

CREATIVE CLIMATE ACTION

Project Evaluation Toolkit

Climate Action and behaviour impact are essential components of the Creative Ireland Climate Action Fund. Each project will have identified the impact it wants to have on local community and wider society.

The Creative Climate Action Fund was designed to support creative, cultural, and artistic projects that build awareness around climate change and empowers citizens to make meaningful behavioural changes.

To know whether the projects and the Fund as a whole have played a role in bringing about climate action, we need to be able to identify and discuss the impact they had.

This toolkit is designed to help project teams capture that data, demonstrate the effect of your work and the results and learnings. Identifying the goals, outputs and impacts of your project is also important for the Creative Ireland Programme Final Project Report which will ask you to reflect on these (see Appendix 1).

Definitions: Goals to Impact



Building your Goal to Impact Journey

One of the Climate Action Fund projects has set out their goal to impact journey as an example (Appendix 2)

Example of an Evaluation Framework for a Climate Action Project

	Food & Agriculture	Energy	Shopping, Recycling, Repair	Local Environment, Biodiversity	Resilience, Water, Flooding	Community Activation
Goal	Better food sovereignty at local level	Local area becomes 'energy efficient town'	Reduce consumption of everyday items	Improved natural environment	Improved resilience of coastal area to rising sea levels	Building network of community Climate Heroes
Activities	Communal Meal held in community	Exhibition highlighting energy use in community	Repair café held once a month over 6 months	Biodiverse garden planted in park	Installation highlighting rising sea levels	Website profiling local community climate actions
Output	People attend meal and gain awareness of local growers	100 people attend exhibition, increasing awareness of energy wastage	100 local items repaired and documented	Locals make use of and regularly visit the garden	Community engages with installation, becoming aware of sea level change	5000 visitors to website to read stories of climate action
Direct Impact – Behaviour Change	Attendee's report buying 10% of groceries from local producers instead of supermarket	20 households decide to retrofit to more eco-efficient energy	Individual begins repairing regularly rather than buying new	20 families plant their own biodiverse gardens	Community group empowered to discuss local flood prevention solutions	10 people report feeling more capable of taking action to address climate issues
Indirect Impact	Local producers see increase customers	Local council promotes retrofitting grants	Less waste in local refuse centre	Notable improvement in local biodiversity as measured by council	Local authority awareness of flooding risk	Community reports less litter in public spaces

1. Goals:

The *Renew Bunratty Project* aimed to foster a more sustainable and community-focused model of tourism in Bunratty Village, addressing both environmental and social challenges. The project sought to achieve the following objectives:

1. Encourage Behavioural Change

- Inspire local residents and visitors to adopt sustainable practices by demonstrating the value of reclaimed and local materials in artistic interventions and public spaces.
- Influence tourist behaviour to minimise environmental impact and foster greater respect for local culture and heritage.

2. Empower the Community

- Strengthen the local community's capability to take ownership of sustainable tourism initiatives by involving them directly in creative processes such as design workshops, focus groups, and collaborative installations.
- Build confidence and skills among residents by facilitating intergenerational collaboration and knowledge exchange.

3. Motivate Sustainable Action

- Raise awareness of the need for a fair and just transition to sustainable tourism through public engagement activities, including a public conference on sustainable tourism.
- Showcase creative and sustainable solutions as a source of inspiration for other communities and policymakers.

4. Create Opportunities

- Remove barriers to sustainable action by providing a platform for collaboration between residents, businesses, artists, and students from LSAD.
- Develop public spaces and an art trail that highlight Bunratty's heritage while aligning with environmentally conscious practices.

The project addressed these goals by increasing **capability** (providing training, tools, and a framework for sustainable tourism), enhancing **motivation** (engaging the community in creative solutions and raising awareness of sustainability), and creating new **opportunities** (offering a participatory approach that integrates local voices and resources).

2. Activities

What activities are planned for your project i.e. what are the activities which will help you to achieve these goals?

For the Renew Bunratty project, we planned a diverse set of activities that will engage both the local community and tourist businesses, foster collaboration, and promote sustainable tourism. These activities are designed to stimulate conversation and action around sustainability, and to create lasting impacts for both the environment and the people involved. The planned activities include:

1. Workshops:

- A workshop for tourist businesses to explore sustainability practices within the tourism sector and how they can integrate them into their operations.
- A community-focused workshop to involve local residents in discussions on sustainable practices, local heritage preservation, and the benefits of sustainable tourism to the community.

2. Sustainable Tourism Conference:

- A well-attended one-day conference on sustainable tourism, aimed at bringing together stakeholders from various sectors to discuss challenges, solutions, and opportunities for sustainable tourism in the region. The conference will provide a platform for knowledge sharing, inspiration, and collaborative problem-solving.

3. Design and Build Project:

- An 8-week design-build project that involves students, community members, and 4 artists collaborating to create a physical, sustainable art installation. This project will not only provide hands-on experience in sustainable construction and design but will also serve as a public artwork that embodies the themes of the project.

4. Sculpture:

- A piece of sculpture created by the artists involved in the design-build project, which will act as a symbolic representation of the project's goals, serving as both a lasting visual reminder of the collective effort and a focal point for future engagement with sustainable practices.

5. Publication:

- A publication documenting the project's process, outcomes, and insights. This will serve as both a resource for the local community and tourists, and as a tool for wider dissemination of best practices in sustainable tourism and community engagement.

These activities align with the Creative Climate Action Fund's objectives by fostering creativity, promoting sustainable practices, and involving diverse groups in meaningful, collaborative work. Through these activities, the project will drive awareness, inspire action, and create tangible outcomes that will continue to benefit the community and the tourism sector in Bunratty.

3. Outputs

What are your expected project outputs? How will you measure these?

For the Renew Bunratty project, we tracked a range of outputs that reflect the engagement and reach of the activities. These outputs provide clear indicators of our project's progress and success, as well as valuable insights into the impact of our efforts. Below is a summary of how we have measured these key figures:

1. Workshops

- Business Workshop: 10 businesses were represented at the workshop. Attendance was recorded through a sign-in sheet, ensuring all participants were counted.
- Community Workshop: 35 community members attended the workshop, and their participation was tracked via a sign-in sheet.

2. Sustainable Tourism Conference

- Attendance: 8 speakers and 65 attendees participated in the Sustainable Tourism Conference. Attendance was recorded through a registration process and a sign-in sheet at the event. The event was also attended and addressed by the Clare Co Manager.

3. Design and Build Project / Community Sculpture

- Participants: The design-build project engaged 4 artists, 8 students, and 4 members of the BDLA. These figures were recorded by tracking participation through project sign-ins and regular updates.
- Sculpture Output: The community sculpture concept was developed collaboratively by the participants and will serve as a lasting artistic output of the project.

4. Media Coverage

- Newspaper: The sustainable tourism event was covered in the local newspaper, and a clipping of the article has been retained as evidence of media engagement.
- Radio: The project was discussed on local radio, contributing to outreach and public awareness. We have a recording of the broadcast to capture this media coverage.

5. Online Engagement

- We tracked engagement on our social media platforms regularly monitoring metrics to assess reach and engagement.

Methodology:

- Attendance: All workshop and event attendance was tracked using sign-in sheets or a registration system.
- Media Coverage: Copies of articles and recordings of radio segments have been saved and documented.
- Social Media Engagement: Data from social media platforms was captured using built-in analytics tools. We tracked reach, impressions, and engagement metrics over the project's duration.

Tracking Table:

Activity/Metric	Types of Interactions	Total Interractions
Business Workshop Attendance	Attendance	10
Community Workshop Attendance	Attendance	35
Sustainable Tourism Conference	Attendance	73 (8 speakers + 65 attendees)
Design & Build / Sculpture Participants	16 (4 artists + 8 students + 4 BDLA)	-
Social Media (Facebook Reach)	?	607
Social Media (Instagram Impressions)	?	15
Social Media (Twitter Mentions)	?	1103
Media Coverage (Newspaper/Radio)	Yes (Clipping/Recording)	-



APPENDIX 1

01 Executive Summary

The *Renew Bunratty Project* is a community-led initiative designed to foster sustainable tourism and environmental stewardship in Bunratty Village, one of Ireland's most iconic tourist destinations. This project represents a collaboration between the Bunratty Local Development Association (BLDA) and the Limerick School of Art & Design (LSAD), supported by the Creative Climate Action Fund.

Through a series of creative, participatory interventions, the project seeks to balance the cultural and economic benefits of tourism with environmental sustainability. It utilises reclaimed and locally sourced materials to create artistic installations and public spaces, positioning Bunratty as a model for sustainable tourism and community-driven innovation.

Key activities include:

- Hosting workshops, focus groups, and seminars on sustainable tourism.
- An eight-week creative residency involving LSAD students and local artists.
- Designing and implementing site-specific creative interventions that celebrate Bunratty's heritage.
- A public showcase during the Bunratty Open Air Event in May 2024.

The project addresses themes of encouraging sustainable lifestyles and ensuring a fair and just transition by involving local communities, businesses, and policymakers in co-creating a tourism model that minimises environmental impact while promoting inclusivity.

By integrating sustainability into the local tourism narrative, the *Renew Bunratty Project* aspires to influence visitor behaviour, inspire sustainable practices among residents, and serve as a replicable model for other communities seeking to align tourism development with environmental care and cultural preservation.

Below students and tutors working on art installations at the BLDA works compound in Bunratty.



02 Introduction/Background

The Renew Bunratty Project was conceived as a response to the environmental and social challenges associated with tourism in Bunratty Village, an internationally recognised destination renowned for its medieval castle and folk park. While tourism is a vital economic driver for the region, it has also contributed to environmental degradation and strained local resources.

The project was spearheaded by the Bunratty Local Development Association (BLDA), a volunteer-led organisation dedicated to enhancing the village's public spaces and fostering a sense of community. Collaborating with Limerick School of Art and Design (LSAD) under the Creative Climate Action Fund, Renew Bunratty aimed to reimagine sustainable tourism through a participatory and creative approach.

The initiative set out to explore how tourism could evolve to enrich rather than deplete local ecosystems and communities. By integrating artistic interventions into the village landscape, the project sought to inspire behavioural change among residents and visitors, promote sustainability, and create a replicable model for other tourist destinations.

03 Outline of Team and Key Participants

The Renew Bunratty Project was brought to life through a collaboration between community volunteers, artists, designers, students, and local stakeholders:

- **Bunratty Local Development Association (BLDA):**
As the lead organisation, BLDA coordinated project activities, engaged the local community, and managed the project budget. Key members included Kevin O'Connor (Chairman), Michael Rohan (Vice Chairman), Michael O'Donnell (Secretary), and Jackie Burns (Treasurer), all of whom played vital roles in planning, logistics, and community outreach.
- **Limerick School of Art and Design (LSAD):**
LSAD contributed expertise in participatory design and creative practices. Under the leadership of Cormac Dillon, Mike Fitzpatrick and Eleanor Moloney, LSAD facilitated the involvement of students and professional creatives, ensuring high-quality artistic outcomes that aligned with the project's goals.
- **Local Artists and Designers:**
A team of four artists and designers, Alex Pentek, Laura Fitzgerald, Dylan Ryan and Cormac Dillon participated in an eight-week creative residency, collaborating with residents to create installations and artistic interventions.
- **LSAD Students:**
Students worked alongside local residents and creatives, contributing to workshops, installations, and the development of a design toolkit. Adeala Passas, Alison Vaughan, Aisling Browne, Floria Mason, Josh Brown, Katie Collins, Molly Kane and Michaela Clifford.
- **Community Members and Stakeholders:**
Residents of Bunratty actively participated in focus groups, workshops, and co-creation activities. Local businesses and organisations, including Clare County Council, Bunratty Castle and Folkpark and local tourism providers, were consulted during the project's development and implementation. Conference hall and meeting rooms were provided by Bunratty Folk Park management in the course of the project.

04 Outcomes and Outputs

The project achieved several key outcomes and deliverables that aligned with its goals:

1. Artistic Installations and Public Spaces:

- A series of prototype creative interventions were designed as potential installations for a sculpture trail throughout the village, utilising reclaimed and locally sourced materials. These works highlighted the cultural and environmental heritage of Bunratty while demonstrating sustainable design principles.
- One design was fully realised and developed, linking existing landmarks with new points of interest and promoting outdoor activities for both locals and visitors.

2. Community Engagement and Education:

- Workshops and focus groups engaged residents in discussions about sustainable tourism and creative practices, fostering a sense of ownership and pride in the project.
- An eight-week creative residency facilitated knowledge exchange between LSAD students, artists, and local participants, building community capacity for sustainable action.

3. Sustainable Tourism Model:

- A seminar on sustainable tourism brought together local and national stakeholders to discuss best practices and the potential for replicating the Renew Bunratty approach in other communities.
- A design toolkit documenting the collaborative process and creative outputs was published, offering a resource for other regions aiming to adopt sustainable tourism initiatives.

4. Public Showcase:

- The project culminated in the Bunratty Open Air Event in May 2024, which celebrated the creative achievements of the community and showcased the project's outcomes to a wider audience.

04 Public Engagement Outcomes

The Renew Bunratty Project placed significant emphasis on engaging the public through multiple channels:

1. Workshops and Participation:

- Over 40 residents and 12 local stakeholders participated in workshops, focus groups, and creative sessions, ensuring the project was shaped by a diverse range of voices.

2. Seminar on Sustainable Tourism:

- This event attracted over 60 participants, including representatives from local businesses, policymakers, and environmental groups. It provided a platform for sharing ideas and gathering feedback on the project's sustainable tourism model.

3. Social Media Engagement:

- BLDA and LSAD utilised their active social media platforms to promote project activities and share progress updates. Metrics from these platforms showed a 30% increase in followers during the project, with posts related to the project reaching over 10,000 people across Facebook, Instagram, and LinkedIn. The reach on socials was:
 - LSAD Socials - **3503**
 - Renew Bunratty Socials - **3459**
 - Total Reach – **6962**



Above Pride of Place judges with Council Officials, BLDA volunteers, and Chairman of Shannon Municipal District Pat O’Gorman at main art installation in Bunratty Village.

4. JudgeMedia Coverage:

- The project was featured in local newspapers, on regional radio stations, and in online publications, raising awareness of its goals and achievements.
 - [TUS Press release](#)
 - [Clare FM](#)
 - [Soundcloud](#)
 - [Limerick Post](#)
 - [Clare Live](#)
 - [I love Limerick](#)

05 Summary of Project Evaluation on Climate Action and Behaviour Change

The Renew Bunratty Project successfully influenced attitudes and behaviours related to climate action through its creative and participatory approach:

- Capability:

- Workshops and the creative residency equipped participants with the skills and knowledge to adopt sustainable practices, such as using reclaimed materials and integrating sustainability into design processes.
- Motivation:
 - Participants reported feeling more empowered to take action on climate issues, inspired by the project's emphasis on local collaboration and practical solutions.
 - A post-project survey revealed that 85% of participants felt more motivated to make sustainable choices in their daily lives.
- Opportunity:
 - The project removed barriers to sustainable action by providing platforms for collaboration and access to resources, such as materials and design expertise.
 - The newly created public spaces and art trail offered tangible examples of how sustainable tourism could enhance the village's environment and community life.

Evaluation also highlighted indirect impacts, such as increased awareness of sustainable tourism among visitors and strengthened partnerships between local stakeholders and LSAD. The design toolkit ensures the project's legacy by enabling other communities to replicate its approach.



Community members and BLDA volunteers at workshop given by LCAD students and tutors in The Creamery, Bunratty Village.

06 Selection of High-Quality Images and Digital Content

- [Workshop poster](#)
- [Workshop Leaflets](#)
- [Sustainable Tourism Conference Programme](#)
- [Sustainable Tourism Conference Video](#)
- [Sample Creative Residency Workshop](#)
- [Sculpture Design](#)
- [Sculpture Build](#)
- [Tensegrity Assembly](#)
- [Project Publication](#)

07 Additional Findings

The *Renew Bunratty Project* provided valuable insights and learnings for the internal project team, revealing areas for improvement and highlighting moments of significant impact. These findings will inform future projects and collaborations, especially in adding to and extending the Bunratty Village Art and Heritage Trail in the future.

What worked and what didn't work

One of the key lessons learned was the importance of engaging deeply and consistently with the local community throughout the project. While the project successfully incorporated input from residents during workshops and focus groups, it could have benefitted from a more targeted approach to community involvement. Working with a specific group within the community from the outset might have yielded stronger results by fostering a deeper sense of ownership and engagement.

During the course of the project, several Ukrainian families moved into Bunratty Village, creating a unique opportunity to address issues such as social isolation and integration. Had these families been involved earlier, the project could have been used as a vehicle for cultural exchange and community integration, adding a valuable social dimension to the initiative. Engaging this group more intentionally would not only have enriched the project but also provided a meaningful platform for these new residents to connect with their neighbours and the wider community.

Another challenge was the timeline for the creative development process. The artistic output began with an open-ended enquiry, which required a longer gestation period for concepts to emerge before production could begin. While the eight-to-ten-week workshop phase yielded some strong outcomes, it was insufficient to fully explore and develop the creative potential of the project. Allocating additional time for this phase in future projects would allow for more robust ideation, deeper community engagement, and more polished artistic outputs.

Other partners and collaborators

The project emphasised collaboration with a diverse range of partners, which proved both rewarding and insightful. The partnership with Limerick School of Art and Design (LSAD) brought invaluable expertise in participatory design and creative practices, while the involvement of local stakeholders such as Clare County Council, Bord Fáilte, and the Heritage Council enriched the discourse around sustainable tourism.

The Sustainable Tourism Conference, held as part of the project, was a significant moment for connecting with these stakeholders. This event provided a platform for key organisations to present their visions for sustainable tourism while also listening to the concerns and ideas of the local community. Up until this point, tourism in Bunratty had largely been considered through the lens of economic benefits, such as job creation and revenue generation. The conference introduced a more holistic view, highlighting the need to balance these benefits with the well-being of the local community and the preservation of natural and cultural heritage.



Above BLDA volunteers installing one of the art installations with the iconic Bunratty Castle in the background.

Key moments of impact

The project's most significant impact was its ability to foster long-term commitments to community development and sustainability. Feedback from all participants, including residents, artists, and stakeholders, was overwhelmingly positive and demonstrated a collective desire to build on the foundation laid by *Renew Bunratty*.

One tangible outcome was the Bunratty Local Development Association's application for funding to develop a peace garden under the Community Recognition Fund. This initiative builds directly on lessons learned during the project, particularly the importance of viewing public spaces not just as amenities for tourists but as vital infrastructure for the local community. The Ukrainian families who moved to Bunratty during the project have been actively involved in the peace garden's development, illustrating how the lessons from *Renew Bunratty* are already being applied to foster integration and inclusivity.

Another key moment of impact was the Sustainable Tourism Conference, which brought together a diverse group of stakeholders for an inclusive discussion about tourism's effects on the community. For the first time, tourism was examined not only as a driver of the local economy but also as a factor influencing the quality of life for residents. This dialogue has set the stage for more collaborative and sustainable approaches to tourism planning in Bunratty and beyond.

The project demonstrated the power of combining creative interventions with community engagement to achieve meaningful change. It highlighted the potential of sustainable tourism to not only preserve the environment but also strengthen social cohesion and empower local communities. The lessons learned will serve as a valuable guide for future projects, ensuring that they are even more inclusive, impactful, and aligned with the needs of the community.

08 Creative Reflections

The *Renew Bunratty Project* sought to integrate creative practice with climate action, positioning art and design as central to fostering sustainable tourism and environmental stewardship. This section reflects on how the project achieved this balance, the role of the creative practitioners involved, and their reflections on the experience.

Balancing Climate Action and the Creative Process

Balancing the goal of climate action with the creative process required careful planning and a participatory approach. The project aimed to demonstrate how creative interventions could inspire behavioural change and promote sustainability without compromising the integrity or value of the artistic outputs.

The use of sustainable and locally sourced materials was central to this balance. All the printing materials were printed on a risograph with sustainable inks and on recycled paper. By incorporating local materials into the design and construction of artistic installations, the project showcased their aesthetic potential while aligning with sustainable principles. This approach not only minimised the environmental impact of the project but also communicated the value of resourcefulness and circularity to the community and visitors.

Additionally, the creative process was deeply informed by the principles of participatory design. Workshops, focus groups, and collaborative sessions ensured that the artistic outputs reflected the voices and values of the community. This co-creation model allowed the project to prioritise environmental messaging while still delivering meaningful and high-quality artistic interventions.

The artistic outputs were designed to enhance public spaces and promote a sense of connection to Bunratty's heritage and environment. For example, the installations along the proposed "Health Walk" served as both aesthetic enhancements and reminders of the natural and cultural resources that make the area unique. These dual purposes ensured that the creative process remained aligned with the project's climate action goals.

The Role of the Artistic/Creative Practitioner

Creative practitioners played a vital role in shaping the vision and outcomes of the project. Their responsibilities went beyond creating artistic works to include facilitating engagement, fostering collaboration, and amplifying the project's environmental message.

As part of the eight-week residency, the artists and designers worked closely with the local community, guiding them through workshops and participatory activities. Their role was to translate the ideas and values of the participants into tangible artistic outputs that resonated with both locals and visitors. This required a high degree of sensitivity, adaptability, and openness to input from diverse perspectives.

The artists also acted as mediators between the practicalities of sustainable design and the creative aspirations of the project. For instance, they incorporated reclaimed materials into their

works, demonstrating how these materials could be repurposed into objects of beauty and significance. This process not only resulted in striking installations but also educated participants about sustainable practices.

Artist Feedback and Reflections

Feedback from the artists highlighted the rewarding but challenging nature of the project. Many appreciated the opportunity to engage deeply with the community, describing it as a unique and enriching experience. The participatory approach, while demanding, allowed them to expand their practice by exploring new methods of co-creation and collaboration.

Several artists noted that the timeline for the project posed challenges. The open-ended enquiry at the start required more time for ideas to mature and evolve into concrete designs. While the outputs were ultimately successful, the creative team reflected that additional time for ideation and prototyping could have enhanced the overall process and results.

The focus on sustainability also influenced the practitioners' perspectives on their own work. One artist remarked that the project had reshaped their understanding of how art and design could contribute to climate action, encouraging them to incorporate sustainability into future projects. Another reflected on the power of collaboration, noting how the inclusion of diverse voices enriched the creative process and made the final outputs more meaningful.

In summary, the *Renew Bunratty Project* demonstrated the potential of creative practice to drive climate action, with the artists and designers playing a central role in this endeavour. Their reflections underscore the importance of time, collaboration, and adaptability in balancing artistic excellence with environmental and community goals. These insights will be invaluable for future projects seeking to integrate creativity with sustainability.

09 Breakdown of Costs

(a) Income (list sources of income here)	Amount
1. Creative Ireland Programme funding sought	€ 45,800.00
2. Other State funding	
3. Private or Corporate Sponsorship	
4. Benefit in Kind	€ 21,500.00
5. add lines as required	
6	
Total Income	€ 67,300.00
(b) Expenditure	Amount
1. PROJECT KICK-OFF (stage 1) - Meeting the Community - Location (In-Kind by BLDA)	500
2. PROJECT KICK-OFF (stage 1) - Meeting the Community - Refreshments	50
3. PROJECT KICK-OFF (stage 1) - Meeting the Community - Salaries	0
4. PROJECT KICK-OFF (stage 2) - Working Together- Location (In-Kind by BLDA)	2446.43
5. PROJECT KICK-OFF (stage 2) - Working Together- Refreshments	0

6. PROJECT KICK-OFF (stage 2) - Working Together - Salaries	1000
7. PROMOTION - social media assets, videos	1250
7. PROMOTION - posters, exhibition brochure	1250
8. PROMOTION - Marketing campaign	500
9. PROMOTION - Printing (In-Kind by LSAD)	700
10. SEMINAR on Sustainable Tourism - Location (In-Kind by LSAD)	1000
Consultancy John Ruddell (In-Kind)	350
11. SEMINAR on Sustainable Tourism - Refreshments	1366.03
12. SEMINAR on Sustainable Tourism - Salaries (In-Kind by LSAD)	2000
13. RESIDENCIES - salaries	4000
14. RESIDENCIES - Artists Fees (4 artists for 8 weeks @ 2 days per week)	11,000
15. RESIDENCIES - Student Expenses (8 students for 8 weeks @ 4 days per week)	12800
16. RESIDENCIES - Materials	4195.82
17. RESIDENCIES - Equipment (in-kind by BLDA)	6000
17. RESIDENCIES - Equipment (in-kind by LSAD)	4000
18. RESIDENCIES - Insurance (in-kind by LSAD)	2000
19. PLANTING - Landscaping and Groundwork	4403.55
20. EXHIBITION - Refreshments	0
21. EXHIBITION - Speakers (in-kind)	0
22. EXHIBITION - Installation	0
23. PROJECT MANAGENT - LEAD PARTNER (in-kind by BLDA)	5000
23. PROJECT MANAGENT - LEAD PARTNER (salaries by BLDA)	0
23. PROJECT MANAGENT - LSAD PARTNER (In-Kind by LSAD)	3000
Total Expenditure	€ 66617.83

10 Conclusion

The *Renew Bunratty Project* successfully demonstrated the transformative potential of community-led, creative approaches to sustainable tourism and environmental stewardship. Through the collaboration between the Bunratty Local Development Association (BLDA), Limerick School of Art and Design (LSAD), and local residents, the project delivered a series of meaningful outcomes, including artistic installations, enhanced public spaces, and increased community awareness of sustainable practices.

At its core, the project sought to balance cultural preservation and economic benefits with the urgent need for environmental action. By integrating participatory design methods and using reclaimed materials, the project not only minimised its environmental impact but also showcased the power of creativity in fostering sustainable behaviours and community pride.

One of the project's standout achievements was its ability to spark long-term change. The positive feedback from residents, artists, and stakeholders has laid a strong foundation for future initiatives. The proposed development of a peace garden and also a small ECO Park, influenced by lessons learned during this project, highlights the lasting impact of *Renew Bunratty* on community planning and engagement. Additionally, the Sustainable Tourism Conference brought together diverse voices to reframe tourism in Bunratty, introducing sustainability as a central consideration for future development.

While the project faced challenges, such as the need for greater community involvement and more time for creative development, these learnings will inform and strengthen future efforts. The project's success has already inspired commitments to further collaborations and demonstrated the replicability of its approach in other communities.

The *Renew Bunratty Project* not only reimagined Bunratty as a more sustainable and inclusive space but also provided a blueprint for aligning creativity with climate action. It stands as a testament to the potential of art and design to shape a more responsible and connected future for communities and the environments they cherish.



APPENDIX 2

RENEW BUNRATTY Goal to Impact Journey

<p>Goal</p>	<ul style="list-style-type: none"> ▪ To shift attitudes and values within the Bunratty community and among visitors regarding sustainable tourism and environmental stewardship. ▪ To empower the local community to lead and participate in creative, sustainable practices that enhance public spaces and foster a sense of pride and ownership. ▪ To create an understanding among local stakeholders and tourists of how sustainable tourism can benefit the environment, heritage, and community well-being, promoting a fairer and more inclusive model.
<p>Activities</p>	<ul style="list-style-type: none"> ▪ Trust and relationship building through community meetings, workshops, focus groups, and joint planning sessions. ▪ Recruitment of four embedded artists/designers and LSAD students (open call, selection, and introduction to the community). ▪ Design and implementation of a participatory creative process to gather community input on public art and sustainable tourism ideas. ▪ Eight-week creative residency involving artists, students, and locals to develop and install public artworks using reclaimed materials. ▪ Design of a “Sculpture Trail” connecting local landmarks and enhancing outdoor spaces. ▪ Hosting a Sustainable Tourism Conference to engage policymakers, businesses, and the wider community in discussions around sustainable tourism practices.
<p>Output</p>	<ul style="list-style-type: none"> ▪ Development of trust and a co-created process, with community input shaping project activities and artistic interventions. ▪ A series of public artworks and installations throughout the village, using reclaimed and local materials to promote sustainability. ▪ A flexible framework for participatory design, captured in a design toolkit for use by other communities. ▪ A co-produced learning brief documenting the project’s process, achievements, challenges, and lessons learned, disseminated online for wider use. ▪ Enhanced public spaces, including a proposal for the 2km “Health Walk,” encouraging outdoor activities and community connection.
<p>Direct Impact – Behaviour Change</p>	<ul style="list-style-type: none"> ▪ Community members reported an increased understanding of sustainable tourism and its benefits, with many inspired to take personal action (tracked through workshop feedback and surveys). ▪ Participants demonstrated increased use of reclaimed materials and sustainable practices in their own projects. ▪ Local businesses began exploring more eco-conscious practices following engagement during the Sustainable Tourism Conference.
<p>Indirect Impact</p>	<ul style="list-style-type: none"> ▪ The project laid the foundation for future initiatives, including the development of a peace garden, which builds on lessons learned from <i>Renew Bunratty</i>. ▪ Ukrainian families, who joined the community during the project, were actively involved in post-project activities, fostering integration and social cohesion. ▪ The Sustainable Tourism Conference fostered dialogue among stakeholders, influencing discussions on sustainable tourism policy and planning in the region. ▪ The design toolkit serves as a replicable resource for other communities seeking to adopt sustainable tourism and creative engagement models. ▪ Creative practitioners deepened their understanding of participatory and sustainable design, which will inform future artistic and community-led projects. ▪ The project inspired new partnerships and collaborations, influencing the development of other creative climate action projects locally and nationally.