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| EDJC Impact Evaluation Framework

Process, Canvas, guidelines and best practices



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I The Process

1. Initial Meeting

- **Duration:** 3 hours
- **Participants:** EDJC 2023 project consortium partners.
- **Objectives:**
 1. Clarify the interest and purpose of the impact evaluation.
 2. Identify the four main areas the impact should cover.
 3. Propose 15 potential indicators.

2. Synthesis and Consolidation

- **Activities:**
 1. Consolidate the results from the initial meeting.
 2. Validate the findings with the consortium.

3. Annual Meeting

- **Participants:** All local organisers & national and regional coordinators.
- **Duration:** 1 hour dedicated during the annual meeting.
- **Objectives:**
 1. Present the consolidated results.
 2. Gather reactions and feedback.
 3. Prepare a prioritization of the 15 proposed indicators.

4. Online Voting

- **Participants:** All local organisers & national and regional coordinators.
- **Objective:** Vote on the preferred indicators for each area in order to prioritize two indicators per area.

5. Compilation and Guidelines Creation

- **Activities:**
 1. Compile the votes.
 2. Synthesize the results.
 3. Create guidelines for completing the prioritized indicators.

6. Final Meeting

- **Participants:** All local organisers & national and regional coordinators.
- **Objectives:**
 1. Present the final canvas.
 2. Collect best practices on the indicators and how to implement them.

7. Final Synthesis and Distribution

- **Activities:**
 1. Synthesize all results and finalize the canvas, guidelines, and best practices.
 2. Distribute the final documents to all participants.

I The Process

The Impact Canvas Procedure involves a series of structured steps designed to clarify, prioritize, and finalize the evaluation of impact . Maximizing collaboration:

The process begins with an initial three-hour meeting with the consortium members. During this session, the primary goal is to clarify the interest and purpose of conducting an impact evaluation. Then participants will work together to identify the four main areas that the impact should address and propose fifteen potential indicators to measure these areas.

Following this initial meeting, the results are synthesized and consolidated. This involves reviewing the feedback and input from the meeting to ensure that the proposed areas and indicators are accurately captured and validated with the consortium.

The next step takes place during the annual meeting, where a one-hour session is dedicated to presenting the consolidated results to all collaborators. This presentation aims to share the findings, gather reactions, and facilitate a discussion to prioritize the fifteen proposed indicators. The feedback from this session will help in preparing a prioritization list.

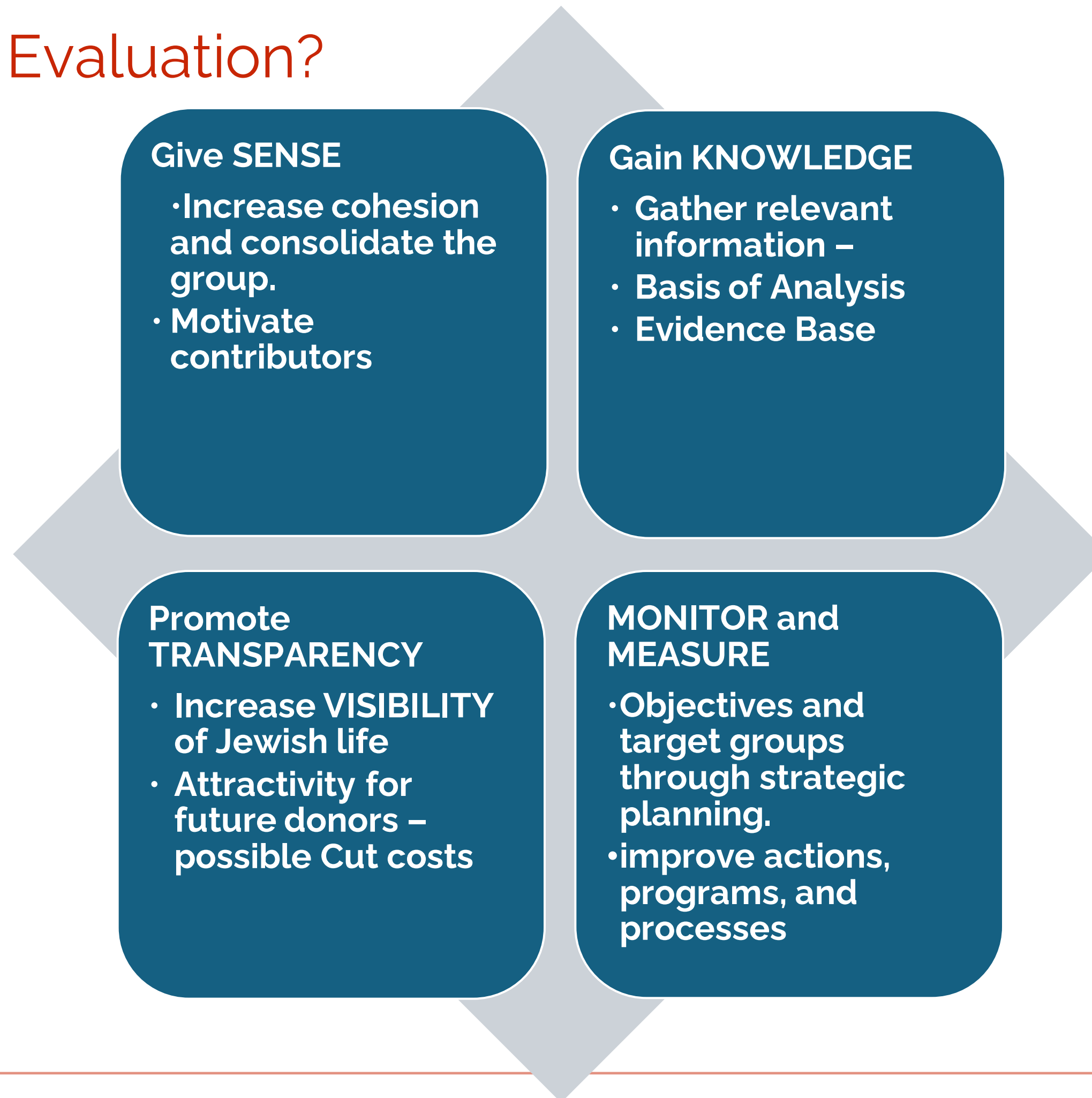
After the annual meeting, an online form is distributed to all collaborators, allowing them to vote on the indicators they prefer for each of the four main areas. The goal is to prioritize two indicators per area, resulting in a total of eight key indicators.

Once the votes are compiled, a synthesis of the results is conducted. This synthesis includes creating guidelines for completing the prioritized indicators, ensuring that there is a clear and practical approach to measuring the impact.

The process continues with a final meeting involving all collaborators. During this meeting, the finalized impact canvas is presented, and best practices are collected. The discussion will focus on the indicators and strategies for effectively implementing and sustaining them.

The final step involves synthesizing all the results and finalizing the canvas, guidelines, and best practices. The completed documents are then distributed to all participants, ensuring that everyone is informed and aligned with the finalized impact evaluation framework.

| WHY an Impact Evaluation?



The Impact Canvas



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DESCRIPTION OF THE PROJECT

OBJECTIVES / OUTCOME

Nb Participant

Nb team / Nb
volunteer

Resources

UNIQUE VALUE PROPOSITION

AEPJ Support

MAIN CHALLENGES

AEPJ Material

IMPACT INDICATORS

PARTICIPATION

Audience Growth rate

Feed Back Survey

COVERAGE

Knowledge Acquisition

Personal Testimonial

LONG TERM VIEW

Policy Influence

Succession Planning

COST EFFECTIVENESS

Cost per Outcome

International Collaboration

Indicators Guidelines



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Cost Per Outcome

For each activity, establish total cost and Calculate the cost per achieved outcome

Audience Growth rate

Evaluate the rate at which the project attracts new audience members over time, indicating its expanding reach

Knowledge Acquisition

Assess participants' pre- and post-event knowledge of Jewish culture to measure the extent of enrichment

Policy Influence

Track any changes in policies or regulations influenced by discussions or outcomes of projects

International Collaboration

Measure the number of partnerships or collaborations established with organizations, institutions, or individuals. Locally or from different countries.

Feed Back Survey

Conduct post-event surveys to gather feedback on various aspects of the experience, including organization, content, and overall satisfaction.

Personal Testimonial

Gather personal anecdotes, happenings or testimonials from participants highlighting the emotional resonance of the event.

Succession Planning

Assess strategies for succession and leadership continuity to ensure the project's sustainability beyond initial stakeholders.

I Best Practices



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INDICATOR	FOR LOCAL ORGANIZER or NATIONAL/REGIONAL COORDINATOR
Audience Growth rate	- Consider the local environment by identifying, formalizing, and adapting to local particularities. - Include two additional questions in the feedback survey: "Is this your first time participating?" and "Are you familiar with the EDJC? » - Use music and light effects to attract the audience.
Feed back Survey	- Utilize direct voting by a show of hands, avoiding written responses, especially in certain cultural contexts. - Create an online survey for younger audiences with a QR code for easy access. - Be clear about confidentiality. - Set realistic expectations; a 10% response rate is acceptable for the first year.
Knowledge Acquisition	
Personal Testimonial	Conduct interviews during the event, using volunteers with a prepared interview structure...
Policy Influence	
Succession Planning	- Secure fundraising or sponsors to ensure the program's sustainability. - Publicize the main sponsors to acknowledge their support
Cost per Outcome	- Define SMART (Specific, Measurable, Achievable, Relevant, Time-bound) outcomes, especially for intangible issues. - Have an evaluation form ready for immediate feedback and ensure adequate time for collecting surveys as part of the activity.
International Collaboration	- Organize open talks and utilize digital spaces to build a network. - Leverage networks from other events to establish collaborations - Plan a joint event to increase international visibility. - Engage embassies, cultural attachés, or national institutes as strong sponsors.

How can we secure next year follow up?

- Identify and engage an initial group of sponsors.
- Make people feel special by selecting a few individuals for a pilot.
- Create a network for this impact evaluation; don't do it alone.
- Produce a short video featuring a mix of different faces with a special focus on the impact.
- Generate an immediately appealing canvas once the survey is completed; this canvas can be used on social media.

