



# PROMOTE

## MEASURING THE IMPACT – Fifth P (Chapter 16 of the book)

Use this template to measure the results of your plastic reductions project – remember “what gets measured gets improved.”

- ➔ Capture key results regularly (weekly or monthly) to enable you to quickly adjust or step-up any strategies working well / not so well.
- ➔ Find creative ways to visually convey your plastic reduction successes internally and externally – see Chapter 13 for examples.
- ➔ Then promote your successes to share best practice and inspire others to reduce plastic in their organizations too.
- ➔ You can use the blank forms on the following pages if you prefer to choose your own metrics to measure.

MEASURE	THIS MONTH TARGET	THIS MONTH ACTUAL	VS SAME MONTH LAST YEAR	YEAR TO DATE ACTUAL	VS YEAR TO DATE LAST YEAR	COMMENTS
Volume / weight of single-use plastic items ordered / used						
Volume / weight of single-use plastic items eliminated (this is key)						
Spend on single-use plastic items (list individually if preferred)						
Spend on single-use plastic alternatives (list individually if preferred)						
Business waste costs						

MEASURE	THIS MONTH TARGET	THIS MONTH ACTUAL	VS SAME MONTH LAST YEAR	YEAR TO DATE ACTUAL	VS YEAR TO DATE LAST YEAR	COMMENTS
Waste volume sent to landfill / incineration / recycling, etc.						
Any income from better recycling initiatives?						
Sales / Profit						
Employee recruitment / retention						
Employee feedback						
Customer feedback						
Social media followers / engagement						
Press coverage						
Third party recognition						
Other						

