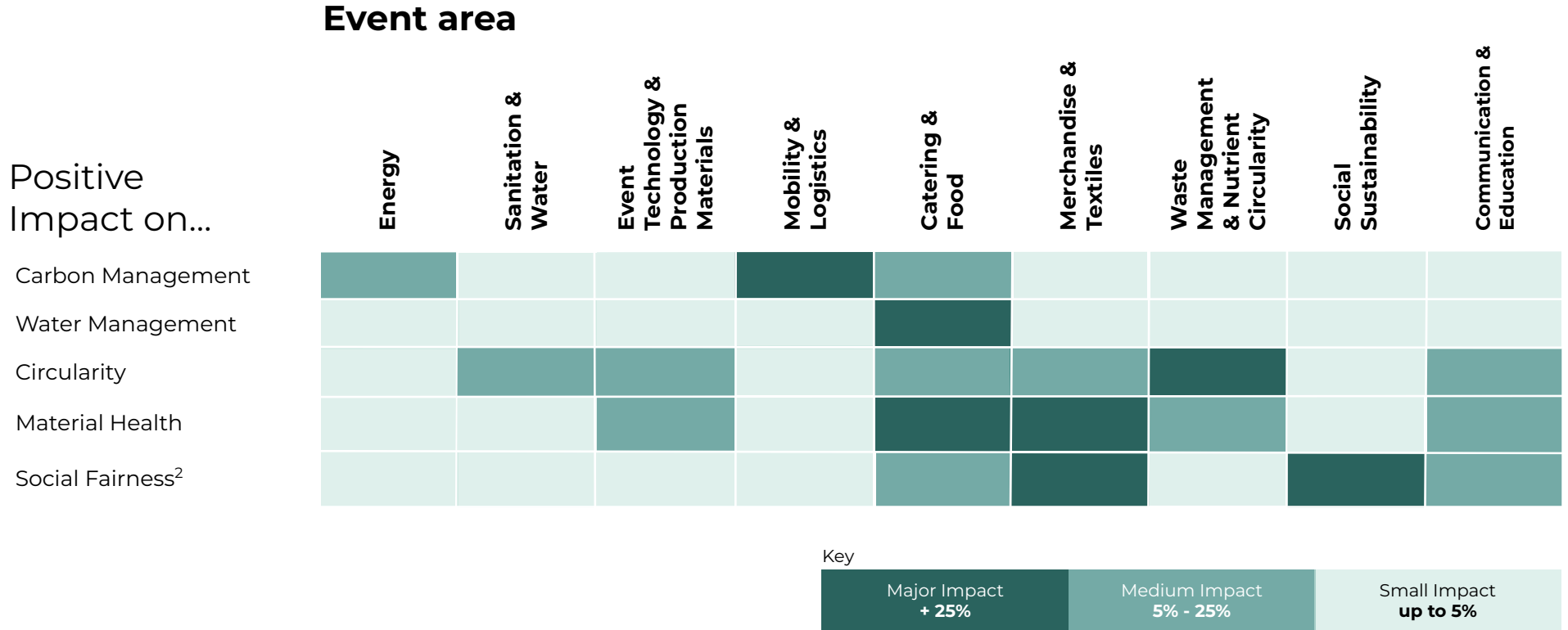


Impact Matrix | Overview of dimensions supports Event organizers in prioritizing initiatives



Overview of causing event areas and their relative influence on the impact dimensions. Support for prioritizing initiatives by event area.



¹ | Classification based on the impact measurement model for Tempelhof Lab. Measurements and data from bills of the concerts were compared with figures of the comparative concerts of Die Ärzte 2013 at Tempelhof Airport. Further comparative figures were taken from various public studies

² | C2C NGO/Loft/SBS/BCG Service Provider Survey
Source: C2C NGO; SBS; Loft; BCG