

## REFLECTIVE LEARNING/EVALUATION METHODS

METHOD	WHEN	WHY (AIM)	BENEFITS	CHALLENGES	RECOMMENDATIONS FOR FUTURE USE
<p><b>Reflective questions, individual written answers and follow-up group discussion with project team.</b></p> <p>The Qs were:  <i>What are your expectations for the project and what it will achieve?</i>  <i>What aspects of the project excite you?</i>  <i>What aspects are/will be challenging for you?</i></p>	<p>1. Early Feb 2022                  2. Early May 2022                  3. Late Sept 2022</p> <p>The follow up discussion didn't happen in round two or three because we were unable to find a time that suited everyone. Instead, Clare did individual interviews.</p>	<ul style="list-style-type: none"> <li>• To demonstrate (by doing) the value of reflective practice within a project.</li> <li>• To track changes in the thinking and expectations of the team.</li> <li>• to inform/influence our work.</li> <li>• to provide information and quotes for the learning brief.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlighted issues that needed to be addressed.</li> <li>• Informed future planning.</li> <li>• Facilitated a sharing of hopes, expectations and fears.</li> <li>• Helped to strengthen trust and relationships within team.</li> <li>• provided a great starting point for the Expectations Table in which, at the end of the project, we noted whether or not our expectations had been met.</li> </ul>	<ul style="list-style-type: none"> <li>• This work was not seen as a priority as it had to compete with more pressing action based, organizational work.</li> <li>• It was also difficult for team members to allocate time to it because of the part time nature of their roles.</li> </ul>	<ul style="list-style-type: none"> <li>• Reflective learning may initially appear invasive and time consuming. Therefore, the method, its value, the work involved, the benefits and challenges, need to be clearly discussed within the team at the outset - maybe in an initial workshop.</li> <li>• The team then needs to co-create a set of actions and agree the level of involvement required.</li> <li>• The work is best allocated to a person who can give time to the interviews and is skilled in analysing what comes up.</li> </ul>

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<p><b>Reflective interviews with the members of the artist selection panel, including three farmers from the West Kerry Dairy Farmers (WKDF) SEC.</b></p> <p>We were very keen that members of the WKDF SEC were involved in the selection of the artist because we wanted their input on who would work well with, and be accepted by farmers.</p>	Late Dec 2021	<ul style="list-style-type: none"> <li>To learn how the interview process went - what worked, what didn't work.</li> <li>In particular, to get feedback from the WKDF SEC farmers on their experience of the process.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrated how important it was to have the farmers involved.</li> <li>Indicated how much the farmers enjoyed the process and learnt from the challenge.</li> <li>Vindicated our decision to include them.</li> </ul>	Reflective interviews, take time - scheduling, editing transcriptions, drawing out data.	
<p><b>Expression of Interest Form from the ten farmers/farm families</b></p> <p>Qs focused on demographic details and also included:  <i>What encouraged you to apply?</i>  <i>Are you concerned about climate change?</i>  <i>Have you already diversified?</i>  <i>Why are you interested in the project?</i></p>	End Dec 2021	<ul style="list-style-type: none"> <li>To pin down demographic and farming details.</li> <li>To get an understanding of why they applied for the project and what they hoped to get out of it.</li> <li>These forms were ultimately the basis on which we chose the ten farmers/farm families - we wanted to make sure we had a range of farmers from across the Peninsula and a good mix of farming types. We also didn't want to include farmers who were too far advanced on their transition journey</li> </ul>	<ul style="list-style-type: none"> <li>The forms gave a good indication of the pre-project starting point for the farmers - and so provided a useful source of data.</li> </ul>	<ul style="list-style-type: none"> <li>Some farmers gave more detailed answers to the questions than others.</li> </ul>	

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<p><b>Induction Webinar with the ten farmers/farm families (recorded) - online because of Covid restrictions.</b></p> <p>The Qs were:  <i>What are your key concerns about climate change?</i>  <i>How do you think climate change is going to impact your approach to farming?</i>  <i>Have you diversified your farming practice because of climate change, or do you plan to diversify in the near future?</i></p>	<p>20 Jan 2022</p>	<ul style="list-style-type: none"> <li>• To make introductions and begin developing relationships and trust.</li> <li>• to explain the project in more detail and what is likely to happen.</li> <li>• To explain the creative and evaluation aspects.</li> <li>• To get each person's answers to the 3 questions as a baseline from which to track change.</li> </ul>	<ul style="list-style-type: none"> <li>• Again, this event gave some very useful pre-project data.</li> <li>• It was fortuitous that it had to be held online and so could be recorded, which meant the farmer input could be transcribed.</li> </ul>	<ul style="list-style-type: none"> <li>• Subsequent feedback from most of the farmers was that they did not enjoy the online meetings, so this method couldn't be overused!</li> </ul>	<ul style="list-style-type: none"> <li>• For data collection purposes recorded group discussions are very useful and easy to work with. However, if the group involved is uncomfortable online they need to be used only when necessary.</li> </ul>

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<p><b>Feedback Sheets from seven Farmer Familiarisation Trips/Site Visits</b></p> <p>Qs asked were:</p> <p><i>How enjoyable was the trip?</i></p> <p><i>How relevant was the trip for you as a farmer?</i></p> <p><i>What did you find most interesting?</i></p> <p><i>Did anything surprise you?</i></p> <p><i>Did anything come up that you did not agree with?</i></p> <p><i>Did you learn anything that will be useful for you on your farm?</i></p> <p><i>Will these changes be challenging for you?</i></p> <p><i>Can you suggest any improvements for our next trip/site visit? e.g., timing, food, comfort, etc</i></p> <p><i>Can you suggest any other activities or events that you would find useful?</i></p>	<p>March - Oct 2022</p>	<ul style="list-style-type: none"> <li>• To get feedback from the farmers on what they found useful and ideas on where else they would like to visit - this provided data and also informed future planning.</li> <li>• To track what they are learning, and what is influencing them on their transition journey.</li> </ul>	<ul style="list-style-type: none"> <li>• Direct feedback from each attendee.</li> <li>• Real time feedback directly after each trip, which could inform future planning.</li> </ul>	<ul style="list-style-type: none"> <li>• Making sure the completed survey sheets were circulated and read by the project team.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare the survey form in advance and make sure it is ready at the beginning of the project (it was not ready for our first trip in Feb!)</li> </ul>

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<p><b>On-line interviews with each farmer/farm family.</b>                      The Qs for July/Aug included:  <i>Why did you apply to be part of this project?</i>  <i>Six months on, have your expectations for the project changed?</i>  <i>What parts of the project do you find most useful?</i>  <i>What parts of the project do you find least useful?</i>  <i>Is there anything else you would like to see from the creative side of the project?</i>  <i>Have you any other suggestions for how the project could evolve?</i>  <i>Has taking part in this project affected how you think about climate change and your farming practice?</i></p> <p>The Qs for Jan 2023 included:  <i>Have your initial expectations for the project been met?</i>  <i>What impact has this project had on your thinking; your farming; other aspects of your life?</i>  <i>How have your ideas about art/creativity changed since you started this project?</i>  <i>What role do you think art has (if any) in terms of encouraging people to take action on climate change?</i></p>	<p>1. End July/early August 2022</p> <p>2. Jan 2023</p>	<ul style="list-style-type: none"> <li>• To get direct feedback from each participant on their experiences and thoughts.</li> <li>• To get feedback that will help inform project planning.</li> <li>• To provide data and quotes for learning brief.</li> <li>• to identify how/if the project has influenced each participant on their transition journey.</li> </ul>	<ul style="list-style-type: none"> <li>• Direct feedback from each farmer.</li> <li>• Gave them a chance to really think and talk about their experiences.</li> <li>• Demonstrated that their experiences and opinions are valuable.</li> <li>• A very useful way of gauging the impact of the project on participants and of following their transition journey.</li> </ul>	<ul style="list-style-type: none"> <li>• Team members finding time to read the transcripts or key points.</li> <li>• The process takes time to coordinate and execute.</li> <li>• The final round of interviews needed to be done at the end of the project, after the final film screening. As we had to postpone the screening for a month because of bad weather, this added a considerable delay to the analysis and writing of the learning briefs.</li> </ul>	<ul style="list-style-type: none"> <li>• Don't underestimate the power of asking questions and listening and hearing the answers!</li> </ul>

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<p><b>Reflective interviews with artist and project manager on their involvement in the Creative Climate Wall and Creative Conversations at the Ploughing Championships.</b></p> <p>Qs included:  <i>How did it go?</i>  <i>How did you feel (before, during &amp; after the event)?</i>  <i>What worked?</i>  <i>What didn't work?</i>  <i>What impact do you think the Wall had on participants and viewers?</i>  <i>What would you do differently if you were to organise this event again?</i></p>	<p>Oct 2022</p>	<ul style="list-style-type: none"> <li>• To explore what worked and didn't work, learnings and recommendations for any similar events in the future.</li> <li>• To provide information and quotes for the learning brief.</li> </ul>	<ul style="list-style-type: none"> <li>• Drew out learnings and recommendations for similar future events.</li> </ul>	<p>Reflective interviews take time - scheduling, editing transcriptions, drawing out data.</p>	

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<p><b>Reflective Interviews with each of the six farmers who participated in the events at the Ploughing Championships.</b></p> <p><i>Can you explain your involvement with the Creative Climate Wall and/or Climate Conversations?</i></p> <p><i>What do you think worked?</i></p> <p><i>Was there anything you particularly enjoyed?</i></p> <p><i>What do you think didn't work?</i></p> <p><i>Was there anything you found challenging?</i></p> <p><i>What impact do you think it had on farmers and passers-by at the Ploughing?</i></p> <p><i>Do you think this idea/project could be replicated again?</i></p> <p><i>And if so, where and how?</i></p> <p><i>What would you do differently?</i></p>	<p>Nov 2022</p>	<ul style="list-style-type: none"> <li>• To capture the experience of the participating farmers, their learnings and suggestions on how such a tool could be used in the future.</li> <li>• To provide information and quotes for the learning brief.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlighted how much the farmers enjoyed being involved, and their enthusiasm for the effectiveness of the Wall in attracting interest and starting discussions.</li> <li>• Demonstrated how the project was empowering the farmers.</li> <li>• Provided a lot of information and great quotes for the learning brief.</li> </ul>	<p>(as above)</p>	

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<p><b>Public Survey on the Peninsula (at beginning and end of project)</b>                      Qs included:  <i>How important is farming on the Dingle Peninsula?</i>  <i>What are the main challenges faced by farmers on the Peninsula?</i>  <i>How is climate change affecting them?</i>  <i>How does farming contribute to climate change?</i>  <i>How does farming contribute to the loss of biodiversity?</i>  <i>Do you think farmers on the Dingle Peninsula are becoming more sustainable?</i>  <i>Would you pay more for sustainably produced local food?</i></p> <p>Because we had no resources for a proper scientific survey, we decided to circulate the questionnaire to a range of community groups across the peninsula and ask their members to fill it out. NEWKD offered to help us do this, by going through their community group contacts.                      The idea was to circulate it at the beginning of the project and then again at the end.</p>	<p>1. April 2022</p> <p>2. The same survey was to be repeated at the end of the project But this was shelved because round 1 didn't work!</p>	<ul style="list-style-type: none"> <li>• To assess if the project had any impact on the public awareness and understanding on the Dingle Peninsula.</li> <li>• To get an understanding of the public awareness of the following: the causes and impacts of climate change and biodiversity loss, the challenges faced by farmers on the peninsula, and ways in which farming can be more sustainable. Then to determine whether there was a shift in thinking at the end of the project.</li> <li>• To help inform project planning.</li> </ul>	<ul style="list-style-type: none"> <li>• We tried and failed!!</li> </ul>	<ul style="list-style-type: none"> <li>• Covid was still circulating so it was difficult to get group representatives to ask their members to fill it out. Online requests were not very effective.</li> <li>• The whole process was time consuming and laborious.</li> <li>• We only got less than 30 responses back and they seemed to be from people who were already quite engaged, connected and informed.</li> <li>• We decided the data was not representative and so not usable.</li> <li>• The method was flawed and so not worth repeating at the end of the project.</li> </ul>	<p>Try to get funding to bring in an experienced pollster to do a scientific 'before and after' survey on the peninsula.</p>



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<p><b>Vox-Pop Filming on the Peninsula</b>                      Qs included (as above):  <i>How important is farming on the Dingle Peninsula?</i>  <i>What are the main challenges faced by farmers on the Peninsula?</i>  <i>How is climate change affecting them?</i>  <i>How does farming contribute to climate change?</i>  <i>How does farming contribute to the loss of biodiversity?</i>  <i>Do you think farmers on the Dingle Peninsula are becoming more sustainable?</i>  <i>Would you pay more for sustainably produced local food?</i></p>	<p>20 April 2022</p>	<ul style="list-style-type: none"> <li>• (As above) To get an understanding of the public awareness of the following: the causes and impacts of climate change and biodiversity loss, the challenges faced by farmers on the peninsula, and ways in which farming can be more sustainable - prior to launching the project.</li> <li>• To help inform project planning.</li> </ul>	<ul style="list-style-type: none"> <li>• It is an alternative method to a written survey.</li> <li>• It allows for top of the head responses.</li> <li>• It gives footage that can be used in a video clip.</li> <li>• It raises awareness of the project in the community.</li> </ul>	<p>It was difficult to get people to take part for two reasons:</p> <ul style="list-style-type: none"> <li>• They felt the questions were to test their knowledge of both topics, and regardless of reassurance, were reluctant to appear foolish.</li> <li>• Being filmed put a lot of people off. They probably would have been more inclined to do an audio recording.</li> <li>• The fact that many people knew the person asking the Qs may have been off-putting for some and reassuring for others.</li> <li>• Weather - you need dry weather for this to work.</li> </ul>	<p>Consider audio recordings as an option.</p> <p>Consider approaching the topic in a more nuanced way?</p> <p>Consider doing the Vox Pops at a time where people are really at their leisure (i.e., not shopping or on their way to work in Dingle)</p>

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<p><b>Mentimeter Questions for attendees at the Dingle Food Festival's Farmers' Forum:</b></p> <p><i>Q1. How much more would you pay for locally produced food in restaurants, shops and street markets?</i> 10%; 20%; 50%; or 100%</p> <p><i>Q2. If farmers got a fair price for their cattle and milk would this lead to Ireland having:</i> More cattle; Less cattle; Not sure.</p> <p><i>Q3. Do you think Dingle Peninsula should have its own abattoir?</i> Yes; No; Not sure.</p>	30 Sept 2022	<ul style="list-style-type: none"> <li>To experiment with Mentimeter.</li> <li>To get a sense of the audience views on these three issues.</li> </ul>	<p>We learnt the following:</p> <p>Q1: 10% (1 respondent); 20% (11); 50% (2); 100% (2)</p> <p>Q2: More cattle (2); Less cattle (12); Not sure (5)</p> <p>Q3: Yes (15); No (1); Not sure (1)</p>	<ul style="list-style-type: none"> <li>Only about half of the audience responded.</li> <li>As this was our first attempt, it took a while to set it up on the night.</li> </ul>	
<p><b>Film Profiles of each Participating Farmer/Farm Family.</b></p> <p>The series of ten short films, screened as one film, Voices from the Field/Guthanna ón nGort was directed by Lisa Fingleton, filmed by Chris Garrett and edited by Clint Fitzgerald.</p> <p>The transcripts provided valuable data.</p>	Sept 2022	<ul style="list-style-type: none"> <li>To supplement the interviews carried out with the ten farmers/farm families.</li> <li>To provide information and quotes for the learning briefs.</li> </ul>	<ul style="list-style-type: none"> <li>The farmers were interviewed in a different context by a different person in the team, which added new information and quotes for the learning brief.</li> </ul>		

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<p><b>A Multiple-Choice Survey which was e-mailed to the 40 members of the public who attended the Film Screening.</b></p> <p>Qs included:  <i>How did you feel after seeing this film?</i>                      Emotional; Inspired; Worried; Happy; Upset; Sad; Energised; Deflated  <i>How important is the film in helping people understand farming on the Dingle Peninsula?</i>                      Very important; Important; Average; Not important  <i>How effective is the film in showing how farmers are affected by climate change?</i>                      Very effective; Effective; Average; Not effective  <i>How effective is the film in showing how farmers are responding to climate change?</i>                      Very effective; Effective; Average; Not effective  <i>Has your opinion of farming changed after viewing the film?</i>                      Yes; No; Not sure  <i>Has your opinion on what farmers should do about climate change changed after viewing the film?</i>                      Yes; No; Not sure  <i>How important is art and creativity in encouraging people to take climate action?</i>                      Very important; Important; Average; Not important  <i>How much more would you pay for locally produced food in restaurants, shops and street markets?</i>                      10%; 20%; 50%; 100%  <i>If farmers got a fair price for their cattle and milk would this lead to Ireland having</i>                      More cattle; Less cattle; Not sure</p>	<p>20 Jan 2023</p>	<ul style="list-style-type: none"> <li>To provide feedback from viewers on their responses to the film.</li> <li>To assess the impact of the film.</li> <li>To ask two of the Menti Meter questions again and assess the responses.</li> </ul>	<ul style="list-style-type: none"> <li>Once the Qs were decided by the team and they were uploaded to Survey Monkey, it was a relatively easy process.</li> <li>Responses included: 84% were inspired, 11% happy and 5% emotional after watching the film; all said the film was either 'very important' (68%) or 'important' (32%) in helping people to understand farming on the Dingle Peninsula; 95% said it was 'very effective' (32%) or 'effective' (63%) in showing how farmers are affected by climate change; 89% said it was 'very effective' (31%) or 'effective' (58%) in showing how farmers are responding to climate change. 84% felt that art and creativity is 'extremely important' (47%) or 'very important' (37%) in encouraging people to take climate action.</li> <li>Three respondents (16%) said they would pay 10% more for locally produced food, nine (47%) said 20% and five (37%) said 50%. 12 (63%) respondents said that a fair price for cattle and milk would result in less cattle, one (5%) said it would result in more cattle.</li> </ul>	<ul style="list-style-type: none"> <li>How representative was it?</li> <li>Only 19 out of 40 members of the public responded. This could indicate that only the engaged, already interested people took the time to respond.</li> </ul>	