

# Annual report rethinkIMPACTS 2017 in 2016

## Organisation

From the beginning of the year, the team consisted of:

- Project and Research Manager: Louise Ejgod Hansen,
- Evaluation Manager: Hans-Peter Degn,
- Stakeholder Manager: Morten Falbe-Hansen,
- Evaluation Coordinator: Hanne Lynghøj Ellerbæk,
- Administrative Student Assistant: Helle Laursen, replaced in August by Julie Langdal Andersen

From August the team was expanded with three evaluation student assistants:

- Johannes Rolighed Xie
- Nanna Thomsen
- Line Vestergaard

From September 1st Hanne Lynghøj Ellerbæks position was changes to a combined PhD Student and Evaluation Coordinator. Christina Godsk Mogensen joined the team part time from October with the responsibility for the qualitative population research.

## Evaluation

In 2016 focus was on design of specific parts of the evaluation and on gathering of pre-event data.

Evaluation activities spring 2016:

- Evaluation design workshop on urban and rural development projects and evaluation of these
- Interview with Aarhus 2017 programme team members
- Interview with Aarhus 2017 management team
- Analysis of the qualitative data from the municipal culture departments

Evaluation activities fall 2016:

- Pilot interviews with cultural institution managers in the region
- Interviews with chairs of municipal cultural committees in the region
- Survey amongst civil servants in municipal cultural departments in the region
- Regional and national population surveys
- Focus groups in Aarhus, Viborg and Grenå with citizens
- Mapping of cultural institutions in the region
- Mapping of Aarhus 2017 urban development projects
- Evaluation workshop with Aarhus 2017 projects
- Interview with Valletta 2018 team members

## Partnerships

- Kantar Gallup. In 2016 the partnership included the national and regional population surveys
- Pluss Leadership.
  - The partnership on cross-municipal collaboration ended with [the report on the first qualitative data](#) by Pluss Leadership in September.

- In September a new partnership with Lene Bak on the cultural institutions was established
- Urban Goods. A collaboration on the development of the evaluation design of the urban development aspects of Aarhus 2017 was established

## Research

### *Creativity and Innovation research project*

As a part of the ambition to stimulate interdisciplinary research including academics from different faculties, a development project was initiated focusing on creative and innovative processes. The intention was to bring together researchers from different faculties studying creative and innovative processes and based on a case study test whether they could develop a joint research approach. In May 2016 Urban Goods facilitated a workshop focusing on *Design to improve life* in which the participants formulated research interest, methodic approach etc.

As a way of establishing an interdisciplinary dialogue about a common research interest, the process functioned well and several of the participants continued collaborating on publications after the pilot project. However, the development of a strong interdisciplinary project that will be able to attract external funding, is a long process and the collaboration is not yet mature to do so.

### *rethinkIMPACTS 2017-team*

The research aspect of the rethinkIMPACTS 2017 team was strengthened by the inclusion of the PhD project by Hanne Lynghøj Ellerbæk . During the year, the rethinkIMPACTS 2017 team presented the following academic papers:

- Degn, Hans-Peter; Lynghøj, Hanne; Hansen, Louise Ejgod: Creating legacy through evaluation : A processoriented approach to cultural policy and value creation. Presented at International Conference on Cultural Policy Research in Seoul, South Korea, July 2016.
- Hansen, Louise Ejgod: Political and organisational impacts. Designing and conducting a formative, practice-oriented evaluation. Presented at UNeECC Conference, Wroclaw, Poland, October 2016.

### *Research projects*

Three new research projects were initiated:

Speaking of Values: The impact of applying pre-determined values in co-branding

Project managers: Line Schmeltz & Anna Karina Kjeldsen, Department of Management, AU.

The research project examines – from a communicative perspective and with a focus on co-branding – the strategic partnerships between Aarhus 2017, the participating cultural institutions and the European Capital of Culture's sponsors.

Read more on the [project](#)

Citizen volunteers as place brand ambassadors? Participant evaluations of the Aarhus 2017 mega event

Project manager: Leila Trapp, School of Communication and Culture, AU.

The purpose of the research project is – from a volunteering perspective – to study the efforts being made by Aarhus 2017 to turn citizens into good 'place brand ambassadors' for the city, and relate these results to the current understanding of the role of citizen involvement in place branding.

Read more on the [project](#)

### Evaluation of the RECcORD Project

Project manager: Birgit Eriksson, School of Communication and Culture, AU.

The research project focuses on cultural participation, and on the basis of a survey of RECcORD's (Rethink Cultural Centres in a European Dimension) exchange programme, will provide knowledge about the challenges and benefits of and potential for close collaboration between researchers, citizens and those involved at a practical level.

Read more on the [project](#)

### *Visiting Scholar*

Aarhus University Research Fund funded a visiting scholar grant for Leila Jancovich, Senior Lecturer at Leeds Beckett University, England in spring/summer 2016. During her stay Leila conducted interviews with 2017-projects that work with democratic participation. These include: the Democracy Batton, Eutopia, Gellerup Group, Gellerup Filmværksted, Rethink the Village, Institute for X and RECcORD.

After her stay, Leila Jancovich published the report "[Rethinking Participation in Aarhus 2017 – First Reflections](#)". In the report Leila Jancovich examine how participation and democracy is processed by projects connected to the European Capital of Culture of Aarhus 2017.

## Student involvement

### *Master theses*

In 2016 the following master thesis projects were carried through:

- Rikke Baes-Carlsen, Dramaturgy: OFF Track 2017 – Vækstlagets Kulturhovedstad
- Kathrine Hansen Kihm: Programlægningens Dramaturgi
- Mathilde Nedergaard Poulsen and Tanja Nørrelund Jensen, Culture, Communication and Globalization AAU: Aarhus 2017's Facebook strategy – from a strategic and civil point of view
- Trine Schjødt Kjær Hansen, Materiel didaktik, AU: Kulbroen
- Christian Nørkjær Therkelsen, Europastudier, AU: How does the European Capital of Culture programme combine local allegiances with a European Dimension – Aarhus 2017 a case study?

### *Courses*

Hans-Peter Degn taught the course *Kvantitative evalueringsdesigns, metoder og analyse* in which most of the students used Aarhus 2017 as a case for their exam project

Louise Ejgod Hansen carried through a project in collaboration with Ansa Lønstrup at Æstetik og Kultur's BA-course Kulturliv about mapping of cultural institutions in Aarhus.

### *Summer Camp*

Students from different disciplines were invited to a summer camp in which they could develop different evaluation designs. The participating four students all used the camp to develop master thesis projects.

### **Workshops**

- Apr 11 Evaluation workshop: Urban Spaces, Aarhus 2017 and evaluation. Input to the evaluation of urban development/urban spaces-aspect of Aarhus 2017
- May 12 Democracy and Participation. Presentation of 2017-projects and lecture by Leila Jancovich
- May 24 Presentation of on-going thesis projects
- Oct 25 Research seminar with presentation by Louise Ejgod, Franco Bianchini (Hull University) Ushma Chauhan Jacobsen and Markus Laursen
- Nov 2 Evaluation workshop with Aarhus 2017-project on the value of their projects from their perspective and their understanding of the value of the Aarhus 2017-framing, e.g. the theme Let's rethink.

### **International**

Hanne Lynghøj Ellerbæk, Marianne Huang and Louise Ejgod visited Hull University and Hull 2017 in March. The visit gave insight into the partnership between Hull 2017 and Hull University and the evaluation, research and learning activities taking place in relation to Hull 2017. In addition it developed the strategic partnership on research and evaluation that is included in the

Louise Ejgod gave the presentation *Cultural leadership – a shared responsibility* *The case of Aarhus as European Capital of Culture 2017* at the 7<sup>th</sup> World Summit on Arts and Culture in Valletta, Malta in October

In June 2016 rethinkIMPACTS 2017 joined the Cultural Creative Spill Over Research Partnership as Research Partner. Louise Ejgod participated the pre-conference workshop and the conference

Glenn-Burgess, Deputy Vice-Chancellor and Professor Franco Bianchini from Hull University visited Aarhus in October.

A consortium of members from Hull University, University of Arts Belgrade, Valletta 2017. Fitzcarraldo Foundation and Aarhus University was established with the purpose of developing an Horizon 2020-application.