

CULTURAL IMPACT

Cultural impact can refer to heritage and the arts: enhancing and preserving cultural heritage, producing cultural artefacts, creating, inspiring and supporting new forms of expression. Cultural impact can also be understood in a sociological sense: cultural norms, values, ideas, attitudinal changes and understanding of minority groups and communities. Beneficiaries may include individuals, organisations or communities whose quality of life, knowledge and/or capacity is positively affected through creative practice, performance and increased cultural understanding.¹⁵ Possible indicators may include, but are not limited to:

Output Indicators	Outcome Indicators
<ul style="list-style-type: none">• Enhanced opportunities for creativity, self-expression and human development. (e.g. new forms of artistic expression resulting in enhancement of quality of life)• Increased appreciation and/or design of cultural services such as museums, galleries and libraries• Attitudinal changes, education and understanding (e.g. academic-led engagement with marginalised, under-engaged and/or diverse audiences leads to increased cultural participation.)• Collaboration with museum professionals results in enhancements to (cultural) heritage preservation, interpretation and participation, including museum and gallery exhibitions.• Generating new ways of thinking that influence creative practice, its artistic quality or its audience reach.• Inspiring, co-creating and supporting new forms of artistic, literary, linguistic, social, economic, religious, and other expression• Improvements to legal and other frameworks for securing intellectual property rights.• Enhanced cultural preservation, e.g. increased understanding of local traditions both in NL and abroad.	<ul style="list-style-type: none">• Testimonials from creative practitioners, curators, media professionals.• Qualitative feedback from partners or participants in academic projects or attendees at academic events.• Co-production of new cultural artefacts, including for example, films, novels and TV programmes.• Proof of collaboration with public arts venues, artists and programming professionals to produce new forms of artistic expression.• Publication figures both in NL and abroad, audience or attendance figures (including demographic data where relevant), broadcasting data and other forms of media, download figures, or database and website hits over a sustained period.• Attendance of outreach programmes in which artists work together with scientists

¹⁵ Based on Campus Engage Framework (http://www.campusengage.ie/wp-content/uploads/2018/12/Campus_Engage_Impact_Framework_May_2018_Web.pdf) and Research Excellence Framework (<https://www.ref.ac.uk/publications-and-reports/panel-criteria-and-working-methods-201902/>)