Evaluation report
Local Workshop Promotion Event

-A2-

SnailVille

28.11.2022

ATERMON
Authored by: ATERMON
Project Number: **2020-1-UK01-KA204-079017**

SnailVille Project

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REVISION HISTORY

Version	Date	Author	Description	Action	Pages
1.0	23/09/2022	AKNOW	Creation	C	TBS
1.1	28/11/2022	ATERMON	Update	U	9

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

REFERENCED DOCUMENTS

ID	Reference		Title
1	2020-1-UK01-KA204-079017		SnailVille Proposal
2			

APPLICABLE DOCUMENTS

ID	Reference		Title
1			
2			

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1.   Event info

Event name: **SnailVille Conference [Heliculture: Turning Challenge into Opportunity]**

Event date: **12.11.2022**

Hosting organization: **ATERMON B.V.**

ATERMON organized a half-day event in Rotterdam during the last month of the project (12.11.2022) with a view to address the wider adult education sector through the eyes of technological and ICT means. The goal of the event was to point out the need for more sustainable and innovative training especially for adults with fewer E&T opportunities.

The event was divided into two parts, as initially foreseen in order to introduce the overall project methodology and, at the same time, associated it with real-life situations. Therefore:
1. The first part (THEORETICAL) included speeches and open dialogues about Sustainable and Innovative Entrepreneurship with a focus on rural areas and how game-based learning can increase training opportunities
2. The second part (PRACTICAL) included the presentations of the project results and the Snailville Academy as an integral part of the project exploitation and sustainability

The event served also as an invitation for participants to become members of the SnailVille Academy. An evaluation form was printed out and distributed among the participants during the last session of the event in order to receive feedback on the main results. This led to optimization of the results before the pilots and the final release. The evaluation criteria were:
- Organization of the event (logistics)
- Effectiveness and relevance of contents
- Appropriateness of speakers
- Overall satisfaction of participants

Selection of participants:
All people invited represented mainly stakeholders, namely:
- Adult education/training centres
- VET providers
- Entrepreneurs and aspiring entrepreneurs
- SMEs that support start-up organizations
- Policy making authorities
- NGOs and local organizations that support adults with fewer opportunities
- IT/E-learning companies
- Educational and other institutions with interest in innovative training methods
- Business Innovation Centres, entrepreneurship associations, public officials responsible for entrepreneurship/growth/adult training in rural areas
- Higher Education entities with relevant departments

Information about the event was shared one month prior to the event through the organization's social media. An emailing campaign reaching out the partner's network was also organized using Mailchimp. Associate partners were also contacted and invited to support the organization and recruitment of the event.

The event lasted *4 hours* while *15 participants* were finally involved.

2. Multiple choice evaluation

2.1 Overall organization

Most of the participants [12/15] found the quality of the overall event very high driving to a generally positive impression of the organization prior and during the event. Only 3 out of 15 participants regarded the quality of the event high [Graph 1].

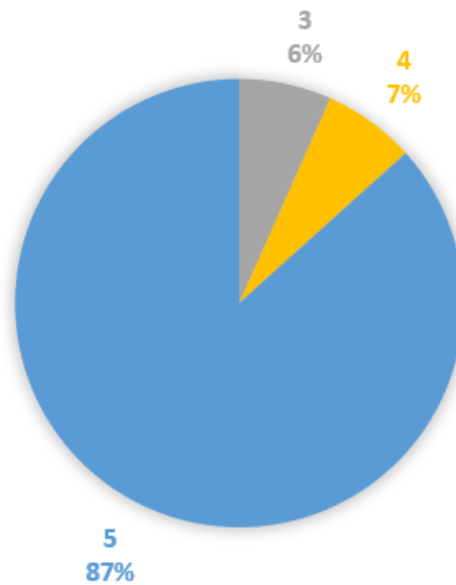**WHAT IS YOUR OPINION ON THE OVERALL ORGANIZATION OF THE EVENT?**

4
20%

5
80%
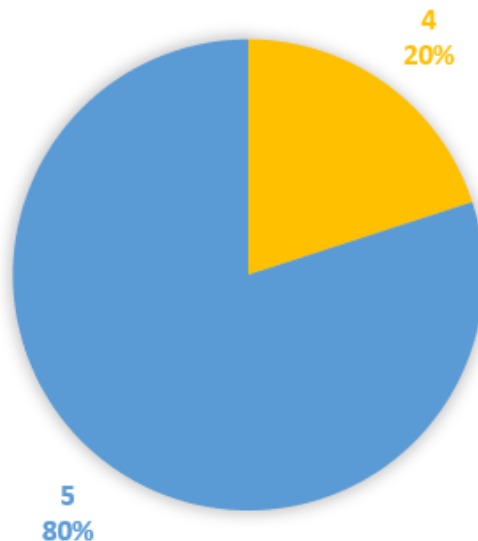
Graph 1. Satisfaction about the event

2.2 Level of presentations

The majority of the participants was satisfied with the professionalism and effectiveness of the speakers as well as the quality of their presentations. In fact, 13 out of 15 participants rated them with 5/5, while only one of them rated the presentations and speakers with 4/5 and one with 3/5 [Graph 2]. This feedback leads to the safe conclusion that speakers kept the quality of the event high and used professional materials to communicate the main aspects of the project.

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WHAT IS YOUR OPINION ON THE SPEAKERS AND THEIR PRESENTATIONS?
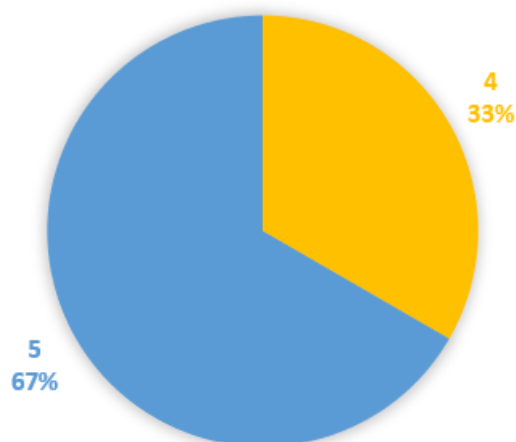

Graph 2. Satisfaction about the speakers and presentations

2.3 Venue

All participants expressed their satisfaction about the appropriateness of the venue where the event took place. In particular, the majority of the participants [10/15] regarded the location as very appropriate, while 5/15 considered this appropriate [Graph 3].

WHAT IS YOUR OPINION ON THE VENUE THAT HOSTED THE EVENT

Graph 3. Satisfaction about the venue of the event

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2.4 Sufficiency of information related to the Snailville Game and training materials

Almost all participants [14/15] claimed that they were very well-informed about the project results prior and during the event [Graph 4]. This is a result of the organization's dissemination actions before the event and the detailed presentation of the results during the info day. Additionally, all participants had the opportunity to have a closer look at the result during the practical part of the event, thus increasing their knowledge about the game and training material.

DO YOU THINK THAT THE EVENT INFORMED YOU ADEQUATELY ON THE SNAILVILLE GAME AND TRAINING MATERIAL?
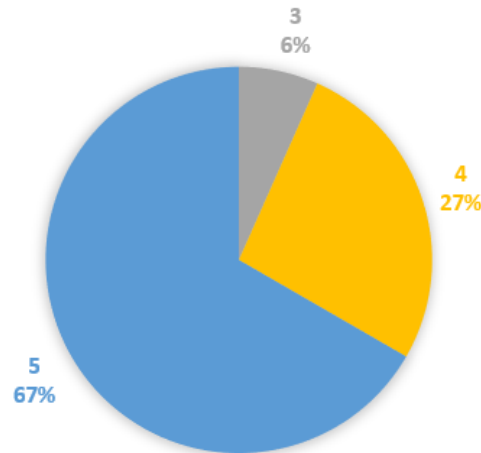
4
7%

5
93%

Graph 4. Awareness of project results

2.5 Intention to utilize the Snaillville game and training materials

Almost all participants expressed their clear intention to utilize the exploitable results of the project in their daily life [14/15], while only one participant still seemed unsure about their valorization [Graph 5].

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DO YOU INTEND TO USE THE SNAILVILLE GAME AND TRAINING MATERIALS IN THE FUTURE?

Graph 5. Exploitation of project results

3.   Positive takeaways

Based on participants' feedback, among the positive aspects of the event and project results were the following:

1. The training materials were to-the-point which makes them really useful in every day work life
2. The Snailville game is an approach that have never been implemented before in the area of snail farming
3. The game is easy to use and quite intuitive
4. The speakers were really professional and supportive for any questions
5. The audience had the chance to interact with each other and with the project experts
6. The overall event ran really smoothly while the division in theoretical and practical parts made it even more engaging!
7. The project Academy is a useful tool to continue having access to the project results and experts in the field
8. The event was useful for networking

4.   Negative takeaways

Fortunately, there were very few negative comments received from the participants, mostly referring to:

1. More time dedicated to the practical part
2. The fact that users do not have now the possibility to intervene in the content of the game

5.   Additional comments

Overall, participants demonstrated a very high level of satisfaction regarding the different aspects of the event, namely:

- Location/Venue

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- Overall organization/planning
- Appropriateness of speakers/presentations
- Quality of materials used
- Agenda/Timing
- Usefulness/Effectiveness of the event and results

The aforementioned feedback received meets the overall project threshold for achieving a valuable feedback and establishing the highest possible impact of the project.