

Event Ecosystem Diagnostic Toolkit

Interactive Scorecard + Priority Matrix + Responsibility Statement

A structured diagnostic framework for event organizers, sustainability leads, and inclusion practitioners seeking to assess, benchmark, and improve the environmental and social impact of their events — from baseline snapshot to actionable priorities.

DIAGNOSTIC TOOL

SUSTAINABILITY + INCLUSION

SELF-ASSESSMENT

KULTINCLUSION PROJECT

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1 – Event Baseline Snapshot

Begin by capturing the fundamental parameters of your event. This baseline provides the context for all subsequent scoring, prioritisation, and planning. Complete every field as accurately as possible — estimates are acceptable where precise data is unavailable.

Event Name <hr/>	Edition (Year) <hr/>
Location / Venue <hr/>	Duration (Days) <hr/>
Estimated Participants <hr/>	Total Budget (£ / €) <hr/>

Current Reality Statement (Baseline)

In 5 sentences, describe the current state of your event with regard to environmental responsibility and structural inclusion. Be honest and specific. This statement becomes your benchmark for measuring progress in future editions.

Sentence 1 — What does the event look like today? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Sentence 2 — What environmental practices are already in place? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Sentence 3 — What inclusion practices are already in place? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Sentence 4 — What is clearly missing or underdeveloped? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Sentence 5 — What one change would have the greatest impact? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	

2 — Diagnostic Scorecard

Rate each area using the **0–3 Maturity Model** below. Be rigorous and evidence-based. Avoid over-scoring areas where practices exist in name only. The goal is honest, actionable insight — not a flattering picture.

<p>0 — Not Addressed</p> <p>No action, awareness, or policy exists in this area.</p>	<p>1 — Minimal / Symbolic</p> <p>One-off gestures or token actions with no system behind them.</p>
<p>2 — Functional but Inconsistent</p> <p>Practices exist and work partially, but are not embedded or monitored.</p>	<p>3 — Integrated and Monitored</p> <p>Systematic, documented, reviewed, and improved across editions.</p>

A. Environmental Impact Areas

Area	Score (0–3)	Evidence	Main Gaps	Possible Improvement
Waste management & reduction	—	_____	_____	_____
Carbon footprint & transport	—	_____	_____	_____
Energy use & renewable sources	—	_____	_____	_____
Food sourcing & catering	—	_____	_____	_____
Single-use materials & packaging	—	_____	_____	_____
Supplier & vendor sustainability	—	_____	_____	_____
Measurement & reporting	—	_____	_____	_____

Environmental Subtotal: ____ / 21 — Record your total and note which area scored lowest.

B. Structural Inclusion Areas

Area	Score (0–3)	Evidence	Main Gaps	Possible Improvement
Physical accessibility	—	_____	_____	_____
Economic accessibility (pricing)	—	_____	_____	_____
Sensory & neurodivergent support	—	_____	_____	_____
Linguistic & cultural inclusion	—	_____	_____	_____
Gender & identity inclusion	—	_____	_____	_____
Speaker & programme diversity	—	_____	_____	_____
Communication & wayfinding clarity	—	_____	_____	_____

Inclusion Subtotal: ____ / 21 — Record your total and note which area scored lowest.

4 — Impact Identification

Having completed the scorecard and stress test, shift to synthesis. These three reflective questions are designed to surface the decisions that carry the greatest weight — and the areas where your event's impact is most structural and most in need of attention.

Question 1

Highest Environmental Impact Decision

Of all the decisions made in planning and delivering this event, which single choice has the greatest environmental consequence — positive or negative?

Consider: venue selection, catering sourcing, transport policy, print materials, energy contracts, supplier choices.

The decision:

Why this decision carries the most environmental weight:

If this were changed, what would the downstream effect be?

The decision:

Why this decision determines who can and cannot participate:

What would change if this decision were made differently?

Question 2

Highest Inclusion Impact Decision

Which single decision in your event design most directly determines who is included and who is effectively excluded?

Consider: pricing structure, venue location and accessibility, language of communications, programme composition, speaker selection, networking format.

Question 3 — Lowest Scoring Area Overall

Review your scorecard totals. Which single area — across both environmental and inclusion dimensions — received the lowest score?

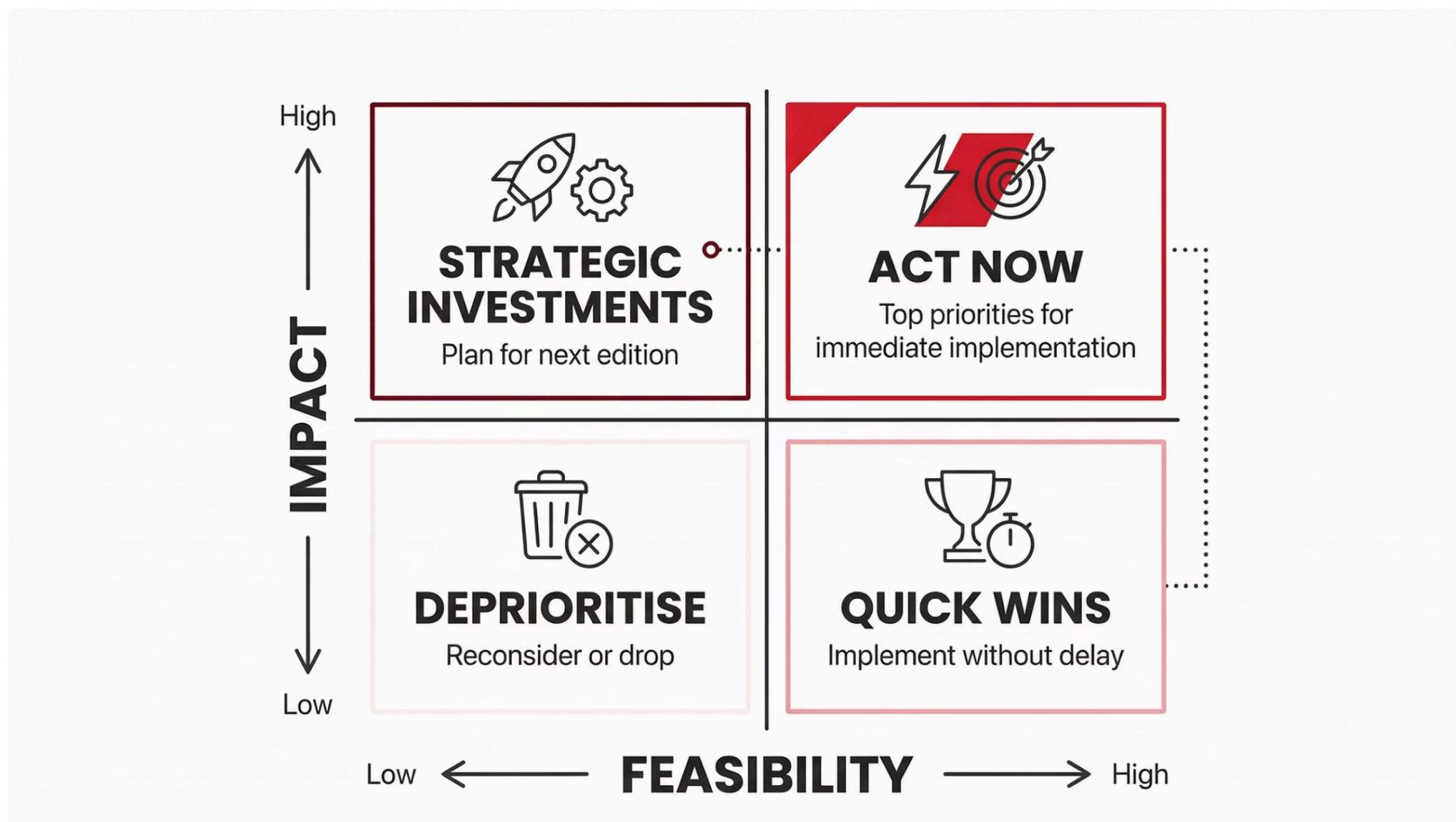
Area identified: _____

Why has this area remained unaddressed or underdeveloped?

What would a score of 3 look like for this area specifically?

5 — Priority Matrix

Use the 2x2 grid below to map your improvement opportunities. Place each identified gap or action according to its **potential impact** (vertical axis) and **feasibility within your current context** (horizontal axis). Actions in the top-right quadrant should become your immediate priorities.



Map your identified gaps and improvement actions into the four quadrants above. Focus your energy on the **top-right quadrant** — high impact actions that are feasible now.

Top 3 Priorities

1	2	3
<p>Priority 1</p> <p>Action / area:</p> <p>_____</p> <p>_____</p> <p>Why this matters:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Indicator to measure progress:</p> <p>_____</p> <p>_____</p>	<p>Priority 2</p> <p>Action / area:</p> <p>_____</p> <p>_____</p> <p>Why this matters:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Indicator to measure progress:</p> <p>_____</p> <p>_____</p>	<p>Priority 3</p> <p>Action / area:</p> <p>_____</p> <p>_____</p> <p>Why this matters:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Indicator to measure progress:</p> <p>_____</p> <p>_____</p>

6 — Responsibility Statement

This final section is not a checklist. It is an act of leadership. The Responsibility Statement asks you to move from diagnosis to ownership — to name, clearly and without deflection, the impact your event generates and the commitments you are willing to make.

What impact does my event currently generate?

Describe both the positive contributions and the measurable harms — environmental, social, and structural. Be specific. Avoid generalities. If you are unsure of certain impacts, name that uncertainty.

Where am I strongest?

Identify the area — evidenced by your scorecard and your own experience — where your event performs most consistently and responsibly. What conditions made this possible? How can it be sustained and expanded?

Where am I structurally weak?

Identify the area where your event's design — not individual errors, but the system itself — produces exclusion, harm, or inefficiency. Structural weakness is not a personal failure; it is a design opportunity. Name it plainly.

What responsibility can I no longer ignore?

Having completed this diagnostic, what is the one truth about your event that you can no longer set aside? What commitment are you willing to make — concretely and measurably — before the next edition?

Signed commitment: I, _____, commit to reviewing this diagnostic annually and to treating the improvements identified above as core to the design and delivery of this event.

Name: _____ **Role:** _____ **Date:** _____

This document is designed to be printed, completed by hand, and retained as an institutional record. It may also be shared with co-organisers, funders, or governing bodies as evidence of structured impact assessment and commitment to continuous improvement.