

# Module 7

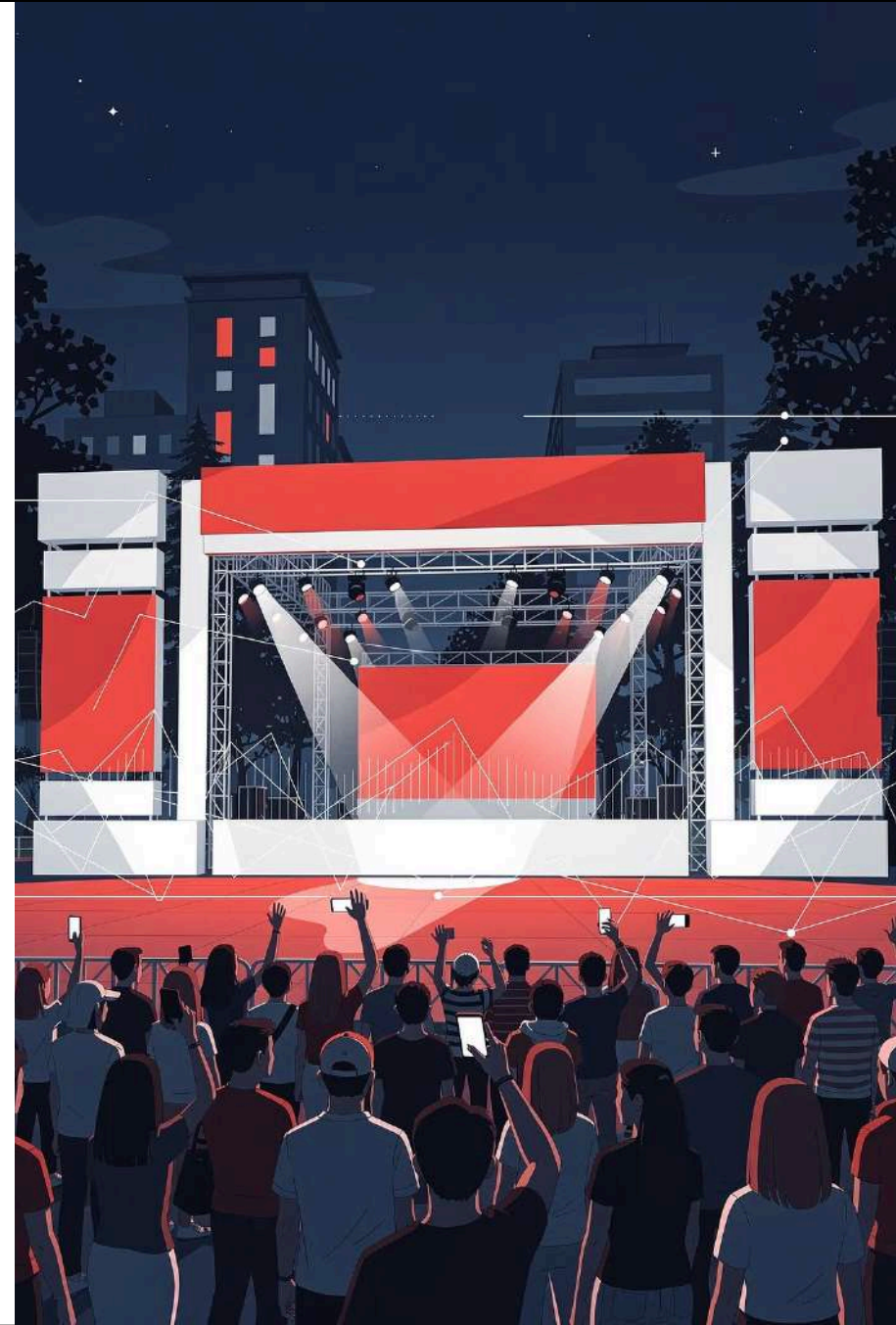
## Monitoring, Feedback & Long-Term Legacy

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	<b>0 litres</b>
Quiet area	No quiet area	<b>Used by 37 visitors</b>

 **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?

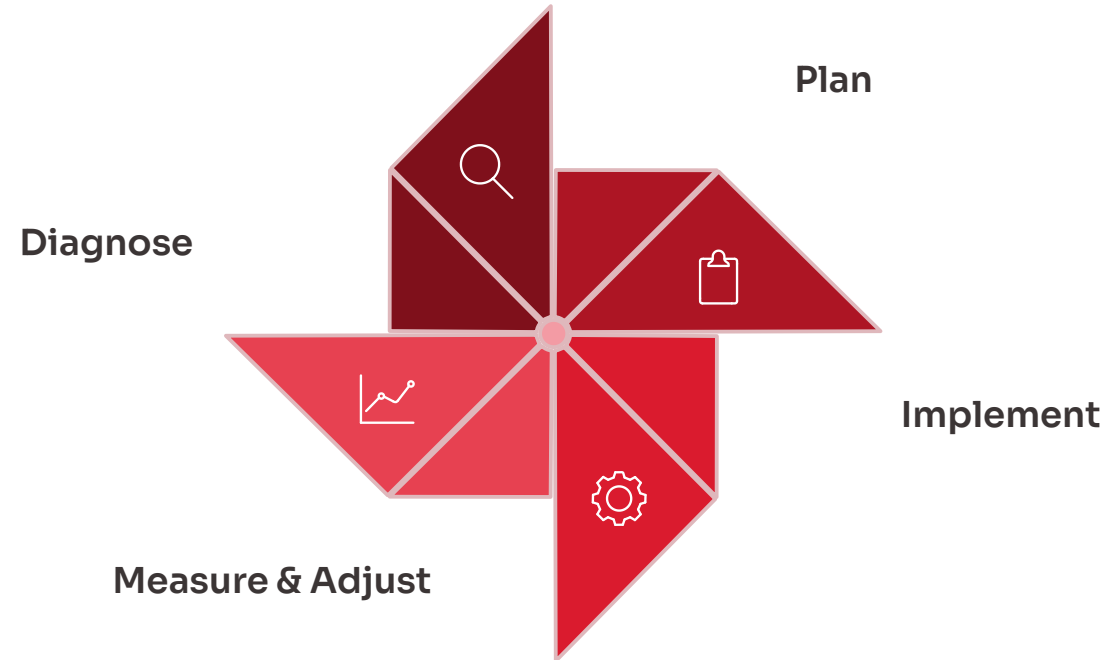
Legacy connects local action to European transition goals under the European Green Deal.

[https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](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.

