

ADOPTION OF ENVIRONMENTAL PROTECTION PRACTICES

Indicator Phrasing

English: % of [specify the target group] who practice the promoted environmental protection practices

French: % de [préciser le groupe cible] qui mettent en pratique les mesures de protection de l'environnement promues

Portuguese: % de [especificar o grupo-alvo] que pratica as medidas de protecção ambiental promovidas

Czech: % [uvedte cílovou skupinu], kteří praktikují propagované metody ochrany životního prostředí

What is its purpose?

This indicator shows the extent to which the people targeted by environmental mainstreaming (such as the project staff) follow the promoted environmental practices.

How to Collect and Analyse the Required Data

1) **Define how many promoted practices a person should follow** to be considered as “following the promoted environmental practices). For example, at least 4 out of 6 practices.

2) To assess whether people are following the promoted practice, you can either **observe or interview** a [representative sample](#) of the targeted people. Both options have their strengths and limitations.

Observations: If you are promoting practices that are easy to observe, it is recommended that you conduct observations (using simple checklists), as they are likely to give you more precise data.

Interviews: The second option is to interview the target group members. When doing so, be aware of the social desirability bias – a situation when the respondents say what they think the “correct answer” is instead of what they actually do. Where possible, **avoid directly asking about the practice**. For example, instead of asking whether a logistician considers environmental impact when procuring new goods, ask about the criteria used when selecting the goods. Ensure that the enumerators are trained to probe for further details without inadvertently leading the respondent to a desired answer.

3) To **calculate the indicator's value**, divide the number of respondents who follow the promoted practice by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

[Disaggregate](#) the results by the followed practice, gender, age group, and other critical criteria,

depending on the context and focus of your intervention.