



DEMO

New digital perspectives for European music

A project co-funded by the Erasmus+ Programme and led by a transnational partnership committed to empowering cultural operators, particularly small and independent festivals.



The Guidelines on Innovation, Digital Transformation & Sustainable Growth

for European Cultural Operators

These guidelines are the result of a collective process carried out by all DEMO project partners, combining applied research, shared reflection and direct exchange with cultural operators and festival organisers across Europe.

Rather than offering prescriptive solutions, they are conceived as an orientation and accompaniment tool, supporting cultural organisations in navigating ongoing transformations in the sector.

Audiences
& Relationships

Integrated
Sustainability

Networking &
Cooperation

DEMO addresses key European priorities

Digital Transformation

Improving skills and digital practices of cultural organizations and staff.

Environmental Sustainability

Fostering green transitions in the cultural sector.

Adult Education

Enhancing access to quality adult education and professional development.

European Identity

Strengthening European identity through music and cultural exchange.

Supporting visibility of emerging artists · Enhancing accessibility of indie festivals

AUDIENCES & RELATIONSHIPS

Building meaningful connections

Audiences, communication and relationships are at the heart of DEMO. We promote a critical approach to audience development and engagement, encouraging cultural operators to rethink how they connect, listen and build long-term relationships with their communities.

Audience Engagement

- The experiential and participatory dimension of the relationship between cultural organizations and their audiences.
- Goes beyond passive attendance — creates meaningful experiences, interaction and a sense of belonging.
- Includes co-creation, community building and ongoing dialogue, online and offline.
- Effective engagement is about authentic, long-term relationships — not just digital tools.
- Strengthens inclusion, accessibility and social sustainability, turning festivals into active cultural communities.

Engagement Dimensions



■ Online Community ■ Co-Creation
■ Dialogue ■ Events & Access

INTEGRATED SUSTAINABILITY

Sustainability as a shared responsibility

In DEMO, sustainability is understood as an integrated concept: environmental, social and organisational. A holistic approach to support resilient, responsible and future-oriented cultural practices.

Environmental

- Structural & measurable practices
- Energy, water, waste & mobility
- Consistent long-term strategy
- Monitor & measure impact
- Promote sustainable behaviours

Social

- Impact on people & communities
- Inclusive participation
- Remove physical & cultural barriers
- Fair working conditions
- Diversity, equality & safe spaces

Organisational

- Resilient business models
- Staff skills & digital capacity
- Data-driven decision making
- Transparent governance
- Long-term strategic planning

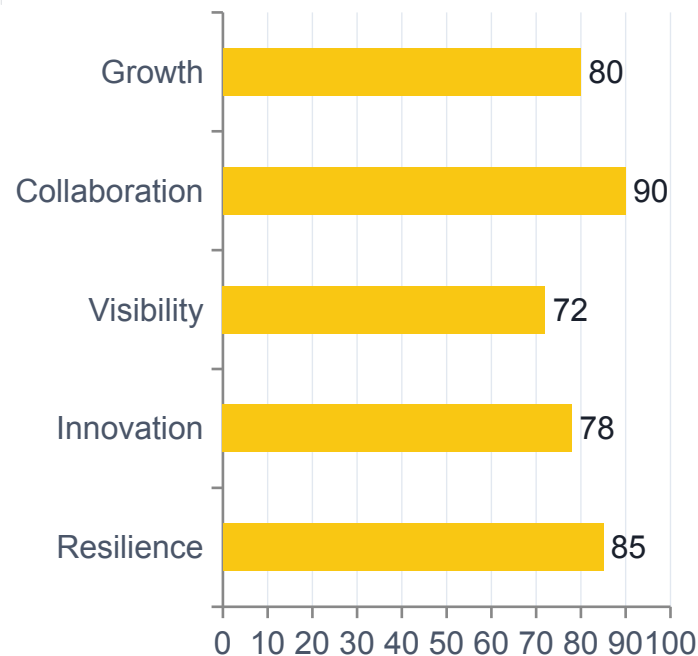
NETWORKING & EUROPEAN COOPERATION

Stronger together

Networking and European cooperation are strategic drivers for resilience, innovation and long-term growth. DEMO supports transnational connections that strengthen the European music ecosystem and empower independent cultural operators.

- Strategic Dimension**
Supports learning, innovation and sustainable development.
- Overcomes Isolation**
Helps independent festivals address shared challenges.
- Knowledge Exchange**
Enables sharing of tools, knowledge and best practices across contexts.
- Collaboration**
Fosters trust, partnerships and transnational cooperation.
- Resource Sharing**
Strengthens resilience and builds sustainable cultural ecosystems.

Networking Benefits



DIGITAL TRANSFORMATION

For independent festivals, digital transformation means rethinking how organisations work, connect and grow.

With clear strategies and responsible data use, digital can strengthen relationships, improve processes and support long-term sustainability.

Digital Strategy & Governance

- Strategic dimension, not just tools
- Impacts organizational models
- Clear goals, priorities & resources
- Data management & security

Digital Tools & Platforms

- Effective only within clear strategy
- Support communication & management
- Align needs, skills & sustainability
- Enhance collaboration & engagement

Monitoring & Evaluation

- Collect data during activities
- Interpret results & impact
- Mixed methods — quant & qualitative
- Support learning & transparency

MONITORING, EVALUATION & INDICATORS

Measure, learn, improve

Monitoring and evaluation are not just about data — they are tools for reflection and growth. By combining evidence and insight, festivals can better understand their impact and build stronger, more sustainable practices.

MONITORING

- Collects data during activities
- Supports implementation & management
- Tracks progress in real time
- Operational focus

EVALUATION

- Interprets results after activities
- Explores what changed & for whom
- Assesses long-term impact
- Strategic & learning focus

Key Indicator Areas:

Participation

Experience Quality

Organizational Capacity

Social Impact

Digital Reach

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festivals, and the European music ecosystem.