



Report Prepared by



Future Focus21c
Tooling up education for the 21c

CLIMATE CEARDAÍOCHT

Crafting Action Today for a
Better Tomorrow

DECEMBER
2024



hello@futurefocus21c.com



[@FutureFocus21c_](https://www.instagram.com/FutureFocus21c_)



Co-funded by the
European Union



UK Research
and Innovation



Kerry County Council

Table of Contents

1

Introduction

2

Evaluation

3

Outreach

4

Outreach Challenges

5

Recommendations

6

Next Stages and Scaling Up



1. Introduction

The ClimateCeardaíocht Festival aimed to foster a sense of community by addressing unmet climate literacy needs and expanding conversations aligned with the ALL funding strategy. Central to its mission were resilience-building and the promotion of low-carbon practices, along with advancing circular economy principles through workshops and practical demonstrations. The festival sought to inform participants to make informed choices by equipping them with actionable knowledge, while also localising broader discussions on national policy and international geo-politics, such as leveraging COP29.

By focusing on influencing behavioural change rather than just information giving, the festival provided a proof of concept for future community-led Climate Literacy initiatives, offering a replicable model that could (and evidence shows did) inspire other communities. These aims were measured through key indicators, including the growth of social media channels and communication networks, the reach and resharing of festival content, attendance figures and repeat participation, audience feedback captured via surveys and a “Post Box,” and interest expressed by external groups in future events and collaborations.

We sought to gather feedback and insights using a number of indicators, which included

- Audience Feedback - survey and ‘post box’ at events
- Repeat attendance
- Building our social media channels and communications directory
- Reach of our Communication channels e.g. groups we were invited to join due to content alignment and who reshared our information to broaden reach
- Communication from other groups interested in future events and collaboration

2. Evaluation

Total Registered / Attending: 167

The ClimateCeardaíocht Festival addressed critical goals aligned with funders' priorities while offering key learnings for future sustainability. The festival received positive feedback for its engaging and educational content, as well as its focus on practical, actionable climate literacy. We lost attendance due to cancellation of events due to Storm Bart, as although indoor events and timetabled for after the project storm end - event facilitators and participants would have been travelling at times Met Eireann had advised not to as well as Cahersiveen experienced electric outages until 5pm on the proposed event day, 23rd Nov. 2024. Although we were able to reschedule two of the four events, the two events that could not be



rescheduled had a projected loss of up to 60 attendees (based on communications / registrations). This is something that will need to be considered going forward especially with events as Climate related weather events and impacts are set to increase. Despite only one time-tabled outdoor event - it was reported that weather impacted attendance, especially with those registering and not attending.

Key takeaways from participant responses and areas for improvement are summarised below:

Audience Feedback

Diverse and Impactful Workshops: Hands-on activities like "Grow Your Own Mini Garden" and "Community Action: A Guide to Supporting Your Local Catchment" were highly appreciated for their practicality and ability to be applied at home. Repeat Attendance, particularly for workshops focused on practical solutions, indicating community interest and trust in our offerings.

Participants highlighted learning about micro-greens, food waste reduction, and biodiversity as significant takeaways as well as feeling connected to other local participants, who shared their values and with whom they could share other information. As a networking event the festival enabled like-minded individuals to meet and exchange ideas and contacts during events. Participants shared ideas for implementing changes at home and within their communities, such as starting local catchment projects or collaborating on sharing locally grown food. Details of existing groups and initiatives were also shared e.g. information on the Whatsapp food growing share group, local Facebook swap page page .

An initial sense of community is also evident online with the growth of our social media and communications directory - see communication analytics and the significant growth in online reach, with attendees resharing content and new groups engaging with our posts.

Creative and Educational Events: The *World Sensorium* and *Forest Bathing & Nature Connection* workshops stood out for their unique approaches to engaging participants, emphasising the connection between nature, community, and heritage. Stories of Change, the shop front and digital exhibition in the library also shared tangible examples of change makers both national and regionally as examples of what others are doing and inspiration for what's possible for citizens.

Climate Literacy Outcomes: Focusing on workshops and hands-on learning for resilience and low carbon practices was a key aim within the festival's programming. Attendees reported greater awareness of how to apply these practices in their daily lives and the majority of participants reported feeling more knowledgeable about climate issues, such as local ecosystems, sustainable practices, and their role in



fostering resilience as well as being more informed on . low-carbon living and practical applications at home. Sessions like *Working Towards Zero Waste Food Consumption* directly tied into circular economy principles, showcasing actionable steps like reducing waste and reusing resources. The proposed Exchange Mart had also been designed to encourage networking and the sharing of ideas, aligning with circular economy values, however this had to be cancelled due to orange weather warning and electrical outages.

The film screenings (*Kiss the Ground, Common Ground*) and the Talk night provided a knowledge foundation for attendees (local and international) and it is hoped that longer term this would contribute to informed decisions about climate action. The practical sessions were chosen to support this, equipping participants with entry-level / accessible actionable skills, e.g. micro-nutrients growing food in small spaces and their takeaway 'home kits' or the recipes and tips from the Zero Food Waste workshop. Self-reported / anecdotal evidence in the workshops and more formal feedback captured evidence of attendee's intention to adopt behaviors like growing micro-greens and exploring zero-waste solutions.

Inclusivity: Efforts to make events accessible were appreciated, particularly by older adults and low-income attendees. The "Post Box" and feedback tools provided a platform for attendees to share ideas, contributing to a collective sense of purpose. This combination of measurable success, constructive feedback, and a clear roadmap for sustainability positions ClimateCeardaíocht as a potential model for community-based climate literacy and action and considered in the final section of the report

Testimonials:

Facilitator 1: *I was delighted to take part in the Climate Ceardaoícht Festival and contribute to such a meaningful event aimed at raising awareness about the changes we can all make to benefit the planet and each other. The festival was a fantastic opportunity to engage with the community and inspire practical steps toward a more sustainable future.*

The microgreens workshop was a tremendous success! The students were incredibly enthusiastic and got hands-on, seeding their own microgreens during the session. It was wonderful to see their curiosity grow as they discovered how simple and rewarding it can be to cultivate high-quality food at home—no land or garden required.

This workshop truly opened their eyes to the possibilities of growing sustainably using organic methods. Many participants left feeling inspired to start their own microgreens journey and to share their newfound knowledge with others. It's



heartening to know that this small step could ripple outward, encouraging more people to embrace sustainable practices. Overall, the experience was a resounding success, and I'm so grateful to have been part of such an impactful and uplifting event.

Facilitator 2: *It was wonderful to be part of the inaugural Climate Ceardaoicht festival in Cahersiveen, joining an incredibly diverse and accessible offering. The festival organisers were excellent, communication was clear and I was very impressed by their efforts to market the events across several media. The Forest Bathing event itself went well, despite the damp start and the participants were able to fully engage in the nature connection activities offered. They shared at the end that they felt completely absorbed in the activities and would continue to use these ideas in the future, for themselves and their families.*

Participant 1: *I had not understood the term [climate literacy] and now it is one I will use*

Participant 2: *I appreciate the work in bringing this festival to a small community in a rural setting.*

Participant 3: *Thank you for arranging all these interesting events. Would love to be able to contribute somehow, don't know how yet! I would happily come and meet you all to see what you do and where to start and continue. Thanks again*

3.Outreach

The team undertook extensive outreach to promote the festival, leveraging multiple channels and networks to reach more individuals and communities. Efforts were aligned with the ALL (Adult Literacy for Life) mission of inclusivity, focusing on expanding learning opportunities linked to climate Literacy and ensuring broader community engagement.

These included:

1. **Key Contacts:** Utilised the Public Participation Network (PPN), Kerry
2. County Council, the Kerry literacy coalition, NALA (National Adult Literacy Agency), and others.
3. **Social Media:** Sought advice in terms of engagement using these platforms e.g. Instagram, Facebook, and LinkedIn also using key tags including **#AdultLiteracyForLife**, **#NALA**, and **#KerryEducationAndTrainingBoard**

to ensure dissemination with targeted audiences - see outreach challenges.



NB: no postings or shares on social media were observed from these organisations during the campaign period (1st Nov – 5th Dec) although there was 'likes' from individual staff members.

Media and Community Channels: Shared updates via:

- Local radio (e.g., Creative Kingdom with 30,000 listeners and Raidió na Gaeltachta - 2 different shows).
- Community newsletters (e.g., PPN and South Kerry Oracle).
- Social media groups and direct outreach to community and environmental organisations.
- Whatsapp - we also used three Whatsapp groups, which have a total 198 participants
- Press Releases to 16 Arts / Environmental Journalists
- Direct emails to PPN and Community Groups x3 (85 emails)
- Direct emails to 100+ academics / organisations focused on environmental themes
- Included into 2 global event listing platforms based on the analytics of being 'seen on social media'
- Picked up by Discover Kerry and Skellig Coast Tourism Network broadening reach - there were attendees travelled from Killarney, Beaufort and Listowel

Summary Recommendations

1. **Enhanced Social Media Strategy:** Develop a clear communication strategy or policy for funded projects and institutional partners to ensure consistent and effective use of social media for awareness-raising campaigns. Regular monitoring and follow-ups are essential to ensure engagement and visibility.
2. **Harnessing Events for Broader Conversations:** Events like *Climate Ceardaíocht* can serve as powerful platforms to expand both local and national dialogues. These should be strategically planned to align with literacy and community engagement goals.
3. **Strengthen Community Partnerships:** Continue building relationships with groups such as PPN, local literacy coalitions, and community resource centers. Work on identifying the most effective communication channels
4. tailored to diverse audiences, particularly hard-to-reach groups.
5. **Leverage Traditional and Local Media:** Maximise the reach of radio and newsletter campaigns while exploring additional localised media outlets to target specific demographics.
6. **Ongoing Review and Feedback:** Establish feedback mechanisms with partners like NALA to assess the impact of their contributions and improve collaboration for future campaigns and events.



- Ongoing Platform:** The Climate Ceardaíocht social media channels (facebook and instagram are linked to Future Focus21c's main channels, which enables an outlet for key / focused content that continues to position CC channels as influential as well as build on-going community for future activities beyond FF21c's post-primary education.
- Training Opportunities for ALL / NALA:** Conversations that occurred during the programming phase have identified key opportunities for training within local and national agencies as while the concept of 'Plain English' is understood and there are guidelines and at times mandates to use this there are wider issues that impact on access and literacy around information giving that need to be addressed e.g. accessing support for grant forms and assessing information and eligibility criteria online beyond grant writing skills

Facebook Analytics - Oct 27th - Dec 6th 2024



We developed a new Facebook page, **Climate Ceardaíocht Festival** dedicated to the festival and were able to create an online presence, which saw exceptional growth, with a **700% increase in link clicks**, a **533% rise in ad reach**, and a **26% boost in impressions**. These metrics underscore the interest in the festival and the effectiveness of our outreach efforts. Additionally, our content publishing on Facebook is **16% higher than comparable organisations**, demonstrating the efficacy of developing engaging with this new online community.

NB: Page views are the number of times a Page's profile has been viewed by people, including people who are logged into Facebook and those who aren't.

- Reach is the number of people who saw any content from your page or about your Page. This metric is estimated.
- Impressions are the number of times any content from your page or about

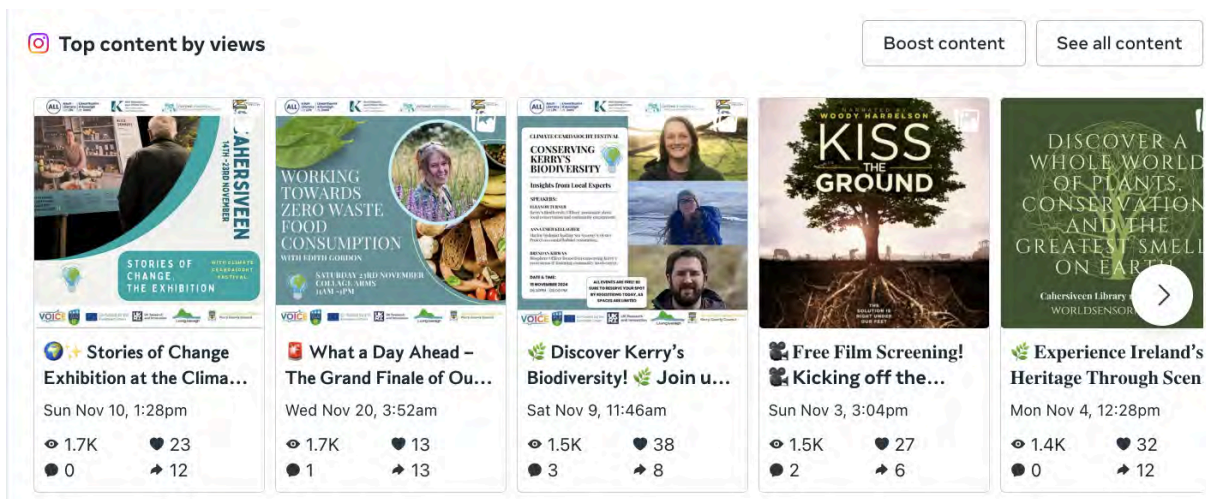


your page entered a person's screen.

We also utilised our **Future Focus21c Facebook** account as a secondary passive media channel supporting the distinct community for the festival as although it engages with a particular strand of our work, it has over 602 followers and the festival had only 82 followers. This shows clearly that primary active engagement is critical.

Other insights include gender and age which shows our followers are predominantly defined as female:male 70:30%, mainly in Kerry, Ireland with some international reach and aged between 45 - 54 (30%) 35 - 44 (28%) 55 - 64 (18%) 65+ (12%) and under 34 as 12%

Instagram Analytics - Oct 27th - Dec 6th 2024



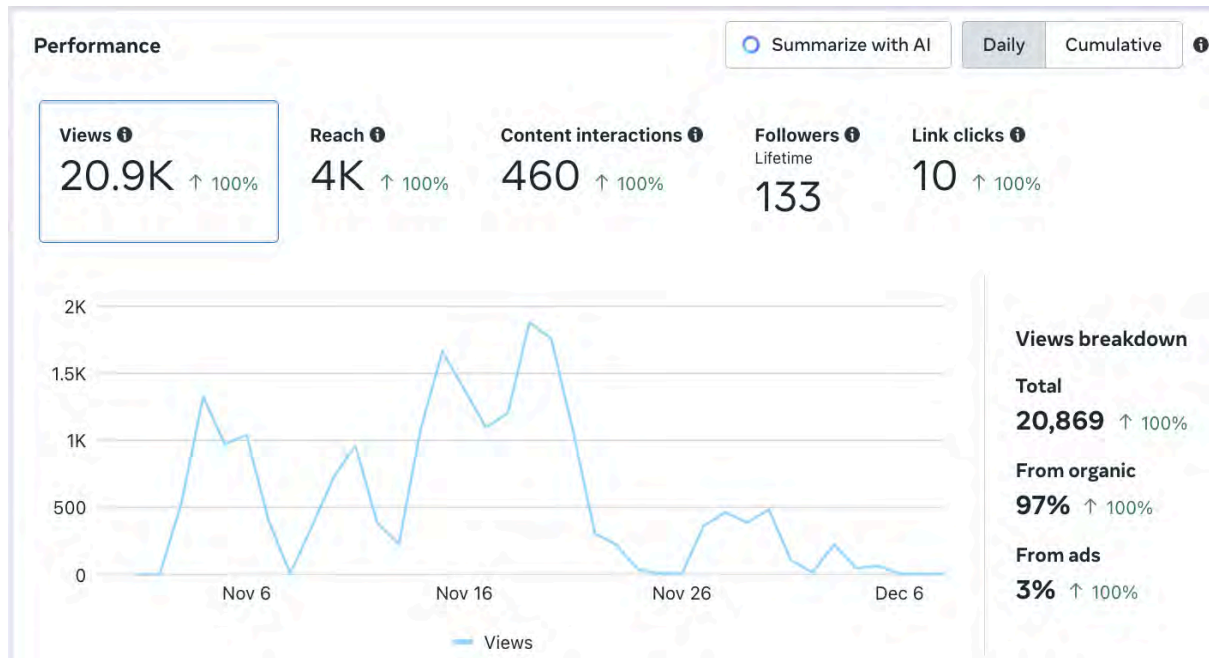
On Instagram, our Climate Ceardaíocht performance showed mixed trends. As a new page new followers was 100% and while our **published content count increased by 33%** and **organic reach improved by 19%**, there are clear declines in interactions and ad reach after the festival. Our organic reach did well (approx 2/3 of our total reach) and our paid for reach could be improved, however we did not invest much in this (less than 25 euros across both platforms). Most of our reach came from encouraging partnerships and collaborations e.g. Discover Kerry and Skellig Coast Tourism Network and with our facilitators e.g. 1 reel from a facilitator that we reshared and others then reshared got 958 views with an original reel getting 556 views.

As we saw with Facebook it is the active engagement e.g. like, sharing and adding to our reels and stories that drives engagement beyond simple posting. These insights will help refine strategies, particularly in creating more engaging and resonant content, as well as optimising ad targeting for better audience connection.

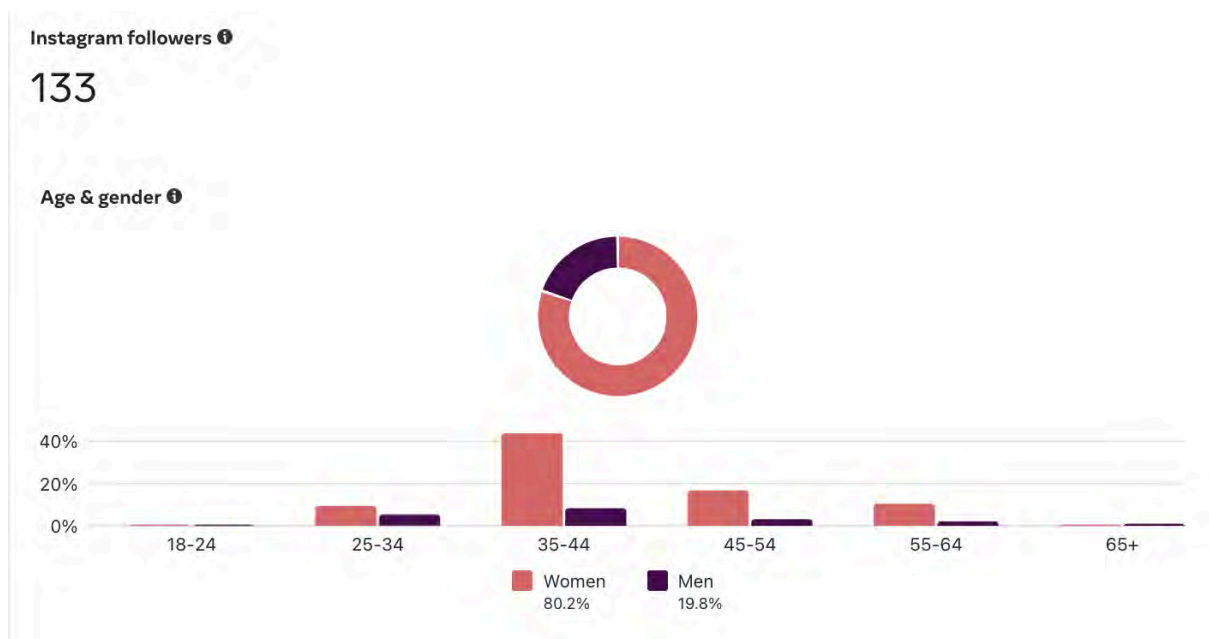
Going forward perhaps a clear communication strategy / policy for funded projects



and institutional organisations could be developed to utilise social media to raise awareness effectively. While more work needs to be done than awareness raising - events such as the Climate Ceardaíocht Festival can be harnessed to expand reach and local and national conversations on literacy.



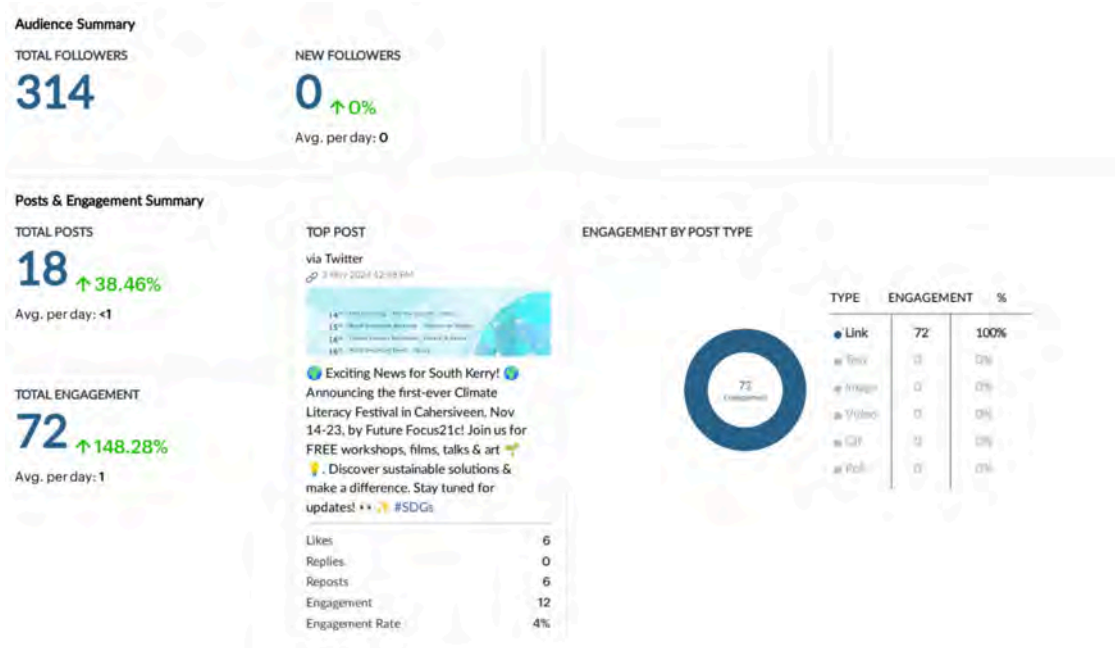
With regard to age and gender, our key focus this year was Adults, which drove the programming, content and social media platforms. We did not use TikTok or Snapchat and the demographics on age are reflective of current Facebook and Instagram audience usage.. Given our mission, future festival's would include content and dissemination formats that would engage a younger audience also.





Twitter Analytics - Oct 27th - Dec 6th 2024

Our use of Twitter has declined since it became X and we had already decided to leave this account once projects came to an end in 2024. Although we have significant followers they are mostly a generalist post-primary audience, given a key aspect of Future Focus21c's work since 2018. While we did post an average of 1 post per day over the course of the festival, engagement on average was only with 22% of our followers.



Key Achievements: While significant groundwork has been laid in raising awareness, continued efforts are required to enhance reach and ensure inclusivity in learning opportunities. Building a community of supporters and partners helped make this growth possible and we hope that Climate Ceardaíocht has initiated an opportunity to continue building a sustainable, engaged future and craft climate action.

Adding Value through Collaboration

By working with agencies and organisations e.g. Kerry Biosphere, LAWPRO, Kerry County Council and Sea Synergy we were able to add value and expand the festival's offerings at no extra costs - this added three talks and a workshop to the festival as well as contributions to the proposed information exchange event. Two additional collaborations took place, VOICE EU project's World sensorium and Common Ground / Roco Films.

1. World Sensorium (12K additional funding for delivery and additional social media reach). World Sensorium: Ireland unveiled the new 2025 olfactory artwork, World Sensorium. This global scent composition, created from natural botanical materials,



transcends a mere sensory experience; it sought to catalyse dialogue on national olfactory heritage and biodiversity conservation. This added an additional sense (smell) to the exploration of engaging with climate literacy and included the day event, a workshop in Colaiste na Sceilge and in development a number of local projects for 2025.

2. Common Ground / Roco Films community licensing - successful applications were made to Big Picture Ranch (Kiss the Ground and Common Ground) / Roco Films who distribute documentary films to audiences and media platforms worldwide, advocating for documentaries to be licensed, screened and discussed in community-settings, such as auditoriums, classrooms, libraries, nonprofits and businesses. By partnering with Roco films not only did we receive community licenses, one of the licenses - for Common Ground was the first Irish screenings of this award-winning film.

4. Outreach Challenges

A festival is a particular format and while CC had events, workshops and talks designed to address climate literacy delivered in a way that could meet unmet literacy needs within it, the level of educational engagement required to meet unmet Climate Literacy and more general unmet Literacy needs will always be limited due to the lack of duration. The festival has identified the value in this approach not least as it highlighted a number of issues around engagement, awareness and action including the urgency required for climate action as well as influencing a conversation however if it is to 'move the dial' significantly the team have a number of suggestions on how this might be achieved.

It was known in advance that engaging those with more general unmet literacy needs required more conscious engagement beyond the efforts put into programming and delivery e.g. emailing the local literacy coalition and connecting with specific groups. The team researched, collated and contacted organisations and groups in a number of ways, included in this was the Public Participation Network, Kerry County Council key departments and officers, the local literacy coalition.

We also contacted NALA and Caitriona Whelan (Communications, Advocacy and Outreach Manager) responded by cc-ing Aoife Mulhall agreeing to share information through their networks using Instagram, Facebook and Linked in. We also used the tags - **#AdultLiteracyforLife**, **#NALA** and **#Kerry Education and Training board** - however checking their social media on these platforms throughout the duration of the festival's social media campaign (1st Nov - 5th Dec) shows no postings related to the festival. Going forward perhaps a clear communication strategy /policy for funded



projects and institutional organisations could be developed to collaborate on utilising social media to raise awareness effectively.

While more work needs to be done than awareness raising, events such as the Climate Ceardaíocht Festival can be harnessed to expand reach and local and national conversations on literacy. Caitriona Whelan (NALA) offered to share across their social media platforms however a search shows that between 1st Nov and 8th Dec this was consistent with NALA's and Kerry ETB platforms despite tagging both organisations and funders hashtag. We also contacted local educational institutions, Family Resource Centres and Sarah Tyther, Kerry Parents & Friends Association, all of whom used social media or writing directly to their registered users / known clients with some use of local press.

Literacy Coalition: The team connected with the local literacy coalition (consisted of 27 email contacts) three times, in advance of the festival to share information and ask for any additional advice on connecting with those individuals, mid-point to share remaining events and again in the last week. This generated minimal success with only 4 responses the most significant being from Mr. Tommy O'Connor, Head of

Libraries who shared the events across all libraries and the social media channels. Another response was from MABS and another an auto response from an employee email that had ceased to be used since 2022.

Participant Feedback: The team invited feedback in a number of forms, those attending could send a voice message, social media comments / messaging, write, draw or comment on an index card for the post-box and a more formal online survey. With regards to the online survey we emailed all attendants three times as well as x2 additional social media posts on both instagram and facebook. We also asked workshop facilitators to share the survey and encourage anyone they knew attending to submit feedback in any form that suited. Despite these efforts, formal feedback was low.

While limited, this is reflective of the limitations of a festival and a hybrid model could be adopted e.g. a set amount of event capacity is set aside for specific targeted demographics agreed in advanced and facilitated through existing literacy support courses and organisations e.g. local education and training centres. If a commercial festival, then the potential of tying feedback into ticket sales / deposit returns on ticket sales could alleviate low responses.

Negative Feedback: One participant submitted a number of critical comments which while very specific to their situation (they had not been invited to facilitate workshops). Despite wanting to engage with the festival and share their knowledge with people in S.Kerry, they had no public means of connection e.g. no social media



or web presence, no front-facing venue or workshop nor did they advertise as facilitators. Pre and post event conversations with this participant affirmed the rationale behind the events that the team had programmed e.g. entry-level awareness, practical activities, the information exchange with local groups that included local climate issues and Irish-specific contexts and grant support e.g. renewable energy and vacant derelict grants.

All the facilitators were local as were the agencies involved to engage with the immediate community's environmental and cultural identity. The inclusion of Stories of Change also gave national examples within the shop-front exhibition as well 10 Kerry examples on the digital exhibition that was screened in the library throughout the festival. The incorporation of more national / Irish-specific case studies and examples would be a significant area to expand within the programming. We did a mailout to close to 100 people from within academia and other organisations to make them aware of the festival and this is something that could be developed. As researchers and organisations focus more on impact and engaged research new channels of communication, knowledge-sharing and collaborative action could emerge.

In an effort to meet those facing digital obstacles we also used local networks and what's app, print media (posters from Kells to Caherdaniel and attempted to get local press (2 journalists at the Kerryman were contacted twice, but did not respond) and three radio features and while these may have been successful in reaching audiences, the conversion to attendance is not guaranteed.

The process of curating the programme for the festival has identified key opportunities for training particularly with Kerry CoCo and external agencies - both in terms of climate literacy as well as more general literacy needs and accessing information. This has been fed back to the regional co-ordinator e.g. Vacant / Derelict building grants.

Unfortunately, due to Storm Bert, the information day and 3 workshops / sessions had to be cancelled - two of these were rescheduled, but it was not possible to reschedule the information day and one of the workshops before 31st Dec deadline due to participants' timetables and this time of year. We are looking at possible rescheduling in 2025 and there was also an additional workshop that was cancelled and due to the nature of this - research was local but researchers were Dublin based, we are looking to reschedule this in Feb.2025 independently from this tranche of funding.

5 Recommendations

ClimateCeardaíocht's role in fostering climate resilience and literacy could be developed in a number of ways to ensure sustainability, inclusivity, and community



impact. There are a number of approaches to this short, medium and long-term and the list below offers a broad overview for developing sustainability both for longevity as well as low carbon and resilience and climate action

- Build and formalise partnerships with local organisations to co-host events and share resources, fostering a collaborative model.
- Introduce hybrid formats to include broader audiences while minimising travel emissions.
- Develop reusable materials, like digital guides or a video series, to extend the festival's reach beyond in-person attendees.
- Create ongoing workshops - Introduce themes such as off-grid living, renewable energy, and local biodiversity restoration projects to deepen the festival's sustainability impact.
- Deepen the integration of circular economy themes by hosting more sessions on repair, reuse, and community sharing models.
- Develop a community directory / hub to maintain engagement and act as a focal point for climate action year-round. While this could include the development of follow-up action projects (e.g., community tree planting or restoration) to ensure ongoing impact, much of this is already undertaken by local Tidy Town groups and other social environmental groups. The CCF team would use such a hub to encourage engagement in those groups and others within the Public Participation Network

Educational and Event Experiences:

Building on attendees feedback, social media commentary and the core aims of FF21c and their vision for the first Climate Ceardaíocht festival offers an opportunity to consider a more targeted, medium to long-term approach to educational possibilities. FF21c will be reflecting on some of the initial ideas generated and where relevant, will develop funding applications / proposals in 2025. These will build on the aspects the attendees valued e.g. practical learning and workshop takeaways as well as the importance and need for ongoing engagement and sustained action. These can be summarised as follows

| Event Name | Developing Climate Literacy Resources |
|-------------------|--|
| Objective | Create reusable resources to extend festival impact. |
| Method | Series of workshops to develop resources both as an actionable learning process with participants and agentic creation |



| | |
|-------------------------------------|--|
| Postcard Series Expansion | <p>Educational series on local climate solutions or community stories encouraging ongoing engagement and serve as a resource for schools or local organisations.</p> <p>Themes: “Grow Your Own,” “Local Biodiversity,” “Zero-Waste Tips.”</p> <p>Distributed at libraries, schools, and community centres.</p> |
| Action Kits and DIY Tools / Guides: | Content: Practical guides like “Building a Micro-Garden” or “Starting a Catchment Project.” Take home guides / manuals |
| Partners | Schools, Educational centres and other targeted groups |
| Budget | <p>Project management, expert facilitation / design partnerships and printing costs</p> <p>Distribution: Leverage community partners for wider dissemination.</p> |
| Expected Outputs | Format: Print and online PDF versions. |
| Expected Outcomes | Greater dissemination of knowledge, making climate literacy more approachable for a wider audience. |

Participants highlighted unique aspects like olfactory heritage and sensory experiences (e.g., smells associated with local ecosystems, forest bathing). Culturally rooted, multi-sensory learning experiences that connect people more deeply to their environment could be expanded and provide a niche focus for future festivals as well as attracted those with unmet literacy needs due to ‘more neutral learning spaces’.

| | |
|---------------------------------|---|
| Event Name | Cultural and Sensory Engagement – “The Sensory Landscape of Kerry” |
| Objective | <p>Deepen connections between participants and the local environment through multi-sensory experiences.</p> <p>Emphasise the unique sensory experience to attract diverse participants.</p> |
| Method | Series of workshops / events to develop resources both as an actionable learning process with participants |
| Natural Perfume Workshop | <p><i>Activity:</i> Create scents inspired by local plants like gorse or seaweed.</p> <p><i>Output:</i> Take-home fragrance samples with educational material about the plants used.</p> |



| | |
|-----------------------------|---|
| Soundscape of Kerry | <i>Activity:</i> Interactive session capturing and sharing sounds of Kerry's natural environment. <i>Output:</i> Collaborative sound art piece shared online post-event. |
| Sustainable Tastings | <i>Activity:</i> Host a food event featuring locally sourced, sustainable ingredients. <i>Output:</i> Recipe cards showcasing climate-friendly cooking techniques. |
| Partners | Facilitators: Local artisans, botanists, and chefs. Schools, Educational centres and other targeted groups |
| Budget | Include materials (e.g., essential oils, recording equipment) and facilitators. |
| Expected Outputs | Format: Print and online PDF versions. |
| Expected Outcomes | Deepen the connection between participants and their environment while also attracting creative audiences interested in the arts and cultural heritage. |

Year-Round Engagement: Sample Ideas

Introducing year-round programming based on festival themes (e.g., "Zero Waste Living" series or "Local Biodiversity in Action") could maintain momentum and foster a sustained community around climate action.

| Event Name | Climate Ceardaoíocht - Crafting Community |
|-----------------------------|--|
| Objective | Online Hub: Maintain momentum and continue to build a dedicated community. |
| Target Audience | Audience: Festival alumni and newcomers. |
| Quarterly Workshops: | Topics: "Off-Grid Living 101," "Climate-Friendly Cooking." Forums, video tutorials, and event announcements. |
| Partners | Community groups, local experts and agencies / educational institutions |
| Budget | Tool: Build with free/low-cost open- source platforms like moodle, WIX, Signal or Discord. |
| Expected Outputs | Focus on online platform management Various e.g. tutorials, step-by-steps online gallery / resource repository and showcase results at the next |



| | |
|-------------------|---|
| | festival or via social media. |
| Expected Outcomes | Continuous community engagement and a solid foundation for the next festival. |

Digital Literacy and Hybrid Formats: While inclusivity was a focus, feedback indicated gaps in reaching certain groups (e.g., non-digital audiences) despite trying to mitigate with print media and text formats. Offering digital literacy workshops alongside climate education could bridge this divide. Additionally, hybrid formats (in-person and online) might reach broader audiences, including international participants or those unable to attend physically.

The inclusion of the "Post Box" and other participatory tools for capturing ideas and feedback was well-received. Expanding on this with live polling or interactive discussion boards during events could also enhance engagement and provide real-time insights.

| | |
|--|---|
| Event Name | Digital Literacy and Hybrid Programming |
| Objective | Increase accessibility and engagement through digital tools and hybrid formats. |
| Target Audience | Audience: Festival alumni and newcomers. |
| Digital Climate Literacy Workshops: | Content: How to use apps like iNaturalist for biodiversity tracking or Canva for advocacy materials. Output: Attendees leave with skills to amplify their climate action. |
| Hybrid Events: | Content: Livestream key sessions and workshops. Output: Recorded sessions made available online for future reference. |
| Partners | Digital literacy trainers and tech sponsors, agencies / educational institutions |
| Budget | Tool: Focus on livestream equipment and software licenses - the library conference room. |
| Expected Outputs | Create an online resource hub. Various e.g. tutorials, step-by-steps online gallery / resource repository and showcase results at the next festival or via social media. |
| Expected Outcomes | Greater accessibility for marginalised groups and a lasting digital resource library. |



Cross-generational Learning: The festival attracted older adults and participants from various socio-economic backgrounds. This suggests an opportunity to design more intergenerational activities where younger and older community members collaborate on projects like heritage gardening, eco-restoration, or storytelling.

| Event Name | Heritage Meets Innovation |
|---|--|
| Objective | Bridge generational knowledge gaps through collaboration Foster knowledge-sharing between generations while promoting sustainable practices. |
| Target Audience | Young people, older adults and families (elders' children / grandchildren) |
| Intergenerational and collaborative learning | Pair older attendees with youth to share traditional techniques / knowledge (gardening, repair cafe, making and fixing or conservation methods, while younger participants integrate tech (e.g., digital mapping of gardens, sustainable STEAM). |
| Partners | Schools, Elders Orgs / Groups, Educational centres and local experts |
| Budget | Tools, land, seeds, facilitation and experience |
| Expected Outputs | Various e.g. tutorials, step-by-steps online gallery / resource repository and showcase results at the next festival or via social media. |
| Expected Outcomes | Strengthened community bonds and a richer repository of local environmental knowledge. |

Climate Action Collaborations: Attendees expressed interest in more practical, collective actions, such as restoration projects or campaigns to influence local policy. Partnering with local authorities or NGOs for tangible community projects could provide a stronger call to action post-festival.

Storytelling and Case Studies: Participants were intrigued by how heritage, culture, and climate intersect. Highlighting local success stories in biodiversity conservation or climate resilience could inspire and connect attendees with relatable examples.

| Event Name | Kerry Climate Action Day / Week |
|-----------------|--|
| Objective | Translate festival learning into tangible, on-the-ground impact through focused activities |
| Target Audience | Young people, older adults and families (elders' children / |



| | |
|----------------------------------|---|
| | grandchildren) |
| Climate Action Activities | Coastal Clean-ups / biodiversity restoration activities e.g. Seagrass restoration or nature-based solutions to weather events, eco-forestry |
| Partners | NGOs, Local Agencies e.g. Kerry Biodiversity Officer, Environment Officer and Biosphere reserve |
| Budget | Tools, gloves, rubbish, food / refreshments local experts - could tie into the Bioblitz |
| Expected Outputs | Various e.g. participant surveys, uploads to LAWpro App or national Biodiversity Apps, Litterati Plan to revisit and maintain sites yearly and have a “Before and After” showcase of the community’s impact at future festival |
| Expected Outcomes | Tangible community improvements and sustained involvement in climate initiatives. |

Leveraging educational approaches and event experiences would enable the festival to broaden its impact, deepen its engagement with the community, and create a compelling narrative for the festival's evolution, innovation and longevity. By weaving these elements into future plans, ClimateCeardaíocht could

1. Strengthen its unique identity, focusing on cultural and sensory themes.
2. Foster ongoing community involvement with intergenerational and collaborative learning.
3. Translate climate literacy into direct action, leaving a tangible legacy.

Next Stages and Scaling Up

The festival was scheduled to align with COP29 as a way to localise national policy and engage with an international / global context. Discussions on *Conserving Kerry’s Biodiversity*, the *Portmagee Oyster project* and the work of the Kerry Biosphere reserve as well as the Catchment workshop, proposed SeaCChange workshop and online reach leveraging COP29 brought national and international issues into a local frame. Attendees acknowledged and requests for future discussions on localising COP29 outcomes and broader policy implications suggest an interest in linking local action to broader geo-political strategies, such as EU green initiatives and policy

The festival's unique model, blending art, film, and practical workshops, received interest from other groups for replication and provided a proof of concept for this approach. Feedback suggested that attendees valued the diverse format and would recommend it as a model for other / future community-driven events.



External organisations and individuals have indicated the festival's scalability as a model and we had an inquiry from a producer interested in collaborating to roll this out in Laois / Offaly - this is something that could also be linked into the NALA / ETBs and the regional coordinators as part of a national approach. Pre-event programming discussions have also raised awareness of literacy issues within a number of organisations, which could provide opportunities for agency / institutional literacy training.

We have contacted Eamon Ryan and Catherine Martin with the idea to create a national focus week - to align with COP, which can often be abstract. We were included into 2 global listing platforms based on the analytics of being 'seen on social media' and RTE radio reaching out to the team for features shows a media interest as does the support from organisations e.g. Skellig Coast Tourism Network and Discover Kerry, all of whom commended the team (as did NALA / Caitriona Whelan) for the initiative.

We have built an on and offline community around the festival, which will be maintained and a number of people are asking about next year's festival as well as people wanting to take part as facilitators and sharing information - this would be funding-dependent.

Selection of Images

- https://drive.google.com/file/d/1C_dpcA9hFHIxaiU2iB9PeZsb1br1zHN8/view?usp=drive_link
- https://drive.google.com/file/d/1eV6DaZj6iN5bFDUJN5EQX3A7IkqiTXYP/view?usp=drive_link
- https://drive.google.com/file/d/1P38vTBgXv7eWBHa88B0Ut_orUReRmh4R/vi ew?usp=drive_link
- https://drive.google.com/file/d/1W28wml9eIAxYKQH3JBsdstAKsN7vGUUV/vi ew?usp=drive_link
- https://drive.google.com/file/d/1u-Ly7t5aI8jH02KGLKIkMbJ3pmH7bd_2/view?usp=drive_link
- https://drive.google.com/file/d/17DR34NGwFuj0GLkryzhvwGoGaxoQ1aw/vi ew?usp=drive_link
- https://drive.google.com/file/d/1b9fSU9pRr1e0qhh6B0sUqyz5JnGqTBNp/view?usp=drive_link
- https://drive.google.com/file/d/1dZJMtDLHN-5GPJUMJMI3I8tVRfvg9WBj/view?usp=drive_link
- https://drive.google.com/file/d/1yltueuGnb8IWb0WT568OUegSEdfFnrR5/view?usp=drive_link
- https://drive.google.com/file/d/1NY5CqUrwipYNzX4KwtWHvXtP2dZ2Ma4Y/vi ew?usp=drive_link