



EU Heritage.

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

Video Transcript
SU 5.3.1
Ana Belén Santos
La Cultora
Ana Moreno
Adelante
consultancy



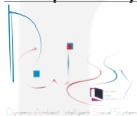
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Sub-Unit:	5.3.- HOW TO DO IT: IMPACT MEASUREMENT PROJECT FOR THE EXPERIENCE 5.3.1.- Impact measurement Cycle .
Author:	Ana Belén Santos. Ana Moreno La Cultora.
Technical Reviewer:	Panagiota Polymeropoulou, Hellenic Open University
Scientific Reviewer:	La Cultora.
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DAISSY research group, Hellenic Open University (<http://daissy.eap.gr/en/>)

Ana Belén Santos. La Cultora.

Ana Moreno. Adelante consultancy.

Impact measurement Cycle.

Welcome to the unit 3.

At this point of this module 5 you have already knowledge about social value and social impact? And also sustainability and you have an overview about different initiatives already developed in different sectors and also in cultural heritage sector.

So, at this point, in unit 3, it is the moment to start to think on how to design your own measurement process.

Which is the social value of your cultural project, cultural heritage site or cultural organization? And how can you measure that value? Focus on how. In this unit you have some practical tools and methodology to do it.

The idea is to adapt to your own measurement journey.

In this video, you have the two first tips. First tip is about the impact measurement cycle. Which are the basic steps to follow? And second tip is the difference between monitoring and evaluation.

Monitoring and evaluation are actions that you will have to follow in your own measurement process.

So, an expert in European Projects is going to explain you the difference between these two basic concepts. Are you ready to start? Go ahead!

Ok, first tip: what impact measurement cycle is.

We call impact measurement cycle to the methodologies already proposed by experts or different organizations.

You have different possibilities. It does not matter if you are beginner, advance or expert. There are methodologies for all levels. Just to go deep orto have first tip if you want to start the measurement journey.

At this point of the module, you know that its measurement journey is unique but you don't have to reinvent the wheel?

You can be inspired by the system methodologies. In this unit you have some recommendations but the most idea is that most of the methodology use to follow similar path.

So, we recommend you to follow a key 4 steps.

First step, analyzing your starting point, second step setting your own theory of change, third step measuring some evidence of your own project or organization, fourth step social reporting and sustainability reporting.

So, go to first step. First step is analyzing your starting point at the measurement journey. Which are your reasons to measure? Which is your strategy? Which data you have, or you can achieve and which are the people

that you have where we have called in previous units: manage, frame and define your measurement journey.

Second step is setting your own theory of change. Most of the organization has already set the mission and vision. So, now go ahead and try to visibilize this mission and vision in a theory of change.

Which are the desire change of your cultural action?

The third step is once you have visibilize your theory of change, try to measure something. Try to make a monitoring or an evaluation action select tailored data and try to fix some smart indicators for your own cultural projector cultural organization.

And last step is social reporting and recommendations, so try to make something useful with these data with this evidence. Try to visibilize which is the value of your cultural project or cultural organization. Try to understand the data and synthetize and visibilize in a useful way. And now you are in the moment to start again in a new measurement journey.

In unit 4, in this module you have, 3 cases-studies that have follow these basic steps in their own measurement cycle. Are you ready to start your own path?

Monitoring is the collection of proofs on the implementation of any type of intervention from a cultural heritage project to a visitor program.

To monitoring we sick to achieve 2 goals. Cultural activities are carried out as planned? And verifying that they are producing the intended outputs. For instance, on a cultural program the aims to produce videos on a specific topic we might measure the number of videos that have been produced but it is also important to measure the number of people who watch them.

It's not only relevant to know that the activities have been carried out as planned. But also, to know that they are serving to their purpose. Monitoring is a process that cover the all duration of the project or intervention. It is continued and systematic.

Therefore, we needed to plan in advance what is going to be monitor, defined in their indicator, when we will measure it, defined at frequency, what will be the proofs used to collect the information which is called sources of verification and who will be responsible for each measurement.

Evaluate an action means to elaborate a judgment on it performance on the basis of the specific criteria: relevance, efficiency, effectiveness, sustainability and impact.

The evaluation of these criteria aims to respond to question such as: is intervention relevant according to the context? And objective? Has intervention reached the expected results? How results used effectively? Will

the results continue overtime once the intervention is finished? What has changed in the target population due to the intervention?

The evaluation can focus on the process or on the impact of the same intervention. For instance, on a cultural heritage project, the evaluation focus on the process might include at the involvement of the local community on the identification of site.

However, for the same intervention an evaluation focused on the impact might measure the development of the cultural knowledge or the improvement of the visitor experience in the town. When we design an intervention, we based it on certain assumptions on causal links. These links, plan out the intervention, will affect on the target population.

The evaluation serves to confirm all these regard causal links; and sick to identify an expected effect. Evaluations are planned on a specific moment of the intervention usually they are carried out by the end of it. But they can also be very useful at any moment in which there is a space for reorientation of this strategy.

Some final recommendations.

If you want to continue learning, try to read in depth different methodologies already developed by different organizations.

If you are in a beginner level go directly to “Infocus guide”. It proposes seven step impact measurement cycle and you have some clear and quick recommendations.

If you have advance or expert level go to some repository steps. It will give you some interesting references.

We will recommend you, two: Better Evaluation which is a European commission initiative and also European Venture Philanthropy Association.

And also, if you want to be inspired by real case in cultural section, we recommend you the UNESCO efforts to measure to monitoring the world heritage convention and its requirements.

So, see you in next videos and keep learning!

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