**Instructions for trainers how to evaluate interventions aiming at socio-cultural aspects**

1. **What are interventions aiming at socio-cultural aspects?**
   1. Trainings that aim **directly** at changing knowledge and/or behavior of work floor employees (e.g. trainings aiming at "quick wins in behavior", i.e. trainings showing employees how they can fulfill their job tasks in a more energy efficient way).
   2. Trainings that aim **indirectly** at changing knowledge and/or behavior of work floor employees (e.g. trainings that help the (top-) management to develop a communication strategy to improve communication of goals and measures regarding energy efficiency).
2. **How are interventions aiming at socio-cultural aspects evaluated?**
   1. By an **online survey.** In both cases, direct (see point 1a) and indirect (see point 1b) interventions, the **main target group** of this online survey are the **work floor employees** of the company as they are the ones whose behavior/knowledge shall be changed (directly by trainings at the work floor or indirectly by trainings with the (top-) management). As we cannot survey all work floor employees of the company we survey those who participate in the trainings for work floor employees. See point 4a for information how the training participants can access the online survey.
   2. A **secondary target group** of the training evaluation are the **trainers** (i.e. you). So you should also answer (some parts of) the online survey after. See point 4b for information how you can access the online survey.
3. **When to conduct the evaluation of trainings for work floor employees aiming at socio-cultural aspects?**
   1. In general, at the end of the training session.
   2. In case of indirect interventions (see point 1b), the timing of the (top-) management trainings and the work floor employee trainings is important. The work floor employee has to take place before the intervention developed in the (top-) management training is implemented so that it is a measurement of the state before implementation.
4. **How to conduct the evaluation with the work floor employees?**
   1. **Reserve approximately 15 minutes** **at the end of the training** for explaining and conducting the online survey.
   2. **Please emphasize that all collected data will be handled confidentially.** Under no circumstances, we will report individual answers to the supervisors of the training participants. Results of the evaluation will only reported in an aggregated way so that no conclusions on individual answers are possible.
   3. Briefly explain to the training participants the **elements of the** **1st evaluation survey**:
      1. There are questions that ask for information about the **state socio-cultural aspects** **before the training**.
      2. There are questions that ask for the expectations of the training participants **how the training will change the socio-cultural aspects**.
      3. There are questions that ask for **feedback that helps to improve the trainings**.
      4. There are questions that need to be answered for logistic reasons. The most important one is the one for the **email-address** via which the participants can be contacted for a **follow-up survey after three months** (it is not important whether they provide an official or a private email address).
   4. Briefly explain the training participants **why there will be a 2nd follow-up survey:**
      1. We need to know if the trainings have a sustained positive effect. Therefore, it is not enough to only track expected impacts of the trainings (see point 4c-ii). That is why we ask the question about the state of the socio-cultural aspects (see point 4c-i) again after 3 months.
      2. Therefore, we need a valid email address so that we can re-contact the training participants.
   5. The training participants can access the online survey via any device connected to the internet by the following link:

<https://www.survey.isi.fraunhofer.de/uc/INDUCE/>

<https://by4794.customervoice360.com/uc/INDUCE/>



* 1. If the online survey cannot be accessed for any reason by some of the participants, you can alternatively distribute the paper & pencil version of the online survey**. This option should only be used as a last resort** as it makes things much more complicated for you. If you get feedback via the paper questionnaire, **you have to transcribe these answers into the online questionnaire immediately after the training**. I.e. you have to access and complete the online survey multiple times - once for each paper questionnaire you received.

1. **How to conduct the evaluation yourself?**
   1. Access the online questionnaire via the same link (see point 4e)
   2. Type the number 999 into the "someone else"-field in the question for the trainer of the course. Thereby you will access the online survey for trainers. **Do not use the trainer version of the online survey if you have to enter answers from paper questionnaires** (cf. 4f).
   3. **Please do this immediately at the end of every training.** Three months after you completed the online survey you will receive a reminder email which asks you to promote the participation in the 2nd survey among the training participants (cf. 4d).