

## Evaluation and Monitoring

It is important that your business has a strategy for monitoring and evaluating progress over time including celebrating successful implementation of your action plan and identifying potential future challenges. This section provides some practical advice on how to best monitor and evaluate your achievements over time.

Some suggestions for how your business can engage in effective evaluation and monitoring include:

- Review your performance from the benchmarking / measurement tool that you have adopted
- Celebrate the successful completion of items within your action plan with staff and management and communicate this success with your guests and other stakeholders. You might choose to print your action plans and put them in a space where your staff and guests can see them
- Once you have achieved certain targets, find simple and effective ways to assess the impact this is having on your business, there are several ways you can do this. This might include looking monitoring costs associated with energy and water consumption and seeking feedback from your guests through guest surveys / questionnaires
- Set aside a regular time that you can review your action plan and your progress in achieving your targets
- Continue regular measurement and benchmarking, including tracking how your business is performing against baseline and best practice sustainability performance
- Keep up to date as new information becomes available with regard to environmental issues, programs, policies, approaches, subsidies, etc. Subscription to relevant websites and magazines and communication with your industry association and other operators is a fantastic way to keep yourself informed about new information that affects your business

## Evaluate Performance

Look back over your sustainability action plan and evaluate the success of the various strategies and actions taken. How successful were they? Note that some actions will have instant results, while others will take longer to get results.

Highlight the areas where the biggest improvements have been made and the areas where there is still room for improvement. Make sure to include the areas where there is the biggest need for improvement. Record these observations in a table such as the one below.

Performance Indicator	My Successes	My Challenges
Sustainability		
Energy		
Carbon Emissions		
Water		
Waste		

# Reviewing Your Action Plan

The general public will also want to know what your company is achieving with its waste reduction activities. Consider the following to help raise your business's profile:

- Articles in the local newspaper or daily press
- Marketing brochures
- Feature stories in trade journals or magazines
- Entering environment awards
- Community television or radio
- Commercial media coverage
- Sponsorships
- The Internet

Try to give your story a human interest or environmental theme that will add weight to your communication. A good communicator will take time to understand particular audiences, and then motivate them with a range of relevant promotional ideas.

Ideally any stories that you broadcast, publish or circulate are an excellent opportunity to reward those in your organisation who have been instrumental in the program's success through naming and identifying individuals and their contributions. By saying publicly what difficulties they were up against, how they creatively worked around these obstacles and what results they got, you will add a personal touch to your publicity, make your story more interesting, provide inspiration to others and show the employees the recognition that they deserve.

Public acknowledgment provides your staff with one of the most valuable means of recognition and thanks they could ever want. There are very few opportunities in people's lives for their efforts to reap public acknowledgment and your employees will deeply value your thoughtful consideration in mentioning them. In turn, the staff loyalty and motivation you will incur through such measures will be substantial, measurable and long lasting.

**Refer to the factsheet 'Tips for Green Marketing' for more information.**

## Integrate Information to Form New Strategies

Following a review of your progress so far, consider what strategies you can take forward to achieve better performance. Use the information gathered from the table above to help decide the next steps that need to be taken. For each success and challenge, list strategies and actions to maximise your strengths and address your challenges:

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