

USE OF ENVIRONMENTALLY-SENSITIVE PRACTICES

Outcome indicator

Indicator Phrasing

INDICATOR PHRASING: % of target group members using promoted environmentally-sensitive practices

What is its purpose?

The indicator measures the proportion of the target group members using one or more of the promoted environmentally-sensitive practices (e.g. more sensitive agricultural practices, improved waste management practices, water conservation practices, energy-saving practices, etc.).

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

1) **List the practice(s)** the target group members should follow. If there is a risk that a practice might not be followed correctly, specify what exactly it means to follow the practice – what exactly needs to be done, how, with what materials, for what purpose, etc.

2) If you promote several different practices, **define how many practices a person needs to follow** to be considered “using promoted environmentally-sensitive practices”. For example, at least 2 out of 4 practices (consider how difficult it is to follow these practices, so that you do not set this benchmark unrealistically high or low).

3) **Conduct individual interviews** with a [representative sample](#) of the target group members, asking them about each of the desired practices. If possible, **ask in an indirect way** – for example, instead of asking “Do you use efficient light bulbs?”, ask: “Can you please show me in this picture the type of light bulbs you use?”. This will reduce the risk of people confirming that they follow the “correct” practice even though they do not do so.

If you ask about practices where there is a risk that the target group members do not follow them correctly (e.g. certain anti-erosion practices), ask further pre-prepared questions that will help you determine whether the practice has been followed correctly. If possible, always verify the answers by conducting observations.

4) **Calculate** the number of respondents who correctly followed at least the minimum number of the desired practices (e.g. at least 3 out of 4 practices).

5) To **determine the indicator's value**, divide the number of respondents who correctly followed at least the minimum number of the desired practices by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

Disaggregate the data by gender.

Important Comments

1) Consider also reporting on the percentage of target group members who followed the practice but not in an entirely correct way.