

Evaluation is a mindset

Lessons learned from the evaluation of Europeana's products and services

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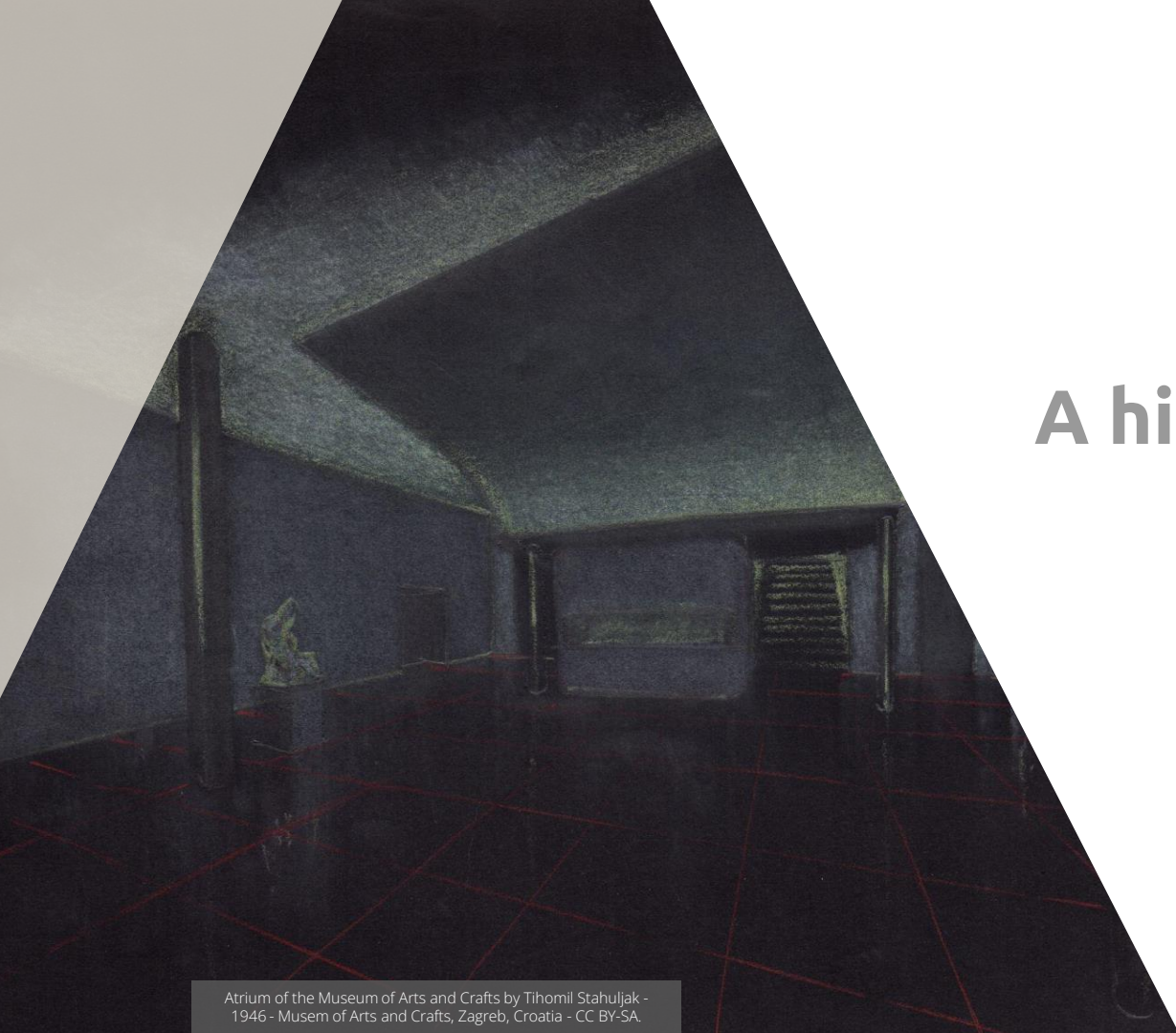


An overview

- **When** and the **why** of impact at Europeana
- **Principles informing** the Impact Playbook and evaluation
- Our **journey** with evaluation
- What we've **learned**

Evaluation

- See it as an **opportunity**
- Keep it **simple**
- **Standardisation** is key



A history of impact at Europeana

Atrium of the Museum of Arts and Crafts by Tihomil Stahuljak -
1946 - Museum of Arts and Crafts, Zagreb, Croatia - CC BY-SA.

Where did it all start?

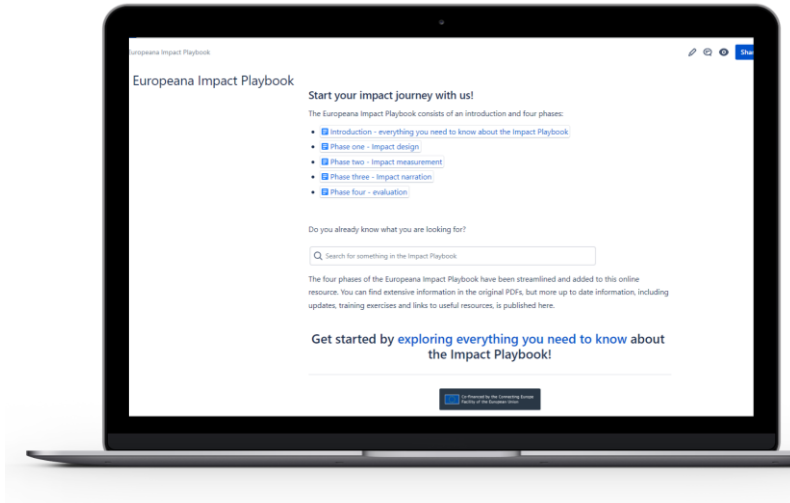
10+ years of impact at Europeana

- 2012 - conversations begin
- 2015 - 2017 - collaborative development of methodology
- 2017 - 2022 - Impact Playbook developed
- **2023 - revised and updated online Impact Playbook**



The Europeana Impact Playbook

Revised and new content, online



Goals

- Practical tool for impact-focussed project design and impact assessment
- Inspire with specialised content for digital cultural heritage (DCH)
- Collect case studies, grow the evidence base

Key principles



Opatija - Sanatorium on the north beach - 1910 - Museum of Arts and Crafts, Zagreb, Croatia - CC BY-SA.

Stakeholder-centred

Centre the stakeholder in discussions about the value (we want to) create

Flexible

Pilot, fix and get it right the next time

Effective and robust

If we're not learning and improving and doing it right, then why are we doing it?

Standardisation

Not reinventing the wheel, learning from and sharing with others

Putting this into practice

A journey...



Evaluation of user experience on our websites

Ongoing evaluation of the websites



- Pop-up surveys
- Net Promoter Score (NPS) until 2021 *
- Satisfaction rating (out of 5)
- Space for open text responses
- Analytics

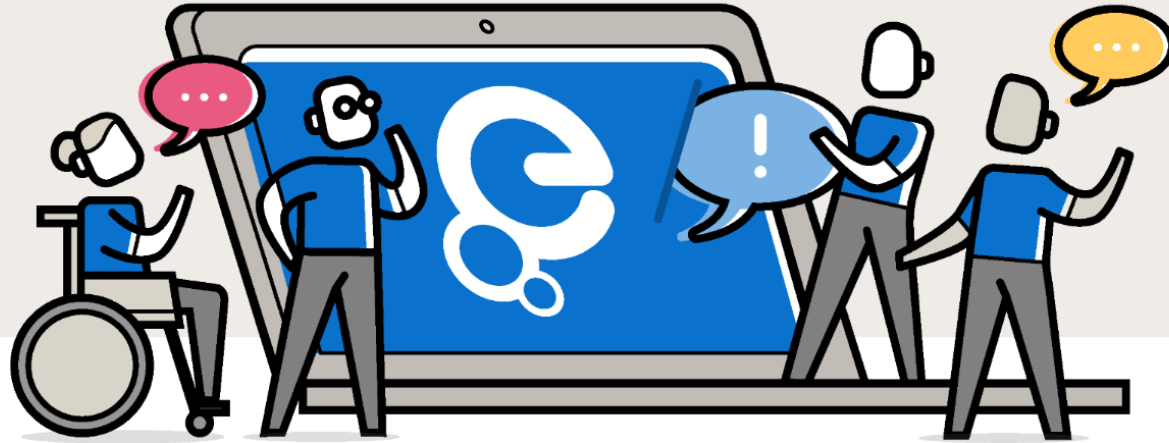
****No longer use NPS***

Reporting on:

- Total number of unique visitors
- Returning visitors
- Locations of visitors
- Number of items, quality (e.g. on europeana.eu)

March 2020

COVID-19 lockdowns begin...



Evaluation: 2020 until today

Ongoing evaluation of the websites



KEY MOMENT

Ad doc impact
assessment and
evaluation

Online events
and training

2019

2020

2021

2022

2023

2024

OUTPUT:
*Guidance for
evaluating
events*

Evaluation: 2020 until today

Ongoing evaluation of the websites

Ad hoc impact
assessment and
evaluation

Online events
and training

Frameworks (e.g.
licensing framework)

2019

2020

2021

2022

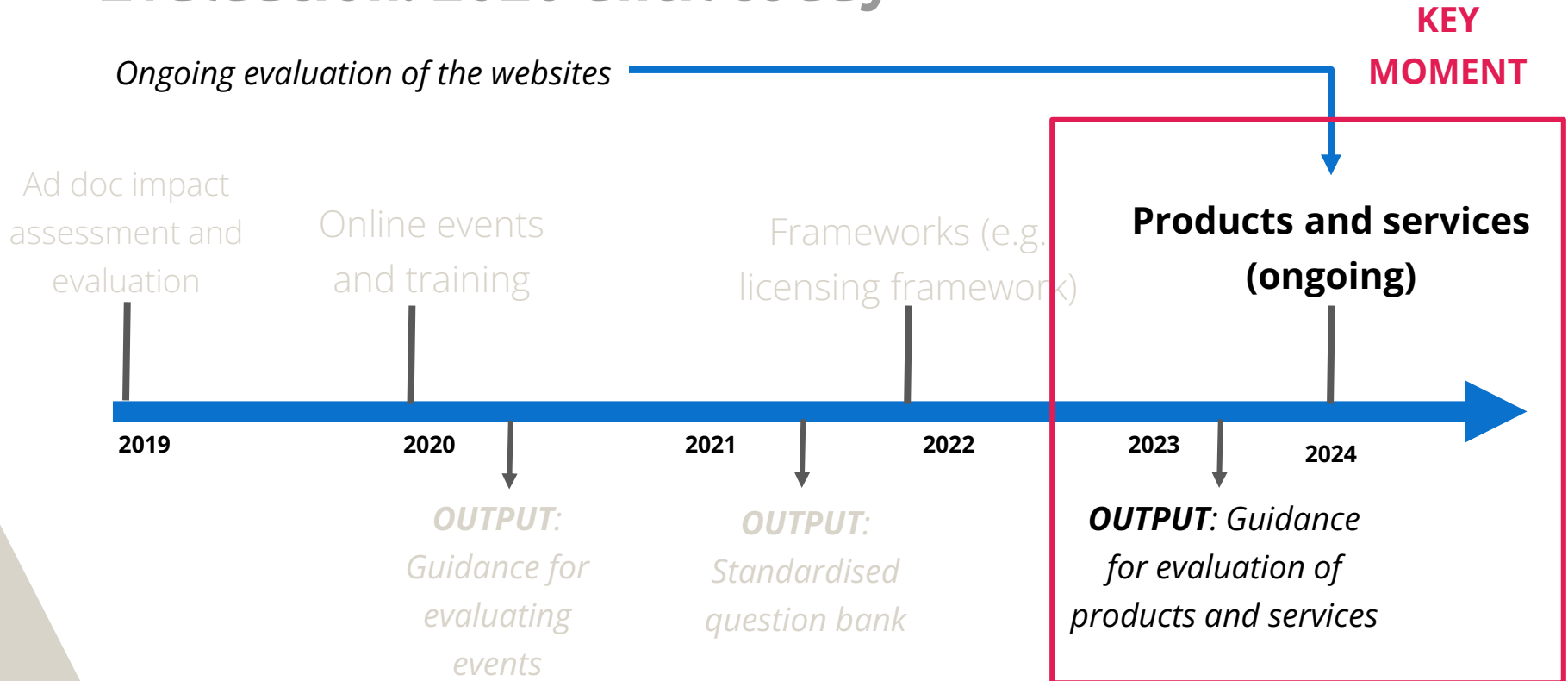
2023

2024

OUTPUT:
*Guidance for
evaluating
events*

OUTPUT:
*Standardised
question bank*

Evaluation: 2020 until today



Europeana products and services

- Training activities
- Physical, hybrid or digital events
- Products owned, managed and developed by the Europeana Initiative
- Platforms through which Europeana Foundation staff manage content, but do not own development or manage the wider platform
- ENA and communities' activities

Quite a diversity...



Kaštel Rota viewed from the southwest, Josip Višnjić, 2020., Croatian Conservation Institute, Croatia, public



Reisefotos Kroatien. Split. Teilansicht der Stadtsilhouette mit Katedrala Sv Duje über das Hafenbecken von einem Kai by Grasser, Franz (Herstellung) (Fotograf) - Deutsche Fotothek, Germany - Public Domain.

Standardisation

- Standardise SOME parts of the evaluation
 - Comparison
 - Monitoring and reporting
- Flexible in others
 - Qualitative
 - Actionable
- Use standardised questions where possible (tried and tested)

What is the product for, and who?

- *From whom* is the product or service?
- *What* are the goals that we are trying to reach through this product and service? *Why* does it matter that we do this?



Who is the product for? Why do they need it?

- *From whom* is the product or service? **Priority audiences - CHI professionals, reuse audiences**
- *What* are the goals that we are trying to reach through this product and service? *Why* does it matter that we do this? **Purpose, value; align with the data space and current strategy**



Trying to paint a richer picture



Outputs: describing the activity in numbers, e.g.:

- Unique visitors
- Location
- Length of online engagement
- Return visitors
- Number of items in the collections, institutions

What did you do?

Outcomes: the changes observed in your stakeholders as a result of your actions, e.g.:

- Emotion or attitude
- Behaviour, take action
- Knowledge or perspective
- Network / collaboration (style)

What changed for those who took part in your activities?



What do we evaluate?

- **Mandatory** metrics that we must report on.
- **Opportunities** for us to help us better understand the impact of our activities.
- *Note: whether or not this is mandatory changes by context.*



Split - Peristil by Vladimir Kirin - Museum of Arts and Crafts, Zagreb, Croatia - CC BY-SA.

What do we report on?

OUTPUTS TO OUTCOMES MINDSET

1. Do we deliver satisfactory experiences for its audiences? [**mandatory**]
2. Do we enable knowledge transfer?
3. Do we deliver practical, valuable knowledge?
4. Do we help stakeholders stay up to date with trends and sector topics?
5. Do we engage a diversity of stakeholders right across the heritage sector?

And more...

Evaluation: 2020 until today

Ongoing evaluation of the websites

First standardised outcomes in reporting to the European Commission

Ad doc impact assessment and evaluation

Online events and training

Frameworks (e.g. licensing framework)

Products and services (ongoing)

2019

2020

2021

2022

2023

2024








OUTPUT:
Guidance for evaluating events

OUTPUT:
Standardised question bank

OUTPUT: *Guidance for evaluation of products and services*

Impact Change Pathway

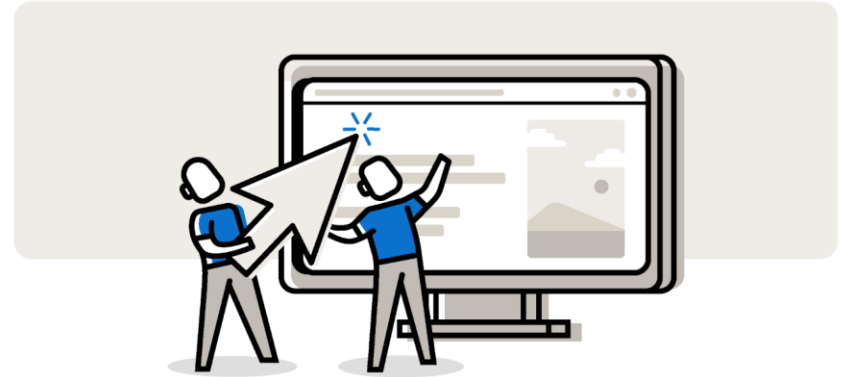
A more complete narrative about the value of our products and services

Stakeholder 	Resources 	Activities 	Outputs 	Short Outcomes Long  	Impact 

What have we learned?

Opportunity

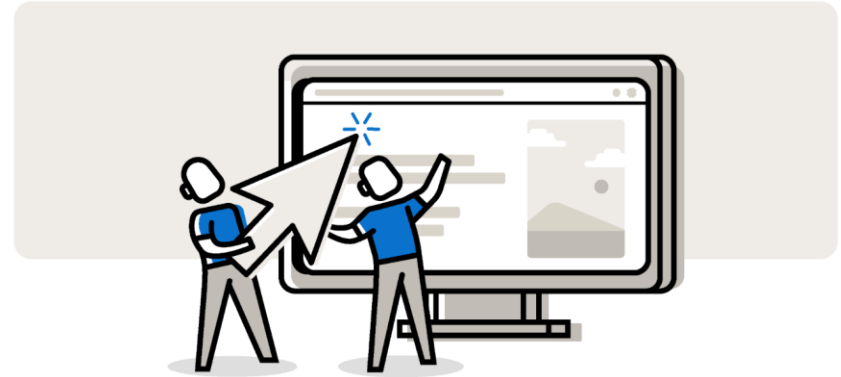
- Demonstrate / share more than what you are required to do
- Connect with your stakeholders
- Get your colleagues involved
- Learn and improve
- Create more value



What have we learned?

Keep it simple

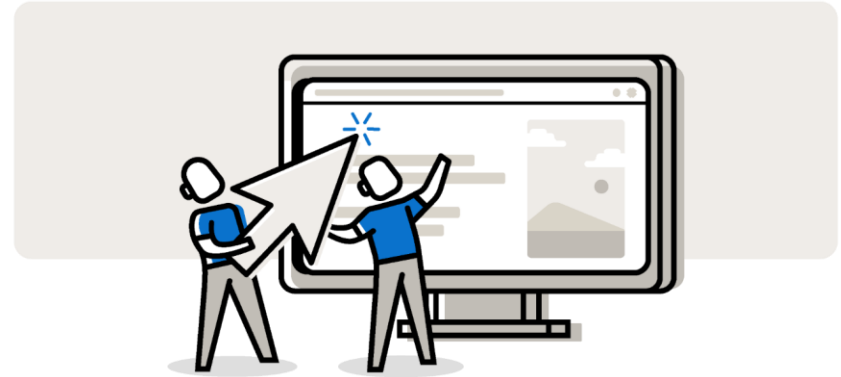
- Keep flexibility, use what works for you
- Takes time
- It is hard
- Don't be too ambitious
- Start small
- Focus on quality of the data



What have we learned?

Standardisation

- Piloting and improving is a process
- Needs coordination
- Difficult
- Start small, focussed
- Get everyone involved
- Worth it in the end
- Help shape the requirements

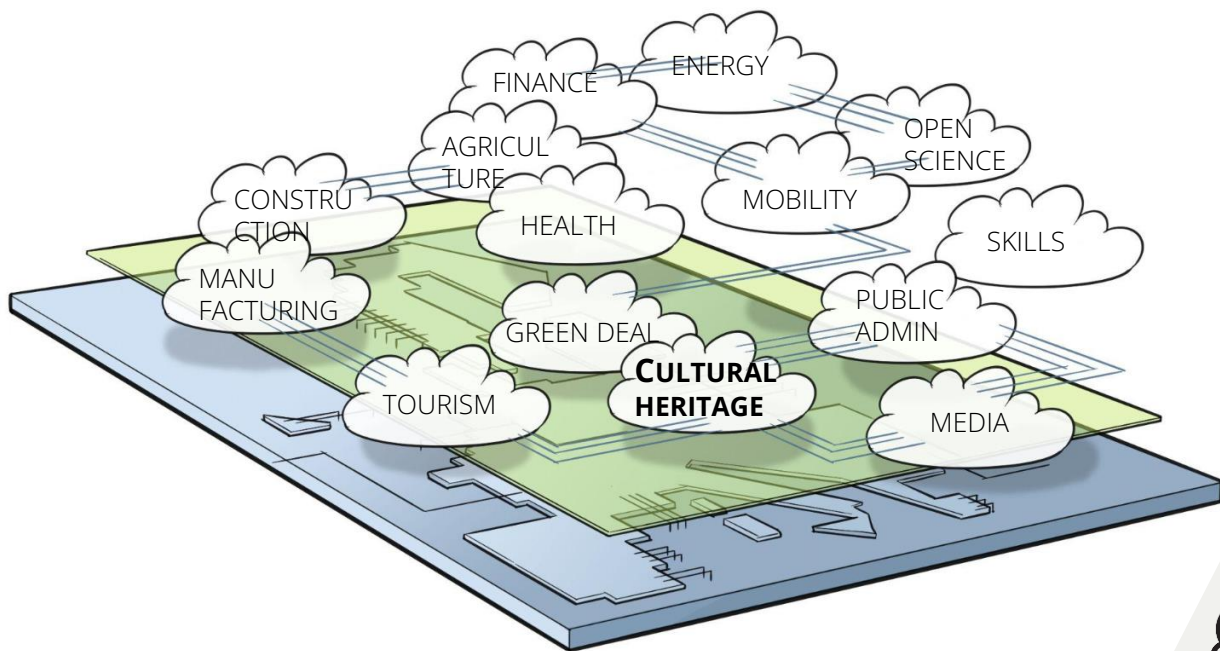


COMMON EUROPEAN DATA SPACE FOR CULTURAL HERITAGE



DATA SPACES FOR EUROPE

The European Commission envisions a series of **data spaces** covering a **range of sectors** that will deliver new data-driven services, to benefit society and the economy.




Any questions?





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