

Module 7

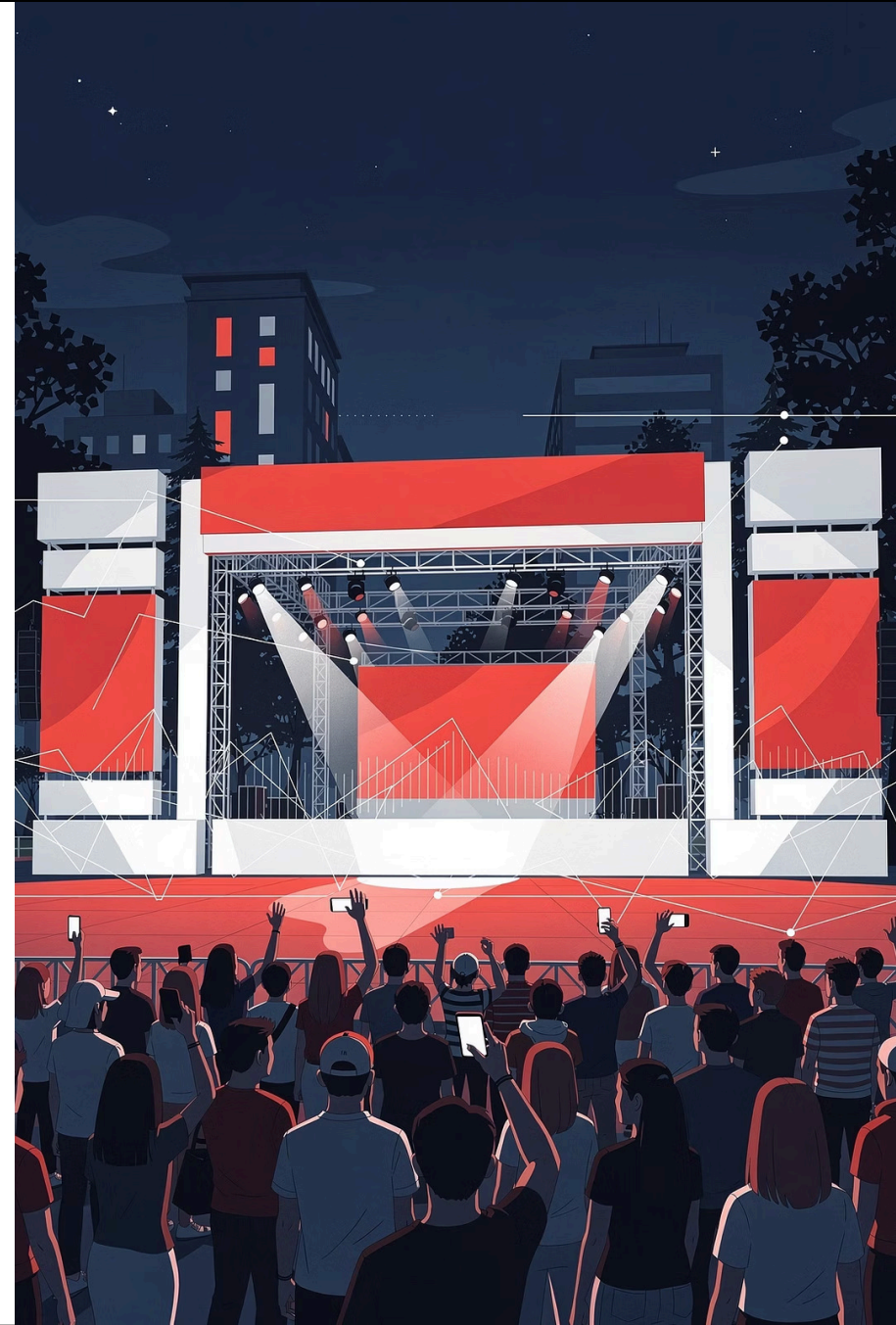
Monitoring, Feedback & Long-Term Legacy

KULTINCLUSION PROJECT PROJECT NUMBER 2023-RO01-KA220-ADU-000156918



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1. Opening Scenario – The Forgotten Phase

The festival ends.

The team is exhausted. Volunteers celebrate. Invoices arrive.

Someone says:

"We did great this year."

But no one measures:

- Actual emissions
- Real accessibility improvements
- Visitor perception
- Effectiveness of transport incentives
- Quiet area usage

Without monitoring, improvement becomes memory-based.

 **This module answers one central question: How do we know if change is real?**

2. Monitoring Is Not Bureaucracy

Monitoring is:

Learning

Accountability

Strategy
refinement

Trust building

Monitoring transforms:

"We implemented actions."

into

"We understand outcomes."

It aligns with impact logic embedded in the Erasmus+ Programme Guide, which emphasises evaluation and sustainability of results.

<https://erasmus-plus.ec.europa.eu/programme-guide>

3. What Should Be Monitored?

Monitoring should reflect your Action Plan (Module 6).

Three categories:

A. Environmental Monitoring

Energy, emissions, waste, transport

B. Inclusion Monitoring

Tickets, accessibility, feedback, training

C. Organisational Monitoring

Suppliers, budgets, partnerships, contracts

A. Environmental Monitoring

Examples:

Litres diesel used

kWh consumed

% renewable energy

Waste separation
ratio

Estimated transport emissions

📌 Even simple comparison: **Baseline year vs current year**

B. Inclusion Monitoring

Inclusion must be measurable.

Examples:

- Number of reduced tickets used
- Usage of quiet area
- Accessibility complaints
- Feedback from attendees with disabilities
- Volunteer inclusion training participation

C. Organisational Monitoring

Structural change must be tracked.

Examples:

→ **Supplier clauses implemented**

→ **Volunteer training completed**

→ **Budget allocated to inclusion**

→ **New partnerships formed**

4. Before-and-After Comparison

Monitoring does not require perfection. It requires **comparison**.

Indicator	Last Year	This Year
Diesel usage	180 litres	0 litres
Quiet area	No quiet area	Used by 37 visitors

 **Improvement becomes visible.**

5. Feedback as a Structural Tool

Feedback is not optional. It is essential for inclusion.

Use:

- Short digital surveys
- QR codes on-site
- Anonymous comment forms
- Volunteer debrief sessions
- Partner reflection meetings

Ask specific questions:

- Did you encounter accessibility barriers?
- Did you feel informed about sustainability measures?
- How did you travel to the event?
- What could improve your experience?

This aligns with participatory governance principles reflected in EU cultural policy frameworks.

<https://www.consilium.europa.eu/en/documents-publications/publications/eu-work-plan-for-culture-2023-2026/>

Listening is part of inclusion.

6. Mini Applied Case – Quiet Area Evaluation

Anna introduced a quiet area.

Monitoring shows:

37

Visitors used it

Volunteers reported lower stress during peak hours

5

Families mentioned it in feedback

Social media comments mentioned "welcoming atmosphere"


📌 **Unexpected outcome:** The quiet area became a positive identity feature of the festival. Monitoring revealed value beyond expectation.

7. Creating a Simple Monitoring Dashboard

You do not need complex software.

Create a basic table with: **Indicator** | **Baseline** | **Current Edition** | **Target** | **Comments**

Indicator	Baseline	Current Edition	Target	Comments
Transport by car	60%	48%	45%	Shuttle introduced
Waste separation	30%	55%	70%	

 **Keep it simple. Repeat annually.**

8. Avoiding Common Monitoring Mistakes

1

Mistake 1

Collecting data but not analysing it.

2

Mistake 2

Measuring too many indicators.

3

Mistake 3

Hiding negative results.

 **Transparency builds credibility.**

Monitoring is not about perfection. It is about **progression**.

9. From Monitoring to Legacy

Legacy is not:

■ "One successful edition."

Legacy is:

**Repeated
improvement**

**Institutional
learning**

Cultural shift

Ask:

- Are sustainability practices documented?
- Are supplier clauses standardised?
- Is accessibility embedded in contracts?
- Are partnerships long-term?
- Does the community recognise your event as responsible?

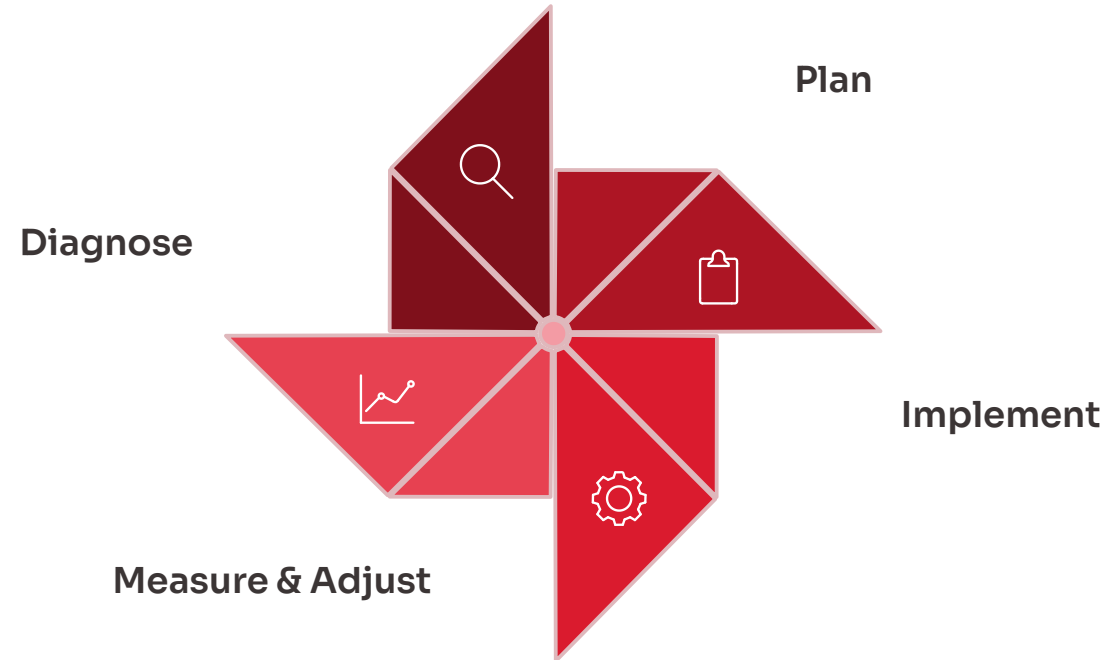
Legacy connects local action to European transition goals under the European Green Deal.

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en

Your event becomes a model.

10. The Continuous Improvement Cycle

Monitoring creates a cycle:




Without measurement, the cycle **stops**.

With measurement, it **evolves**.

This mirrors sustainable management systems such as ISO 20121. Even small events can apply this logic informally.

<https://www.iso.org/standard/69304.html>

 PRACTICAL EXERCISE

11. Guided Practical Exercise

01

Step 1 – Select 5 Key Indicators

Choose: 2 environmental, 2 inclusion, 1 organisational

02

Step 2 – Define Baseline

Use last edition data or estimate.

03

Step 3 – Define Target for Next Edition

04

Step 4 – Define Data Collection Method

05

Step 5 – Schedule Post-Event Review Meeting

 **Make monitoring a scheduled activity, not an afterthought.**

12. Closing Reflection

Monitoring is not about proving success.

It is about **learning honestly**.

Feedback is not criticism.

It is a **resource**.

Legacy is not automatic.

It is **designed**.

📖 In **Module 8**, we will move from internal improvement to becoming a change-maker in the cultural sector.

