A success indicator is a measurable value that represents progress towards a desired impact of a project. The SPF seeks project impacts that meet the following criterion:

EVALUATION CRITERIA	
IMPACT	The project creates a positive change, which can include behaviour change and/or improvements in institutional performance. The project and its impacts are shared with the community, and it is planned so that there is a lasting impact, institutionalization, or potential to scale, when possible.

Formula for creating a success indicator

Step	Example
1. Determine a desired impact from the project.	Behaviour change after a workshop
2. If the desired impact is difficult to measure, choose a simpler, concrete representation of the impact that is countable or measurable in some form.	People who attended the workshop

3. Determine what type of data is measured
    a. If it is countable and measured after the project has occurred → #
 	
    b. If it is countable and measured before and after the project → %
 	
    c. If it is continuous → kg, m^3, $
	# of people who attended the workshop
	% of people who acted differently after the workshop

4. Set a target for the indicator. Throughout the project, the target will be used as a reference to track progress towards the desired impact.	

Behaviour change indicators
- Measure improved knowledge, attitudes or actions
- Methods: surveys, attendance sheets, observation, quizzes, etc.

Example Behaviour Change Indicators
# of individuals informed about the project
# of social media shares
# of individuals trained
# of participants who can better explain _____ after workshop
% of individuals that acted after learning about topic

Institutional performance indicators
- Measure environmental performance changes
- Methods: inspection, carbon calculators, certification, surveys, audits, etc.

Example Institutional Performance Indicators
m^3 of water saved
# of energy saving features installed
kg of _____ waste diverted from landfill
buildings certified
of partnerships between different faculties/universities

Event indicators

- Measure changes due to participation in an event
- Methods: pre- and post-event surveys, sign-ups for program, observation, quizzes, etc.

Example event indicators
# of interdisciplinary networks formed after event
# of participants pledge to reduce meat consumption at event
# of individuals trained on topic
project ideas stemming from brainstorming workshop