

DEMO

Connecting Cultural Festivals

06

Evaluation, Impact & Legacy

Making cultural value visible · Final recommendations

To make the festival's results and processes visible

→ 6.1 Evaluation and impact

To go beyond audience numbers

→ Cultural and social legacy

To communicate value to partners and funders

→ Communicating impact

If you see evaluation only as a formal obligation

✗ It's a tool for care, not control

BASIC

- Qualitative audience observations
- Informal post-event reflection
- Team perceptions and discussions
- Memory of the experience

INTERMEDIATE

- Structured questionnaires
- Stakeholder restitution sessions
- Partner & community relationships
- Shared results documentation

ADVANCED

- Comparative analysis over time
- Structured evaluation with indicators
- Medium-to-long-term impact
- Transfer of practices to others

Even a minimal evaluation is better than none. Legacy is not what remains by chance — it's what is recognised and told.

 Audience & participation

Do we know our audiences? Are we building lasting relationships?

Yes

Partly

Not yet

 Sustainability

Do we integrate environmental, social and economic criteria into choices?

Yes

Partly

Not yet

 Networks & partnerships

Do our collaborations generate mutual value for all involved?

Yes

Partly

Not yet

 Digital

Do our tools genuinely support everyday work?

Yes

Partly

Not yet

 Skills

Do we learn from experience and share it across the team?

Yes

Partly

Not yet

 Evaluation

Do we reflect on what works and on what can be improved?

Yes

Partly

Not yet



No 'correct' answer: this is a compass, not a test. Works best when shared with the whole team.

1**Integrated vision**

Audience, sustainability, digital and evaluation dialogue and reinforce each other.

2**Gradual, realistic processes**

Favour pathways consistent with your organisation's resources and skills.

3**Quality of relationships**

Invest in audiences, communities, partners and networks: cooperation is the strongest lever.

4**Digital as a means**

Use digital tools to support the organisation and participation — not as an end in itself.

5**Evaluation = learning**

Integrate evaluation into decision-making: evaluate to improve, not just to report.

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*The guidelines help you think
the toolkit helps you act
both help you improve*

DEMO Project — Erasmus+ KA210-ADU · 2024-1-IT02-KA210-ADU-000244236

Co-funded by the European Union · Views and opinions expressed are those of the authors only and do not necessarily reflect those of the EU.