [*Insert*: Approximate date range]

Introduction of the New Household Recycling Services.

*Table 4. Transition phase*

| **Activity***Copy activities communication and engagement plan* ***and*** *add specific monitoring and evaluation activities*   | **Measurement***How are you going to monitor and evaluate this activity?* | **Target***What are you hoping to achieve? Reach, engagement, and impact* |
| --- | --- | --- |
| *For example:*Distribute information pack to households to align with the delivery of the new bin/service (but do not place inside bins) | *For example:** Number of information packs distributed
* Number of unique hits on information pack URL between delivery date and collection start date
 | *For example:** Deliver 100,000 information packs before [day/month/year]
* Record 10,000 unique hits on letter URL between [day/month/year] and [day/month/year]
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|  |  |  |

### Phase 3: Post-transition [*Insert*: Approximate date range]

Approximately 3 months after introducing the New Household Recycling Services.

*Table 5. Post-transition phase*

| **Activity***Copy activities communication and engagement plan* ***and*** *add specific monitoring and evaluation activities*   | **Measurement***How are you going to monitor and evaluate this activity?* | **Target***What are you hoping to achieve? Reach, engagement, and impact* |
| --- | --- | --- |
| *For example:*Newspaper advertisement to build capability to use the new service. | *For example:*Circulation numbers of each publication | *For example:*Achieve 30,000 circulations between [day/month/year] and [day/month/year] |
| Visual bin inspection during kerbside collection  | Contamination rate | Inspect 30% of kerbside bins with a less than 5% contamination rate in new glass bin  |
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### Phase 4: Ongoing [*Insert*: Approximate dates]

Approximately 3 to 6 months after introducing the New Household Recycling Services.

*Table 6. Ongoing*

| **Activity***Copy activities communication and engagement plan* ***and*** *add specific monitoring and evaluation activities*   | **Measurement***How are you going to monitor and evaluate this activity?* | **Target***What are you hoping to achieve? Reach, engagement, and impact* |
| --- | --- | --- |
| *For example:*Education workshop at CALD community centre  | *For example:*Attendance figures collected during workshop.  | *For example:* Record 500 attendees |
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|  |  |  |

**For fund recipients:** You need to fill in this section.

## Declaration

I confirm that the above details are accurate at the time of completion.

………………………………………………………………. Date………….

Council or ARMB name

………………………………………………………………. Date………….

Full name of representative

………………………………………………………………. Date………….

Title of representative