



européana

Impact Design slide deck

Fotoalbum van Suriname 1906 - 1913.
'Souvenir de Voyage', deel 1.
Hendrik Dooyer
Rijksmuseum, Netherlands,
Public Domain



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Connecting Europe Facility



What is impact?



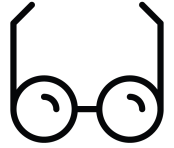
Definition



Changes that occur for our **Stakeholders** or **in Society** as a result of certain **actions** or **activities**



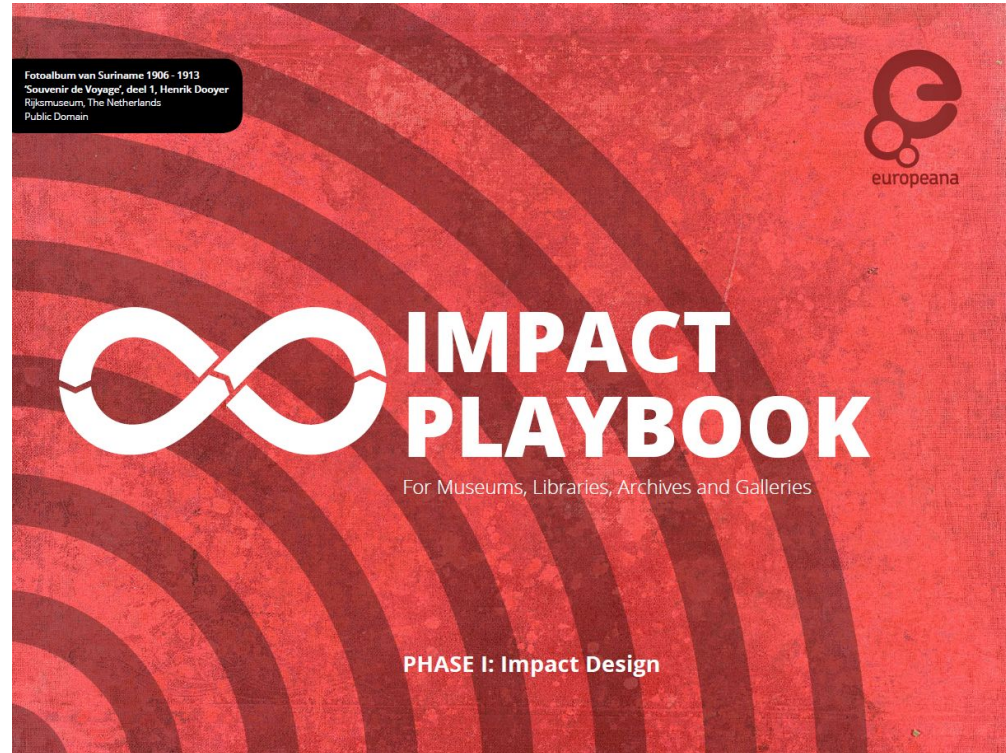
The impact playbook



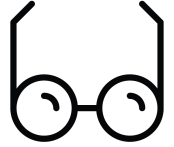
Impkt.tools

Part 1 - the design phase available online (launched 2017)

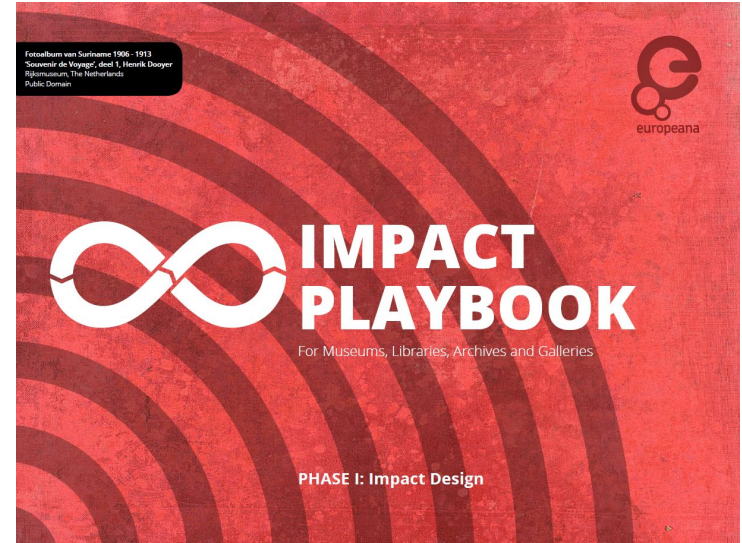
Part 2 - to follow 2018



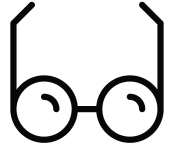
The impact playbook



Set outs a method to help connect the change you want to see for your stakeholders to your activity. By knowing more about the change you can have, this helps you manage, demonstrate and increase the impact of your work.



The impact playbook



- It's a 'cookbook' (guide, take what you need)
- Iterative (embeds a way of thinking)
- Designed so that you can use it (with or without external guidance)
- People are using it! (e.g. National Library of Wales)

Exploring our impact at the National Library of Wales

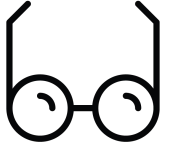
Dafydd Tudur and Jason Evans tell us about their experiences with the Europeana Impact Playbook at the National Library of Wales, from downloading and trialling the Playbook in 2017, to having their Wikimedia project included as part of the five impact assessments to be developed with the support of Europeana in 2018.





Quick theory

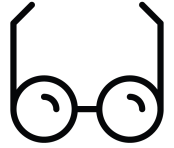











Stakeholder: A person, group, community, or organization who you expect to experience a change or who you design your activities around.



The Change Pathway

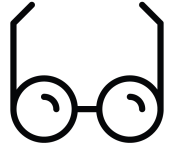


Stakeholder	Resources	Activities	Outputs	Short Outcomes	Long	Impact
						

A tool to help you ideate, document and present the **relationship** between **the things that you do** and **your impact**.



The Change Pathway



Stakeholder	Resources	Activities	Outputs	Short Outcomes	Long	Impact



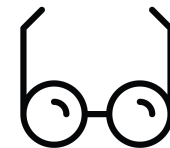
Who are your stakeholders

The things that you do

Changes felt by your stakeholder(s)



Today we'll use this



Stakeholder	Activity	Short and longer term change (outcomes)
<ul style="list-style-type: none">• Current stakeholders (direct and indirect beneficiaries and partners)• Future (planned) stakeholders• Ideal stakeholders	<ul style="list-style-type: none">• What are you doing to help achieve the change for your stakeholders?• What else could you do to help achieve this?• <i>Consider how opening up your heritage content could help you achieve strong positive changes for your stakeholders</i>• <i>Could Europeana could help you achieve this as well?</i>	<ul style="list-style-type: none">• What do you want to achieve with your data?• Do you think you are exploiting the full potential of your data?• What has motivated the digitisation of your collections?• What changes have you seen as audiences interact with your (digital) collections?





Our exercise





Who are **your**
stakeholders?





Brainstorm: who are your stakeholders?

- Current stakeholders (direct and indirect beneficiaries and partners)
- Future (planned) stakeholders
- Ideal stakeholders

Write it on post-it notes and put them on the wall!





Group work





What changes do you
want for your
stakeholders?





Group work: map out the short and long term changes that you hope to see for that stakeholder

Stakeholder	Short term change	Longer term change
Insert stakeholder here	<ul style="list-style-type: none">• This is change you have planned for And...	<ul style="list-style-type: none">• The change that you'd like to see (in an ideal world)





Short and long term change. Consider:

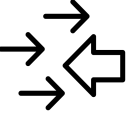
- What do you want to achieve with your data?
- Do you think you are exploiting the full potential of your data?
- What has motivated the digitisation of your collections?
- What changes have you seen as audiences interact with your (digital) collections?





Connect your activity
with the change you
want to see!





Group work: how can you **boost the value** of your collections for your stakeholders?

Stakeholder	Activity	Short and longer term change
	<ul style="list-style-type: none">• What are you doing to help achieve the change for your stakeholders?• What else could you do to help achieve this?• <i>Consider how opening up your heritage content could help you achieve strong positive changes for your stakeholders</i>• <i>Could Europeana could help you achieve this as well?</i>	





Short and long term change. Consider:

- What do you want to achieve with your data?
- Do you think you are exploiting the full potential of your data?
- What motivates the digitisation of your collections?
- What changes have you seen as audiences interact with your collections?



Fresh pair of 👁 👁



Feedback to the group!





Questions for the room

- What are the challenges to achieving the change you want to see?
- Are there specific challenges relating to opening up your collections? Do these hold you back from achieving the potential of your collections?
- What help/support do you need to help you realise this potential?



Wrapping up



We hope you have:

- Considered the activity that could boost the value of your collections
- Expanded your understanding of your stakeholders, and how to link your activity to the changes you want them to experience
- Was this useful?

Interested in using the full tool? Go to impkt.tools!

