Step 4: Deliver a Pilot

Part 2 – Your Evaluation Plan

This worksheet will help you plan how to measure the success of your intervention. By thinking about the evaluation early, you can ensure you are collecting the right information, in the right way, and at the right time. By the end of this worksheet, you will have a clear plan on what data you need, how to collect it, and how to use it to track progress and learn for the future.

For your evaluation plan you need to:

- Define what success looks like (SMART objectives),
- Refine objectives into Key Performance Indicators (KPIs),
- Check if you can get suitable data,
- Understand the logistical consideration (of getting reliable data),
- Know what you are evaluating.

Delivery plan for intervention pilot	Copy this in from **Worksheet 7.**
Behavioral problem	Copy this in from **Worksheet 3.**

What does success look like?

How will you know if the behavior change has taken place?

What do you want to see? (who, what, when, where)	
What is your baseline?	
How will you measure movement from the baseline?	
How will you attribute movement to intervention? (e.g., is there a control group)	

What data do you need to collect?

The table below shows which measurement methods suit which intervention types.

Measurement method	What will be measured	When, how and by whom

KPIs - Formulate your key performance indicators in the light of all the above.

Reflections

Come back to this box after delivery of your pilot and note down what happened and what was measured, along with your findings. Keep a note of your costs here too, to help you refine, adapt and scale.

Measurement Methods for Household Food Waste Interventions

Measurement Method	Metrics	Best Suited to Intervention Types	Pros	Cons
Pre- and Post-Intervention Surveys	% reporting reduced food waste; % increase in knowledge of storage/meal planning; self-reported kg of waste reduction per week	School and university programs • recreation- and hospitality-sector venues • campaigns, public pledges	Shows change in self-reported attitudes, knowledge, or behavior	Self-report bias; hard to link to actual food waste
Kitchen Diaries / Food Waste Logs/ Measurement Technology (e.g., "smart" bins)	Amount of food waste per household per week; % of food wasted, by type (fruit/veg, meat, bread, etc.); reasons for disposal (e.g., expired, cooked too much)	Home-based interventions • in-home trials • behavior change pilots • community challenges	Tracks day-to-day waste, reasons, and context	Participant burden; prone to drop-off or underreporting; is arguably an intervention in its own right
Food Waste Bin Weighing / Composition Analysis	Weight of food waste collected per household per week; % avoidable vs. unavoidable waste; % food waste as share of residual waste	Home-based interventions (e.g., fridge storage tips, portion guidance)	Direct, objective measurement of food discarded	Labor-intensive; needs careful controls; not feasible at scale
Digital Platform Analytics	# of logins or downloads; time spent on tool; # of recipes/portion calculators used; # of reminders set	Online tools (e.g., portion calculators), supermarket apps, recipe sites	Online tools (e.g., portion calculators), supermarket apps, recipe sites Shows digital engagement and usage patterns	No visibility of offline follow-through at home

Measurement Method	Metrics	Best Suited to Intervention Types	Pros	Cons
Prompted Feedback (e.g., SMS check-ins, follow-up surveys)	% completing check-ins; % reporting action taken since prompt; short-term self-reported waste reduction	• retail receipt prompts • community pledges • event-based campaigns	Lightweight, scalable way to gauge short-term impact	Limited depth; relies on self-report
Semi-structured Interviews / Focus Groups	% mentioning barriers/enablers; common themes on motivators; qualitative insights into unintended impacts	• home cooking classes • food waste ambassador schemes • parent-school programs	Explores motivations, perceived barriers, unintended outcomes	Small samples; may not reflect broader population
Social Media Interaction (likes, shares, comments)	% mentioning barriers/enablers; common themes on motivators; qualitative insights into unintended impacts	• influencer campaigns • awareness drives • viral content	Indicates reach and message resonance	Doesn't confirm real-life behavior change
Proxy Indicators (e.g., food item sales, recipe downloads, meal-planning app use)	Change in sales of "waste-prone" foods (e.g., bagged salad); # of recipe/meal plan downloads; app engagement	• nudges in retail or digital settings • in-store signage	Tracks intent or shifts in purchasing/ preparation habits	May not lead to waste reduction; hard to isolate causal impact
Longitudinal Household Tracking	Amount of food waste per household tracked over, e.g., 6–12 months; % change in waste composition over time; sustained adoption of new behaviors	• deep-dive community pilots • combined education and measurement interventions	Captures sustained change in real settings	High resource demand; needs strong incentives to maintain participation

Measurement Method	Metrics	Best Suited to Intervention Types	Pros	Cons
School or Workplace Spillover Surveys	% of parents reporting child influence on home food habits; % of employees reporting changed practices at home; reported changes in meal planning / shopping	Interventions aimed at children or employees (e.g., lunchbox learning, workplace cafés)	Captures indirect influence on home behaviors	Difficult to isolate or attribute behavior changes

Great work on completing Worksheet 8.

Now you are ready to deliver your pilot! Come back and tell us how it went, with the help of the final two worksheets in this series.

Your progress:

