

## Annual report rethinkIMPACTS 2017 in 2015

*During 2015 the rethinkIMPACTS 2017 has focused on the evaluation criteria in order to make sure that they can serve as a strong foundation for the data gathering in the years to come. The project has engaged in new partnerships with researchers as well as with TNS Gallup and Pluss Leadership contributing to the evaluation. The team has been expanded with evaluation coordinator and data manager Hanne Lynghøj Ellerbæk.*

*The RE-DO conference in October attracted a mix of local and international participants including a high number of students. Academic articles, conference papers and reports have been published by the team, partner researchers and master students.*

### Organization

In 2014 the rethinkIMPACTS 2017 team consisted of Louise Ejgod Hansen (Project and Research Manager), Hans-Peter Degn (Evaluation Manager), Morten Falbe-Hansen (Stakeholder Manager), Hanne Lynghøj Ellerbæk (employed Sept. 2015, Evaluation Coordinator), Sara Lodahl (Jan-Oct, project assistant) and Helle Laursen (Oct-, student assistant)

### Evaluation

#### *Overall evaluation design*

In 2015 the team continued developing the evaluation framework including the evaluation criteria. Two main tasks in 2015 were how to prioritize between the different aspects of the evaluation and to plan the data gathering process.

The evaluation criteria list is based on the strategic objectives of Aarhus 2017 supplemented by other key strategic aims expressed e.g. by projects or by the 201 organization. A first version was completed and published in May 2015. The list is considered a dynamic document that can be adapted and discussed.

The criteria need to be prioritized by the rethinkIMPACTS 2017 team that is not able to cover every criteria or indicator. This is done in close dialogue with the steering committee and thus with representatives from Aarhus 2017, Aarhus Kommune and Region Midtjylland.

Based on their input on the prioritization of the criteria and their suggestions for new criteria, a second version was finalized in October 2015, which led to a data gathering plan for the period 2015-2018.

#### *Thematic evaluations: Rejsen til 2017, Ridehuset April 2015*

During Aarhus 2017s exhibition *Rejsen til 2017*, rethinkIMPACTS 2017 did a pilot audience study. The purpose of the study was to gather data on the participants as well as their impression of the

Capital of Culture project. The data gathering was done in cooperation with the Aarhus 2017 volunteer programme. The results were presented to the 2017 organization at a staff meeting immediately after the exhibition.

### *Evaluation of the cross-municipal cooperation*

The first steps into the evaluation of the cross-municipal cooperation was taken in 2015. An evaluation workshop engaging stakeholders and researchers in formulating the important foci of this evaluation took place in May 2015.

## **Research**

### *Publications*

The following academic articles were published during 2015:

- Eriksson, B & Stephensen, JL 2015, '[Rethinking Participation and Re-enacting Its Dilemmas?: Aarhus 2017 and "The Playful Society"](#)' *Conjunctions : transdisciplinary journal of cultural participation*, vol Vol. 2, nr. 2, s. 48-66., [10.7146/tjcp.v2i2.22918](#)
- Hansen, LE & Laursen, M 2015, '[From applicant to designated European Capital of Culture](#)' *International Journal of Managing Projects in Business*, vol 8, nr. 4, s. 715-731.
- Hansen, LE, Vatne, I & Bjørnsen, E 2015, '[Mellem deltagelse og publikumsudvikling: når publikumsudvikling handler om kvalitative forandringer](#)' *Aktuel forskning ved Institut for Litteratur, Kultur og Medier*, vol særnummer, s. 24-35. <http://bit.ly/20uL5w1>

### *New research projects and cooperations*

Anne Mette Kjeldsen and Martin Bækgaard are engaged in the evaluation of the cross-municipal cooperation within Aarhus 2017. Their research interest is in the concept of distributed leadership and how Aarhus 2017 serves as an occasion to engage in other types of organizational partnerships crossing sectorial and organizational borders.

## **Partnerships**

### *TNS Gallup*

TNS Gallup joined as a partner of rethinkIMPACTS 2017. The partnership means that TNS Gallup will be responsible for the data gathering of the regional and national population surveys in 2015-2018. TNS Gallup will deliver high quality data and also engage in the design of the surveys. In addition TNS Gallup and rethinkIMPACTS 2017 will cooperate on the development of the evaluation design regarding audience studies and media coverage.

### *Pluss Leadership*

The evaluation of the cross-municipal cooperation is conducted in cooperation with Pluss Leadership who takes part in the development of the evaluation design, is lead on data gathering and will be responsible for the first reporting of the results of this part of the evaluation.

## **Learning activities**

### Courses:

- Festivals and events. Bachelor-level course on Faculty of Art by Line Hassall Thomsen used Aarhus 2017 as a case to discuss festival communication and festival programming.
- Kvantitative evalueringsdesigns, metoder og analyser, Master-level course at Media studies by Hans-Peter Degn. The students used 2017 as a case, designing evaluations, gathering and analyzing data on different aspects of 2017
- Kultur 2, Bachelor-level course at Aesthetics and Culture by Louise Ejgod Hansen did a cultural mapping of seven municipalities in the region in cooperation with representatives of the municipalities.
- Students from Anthropology and Sustainable Heritage Management presented the Exhibition *Havneforestillinger* at Dokk1. The exhibition was a part of the research project Concrete Heritage

#### *Master theses:*

The following master thesis were written in cooperation with Aarhus 2017:

- Buster Kudsk Urban Rasmussen: [Værdifuld viden i tværkommunale samarbejder](#)
- Laura Bender Thomsen and Christina Kruse Møller: [A Study of the Co-brand Aarhus 2017 European Capital of Culture](#)
- Cecilia Dybris Marini: [Den gentænkte landsby – En analyse af landsbyværdiernes rolle i det senmoderne samfund](#)
- Lara Tilke: Aarhus European Capital of Culture 2017 – Exploring Multi-Dimensional Dynamics and Sense-Making Processes that Influence Tourism Stakeholders' Level of Involvement in the Event
- Nanna Marie Jensen and Malene Jessen (master course project): The Complexity of Identity Creation in Aarhus 2017

## **Conferences and workshop**

### *RE-DO Conference og sustainability and culture's role in sustainable futures:*

The second rethink conference took place on October 28-31 with an opening at Dook1, two conference days at Moesgaard Museum and the final day at Hotel Scandic. The programme consisted of a mix of key note presentations, papers and workshops and presentations of 2017-projects as well as a sustainability safari organized by Samsø Energiakademi. Altogether there were 170 participants of which half were students from different AU courses.

### *Other workshops and events organized by rethinkIMPACTS 2018*

In addition rethinkIMPACTS 2017 organized or co-organized a number of events including:

- [Workshop on children's culture with 2017-projects and researchers presenting and discussing](#)
- [Hvordan skaber vi værdi i kulturprojekter?](#) Workshop with 2017-stakeholders organized by Markus Laursen as a part of his PhD Project
- PhD course [Visual Culture Visual Methods](#) taught and organized by Anne Marit Waade and Annette Markham.

### *Participation in workshop and conferences*

rethinkIMPACTS 2017 has been presented at several occasions including the key note presentation given by Rebecca Matthews and Louise Ejgod at Kulturstyrelsens årsmøde: [Sustainable institutions and audience development as a strategic objective](#).

### **International activities**

The rethinkIMPACTS 2017 team continued to build international relationships with other ECoCs as well as with a wider research community. This included the following meetings and presentations:

- Presentation of the Aarhus approach to evaluation in Leeuwarden for university staff members, Leeuwarden 2018 team members and civil servants from the city and region in April
- Paper presentation at Nordic Conference on Cultural Policy Research in Bø, Norway in August by Hans-Peter Degn and Louise Ejgod: *The development of a formative, partnership-based evaluation*.
- Paper presentation at UNeECC conference in Plzen by Hanne Lynghøj Ellerbæk and Hans-Peter Degn: *Evaluation in practice - a methodical grip*
- Presentation of our model for evaluation of ECoCs in Dubrovnik, Croatia for 3 of 4 candidate cities for the 2020 title as well as for university partners, November.
- Paper at Social Theory, Politics and the Arts-conference I Adelaide in December by Hans-Peter Degn and Louise Ejgod: *Balancing between Program and Projects*
- A continued, positive dialogue with Hull 2017 about the development of the evaluation design and research co-operations.