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

Version 5Updated: 16 December 2021

## How to use this template

This template is to support Victorian councils and alpine resort management boards (ARMBs) to report on their local Education and Behaviour Change campaign.

You will complete this monitoring and evaluation report as you progress through the campaign phases and finalise at the end of your campaign. You will this report to record your actual campaign performance data, and to evaluate the effectiveness of your campaign against your objectives and activities outlined in your 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.

**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 report and submit this template to meet the final milestone of your project.

For 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-campaign/toolkit) 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 report

Complete this report accordingly as you progress through the campaign phases, and ensure it is finalised at the end of your campaign.

### 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.

Copy across your behaviour change objective/s from your monitoring and evaluation plan into the box below.

*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.

#### Compare the baseline data in monitoring and evaluation plan to the data you have collected during your campaign.

*Table 2. Baseline data comparison*

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective** | **Baseline data** | **Post-campaign data** | **Outcome***Did you achieve the target?*  |
| *For example:*To decrease the contamination rate of our food and garden organics service by 5% percentage points by July 2023. | *For example:*Contamination rate of 12% | *For example:* Contamination rate of 5% | *For example:*Achieved |
| *For example:*To increase uptake of our new glass kerbside service to 50% by July 2023. | *For example:*N/A | *For example:*Glass bin presentation rate of 43%  | *For example:*Not achieved |

### 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’.

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

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

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

*Table 3. Preparation phase*

| **Activity***Copy from monitoring and evaluation plan* | **Measurement***Copy from monitoring and evaluation plan* | **Target***Copy from monitoring and evaluation plan* | **Result***How did this activity perform?*  | **Objective outcome***Did you achieve the target?* |
| --- | --- | --- | --- | --- |
| *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]
 | *For example:** Delivered 105,000 Letters
* Recorded 7,054 unique URL hits between [day/month/year] and [day/month/year].
 | *For example:** Objective achieved
* Objective not achieved
 |
| 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  | 25% of kerbside bins inspected | Objective achieved - X tonnes listed as baseline metric for new glass stream |
|  |  |  |  |  |

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

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

*Table 4. Pre-transition phase*

| **Activity***Copy from monitoring and evaluation plan* | **Measurement***Copy from monitoring and evaluation plan* | **Target***Copy from monitoring and evaluation plan* | **Result***How did this activity perform?*  | **Objective outcome***Did you achieve the target?* |
| --- | --- | --- | --- | --- |
| *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]
 | *For example:** Recorded 64,000 views between [day/month/year] and [day/month/year]
* Achieved a click through rate of .5% between [day/month/year] and [day/month/year]
 | *For example:** Objective achieved
* Objective not achieved
 |
|  |  |  |  |  |
|  |  |  |  |  |

### Phase 2: Transition [*Insert*: Approximate date range]

Introduction of the New Household Recycling Services.

*Table 5. Transition phase*

| **Activity***Copy from monitoring and evaluation plan* | **Measurement***Copy from monitoring and evaluation plan* | **Target***Copy from monitoring and evaluation plan* | **Result***How did this activity perform?*  | **Objective outcome***Did you achieve the target?* |
| --- | --- | --- | --- | --- |
| *For example:*Distribute information pack to households to align with the delivery of the new bin or service (but do not place inside bins) | *For example:** Number of information packs distributed
* Number of unique hits on information pack URL

 | *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]
 | *For example:** Delivered 91,000 information backs by [day/month/year]
* Recorded 9,800 unique hits between [day/month/year] and [day/month/year]
 | *For example:** Objective not achieved
 |
|  |  |  |  |  |
|  |  |  |  |  |

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

Approximately 3 months after introducing the New Household Recycling Services.

*Table 6. Post-transition phase*

| **Activity***Copy from monitoring and evaluation plan* | **Measurement***Copy from monitoring and evaluation plan* | **Target***Copy from monitoring and evaluation plan* | **Result***How did this activity perform?*  | **Objective outcome***Did you achieve the target?* |
| --- | --- | --- | --- | --- |
| *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] | *For example:*Achieved 34,000 circulations between [day/month/year] and [day/month/year] | *For example:*Objective achieved |
| Visual bin inspection during kerbside collection  | Contamination rate | Inspect 30% of kerbside bins with a less than 5% contamination rate in new glass bin  | 35% of kerbside bins inspected with a 3% contamination rate in new glass bin | Objective achieved – contamination rate lower than target |
|  |  |  |  |  |

### Phase 4: Ongoing [*Insert*: Approximate dates]

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

*Table 7. Ongoing*

| **Activity***Copy from monitoring and evaluation plan* | **Measurement***Copy from monitoring and evaluation plan* | **Target***Copy from monitoring and evaluation plan* | **Result***How did this activity perform?*  | **Objective outcome***Did you achieve the target?* |
| --- | --- | --- | --- | --- |
| *For example:*Education workshop at CALD community centre | *For example:*Attendance figures collected during workshop*.*  | *For example:*Record 500 attendees | *For example:*Recorded 374 attendees | *For example:*Objective not achieved |
|  |  |  |  |  |
|  |  |  |  |  |

### Discrepancies between planned and actual measurements

If there are any discrepancies in what you had planned, compared to what you delivered, please outline below. Please explain any learnings which may help in planning future campaigns.

|  |
| --- |
| *For example:*Reached 16,746 people on social media, however comments on posts were largely positive. In future we will align posts to days that information packs are distributed. |

### Additional supporting evidence

Attach any further evidence to support the evaluation of your campaign effectiveness. This could include internal reports, feedback submitted, qualitative interviews, or case studies.

*Table 8. Additional supporting evidence*

|  |  |
| --- | --- |
| Activity | Document/File Name\* |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\*Please attach a ZIP folder with corresponding documents/files

**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