

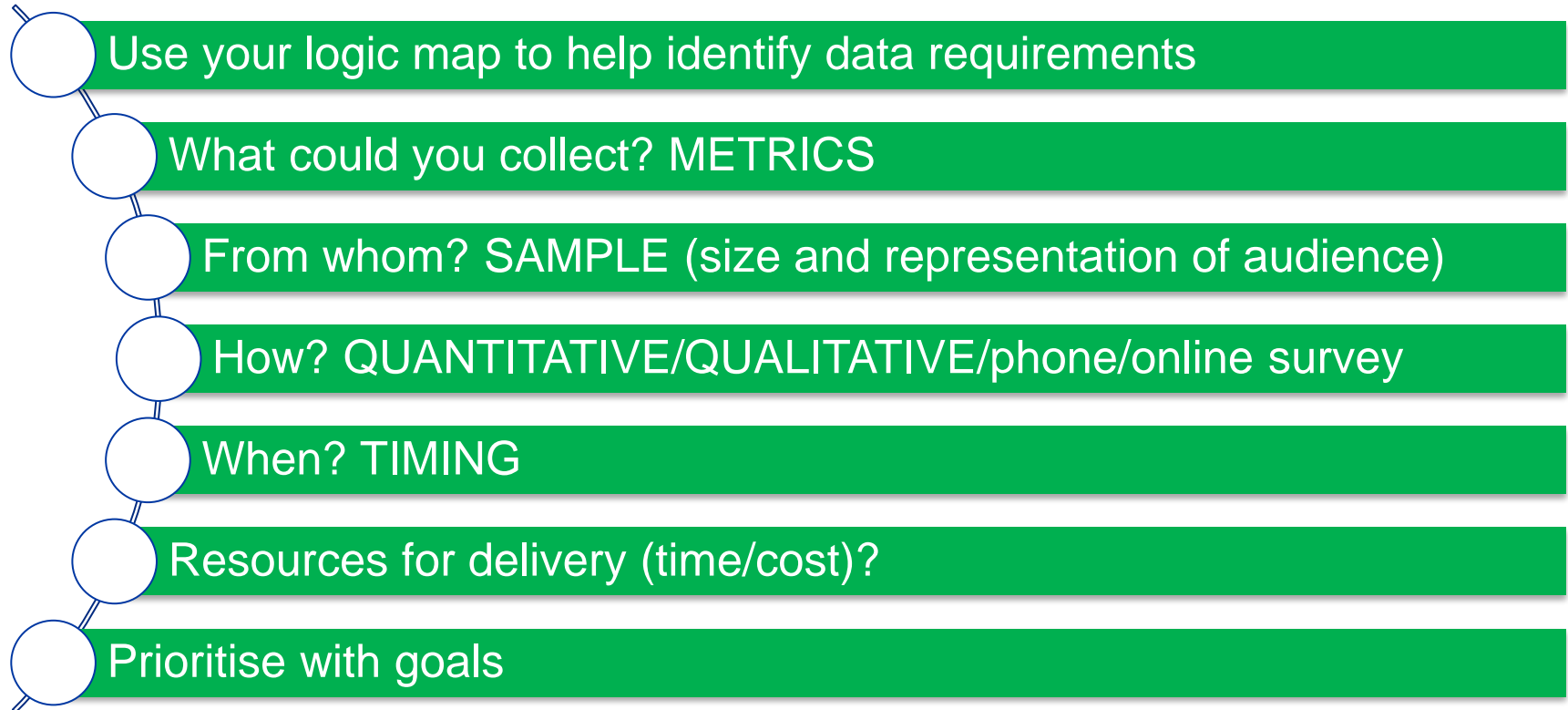
Community energy efficiency toolkit

Monitoring and evaluation part 3:

Data collection

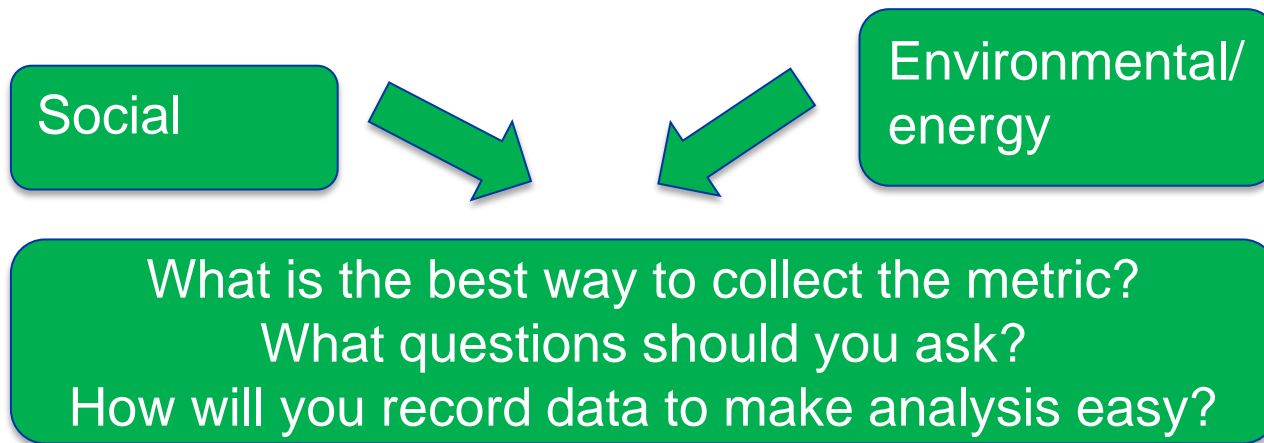
Data Collection

Primary data is collecting data live/first hand from your project, which is generally preferable to **secondary data** (already collected from another source)



Metrics- use your logic map to guide you

- Inputs: investment, £, staff, resources,
- Outputs: what is delivered, workshops, action plans completed
- Outcomes: change
 - Short-term: e.g. awareness
 - Mid-term: e.g. steps towards action/long goals e.g. setting up co-op
 - Long-term: e.g. energy saved by co-op



Translating a logic map into survey questions

Assumptions

- could be internally controlled
- could be externally controlled e.g. a policy has to be approved

Example impact assessment questions related to project objectives:

- **Overall:** is my project successful in increasing energy saved /generated in our town?
- **Short-term:** is my project successful at increasing awareness of setting up as an energy co-op?
- **Mid-term:** is my project making steps towards setting up as an energy co-op?
- **Long-term:** have we set up as an energy co-op and have we saved energy?

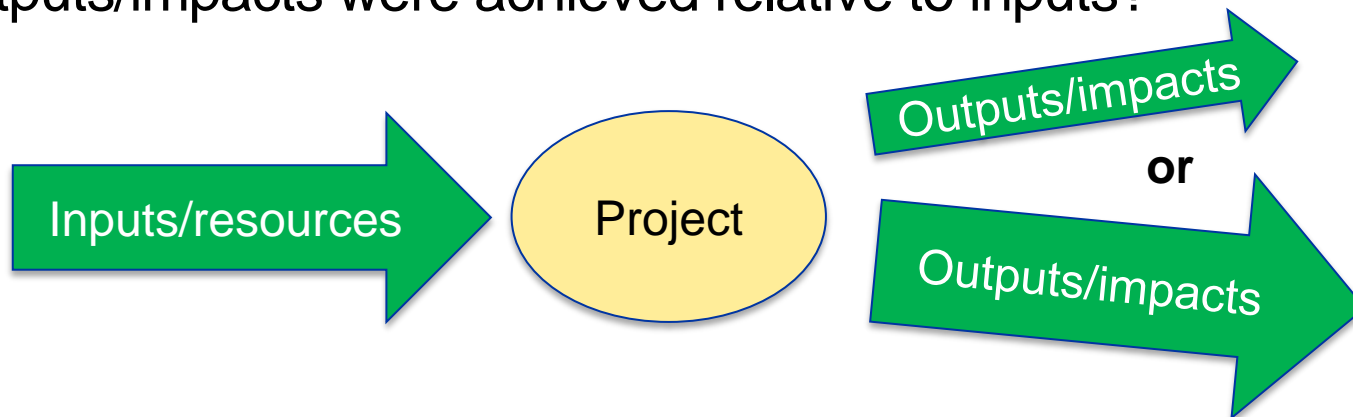
Translating a logic map into survey questions

Process questions would include:

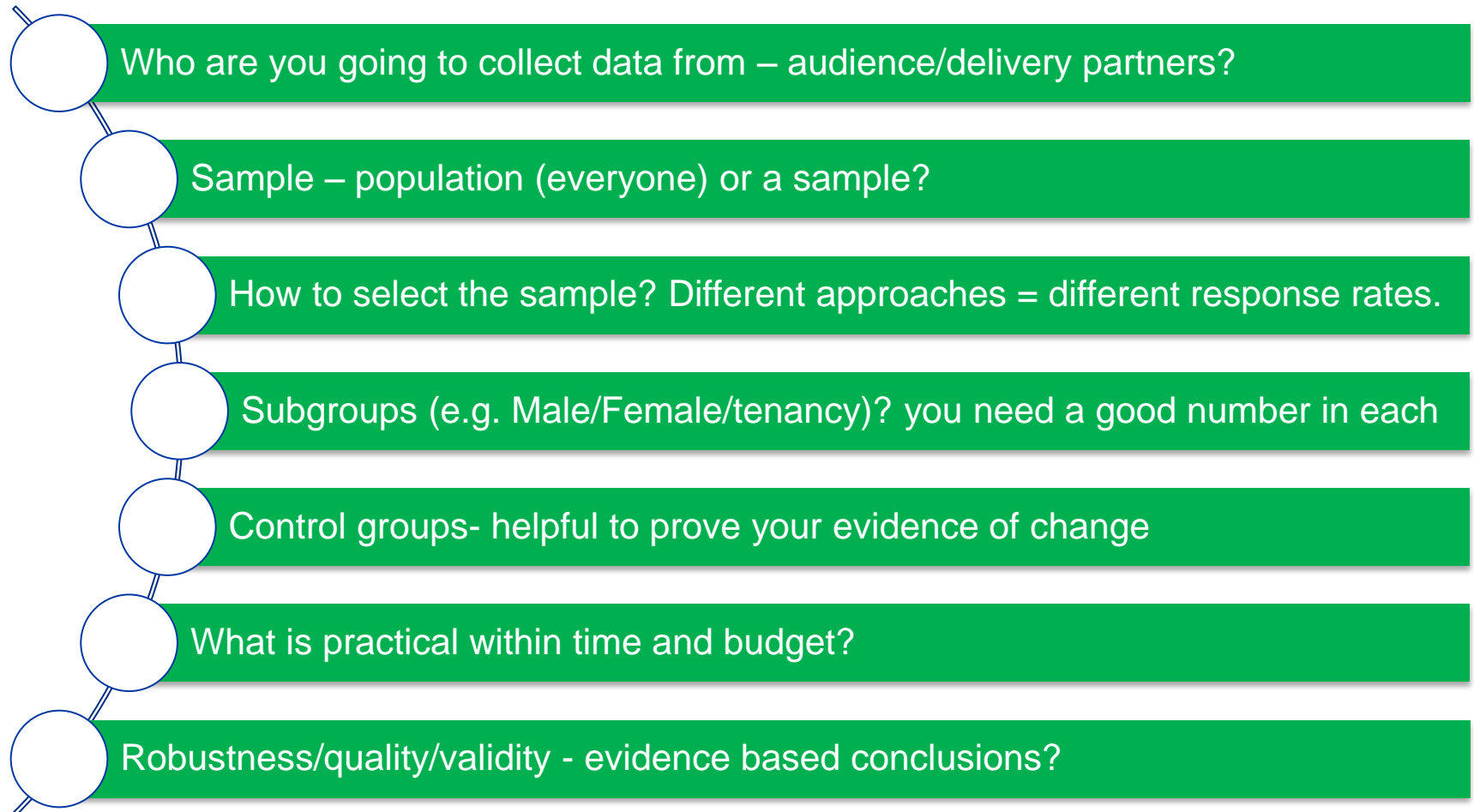
- What worked well, successes/failures – this can be determined through assessing the number/quality of outputs and feedback, for example

Cost effectiveness question would include:

- How cost-efficient was the project? This can be compared to other projects (evidence) or other delivery approaches – e.g. what outputs/impacts were achieved relative to inputs?



Sampling



How will you collect data?

Quantitative

- Large data sets
- Representative sample
- Top line understanding
- Describe numerically
- Shows relationships/trends
- Structured/formal
- Quantify impact

Qualitative

- Small data sets
- In depth understanding
- Describe by a narrative
- Use case studies/quotes/stories
- Less structured more flexible
- Understand what works/doesn't (process)

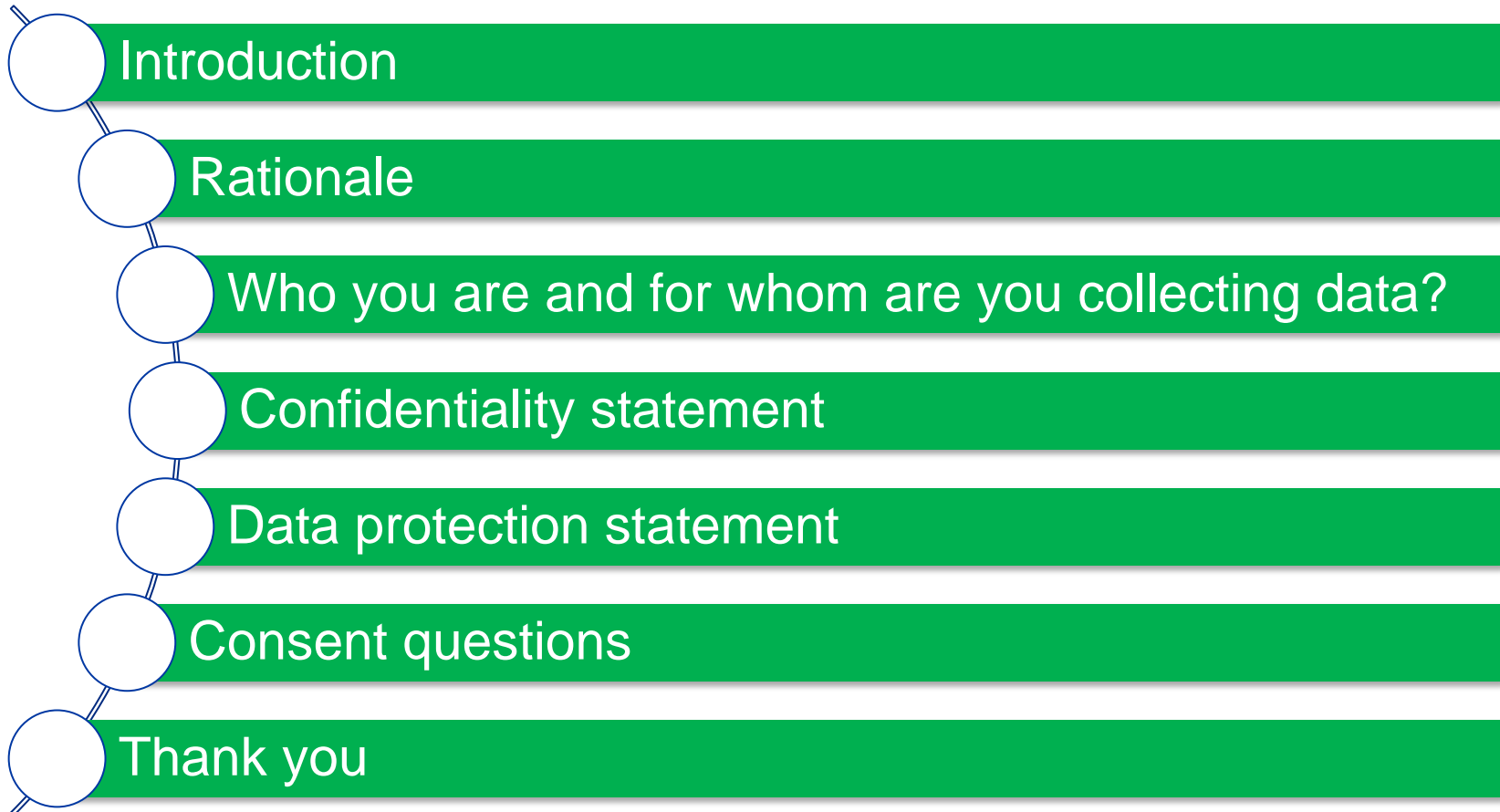
Survey

- Paper on site
- Postal
- Online
- Telephone

In-depth interviews

- Face to face
- Telephone
- Groups
- observational/case studies

Survey essentials



Qualitative/in-depth interviews

Aim: Process evaluation? A few questions around what happened during the project

Approach: Define how to collect data. Consider your audience (if elderly phone might be difficult; if a certain religion focus groups with all ages or all sexes might be difficult):

- In-depth interviews
- Face to face/ telephone
- Focus groups
- Diaries/video/paper
- Observational

Focused, simple, flexible

Record/log the information:

- Record it
- Write it down
- Pictures
- Prompts
- Make a case study

Quantitative /Surveys tips

Clearly define objectives (keep simple, not too many)

Method appropriate for audience

Avoid survey fatigue (too many surveys with the same people)

Keep questions focused and simple

Closed questions

Predefined response options

Constant response options (e.g. same scales)

Logical order but not predictable

Don't lead/bias

Don't assume participants know/remember anything

Send reminders

Would incentives encourage participation?