

# MODULE 8: Change-Maker & Sector Influence Toolkit

## From Internal Improvement to Sector Leadership

This toolkit supports organisers and managers of sectoral events and initiatives in transitioning from internal improvement to structured sector influence. It provides structured frameworks, assessment tools, and communication templates aligned with European governance standards.

DIAGNOSTIC TOOL

SUSTAINABILITY + INCLUSION

SELF-ASSESSMENT

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# Change-Maker Positioning Canvas

## 1. Internal Strength & Positioning Assessment

Leadership begins with structural consistency and measurable practices. Before seeking to influence the broader sector, organisations must first demonstrate that their internal processes are robust, evidence-based, and consistently applied. This canvas guides you through that foundational self-assessment.

### Step 1 – Internal Strength Audit

For each established practice, record when it was first implemented and identify concrete evidence of its integration into operational processes.

Practice	Since When Implemented	Evidence of Integration

### Step 2 – Unique Value Identification

What differentiates your event in sustainability or inclusion?

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How does this contribute to sector learning?

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# Policy Alignment Mapping Sheet

## 2. Policy Alignment & Strategic Positioning

Aligning your organisational practices with European frameworks strengthens both your credibility among peers and your eligibility for public and programme-based funding. Use the table below to map each of your established practices to the most relevant EU framework and articulate how alignment is demonstrated in practice.

Your Practice	Relevant EU Framework	How Aligned?
	European Green Deal	
	EU Climate Law	
	Disability Rights Strategy	
	Erasmus+ Priorities	

☐ Identifying alignment with multiple frameworks in parallel strengthens your positioning across funding streams and policy dialogues. Be specific about how each practice reflects the language and objectives of the cited framework.

# Influence & Network Strategy Planner

## 3. Influence & Network Expansion Strategy

Sector influence is built through deliberate, layered engagement — with suppliers, audiences, and professional networks. Use this planner to identify where your organisation already exerts structured influence and where targeted action is required.

### Supplier Influence

Which sustainability clauses are now standardised in your procurement?

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Could these be shared publicly as a model for the sector?

Yes  No

### Audience Influence

Which behaviours are actively normalised through your event design?

- Public transport attendance
- Reusable systems (cups, materials)
- Inclusion awareness programming
- Dietary diversity in catering

### Network Influence

Identify one priority action for the next 12 months:

- Host a peer exchange session
- Publish a sector-facing toolkit
- Join a regional sustainability network
- Present findings at a conference

Target network or institution:

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# Transparency & Communication Template

## 4. Sustainability & Inclusion Snapshot Template

Transparency strengthens institutional legitimacy and protects against accusations of greenwashing. A structured annual summary — addressed to stakeholders, partners, and the public — demonstrates accountability and supports sector credibility. Complete the template below for each edition of your event.

**Title: Sustainability & Inclusion Summary – [Event Name] [Year]**

### Environmental Highlights

Summarise the key measurable outcomes related to waste, transport, energy, and materials.

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### Inclusion Highlights

Summarise actions taken to ensure access, representation, and participation equity.

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### Challenges

Identify where targets were not met or where structural barriers persisted.

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### Next Year Targets

State specific, measurable commitments for the following edition.

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# Public Commitment Builder

## 5. Structured Public Commitment Statement

A formal public commitment is a governance instrument. It signals accountability to stakeholders and the sector at large. Commitments must be measurable, realistic, and explicitly aligned with European transition goals. Vague aspirational language should be replaced with time-bound, verifiable actions.

**"We commit to:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Signed on behalf of: \_\_\_\_\_ Date: \_\_\_\_\_"

**Commitments should clearly reference:**

- Environmental sustainability — with measurable reduction or improvement targets
- Inclusion — with reference to access, representation, and equitable participation
- European transition goals — including alignment with the Green Deal, Erasmus+ priorities, or relevant national policy

**Accountability**

Each commitment must name a responsible person or team.

**Measurability**

Targets must include quantifiable indicators wherever possible.

**Review Cycle**

Commitments should be reviewed annually and reported publicly.

**Sector influence begins with structural credibility.**