



Navigating AI Regulations:
Practical Guide

Project Number:
2024-2-DE02-KA210-VET-000287096

Feedback Collection Methodology



Co-funded by
the European Union

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Document Name	Competency Framework Alignment: EQF Level 3 for AI and Creative Practices
Project Activity	Feedback Collection Methodology, Activity 3
Revision Type	Final
Revision Date	31.08 2025
Authors	INI-Novation (Germany), Budakov Films (Bulgaria)

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1. Executive Summary

This document sets out a clear, repeatable process for gathering participant feedback on the project’s training program and public-facing videos. Its aim is to ensure that every insight—whether quantitative ratings or qualitative reflections—is captured systematically, analysed consistently, and channelled back into decision-making. By codifying how feedback is solicited, stored, and interpreted, the methodology safeguards data quality, maximises learning, and accelerates continuous improvement.

2. Introduction

2.1. Purpose of the Methodology

The procedures herein apply to two primary engagement contexts:

- Workshops - structured, small-group learning sessions for target beneficiaries.
- Open Public Events - larger, outreach-oriented forums showcasing project outputs.

For both contexts, the exclusive instrument is an online questionnaire, distributed immediately after every Open Public Event (QR code or short link on-site) within 24 hours of each workshop (email invitation, with one reminder after 72 hours).

The methodology covers all steps from instrument design through data governance but does not address areas such as long-term impact evaluation beyond 30 days, which are treated in separate project frameworks.

2.2. Alignment with Project Objectives

Collecting timely, high-quality feedback is pivotal to three overarching project goals:

- Effectiveness – Verify that workshops and videos genuinely enhance participants’ knowledge and skills.
- Usability – Ensure materials are accessible, intuitive, and culturally appropriate.
- Impact – Detect early signals of behavioural or attitudinal change that inform future iterations.

By linking each questionnaire item to these goals—and by closing the feedback loop with rapid reporting—the methodology transforms raw participant impressions into actionable intelligence, fostering a culture of evidence-based refinement across the entire project lifecycle.

3. Methodological Framework

The methodological framework is the backbone of the entire feedback-collection effort. By defining what information is sought, how it is gathered, and under which safeguards, the framework guarantees that the resulting data are trustworthy, comparable across events, and ethically sourced. Because our respondents are staff members and freelancers working with or for INI-Novation GmbH (Germany) and Budakov Films (Bulgaria)—often collaborating remotely across time zones and organisational cultures—this structure provides a shared, transparent playbook that:

- eliminates guesswork and ad-hoc practices when soliciting feedback;
- minimises real or perceived power imbalances between core staff, short-term contractors, and external collaborators;
- satisfies German and Bulgarian legal requirements (especially the EU General Data Protection Regulation, GDPR); and
- produces actionable insights that leadership in both organisations can trust and act on quickly.

3.1. Core Principles of Feedback Collection

Principle	Why it matters for INI-Novation & Budakov Films	Operationalisation in this project
Relevance	Staff and freelancers have limited time; every question must map directly to project KPIs on <i>effectiveness, usability, or impact</i> .	Questionnaire limited to 10 items; each item tagged to a KPI in the data dictionary.
Standardisation	Teams in Germany and Bulgaria must interpret scores the same way for comparability.	Identical Likert scales (1–5) and wording in English, with validated German & Bulgarian translations.
Transparency	Contract workers can be sensitive about how feedback might influence future opportunities.	Intro page explains anonymity, analysis process, and who will (and will not) see raw responses.
Timeliness	Rapid iteration is critical in agile media production and training delivery.	Surveys dispatched within 24 h of workshops / immediately at public events; dashboard updated weekly.

3.2. Ethical Standards & Participant Consent

Informed Consent Built-In:

- Landing screen outlines purpose, voluntary nature, average completion time (< 3 min), and contact for queries.

Voluntariness & Non-Retaliation:

- Survey invitations emphasise that responses (or choosing not to respond) will not influence contract renewals or employment decisions, a key concern for freelancers.
- Aggregate-only reporting ensures no individual is identifiable in management briefings.

Right to Withdraw & Data Erasure:

- Respondents may exit the survey at any point without penalty.

Cultural Sensitivity:

- Questions avoid idioms or region-specific references that might confuse non-native English speakers.
- Pilot tests in both countries confirm linguistic clarity and cultural appropriateness.

In summary, this methodological framework is vital because it delivers a single, dependable system for gathering feedback from a geographically dispersed, contract-diverse workforce. It respects legal obligations, protects participant welfare, and - by enshrining clear principles, ethics, and privacy safeguards - secures the confidence of everyone involved, from Germany to Bulgaria.

4. Instrument Design & Validation

The questionnaire adopts a dual structure—closed Likert-type items (1 = strongly disagree to 5 = strongly agree) and brief qualitative prompts—because each format serves a distinct evaluative need. The five-point scale produces rapid, standardised measures of participant perception across all training modules and associated videos. These numeric scores are essential for monitoring trends over time, benchmarking different cohorts, and flagging modules whose mean rating falls below an acceptable threshold; such quantifiable signals support evidence-based decisions about where to allocate revision effort.

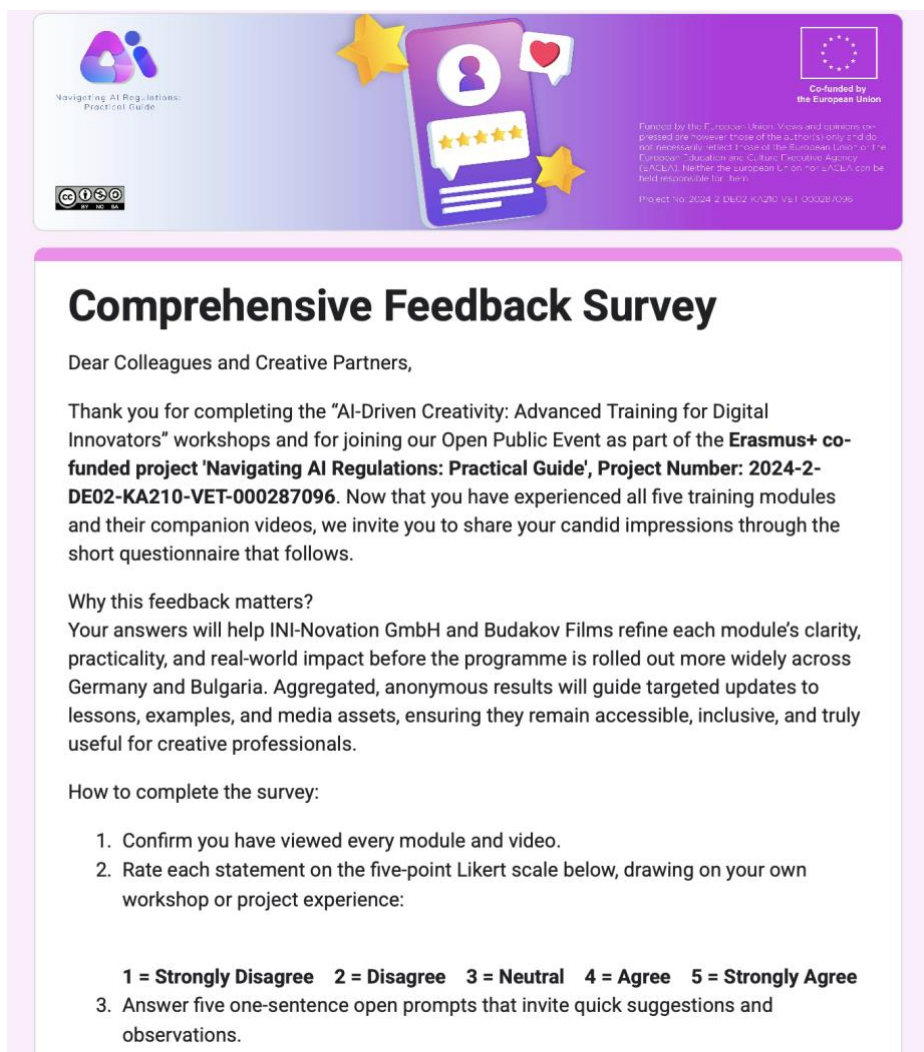
While the Likert scores identify which components may require attention, they do not reveal why a given element resonates or fails. To capture that explanatory layer, the survey includes

concise open-response questions immediately after each rating block. These free-text fields invite staff and freelancers to note specific strengths, gaps, or contextual factors—insights that cannot be predefined without risking bias or omission. Qualitative comments therefore supply the actionable detail needed to redesign a confusing exercise, adjust video pacing, or enrich examples with sector-relevant cases.

The integration of these two formats yields a feedback instrument that is both analytically robust and user-friendly. Participants can complete the survey in under six minutes, yet project leads receive a dataset that pairs comparable metrics with narrative justification. This mixed-format design thus balances operational efficiency with depth of insight, enabling a focused, flexible improvement cycle for every module and video in the “AI-Driven Creativity” programme.



Image 1: QR Code which leads to the survey.



The screenshot shows a survey form titled "Comprehensive Feedback Survey". It includes a header with logos for the project and the European Union, and a Creative Commons license. The main text addresses colleagues and creative partners, thanking them for completing workshops and inviting them to share feedback. It explains why the feedback matters and how to complete the survey, which includes a Likert scale and open prompts.

Comprehensive Feedback Survey

Dear Colleagues and Creative Partners,

Thank you for completing the "AI-Driven Creativity: Advanced Training for Digital Innovators" workshops and for joining our Open Public Event as part of the **Erasmus+ co-funded project 'Navigating AI Regulations: Practical Guide', Project Number: 2024-2-DE02-KA210-VET-000287096**. Now that you have experienced all five training modules and their companion videos, we invite you to share your candid impressions through the short questionnaire that follows.

Why this feedback matters?
Your answers will help INI-Novation GmbH and Budakov Films refine each module's clarity, practicality, and real-world impact before the programme is rolled out more widely across Germany and Bulgaria. Aggregated, anonymous results will guide targeted updates to lessons, examples, and media assets, ensuring they remain accessible, inclusive, and truly useful for creative professionals.

How to complete the survey:

1. Confirm you have viewed every module and video.
2. Rate each statement on the five-point Likert scale below, drawing on your own workshop or project experience:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

3. Answer five one-sentence open prompts that invite quick suggestions and observations.

Image 2. Desktop version of the Comprehensive Feedback Survey

<https://forms.gle/upv5HSHrDvV4HKuD6>

Following the delivery of one "Train-the-Trainer" workshop and one Open Public Event in Germany and the same pair of events in Bulgaria, the feedback survey described in the Feedback Collection Methodology will be activated. All trainers, staff, freelancers, and public participants will receive the online questionnaire within 24 hours of their session (or via on-site QR code at the public event). This ensures that perceptions of the five training modules and their companion videos are captured while the experience is still fresh, providing reliable ratings on effectiveness, usability, and impact, together with concise qualitative remarks.

Once the response window closes, the two implementation partners — INI-Novation GmbH and Budakov Films — will export the raw survey data, aggregate it, and run a joint analysis. Quantitative scores below the agreed alert threshold or recurring themes in the open

comments will be flagged as potential improvement areas. Each partner will draft a short recommendation brief covering suggested content tweaks, additional examples, or technical refinements to enhance accessibility and inclusiveness, all while maintaining the learning outcomes aligned with European Qualifications Framework (EQF) Level 3.

These briefs will be forwarded to the project's Steering Committee, which convenes quarterly. The committee will review the evidence, prioritise the recommendations, and decide on concrete actions—such as revising slides, re-editing videos, or adjusting activity instructions. Implementation responsibilities and timelines will then be assigned to the relevant development teams. By cycling through this gather-analyse-decide loop after every German and Bulgarian event pair, the consortium ensures that the training modules continuously evolve to meet the needs of their creative-industry audience while consistently fulfilling EQF Level 3 standards.

5. Risk Management

Effective risk management safeguards both the integrity of the feedback process and the credibility of the AI-Driven Creativity programme. The primary risks identified are: (a) low response rates, especially from busy freelancers; (b) data-privacy breaches that could erode participant trust; and (c) content drift, where post-revision modules slip below EQF Level 3 requirements. Each risk is logged in a shared register, with probability and impact scores reviewed after every workshop and Open Public Event.

Mitigation measures are embedded at each stage. To boost response rates, survey links are distributed immediately via QR code at events and by follow-up email within 24 hours, with a single reminder after 72 hours; completion time is capped at six minutes. Data privacy is protected through end-to-end encryption, role-based analyst access, and storage on EU-based servers, while a designated Data-Protection Officer oversees compliance with GDPR and national regulations. To prevent content drift, all proposed changes undergo a quick EQF alignment check using a standard rubric before being approved by the Steering Committee.

Contingency plans address worst-case scenarios. If responses fall below 50 per cent of attendees, partners will conduct brief phone interviews with a random sample to capture missing viewpoints. In the event of a suspected data breach, the incident-response protocol mandates notification of affected participants and the relevant authorities within 72 hours, followed by root-cause analysis and system hardening. Should a module revision be found incompatible with EQF Level 3, a rollback to the previous validated version is executed while an expert panel resolves the discrepancy. This structured approach ensures that feedback

collection remains robust, participant data stay secure, and the training consistently meets its educational benchmark.

6. Conclusion

In sum, the Feedback Collection Methodology creates a reliable loop from field experience to continuous improvement. By gathering timely survey data after every German and Bulgarian workshop and public event, analysing results against clear performance thresholds, and routing evidence-based recommendations through the Steering Committee, the project ensures that each training module and its companion videos remain practical, inclusive, and fully aligned with EQF Level 3. Built-in risk controls—prompt follow-ups, GDPR-compliant data handling, and EQF guardrails—further protect the process from low response rates, privacy breaches, or content drift. Together, these measures keep AI-Driven Creativity responsive to its audience, anchored in quality standards, and positioned for sustainable impact across Europe’s creative sector.

About the Project

The Erasmus+ co-funded project Navigating AI Regulations: A Practical Guide (Project Number: 2024-2-DE02-KA210-VET-000287096) aims to bridge critical gaps in AI knowledge, digital skills, and EU policy awareness among trainers and freelancers in the creative industry. Grounded in an in-depth Needs Analysis conducted during the preparation stage, the project adopts a targeted approach to support the digital transformation of this dynamic sector.

The project has three core objectives:

- **Improving AI and Data Usage Competence:** By delivering a tailored training program to 57 participants, the project will enhance understanding of AI Act provisions, including risk classification, compliance, transparency, and data governance. This knowledge will empower trainers to guide young entrepreneurs in leveraging AI for business innovation while adhering to regulatory standards.
- **Enhancing Digital Skills for AI in Creativity:** Participants will gain proficiency in AI-powered tools, data analysis, and AI literacy, enabling them to integrate cutting-edge technologies into creative processes. This objective focuses on fostering innovation, improving creative workflows, and building digital resilience in the sector.
- **Boosting EU Policy and AI Act Awareness:** By increasing familiarity with EU policies and ethical frameworks, the project will ensure participants operate responsibly and in compliance with the AI Act, fostering trust and sustainable growth in the creative industry.

The project's output will directly contribute to equipping trainers and freelancers with the tools and knowledge to thrive in an AI-driven future while aligning with EU regulatory and ethical standards.