TRAINING COURSE ON SUSTAINABLE & INCLUSIVE CULTURAL EVENTS

MODULE 2: Diagnosing Your Event

Turning the Checklist into a Strategic Tool

Training Course on Sustainable & Inclusive Cultural Events

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MODULE 2

Diagnosing Your Event: Turning the Checklist into a Strategic Tool

This module introduces a structured approach to sustainability and inclusion diagnosis for cultural event organisers. Rather than relying on perception or good intentions, participants will learn to apply a rigorous, measurable framework to assess where their event truly stands.

Target Audience

Cultural event organisers, trainers, project managers

Programme

Erasmus+ Training Course on Sustainable & Inclusive Cultural Events

Core Shift

From vague sustainability to structured diagnosis

SECTION 1

Opening Scenario – The Illusion of "We're Doing Quite Well"

Anna reflects on her ecosystem impact and feels motivated. She says:

- "We recycle."
- "We use LED lights."
- "We are inclusive."

But when she looks deeper:

- Waste is separated only backstage, not in public areas
- LED lighting represents only 20% of total energy consumption
- The website is accessible, but ticketing software is not
- Volunteers are not trained on inclusion
- No one has ever measured transport emissions

> She realises something important: **Good intentions are not measurement.**

This module focuses on one central shift: **From vague sustainability to structured diagnosis.**

SECTION 2

Why Diagnosis Matters

Most organisers operate on perception. But perception is shaped by:

- **Habit**
- **Assumption**
- **Selective visibility**
- **Social desirability**

Structured diagnosis reduces blind spots.

This approach reflects the logic behind the **EU Taxonomy Regulation (EU) 2020/852**, which emphasises measurable environmental objectives rather than declarations:

https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32020R0852

It also aligns with the monitoring and evaluation emphasis in the **Erasmus+ Programme Guide**:

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

If sustainability and inclusion are structural priorities, they must be **diagnosable**.

SECTION 3

The Checklist Is Not a Form. It Is a Mirror.

The **KULTinclusion Checklist** covers:

Environmental Sustainability Areas

- Energy
- Waste
- Water
- Transport
- Sustainable sourcing
- Biodiversity
- Carbon offset
- Accommodation
- Community legacy
- Education and awareness

Inclusivity Areas

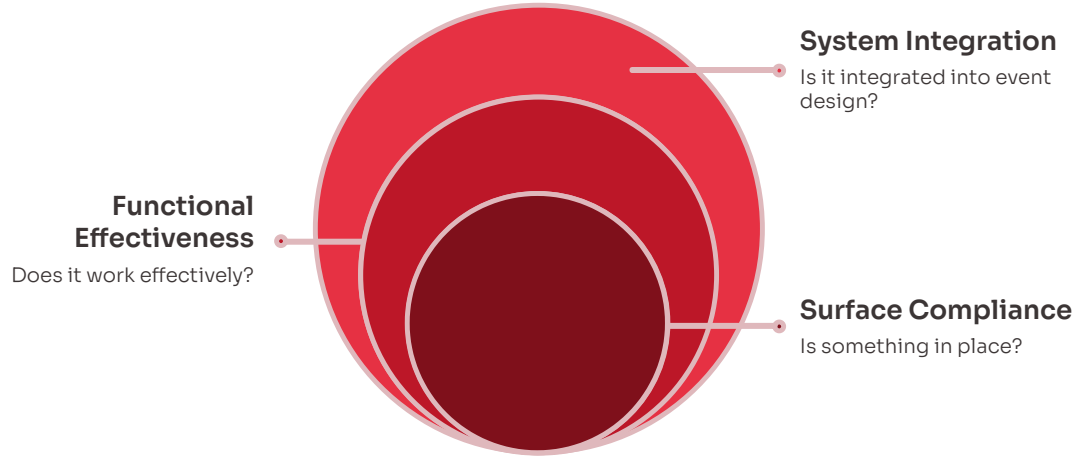
- Physical accessibility
- Sensory considerations
- Communication accessibility
- Digital accessibility
- Inclusive programming
- Affordability
- Gender & child protection
- Staff training
- Dietary inclusion
- Feedback mechanisms
- Emergency preparedness

> Most organisers treat checklists as compliance tools. But here we **transform it into a strategic diagnosis instrument.**

SECTION 4

The Three-Level Diagnosis Model

Instead of answering **Yes / Sometimes / No** superficially, apply this three-level model.



Each level reveals a deeper layer of understanding — moving from symbolic action to systemic integration.

THREE-LEVEL DIAGNOSIS MODEL

Level 1 – Surface Compliance

1	2
The Question **"Is something in place?"**	**Example** Do we provide recycling bins? → **Yes.**

But **surface compliance does not measure quality.**

THREE-LEVEL DIAGNOSIS MODEL

Level 2 – Functional Effectiveness

1

The Question

"Does it work effectively?"

2

Example

Are bins clearly labelled? Are they monitored? Is waste actually separated correctly?

Often this reveals weaknesses.

THREE-LEVEL DIAGNOSIS MODEL

Level 3 – System Integration

1	2
The Question **"Is this practice integrated into event design?"**	**Example** Is waste reduction considered in supplier contracts? Is it part of communication? Is it monitored post-event?

> This level distinguishes **symbolic action** from **systemic integration**.

This systemic approach reflects ISO 20121 principles for sustainable event management: **https://www.iso.org/standard/69304.html**

SECTION 5

Building a Practical Scoring Framework

Now we operationalise. For each checklist item, score yourself from **0 to 3**:

Score	Level	Description
0	Not addressed	No action taken
1	Minimal / symbolic	Token gesture, no real impact
2	Functional but limited	Works in practice but not fully embedded
3	Fully integrated and monitored	Systemic, measured, reported

EXAMPLE:

Energy Management

- **0** → Diesel generator, no assessment
- **1** → Some LED lighting
- **2** → Grid electricity + partial renewable
- **3** → Renewable supply + monitoring + reporting

Accessibility

- **0** → No adaptation
- **1** → Basic physical access
- **2** → Physical + communication support
- **3** → Fully designed accessibility + trained staff + feedback

STEP 1

Score All Areas

Take **30–45 minutes** and score every category honestly. **Do not overestimate.**

Environmental Sustainability Areas

Score each of the 10 environmental areas from 0 to 3 using the scoring framework.

Inclusivity Areas

Score each of the 11 inclusivity areas from 0 to 3 using the scoring framework.

Honest Self-Assessment

Resist the urge to overestimate. The value of diagnosis lies in accuracy, not in achieving a high score.

STEP 2

Identify Imbalance

You may discover:

Pattern A

- High environmental score
- Low inclusion score

Pattern B

- Good accessibility
- No carbon strategy

> **Diagnosis is about pattern recognition.**

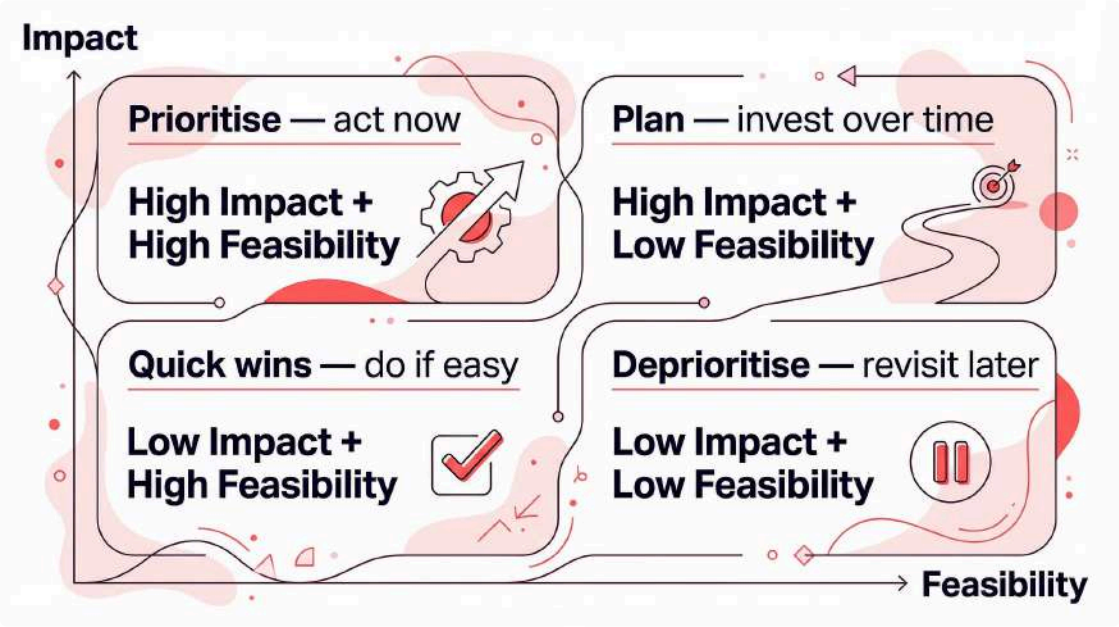
STEP 3

Map Priority Matrix

Create a simple grid: **Impact (High / Low)** vs **Feasibility (High / Low)**

For each weak area, ask:

- If improved, would this significantly reduce impact?
- Is this realistically achievable within one year?



Prioritise areas that are: **High impact + High feasibility**

CASE STUDY

🔍 Mini Applied Case – Ticket Pricing

Anna scores "Affordability" as 1

- Flat ticket: €15
- No reductions
- No pay-what-you-can
- No community partnerships

She assumes lowering price reduces revenue.

She tests a small change:

- Introduces 50 reduced tickets at €8
- Partners with a youth association
- Keeps standard price

Result:

- Tickets sell out
- Youth attendance increases
- Overall revenue unchanged

> **Diagnosis revealed assumption bias. Affordability is inclusion infrastructure.**

This aligns with the European Pillar of Social Rights, which promotes equal access to cultural participation: **https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/economy-works-people/jobs-growth-and-investment/european-pillar-social-rights_en**

SECTION 6

What Diagnosis Reveals

Structured scoring often reveals:

Overconfidence

Scores assumed to be higher than they are in reality

Invisible Weaknesses

Areas never examined because they were never questioned

Symbolic Action

Gestures that feel meaningful but have no measurable impact

Misaligned Priorities

Resources invested in low-impact areas while critical gaps remain

> **Diagnosis is not judgement. It is clarity.**

SECTION 7 — EXERCISE

Guided Self-Assessment Exercise

Complete the following steps individually or in small groups. Allow 30–45 minutes.

01

Score all sustainability areas (0–3).

02

Score all inclusivity areas (0–3).

03

Identify:

- Your strongest 3 areas
- Your weakest 3 areas

04

Select one area where improvement is realistic within 6 months.

Write a short paragraph explaining:
— Why was this area weak?
— What assumption limited action?
— What could change first?

SECTION 8

From Diagnosis to Strategic Awareness

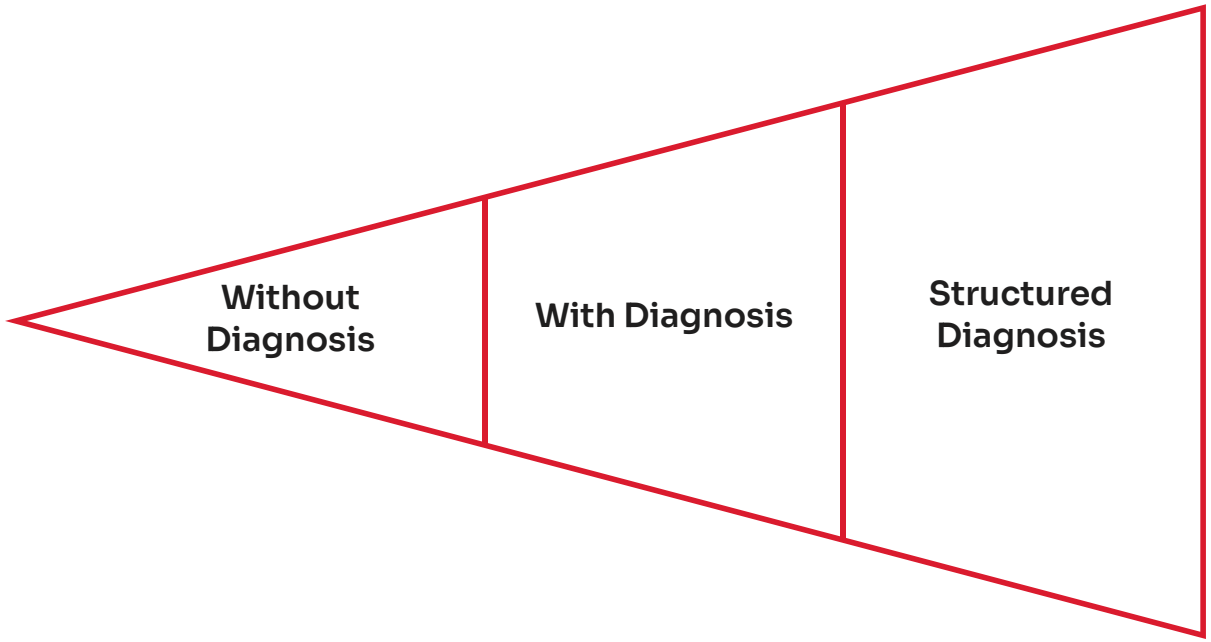
This module does not ask you to fix everything. It asks you to **see clearly.**

Without Diagnosis:

- Actions are random
- Improvements are anecdotal
- Impact remains invisible

With Diagnosis:

- Decisions become strategic
- Resources are prioritised
- Responsibility becomes measurable



CLOSING REFLECTION

Closing Reflection

> Sustainability and inclusion are not abstract values. **They are design systems.**

Diagnosis transforms:

"We think we are doing well."	**"We know where we stand."**

In **Module 3**, we will move from diagnosis to **environmental operational redesign**.