

The challenge of EVALUATION:

Quantitative, short-term evaluation logic is often held by governmental, non-governmental, or private funders. Cultural institutions often hold qualitative, longer-term logics. The style of evaluation can create tensions among the actors when they are focusing either on quantitative or qualitative logic. External parties can bring informed, disinterested, and thoughtful perspectives.

PROBLEMS, GAPS, INADEQUACIES

Standardised metrics-based evaluation is helpful for comparability but is likely to miss critical nuance. From the opposite axis, informal evaluation often rests on qualitative or even intuitive approaches but often miss quantification.

Ex-post evaluation is most explicit but cannot influence a better execution of the activity.

From the opposite axis, ex-ante evaluation looks at the potential, but the actual activity could differ from what was planned and, missing the evaluation of the activity itself, loses the potential to learn from it.

Evaluation required by funders may not be in line with the requirements of the cultural organisations or with the expectations of the audiences.

RECOMMENDATIONS

A system of publicly funded training in evaluation techniques should be offered to cultural organisations that should embed evaluation in their internal capacities.

Designing evaluation into policy and funding would be helpful to orientate investment in better metrics and alternative evaluation measures that can stand alongside.

Greater involvement of those who benefit from cultural activities would allow a higher quality evaluation.

INSTRUMENTS AND ACTIONS

European	National	Local
Stimulate new participative evaluation approaches.	Integrate non-metric measurement tools into evaluation frames.	Developing partnerships between cultural institutions and universities.