



Government  
Communication  
Service

# An illustration of how to use the GCS Evaluation framework

## Project Green

This is a FICTIONAL case study to illustrate how the framework should be used.  
All stated campaign goals, objectives, plans and data are fictitious.

Version November 2015

# Objectives & Audience Insight for Project Green

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**Organisational goal:** to get 30% of UK general public volunteering in their local community by 2020 and to deliver targets related to recycling versus landfill waste (from 30-70% to 50-50%) across the UK by 2020

**Communication objective:** to get 500,000 people to register to become active volunteers for Project Green, in order to recruit 300,000 new active volunteers across the UK by the end of the financial year (an increase of 30% from current levels of 1 million)

To increase awareness of Project Green from 30% to 50% of potential volunteers by end of financial year

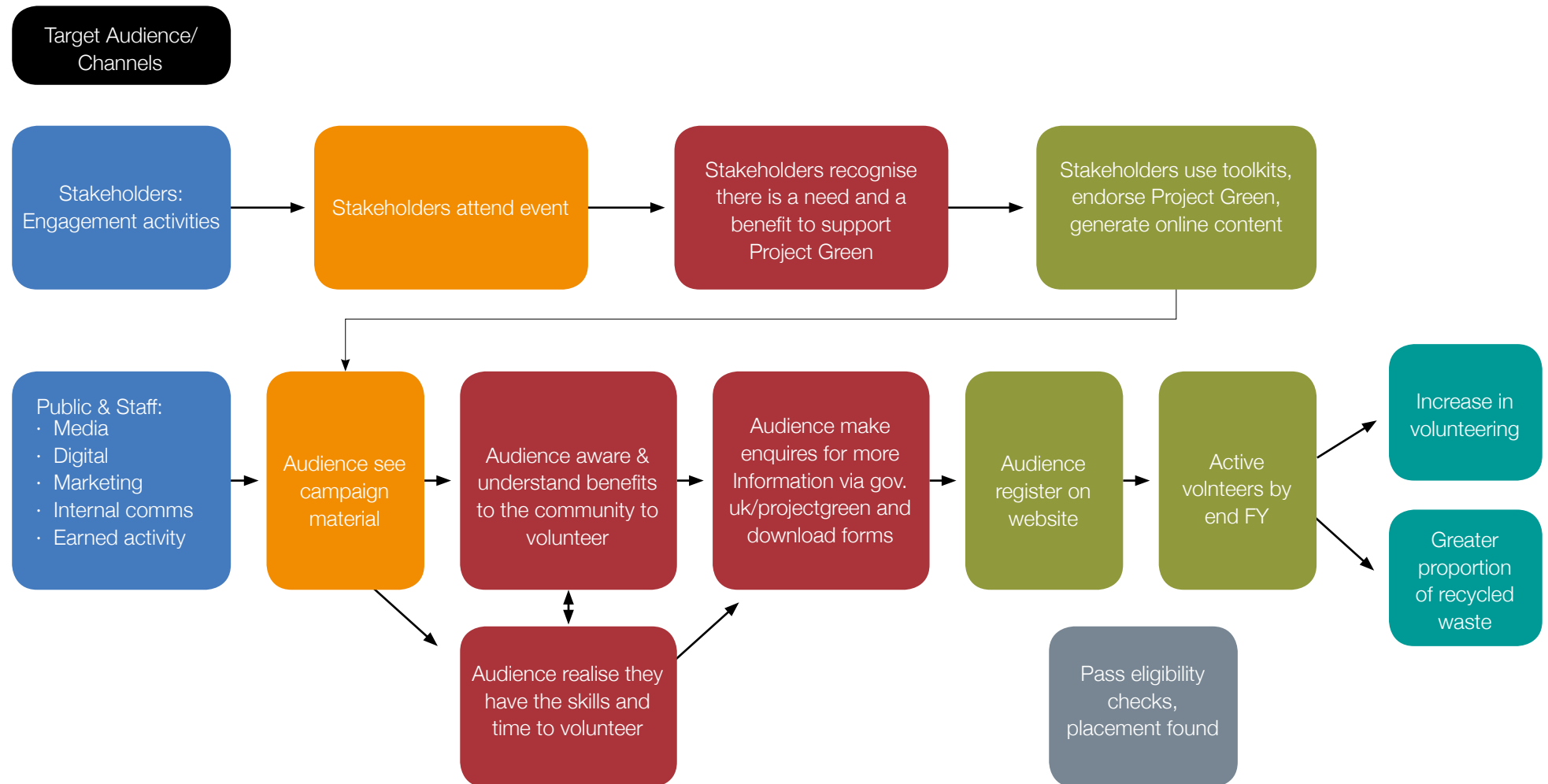
To encourage at least 850,000 potential volunteers to find out more about how to volunteer and 500,000 to register

To engage at least 35 key NGOs/stakeholders to sign up to Project Green and use their channels to raise awareness & encourage take up amongst their members

**Target audiences:** 18-35s and 50+s in employment (including civil servants); NGOs/organisations eligible to take part in Project Green

*\*audience insight shows 35-50s generally don't have enough time to support such initiatives*

# Strategy – Project Green customer journey



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# Implementation plan for Project Green

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# Scoring/Evaluation - Media

**Media objectives:** To contribute towards overall communication objectives by:

- Achieving key message penetration of at least one of three messages in all coverage – Project Green is your opportunity to support your local community, volunteering schemes are available in across the country, go to [gov.uk/projectgreen](http://gov.uk/projectgreen) to find out more & register to volunteer
- Achieving at least 70% positive sentiment across coverage
- Driving traffic to [gov.uk/projectgreen](http://gov.uk/projectgreen) to find out more & register to volunteer

**Target audience for media:** Key influencers, Potential volunteers (18-35s and 50+s in employment)

Inputs	Outputs	Outtakes	Outcomes	Organisational impact
<ul style="list-style-type: none"> <li>· x2 media briefings planned</li> <li>· x10 media releases drafted – 1 national release, 1 lifestyle release and 8 local releases</li> <li>· x5 rebuttal lines drafted</li> <li>· x12 Journalists engaged from targeted national &amp; local media</li> <li>· Meetings held with broadcasters</li> <li>· Pre record interview made</li> <li>· £12k (inc staff time)</li> </ul>	<ul style="list-style-type: none"> <li>· 1 national &amp; broadcast media briefing held, journalists from all targeted national press attended</li> <li>· Key message penetration (of at least 1 message) in 80% of national media, 90% local media and all lifestyle publications</li> <li>· Message on importance of volunteering to local community most effectively delivered in local press (100% of local media coverage used this message)</li> <li>· Targeted broadcast also ran story with spokesperson interview – National TV breakfast news, local TV lunchtime news (covering 85% regions) &amp; local radio drivetime slots on launch day</li> <li>· c10 million reached</li> </ul>	<ul style="list-style-type: none"> <li>· Positive sentiment achieved in 65% national coverage, 80% local media coverage, 90% in lifestyle and 100% in broadcast</li> <li>· Retweets by majority of key media stakeholders</li> <li>· Awareness* of Project Green up to 55% amongst target audience – 51% amongst 18-35s and 59% amongst 50-65s</li> <li>· 995,000 visits** to the landing page to find out more (450,000 on launch day)</li> </ul> <p><i>*measured in campaign tracking research</i></p> <p><i>**measured across campaign period + 1 month, driven by all channels/activity</i></p>	<ul style="list-style-type: none"> <li>· 48% (up 12%) target audience agree that Project Green is a worthwhile initiative*</li> <li>· 450,000 volunteer registrations**</li> <li>· 310,000 new active volunteers**</li> </ul> <p><i>*measured in campaign tracking research, driven by all channels/activity</i></p> <p><i>**measured across campaign period + 6 months, driven by all channels/activity</i></p>	<ul style="list-style-type: none"> <li>· On track to achieve target of 10% increase in volunteers in Year 1 (30% target by 2020)</li> <li>· Recycling targets unknown at this time (target of 50-50 recycling vs landfill across UK by 2020)</li> </ul>

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# Scoring/Evaluation - Digital

**Digital objectives:** To contribute towards overall communication objectives by:

- Delivering three key messages across digital channels – owned social media and content on gov.uk/projectgreen
- Driving traffic to gov.uk/projectgreen to find out more & register to volunteer (target across all channels to drive 850,000 to website)
- Providing engaging content to convert information seekers to register to volunteer (target across all channels to achieve 450,000 registrations)

**Target audience for digital:** Potential volunteers (18-35s and 50+s in employment); key influencers

Inputs	Outputs	Outtakes	Outcomes	Organisational impact
<ul style="list-style-type: none"> <li>• Key spokesperson video produced</li> <li>• Infographics, photos &amp; text developed for gov.uk/projectgreen and social media</li> <li>• Owned social media channels selected – twitter, facebook and linkedin</li> <li>• £15k costs (staff time &amp; content production)</li> </ul>	<ul style="list-style-type: none"> <li>• x6 tweets (inc video),</li> <li>• x6 facebook posts (inc video)</li> <li>• x2 linkedin posts</li> <li>• x25 snapchat images posted</li> <li>• 8m impressions for social media (5m twitter, 2m facebook and 1m linkedin)</li> <li>• 2m actual reach via social media</li> <li>• 995,000 visits* to gov.uk/projectgreen</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook – 1500 likes, 600 shares (video content most shared) – comments 70% positive, engagement rate of 2.1%.</li> <li>• LinkedIn – comments mostly positive/neutral, 55 likes.</li> <li>• Twitter – 260 retweets engagement rate of 1.1%</li> <li>• Snapchat - 15,000 screenshots taken, 175 direct messages received</li> <li>• 2500 Mentions of #projectgreen</li> <li>• Awareness* of Project Green up to 55% amongst target audience – 51% amongst 18-35s and 59% amongst 50-65s</li> <li>• Gov.uk pages – 250,000 repeat visits, average time on site of 4 minutes, average 3.8 pages per visit, bounce rate of 22%.</li> <li>• 550,000 downloaded registration form</li> </ul>	<ul style="list-style-type: none"> <li>• Hashtag reused by NGOs, local government authorities, local community groups</li> <li>• 80% key influencers reused #projectgreen</li> <li>• 450,000 volunteer registrations** completed</li> <li>• 310,000 new active volunteers** across UK</li> </ul>	<ul style="list-style-type: none"> <li>• On track to achieve target of 10% increase in volunteers in Year 1 (30% target by 2020)</li> <li>• Recycling targets unknown at this time (target of 50-50 across UK by 2020)</li> </ul>

\*measured across campaign period + 1 month, driven by all channels/activity

\*\*measured across campaign period + 6 months, driven by all channels/activity

\*measured in campaign tracking research

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# Scoring/Evaluation - Marketing

**Marketing objectives:** To contribute towards overall communication objectives by:

- Increasing awareness of Project Green from 30% to 50% of potential volunteers by end of financial year
- Encouraging at least 850,000 potential volunteers to find out more about how to volunteer and 500,000 to register

**Target audience for marketing:** Potential volunteers (18-35s and 50+s in employment)

Inputs	Outputs	Outtakes	Outcomes	Organisational impact
<ul style="list-style-type: none"> <li>Comms plan and media buying for paid for search and radio</li> <li>Planned reach of radio and paid for activity (85% of target audience)</li> <li>Content development</li> <li>Partnership sought with 2 partners</li> <li>£350k (inc internal staff time &amp; creative and planning agency &amp; media costs)</li> </ul>	<ul style="list-style-type: none"> <li>Planned reach 85% achieved through radio</li> <li>1.5 million reached through paid for search</li> <li>Target partnership secured with 1 organisation - VolunteerNow (membership of 1.2m) – delivering materials through their newsletter and website</li> </ul>	<ul style="list-style-type: none"> <li>60% awareness* of the radio ads</li> <li>65% recognition* of at least one radio ad</li> <li>35% recall* of key campaign messages</li> <li>Awareness* of Project Green up to 55% amongst target audience – 51% amongst 18-35s and 59% amongst 50-65s</li> <li>Awareness of project green at 70% amongst VolunteerNow members</li> <li>995,000 visits** to the landing page to find out more</li> </ul> <p><i>*measured in campaign tracking research</i>  <i>**measured across campaign period + 1 month, driven by all channels/activity</i></p>	<ul style="list-style-type: none"> <li>48% (up 12%) target audience agree that Project Green is a worthwhile initiative*</li> <li>30% actively support* the initiative in their area</li> <li>450,000 volunteer registrations**</li> <li>310,000 new active volunteers**</li> </ul> <p><i>*measured in campaign tracking research, driven by all channels/activity</i>  <i>**measured across campaign period + 6 months, driven by all channels/activity</i></p>	<ul style="list-style-type: none"> <li>On track to achieve target of 10% increase in volunteers in Year 1 (30% target by 2020)</li> <li>Recycling targets unknown at this time (target of 50-50 across UK by 2020)</li> </ul>

# Scoring/Evaluation - Stakeholder engagement

**Stakeholder engagement objectives:** To contribute towards overall communication objectives by:

- Engaging at least 35 key NGOs/stakeholders to sign up to Project Green and use their channels to raise awareness and encourage take up of volunteering opportunities amongst their members

**Target audience for stakeholder engagement:** NGOs/local community groups who offer volunteering opportunities

Inputs	Outputs	Outtakes	Outcomes	Organisational impact
<ul style="list-style-type: none"> <li>· Stakeholder mapping completed, 40 key organisations identified (target to secure 35)</li> <li>· Content development – correspondence with stakeholders,</li> <li>· 1 Stakeholder event organised</li> <li>· £12k (inc internal staff time &amp; toolkit design &amp; print)</li> </ul>	<ul style="list-style-type: none"> <li>· Stakeholder event delivered - 38 of 40 target NGOs/local community groups attended stakeholder event</li> <li>· 40 toolkits delivered to stakeholders</li> <li>· Key partnership secured with VolunteerNow (membership of 1.2m) – agreed to deliver materials through their newsletter, website &amp; members online event</li> </ul>	<ul style="list-style-type: none"> <li>· Awareness of Project Green at 70% amongst VolunteerNow members</li> <li>· Stakeholder feedback (qualitative) – highly engaged with Project Green, agree that it is aligned with their organisation and can work in their local community</li> </ul>	<ul style="list-style-type: none"> <li>· 75% stakeholders agree* (up 15%) that Project Green is a worthwhile initiative</li> <li>· 36 stakeholders deliver material on their websites; inc VolunteerNow who used their newsletter, website and ran an event</li> <li>· Hashtag reused by NGOs, local government authorities, local community groups</li> <li>· 80% key influencers reused #projectgreen</li> <li>· 450,000 volunteer registrations**</li> <li>· 310,000 new active volunteers**</li> </ul> <p><i>*measured in Stakeholder research</i>  <i>**measured across campaign period + 6 months, driven by all channels/ activity</i></p>	<ul style="list-style-type: none"> <li>· On track to achieve target of 10% increase in volunteers in Year 1 (30% target by 2020)</li> <li>· Recycling targets unknown at this time (target of 50-50 across UK by 2020)</li> </ul>



# Scoring/Evaluation - Internal Communications

**Internal communication objectives:** To contribute towards overall communication objectives by:

- Increasing awareness of Project Green amongst civil servants from 35% to 50% by end of financial year
- Encouraging at least 850,000 potential volunteers to find out more about how to volunteer and 500,000 to register

**Target audience for marketing:** Civil servants (18-35s and 50-65s)

Inputs	Outputs	Outtakes	Outcomes	Organisational impact
<ul style="list-style-type: none"> <li>• Messages &amp; content drafted aligned to Employee Voice and Organisational Integrity IC themes</li> <li>• Corporate stakeholders identified</li> <li>• 2 staff events organised (1 in each location)</li> <li>• £10k (internal staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Content delivered on intranet, staff newsletter and events</li> <li>• x8 related articles/content delivered on intranet &amp; in staff newsletter - (1500 total unique views, 255 readership)</li> <li>• 1 event held, live video stream to incorporate second location (40% turnout at face to face event, 20% viewed live stream)</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness* of Project Green up 10% to 45% of employees</li> <li>• Majority feedback on intranet page positive/neutral</li> <li>• 50% Increased traffic to project green pages in intranet immediately after event (1k forms downloaded)</li> <li>• 75% satisfaction score at staff event</li> <li>• 995,000 visits* to gov.uk/projectgreen to find out more</li> </ul> <p><i>*measured in employee pulse survey</i></p>	<ul style="list-style-type: none"> <li>• 48% agree that Project Green is a worthwhile initiative</li> <li>• 72% agree their organisation supports Project Green</li> <li>• 12% increase in volunteering levels amongst staff (3% increase in Project Green related initiatives)</li> </ul> <p><i>*measured in employee pulse survey</i></p>	<ul style="list-style-type: none"> <li>• On track to achieve target of 10% increase in volunteers in Year 1 (30% target by 2020)</li> <li>• Recycling targets unknown at this time (target of 50-50 across UK by 2020)</li> </ul>