

Appendix E:
Sample Metrics - Green Fund & Project Evaluation
McGill University

Campus Green Fund Implementation Guide

Association for the Advancement of Sustainability in Higher Education (AASHE)
In Partnership with: the Campus Green Fund Collaborative

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Sample Metrics - Green Fund & Project Evaluation

Here is a list of sample metrics that projects can pick from. Make sure you also encourage projects to develop their own where new ones would make more sense.

Academics:

- Number of students receiving credit for research
- Number of studies conducted
- Number of students in courses with integrated CGF learning materials
- Number of theses or papers published

All projects:

- Number of hours (or days) worked on SPF project
- Number of Partners
- Number of Innovative Benefits
- Number of people employed
- Number of jobs created
- Number of participants
- Was your project completed by your project deadline (if project already completed)
- Number of departments engaged
- Number of faculties engaged
- Number of projects developed into start-up companies
- Number of awards distributed
- Number of certifications received
- Chance that your project will continue once the initial project leaders or funding is gone

Applications:

- Number of applications received
- Average funding amount per project
- Percentage increase in applications per year (or quarter)

Community:

- Number of events
- Number of event attendees
- Number of volunteers
- Number of partnerships with local communities
- Amount of continued engagement
- Number of people educated
- Number of inquiries about the project
- Number of media interviews
- Number of articles on the project
- Number of projects created

Finances:

- \$\$\$ saved because of your project

- Bang for your buck, or impact versus cost (i.e., for every \$ you spent, 5 kg of food was produced)
- \$\$ redirected toward sustainable suppliers/supplies/sources

Energy:

- Kilowatts of energy reduced
- GHG emission reductions
- Air pollutant reductions
- Number of Vehicles reduced

Finance:

- Number of policies and action plans
- Number of full-time jobs created
- Number of sustainability related jobs created
- Number of student jobs created
- Number of projects developed into start-up companies

Food:

- Kilograms of food produced on campus
- Number of suppliers certified as "local sustainable"
- Number of students who have access to sustainable food each day because of your project (i.e., in residence)
- Number of meals served
- Percentage of on campus food that is sustainable
- Percentage of residence food that is sustainable
- Number of restaurants/cafeterias on campus where sustainable food can be found
- Amount of food that is locally grown or produced

Local Geography:

- Number of projects that link campuses
- Number of participants who visited somewhere they had not been before

Land:

- Number of acres transformed into green space
- Acres at McGill used to produce food
- Acres of wildlife area created or restored
- Number of species protected
- Number of invasive species removed
- Number of building audits conducted
- Number of buildings monitored for energy usage

Materials:

- Hazardous chemicals diverted from landfill
- Pounds of materials recycled
- Percent recycled of materials purchased
- Kilograms diverted from landfills

- Number of SPF learning materials used in course lectures
- Number of water bottles diverted from landfills

Media

- Number of articles written about
- Number of Interviews conducted
- Number of radio or TV talk shows
- Number of promotional videos produced

Social

- Number of people involved in your project now compared to when you started
- Number of friendships formed
- Number of lasting connections made
- Number of participants or attendees
- Number of connections made between different groups (undergraduate and graduate, students and faculty, students and administration, inter-departmental, McGill community and Montreal community etc.)
- Number of social audits conducted

Social Justice:

- Number of participants educated about aboriginal issues
- Number of participants educated about food politics and food justice
- Number of studies concerning social justice and sustainability
- Number of talks about any of the above
- Number of workshops about any of the above
- Number of conferences about any of the above
- Number of participants at these
- Number of posters posted or articles published that raise awareness
- Number of trainings conducted
- Number of guest speakers invited

Water:

- Litres of water conserved
- Water studies conducted
- Litres of gray water re-used
- Litres of rainwater captured
- Water audits conducted at McGill

Wellness and Health:

- Number of wellness workshops
- Number of attendees at wellness workshops
- Number of studies concerning sustainability and wellness
- Number of students informed about sustainability (through classes, rez etc.)
- Number of interactions between people and animals (i.e. butterfly garden)