COMPLETED EXAMPLE – FOR DEMONSTRATION PURPOSES

MODULE 1

Event Ecosystem Diagnostic Toolkit– COMPLETED EXAMPLE

Event Ecosystem Diagnostic Toolkit

Example based on Anna's 3-day Festival

This completed example demonstrates how the Event Ecosystem Diagnostic Toolkit is applied in a real-world context. All fields have been filled in using a fictional but realistic community festival scenario. The document is suitable for policy review, Erasmus+ programme evaluation, and professional training purposes.

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1 — Event Baseline Snapshot

The following fields capture the foundational profile of the event under assessment. This snapshot forms the reference point for all diagnostic scoring and priority-setting that follows.

Event Identity

Event Name: Summer Cultural Days

Edition: 2024

Location: Small town park + community hall

Duration: 3 days

Participants: 2,400

Total Budget: €28,000

Current Reality Statement

Summer Cultural Days 2024 is a long-standing community event that relies primarily on **diesel generator sets** for all on-site power needs, including stage equipment, vendor stalls, and lighting rigs. Waste management is ad hoc, with mixed recycling and general waste streams sharing the same collection points and no signage to guide separation. There is no formal mobility or transport strategy in place; attendees are expected to arrive by private vehicle, and no shuttle or park-and-ride scheme exists. Accessibility provision is limited to a single designated parking bay and one portable accessible toilet unit, with no hearing loops, BSL interpretation, or sensory quiet areas provided. Ticket pricing follows a **flat-rate structure** (€12 per day) with no concessions for low-income households, young people, or carers. Volunteer briefing materials are informal and verbal, with no written training protocol, safeguarding guidance, or inclusion awareness component.

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2 — Diagnostic Scorecard

Each area is scored on a scale of **0–3** per criterion (0 = not addressed, 1 = partial, 2 = developing, 3 = embedded). Scores are evidence-based and supported by observed gaps and recommended improvements.

Section A – Environmental Responsibility

Criterion	Score	Evidence / Gap	Recommended Improvement
Energy sourcing	0/3	100% diesel generators; no renewables assessed	Pilot solar-powered stage or hybrid generator for 2025 edition
Waste management	1/3	Mixed waste bins; no separation or signage in place	Introduce colour-coded streams with volunteer waste stewards
Transport & mobility	1/3	No shuttle, cycling provision, or travel guidance issued	Partner with local transport authority for shuttle service
Water usage	2/3	Tap stations present but no consumption tracking	Monitor litres used and display live conservation messaging
Supplier sustainability	1/3	No sustainability criteria in procurement process	Develop a supplier sustainability checklist for tendering
Environmental communication	0/3	No green messaging or attendee guidance issued	Include sustainability commitments in all pre-event communications

5/18

Environmental Subtotal

Low structural maturity. Energy and communication scoring zero indicates systemic gaps, not minor oversights.

28%

Score Achieved

Well below the 60% threshold considered indicative of basic environmental responsibility.

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Diagnostic Scorecard

Section B – Structural Inclusion

Criterion	Score	Evidence / Gap	Recommended Improvement
Physical accessibility	1/3	One accessible toilet and one parking bay; no route audits	Conduct a full access audit with a disabled persons' organisation
Sensory & cognitive inclusion	0/3	No quiet spaces, sensory maps, or neurodiverse provisions	Designate a sensory rest area and publish a sensory guide online
Ticket pricing equity	0/3	Flat €12/day rate; no concessions or means-tested access	Introduce tiered pricing: concession, standard, supporter tiers
Volunteer inclusion training	0/3	No written briefing; verbal instruction only	Develop a written inclusion protocol for all volunteer roles
Language & communication	1/3	English-only materials; no translation or Easy Read formats	Produce key documents in at least two languages + Easy Read
Community co-design	0/3	No consultation with marginalised groups in planning	Establish a community advisory panel for future editions

2/18

Inclusion Subtotal

Critically low. Four of six criteria score zero, indicating inclusion has not yet been structurally embedded.

11%

Score Achieved

Score reflects symbolic rather than structural inclusion — gestures without systems.

Interpretation Note: A combined score of 7/36 (19%) indicates that Summer Cultural Days 2024 is operating at a pre-structural maturity level. Improvements in the zero-scoring areas — particularly energy, volunteer training, ticket equity, and community co-design — would yield the greatest gains in both score and real-world impact.

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3 — Participant Journey Stress Test

The stress test maps the lived experience of three distinct participant profiles across all event touchpoints — from information access through to departure. Friction points are those moments where the event design actively or passively excludes the participant.

🦽 Wheelchair User

Profile: Adult wheelchair user attending alone, travelling by public transport.

- **Friction:** No advance information about surface conditions or accessible routes on the event website
- **Friction:** Nearest bus stop is 600m from the entrance with no dropped kerb on the final approach
- **Friction:** Only one accessible toilet unit located at the far end of the site, with no directional signage
- **Friction:** Main stage viewing area has no designated accessible zone; ground is uneven grass
- Ticket purchase online: accessible (positive)

👨‍👧 Parent with Neurodivergent Child

Profile: Parent attending with a 9-year-old with sensory sensitivities and autism diagnosis.

- **Friction:** No sensory map published; parent cannot pre-plan quiet routes or low-stimulation areas
- **Friction:** No quiet withdrawal space available on-site; sound levels at main stage are unmanaged
- **Friction:** Volunteer staff have no training to recognise or respond to a sensory overload episode
- **Friction:** No carer concession on ticket pricing; family of three costs €36/day
- Food stall menus not labelled for allergens (additional risk)

🎓 Low-Income Young Adult

Profile: 19-year-old in part-time employment, living independently, attending on a tight budget.

- **Friction:** Flat €12/day pricing with no youth, student, or low-income concession available
- **Friction:** No communal seating or rest areas; spending required at vendor stalls to access shade
- **Friction:** No free water refill points prominently signposted; bottled water sold at €2.50
- Strong programme content is appealing but financial barriers dominate decision-making
- Volunteering pathway not actively promoted as a route to free attendance

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4 — Impact Identification

This section identifies the key impact areas emerging from the diagnostic, quantifies where possible, and ranks improvement opportunities by their potential effect on both sustainability and inclusion outcomes.

🌍 Transport CO_2 Estimation

Estimated attendee travel impact based on modal split assumptions for a rural/small-town event:

- **2,400 attendees** over 3 days
- Assumed 85% by private car (average 1.4 persons/vehicle)
- ≈ 1,457 vehicle journeys; average return distance estimated at 28 km
- CO_2 per km (petrol): ~0.17 kg/km
- **Estimated total: ~6,943 kg CO_2e** from attendee transport alone
- A shuttle scheme reducing car modal share by 20% would save approximately **1,389 kg CO_2e**

This estimate uses standard DEFRA transport emission factors. Actual figures require travel survey data collection at future editions.

Highest Inclusion Impact Decision

The single most impactful inclusion intervention identified in this diagnostic is the **restructuring of flat ticket pricing** to a tiered model.

Currently, the €12/day flat rate creates a direct financial barrier for low-income young adults, carers, and families. A three-tier model — concession (€5), standard (€12), and supporter (€18) — would maintain revenue neutrality while significantly broadening access.

This change requires no capital investment, can be implemented before the next edition, and directly addresses two of the lowest-scoring diagnostic criteria: **ticket pricing equity** and **community co-design**.

Lowest Scoring Areas – Summary

0/3 Energy sourcing

0/3 Environmental communication

0/3 Sensory & cognitive inclusion

0/3 Ticket pricing equity

0/3 Volunteer inclusion training

0/3 Community co-design

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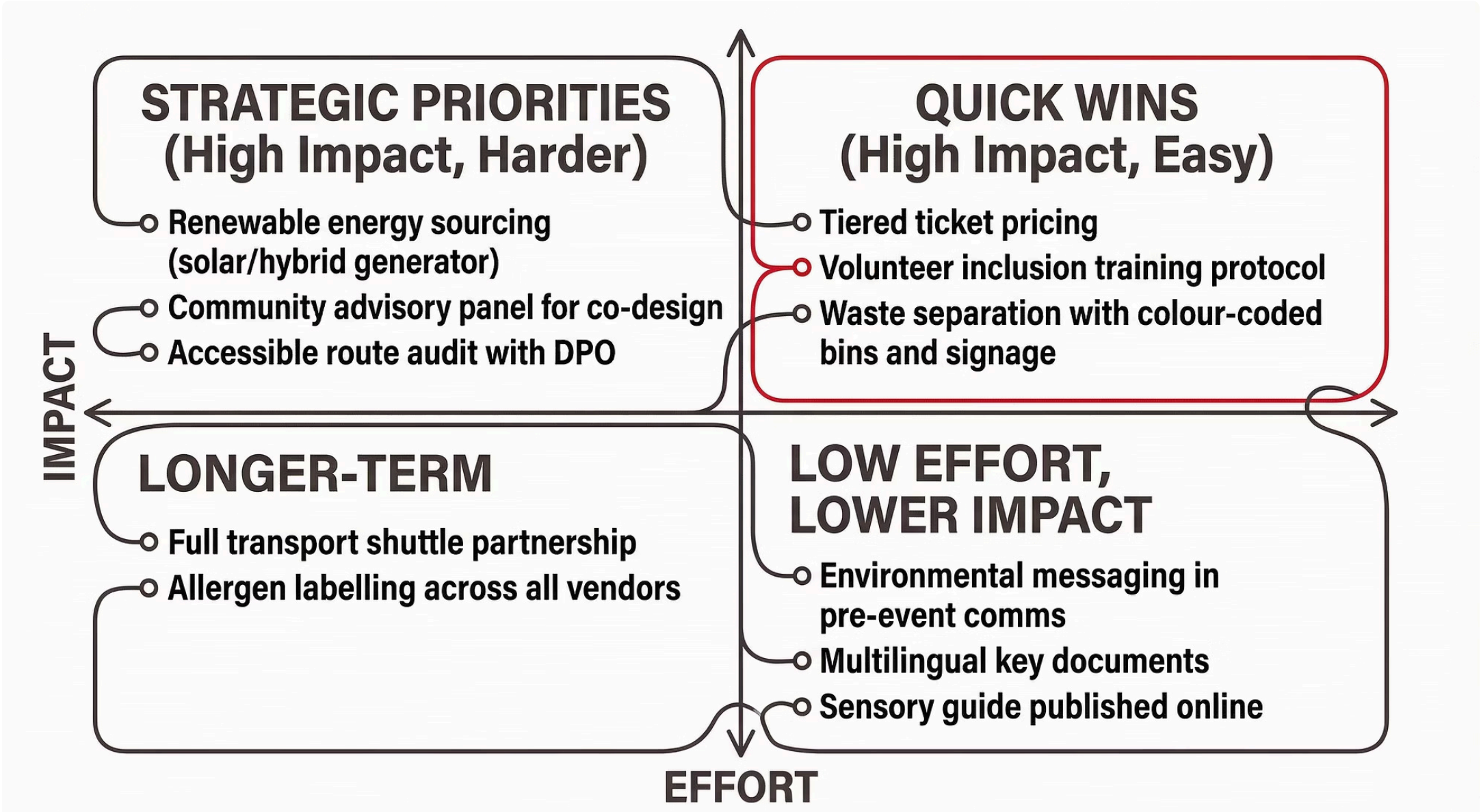
5 — Priority Matrix

The Priority Matrix maps all identified improvement areas across two axes: **Ease of Implementation** (horizontal) and **Impact on Sustainability or Inclusion** (vertical). Actions in the upper-right quadrant — high impact, easy to implement — represent immediate priorities for the 2025 planning cycle.



Top 3 Priorities with Measurable Indicators

1

Tiered Ticket Pricing

Action: Introduce concession (€5), standard (€12), and supporter (€18) tiers for 2025.

Indicator: ≥15% of tickets sold at concession rate; post-event survey shows ≥20% increase in first-time attendees from lower-income backgrounds.

2

Volunteer Inclusion Training

Action: Develop and deliver a written inclusion briefing protocol for all volunteer roles prior to event day.

Indicator: 100% of volunteers complete written briefing; post-event volunteer debrief records ≥80% confidence in responding to accessibility requests.

3

Waste Stream Separation

Action: Deploy colour-coded bins (general, recycling, compostable) with A3 signage at all collection points; assign 2 waste stewards per day.

Indicator: Contamination rate of recycling stream below 20%; total landfill waste reduced by ≥30% compared to 2024 baseline.

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6 — Responsibility Statement

Summer Cultural Days – Organisational Reflection, 2024 Edition

Having completed Module 1 of the Event Ecosystem Diagnostic Toolkit, the organising team of Summer Cultural Days acknowledges that our 2024 edition, while warmly received by the community, operated at a pre-structural level of responsibility across both environmental and inclusion dimensions. Our diagnostic score of 7 out of 36 reflects not a lack of goodwill, but an absence of systems — and it is systems, not intentions, that determine real-world outcomes for the people our event is meant to serve.

We recognise that diesel-powered energy, mixed waste practices, and flat-rate pricing are not merely operational inconveniences — they are structural choices that carry environmental costs and exclude participants before they have even arrived at the gate. The stress test exercise made clear that for a wheelchair user navigating an unaudited site, a parent managing their child's sensory needs without support, or a young adult weighing up whether €12 represents value, the experience of our event is fundamentally different from what we had assumed.

We are committed to transitioning from symbolic to structural responsibility. This means moving beyond gestures — a single accessible toilet, verbal volunteer briefings, a recycling bin without signage — toward embedded, auditable, and co-designed practices. For the 2025 edition, we will implement tiered pricing, a written volunteer inclusion protocol, and colour-coded waste streams as our immediate priorities. We will also begin the process of establishing a community advisory panel to ensure that future planning is informed by the voices most often excluded from it. We understand that this is the beginning of a journey, not a one-year project, and we commit to using this toolkit as an annual diagnostic instrument to measure, report, and continuously improve our progress.

From Symbolic	To Structural	Measured Annually
Good intentions, verbal commitments, isolated gestures	Embedded systems, auditable practices, co-designed solutions	Diagnostic toolkit applied each edition; progress publicly reported

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7 —Summary Dashboard

A consolidated view of the 2024 diagnostic results, priority actions, and targets for the 2025 edition of Summer Cultural Days.

2024 Diagnostic Scores

Environmental: 5 / 18 (28%)

Inclusion: 2 / 18 (11%)

Combined: 7 / 36 (19%)

Maturity Level: Pre-Structural

2025 Targets

Environmental: ≥10 / 18 (56%)

Inclusion: ≥8 / 18 (44%)

Combined: ≥18 / 36 (50%)

Target Maturity Level: Developing

Immediate Action Plan (Pre-2025)

01

Tiered Pricing Model

Design and publish three-tier ticket structure. Target: ≥15% concession uptake.

02

Volunteer Inclusion Protocol

Write, test, and deliver written briefing materials to all roles. Target: 100% completion.

03

Waste Stream System

Procure colour-coded bins, produce signage, recruit stewards. Target: ≤20% contamination.

04

Accessibility Audit

Commission site audit with a disabled persons' organisation before April 2025.

05

Community Advisory Panel

Recruit 5–8 community members representing underserved groups by March 2025.

Erasmus+ Note: This completed example is designed to demonstrate competency in event sustainability and structural inclusion as part of Module 1 of the Event Ecosystem Diagnostic Toolkit. It is suitable for submission as supporting evidence within Erasmus+ project documentation, youth worker training portfolios, and municipal event planning frameworks.