

# GATHERING EVIDENCE OF IMPACT

## SHARE project – Phase 2

January 2019 – December 2020

J. Andres Coca-Stefaniak

Plasencia, Spain  
20-21.11.2019

## 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>

# Reporting impact

(from SHARE project brief no. 10)

## Step 1 (Table 1) – Description of change to existing policy

<b>Local Action Plan (LAP)</b>	[State title of LAP and SHARE partner name here]
<b>Policy to be changed</b>	[State existing policy to be changed here and include web link to policy document]
<b>LAP objective</b>	[State here LAP objective drawn from Local Action Plan]
<b>Description of expected change to policy</b>	[Describe here in as much detail as possible the actual change expected in the policy outlined above. This change in the existing policy should be up to December 2020 and not beyond that date. Ensure that the description of the intended change on an existing policy follows the SMART principle, i.e. Specific, Measurable, Achievable (up to December 2020), Realistic and Time-bound (only up to December 2020)]



## Step 2 – Assessing the impact of a LAP objective on an existing policy

<b>Local Action Plan (LAP)</b>	[Same entry as in Table 1]
<b>Policy to be changed</b>	[Same entry as in Table 1]
<b>LAP objective</b>	[Same entry as in Table 1]
<b>Description of the type of evidence to be collected to prove impact on the above policy</b>	[Describe here in as much detail as possible the different types and sources of evidence to be collected to prove impact on the above policy. Evidence of change beyond December 2020 will not count for the purposes of the evaluation of the SHARE project's impact]

## Step 3 (Table 3) – Explanation of the situation BEFORE the intervention (intended policy change)

<b>Local Action Plan (LAP)</b>	[Same entry as in Table 1]
<b>Policy to be changed</b>	[Same entry as in Table 1]
<b>LAP objective</b>	[Same entry as in Table 1]
<b>Description of the situation BEFORE the intervention of the SHARE project</b>	[Using the relevant section of the LAP document but focusing specifically on the LAP objective above and the policy to be targeted, explain the situation BEFORE the intended policy impact (Table 1) should take place]

## Step 4 – Explanation of the situation AFTER the intervention (intended policy change)

<b>Local Action Plan (LAP)</b>	[Same entry as in Table 1]
<b>Policy to be changed</b>	[Same entry as in Table 1]
<b>LAP objective</b>	[Same entry as in Table 1]
<b>Description of the situation AFTER the intervention of the SHARE project</b>	[Using the information from earlier tables but specifically from <b>Table 3</b> , explain the situation AFTER the policy change took place]

# Thank you / Gracias



For more information, please contact:

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

# What is impact?

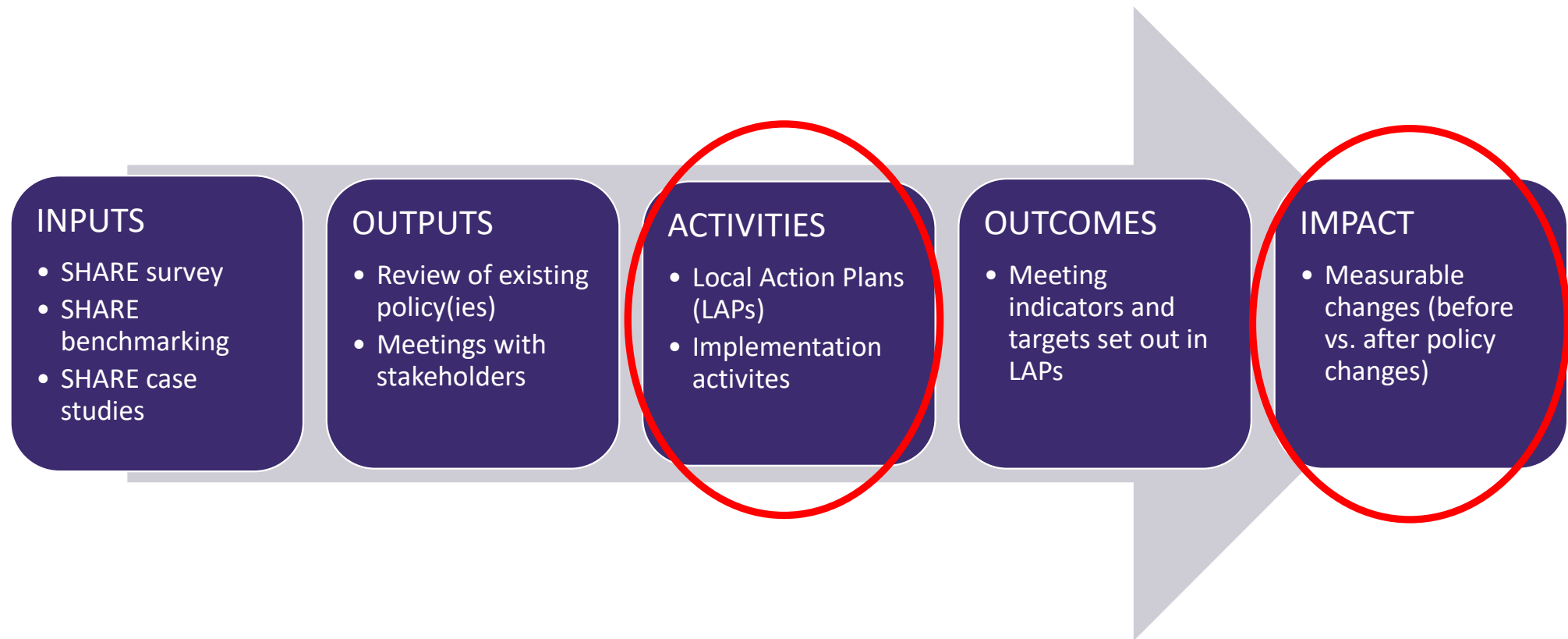
# What is impact?

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>