

# STIMULART - FINAL PILOT EVALUATION

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D.T3.2.6 - Final pilot evaluation report - by  
NAUMBURG

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November 2021





*Please, repeat the info already discussed in the mid-term evaluation report as this is the overall and final evaluation of the pilot action.*

Question			
1.	Number of the action (relevant for the pilot concept) according to the Application Form	D.T3.2.4 - Implementation of the Pop-up Naumburg pilot	
2.	<b>Title of the pilot action</b>	Naumburg Pop-up Festival “Naumburg Kreativ”	
3.	Please, provide the <b>real final value</b> of the defined <b>indicators</b> .	<i>1. indicator CCI events</i>	<i>target value: 10</i> <i>final value: 25</i>
		<i>2. indicator Visitors of the events</i>	<i>target value: 1.000 ppl</i> <i>final value: 1.600 ppl</i>
		etc.	
4.	Please, describe in detail <b>all pilot implementation steps as completed</b> .  <b>Please, report on the steps - events, happenings, partners involved, number of participants (at events) etc.</b>	<ol style="list-style-type: none"> <li>1. Concept: Development and testing of a feasible model to use abandoned urban and industrial spaces for the implementation of creative pop-up activities organised into annual pop-up festivals to promote CCI opportunities and to set up a CCI based traditions.</li> <li>2. Change of concept approved by the JS. Due to the Corona pandemic not only one festival venue but different festival venues were chosen.</li> <li>3. Motivation of LSG, brainstorming, gathering of ideas.</li> <li>4. Cooperation with the students of the University of Applied Sciences.</li> <li>5. Cooperation of LSG and the students.</li> <li>6. Implementation of ideas of the LSG, f. e. Exhibition in the festival venue “Freizi” called “Inspirationsraum Leerstand” (inspiration vacancy), concert of local musicians in the garden of the Naumburg Cathedral.</li> <li>7. Implementation of ideas of the students of the University, f. e. events like “24 hours camp in the parc”, “Speeddating” of CCI and representatives with the local economy and administration”, “Jam-Session” and networking events.</li> </ol>	



Question			
		8. PR-Campaign to promote the festival 9. Implementation of the festival  Visitors: about 1.600	
5.	<b>Which pilot implementation steps have you failed to complete and why</b> (compared to what was planned in the pilot concept)?	none	
6.	<b>How do you see/judge the contribution of the pilot action to the realization of the strategic objective</b> (as described in the pilot concept) the pilot was supposed to contribute to?	The pilot contributed in a very positive way in making the local CCI and the great variety of their work visible. It also showed that abandoned buildings can come to life. In a way that is new for Naumburg it provided an example of how abandoned buildings can be used. For the CCI it provided another possibility of working together, networking and being creative. The local CCI have plans to repeat a similar festival in the future.	
7.	<b>Which are the anticipated risks</b> that got realized and needed intervention during the pilot implementation	<b>Risk</b>	<b>Measures to avoid or minimize the risk</b>
		The corona pandemic had to be dealt with which put pressure on the project team as well as the CCI.	Close monitoring of the situation, short term planning, flexibility.
8.	<b>Budget</b> of the pilot. How much of the pilot budget has been spent?	Most of it.	
9.	Requested and completed financial <b>reallocations</b> (only concerning the pilot!)	None.	



Question		
10.	Procurements completed	All procurements were completed in time.
11.	Overall delay of the pilot – reason for the delay	No delay.