

TAKING
COOPERATION
FORWARD



International Online Webinar: Challenges in Heritage Management
Rijeka | 14 October 2020



Impact assessment as an opportunity



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SPEAKERS



Finpiemonte, 4H Project Partner

Regional financial and innovation agency in Piedmont.

We work on financial instruments applied to the many sectors of our regional system.

We are focusing on innovative finance and impact finance.

SoPHIA Project



The Social Platform for Holistic Impact Heritage Assessment that gathers a large community of stakeholders for working together at the definition of a shared impact assessment model, standards and guidelines.



IMPACT of an intervention

the difference between what has changed thanks to that intervention, and what would have happened anyway.

ASSESSMENT of the impact

the attempt to establish to what degree an action affects certain changes in the society.



impact assessment

- restricted and well-focused questions
- narrow and tightly-defined set of indicators.
- Provides a rather narrow picture of the results of an intervention.
- Is based on a pre-defined “intervention logic” according to which there is a presumption that an intervention will generate a cascade of desired effects (“theory of change”).

IS NOT

common evaluation

- Covers a wide range of relevant issues.



CH IMPACT ASSESSMENT IS AN OPPORTUNITY

What?

Convert CH from a cost into a **strategic resource for a sustainable Europe.**

Quantitative and qualitative evidence will give more strength to the voice of CH in Europe.

A **holistic approach** is needed: taking into consideration the **different typologies of impact of CH on the society.**

CH impact assessment can be a useful tool to **support an integrated policy approach.**



Source: *The Cultural Heritage Counts for Europe Report*



- **Legal requirement** >> impact-based contract
- **External requirement** >> from stakeholders, investors, customers, providers, etc.
- **Internal requirement** >> public management, evidence-based policy making, transparency.

What can you achieve:

- Gain knowledge on the process and its effects
- monitor the continuous improvement of the organization
- Optimize the process in relation to its costs



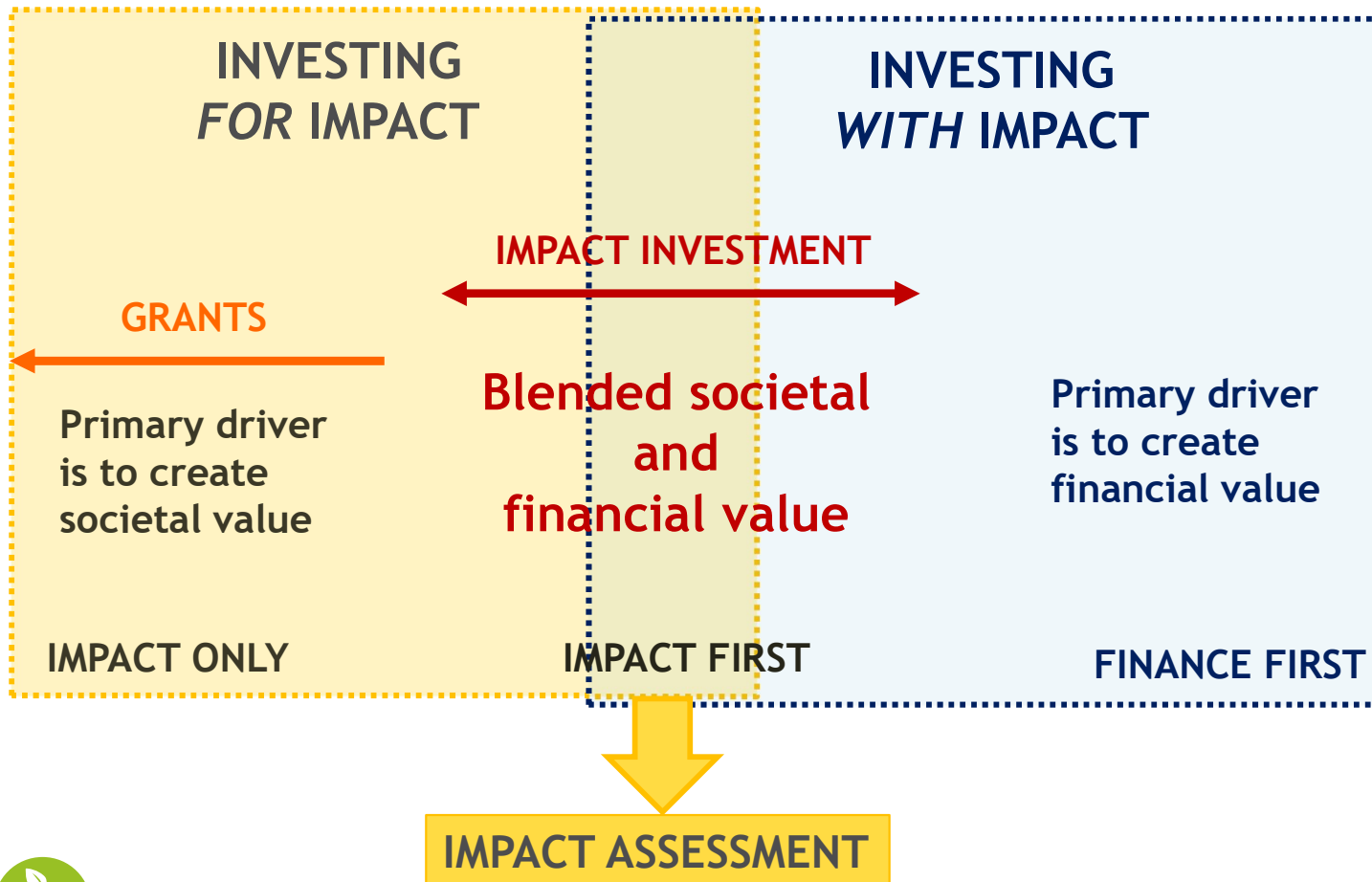
ATTRACT INVESTORS



IMPACT-BASED FINANCE

Why?

Innovative public-private contracts and procurement models that value the **beneficial impact** alongside with the **financial return**.



PAY-BY-RESULT CONTRACTS

IMPACT BONDS



Slajd 146

MM2

slide molto interessante am porta via un sacco di tempo Ti propongo di eliminarla

Michela Marchiori; 12.10.2020

SL3

commenterei in modo molto rapido e non approfondito, solo per introdurre i concetti basilari

Susanna Longo; 12.10.2020

When?

Who?

Ex-ante impact analysis: a prospective analysis of what the impact of an intervention might be (it is somehow the equivalent of “business planning” in programming).

Ex-post impact assessment: specifically focuses on the effects of the intervention. Short-term and long-term impacts.

Specific competences are required for the design and management of the impact assessment methodology.

Importance of having an external «neutral» evaluator, to validate the methodology and the assessment.

Consider the cost.

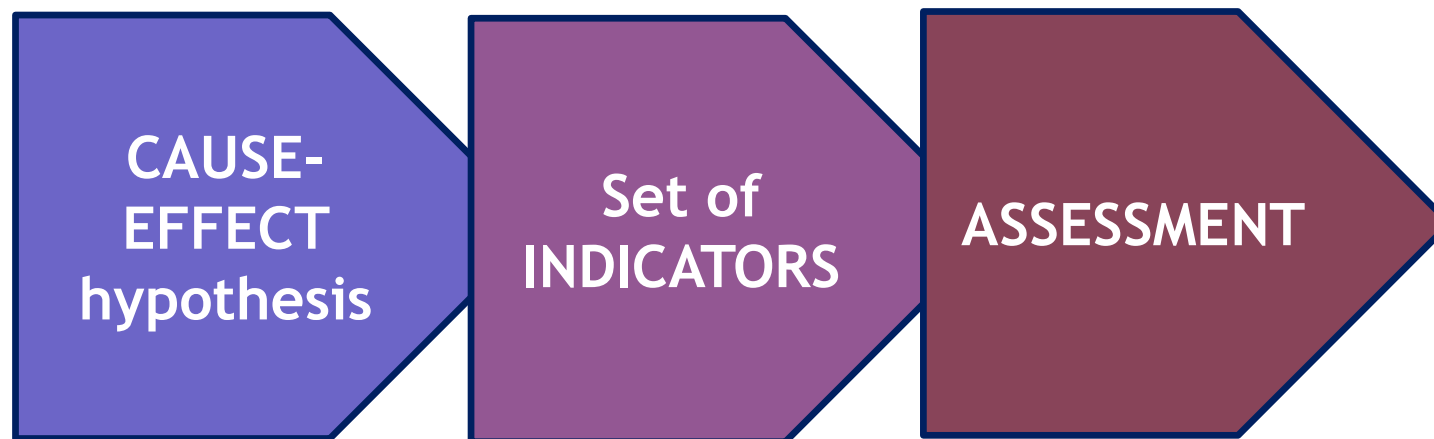


How?



Once we have defined our hypothesis of casual attribution (cause-effects), we need to define a set of indicators to be verified.

Each indicator will refer to one specific quality/aspect, in a scale with upper and lower limits.





Quantitative research

Systematic examination of mathematical, statistical or numerical data. Mostly used to analyse effects on the economy.
Most common: expert analysis, literature review, case study, multi-criteria analysis and policy analysis.

Qualitative research

Aims to obtain insights and an understanding of prevalent trends, relying on non-statistical data.

Participatory research methods, involving the people whose life-world is affected, civil society, political institutions, local communities.



Based on the comparison of outcomes between:

INTERVENTION

TREATED GROUP
who
benefitted
from the
intervention

It enables evaluators to attribute a **cause-effect relation** between the intervention and the occurred changes.

COMPARISON GROUP
not exposed to
intervention

It measures **what would have happened anyway**, also in the absence of the intervention.



POTENTIAL AREAS OF CH IMPACT

How?

Elaboration from The Cultural Heritage Counts for Europe Report.

	ECONOMIC	SOCIAL	CULTURAL	ENVIRONMENTAL
CREATIVITY AND INNOVATION			⊕	
SENSE OF PLACE		⊕	⊕	⊕
CULTURAL LANDSCAPE			⊕	⊕
EDUCATION	⊕	⊕	⊕	
CREATION OF IDENTITY		⊕	⊕	
REGIONAL ATTRACTIVENESS	⊕		⊕	⊕
SOCIAL COHESION		⊕		
COMMUNITY PARTICIPATION		⊕		
PLACE BRANDING	⊕	⊕		⊖
LABOUR MARKET	⊕	⊕		
REGIONAL COMPETITIVENESS	⊕	⊕		⊕
REAL ESTATE MARKET	⊕			
TAX INCOME	⊕			

POTENTIAL AREAS OF CH IMPACT



SUBDOMAIN	SOURCE OF EVIDENCE	POSITIVE IMPACTS	ADVERSE IMPACTS AND CHALLENGES
BUILT HERITAGE AND THE REAL ESTATE MARKET	<p>quantitative data based on hedonic pricing and contingent valuation methods</p> <p>comparative research targeting listed buildings and non-listed properties</p> <p>correlation between property prices and historic landmark distance</p>	<p>creates high demand to live in a historical neighbourhood</p> <p>presence of immovable heritage increases property prices</p> <p>private and public owners receive preservation subsidies or tax reductions</p>	<p>heritage status of a building can bring along extra regulations and restrictions which can be difficult to deal with</p> <p>restrictions for owners regarding free use and disposal of heritage buildings</p> <p>local increase in property prices</p>
SOCIAL COHESION AND COMMUNITY PARTICIPATION	<p>qualitative research to capture subjective information</p> <p>surveys</p> <p>narrative arguments and interviews</p>	<p>social inclusion, confidence and well-being</p> <p>sense of ownership, civic pride</p> <p>enables community engagement</p> <p>creates new networks between communities</p> <p>creation of inclusive environments</p>	<p>gentrification</p> <p>disintegration of local communities</p> <p>social exclusion</p>

