

Evaluation criteria for Aarhus 2017 by rethinkIMPACTS 2017 version 2.0 January 2016

| Evaluation criterion                                 | Impact area                | Potential indicators                                                                                                                                                                                  |                                                                                                                                                         |
|------------------------------------------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| EC1 How strong is the cultural sector?               | Cultural                   | 1.1 Professional assesment of how strong the cultural sector is in the different municipalities                                                                                                       |                                                                                                                                                         |
|                                                      | Cultural                   | 1.2 Professionel assesment of the strength of the individual cultural institution                                                                                                                     |                                                                                                                                                         |
|                                                      | Cultural                   | 1.3 Audience numbers at the large cultural institutions in Aarhus (the big 8) and in the other 18 municipalities                                                                                      |                                                                                                                                                         |
|                                                      | Cultural                   | 1.4 Number of employees in the cultural sector in the region                                                                                                                                          |                                                                                                                                                         |
| EC2 How diverse is the cultural sector?              | Social                     | 2.1 Attenders/non-attenders: Who (profile) participate in which cultural acitivities                                                                                                                  |                                                                                                                                                         |
|                                                      | Social                     | 2.2 Attenders/non-attenders: Who (profile) participate in which cultural acitivities                                                                                                                  |                                                                                                                                                         |
|                                                      | Political & organisational | 2.3 Production: How many different forms of culture are produced. What impact does the target group have on the production.                                                                           |                                                                                                                                                         |
|                                                      | Cultural                   | 2.4 Production: Who participate in cultural production (large/small institutions, public/volunteer etc.)                                                                                              |                                                                                                                                                         |
|                                                      | Political & organisational | 2.5 Production: Who (profile) manages the cultural institutions (personal background, diversity etc.)                                                                                                 |                                                                                                                                                         |
|                                                      | Cultural                   | 2.6 Production: Who (profile) participates in cultural production? (Personal background, diversity etc.)                                                                                              |                                                                                                                                                         |
|                                                      | Cultural                   | 2.7 Something based on available statistics                                                                                                                                                           |                                                                                                                                                         |
|                                                      | Cultural                   | 2.8 Production: How does the production work with diversity in terms of content?                                                                                                                      |                                                                                                                                                         |
|                                                      | Cultural                   | 2.9 Production: How does the production work with diversity in terms of recepients/audience?                                                                                                          |                                                                                                                                                         |
| EC3 How important is arts and culture to the region? | Cultural                   | 3.1 The population's appreciation of culture: How important is it that there are good cultural offers in your municipality?                                                                           |                                                                                                                                                         |
|                                                      | Social                     | 3.2 The populations appreciation of culture: How important is art and culture in your life/for your quality of life? What are the gains for you personally when participating in cultural activities? |                                                                                                                                                         |
|                                                      | Economic                   | 3.3 Business sectors' evaluation of the significance of culture for attracting new employees etc.                                                                                                     |                                                                                                                                                         |
|                                                      | Economic                   | 3.4 Business sectors' evaluation of the significance of culture for attracting new employees etc.                                                                                                     |                                                                                                                                                         |
|                                                      | Image & identity           |                                                                                                                                                                                                       | 3.5 The regional population's assesment of the importance of culture for the perception of Aarhus and the region (identity)                             |
|                                                      |                            |                                                                                                                                                                                                       | 3.6 The region's assesment of Aarhus and Region Midtjylland as 'a place of culture' (image)                                                             |
|                                                      |                            |                                                                                                                                                                                                       | 3.7 The national population's assesment of Aarhus and the region as 'a place of culture' (image)                                                        |
|                                                      |                            |                                                                                                                                                                                                       | 3.8 Stated perception of the cultural offers in Aarhus and the region: What is the public opinion towards the cultural offers in Aarhus and the region. |
|                                                      |                            |                                                                                                                                                                                                       | 3.9 Stated perception of the cultural offers in Aarhus and the region: What is the public opinion towards the cultural offers in Aarhus and the region. |
|                                                      | Political & organisational |                                                                                                                                                                                                       | 3.10 The regional populations' assesment of the importance of culture compared to other policy areas (economic prioritisation)                          |
|                                                      |                            |                                                                                                                                                                                                       | 3.11 Politicians' assesment of the importance of culture compared to other policy areas                                                                 |
|                                                      |                            |                                                                                                                                                                                                       | 3.12 Level of investment: Share of municipal budgets allocated to culture                                                                               |

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| EC4 How much do Aarhus and the region engage in cultural exchange in Europe?                                     | Cultural (European)                                                       | 4.1 Number of exchanges (import and export/to and from) of cultural products between regional and international institutions                                 |
|                                                                                                                  | Cultural (European)                                                       | 4.2 Number of exchanges (import and export/to and from) of cultural products between regional and international institutions                                 |
|                                                                                                                  | Economic (European)                                                       | 4.3 The financial value of export of cultural products to different European countries                                                                       |
| EC5 What is the level of awareness of the cultural offers in Aarhus and the region within the Danish population? | Image & Identity                                                          | 5.1 Regional level of awareness of Aarhus 2017                                                                                                               |
|                                                                                                                  |                                                                           | 5.2 National level of awareness of Aarhus 2017                                                                                                               |
|                                                                                                                  |                                                                           | 5.3 Regional level of awareness of the cultural offers within Aarhus and the region                                                                          |
|                                                                                                                  |                                                                           | 5.4 National level of cultural offers within Aarhus and the region                                                                                           |
| EC6 How many people in Europe are aware of the cultural offers in Aarhus and the region                          | Image & identity                                                          | 6.1 International awareness of Aarhus/Central Denmark Region/Aarhus 2017                                                                                     |
|                                                                                                                  | Image & identity (European)                                               | 6.2 To what extent is culture reason to go? Number of arriving (via airport) tourists stating that cultural events/attractions were the primary reason to go |
| EC7 How visible is Aarhus and the region in the rest of Denmark                                                  | Image & identity                                                          | 7.1 Visibility of Aarhus and Aarhus 2017 in national media --> How often is "Aarhus" and "Aarhus 2017" mentioned in national media (tone, content)           |
| EC8 How visible is Aarhus and the region in Europe?                                                              | Image & identity (European)                                               | 8.1 Visibility of Aarhus and Aarhus 2017 in international media --> How often is "Aarhus" and "Aarhus 2017" mentioned in international media?                |
| EC9 How many national tourists visit Aarhus and the region?                                                      | Economic                                                                  | 9.1 Number of hotel nights                                                                                                                                   |
|                                                                                                                  | Economic (does 2017 play a part in)                                       | 9.2 Number (and share of) national tourists participating in 2017-events                                                                                     |
|                                                                                                                  | Economic (the cultural institutions)                                      | 9.3 Number (and share of) national tourists visiting the large cultural institutions                                                                         |
|                                                                                                                  | Image & identity                                                          | 9.4 Which elements are included in the national tourists' experiences of Aarhus and the region?                                                              |
| EC10 How easy is it to attract persons from Denmark (but) outside the region to jobs in Aarhus and the region?   | Economic                                                                  | 10.1 How does HR-managers evaluate the possibility of attracting national employees/talent to businesses?                                                    |
|                                                                                                                  | Image & identity                                                          | 10.2 What does newly employed from outside the region describe as primary causes for choosing to work in the region?                                         |
| EC11 How many students from Denmark but outside the region study in Aarhus and the region?                       | Image and Identity                                                        | 11.1 What influences new, Danish students' choice of Aarhus/other education sites in the region (does culture/2017 play a part?)                             |
| EC12 How many other kinds of national talent have come to Aarhus and the region...                               | Image & Identity + Economic                                               | 12.1                                                                                                                                                         |
| EC13 How many international tourists visit Aarhus and the region?                                                | Economic                                                                  | 13.1 Number of hotel nights                                                                                                                                  |
|                                                                                                                  | Economic                                                                  | 13.2 Number of persons departing from Billund and Tirstrup (preferably divided into nationality)                                                             |
|                                                                                                                  | Economic (does 2017 play a part in attracting tourists?)                  | 13.3 Number (and share) of international tourists participating in 2017-events                                                                               |
|                                                                                                                  | Economic (does cultural institutions play a part in attracting tourists?) | 13.4 Number (and share of) international tourists visiting the large cultural institutions                                                                   |
|                                                                                                                  | Image & identity (European)                                               | 13.5 What elements are included in the national tourists' experience of Aarhus and the region?                                                               |

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| EC14 How easy is it to attract persons from outside Denmark to jobs in Aarhus and the region?                                  | Economic                    | 14.1 How do HR-managers evaluate the possibility of attracting international employees/talent to businesses?                                                                                                                                            |
|                                                                                                                                | Image & identity (European) | 14.2 What does newly employed from outside Denmark describe as primary causes for choosing to work in the region?                                                                                                                                       |
| EC 15 How many students from outside Denmark study in Aarhus and the region?                                                   | Economic                    | 15.1                                                                                                                                                                                                                                                    |
|                                                                                                                                | Image & identity (European) | 15.2 What influences new, international students choice of Aarhus/other education sites in the region (does culture play a part?)                                                                                                                       |
| EC16 How many other kinds of international talent have come to Aarhus and the region...                                        | Economic                    | 16.1                                                                                                                                                                                                                                                    |
|                                                                                                                                | Image & identity            | 16.2                                                                                                                                                                                                                                                    |
| EC17 How are organisations involved - and how many organisations are so - in (new?) cultural cooperation with Danish partners? | Political & organisational  | 17.1 Number of new national collaborations established as a result of Aarhus 2017                                                                                                                                                                       |
|                                                                                                                                | Political & organisational  | 17.2 How is the level and quality of the national collaborations evaluated?                                                                                                                                                                             |
| EC18 How are organisations involved in (new?) cultural cooperation with European partners?                                     | Political & organisational  | 18.1 Number of new international collaborations established as a result of Aarhus 2017                                                                                                                                                                  |
|                                                                                                                                |                             | 18.2 How is the level and quality of the national collaborations evaluated?                                                                                                                                                                             |
| EC19 How is creativity included in the Aarhus 2017s projects and the overall programme and activities?                         | Cultural                    | 19.1 The programme teams evaluation of the extent to which the programme of the year in its entirety is based on creativity and the programme teams evaluation of whether creativity is central to the individual projects and in the overall programme |
| EC20 To what degree does Aarhus 2017 employ creativity to fuel human development?                                              | Social                      | 20.1 What meaning does attenders apply to the creativity of a specific cultural event in relation to their human development                                                                                                                            |
| EC21 How is innovation included in the Aarhus 2017s projects and the overall programme and activities?                         | Cultural                    | 21.1 The programme teams evaluation of the extent to which the programme of the year in its entirety is based on innovation and whether innovation is central to the individual projects in the programme                                               |
| EC22 To what degree does Aarhus 2017 employ innovation to fuel human development?                                              | Social                      | 22.1 What meaning does attenders apply to the innovativeness of a specific cultural event in relation to their human development                                                                                                                        |

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| EC23 How is knowledge included in the Aarhus 2017's projects and the overall programme and activities?                                                                              | Cultural | 23.1 The programme teams evaluation of the extent to which the programme of the year in its entirety is based on knowledge and whether knowledge is central to the individual projects in the programme        |
| EC24 To what degree does Aarhus 2017 employ knowledge to fuel human development?                                                                                                    | Social   | 24.1 What meaning does attenders give to the knowledge-dimension of a specific cultural event in relation to their human development                                                                           |
| EC25 How is experimentation included in the Aarhus 2017's projects and the overall programme and activities?                                                                        | Cultural | 25.1 The programme teams evaluation of the extent to which the programme of the year in its entirety is based on experimentation and whether knowledge is central to the individual projects in the programme  |
| EC26 To what degree does Aarhus 2017 employ experimentation to fuel human development?                                                                                              | Social   | 26.1 What meaning does attenders give to the experimentations that are a part of a specific cultural event in relation to their human development                                                              |
| EC27 Do Aarhus and the region experience a positive economic development related to creativity, innovation, knowledge and experimentation (in Aarhus2017s programme and activities) | Economic | 27.1 How is creativity, innovation, knowledge and experimentation used to promote economic                                                                                                                     |
|                                                                                                                                                                                     | Economic | 27.2 What is 2017 valued to have of economic effect using More.Creative?                                                                                                                                       |
|                                                                                                                                                                                     | Economic | 27.3 What is 2017 valued to have of economic effect on companies within the region?                                                                                                                            |
|                                                                                                                                                                                     | Economic | 27.4 Increase in turnover in creative industries in the region compared to the national figures                                                                                                                |
|                                                                                                                                                                                     | Economic | 27.5 Development in numbers of new creative businesses                                                                                                                                                         |
|                                                                                                                                                                                     | Economic | 27.6 Development in numbers of new businesses within the tourist industry                                                                                                                                      |
|                                                                                                                                                                                     | Economic | 27.7 Growth in assets                                                                                                                                                                                          |
| EC28 How broad participation does Aarhus2017 activate across the region?                                                                                                            | Social   | 28.1 Who (demography, gender, age, education, house hold income, general interest in culture, geography) participate/do not participate in 2017-activities.                                                    |
|                                                                                                                                                                                     |          | 28.2 How many activities have they participated in, which type of activities (how broad/active citizenship) does the population participate in during 2017; who took part in specific events (e.g. full moon)? |
|                                                                                                                                                                                     | Social   | 28.3 What number of participants are there for different types/genres of 2017-activities?                                                                                                                      |

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| EC29 How have people across the region become more active citizens because of Aarhus 2017?                                          | Social                     | 29.1 How does the public understand/define the term active citizenship? (Explorative analysis of the perception of active citizenship based on April Workshop 2014 and potentially literature-based studies) |
|                                                                                                                                     | Social                     | 29.2 How has Aarhus 2017 defined active citizenship and what have they done to stimulate it?                                                                                                                 |
|                                                                                                                                     |                            | 29.3 Who participate in what types of activities that involve an aspect of active citizenship?                                                                                                               |
|                                                                                                                                     | Political & Organisational | 29.4 Electoral turnout? Establishment of new civic organisations? Something else?                                                                                                                            |
| EC30 How does the business sector in the region contribute to civic and social engagement?                                          | Social                     | 30.1 How do regional companies define civic and social engagement? To what extent do the regional companies show different forms of civic and social engagement?                                             |
| EC31 How does the cultural sector in the region contribute to civic and social engagement?                                          | Social                     | 31. 1 To what extent do the cultural institutions in the region engage in different forms of civic and social activities                                                                                     |
| EC32 How does the educational/learning sector in the region contribute to civic and social engagement?                              | Social                     | 32.1 To what extent do the educational institutions in the region engage in different forms of civic and social engagement?                                                                                  |
| EC33 How open are selected urban spaces in the cities?                                                                              |                            | 33.1 How do the municipalities work with open public spaces in urban planning; What part does culture play in general and 2017 specifically in this context?                                                 |
|                                                                                                                                     | Social                     | 33.2 School of Architect - designs of measuring open spaces                                                                                                                                                  |
| EC34 How vibrant are selected urban spaces in the cities?                                                                           | Social                     | 34.1 How do the municipalities work with open public places in urban planning; What part does culture play in general and 2017 specifically in this context?                                                 |
|                                                                                                                                     | Social                     | 34.2 City pulse and sound. Characteristics and rhythm of the sound, when does it occur? (Inclusion of School of Architect in developing a design of method)                                                  |
| EC35 To what extent has Aarhus2017 been a platform for cross-sectoral collaborations addressing societal challenges?                | Social                     | 35.1 First half covered (partially) by 38a; Second and most important half covered by 36 a, b, c and 37                                                                                                      |
| EC36 To what extent has Aarhus2017 included projects that seek to enhance                                                           | Political & Organisational | 35.2 Number and types of relations: Existing network                                                                                                                                                         |
| EC37 To what extent has the Aarhus2017 programme included projects that deals with democracy?                                       | Cultural                   | 36.1                                                                                                                                                                                                         |
| EC38: To what extent has the Aarhus2017 programme included projects that deal with diversity?                                       |                            | 37.1                                                                                                                                                                                                         |
| EC39: How does Aarhus 2017 stimulate and embrace rethinking? (how has Aarhus 2017 been rethinking the way in which a city is ECoC?) |                            | 38.1                                                                                                                                                                                                         |
| EC40 How has Aarhus 2017 stimulated regional coherence through cross-municipal and cross-institutional collaboration?               | Cultural                   | 39.1 Potentially ask more generally about the assessment of the programme including goals put into a strategic business plan on "smart, inviting, vibrant and experimental programme".                       |
| EC41: How and in what ways is the region important for the identity of the citizens?                                                | Political & organisational | 40.1 How many and what kinds of collaborations between municipalities exist? How has the cross-municipal collaboration in stage management of 2017 led to cooperations past 2017?                            |
| EC42 How do the audiences experience selected 2017 events?                                                                          | Image and Identity         | 41.1 Would you recommend the city/region/country as a good place to visit/live? To what extent do you feel affiliation towards your city, your region, your country, Europe?                                 |
| EC43: How do the audiences experience long term values of participating in 2017 events?                                             | cultural                   | Short-term: evaluation straight after selected events: What impact did the experience have on you?                                                                                                           |
| EC44: How do regional as well as national citizens see Aarhus 2017 as an event of national importance and relevance?                | cultural                   | Long-term: How would you value the impact that 2017-experiences have had on you? (extension of EC39).                                                                                                        |
| EC45: Which role does the European dimension of Aarhus 2017 have for the regional population and 2017-audiences?                    |                            | 44.1                                                                                                                                                                                                         |
|                                                                                                                                     |                            | 45.1                                                                                                                                                                                                         |