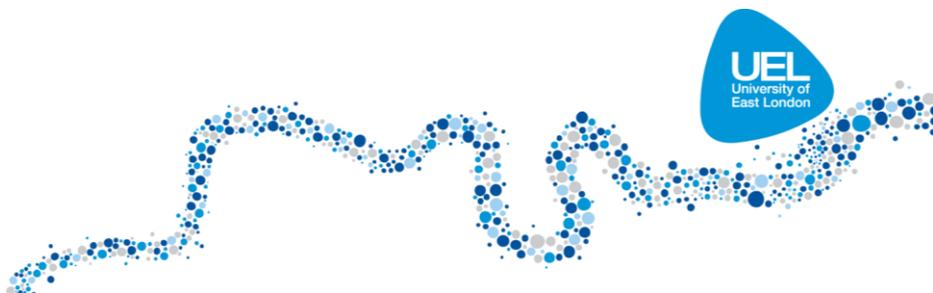


**COMPONENT 3**  
**(exchange of experiences to identify  
and analyse good practices)**

**RESEARCH PROPOSAL**

**Prepared by Partner 6**  
***University of East London***

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- I. Research objectives for Component 3
- II. Proposed research activities for each output in Component 3
- III. Detailed research for Component 3

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## I. Research objectives of Component 3

In line with the funding bid document approved by JTS for the ZEN project, Component 3 of this project *“will be devoted to the exchange of good practices and experiences among partners. Each region will share structure, management and data about a chosen event that takes place in its territory. Preliminary data to be collected will be related to: type of event, history, organisation, length and locations, number of participants, revenue, sponsors. In line with this, in-depth data about the municipal context of events will be analysed in each partner region: type of urban instruments, infrastructures, waste, cultural heritage and monuments, safeguarding policies.”*

Key outputs of Component 3 are:

- Report on partners experiences
- Best practice report
- Position paper on the reduction of events’ environmental impact

Partner 6 (PP6) – University of East London - will be responsible for the management and coordination of Component 3 with the assistance and transnational input of all other project partners.

In line with the partner discussions carried out in Perugia at the ZEN partnership’s first transnational meeting, it was decided that the research carried out for Component 3 would be driven by the following research goals:

- Innovation
- A practice-based focus and robustness
- Transnationality
- Links to policy

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These themes are explored further in the table shown below in terms of their applicability to the ZEN project.

**Table 1.** ZEN project proposed research goals and associated issues

Proposed research goal	Issues
Innovation	<ul style="list-style-type: none"><li>• Current event evaluation methodologies focus mainly on economic legacy/performance</li><li>• Create international event classification/benchmarking system</li></ul>
Practice-based robustness	<ul style="list-style-type: none"><li>• Refer to known event evaluation models and frameworks</li></ul>
Transnational comparative study	<ul style="list-style-type: none"><li>• Focus on data collection and methodology</li></ul>
Policy links	<ul style="list-style-type: none"><li>• Conceptual links to policy at EU, national (member state) and regional levels</li></ul>

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## II. Proposed research activities for each output in Component 3

The activity schedule set out for Component 3 by the ZEN project funding bid approved by JTS can be summarized as follows:

**Table 2.** ZEN project activity schedule for Component 3

Period	Activities
January-June 2012	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> interregional event organised by the Lead Partner in Perugia</li> <li>• Presentation of best practice in zero-impact events policy by Region of Umbria</li> <li>• PP6 (University of East London) presents research proposal for ZEN project and range of data to be collected</li> <li>• Study visit in Region of Umbria</li> </ul>
July-December 2012	<ul style="list-style-type: none"> <li>• <b>Report on partners' experiences</b> (PP6 coordinates transnational audit by partners and drafts final report)</li> <li>• <b>Best practices' report</b> (PP6 starts collecting best practice case studies from project partners – the final report for this will be compiled in the period January-June 2013)</li> <li>• 2<sup>nd</sup> interregional event (2 days) organised by PP6 (UEL) in London, UK</li> <li>• 3<sup>rd</sup> interregional event (2 days) organised to take</li> </ul>

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	place in Rotterdam, NL
January-June 2013	<ul style="list-style-type: none"> <li>• Final <b>report on best practices</b> (led by PP6)</li> <li>• 4<sup>th</sup> interregional event (2 days) organised to take place in Drama, GR</li> <li>• Start drafting <b>position paper</b> on best approaches to reduce impact of events on historic town centres (led by PP6 with input from all partners)</li> <li>• 5<sup>th</sup> interregional event (2 days) and study visit organised to take place in Extremadura, ESP</li> </ul>
July-December 2013	<ul style="list-style-type: none"> <li>• Final <b>position paper</b> report (led by PP6 with input from all partners)</li> <li>• 6<sup>th</sup> interregional event (2 days) organised in Piatra Neamt, RO</li> <li>• Start work on drafts of <b>implementation plans</b> (all partners)</li> <li>• 7<sup>th</sup> interregional event (2 days) with study visit (2 days) organised in Sigulda, LV</li> </ul>
January-June 2014	<ul style="list-style-type: none"> <li>• Final <b>implementation plans</b> created for each participating region</li> <li>• 8<sup>th</sup> interregional event (2 days) organised in Vilnius, LT</li> <li>• 9<sup>th</sup> interregional event (2 days) and study visit (1 day) organised in Powys, UK</li> </ul>
July-December	<ul style="list-style-type: none"> <li>• Writing of final project report (as part of Component 1 activities)</li> </ul>

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2014

In line with the partnership discussions held in Perugia during the ZEN project's first partnership meeting, the proposed research activities for each of the three key outputs in Component 3 can be summarized as follows:

**Table 3.** Summary of proposed research activities to be carried out for each of the three key Component 3 outputs

Research output from ZEN project bid	Proposed research activities
Report on partners' experiences <i>(final report deadline for PP6: December 2012)</i>	<ul style="list-style-type: none"> <li>Brief background to event evaluation in each partner country/region <i>(deadline for ZEN partners: 30 August 2012)</i></li> <li>Audit of existing event evaluation indicators (and their data collection methodologies) in each partner country/region <i>(deadline for ZEN partners: 30 August 2012)</i></li> </ul>
Best practice report <i>(final report deadline for PP6: June 2013)</i>	<ul style="list-style-type: none"> <li>Case studies linked to project study visits and other local/regional/national best practice <i>(deadline for ZEN partners: 15 March 2013)</i></li> </ul>

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Position paper on reduction of events' environmental impact  
***(final report deadline for PP6: December 2013)***

- Event typology/classification tool (provided by PP6)
- Other examples of event typologies and/or classification tools provided by project partners ***(deadline for ZEN partners: 30 June 2013)***
- Audit of existing policies in each partner country/region ***(deadline for ZEN partners: 30 June 2013)***
- Comparative transnational evaluation indicator research results using common set of evaluation themes ***(deadline for ZEN partners: 30 June 2013)***

In broad terms, the research strategy agreed by ZEN project partners at the first partnership meeting in Perugia will involve a mixed methods approach that will incorporate both a quantitative and a qualitative element.

The qualitative (i.e. descriptive) element will include an international overview of the following elements outlined in Table 3 above:

- Brief background to event evaluation in each partner country/region
- Audit of existing event evaluation indicators (and their data collection methodologies) in each partner country/region
- Case studies linked to project study visits and other local/regional/national best practice

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- Other examples of event typologies and/or classification tools provided by project partners
- Audit of existing policies in each partner country/region

The quantitative (i.e. numerical) element will include the following element outlined in Table 3 above:

- Comparative transnational evaluation indicator research results using common set of evaluation themes. This may involve either agreement on a common set of indicators where data will be collected in each country/region of this partnership OR the agreement of common indicator themes (e.g. in line with those of the London Olympics Evaluation model discussed in Perugia) populated with individual indicators from each country relevant to each theme and with specific numerical values gathered during the lifetime of the ZEN project.

### III. Detailed research for Component 3

The research for Component 3 stretches across a time period of 18 months from May 2012 to December 2013 as shown in Table 3 above.

In line with the ZEN partnership's discussion's in Perugia, the research approach that will be adopted for Component 3 will be comparative exploratory in nature. In practical terms, this means that first the partnership will endeavor to find out the background to events and specific event evaluation methodologies in each

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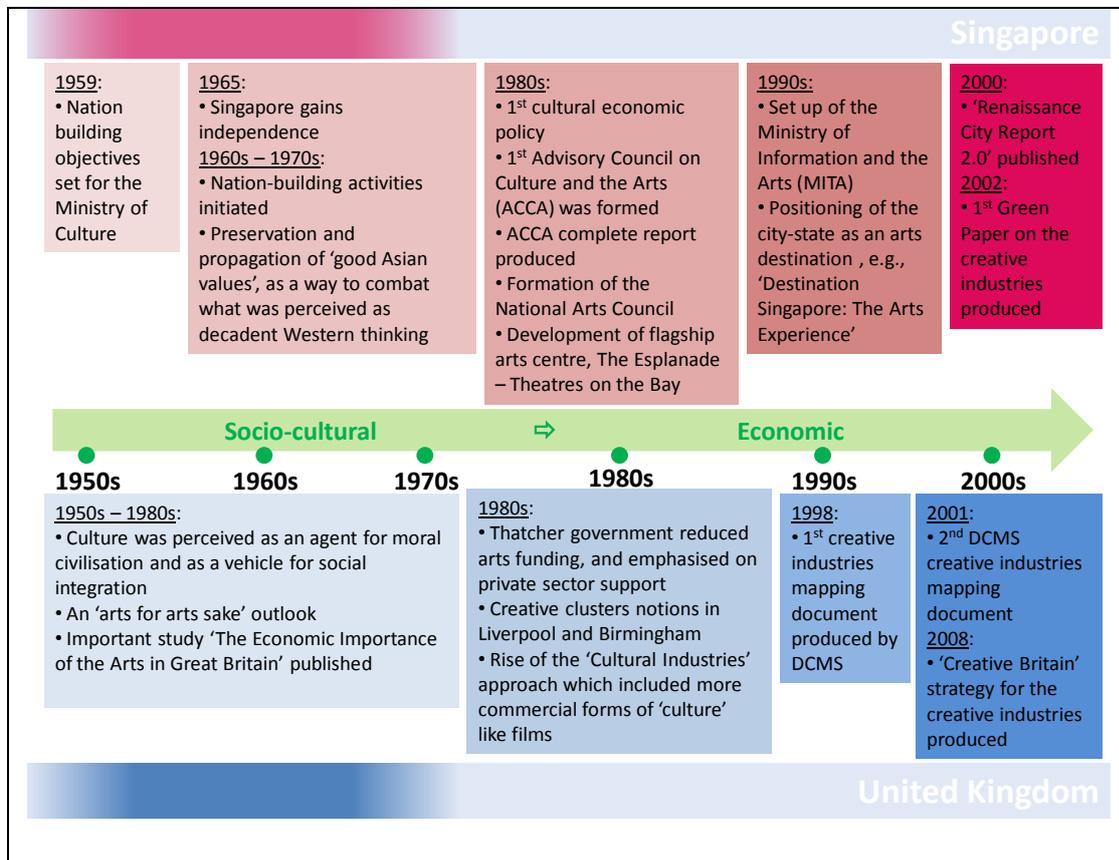
country and only then, in a rather organic fashion, more detailed research tools (e.g. case study questionnaire) will be developed to tackle subsequent phases of this research. It was agreed in Perugia that this organic and emergent approach would allow the ZEN partnership to best incorporate the research experience of individual partners (e.g. University of Rotterdam) as well as the collective experience and research networks (e.g. links with universities in Latvia, Italy, etc) of other ZEN project partners.

As a result of this, this section will only highlight in detail the first step of the research at this stage, namely the report on partners experiences, which is due to be delivered by PP6 (University of East London) in December 2012. Once the first partner desk research results begin to emerge for this particular stage, a more detailed research design will be shared with partners for the next stage (best practice report).

### ***Research output 1: brief background to event evaluation in each partner country/region (partner deadline: 30 August 2012)***

This document should not be too long (max. 3-4 pages). Its main objective is to provide a historical rationale for the role of events and their evaluation in each partner country/region. This can be achieved in a number of ways, some of which were discussed in Perugia. One way would be to create a timeline diagram (e.g. 1960s, 1970s, 1980s, 1990s, ...) with key dates for developments linked to the way that events in historic town centres were approached (e.g. specific policies), implemented (e.g. key events and why they were key) and evaluated (e.g. introduction of new evaluation methodologies and strategic reasons why they were introduced). A visual example of this is shown below in Figure 1.

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**Figure 1.** Timeline of the role of arts and culture in the UK and Singapore (source: Tai and Coca-Stefaniak, 2010)

Another way of achieving this same objective would be to approach this research output in the form of a brief literature review of academic and practitioner publications related to town centre events and event evaluation.

Either way, it is important that you include in all cases the following information for each historical stage in the development of the evaluation of events:

- I. Why was that stage important for urban events then and (maybe) today

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- II. The source of information that you used for each stage of the timeline (i.e. a webpage, a book, a government report, a journal or conference article, etc). If the original source is not in English, please include its full reference (i.e. author(s), year of publication, publisher, title in original language, city where published, full URL web address for web-based publications, volume and issue numbers for journal articles) and an English translation (shown in brackets)
- III. A concluding section in your document that brings it all together and where you state clearly what is the current overall philosophy and practice adopted towards event evaluation in your country/region today

***Research output 2: audit of existing event evaluation indicators (and their data collection methodologies) (partner deadline: 30 August 2012)***

This document, again, should not be too long (max. 3-4 pages). In order to keep it simple, it will be best if each partner develops this document in the form of a table template such as the one shown below in Table 4. Each indicator row should contain the following information:

- I. Name of indicator
- II. How it is calculated (formula/equation?) if it is a numerical indicator
- III. How is the data gathered (data collection methodology)
- IV. Source of information. The source where you found the information about this indicator and its data collection methodology (i.e. a webpage, a book, a government report, a journal or conference article, etc). If the original

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source is not in English, please include its full reference (i.e. author(s), year of publication, publisher, title in original language, city where published, full URL web address for web-based publications, volume and issue numbers for journal articles) and an English translation (shown in brackets)

**Table 4.** Proposed ZEN template for event evaluation indicator audit by partners (with examples of how it was filled by an Italian partner as part of a recent research study)

Indicator name <sup>1</sup>	Indicator description (e.g. how data for indicator is collected, how often, where it is used, how it is calculated if a numerical indicator) <sup>2</sup>	Source of information about indicator (e.g. website, report, article, conference paper) <sup>3</sup>	Further remarks (e.g. is the indicator still in use today? Was it used in the past? Are there plans to use it in the future? Any other comments) <sup>4</sup>
<b>Social indicators</b>			
Hallmark Events Indicators	<p>Combines a series of factors and indicators; their combination leads to the identification of 28 “elements of control that can be applied to the different events. The variations of such control elements in relation to the type of event and its timing can determine a historical data set.</p> <p>According to Ritchie (1984) “hallmark events” are “major onetime or recurring events of limited duration, developed primarily to enhance the awareness, appeal and</p>	<p><i>See: Great Events: Indicators for Classification and their Impact on the Urban Systems</i>  <a href="http://www.tema.unina.it/article/viewPDFInterstitial/124/73">http://www.tema.unina.it/article/viewPDFInterstitial/124/73</a></p>	<p>Has been used to evaluate “pulsar effect”, which is the “multiplicative effect on a city evolution in relation to the organization of sequential or parallel multiple events” for events such as the Torino 2006 Winter Olympic Games.</p> <p><i>See: The Pulsar Effect, 38th Conference of International Society of City, and Regional Planners, Athens, 21-26 September, 2002.</i></p>

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	<p>profitability of a tourism destination in the short and/or long time. Such</p> <p>events rely for their success on uniqueness, status, or timely significance to create interest and attract attention”.</p> <p>In this sense, the following indicators:</p> <ul style="list-style-type: none"> <li>a. nr. of participating countries</li> <li>b. nr. of visitors (predicted and final)</li> <li>c. area involved</li> <li>d. costs (predicted and final)</li> <li>e. permanent infrastructure necessary for the event, mobility and hospitality</li> <li>f. infrastructure and venue post-event reuse programmes</li> <li>g. total and pro capita spend</li> </ul> <p>allow to evaluate the “pulsar effect”.</p>		
<b>Economic indicators</b>			
Travel & Tourism Competitiveness Index (TTCI),	measures the different regulatory and business-related issues that have been identified as levers for improving travel and tourism competitiveness in countries around the world.	used for benchmarking, it explores issues such as the impact of oil prices on the tourism industry, the importance of price competitiveness for attracting tourists and the extent to which the Index explains differences in travel intensity between countries	Not commonly used in Italy; The Index was developed in collaboration with the Forum's Strategic Design Partner Booz & Company and its Data Partners Deloitte, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO) and the

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		<a href="http://www.weforum.org/documents/TTCR09/index.html">http://www.weforum.org/documents/TTCR09/index.html</a>	World Travel & Tourism Council (WTTC).
Statistical City and Towns' Atlas	It contains data for every town/city on: demographics, economy and services, education tourism, finances, employment, transportation	<a href="http://www.istat.it/dati/catalogo/20061102_00/">http://www.istat.it/dati/catalogo/20061102_00/</a>	Commonly in use Compiled in 2006, though contains data starting from 1971 A software can be downloaded free for personal use
Local real estate value	Local and national on real estate market trends.	National Italian Land Agency Observatory <a href="http://www.agenziaterritorio.it/?id=3201">http://www.agenziaterritorio.it/?id=3201</a>	Generally used to estimate property market values Free consultation and download
<b>Environmental indicators</b>			
European Common Indicators	Report for the European Common Indicators project is available (2003). The report summarizes the outcome of the two-year process to define and use a common set of indicators for European local authorities.	The Cities Environment Reports on the Internet (CEROI) Programme works within the framework of Local Agenda 21 to facilitate access to environmental information for sound decision-making and general awareness-raising in cities. <a href="http://ceroi.net/">http://ceroi.net/</a>	In progress, defines a set of indicators that some CEROI member cities are testing. Very little data available

<sup>1</sup> Include the full name of the indicator in English and in its original language (Italian, Spanish, etc).

<sup>2</sup> This column should also include information on the methodology used for the collection of data related to each indicator outlined in column 1.

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<sup>3</sup>The more detailed you can be with regards to the source of information about each indicator, the better as it will allow us to access the information again long after we have forgotten where it was found in the first place.

<sup>4</sup>If possible, this section should also include information related to feedback and reviews by academics and practitioners on the strengths and weaknesses of each indicator. The more information you can include here, the better as it will help us to establish the strengths and weaknesses of each indicator and make a better assessment of whether it should be included in our proposed transnational list of indicators.

In line with our partnership discussions in Perugia, it would be good to group our indicators by themes. These themes could correspond to the key environmental and socio-economic themes and subthemes provided by the London Olympics Evaluation Framework and outlined briefly in Perugia, though partners will not be expected to find indicators for each theme and sub-theme! It should be kept in mind that the maximum length of the document for each partner for this research output should remain within 3-4 pages as a maximum. A summary of the key themes and subthemes used in the London Olympics Evaluation Framework are as follows (only those potentially relevant to ZEN have been included here):

## I. Environmental indicators

- Water quality
- Greenhouse gas emissions
- Air quality
- Land use changes
- Protected areas
- Public open-air leisure centres
- Transport networks
- Solid waste treatment
- New waste and water treatment facilities

## II. Socio-cultural indicators

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- Poverty and social exclusion
- Educational level
- Crime rates
- Health
- Nutrition
- Sport and physical activities
- Available sports facilities
- Political involvement in the organization of the event
- Consultation with specific groups
- Opinion polls
- Participation of ethnic minorities
- Homelessness
- Educational activities
- Volunteers
- Perceptions about people with disabilities in society
- Support network for people with disabilities
- Accessibility of public services

### III. Economic indicators

- Employment by economic activity
- Employment indicators
- Size of companies
- Public transport
- Accommodation infrastructure
- Accommodation occupancy rate
- Tourist nights
- Airport traffic
- Hotel price index
- Real estate market
- Foreign direct investment
- Structure of public spending

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- Public debt
- Jobs created by event
- Size and quality management of contracted companies
- Total operating expenditure of event
- Total capital expenditure of event
- Total wages paid by event
- Employability of people with disabilities