

## **Planning and Evaluation Model**

The project planning and implementation cycle is typical to basically any type of projects, not only those aiming at changing energy-related behaviour

The five steps of the project planning and implementation cycle:

1. Context
2. Planning
3. Implementation
4. Monitoring
5. Evaluation

Hereunder, each step is briefly summarized.

### Context

Each project and programme is implemented in a certain context. There are numerous factors which can have an impact on what kind of behavioural change programmes are implemented ranging from European legislation to national circumstances.

### Planning

Planning is probably the most important step of the project cycle. This is where the important decisions regarding implementation, monitoring and evaluation are made - all in a specific context.

### Implementation

Programme implementation essentially features following the plan but leaving room for adjustments based on monitoring results on the progress as well as changes in the context. It calls for realistic balancing of goals and resources and requires a mix of different marketing and programme management skills.

### Monitoring

Monitoring should be planned from the outset of the project or programme. It serves two objectives. 1) It feeds in information to the project management to allow marketing control during programme implementation and 2) provides data for ex-post evaluation.

### Evaluation (ex-post)

Evaluation can consist of process and impact (effect and outcome) evaluation implemented in quantitative and/or qualitative ways.