

FORMARURAL PROJECT

IMPACT ASSESSMENT

Erasmus+ KA2 Project about training of adult cultural actors in rural areas.

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INTRODUCTION

The following document presents the global impact assessments of the project, resulting from the local impact assessment conducted by each partner associations. Four indicators were established for measurement: **Digital Competences (I)**, **Autonomy (II)**, **Networking Skills (III)**, and **Dissemination and outreach (IV)**.

In this regard, the first section presents an analysis of participant outcomes, including both qualitative and quantitative information. First, an analysis of the questionnaires administered to explore Indicators I, II, and III is provided. Second, a compilation of participation quantitative data. Lastly, an analysis of the participants brief semi structured interviews results is included.

The second section contains the overall SWOT analysis of the project, developed from the local SWOT analyses conducted by each partner organization.

Finally, the third section presents quantitative information on the project's dissemination efforts.

DIVERURAL PROJECT- IMPACT ASSESMENT

I. PARTICIPANTS ANALYSIS

a. ANALYSIS PER INDICATOR

1.1. Digital Competences:

Despite the different contexts present in the partner countries, the DigComp Test was used to assess the initial digital competencies of the participants in the training sessions. In this way, once the project was completed, an exit questionnaire was administered, which reflects that 78% of the participants reported perceiving an improvement in their digital competencies in areas such as digital content creation, communication and collaboration, information and data literacy, and problem solving. The sessions that most influenced this perception were those related to social networks, camera and photography, marketing, and opportunities and support.

1.2. Autonomy:

For the measurement of this indicator, an adapted version of the General Self-Efficacy Scale questionnaire (Bueno-Pacheco et al., 2017) was used both at the beginning and at the end of the project. In this regard, improvements were observed in the areas of 'Confidence and Overcoming Challenges,' 'Persistence in Achieving Goals,' 'Handling Unexpected Situations,' and 'Finding Solution Skills,' with all of these areas showing an increase of over 60% in the number of favorable responses. On the other hand, the area 'Calm to Face Troubles' did not show significant improvements. In addition to the above, 73% of the participants reported perceiving an improvement in their overall capacity for autonomy.

1.3. Networking Skills:

For the measurement of this indicator, an adapted version of the Networking Self-Efficacy questionnaire (Bratkovič et al., 2019) was used both at the beginning and at the end of the project. In this regard, improvements were observed in the areas of 'Confidence in Seeking Support and Information,' 'Recognition of the Benefits of Networking,' and 'Access to Wider Connections,' with all these areas showing an increase of over 70% in favorable responses. On the other hand, the areas of 'Carrying Business Cards' and 'Investing Free Time in Networking' did not show significant improvements, despite showing a substantial decrease in unfavorable responses. In addition to the above, 87% of the participants reported perceiving an improvement in their overall networking capacity.

b. BRIEF SEMI-STRUCTURED INTERVIEWS RESULTS

Once the project was completed, a brief semi-structured interview was conducted with some of the participants to better understand how the project influenced the designed indicators.

In this regard, concerning the digital competencies indicator, the guiding question was: "How do you think this project contributed to the improvement of your digital competencies?" The interviewees indicated that through the various training sessions, they were able to acquire new skills and further develop existing ones. They particularly emphasized the camera and photography session, noting that the practical nature of this session helped them make better use of their phones in their daily lives. Similarly, they highlighted the session on funding and support opportunities, as it provided them with insights on how to search for and access these resources through different digital platforms.

Secondly, regarding the autonomy indicator, the guiding question was: "How do you think this project affected your ability to act autonomously?" In this respect, there was a consensus among interviewees that the various sessions allowed them to develop skills that enable them to act with greater autonomy in their daily lives and professional endeavors. They specifically mentioned the development of digital skills, marketing knowledge, and increased awareness of potential support opportunities for their work.

Finally, in relation to the networking skills indicator, the guiding question was: "How do you think this project helped you improve your networking skills?" The interviewees emphasized that the very existence of the project contributed to the creation of new professional networks through their participation in sessions alongside individuals related to their areas of interest. Likewise, they highlighted that the project helped them gain a better understanding of the importance and potential benefits of networking for success in their professional careers and other aspects of life.

c. QUANTITATIVE IMPACT

	N° Activities	Participants
Number of Training Sessions	18	143+
Fairs	3	287+
Total	21	430+

Table 1. Quantitative impact on participants

II. GLOBAL SWOT ANALYSIS OF THE PROJECT

Upon the completion of the project, each of the partners conducted a SWOT analysis regarding how the project unfolded in their respective territories. Subsequently, the three analyses were consolidated, and efforts were made to identify common points among them in order to develop a comprehensive SWOT analysis of the project as a whole. Below are the results of the analysis conducted.

STRENGTHS

- Successfully addressed the gap in entrepreneurial skills among cultural actors by covering topics like digital skills, marketing, networking, and business development.
- Good participation from cultural actors.
- High ratings for the workshops, with participants appreciating the practical examples and engaging content.
- Positive feedback on the workshop content, with many finding the material refreshing, full of new ideas, and practical.
- Participants feel confident in building relationships.
- New and improved connections among the participants and mentors.

OPPORTUNITIES

- Other communities could benefit from similar skill-building initiatives.
- Sharing materials online or adding or follow-up materials.
- Refining workshop content based on feedback.
- Expanding the focus on business opportunities, including training on selling at fairs, opening local shops, or securing funding.
- Providing follow-up or advanced sessions to reinforce and deepen learning.
- Encouraging participants to adopt better networking habits, like always bringing business cards to events.

SWOT

WEAKNESS

- Participants expressed a need for additional workshops or repeat sessions to reinforce learning.
- Need for more practical application, with requests for real-life case studies and before/after examples
- Difficulties to reach a higher number of participants, maybe due rural characteristics of the context.

THREATS

- Risk of limited long-term impact if skills are not reinforced through additional learning opportunities.
- Risk of limited impact if networking skills are not continuously applied.
- Relying too much on existing connections without expanding networks could limit opportunities for growth.

III. DISSEMINATION IMPACT

a. SOCIAL MEDIA GROWTH

TOTAL AMOUNT OF FOLLOWERS	Partner	Social media	Variation		
			START	END	%
FOLLOWERS ON SOCIAL MEDIA	CdA	Facebook	50	485	870%↑
		Instagram	2188	2611	19%↑
	ID20	Facebook	2232	2639	18%↑
		Instagram	604	676	12%↑
	Super Tineri	Facebook	14306	14845	4%↑
		Instagram	1291	1503	16%↑

Table 2. Total amount of followers in social media.

b. EXTERNAL MEDIA DISSEMINATION

EXTERNAL MEDIA		
TYPE	LINK	DATA
Newspaper	https://radiomontemuro.pt/2024/10/30/c-audiocasa-dabobora-em-cinfaes-tem-novo-projeto/	30/10/2024
Newspaper	https://averdade.com/vila-de-cinfaes-acolhe-feira-formarural-este-fim-de-semana/	12/12/2024
Newspaper	https://novumcanal.pt/2024/09/casa-dabobora-desenvolve-formarural-com-formacoes-gratuitas/	02/08/2024
Newspaper	https://www.idrija.com/sejem-lipa-ric-ponovno-odprl-svoja-vrata/	19/12/2024
Newsletter	https://mailchi.mp/id20.si/novicnik-28-11-2024?fbclid=IwY2xjawH9k4RleHRuA2FlbQlxMAABHcgkESUIZAuC71JA2ESaz2guXitemInOCvIF5dbVB5APg8MFMYYZg0fxg_aem_8rezt0gm1hEHlgsdtCYfyw	
Website News	https://www.id20.si/novice/za-izdelke-z-dediscinsko-zgodbo/	11/28/2024
Website News	https://www.id20.si/projekti/forma-rural-razvoj-podjetniskih-vescin-lokalnih-kulturnih-akterjev-2024-2025/	
Website News	https://www.id20.si/novice/tri-inovativne-delavnice-za-rokodelce-obrtnike-in-umetnike/	10/3/2024
Newsletter	https://mailchi.mp/id20.si/novicnik-3-10-2024	
Website News	https://www.id20.si/novice/praznicni-sejem-ki-povezuje-ustvarjalnost-in-tradicijo/	1/24/2025
Website News	https://www.id20.si/en/news/a-holiday-fair-blending-creativity-and-tradition/	1/24/2025
Website News	https://www.id20.si/en/news/new-heritage-stories-developed-by-artisans-from-idrija/	11/28/2024
Newsletter	https://mailchi.mp/id20.si/novicnik-23-01-2025	1/24/2025
Newsletter	https://preview.mailerlite.io/preview/187727/emails/130746842240517629	26/08/2024

Table 3. External Media.

c. SOCIAL MEDIA DISSEMINATION

IINTERNAL MEDIA (does not include stories or reach)			
PLATFORM	LINK	DATA	LIKES
Facebook	https://www.facebook.com/id20institute/posts/pfbid0qyW Nj5BN17tYwbvtv9Y7PyVateYg19Ke1MCSAQhSe4fKyetmZXg6L MrBS5pgaegd1	23.12.2024	19
Facebook	https://www.facebook.com/id20institute/posts/pfbid0za3w EFY1RB6ARwUAcXEDRiMgmD4Wxj2sFPck6PJ1YQzv8WQcr 7PFz6RZmQoeR9FI	17.12.2024	48
Facebook	https://www.facebook.com/id20institute/posts/pfbid02U5P jEpiHdZ6QH6qDkqATUgEm6ezSpX2WPU1FkZrX27UTMTHW XZKTEprMhHQfYi7EI	9.12.2024	16
Instagram	https://www.instagram.com/p/DD7INXik7GZ/?fbclid=IwY2x jawH8S-1leHRuA2FibQIxMAABHXW8yajibZ UudnW2t-e1jxhrJh27JMaAC9ceXcU3O3bIkZYYZRPkji9bw_aem_LPd4E aTlSL3zNJRY1rDoLA	23.12.2024	17
Instagram	https://www.instagram.com/p/DDX8XxqJeg/?fbclid=IwY2x jawH8TD5leHRuA2FibQIxMAABHTWYiB8UhtZ3PsrrWoGBO9 yYardK0rpYEKzdu0vRcVwCXXXFAxKhnv4kRA_aem_xTnJhc4V ID7l_Mcfpve_g	9.12.2024	16
Instagram	https://www.instagram.com/p/DDrQ3lfoWuT/	17.12.2024	14
Facebook	https://www.facebook.com/events/581710951127967		
Facebook	https://www.facebook.com/id20institute/posts/pfbid0MSe UXHKYFwTFCUAXWi6Gcczng1zviVf1tvxiPNHrYWqHwGz2x5A 4cuTiknnCBz4nl	20.11.2024	16
Facebook	https://www.facebook.com/events/521339764144033/	EVENT	EVENT
Facebook	https://www.facebook.com/events/522108167201059/	EVENT	EVENT
Facebook	https://www.facebook.com/events/1609177419663819/	EVENT	EVENT
Instagram	https://www.instagram.com/reel/DDTx864IU2/?utm_source=ig_web_copy_link	8.12.2024	16
Instagram	https://www.instagram.com/p/DCII5rTMnFU/?utm_source=ig_web_copy_link	20.11.2024	22
Facebook	https://www.facebook.com/id20institute/posts/pfbid02sHJ GMjthVgTZRWk23ooN5qE7U41vsJyPfyLJQPqQ6uur3YgiyQ mQnxqGEHVnflWl	30.10.2024	13
Instagram	https://www.instagram.com/p/DBwZbefNskC/?utm_source=ig_web_copy_link	30.10.2024	12
Facebook	https://www.facebook.com/id20institute/posts/pfbid02LLsF Vhez6jfQiNSwRhMmSTzjzE79KjDZPgLCxP6bUv9GEdZmbq4 WVqQzSQeGqyAl	25.10.2024	4
Facebook	https://www.facebook.com/id20institute/posts/pfbid02gXb kbY46cqCn6vtYHrH3DsTjJ7wcM187qc1VGAjbbuhPKcL2Fech M5Q521SVkBR9l	11.10.2024	1
Instagram	https://www.instagram.com/p/DA798ytOexh/?utm_source=ig_web_copy_link	10.10.2024	14
Facebook	https://www.facebook.com/id20institute/posts/pfbid0FXj9x 96K1o5Dr74GydYSUDaxamLuSC3fLnkX89cmYguEo9wmDW vikUKTapBY8KVl	10.10.2024	14

Facebook	https://www.facebook.com/id20institute/posts/pfbid0oWsxDd8oPWqmWqnwbgh9pQyXYo7sa4MYLnmgx2hzBo2Up4zVXXPMLrci5nvZnChrl	25.9.2024	10
Instagram	https://www.instagram.com/p/C7FFap9uB0e/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	17/05/2024	32
Instagram	https://www.instagram.com/p/C-5kzbFMZ6q/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	20/08/2024	26
Instagram	https://www.instagram.com/p/DBhCOfBORdL/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	24/10/2024	28
Instagram	https://www.instagram.com/p/DB9XGb0CD6L/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	04/11/2024	11
Instagram	https://www.instagram.com/p/DDXiL03NtWT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	09/12/2024	22
Instagram	https://www.instagram.com/p/DEp4PnXMVON/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	10/01/2025	35
Facebook	https://www.facebook.com/share/p/15eHt9SbXi/?mibextid=wwXlfr	17/05/2024	5
Facebook	https://www.facebook.com/share/p/15VgbW9zNg/?mibextid=wwXlfr	20/08/2024	21
Facebook	https://www.facebook.com/share/p/15tRjNFdLk/?mibextid=wwXlfr	24/10/2024	6
Facebook	https://www.facebook.com/share/p/1EMDZL8fUV/?mibextid=wwXlfr	04/11/2024	5
Facebook	https://www.facebook.com/share/p/1UvN2uzv5E/?mibextid=wwXlfr	09/12/2024	7
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid0xeHakX5yS39ZicrpzTAFatWw1vbQTeXt7dCKEfrggBZm4WhTtuZx1qPiq3tkysjxl	10/1/2025	6
Youtube	https://youtu.be/5vO2hqHs-7Q?si=MIn_yOuWq8UZOcs	1/21/2025	7
Facebook	https://www.facebook.com/photo/?fbid=924119976409747&set=a.622112626610485	9/19/2025	11
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid02RnjsRGzyYVvXSuuij8UpYsY9cG7nJ2oFpEWNJrFYymfFU8gITXrP3ZVvRXVE4uZrl	20/03/2025	7
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid038BxAsibNeBww9XJT4a6ajKZTyRhpSYjCuKntaeimbd8bCZtniLPDPk1MdYj2ikjbl	27/03/2025	5
Instagram	https://www.instagram.com/p/DHrFLFmsjP1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	26/03/2025	41
Instagram	https://www.instagram.com/p/DHvdgVwt5yF/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	28/03/2025	26
AMOUNT OF POST			LIKES
38			553

Table 4. Internal Media.