

How do LOIC projects impact access to culture?



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Talking about impact...



means answering at questions such as:

- ✓ What is the difference a project makes?
- ✓ Why is a project relevant and for whom?
- ✓ How much difference does a project make?

and potentially:

- ✓ How should a project logically work to produce the desired difference?

MAXICULTURE aims to **maximize** the impact of European Commission funded projects in the Digital Cultural heritage domain through the:

- adaptation
- testing
- transfer

of a socio-economic **self-assessment** methodology and a Toolkit

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Other relevant objectives

- to support European ICT projects to assess and improve the socio-economic impacts of their research activities
- to connect the DigiCult projects with existing social networks, fostering the collaboration *with* and *among them*
- to capture the requirements for allowing the DigiCULT community to access the research infrastructures
- to improve DigiCULT knowledge and understanding of DigiCULT market characteristics, dynamics and business models, and the social impacts of DigiCULT solutions by providing recommendations to the EU and to other stakeholders about how to improve the impact of EU-funded projects in the area of Cultural Resources

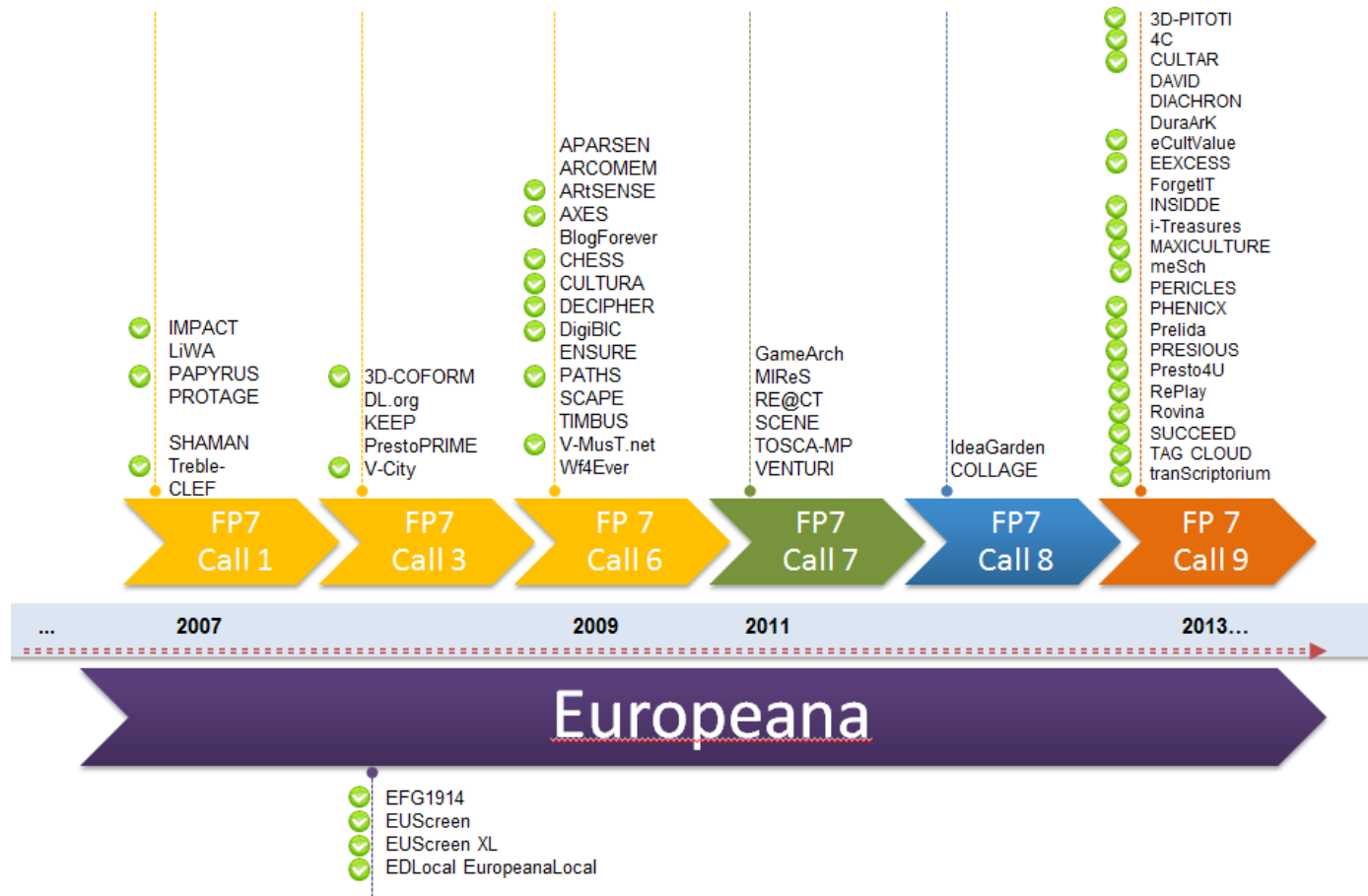
The DigiCult Domain



In FP7 DigiCULT domain was included in the Creativity Unit of DG CONNECT focusing on INNOVATION, COMPETITIVENESS, ACCESS to MARKET for Creative Industries and SMEs.

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The MAXICULTURE framework



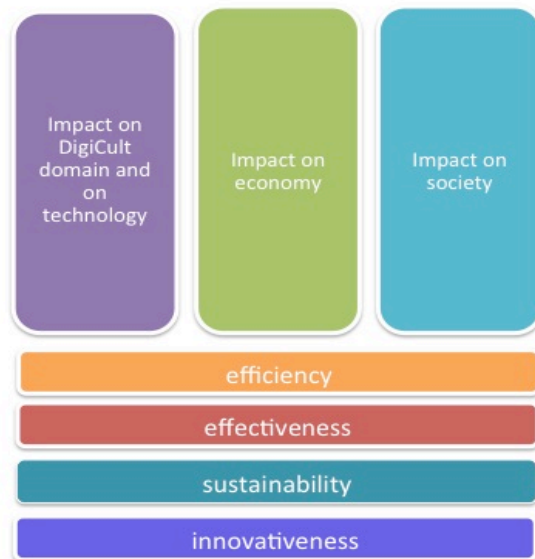
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Impact on whom?



- Libraries and archives
- Museum and curators
- Researchers, academia and field experts
- Training sector
- Citizens
- Creative sector, including media institutions and other industries
- EU projects
- ICT providers or developers
- Policy makers or government bodies, officials

MAXICULTURE areas of impact and indices

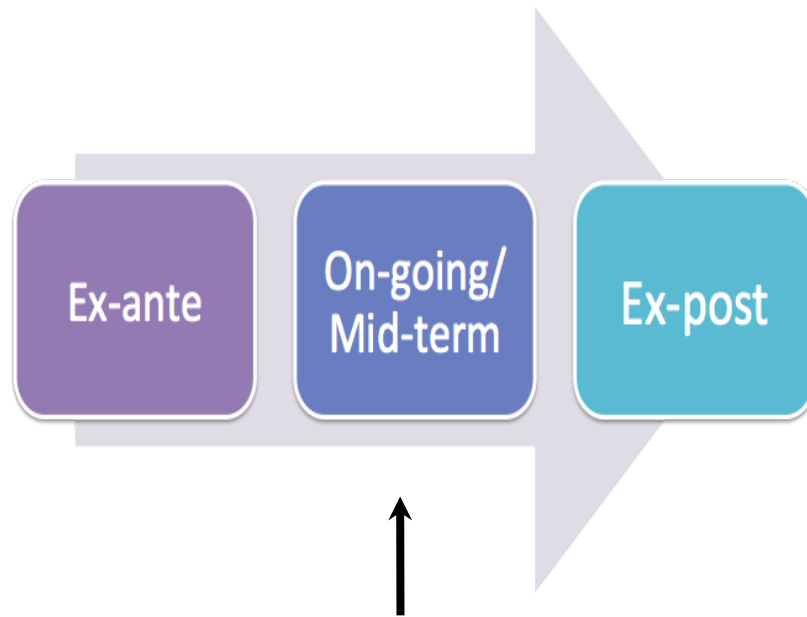


We plan to engage projects users in the evaluation so that we will be able to compare the benefit project expect to provide to their users and the users perception of the same outputs

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Multi-stage evaluation process



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MAXICULTURE self-assessment toolkit

- On-line questionnaire for projects
 - For the project as a whole
 - For single partners
- Projects' users feedback through an online questionnaire
- Features
 - Pre-filled information
 - Assessment dashboard
 - Historical view of assessments
 - Ticketing system for assistance

MAXICULTURE self-assessment toolkit

www.maxiculture.eu/toolkit

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SelfAssessment Toolkit

User eurokleis_test (Maxiculture Partner) | User settings | Logout

-  Project information
-  Start your assessment
 - Define your outputs
 - Prioritise your impacts
-  Economic impacts
-  Impact on Society
-  Impact on DigiCult & Technology
-  Assessment
-  Reports

Prioritise your impacts

Please give an importance to your impacts, drag and drop the images on the placeholders in order of importance

1 2 3

 Impact on society  Economic impact  Impact on DIGiCult

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MAXICULTURE report

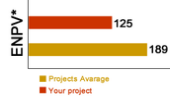
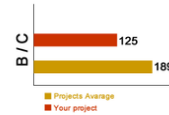
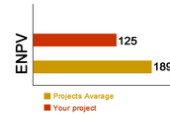
SelfAssessment Toolkit

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- Project Information
- Start your assessment
- Economic Impacts
- Impact on Society
- Impact on DigiCult & Technology
- Assessment
- Reports

Project Name: Maxiculture Phase: Prototypization Assessment date: 30/06/2013



Project comparison statistics

38 projects

600 total users

260 your users

Report type


Similar budget
Same order of impacts
Same project phase

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MAXICULTURE Matrix Comparison

Project Name: **Maxiculture** Project Phase: **Prototype** Assessment Date: **17/01/2014**



Project information



Start your assessment



Economic impacts



Impact on Society

Report type: **Comparison with others projects**

This report allows you to build a personalised comparison according to projects' main features

	#	Effectiveness	Efficiency	Sustainability	Innovativeness	Economic Impact	Impact on Society	Impact on DigiCult Domain	Score
Same Instrument Typology	1	○	○	○	○	○	○	○	○
Same Total Cost Projects	1	○	○	○	○	○	○	○	○
Same Prj. Development stage	3	○	○	○	○	○	○	○	○
Same Direct users	2	○	○	○	○	○	○	○	○
Same Technological tools developed	2	○	○	○	○	○	○	○	○

MAXICULTURE Community

digital cultural heritage *in practice*

[Feed](#) | [Grid](#) | [Compact](#) .:|: [Sort by date v](#)

Where

[twitter \(1226\)](#) [facebook \(343\)](#) [my:meedi:a \(6\)](#)

Who

[meschproject \(187\)](#) [decipher_fp7 \(180\)](#)
[ecultobs \(165\)](#) [chessexperience \(164\)](#)
[paths_project \(109\)](#) [4c_project \(102\)](#)
[digiculteu \(101\)](#) [arcomem \(100\)](#) [digibic \(100\)](#)
[impactocr \(100\)](#) [v_must \(56\)](#)
[+ transcriptorium \(47\)](#)

What

[rt \(374\)](#) [digital \(198\)](#) [new \(194\)](#) [heritage \(156\)](#)
[museum \(149\)](#) [cultural \(135\)](#) [2013 \(128\)](#)
[from \(126\)](#) [workshop \(118\)](#) [about \(107\)](#)
[project \(102\)](#) [ipres2013 \(93\)](#) [chess \(92\)](#)
[conference \(84\)](#) [4ceu \(83\)](#) [digibic \(83\)](#)
[now \(82\)](#) [museums \(81\)](#) [via \(78\)](#) [today \(64\)](#)
[technology \(63\)](#) [have \(61\)](#) [what \(57\)](#)
[+ partner \(54\)](#)

RT @Lionelsola: #digit
alagenda is one of the
priority issues of @EU
2013It, and #ICT2013e
u a key event for the
Presidency <http://www.w.eu2013.it/en/news/pressreleases/linas-linkevicius-digital-technology-can-improve-the-quality-of-europeans-life>



Twitter | @digicultEU | 12
September 2013 at 13:45 |
[Source](#) | [View](#)

RT Europeana and <http://t.co/rzxNOYtqxQ>
... including a
mapping slide
between the 2 models
from @antoine_isaac
<http://t.co/HdMH6lh7>



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This week-end it's
European Heritage
Days! What will you
visit? | [#JEP2013 #EH2013](http://t.co/Ih9qGslaF4)



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September 2013 at 12:25 |
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#SaveTheDate The
first eCult Dialogue
Day will take place on
the 19 September in
Dubrovnik! #eCultDD



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MAXICULTURE Poster

#SaveTheDate The
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| <http://t.co/OezCnrj6xY>



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<http://www.maxiculture.eu/community/>

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How can stakeholders impact on EU ICT Projects?

- Be active members of our Community of Practice
- Participate in defining Cultural Heritage Policy Recommendations
- If you are projects users, collaborate with us by assessing projects' impact through the MAXICULTURE Users Data Gathering Interface



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