

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

European

Exploring impact in the digital cultural heritage sector

Julia Fallon

DARIAH impact workshop, Berlin 21 June 2108

Träsnitt

Sjöhistoriska museet
Sweden, Public Domain



Co-financed by the European Union
Connecting Europe Facility

TRANSFORMING THE WORLD WITH CULTURE

DESIGNING FOR IMPACT



impact // 2012 and we're just starting out



Digital Humanities

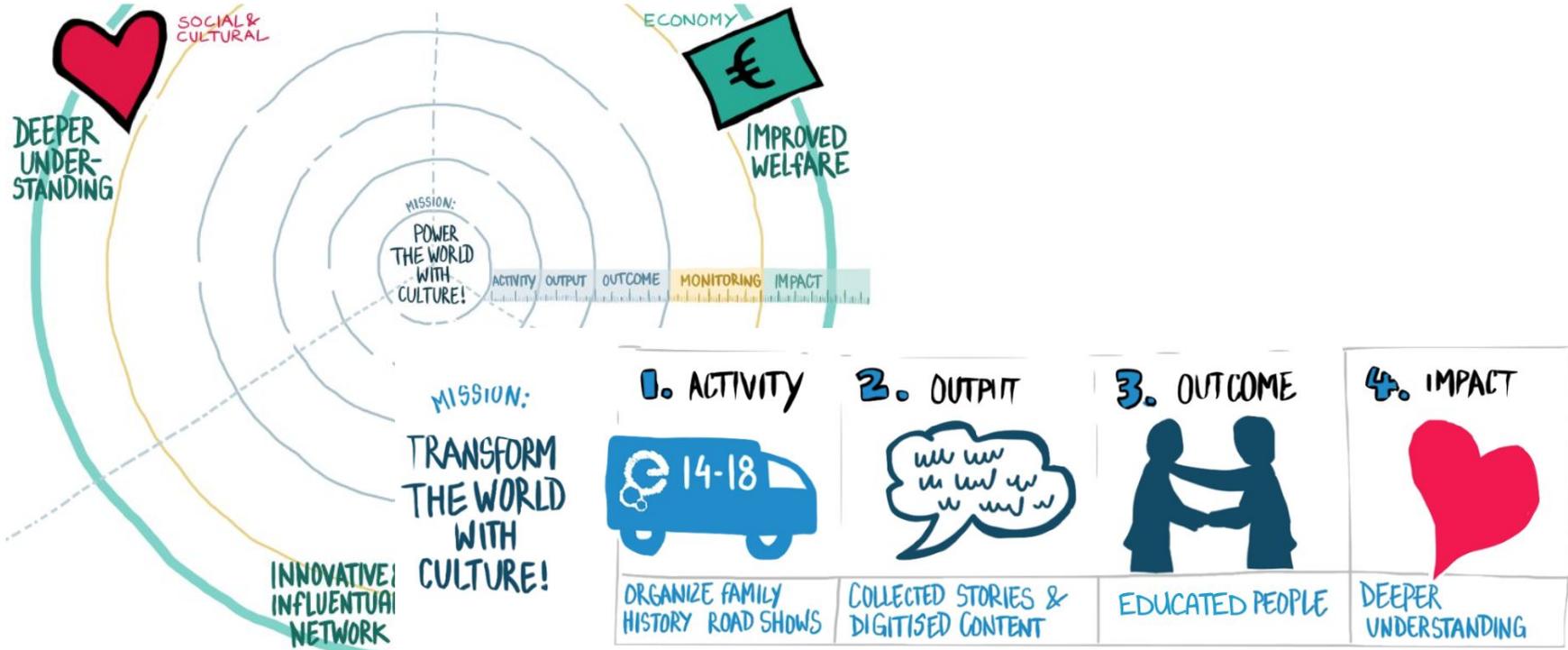
Measuring the Impact of Digital Resources: The Balanced Value Impact Model

Simon Tanner

Department of Digital Humanities
King's College London



impact // 2014 impact paper part of #EuropeanaStrategy2020



impact // 2017 ka-boom! We launched the #ImpactPlaybook



Julia Fallon

Strategic policy advisor delivering sustainable impact by increasing digital acces...

8mo



Ka-boom! It's here!

The [#impactplaybook](#) = a practical tool to help drive change and im ...see more



impact // we had lots of help



Julia Fallon @julia_fallon · Apr 5

Today's @Europeanaeu #impactTF2 workshop listens to @SimonTanner tell us why he wrote the 2012 BVI: it was his response to big funders asking if the cultural heritage work they funded actually changed anything in society? #impactplaybook #fullhouse

You, David Haskiya, Merete Sanderhoff and 7 others



the impact toolkit



impact // what is impact?



changes that occur for our **stakeholders**
or **in society** as a result of certain **actions**
or **activities**



The Process

Phase I Design

I →

Phase I is strategic. It defines the conceptual framework for your project. You'll work out what the relationship is between the things that you do and the impact you expect to achieve. It is a highly collaborative exercise that will align you as a team.

Result:
Impact design brief

Phase II (coming soon) Assess

II →

Working from the design brief put together in Phase I, you'll collect the data that you need to evaluate your impact. This means data from your own organization as well as data from the stakeholder you want to have impact on.

Result:
Data collected

Phase III (coming soon) Narrate

III →

When all the data is collected, you will be guided through techniques you can use to assess and interpret them. You'll also be turning your attention to how you can package these findings into a compelling story that your stakeholders can relate to.

Result:
Data assessed & narrated

Phase IV (coming soon) Evaluate

IV →

In Phase IV, you'll analyse the results with your team and determine what actions you can take next. It may be that you need to learn more about specific things so you'll decide to gather more data. In all likelihood, you will see opportunities to increase the impact of your work by making changes to the way you do things.

Result:
Plans for increasing impact



How To Use This Playbook

Jump to the section that catches your eye. Flick backwards and forwards through the pages following your instinct. When you decide to do an impact assessment, read it cover to cover. The playbook has a clear and simple structure, designed to help you every step of the way.

Type of activity



Homework

Guide to what you need to do to get the most out of the data.



Tools

Templates and resources to help you do the job



Theory

Introduction to the ideas behind each step of your impact assessment.



Workshop

A step-by-step approach to running your workshops.

What you need



just you



core team



entire team

Who?

Who do you need for this exercise?



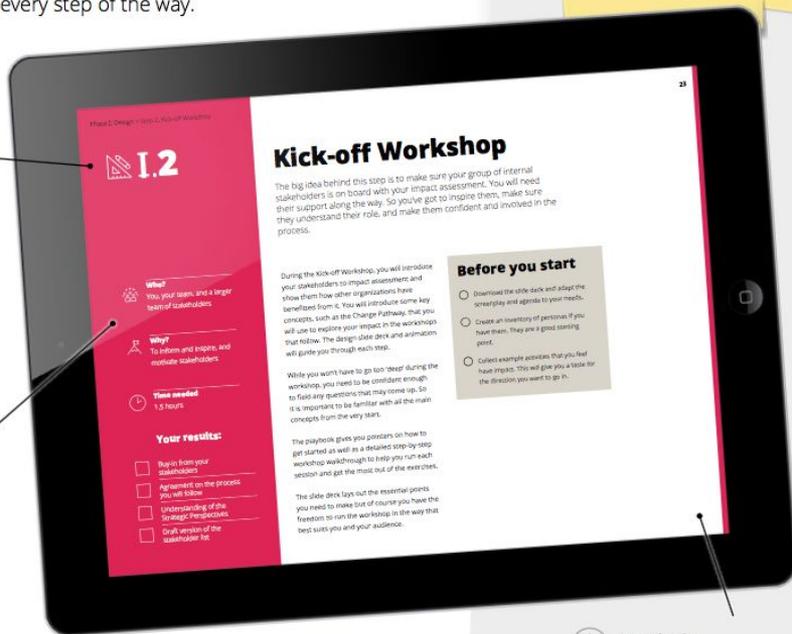
Why?

What is the goal of this exercise?



Time

How much time do you need?



work with post-its

note pad with feedback



Downloads

Direct links to slide decks and tools



Links

Links to external resources





I.2

**Who?**

You, your team, and a larger team of stakeholders

**Why?**

To inform and inspire, and motivate stakeholders

**Time needed**

1.5 hours

Your results:

- Buy-in from your stakeholders
- Agreement on the process you will follow
- Understanding of the Strategic Perspectives
- Draft version of the stakeholder list

Kick-off Workshop

The big idea behind this step is to make sure your group of internal stakeholders is on board with your impact assessment. You will need their support along the way. So you've got to inspire them, make sure they understand their role, and make them confident and involved in the process.

During the Kick-off Workshop, you will introduce your stakeholders to impact assessment and show them how other organizations have benefitted from it. You will introduce some key concepts, such as the Change Pathway, that you will use to explore your impact in the workshops that follow. The design slide deck and animation will guide you through each step.

While you won't have to go too 'deep' during the workshop, you need to be confident enough to field any questions that may come up. So it is important to be familiar with all the main concepts from the very start.

The playbook gives you pointers on how to get started as well as a detailed step-by-step workshop walkthrough to help you run each session and get the most out of the exercises.

The slide deck lays out the essential points you need to make but of course you have the freedom to run the workshop in the way that best suits you and your audience.

Before you start

- Download the slide deck and adapt the screenplay and agenda to your needs.
- Create an inventory of personas if you have them. They are a good starting point.
- Collect example activities that you feel have impact. This will give you a taste for the direction you want to go in.

Download Slide Deck



workshops with some homework in between





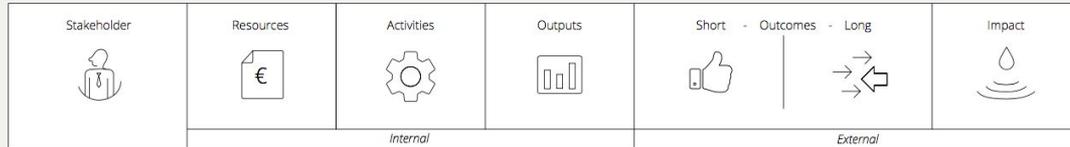
The Change Pathway

The Change Pathway is a tool to ideate, document and present the relationship between the things that you do and the impact that you have. It helps you to understand the relationship between the investments you are making (resources) and the impact you contribute to.

Tip: Impact can be seen as the answer to a problem that a stakeholder group might have. Go back to the problem statements you created in the first workshop. What changes are necessary to solve the problem you defined?

Tip: Distinguishing between short and long term outcomes makes this a bit easier to comprehend. Sharing on social media for example may be thought of as a short term (or 'thin') outcome. A change in behaviour as a more long term (or deep) outcome.

Tip: Your activity may be relevant to more than one stakeholder and may have several outcomes.



Stakeholder

The stakeholder you are designing the Change Pathway for.

Activities

The things that you are doing in your project or organization (e.g. digitizing books or organizing hackathons). Defining your activities in the Change Pathway helps you identify the link between what you do and the impact that you have.

Resources

The investments you are making in time and money to realize your activities. At the end of the day, we will need to see what the return (measured in impact) on our investment was.

Outputs

Outputs are the direct results of your activities. In general, outputs are easy to quantify and can be measured (e.g. digitized materials or number of visitors). Outputs are a prerequisite for outcomes and therefore for impact.

Outcomes

Outcomes are the changes that have occurred in (or for) your stakeholders that can be attributed directly to your activities (e.g. knowledge gain, increased interest and motivation, improved skills, changed behaviors). Outcomes describe the changes you expect to occur over a period of time, they are what you will try to measure and they will ultimately help you determine if you have impact.

Accountability Line

The accountability line marks the place where outcomes are not fully attributable to your activities anymore.

Impact

Impact is the change that has occurred in (or for) a stakeholder that your activities have contributed to (e.g. social cohesion, economic growth, increased sense of belonging). The impact is the overall goal you are working towards - all the Change Pathways lead to impact.

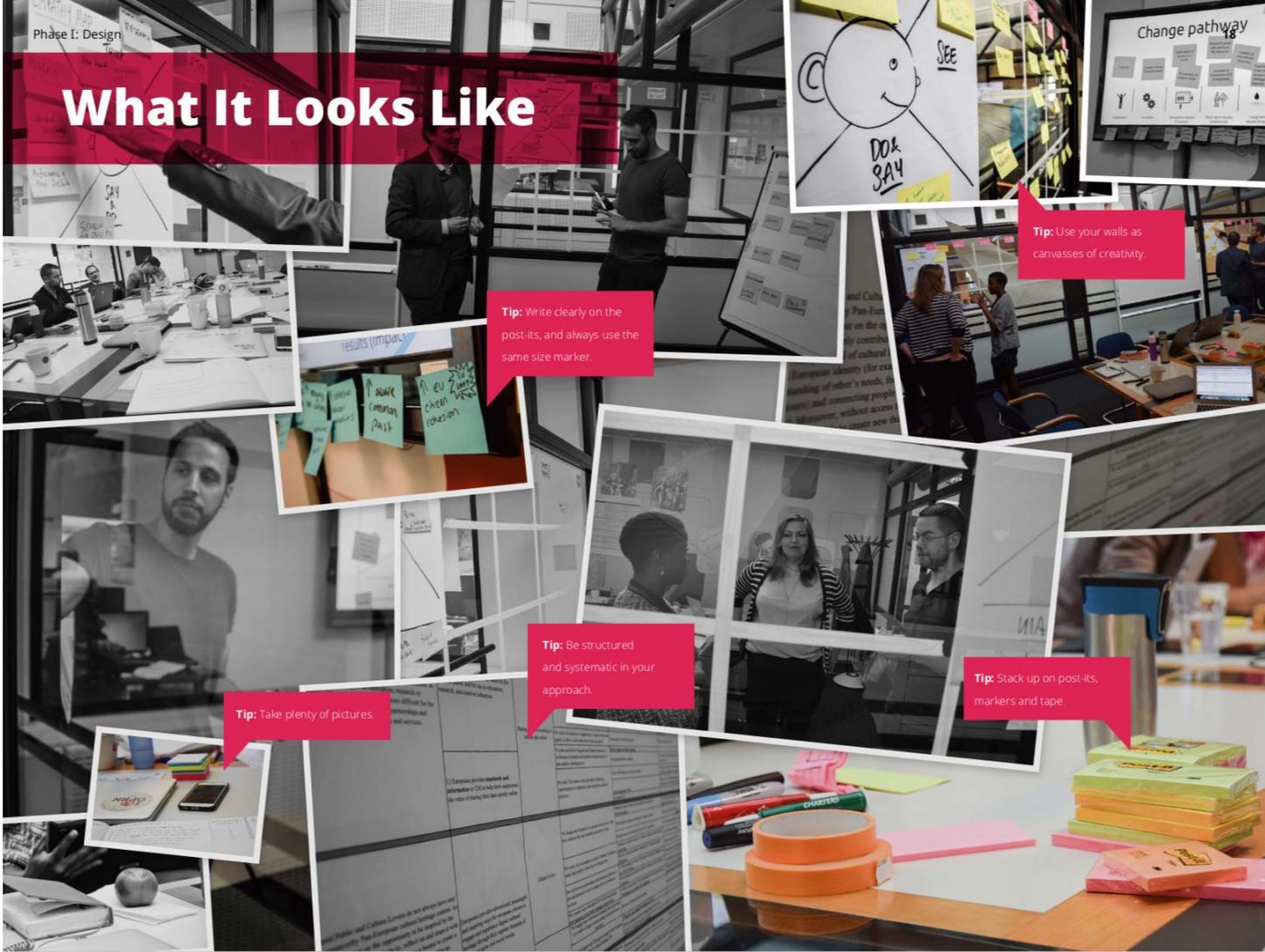
Tools to make the discussions manageable

Free Downloads

Download this tool



What It Looks Like



Tip: Write clearly on the post-its, and always use the same size marker.

Tip: Use your walls as canvases of creativity.

Tip: Be structured and systematic in your approach.

Tip: Stack up on post-its, markers and tape.

Tip: Take plenty of pictures.







impact // design workshop report // recap #2

POLICY MAKERS



CITIZENS (FAMILY RESEARCHER)



CULTURAL HERITAGE INSTITUTIONS



EDUCATORS



Four groups mapped out the impact we thought the the dpla + hubs, together, could have for each stakeholders, and compared it to the activities we deliver for them

SLIDE DECK

An online slide deck that you can copy and download with all the tools you need in one place.

[OPEN IN GOOGLE SLIDES](#)

EMPATHY MAP

A collaborative tool that you can use to gain a deeper insight into your stakeholders

[DOWNLOAD PDF](#)



CHANGE PATHWAY

A method for connecting the activities and outputs of an organization, with outcomes experienced by the stakeholder

[DOWNLOAD PDF](#)

PATHWAY BUILDER

Documents the Change Pathway and identifies the associated measurements. It includes a sample Europeanana Change Pathway to help get you started

[OPEN IN GOOGLE SHEETS](#)

STRATEGIC PERSPECTIVES

A tool which provides a strategic context for decision-making on what impact is to be measured and why that measurement is needed



VALUE LENS

A tool that enables us to zoom in on a specific type of value attributable to activities, without being distracted by the bigger picture

Utility

Feedback



ABOUT THIS GROUP

Bringing together cultural heritage professionals from across the globe, for the purpose of sharing knowledge and discussing ideas about the meaning, methodology and application of impact assessments within the culture sector.

MEMBERS

190 members



Invite others

♥ Douglas McCarthy and 6 others liked

Europeana @Europeanaeu · Feb 7
Dafydd Tudur and Jason Evans from the National Library of Wales have blogged about their experiences with the @Europeanaeu #impactplaybook and what they will be working on with us in 2018 to develop an impact case study bit.ly/2nR4afx



19 23

♥ Antje Schmidt and 1 other liked

Agiati Benardou @agiati · Feb 7
Excellent opportunity to discuss the @Europeanaeu #impact playbook vis a vis @EurResearch - what do you think @Hverwayen and @julia_fallon?
#impactplaybook

Humanities at Scale @humanitiesAS
Call for Participation: DARIAH Workshop on Impact – "Measuring Change in Digital Humanities", Berlin, June 21-22, 2018; @DARIAH-DE @DARIAH-BE @CE_DARIAH #digitalhumanities bit.ly/2BLXCly

1 2 7

♥ Alex Stinson and 1 other liked

Jason Evans @WIKI_NLW · Jan 27
Really looking forward to trying out the #impactplaybook on a #Wiki project!

Julia Fallon @julia_fallon
Delighted to announce the next five impact assessments that will be using the #impactplaybook are 🍷... #EuropeanaMigration #SMKopen #Smartsquare #wikinlwlw #transcribathon Hurrah! 🍷 Read more at ...

1 2 5

impact // timeline Q1-3

There is more to come in 2018...

- impact playbook v2

- 5 more case studies

- knowledge bank

- growing impact community

playbook



migration IA



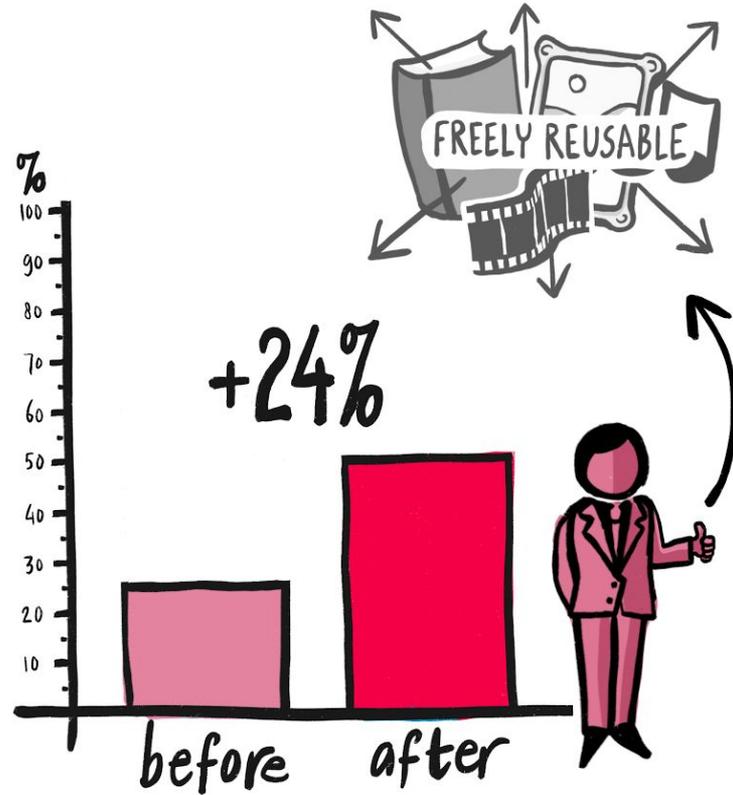
4 x IA:



GLAMS



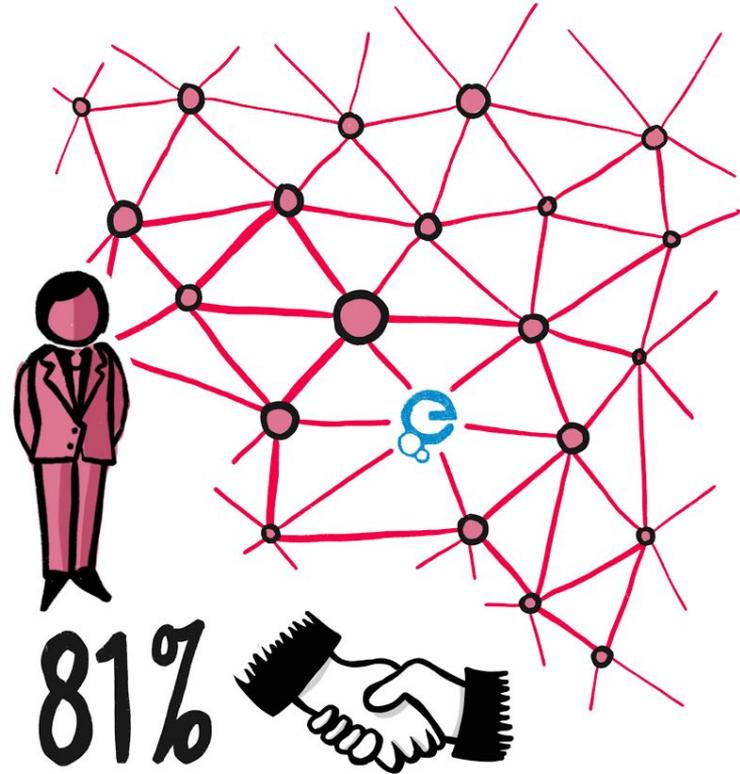
We're changing mindsets // the importance of open data



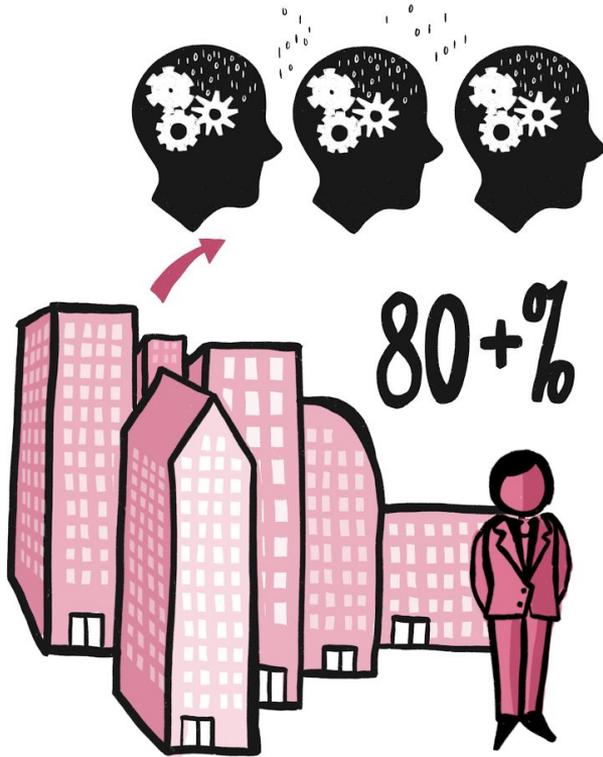
“Providing openly licensed images with high quality metadata definitely affected our institution, but in a positive way - disseminating our collection and reaching to new groups of viewers is our mission.”

We're facilitating collaborations // increasing partnerships

"Our first venture into Europeana was Europeana Photography which was a hugely positive experience both in terms of collaboration and funding to allow digitisation and exposure of some of our valuable archive which could have easily laid untouched for decades. Without being in the process it is unlikely that we would have the connections or confidence to join the Europeana Food and Drink project which helped us collaborate with organisations who were not primarily content providers."



We're sharing knowledge // helping increase skills

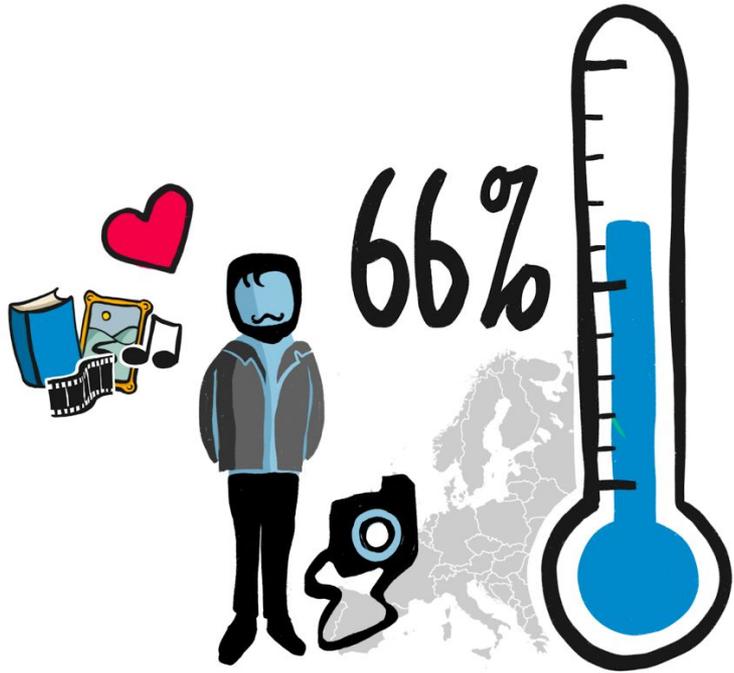


“Attending the workshops helped us organise our knowledge about the subject, confront it and implement good ideas”

Individuals



We're sharing knowledge // **increased knowledge & understanding**



“The resources I found here helped me enrich the content by making it more relevant, more meaningful. Furthermore, by reading the blogs I found new ideas for future projects in my community”

Culture lover

We're sharing knowledge // helping refine expertise & research

Digital
Humanities
Researcher

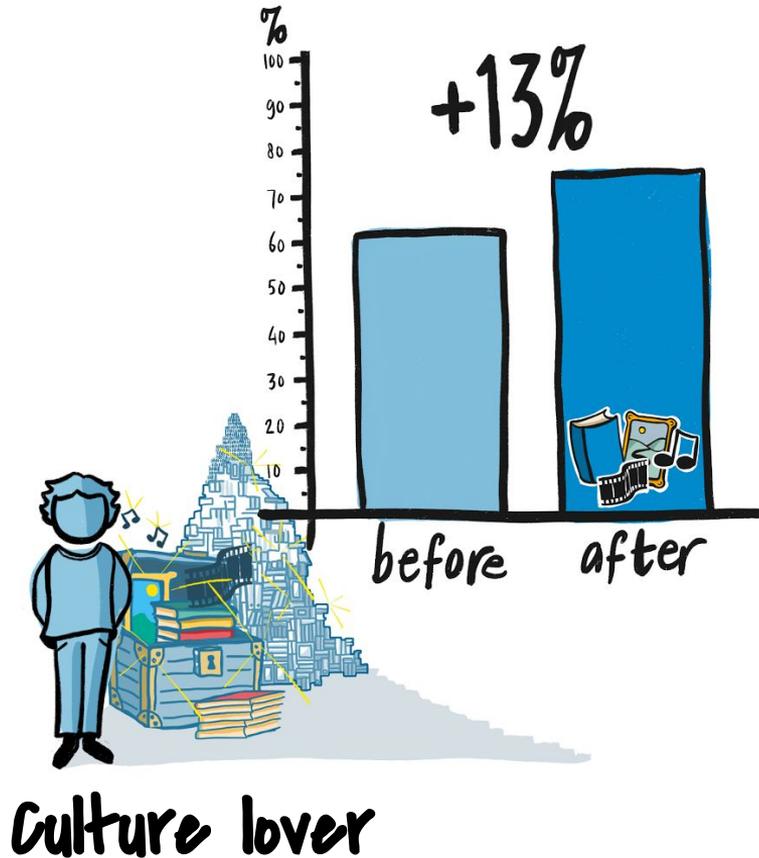


"Every trustworthy
source of image
empowers my research."

41%

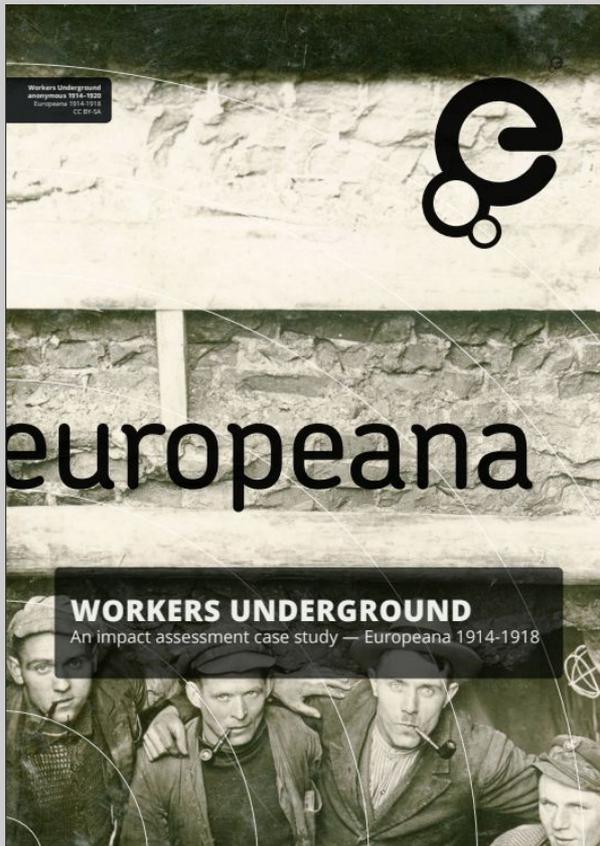


We're changing mindsets // the importance of open data



“The reuse of europeana items on other platforms have given me new ideas of how and where cultural heritage items can be used outside its original context”

[read more at impkt.tools]



impkt.tools



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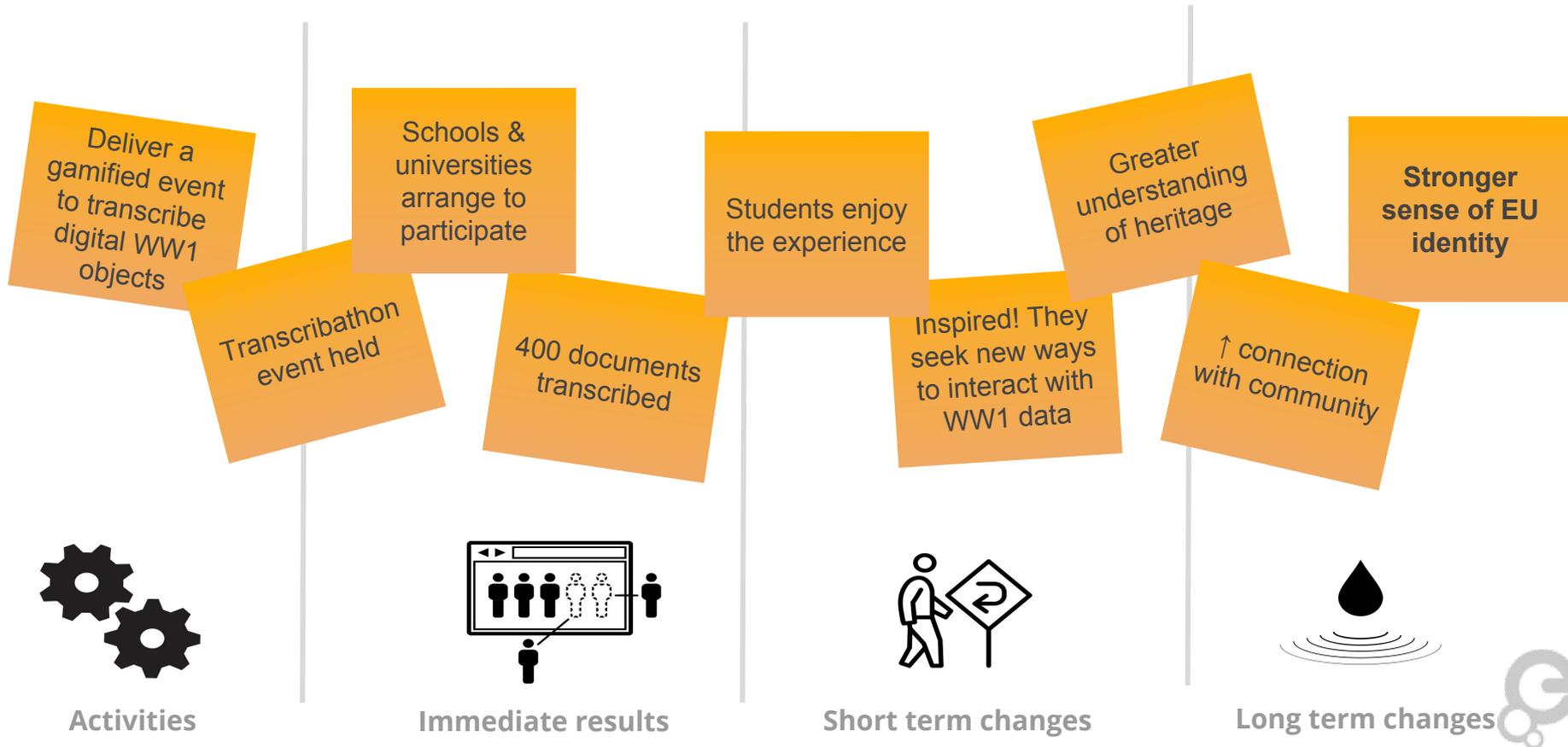


europaena

10th ANNIVERSARY

Migrating Peasants in a Southern
Landscape
Aelbert Cuyp
Mauritshuis, The Netherlands
Public Domain

transcribathon impact // an enjoyable way to learn



how can you start the
conversation about
impact?

