



**EU Heritage.**

Skills for promotion,  
valorisation, exploitation, mediation and  
interpretation of European Cultural Heritage

**Video**  
**Transcript SU**  
**5.4.1**  
**Concha**  
**Maza La**



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# Cultura

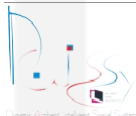
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## Concha Maza. La Cultora.

### Measuring sustainability: Alignment with SDG's.

In this unit we enter into the analysis of case studies, after starting from the initial approach to sustainable vision, measurement tools and examples analysed and aiming to learn from real challenges to progress in measurement culture.

A first approach is to understand where the project, program or institution is in its measurement journey; and we ask ourselves, what objectives are we trying to achieve with this measurement project? What resources can we count on? and what evidence do we have to move forward and improve?

We start with an analysis of the situation. It is focused on the strategic vision. A second step is to apply a logic model. From this analysis we must draw out the needs that lead us to measure.

A third step, which is more technical, is to select the right tools for the project. The objective is to have evidences. Finally, with the method analysis, the strategy and the data, we can extract recommendations to make measurement part of the institution.

The National Museum of Anthropology is a museum that belongs to the National Network. Founded 145 years ago, has been able to adapt to different social contexts and thematic orientations.

Since 2015 it adopted an action plan framed in the context of other centenary Western museums with the aim of being redefined to give a new social value. The main role of the museum is to promote the values of cultural diversity and mutual enrichment through cross-cutting visions.

Now is the appropriate time to evaluate the strategy, gather evidence and propose new challenges. And we must start by asking: what is the museum's successful vision? What, who and how do we want to achieve it?

A museum, with a clear social purpose, that wants to talk about current problems and be valuable to society through action, being innovative, fostering participation of different stakeholders. At the same time, it is a museum based on the values of cultural diversity, respect for social rights and solidarity.

A strong point is their well-defined mission, vision and values, which are also in line with the UNESCO's SDGs for culture, with a great weight of the social component within the sustainable balance.

In a second phase, we look for a logic model that fits to include their activity in a measurement model. In this case it is selected the Theory of Change, where we must start by thinking about the impact you expect your activities to have and how you will know if you are achieving it.

In analysing the performance of what the institution has control over, the museum focuses on issues such as: co-created activities with local communities, the educational role for children up to 12 and a participatory online presence.

As we have seen along the theory, to inform mission and promote social value, the international context that brings it together is sustainability.

The strategy is to link the Theory of Change to the SDGs, as it allows us to link cultural management to the international context on sustainable professional performance and also to create a link between the macro measurement tools proposed and those adapted to our tailored case.

The museum's contribution to the SDGs is linked in several directions, firstly as a cultural facility that brings diversity to the public space and is also inclusive, secondly because of its focus on intangible cultural heritage and traditional knowledge.

Another important aspect is the role of the museum and its support of the Cultural and Creative Industries as well as its educational vocation, with a special focus on children and social sciences.

In the specific case of the Museum of Anthropology, it has a strong vision aligned with inclusion and participation, in the application of shared values and practices in fostering dialogue and understanding.

Through the theory of change, our operational objectives are to be able to trace the contribution of each activity to the SDGs, understanding the entire pathway. And we are looking for evidences, reporting whether we are working in that direction. Therefore, we will select core activities and map it's tracking.

The museum has focused its performance on the co-creation of activities, giving space to different stakeholders and communities. It has gone from co-creating one out of five actions in 2015 to one out of two in 2019.

Therefore, as co-creation of exhibitions and activities is core, we should give them a process within the measurement cycle in order to consolidate evidence-based performance.

The museum has a consolidated strategy that is visible in its performance. However, it does not go hand in hand with a working methodology to create a culture of measurement in a systemic way. In the measurement journey, it is at an early stage.

As much of the sector: it has the challenge and an opportunity to reinforce and make visible the social value of the institution and associate it with peer international frameworks to create synergies and scalability.

You cannot measure everything and globally at the beginning. There is a need to rationalize what evidence and data are most needed for the proposed strategy while optimizing resources and efforts.

To be able to move from analysis to action which is the most important thing to create a measurement culture.

**END OF SCRIPT**



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