

(2) Monitor behaviour change and public interest:

It is always difficult to assess behaviour change, but with personal meetings and surveys, you can try to find out whether the participants have internalised the campaign's message well. Whenever possible, it is important to determine whether the changes in awareness, attitudes or behaviour were a direct result of the Display poster and the accompanying measures. Or maybe other factors such as general press coverage or other parallel energy or climate campaigns also contributed to this change.

Other interesting questions to investigate could be:

- **How many buildings/departments/offices hung up the poster?**
- **What has the feedback from participating buildings/departments/offices been?**
- **To which extent have the indirect target groups (i.e. building visitors) been sensitised?**
- **How many requests and suggestions did you receive from outside (partners, other municipalities, NGOs, etc.)?**
- **etc.**



On the intranet of the Bristol (UK) city council, a weekly poll on a topical subject has been installed to evaluate the public response to the posters. The poll takes the form of a simple multiple choice question online.

When analysing data (from questionnaires, interviews, focus groups, or whatever), always start by reviewing your evaluation goals. That will help you analyse the data properly and find out if the input was in due proportion to the outcome.

The following list will give you an idea of some possible evaluation methods.

For your awareness-raising campaign, several outcome indicators can help you assess the project:

MEASURES	AIM	TOOLS
Quantitative		
Media monitoring	Find out the campaign's presence in the media	Take an inventory of the articles, TV shows, etc., that dealt with the campaign
Monitoring of energy consumption	Quantify the energy saved	Analyse data 1. Manually 2. Spreadsheets 3. Energy management software and compare with the target
Qualitative		
Survey building users	Determine whether, globally, a change in attitude/behaviour has taken place	Carry out interviews with small groups of building users
Survey staff	Analyse the workflow of the campaign, exchange of experience, behaviour change	Initiate meetings with staff (if possible regularly)
Survey building visitors	Assess the campaign's impact on visitors	Find out while speaking with clients etc.

Furthermore, **campaign documentation** of the ongoing activities and a final evaluation will help you adjust and improve your campaign concept. Your evaluation results should also facilitate the realisation of future campaigns.