



SPREP
Secretariat of the Pacific Regional
Environment Programme



This initiative is supported by **PacWastePlus**-a 64-month project funded by the European Union (EU) and implemented by the Secretariat of the Pacific Regional Environment Programme (SPREP) to **sustainably and cost effectively improve regional management of waste and pollution.**

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FACTSHEET:

A Guide to Developing “SMART” Objectives

April 2020

This basic guide for developing **SMART Objectives** is designed to provide further guidance to country focal points as they develop in-country concept investments for PacWastePlus supported projects and activities.

A SMART Objective should guide future project concept developments by countries as well.

A "SMART" Objective means:

S

Specific

State exactly what you want to accomplish



Objectives that are **specific** have a significantly greater chance of being accomplished.

For example, a general objective would be "I want to get in shape." A more specific objective would be "I want to obtain a gym membership at my local community centre and work out four days a week to be healthier."

To make a objective specific, ask yourself the "W" questions:

- **Who:** Consider who (key stakeholders) needs to be involved to achieve the objective.
- **What:** Think about exactly what you are trying to accomplish and don't be afraid to get detailed.
- **Where:** This question may not always apply, but if there's a location or relevant event, identify it here.
- **When:** You'll get more specific about this question under the "time-bound" section of defining "SMART" objectives, but you should at least set a time frame.
- **Why:** Why is it important and what are the reasons to achieve this objective?

M

Measurable

Use smaller, mini-objectives to measure progress



A SMART objective must have criteria for **measuring** progress. If there are no criteria, you will not be able to determine progress of your objective.

For example, building on the specific objective above: "I want to obtain a gym membership at my local community center and work out four days a week to be healthier. Every week, I will aim to lose one pound of body fat."

To make a objective measurable, ask yourself:

- How do we know if we have reached the set objective?
- What are our indicators of progress?
- How can we define evidence which will prove we making progress and re-evaluate when necessary?
- How do we identify exactly what it is we will see, hear and feel when we reach our objective.?

A

Achievable

Make your objectives reasonable



A SMART objective must be **achievable** will help you figure out ways you can realise that objective and work towards it.

For example, consider instead of "I'm going to lose 20kgs"- "I'm going to lose 1kg. every week by working out at the gym".

To make a objective achievable, ask yourself:

- Do I have the resources and capabilities to achieve the objective? If not, what am I missing?
- Have others done it successfully before?
- Does it require developing new skills and changing attitudes?
- Remember that the objective is meant to inspire motivation, not discouragement. The achievability of the objective should be stretched to make you feel challenged, but defined well enough that you can actually achieve it.



R Realistic
Set a goal that is relevant to your life 

 A SMART objective must be **realistic** in that the objective can be achieved given the available resources and time.

To make a objective realistic, ask yourself:

- Is the objective realistic and within reach?
- Are you able to commit to achieving the objective?
- Can we really do this?

For example, consider instead of "I'm going to be in shape because I go to the gym" - "I'm going to lose 1kg every week by working out four days at the gym".

T Timely
Give yourself time, but set a deadline 

 A SMART objective must be timely in that it has a start and finish date. If the objective is not time constrained, there will be no sense of urgency and motivation to achieve the objective.

To make a objective time bound, ask yourself:

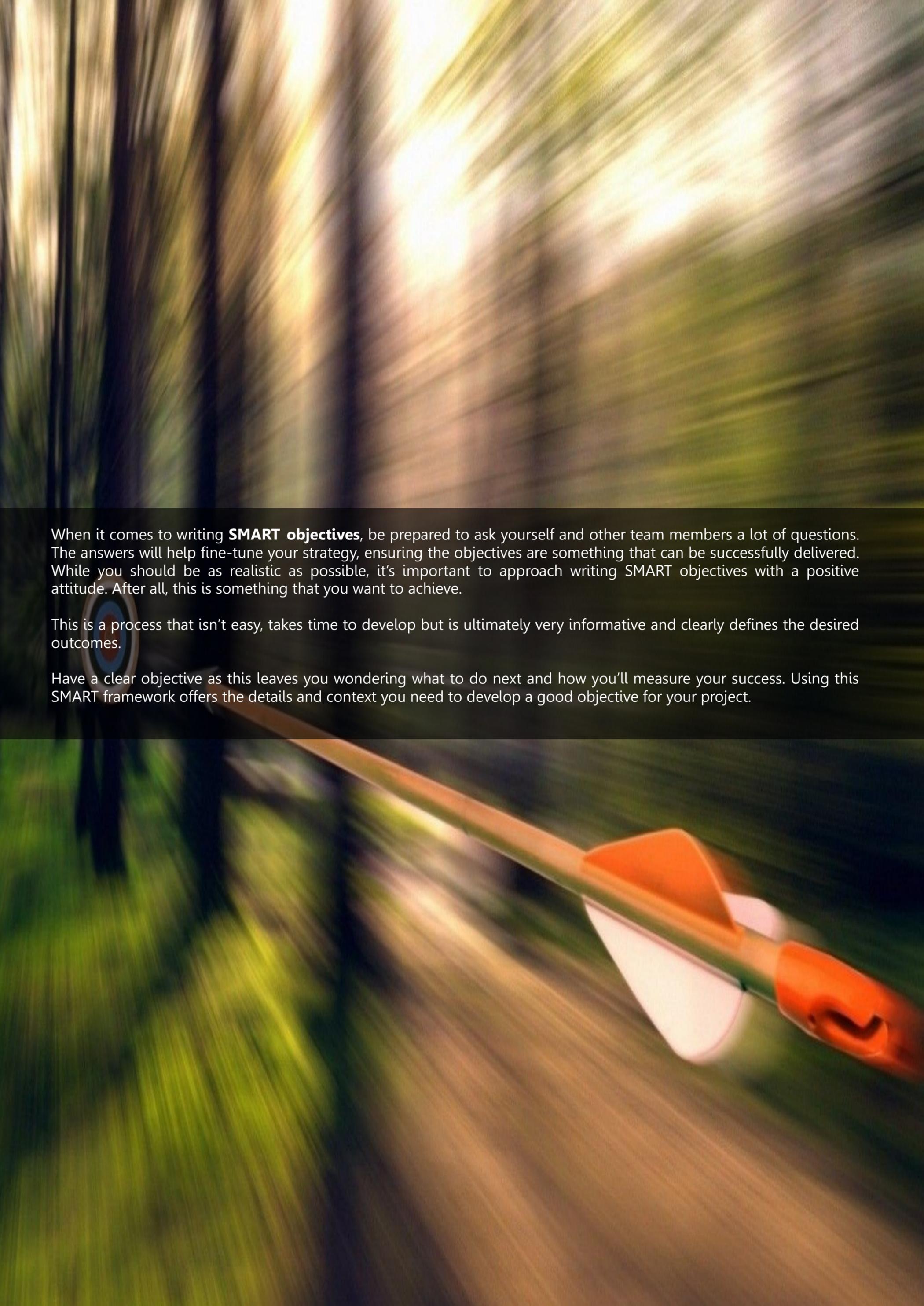
- Does my objective have a deadline?
- By when do you want to achieve your objective?

For example, consider instead of "I'm going to be in shape" - "I'm going to get in shape by working out four days at the gym for six months".

Setting SMART objectives really isn't all that difficult. You simply need to walk through each letter of the acronym above and then fill in the blanks as you go along!



SMART objectives can be applied anywhere in your life, both professionally and personally.



When it comes to writing **SMART objectives**, be prepared to ask yourself and other team members a lot of questions. The answers will help fine-tune your strategy, ensuring the objectives are something that can be successfully delivered. While you should be as realistic as possible, it's important to approach writing SMART objectives with a positive attitude. After all, this is something that you want to achieve.

This is a process that isn't easy, takes time to develop but is ultimately very informative and clearly defines the desired outcomes.

Have a clear objective as this leaves you wondering what to do next and how you'll measure your success. Using this SMART framework offers the details and context you need to develop a good objective for your project.