

Final evaluation


It is quite difficult to get 100% reliable information on the real effectiveness of the campaign, but an evaluation helps you to filter out its strengths and weaknesses.


At the end of the campaign, two main factors should be assessed:

(1) the amount of energy saved, and (2) the extent to which people's changed behaviour contributed to the savings.

(1) Monitor energy consumption

- Get intermediate data - if possible at the end of each month.
- Quantitative evaluation: How much energy has been saved?
- Compare the results to what you expected.
- Publish trends and comparisons, not just a new number each time.
- Visualise the results (i.e. diagram).

 *In Leicester (UK,) thanks to their intelligent energy metering system they can produce precise graphs of real consumption data and place this next to the Display poster.*

 *In Montbéliard (FR) they produce graphs comparing monthly data consumption for electricity and gas for two different years to compliment the Display poster.*

Experience has shown that, in most instances, the change in attitude and behaviour of the building users is quite considerable and can be assessed positively.