

# GATHERING EVIDENCE OF IMPACT

## SHARE project – Phase 2

January 2019 – December 2020

Dr. J. Andres Coca-Stefaniak

Dr. Tina Šegota

Sibenik, Croatia  
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## Reporting of impact evidence

Evidence of project impact should be discussed and shared via email with:

- Andres Coca-Stefaniak – **Spain, Italy, Romania**  
[a.coca-stefaniak@gre.ac.uk](mailto:a.coca-stefaniak@gre.ac.uk)
- Raymond Powell – **Hungary**  
[r.powell@gre.ac.uk](mailto:r.powell@gre.ac.uk)
- Tina Segota – **Sweden & Croatia**  
[t.segota@gre.ac.uk](mailto:t.segota@gre.ac.uk)

# Open discussion

- Finalised LAPs
- Road ahead (Phase 2)

## Timeline for Phase 2 (Jan 2019 - Dec 2020)

Deadline	Output from partners
April 2019	<ul style="list-style-type: none"> <li>• Detailed proposal plan of planned impact evidence for each LAP objective &amp; action</li> </ul>
May-June 2019	<ul style="list-style-type: none"> <li>• Discussion with Advisory Partner mentor (Andres/Tina/Ray) related to proposal plan (e.g. feasibility and credibility of impact evidence planned)</li> </ul>
September 2019	<ul style="list-style-type: none"> <li>• Impact evidence for at least one LAP objective sent to Advisory Partner mentor (Andres/Tina/Ray) in the format outlined by SHARE project brief no. 10</li> </ul>

## Timeline for Phase 2 (cont. - 1)

Deadline	Output from partners
December 2019	<ul style="list-style-type: none"><li>• Impact evidence for second LAP objective sent to Advisory Partner mentor (Andres/Tina/Ray) in the format outlined by SHARE project brief no. 10</li></ul>
March 2020	<ul style="list-style-type: none"><li>• Impact evidence for third LAP objective sent to Advisory Partner mentor (Andres/Tina/Ray) in the format outlined by SHARE project brief no. 10</li></ul>
May 2020	<ul style="list-style-type: none"><li>• Impact evidence for remaining LAP objectives sent to Advisory Partner mentor</li></ul>

## Timeline for Phase 2 (cont. - 2)

Deadline	Output from partners
June 2020	<ul style="list-style-type: none"><li>• Advisory Partner starts compiling draft report for evaluation of impact of SHARE project based on evidence submitted by partners</li></ul>
September 2020	<ul style="list-style-type: none"><li>• SHARE impact evaluation report draft presented to Lead Partner for feedback and discussion</li><li>• Relevant discussions with project partners on first draft</li></ul>
November 2020	<ul style="list-style-type: none"><li>• Final version of SHARE impact report agreed</li></ul>

# Thank you / Hvala lijepa



For more information, please contact:

Andres Coca-Stefaniak - [a.coca-stefaniak@gre.ac.uk](mailto:a.coca-stefaniak@gre.ac.uk)

# What is impact?



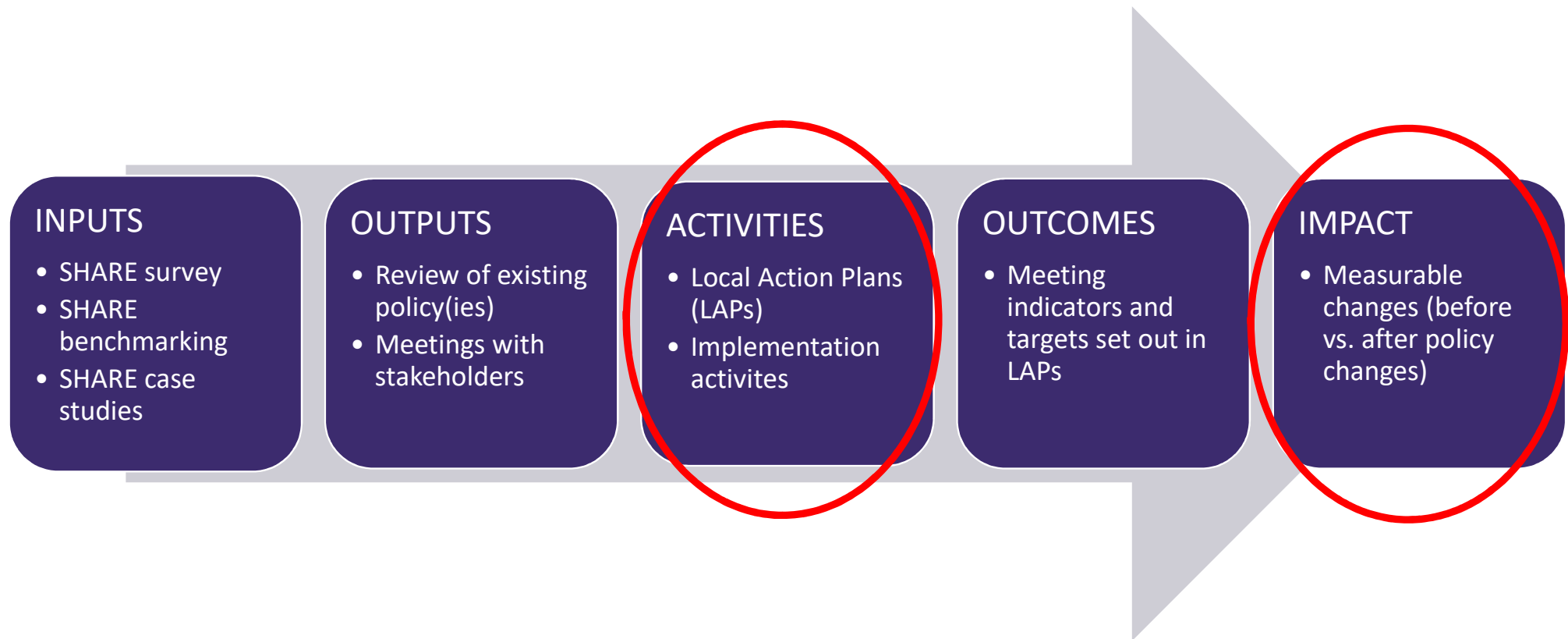
# What is impact?

Impact:

- **Effect on (or change of)** public policy or services
- **Demonstrable change**, which can be evidenced by reflecting on 'before and after' of the targeted policy change

# The road to project impact

## How do we identify the impact?



# Validity and reliability of evidence

## Validity and reliability of impact evidence

Impact evidence must be:

- **Directly attributable** to the SHARE project (potentially through a **clearly demonstrable audit trail**) – keep all project documentation, including minutes/records of meetings with stakeholders, etc.
- **Linked to credible sources** – a public endorsement for a LAP action (with **mention of the SHARE project**) by an official in public office may have more credibility than a letter of support from the owner of a local shop

# Collecting impact evidence – Examples

## Examples of evidence (1)

Type of impact activity	Example impact evidence
Government activity	<ul style="list-style-type: none"> <li>• Public meeting minutes (evidence of discussions to change existing policies and those discussions can be linked to the SHARE project as an instigator of those debates)</li> <li>• Amendments to existing policies and related documents (e.g. city/regional tourism strategy, urban planning plan, etc.)</li> </ul>
Collaboration with stakeholders	<ul style="list-style-type: none"> <li>• Increase in visitor numbers to heritage sites</li> <li>• Letter of support from a local politician or key stakeholder group endorsing a specific element of the LAP</li> <li>• Surveys of residents/tourists/businesses to test behaviour change</li> </ul>

## Examples of evidence (2)

Type of impact activity	Example impact evidence
Press activity	<ul style="list-style-type: none"> <li>• Media coverage in local/regional/national online &amp; offline newspapers – clipping</li> <li>• Public statements from local politicians and/or key stakeholder groups endorsing a specific part of the LAP</li> </ul>
Events, conferences, seminars and workshops	<ul style="list-style-type: none"> <li>• Social media shares over time</li> <li>• Number of attendees at events attributable to the SHARE project</li> </ul>
Education, training, skills, employment	<ul style="list-style-type: none"> <li>• New tour guides for a specific heritage site (with evidence of links to SHARE project LAP)</li> <li>• Publication of SHARE promotional material and brochures with the purpose of raising awareness of heritage</li> </ul>