

# Annual report rethinkIMPACTS 2017 in 2017

2017 has of course been a special and busy year for rethinkIMPACTS 2017. During the year we expanded the team significantly. During spring 2017 we engaged in collaboration with the record number of master students (11) all of whom doing their thesis on Aarhus 2017. The main task of the evaluation team was to conduct the more than 40 audience surveys at events starting with the Opening in Aarhus on January 21 and ending with the Finale in Hvide Sande on December 9. During the year, a lot of attention was given to the evaluation and presentations were given to e.g. the Cultural Committee in Aarhus Municipality, the regional steering committee of Aarhus 2017 and at Kommunernes Landsforenings annual conference on Culture.

## 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/PhD Student: Hanne Lynghøj Ellerbæk,
- Research Assistant: Christina Godsk Mogensen,
- Administrative Student Assistant: Julie Langdal Andersen,
- Evaluation Student Assistants: Nanna Thomsen, Johannes Rolighed Xie (on leave fall 2017) and Line Vestergaard (on leave fall 2017)

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

- Mathias Pedersen
- Charlotte Høy Jensen
- Marie Andreasen

From August, the team was further expanded with four evaluation student assistants who should focus on the role of the media:

- Cathrine Birn
- Michala Dahl Hansen
- Mille Borup
- Kasper Fryd Kristensen

## Evaluation

In 2017 the focus was primarily on data gathering. The audience based research gathering played a huge role during 2017 and many working hours have been put into this. However, many other evaluation activities were at the same time carried out during 2017.

### *Evaluation activities spring 2017:*

- Interviews with managers of cultural institutions (in collaboration with Lene Bak, Pluss Leadership)
- Focus groups in Aarhus, Viborg, Grenaa, Randers and Ikast with citizens

- Focus groups with Aarhus 2017-volunteers (In collaboration with master student)
- Survey: Aarhus 2017-volunteers (In collaboration with master student)
- Regional and national population survey (March, June) (In collaboration with Kantar Gallup)
- Evaluation workshop with Aarhus 2017-projects (March)
- Urban space data gathering (Freedom Prison, Kunsthallen og Landsbyen, EUTOPIA) (In collaboration with Urban Goods)
- Qualitative audience research at Spektakel Festival and Snapstinget for børn på Borgvold (in collaboration with Tanja Pfaff Lourcing)

#### *Evaluation activities fall 2017:*

- Evaluation workshop with Aarhus 2017-projects (September)
- Regional and national population survey (September, December) (In collaboration with Kantar Gallup)
- Interviews with project managers and businesses of the more creative events
- Focus group interviews with citizens in Aarhus and Viborg
- Interviews with citizens in Grenaa
- Interview med senior management team members of Pafos 2017 (October)
- Survey: The 'Network Model' of seconded employees
- Survey: Aarhus 2017-volunteers (in collaboration with Aarhus 2017) (December)
- Survey: Aarhus 2017 sponsors (in collaboration with Aarhus 2017) (December)
- Survey: Municipal and regional politicians (December)

#### *Evaluation: Audience research 2017*

##### Mega events:

- The opening of Aarhus 2017 – European Capital of Culture
- The Garden – the past, the present and the future
- Red Serpent
- Aarhus 2017 – Finale

##### Full Moon events:

- Set Worship Free
- Festival of the Century
- Off Road Festival
- Freedom Prison
- Snapstinget – Rethink the Audience
- EUTOPIA International Festival
- River Art 2017 & Silkeborg Fireworks Regatta
- Watermusic
- Rethink Reformation
- Move For Life

##### Other events:

- Aarhus Stories
- Tree of Codes
- Aarhus Architecture Festival
- Seven Deadly Sins – Euroinvasion
- The Journey of Red Serpent
- When Threads are Tied
- International Big Band Festival
- The Aarhus story (Aarhus fortæller)
- Street Festival 2017
- Hidden Places: Community and a Life in Balance
- Sport Tailgate 2017
- European Medieval Festival 2017
- The People's Feast
- Aarhus Walks on Water
- Experience the Village
- Dance Your Neighbour
- The Journey
- Image Storm: Blasphemy, Gender and Otherness
- I am Raving Mad
- Bollywood Beats and Big Band
- Hypotheticals #4: Revolution & Evolution

## Partnerships

- Kantar Gallup. In 2017 the partnership included the national and regional population surveys
- Pluss Leadership.
  - Ongoing partnership on the cultural institutions
- Urban Goods. A collaboration on the evaluation of the urban development/urban space aspects of Aarhus 2017.

## RE-Value conference – rethink the value of arts and culture

On November 8-10 rethinkIMPACTS 2017 hosted our third international conference. The theme of the conference was:

“Rethinking the value of arts and culture is a key issue for Aarhus 2017 and spotlight has been put on the development of new approaches to this by rethinkIMPACTS 2017. At the conference we invite colleagues to join us in sharing and developing this ambition.”

176 participants including international and national guests, academics, practitioners and students took part in the conference. The programme included panel debat framed by an introduction by Gitte Ørskou. Chair of Danish Art Foundation, key not by Professor Geoffrey Crossick, panels, papers and workshops as well as a closing session with colleagues from Valletta 2018 and Hull 2017.

The conference was organized in partnership with UNeECC, Hotel Pro Forma and the Danish Agency for Culture and Palaces.

<http://conferences.au.dk/re-value/>

## Research

*rethinkIMPACTS 2017-team*

Hans-Peter Degn and Louise Ejgod took part in Nordic Conference on Cultural Policy Research in Helsinki in August and presented the paper:

*Evaluation, consultancy, action research: Ways to use cultural policy research and their implication for the research conducted.*

Hans-Peter Degn took part in IAMCR 2017 in Cartagena and presented the paper:

*How do media affect public perception and opinion towards a cultural mega event?*

Louise Ejgod co-authored the paper *Rethinking Participation in the Aarhus as European Capital of Culture* with Leila Jancovich. The paper was presented at International Conference on Arts and Cultural Management in Beijing in June.

## Research projects

In June Marcus Laursen successfully defended his PhD thesis: Rethink project management: A Project value creation perspective on a European Capital of Culture. The thesis is available [here](#).

Two research projects were subsidized:

- *Aarhus 2017 – Promoting Europe?* by Antoinette Fage-Butler, Department of English
- *Management accounting for Culture Events Organizations* by Mihaela Trenca and Hanne Nørklit, Department of Management.

## Publications

In 2017 rethinkIMPACTS 2017 published one report in the rethinkIMPACTS 2017-series (for a full view of all publications [click here](#)).

- Christian Nørkjær Therkelsen (MA): How is a European dimension and identity constructed in the European Capital of Culture?

During 2017 rethinkIMPACTS 2017 produced a number of data reports presenting preliminary findings during the year. This included reports on all event surveys, all of which were shared with the event organisation as soon as possible after the event. The updated data reports are available [here](#).

## Student involvement

Master theses

In 2017 the following master thesis projects were carried through:

- Kristine Holzendorff, Designledelse SDU: Aarhus 2017 – En borgers fortælling om medborgerskab i et designpraktisk perspektiv.

- Pia Christensen, Almen didaktik, AU: Rethink Activism – Motivation og forudsætninger for aktiv deltagelse i et folkeoplysningsperspektiv.
- Marie Hovgaard, Information Studies, AU: Frivilligt Arbejde som Styringsrationalitet – En governmentality-analysis af Aarhus 2017's frivilligprogram.
- Nina Lundberg Skriver, Materiel Didaktik, AU: Kunst i det Offentlige Rums Demokratiske Potentiale – Et casestudie.
- Louise Skjøtt, Corporate Communication, AU: Brand building and co-creation in the age of social media: A case study of Aarhus 2017
- Sascha Rasmussen, English and International Business Communication, AU: Exploring the Potential of International Communication as a Driver of Engagement in a Volunteer Setting – An empirical study of the 'Aarhus 2017 volunteer program'.
- Jonathan Cohen, Political Science, AU: Styrk den Frivillige Tilfredshed – En kvantitativ undersøgelse af Person-Job fit og tilfredshed blandt frivillige ved åbningsceremonien til Aarhus 2017 – Europæisk Kulturhovedstad.
- Christian Kristoffersen, Political Science, AU: Et År til Kultur – En teoretisk baseret evaluering af målsætningerne for Aarhus 2017.
- Elisa Boutteaud, European studies, AU: Aarhus 2017 – Local scene or European stage?
- Mattia Ottaviani, Sport and Event Management, SDU: Evaluating the effects of the European Capital of Culture on Visitors' behavioural intentions toward cultural consumption – The case of Aarhus 2017.
- Andreas Katballe-Kristensen, Corporate Communication, AU

The number of master thesis projects made it necessary to coordinate and possible to facilitate knowledge exchange and network between the students. On May 10 several of the students presented their projects at a mini-seminar organised by rethinkIMPACTS 2017.

## Legacy

During 2017 rethinkIMPACTS 2017 prepared the establishment of a new, permanent Centre for Cultural Evaluation and plans were approved by School of Communication and Culture in December 2017. Both Aarhus Municipality and Central Denmark Region has been core dialogue partners in the establishment of the centre.