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EUROPEAN PRESIDENCY EVENTS

Impact Assessment Report (August 2020)

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Executive Summary

Introduction

Coinciding with the rotating Presidency of the Council of the European Union, Europeana organises two cultural heritage policy oriented presidency conferences every year together with the Member States holding the presidency. The events bring together high-level policy makers from European ministries of culture, cultural operators and professionals, experts in the topic, representatives of the European Commission and the DCHE Expert Group¹ to secure the network's outreach to EU Member States and to discuss topics of current focus of the digital cultural heritage sector and the Europeana Initiative.

Methodology

- The first step was to review the outputs/documentation of past presidency events.
- Post-event questionnaires were sent to attendees of the 2019 presidency events at the time of the event and therefore before this impact assessment was planned. These data were reviewed. The sample was very small.
- Together with Europeana colleagues, a Change Pathway was developed following the Impact Playbook methodology.
- A framework was created for future data collection, including:
 - A registration survey
 - Revised post-presidency event surveys
 - A follow-up for participants of the events, to be sent at least six months after the event
- We wanted to trial the Croatian presidency event as the first event where we would begin monitoring the social demographics of event attendees at the event registration stage. We created four questions that could be used to track the diversity of event attendees, namely, relating to age, gender, country they represent and disability.

Findings

The events consisted of invited attendees, most of whom had been to Europeana events previously. While there were slightly varying degrees of the practical awareness of Europeana's frameworks, this is not unexpected for an event that brings together both high-level policy-orientated participants and also experts from other fields. The strategic nature of the event was an influencing motivation for those who attended, and most of the attendees report that contributing to (and thus further developing) the discussion on the policy area as a driver for their participation.

The event appeared to satisfy all the cohorts (a combined satisfaction rating of 7+ out of 10 in the topics we surveyed). While Network development was not a big driver for

¹ <https://ec.europa.eu/digital-single-market/en/expert-group-digital-cultural-heritage-and-europeana-dche>



participants, all but one respondent noted that they made new contacts, while two noted that they consolidated their existing network. In future, we should investigate more - and value - the opportunity for participants to consolidate and strengthen their networks at events, particularly when the guests are more likely to know each other (e.g. policy makers or members of the Digital Cultural Heritage Expert [DCHE] group).

The development of this framework has contributed to the overall development of questions to monitor the demographics and diversity of participants, the creation of a standardised question bank and the standardisation of processes for capturing data from events participants.

Limitations due to Covid-19

With the Covid-19 pandemic striking as we were due to send a follow-up questionnaire to participants of the 2019 presidency events, our impact assessment plan had to change. It was felt to be inappropriate to add extra burden to the participants of the 2019 presidency events due to the likelihood of their attention being needed elsewhere during the preliminary months of the crisis. A similar approach was followed in other assessments, e.g. the survey of the European Network Association was delayed. In this case, a follow-up was not shared and as a result this report can't present the planned longer-term perspective originally desired.

Recommendations

A framework to support the impact assessment for future presidency events, including the development of indicators and question types for inclusion in future registration, post-workshop and follow-up questionnaires for participants, has been created. This should be embedded for future presidency events.



Figure 1. Presentation of the 2020 German Presidency Europeanana event.



Validation and next steps

The development of this framework has contributed to the overall development of questions to monitor the demographics and diversity of participants, the creation of a standardised question bank and the standardisation of processes for capturing data from events participants.

This report was validated internally within the Europeana Foundation. Future reports on the impact of presidency events will have external validation.



Introduction

In 2020, European Presidency events were planned to be held in Zagreb, Croatia (21-22 April) and Frankfurt, Germany (5-6 October). The first event was cancelled due to the Covid-19 pandemic and the second event may be held digitally (to be confirmed).

Over the past year or so, there has been a concerted effort by the event organisers to strengthen the impact of these events, particularly with regards to the outputs of each presidency, which normally take the form of a series of recommendations, a call to action or a report. These outputs have direct relevance to work underway in the sector and in the Europeana initiative. The Finnish presidency meeting output on the challenges/benefits of and solutions for improved multilingualism in digital cultural heritage, for example, will feed into the Europeana multilingualism strategy.

The organising team has been working hard to document and understand what change occurred for the attendees in the short term. Data was captured through post-event surveys at the two 2019 presidency events (Finland and Romania). This data already has some benefit; there is the beginning of a comparative data-set, and a number of areas for improvement in the data collection approach have been identified.

This impact assessment planned to review data collected at two past residency events, and to follow-up with the event attendees with a longitudinal questionnaire (postponed due to the crisis). The initial idea was to triangulate this with data collected in the now-cancelled Croatia event. Instead, the longitudinal survey and revised event survey are presented here, alongside the review of data of past surveys.

Who takes part in presidency events?

The primary stakeholders were identified as participants of the workshop, understood as:

- 1) Digital Cultural Heritage Expert (DCHE) Group
- 2) Ministries of Culture (some in the DCHE group)
- 3) Representatives of the European Commission DG CNNCT and involved in the DSI
- 4) CHIs (some in the DCHE group)
- 5) Other Ministries (e.g. tourism, education) as appropriate

The host Member State (holding the European Presidency) was also considered as a non-prioritised stakeholder.



Methodology

Document review

The outputs from the 2019 presidency events were reviewed. These are as follows:

1. [Benefits, challenges and solutions for multilingual digital cultural heritage: a report from the Finnish Presidency Europeanana meeting \(Feb 2020\)](#)
2. [Developing a common strategic approach for Member States to support the digital transformation of Europe's cultural heritage sector \(Oct 2019\)](#)



Benefits, challenges and solutions for multilingual digital cultural heritage: a report from the Finnish Presidency Europeanana meeting

February 2020



Europeanana meeting under Finland's Presidency of EU Council - Espoo, Finland, 24-25 October 2019
Sebastian Ter Burg - CC BY

Figure 2. Screenshot of the first page of the output from the Finnish presidency event, October 2019

Analysis of post-presidency event questionnaires from the Finnish and Romanian events

Post-event questionnaires were sent to attendees of the 2019 presidency events at the time of the event and therefore before this impact assessment was planned. Questionnaires where the majority of responses were incomplete were removed, leaving seven responses to the Romanian questionnaire and eight responses to the



Finnish questionnaire. The data were combined in excel and analysed to see the similarities and differences in each cohort's responses. The qualitative data (open text responses) were coded according to the most prominent themes that emerged from the data.

This is a very small sample. The Finnish and Romanian events had 50 and 81 attendees respectively, equating to samples that represent 16% and 8.6% of attendees. The analysis presents the findings numerically instead of in percentages, because percentages would be somewhat misleading and inappropriate for this sample size.

Change pathway development and validation

Together with Europeana colleagues, a [Change Pathway](#) was developed following the Impact Playbook methodology. An important strand of the change pathway is presented below.

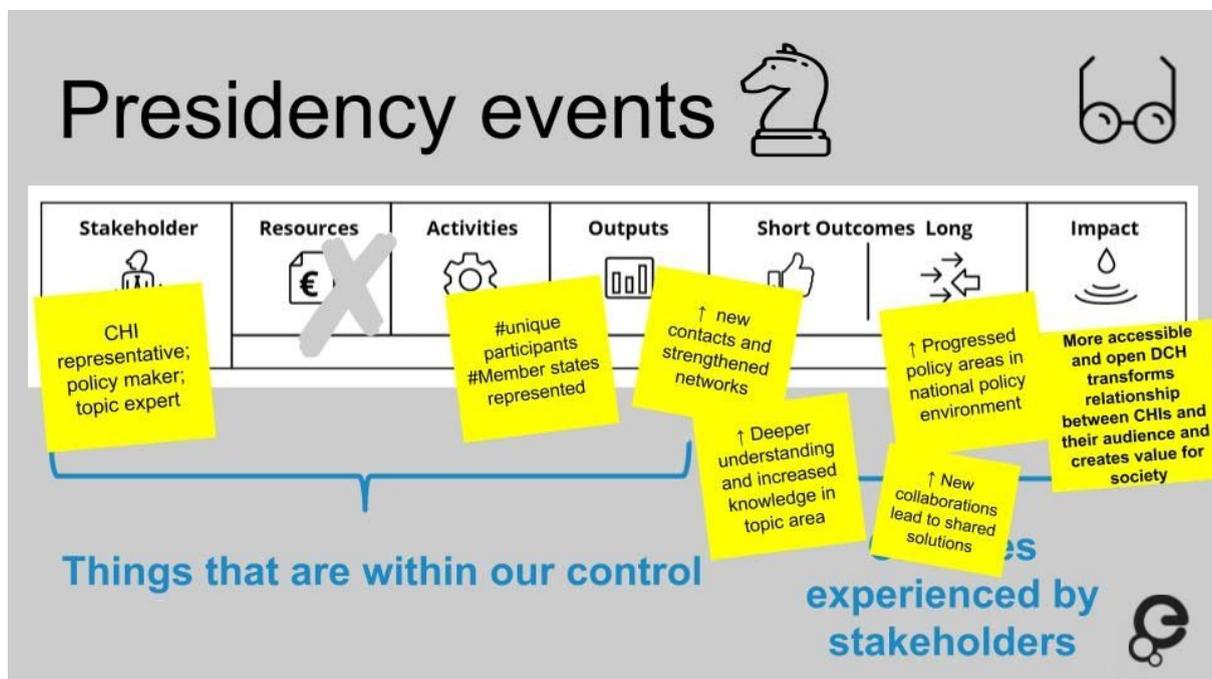


Figure 3. One strand of the presidency events change pathway

Create a replicable framework for future presidency events

A framework was created for future data collection, including:

1. A registration survey
2. Revised post-presidency event surveys
3. A follow-up for participants of the events, to be sent between six months to one year after the event (to be sent to the 2019 Romanian and Finnish attendees)



Informing the diversity and inclusivity of our events

We wanted to trial the Croatian presidency event as the first event where we would begin monitoring the social demographics of event attendees at the event registration stage. This responds to a wider conversation, started at the Europeanana 2019 annual conference, that we needed to consider more actively representation and inclusivity at our events and our network. We created four questions that could be used to track the diversity of event attendees, namely, relating to age, gender, country they represent and disability.

Though the presidency events were cancelled, we were able to use this template for other digital events, notably our webinar and programming series. The developed questions are available in standardised question bank available from impkt.tools.

Creating baseline confidence ratings for topic-focussed events

The work on this impact assessment also led to our first trials in gathering individual stakeholder baseline measurements in Europeanana's impact assessment work.

We set in place a confidence rating for participants to fill in during the event registration. This related to their confidence level of a specific topic. We then ensured that the post-event survey would assess confidence levels after the event. This would support any claims of impact around increased knowledge and confidence in a topic, as it is more accurate than comparing the reported knowledge of confidence figures of a group of attendees after an event.

Of concern is the reporting bias that may arise during the post-event workshop if respondents are asked to give their name to support these individual measurements. This will be borne in mind, and, for example, in the digital programming series, we ask for only a first name and country. This would not work as well for an invited audience, so this will be considered further.

Considerations for this assessment

- This is a group of high-level attendees and participants should not feel fatigued by the follow-up survey, because they may go to one or two of these events each year.
- Previous feedback from surveys/conversations with attendees show us that a long-term perspective is needed.
- Recommendations or calls to action are not binding - those who developed them or the audience for whom they were developed are not required to do something. Any impact of the event is conditional on commitment to drive forward and deliver the recommendations or actions.



Limitations

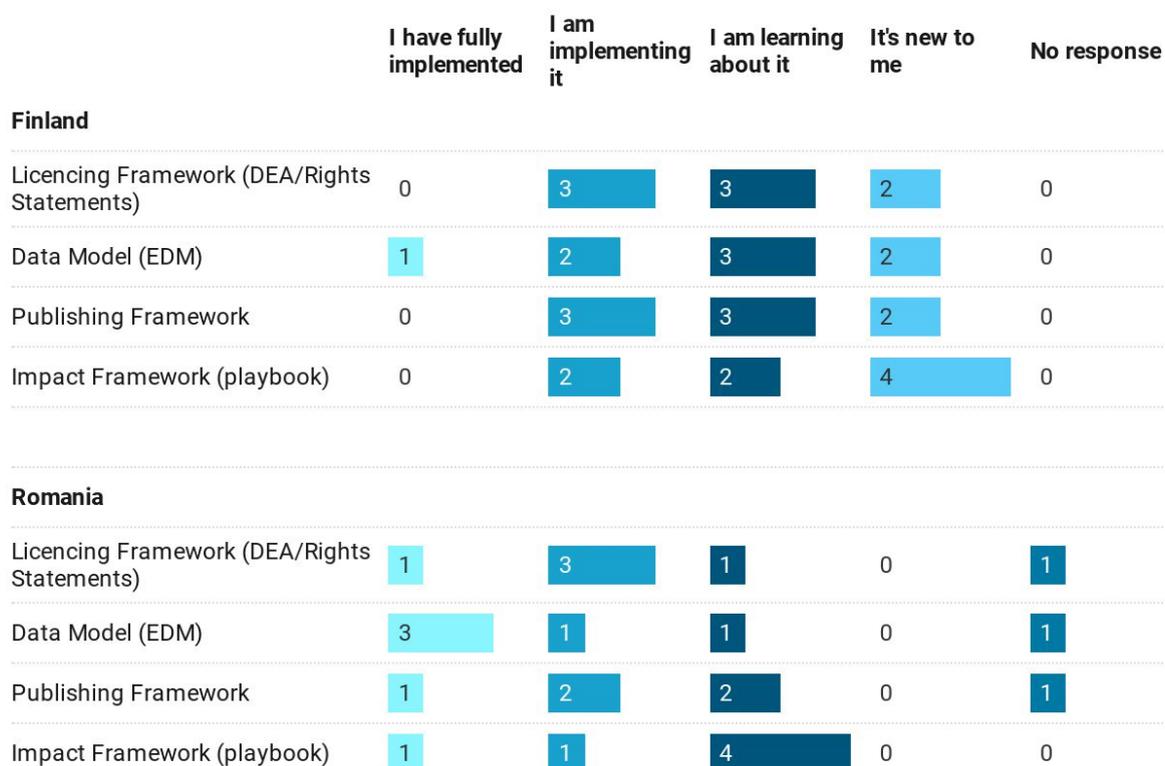
- The small sample of data and the lack in general of data that can track attendees' perceptions hinders the drawing of any significant conclusions beyond satisfaction with the event.
- The findings below represent an evaluation of the event. By this we mean that the event is evaluated according to the short-term experiences of the participants but that we do not know what this experience leads to. This impact assessment would be more complete when triangulated with longitudinal data from event attendees, which would hopefully show what changes the event and the topic discussed may have led to.
- Change at a policy level is difficult to capture and quantify. Indications of impact are anticipated to emerge from a more qualitative approach: a case study or outcomes harvesting approach may be beneficial in future.

Findings

Who were the attendees?

Most attendees had been to Europeana events. The cohort from Romania seemed to have a more practical awareness of Europeana’s frameworks. Two of the either Finnish survey respondents identified as a multilingualism expert. For the majority of the event participants, they were influenced to go to the event to learn from or contribute to the topic under discussion (9 out of 14 completed responses). Other themes that motivated the participants to attend are exchanging experience with others or learning about other experiences (three responses), making new contacts, receiving an invitation, and contributing to strategic discussion.

What is your experience with using Europeana standards:



Source: Europeana 2018 presidency events • Created with Datawrapper

Figure 4. the familiarity of the respondents to Europeana’s frameworks.

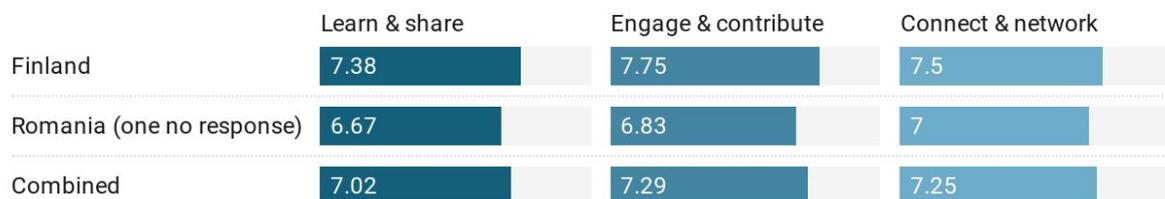


Satisfaction with the usefulness of the event

All Finnish attendees (n=8) reported that this was a learning event and that they would use the results of the meeting to improve multilinguality in their context in some way.

How did the meeting match your expectations with regards to opportunities to:

Rating out of 10



Source: Europeana 2018 presidency events • Created with Datawrapper

Figure 5. Assessments of how the event met participant expectations in three areas

Attendees of each event had their expectations met to different degrees. The lowest rated element was the event's opportunity to learn and share, with a rating of 6.67 by participants of the Romanian event. This was also rated the lowest by Finnish participants, but at 7.38 this was higher than the Romanian rating. These data correspond with the rating participants gave to the interactivity of the event, which for Romanian audiences was slightly lower than the Finnish rating.

Overall, the Finnish participants rated each area in Figure 5 higher, suggesting higher satisfaction with this event. In particular, they rated the opportunity to engage and contribute the highest.

Network development

it will be interesting to keep in touch with digital cultural heritage experts concerning the potential/feasibility of machine translation or other language technologies
Finnish Presidency event participant

Figure 5 shows that the opportunity to connect and network at the presidency events received high ratings, and this was the highest rated outcome for Romanian participants. Further data show that all but one participant of the events made new contacts. This individual instead reported to have consolidated existing connections; one other individual also noted that they both made new contacts and consolidated old ones. It is not possible to make an average of how many new contacts were made, but the responses range from 1 to 'dozens'.² One response referenced the value of bringing together experts from different fields:

² Respondents often gave a general scale such as some, several, a few, quite a few, etc



- *[I made] quite a lot [of new contacts], as I am expert in multilingualism/language technology but not digital cultural heritage*

Noting the professional level of attendees and the fact that many of the participants may already know each other (e.g. advisors on the DCHE group), it is probable that consolidating contacts is just as likely an outcome for participants as creating new contacts. This should be investigated in future events and considered as a valuable outcome in its own right.

Future data collection

We do not know to what extent attendees feel more confident in the topic as a result of participation. In future questionnaires, we propose to measure confidence levels at registration and then again after the event. We hope to be able to create individual baselines, and not just compare the survey response sample available.



Conclusions

Summary of the findings

The events consisted of invited attendees, most of whom had been to Europeana events previously. While there were slightly varying degrees of the practical awareness of Europeana's frameworks, this is not unexpected for an event that brings together both high-level policy-orientated participants and also experts from other fields. The strategic nature of the event was an influencing motivation for those who attended, and most of the attendees report that contributing to (and thus further developing) the discussion on the policy area as a driver for their participation.

The event appeared to satisfy all the cohorts (a combined satisfaction rating of 7+ out of 10 in the topics we surveyed). While Network development was not a big driver for participants, all but one respondent noted that they made new contacts, while two noted that they consolidated their existing network.

Recommendations

- The template for collecting baseline confidence ratings for topic-based events should be trialled when the next presidency event takes place.
- The surveys should be informed by the questions set out in the appendices, but should refer to the standardised question bank for the most up to date versions of each question.
- Communication with attendees should outline what data we are collecting and why, referencing this both in digital communication and at the event itself. Experience to date suggests that may lead to a higher response rate.



Appendix 1 - outline framework for future impact assessment of presidency events

Timeline	What	Good to know
Event registration survey	Create the confidence level baseline Assess experience with Europeana's frameworks Capture demographic data	This is an invited audience, so some questions are less appropriate/ unnecessary to ask
Post-event survey	Assess confidence level in the topic Gather data on short-term outcomes	Share as soon as possible and within one week of the event
Follow-up survey	Assess confidence level in the topic Gather data on long-term outcomes	Share this questionnaire at least 6 months to one year later

Table 1. Outline framework for future impact assessment of presidency events.



Appendix 2 - satisfaction with the event

Feedback seemed positive about the event. When asked an open text question 'Which element of the programme stood out the most to you?', respondents from both events were most likely to reference the workshops (5 responses), followed by the opportunities for discussion (4) and the presentations (3). Individuals also referenced the a specific part of the programme (1 response) and the theme and utility of the conference:

- *The theme of the conference - close to the realities of the terrain. But looking now at the title of the conference, I would say it was more about national strategies and aggregation platforms.* (Romanian participant)

Areas recommended for improvement at the events include:

- Simultaneous translation (Romanian event)
- Interactivity - more time for workshops, interactive sessions (Romanian and Finnish responses respectively)
- Presentations (Romanian event)



Appendix 3 - post-event questionnaire template

This questionnaire does not vary significantly from the original survey sent to presidency event participants in 2019. For up to date questions, please see the standardised question bank.

Confidence rating

To what extent do you now feel confident in this topic?

Satisfaction

- To what extent were you satisfied with the event? *Extremely satisfied to not satisfied at all.*
- Which element of the programme was most valuable to you? (open text)
- If you could change one element of the programme or the event, what would it be? (open text)

Network development

At this meeting I was able to: (outcomes)

- Grow my network
- Consolidate or reactive existing connections
- *Other network outcomes?*

If you made new contacts, can you estimate how many these were? (numeric response only - suggest that this is only used at in-person events or digital events with a clear networking component.)

Baseline expectations measurement

- How did the meeting match your expectations with regards to opportunities to learn & share (*It didn't meet them It met them It exceeded them*)
- How did the meeting match your expectations with regards to opportunities to engage & contribute (*It didn't meet them It met them It exceeded them*)
- How did the meeting match your expectations with regards to opportunities to connect & network (*It didn't meet them It met them It exceeded them*)

Follow-up

Please share your email address with us in case you would like us to inform you about the outcome of this survey or to potentially take part in a follow-up survey. (*insert data protection statement and procedure.*)



Appendix 4 - follow-up (longitudinal) survey question suggestions

For up to date questions, please see the standardised question bank.

Learn and share

1. Did this event change how confident you now feel about the topic? *I feel that I am:*
 - a. A lot more confident/more confident/no change/a bit less confident/less confident
2. Did you share the recommendations or any outcomes of this event? (yes/no)
 - a. If yes, with who?
 - i. Colleagues or peers (in policy)
 - ii. Colleagues or peers (in your orgs)
 - iii. Colleagues or peers (outside of your organisation)
 - iv. Wider sector (e.g. through communications with the sector)
 - v. Wider public (e.g. on social media)
 - vi. Other (please tell us more)
3. The output of this event (<detail>) is still useful for my work
 - a. Likert scale agreement, plus N/A
4. Are you aware of any further activity or discussion in your country or internationally that has been inspired by the meeting?
 - a. Yes/no/unsure
 - b. Please tell us more

Connect and network

5. Did this event help to: (yes/no/unsure/N/A)
 - a. Expand your network
 - b. Re-activate or strengthen your existing network
 - c. Provide you with a network with which you could talk about this topic in future
6. Have you been in contact with anyone who met for the first time at the Presidency event about this or another topic? (yes/no/unsure/N/A)
 - a. Is it related to this topic? (Y/N)

Engage and contribute

7. Has this changed how you view the work of Europeana Foundation and the wider Europeana initiative? (yes/no/other)
 - a. If yes, can you tell us how?
8. Have you used the recommendations or the outputs of this event in any way?
 - a. Y/N/unsureN/A
 - b. Can you tell us more?
9. Did you take any other actions in any way as a result of the event?
 - a. Y/N/unsure/N/A



- b. Can you tell us more?
10. Is there anything else you want to tell us about the event? (open text)



About the Europeana Impact Playbook

The European Impact Playbook is being developed for and with cultural heritage institutions around the world to help them design, measure and narrate the impact of their activities. It helps guide professionals through the process of identifying the impact that their cultural heritage institutions have, or aim to have, as the sector works towards creating a shared narrative about the value of digital cultural heritage.

Two phases of the Impact Playbook have been published alongside tools and a growing library of case studies. Phase one introduces professionals to the language of impact assessment and helps them make strategic choices to guide the design of their impact. Phase two builds on the design brief in the first phase and focuses on data collection techniques. Phases three and four are in development and will focus on how to narrate impact findings and evaluate the process taken.

Find out and join the Europeana Impact Community by going to impkt.tools!



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