



Impacte i disseny de projectes per a Europa Creativa

Ex ante, ora pro nobis



Servei de
Desenvolupament
Empresarial



PONENT

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TRÀNSIT PROJECTES CULTURALS , CEPS PROJECTES SOCIALS
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Idees-experiències prèvies

- Un projecte és un TEXT amb límit de caràcters, en anglès, que compromet amb un PRESSUPOST i COFINANÇAMENT
- El finançament de les activitats culturals a Europa no es troba només al programa Europa Creativa
- *Festina Lente*: L'esforç per participar als programes europeus s'ha d'enquadrar en estratègies de llarg termini
- La participació no només es garanteix liderant
- S'ha de trobar l'alquímia entre els interessos locals i els transnacionals: mantenir densitat i ser capaç de flotar



ALGUNS PROJECTES

- CULTURE PILOTS: formació/ciutats/formació/descobriment
<http://www.culturepilots.eu/>
- BeLEARNING: formació participativa gestors culturals, socials i educatius: <http://www.belearning.info/>
- I:CUD. Internet:creatively unveiling discrimination
<http://digitaldiscrimination.eu/>
- MAKERS CONVENT: tecnologia, nens/joves/adults/grans/territori
<http://conventagusti.com/maker/>



LES PERSONES QUE AVALUEN

Since the start of Creative Europe, all assessments are done ‘virtually’ - by experts working remotely. This seems to have increased the workload and time pressure on experts. To get the best possible assessment, make sure your proposal is clear, coherent, well written, and very well presented.

Font 1: www.creativeeurope.eu

Font 2: https://eacea.ec.europa.eu/sites/eacea-site/files/documents/creative-europe_cooperation-projects-2015_guide-for-experts_160315_en.pdf



Impacte i organitzacions culturals

- Las organizaciones culturales españolas no han sabido contarle a la sociedad en qué manera sus acciones transforman la realidad de manera efectiva porque, en general, ni siquiera ellas mismas lo saben.

@pilargonzalo

- <http://www.compromisoempresarial.com/carrusel/2015/06/como-valorar-los-resultados-de-la-cultura-la-evaluacion-cultural-en-espana/#sthash.nTqIH30l.dpuf>



L'impacte, un perfecte desconegut

Qué es la medición de impacto?

Catalina Parra:

- Network of Networks on Impact Evaluation, "No existe una definición universalmente aceptada para la evaluación rigurosa del impacto."
- Development Assistance Committee de la Organization for Economic Cooperation and Development (OECD): "los efectos primarios y secundarios, positivos y negativos, producidos por una intervención de desarrollo, directamente o indirectamente, con o sin intención."
- La Gates Foundation añade a esta tipo de definición un matiz : "cambios últimos que tienen que ser sostenibles en el tiempo."
- SIAA: Social impact analysis is the process of analysing the social changes, both positive and negative, which arise from an organisation"s work.

Debemos tener en cuenta que:

- Ni siquiera las grandes entidades, que han invertido miles de millones de euros tienen resuelta la definición de impacto
- Las entidades sociales proporcionan a sus socios dividendos emocionales, no dividendos económicos. ¿Medimos?

<http://www.fundacionbotin.org/noticia/como-disenar-unos-buenos-indicadores-de-medicion-del-impacto.html>

<http://www.compromisoempresarial.com/carrusel/2015/06/como-valorar-los-resultados-de-la-cultura-la-evaluacion-cultural-en-espana/>



Tipologia d'impactes: es predefineixen al disseny

- Cultural/creatiu (interaccions, innovació, paradigmes..públics i activitats culturals)
- Sectorial (interdisciplinarietat, associació, internacionalització)
- Econòmic (model de producció, comercialització, ocupació)
- Social (cohesió, participació, incorporació nous agents, gènere)
- Ambiental (canvi de model, relació amb altres agents)
- Tecnològic (TICs, digitalització, canvi organitzacional)



Fonts europees

Table 5: Summary of the main areas of economic, social and environmental impact

	Areas of economic impact	Areas of social impact	Areas of environmental impact
The cultural and creative sector's capacity to operate on an international level	<p>Better economic performance of the cultural and creative sectors in terms of new revenue streams and greater profitability</p> <p>Improved capacity of European cultural organisations to work internationally</p> <p>Reduced cost of business for cultural and creative SMEs</p>	<p>More employment in the cultural and creative sectors</p> <p>Better job quality in the cultural and creative sectors</p> <p>Greater mutual understanding and social cohesion due to exposure to more culturally diverse artistic work</p>	<p>Transport requirements (passenger and freight)</p> <p>Energy consumption</p> <p>Use of new digital distribution methods can help reduce the current reliance on physical circulation and mobility</p> <p>Indirect benefits due to the sector's natural role as a communication vector on pressing societal issues</p>
Circulation of European works	<p>Greater choice of European cultural content for consumers</p> <p>New economic opportunities and revenue streams for the cultural sector</p> <p>Better functioning of the internal market</p>	<p>Greater cultural and linguistic diversity</p> <p>Access to culture (digital access/stronger circulation networks) for new audiences and also the disadvantaged (social inclusion)</p>	



Fonts europees

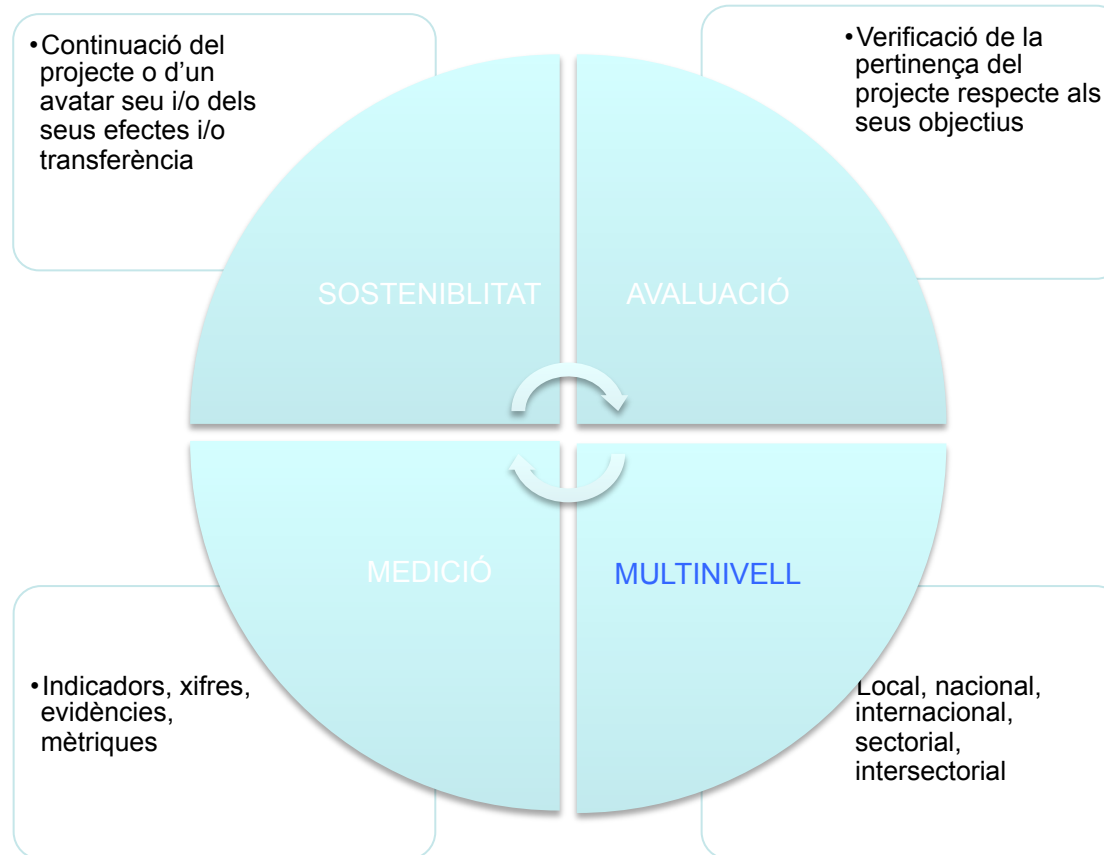
Table 5: Summary of the main areas of economic, social and environmental impact

	Areas of economic impact	Areas of social impact	Areas of environmental impact
Knowledge sharing aimed at evidence based policy development	More comparable data Improved economic performance through better designed national cultural policies	Increased employment, greater mutual understanding and social cohesion through better designed cultural policies at national level	

“Comission Staff Paper: impact assessment, accompanying the document Regulation of the European Parliament and the Council stablishing a Creative Europe Framework programme”

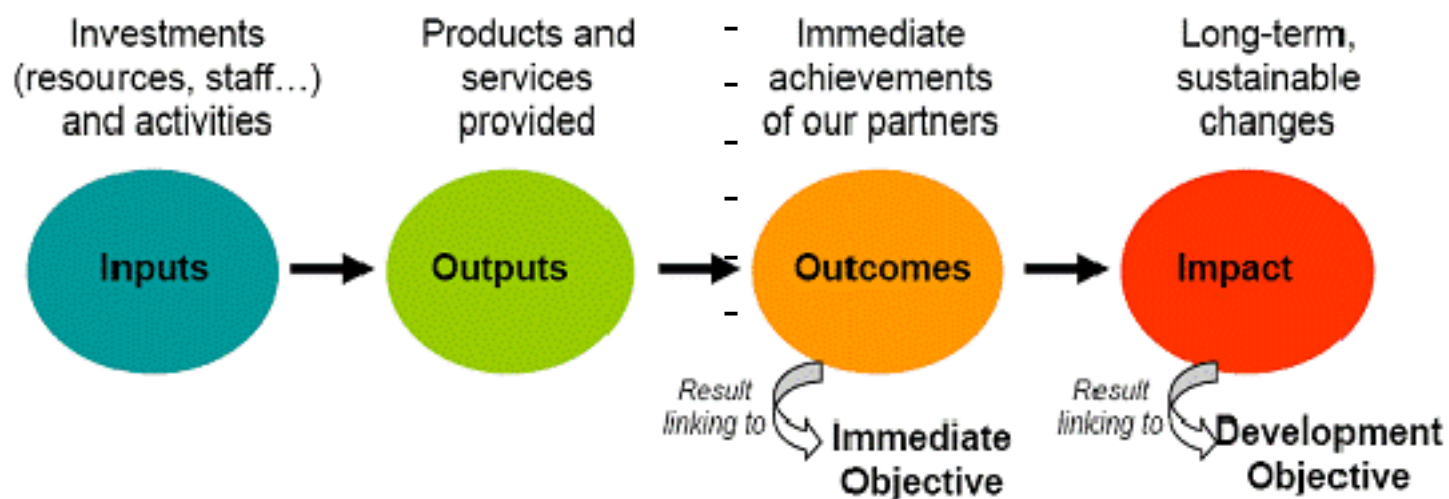


Dimensions de l'impacte en projectes europeus





Impacte i avaluació





Impacte i medició

If you want to buy a home, look for a job, start a company, or run a business, you should find your own indicators. National housing figures don't matter; local ones do. Personal, made-to-order indicators will meet our needs today, and the revolution is well underway. We need only to join it

The leading indicators: a short story of the numbers that rule the world. Zachary Carabell



Quina utilitat té?

- Donar servei al text i a la coherència del projecte:
 - En termes de servei a la missió de l'organització
 - En termes d'acompliment dels seus objectius
 - En termes de mesurar l'efecte directe i indirecte sobre els targets groups
 - En termes d'anticipar futurs desitjats i per tant, orientar el disseny i la planificació del projecte



Medició

DIY: Identificar indicadors que indiquin... o xifres que informin

Verificar si són:

vàlids, si medeixen el que volen mesurar

clars, fàcils d'interpretar

útils, organitzativament i tècnica

Específics, si serveixen per mesurar un únic factor

Representatius; si comprenen tots els individus i qüestions que s'han de mesurar



L'impacte en pràctica: preguntes que hem de tenir clar

RELEVANCE

-To what extent is the project aiming at producing results which will go beyond the sole interest of the partners and direct participants and have potential long-term impacts?

QUALITY OF THE CONTENT

- Is a qualitative and quantitative assessment of the results foreseen and how clear and appropriate is it?
- If applicable, is there a convincing and clearly defined audience development strategy?

COMUNICACION

How and to whom will the experience and knowledge acquired through the project be disseminated at local, regional, national and/or European level, including beyond the duration of the project?

QUALITY OF PARTNERSHIP

- How will the partnership be made to last beyond the duration of the project?
- To what extent does the partnership go beyond the organisations' direct geographical neighbours and draw partners from a diverse geographical range of participating countries?



L'impacte en pràctica

QUALITY OF PARTNERSHIP

- **How will the partnership be made to last beyond the duration of the project?**
- **To what extent does the partnership go beyond the organisations' direct geographical neighbours and draw partners from a diverse geographical range of participating countries?**

The partners aim to strengthen the cooperation between partners, discovering new opportunities and resources in order to build the so called international XXXXX PLATFORM which will let other organizations from Europe join this platform and which will continue developing training sessions, exchanges, art production and circulation, and local international fests also in the future. However, the tools and methods for achieving this goal in the future are missing in the application.

The partners want to create of a long-lasting working model in an international network, in order to allow continuous collaboration and exchange of practices, knowledge, works, competences also beyond the borders of the project countries. However, the application is missing information on how the project will reach new audiences, cultural professionals and audiences in the future also beyond the borders of the participating countries. Although the applicant has the objective to enlarge and to involve more organizations during the 4 years at a local and international, no potential new partners is put forward.

*claretat, concreció,
identificació target,
planning, recursos,
imaginació*



Per tant

- S'ha d'entendre impacte en el marc del procés que lliga objectius Europa Creativa – Prioritats EC- Objectius projecte – Activitats – Comunicació – Audiències – Continuïtat – Transferència
- Ser clar, concret, identificador de targets, planificador, amb recursos, imaginació i... i multinivell (geogràfic, sectorial)
- Mesurar i demostrar-ho
- DIY: no hi ha fórmules

MOLTES GRÀCIES!

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