
Improving the Performance of Waste Diversion Schemes: A Good Practice
Guide to Monitoring and Evaluation

Annex 2

Examples of monitoring aims, objectives and KPIs

WRAP helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.

Document reference: WRAP, 2010. *Improving the performance of waste diversion schemes – A good practice guide to monitoring and evaluation* (WRAP Project EVA092-000). Report prepared by Resource Futures, Banbury, WRAP.

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Front cover photography: n/a

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1.0 Introduction

The following tables demonstrate how to set SMART objectives. They give examples for the three types of objectives:

- Table 1 Input objectives;
- Table 2 Outcome objectives; and
- Table 3 Impact objectives.

For each of the examples provided, there would be an overarching aim towards which the objectives will contribute. This aim could be service or communications related. For example:

Service aim: Provide a cost-effective and efficient service for the collection of refuse, dry recyclables and compostables.

Communications aim: Promote awareness of waste reduction, recycling and composting to ensure maximum participation and minimum contamination.

These aims are about the delivery of your service, scheme or communications work. To know how effectively they are delivered you need to set monitoring aims, objectives and KPIs to monitor what gets done to achieve the service, scheme or communications aim.

To monitor what you have achieved, you need to have clearly set SMART objectives. The following tables illustrate the types of objectives you should be setting.

To make these objectives specific to your service / scheme or initiative, you should modify them by replacing the information in the brackets [eg overall / specific service / material] and insert actual dates where it says xx date, xx period. As you may be monitoring against an already established baseline (e.g. percentage participation), you should specify this baseline in your objective.

2.0 Input objectives

Table 1 Examples of input objectives and KPIs

Communications campaign objective	Monitoring aim	Monitoring objective	Related KPI	Monitoring method
To deliver a communications campaign using [e.g. event/leaflets] to [all residents/residents in the target area(s)] by xx date	To monitor the communications campaign	To measure the inputs of the [name] communications campaign to [all residents/residents in the target area(s)] by xx date /over xx period	Number of [leaflets/events/ roadshows/press releases etc.]	Monitoring communications campaigns – see Chapter 10
To deliver a communications campaign that directly contacts xx % of residents [overall/in the target area] by xx date		To measure the number of people contacted by [name] communications campaign to [all residents/residents in the target area(s)] by xx date /over xx period	% of residents [overall/in the target area] spoken to	Monitoring communications campaigns – see Chapter 10
To deliver a communications campaign that generates xx OTS to [all residents/residents in the target area(s)] by xx date		To measure the number of OTS of the communications campaign [overall/in the target area(s)] by xx date/ over xx period	Number of opportunities to see or hear (OTS/H) campaign message	Measure opportunities – see Chapter 10
To deliver a communications campaign that generates xx AVE to [all residents/residents in the target area(s)] by xx date		To measure the number of AVE of the communications campaign [overall/in the target area(s)] by xx date/ over xx period	Advertising value equivalent (£)	Measuring AVE – see Chapter 10

AVE = advertising value equivalent; OTH = opportunities to hear; OTS = opportunities to see.

3.0 Outcome objectives

Table 2 Examples of outcome objectives and KPIs

Communications campaign objective	Monitoring aim	Monitoring objective	Related KPI	Monitoring method
To deliver a communications campaign which is recognised and understood by xx % of residents [overall/in target area(s)] by xx date	To monitor the outcome of a communications campaign	To measure the outcomes of the communications campaign on [residents' logo recognition/logo understanding/ recognition of campaign materials] [overall/in the target area(s)] by xx date	% of people who recognise the logo	Survey – see Chapter 4
			% of people who understand the meaning of the logo	
			% of people that recognise materials	
			% of residents that are aware of the scheme or campaign	
To deliver a communications campaign using [e.g. leaflets, events, etc.] to [all residents/residents in target area(s)] to increase awareness of recycling and waste prevention by xx date		To measure the outcomes of the communications campaign on [residents' awareness/understanding/commitment to recycling/commitment to home composting/reusable bag usage] [overall/in the target area] by monitoring [awareness etc.] by xx date against a baseline set before the communications campaign	% of committed recyclers	Survey – see Chapter 4
			% of committed food waste reducers	
			% of committed home composters	
			% of conscientious bag users	Annex 3 – WRAP metric questions
To deliver a communications campaign to [all residents/residents in target area(s)] to increase awareness of recycling by xx % by xx date		To measure residents' understanding of the materials collected at kerbside before and after the communications campaign	% of residents who understand which materials are collected at kerbside	Survey – see Chapter 4
			% of residents who understand that key contaminants are not collected	
	To measure residents' satisfaction with the collection services [overall/for target service/target area] before and after the communications campaign	% of households that are very or quite satisfied		
		Number of complaints		

4.0 Impact objectives

Table 3 Examples of impact objectives and KPIs

Service / scheme objective	Monitoring aim	Monitoring objective	Related KPI	Monitoring method
To increase xx tonnes of dry recycle via the kerbside collection [overall/in a target area] by xx date	To monitor the recycling collections	To measure the tonnage of the dry recycling kerbside collection [overall/in a target area] over xx period / against a baseline	Tonnes kg per household per xx period (e.g. per week) out of all the households served by the scheme(s) (eg dry recycling/garden waste)	Measure quantities – see Chapter 6
To increase xx tonnes of garden waste via the kerbside collection [overall/in a target area] by xx date		To measure the tonnage of the garden waste kerbside collection [overall/in a target area] over xx period / against a baseline		
To increase xx tonnes of recycle via the [all/target bring sites/ HWRC sites] by xx date		To measure the tonnage of recycling from [all/target bring sites/HWRC sites] over xx period/against a baseline	Tonnes per site per xx period (e.g. per month) Tonnes for all sites or specific sites Tonnes for specific materials	
Increase xx percentage of recycling from [all collections/from a particular collection/scheme collections] by xx date		To measure the change in recycling rate in [council name] [a particular area(s)/collection/scheme] by xx date / against a baseline	% recycled dry % recycled green % recycled dry + green	
To increase capture rates by xx% [overall/for a particular material/in a particular scheme/collection] by xx date		To measure capture rates in [overall/for a particular material/particular scheme/collection] by xx date/ against a baseline	% of targeted material(s) captured (must be material-by-material)	
To decrease xx tonnes of residual waste [overall or in a target area] by xx date	To monitor residual waste collections	To measure the tonnage of residual waste collected [overall/in a target area] by xx date / against a baseline	Tonnes kg per household per period (e.g. week, month, year)	Measure quantities – see Chapter 6

Table 3 Examples of impact objectives and KPIs (cont'd)

Service/scheme objective	Monitoring aim	Monitoring objective	Related KPI	Monitoring method
To decrease xx tonnes of residual waste via [e.g. unwanted mail, real nappies schemes, home composting] by xx date	To monitor waste prevention schemes	To measure the tonnage of waste prevented via [e.g. unwanted mail, real nappies schemes, home composting] by xx date / against a baseline	Tonnes of residual waste prevented Tonnes per target area/initiative	Measure waste prevented – see Chapter 9
To increase participation in kerbside collections by xx% [overall/in a target area/for a particular material] by xx date	To monitor participation	To measure the participation rates [overall/in a target area/for a particular material] by xx date / against a baseline	% participation rate	Measure participation – see Chapter 5
To increase usage by xx% of [particular site(s)/schemes] by xx date / over xx period	To monitor usage	To monitor the usage of [particular site(s)/schemes] by xx date / over xx period / against a baseline	% usage Number of participants	Measure usage – see Chapter 5 Measure participation – see Chapter 7
To reduce contamination of recyclables by x% [overall/from bring sites/HWRC(s)/from kerbside overall/target kerbside collection/scheme] by xx date	To monitor contamination	To monitor contamination of recyclables collected [overall/from bring sites/HWRC(s)/from kerbside overall/target kerbside collection/scheme] by xx date / over xx period / against a baseline	% contamination (by weight) % containers contaminated	Measure contamination levels – see Chapter 8
To reduce contamination by xx% of recyclable material received by the [MRF(s)/local authority] by xx date		To monitor contamination of recyclables received by the [MRF(s)/local authority] by xx date/over a certain period/by xx date / against a baseline	% contamination (by weight)	

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