



# Impact Measurement Report

## Voices for Climate Action (VCA24)

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## Executive Summary

The **Voices for Climate Action (VCA24)** training program has proven to be an exceptionally successful initiative, delivering significant and measurable impact in line with its core objectives. Analysis of comprehensive data collected throughout the project lifecycle reveals a **49.6% average increase in participant confidence** across all five core competencies. This empowerment translated directly into tangible action, with **70% of participants either launching a podcast or developing concrete plans to do so** within six months post-training.

Qualitative data underscores that the single most valuable component of the program was the creation of a powerful and lasting community network. The program effectively addressed its central challenge of closing the gender representation gap in climate advocacy by equipping 32 women entrepreneurs with the skills, confidence, and network to amplify their voices. This report outlines the project's clear "pathway of change" and the robust Monitoring & Evaluation (M&E) framework used to track and validate these transformative results.

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## 1. Project Design & Impact Pathway (From Activities to Impact)

Following the logic outlined in the Erasmus+ Impact Handbook, the project was designed with a clear pathway of change, linking activities to outputs, outcomes, and long-term impact.

### 1.1. Desired Impact (The 'Dream' / Long-Term Change)

The project's overarching goal was to contribute to a more inclusive and diverse European climate discourse. The intended long-term impacts were:

- **Societal Level:** Increased presence and influence of women's voices in climate communication and advocacy across Europe.
- **Systemic Level:** A contribution to closing the gender representation gap in podcasting and climate media.
- **Individual Level:** Enhanced professional opportunities and visibility for women entrepreneurs working in the climate sector.

## 1.2. Expected Outcomes (Behavioural Change of Stakeholders)

To achieve the desired impact, the project focused on fostering specific behavioural changes among the primary target group (32 women entrepreneurs).

The key outcomes were:

- Participants **actively apply** new digital and strategic skills to create and promote podcast content.
- Participants **integrate** podcasting into their climate-focused businesses and communication strategies.
- Participants **utilize** their new platform to amplify marginalized voices and build networks with other climate actors.
- The project team and partners **adopt** learnings to refine and improve future training iterations.

## 1.3. Project Outputs (Direct Deliverables & Results)

The project's activities produced the following direct, tangible outputs:

- **Human Capacity:** 32 trained women entrepreneurs with significantly increased skills and confidence in podcasting.
- **Content & Media:** A joint podcast channel with **49 episodes** produced in 3 languages, achieving **5,500 impressions** and **1,093 plays**.
- **Knowledge Resources:** Three open-source resources to ensure sustainability and wider use:
  1. Open-Source Guide to Podcasting
  2. Open-Source List of Climate Podcasts
  3. Open-Source Climate Podcast (content & learning collection)
- **Community:** A resilient and active peer-support network of participants and alumni.

## 1.4. Activities

The outputs were generated through a hybrid program of activities:

- A 4-day in-person training in rural Greece.
  - A 4-day in-person training in rural Austria.
  - A 4-day in-person training in rural Greece.
  - 5 online training sessions.
  - 2 fireside chats with local communities.
  - 1 Podcast Launch & Creator Online Summit.
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## 2. Monitoring & Evaluation (M&E) Framework

A mixed-methods approach was implemented to ensure comprehensive impact measurement, aligning with the recommendations of the Erasmus+ Impact Toolkit.

### 2.1. M&E Purpose

The M&E process was designed for four key purposes:

1. **Accountability:** To report transparently on results and the use of EU funding to the National Agency and the public.
2. **Decision-Making & Steering:** To use mid-term data to make adaptive management decisions and refine the program.
3. **Visibility:** To generate compelling data and stories to showcase the project's success and promote its model.
4. **Internal Learning:** To capture lessons that inform the design and delivery of future projects.

### 2.2. Quantitative Methods & Indicators

Quantitative data was collected to measure the scale of change.

- **Tool:** Pre- and Post-Training Surveys (using Google Forms) were administered at the start and end of the in-person trainings (Greece & Austria) and in the final evaluation (December).
- **Indicators:** Participant confidence was measured on a 5-point scale (1=lowest, 5=highest) across five competencies.

Result Level	Indicator	Data Source
Output	Number of participants trained	Project Records
Output	Number of podcast episodes produced	Podcast Platform Analytics
Outcome	Average participant confidence score in <b>Podcast Conception</b>	Pre/Post Surveys, Final Survey
Outcome	Average participant confidence score in <b>Vocal Presence</b>	Pre/Post Surveys, Final Survey

<b>Outcome</b>	Average participant confidence score in <b>Production Skills</b>	Pre/Post Surveys, Final Survey
<b>Outcome</b>	Average participant confidence score in <b>Conscious Marketing</b>	Pre/Post Surveys, Final Survey
<b>Outcome</b>	Average participant confidence score in <b>Regenerative Approach</b>	Pre/Post Surveys, Final Survey
<b>Outcome</b>	Percentage of participants who have started or plan to start a podcast	Final Survey
<b>Outcome</b>	Percentage of participants reporting a tangible impact on their professional visibility	Final Survey

### 2.3. Qualitative Methods & Indicators

Qualitative data was gathered to understand the nature, depth, and context of the change.

- **Tools:**

- **Open-Ended Survey Questions:** Included in all surveys to capture key themes, challenges, and testimonials.
- **Participant Testimonials:** Collected systematically for use in reporting and dissemination.
- **Innovative Narrative Measurement (Greece Pilot):** This method, inspired by the **Most Significant Change (MSC)** technique, was used to capture personal transformation narratives.
  - **Pre-Training Recording ("What could possibly go right?"):** Participants recorded their hopes, goals, and positive expectations before the training began. This served as a qualitative baseline of their initial mindset.
  - **Post-Training Storytelling ("Once upon a time..."):** On the final day, participants recorded a feedback story starting with this prompt. This generated rich narratives about their personal journey, key learnings, and the emotional impact of the experience, providing powerful evidence of transformation.

- **Qualitative Indicators:**

- Presence of recurring themes in participant feedback (e.g., community, confidence).

- Documented stories of personal and professional transformation.
- Examples of skills being applied in real-world contexts.

### 3. Key Findings & Results Analysis

#### 3.1. Quantitative Findings: A Surge in Confidence and Action

The training was exceptionally effective in building skills and confidence. The average score across all competencies surged from **2.56 (Before) to 3.83 (After)**, a **49.6% increase**.

Core Competency	Average Score (Before)	Average Score (After)	Growth
Regenerative Approach	2.42	4.00	+1.58
Podcast Conception	2.88	4.10	+1.22
Production Skills	2.18	3.40	+1.22
Conscious Marketing	2.42	3.60	+1.18
Vocal Presence	2.88	4.05	+1.17

- **From Learning to Launching: 70%** of participants are on a clear path to production (35% have started creating content; 35% have a concrete plan to start within 6 months).
- **Impact on Visibility: 53%** of respondents reported a tangible (small but noticeable or significant) impact on their visibility, reach, or engagement since the training.

#### 3.2. Qualitative Findings: The Power of Community and Voice

Analysis of open-ended responses and narrative feedback revealed three dominant themes:

1. **The Overwhelming Value of Community:** This was the most frequent and enthusiastic feedback. Participants described finding their "tribe," a lasting support system that extends beyond the training. One participant noted: *"The nicest part was to do this with a group of amazing women and supporting each other. We are still in touch :)"*

2. **Direct Application of Skills:** Participants are actively implementing their new skills in content creation ("Started doing a podcast"), technical setup ("I bought good microphones"), strategic thinking ("I have used conscious marketing principles"), and personal confidence ("Authenticity in using my voice unapologetically!").
3. **Transformation Narratives:** The "Once upon a time..." exercise in Greece captured profound personal journeys. Stories frequently depicted a transformation from self-doubt to empowerment, culminating in a clear vision for their future podcast. This method provided deep insight into the program's effectiveness in building not just skills, but self-belief.

### 3.3. Dissemination & Reach

The project's impact was amplified through significant reach:

- **Website:** 115,489 visitors
- **Social Media:** 53,297 impressions across 189 posts
- **Partnerships:** Collaboration with 11 Associate Partners, 6 Ambassadors, and 14 Promotion Networks.

### 3.4. Unforeseen and Negative Results

The M&E process also captured challenges, which align with the handbook's principle of monitoring for all types of results.

- **Identified Challenges (Minor Negative Outcomes):** The most common post-training challenges were practical and resource-based: **time constraints** and **technical hurdles with editing**. These findings are crucial for future program iteration.
- **Unforeseen Positive Outcome:** The depth and longevity of the peer network was an unforeseen positive result. The community has self-organized to continue providing support, demonstrating a highly sustainable outcome beyond the project's direct scope.

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## 4. Managing for Impact & Internal Learning

In line with Chapter 4 of the Impact Handbook, the project was managed to maximize impact.

- **Adaptive Management:** Constant feedback led to immediate refinements, such as planning for more practice time. Final survey recommendations

(e.g., for "tech clinics" and "time management resources") have been documented in a **Living Learnings Document** to ensure iteration and improvement in future projects.

- **Stakeholder & Partnership Management:** The project was built on a strong foundation of partnership between three core organizations (and three core project managers) and a wide network of associates and ambassadors, ensuring shared ownership and broad reach.
- **Risk Management:** The identification of post-training challenges (time, tech skills) serves as a risk analysis for participant drop-off. The recommendations for technical support and workflow resources are direct risk mitigation strategies for future iterations.

## 5. Conclusion

The Voices for Climate Action program successfully delivered on its mission. The combination of quantitative data showing a dramatic rise in confidence and qualitative evidence revealing profound personal transformations and a powerful sense of community demonstrates the project's holistic impact. The robust M&E framework, aligned with Erasmus+ best practices, not only validated this success but also provided actionable insights for future initiatives. VCA24 has created a powerful formula for empowering women's voices and has built a lasting network poised to continue amplifying the call for climate action.