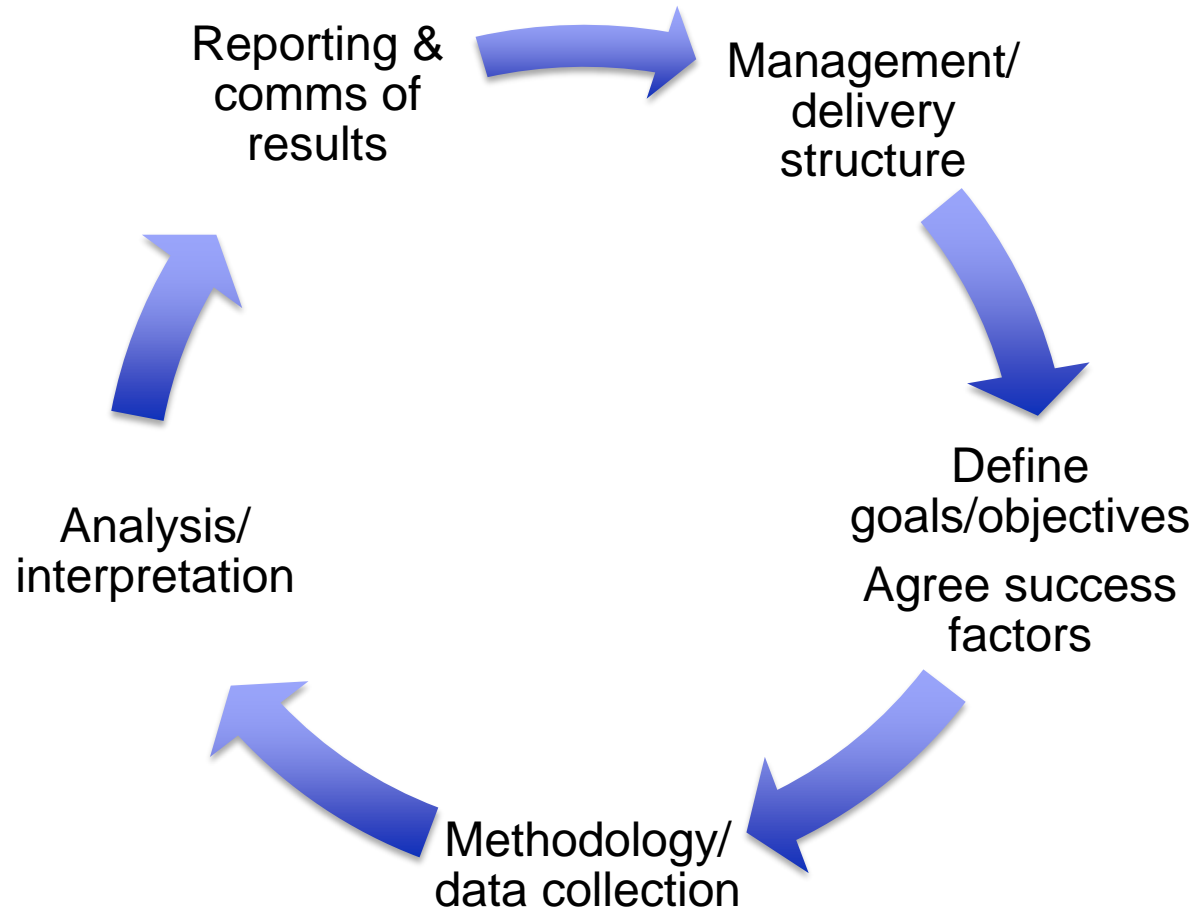


# Community energy efficiency toolkit

## Monitoring and evaluation part 2:

### Evaluation planning

# Elements of an Evaluation Plan



# Planning your evaluation

Project evaluation should be planned upfront, ideally as part of the project planning phase.

It needs a clear outline: what will you do, how and why?

- Agrees a management structure
- Gets stakeholders/partners onboard
- Outlines what success looks like
- Outlines methodology

## Indicators

There are a number of indicators you can use to measure change (see 'indicators' document). Data can come from a variety of sources:

- Surveys
- Installer data
- Monitored energy use
- Recorded participation in activities
- The only way to accurately predict potential results (for business planning) is to use data you have collected on similar activities in the past or that other projects have collected

# Evaluation plan checklist

## **Project evaluation management and delivery structure**

- Agree who is signing-off decisions (Board? Steering group?)
- Who is delivering the evaluation (in-house/ out-source)?

## **Goals/objectives**

- Define and agree long term objectives
- Sub objectives (key evaluation questions are useful to help your evaluation progress)

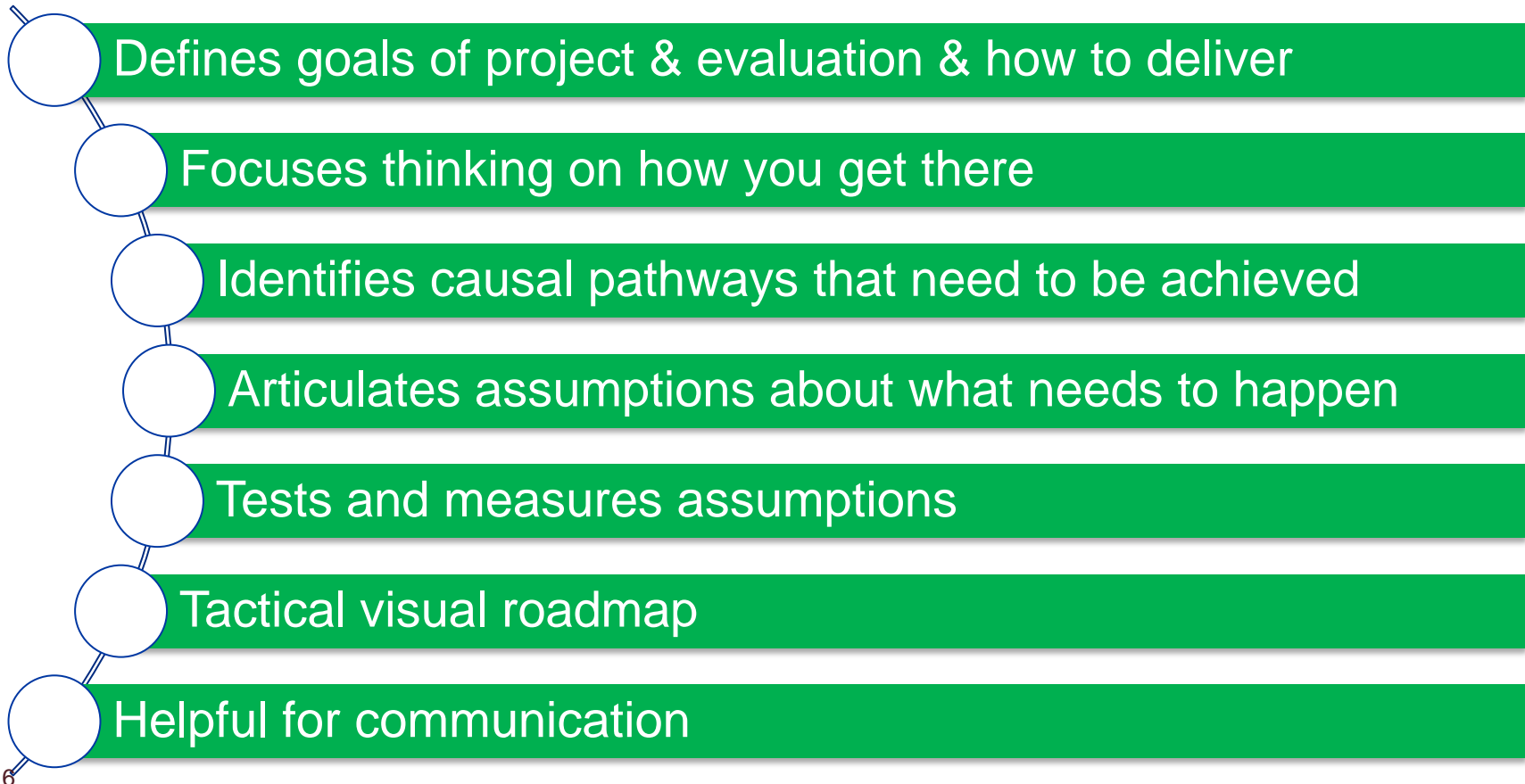
## **Methodology**

- Data collection and metrics
- Data protection
- What analysis will you do?**
- How will you report and communicate results, and to whom?**

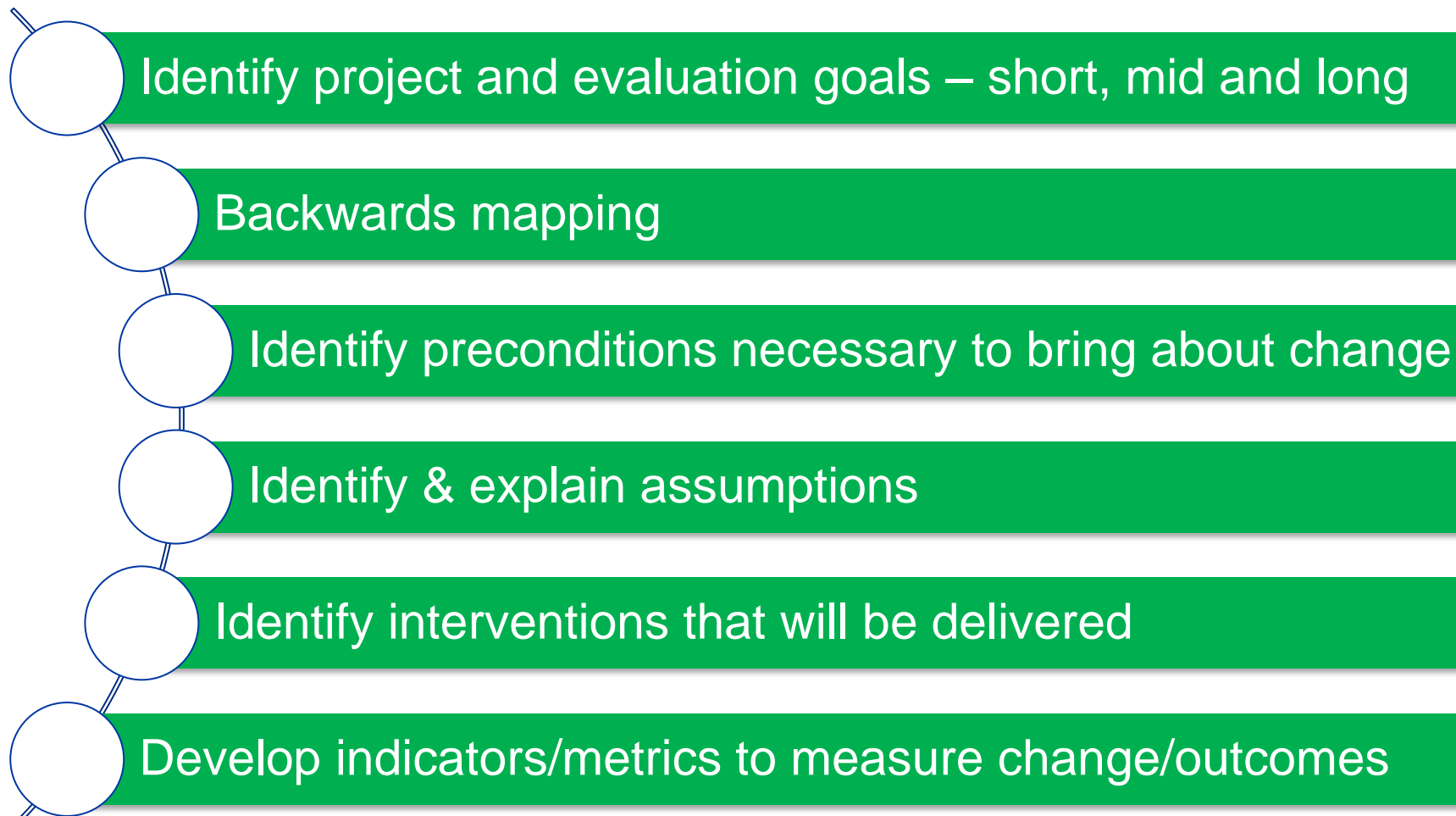
# Theory of Change concept and Logic Maps

**Theory of change (TOC) is the narrative concept**

**Logic Maps are the visual way of explaining how your project works**



## How to create a logic map



# Logic map example

Objectives: project short/mid/long term goals

## INPUTS

- Inputs: investment e.g. resources, budget

## ACTIVITIES

- Activities: project activities e.g. develop training content

## OUTPUTS

- Outputs: number of activities e.g. number of workshops delivered

## OUTCOMES

- Outcomes: changes that have occurred in short, mid and long term

ASSUMPTIONS: things that need to exist for change to occur