

Fotoalbum van Suriname 1906 - 1913  
'Souvenir de Voyage', deel 1, Henrik Dooyer  
Rijksmuseum, The Netherlands  
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# IMPACT PLAYBOOK

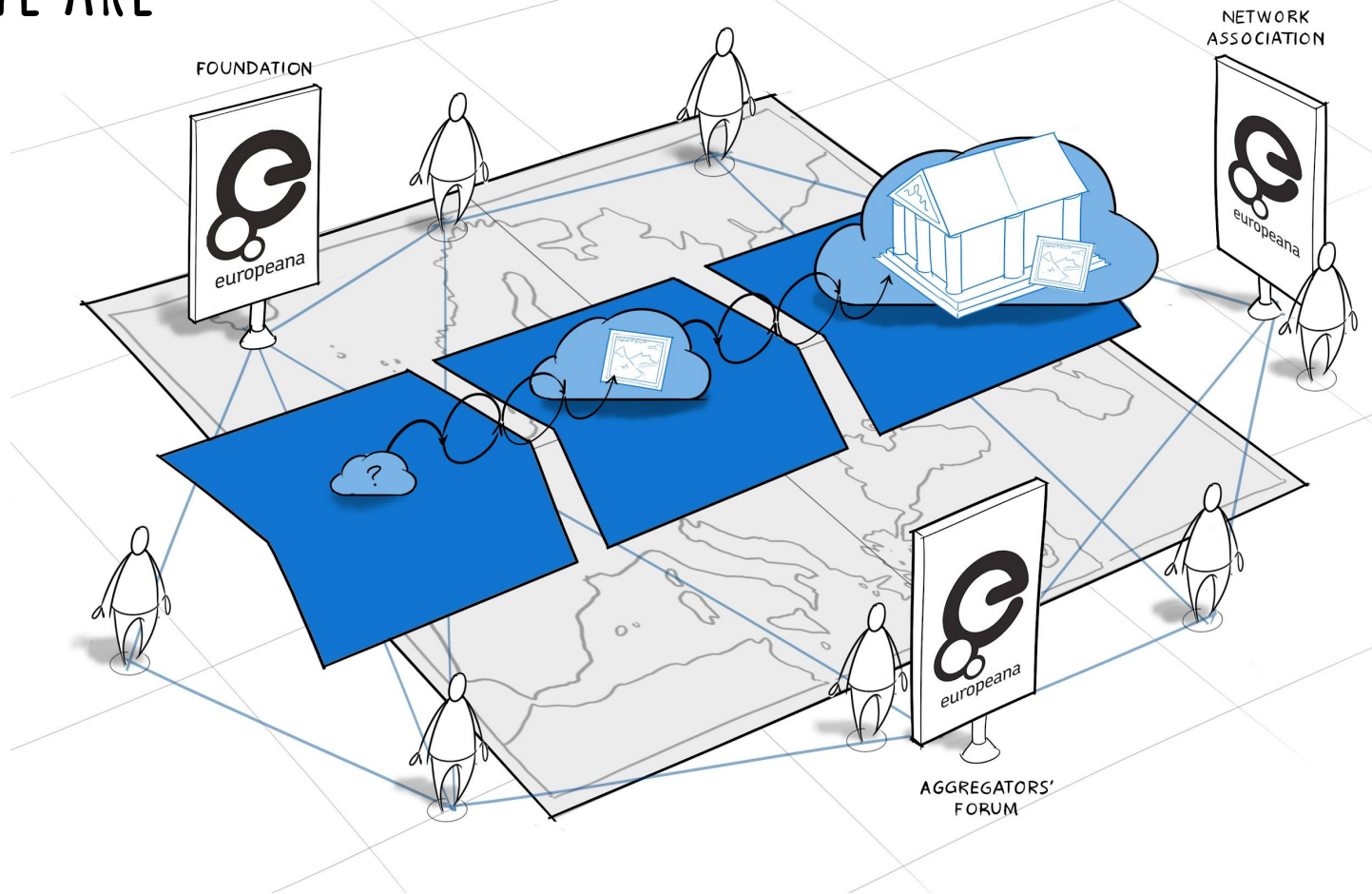
For Museums, Libraries, Archives and Galleries

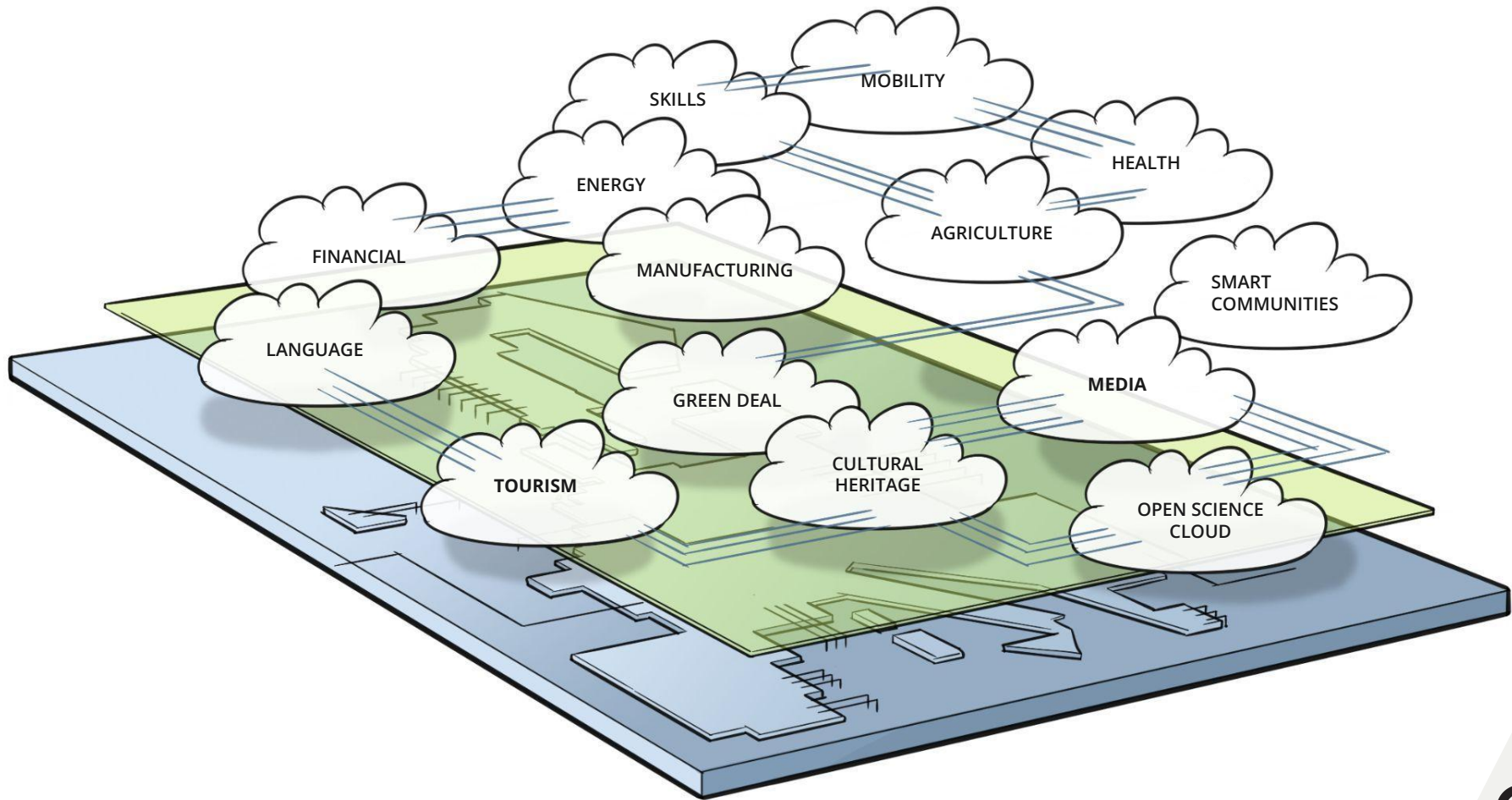
Europeana.eu





# WHO WE ARE





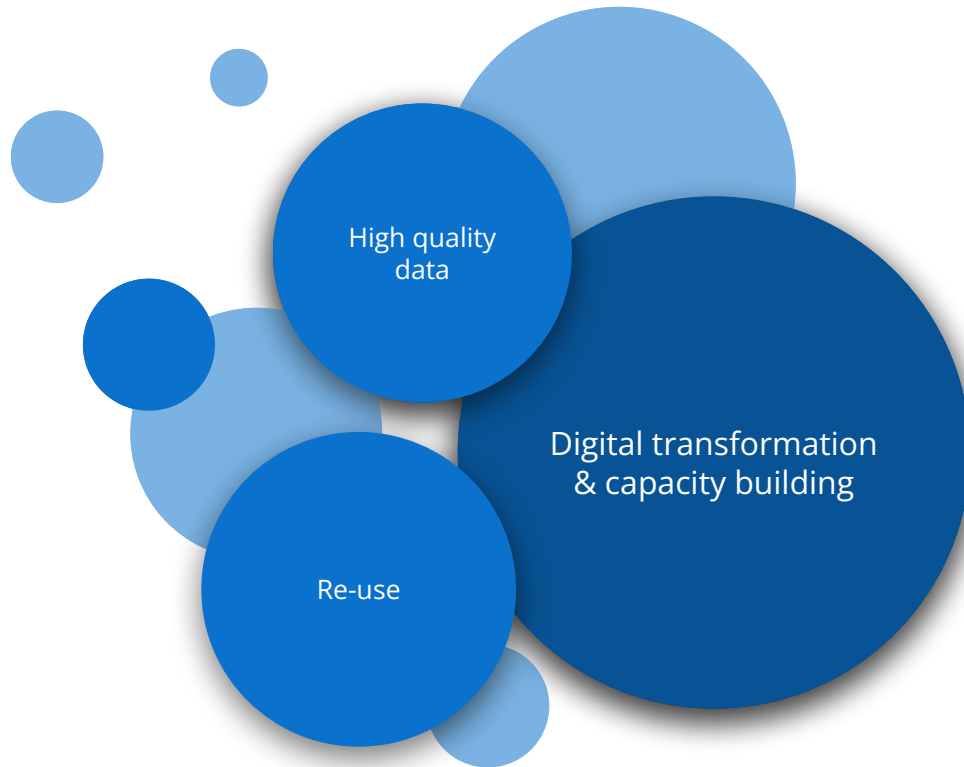


**European common data  
space for cultural heritage**  
*a new flagship initiative*



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# WHAT WE DO



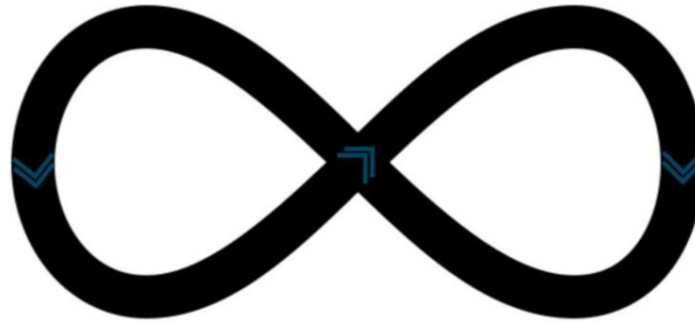
the  
**IMPACT  
PLAYBOOK**

download for free: go to [impkt.tools](https://impkt.tools)

## The four phases of the Europeana Impact Playbook

1. Design

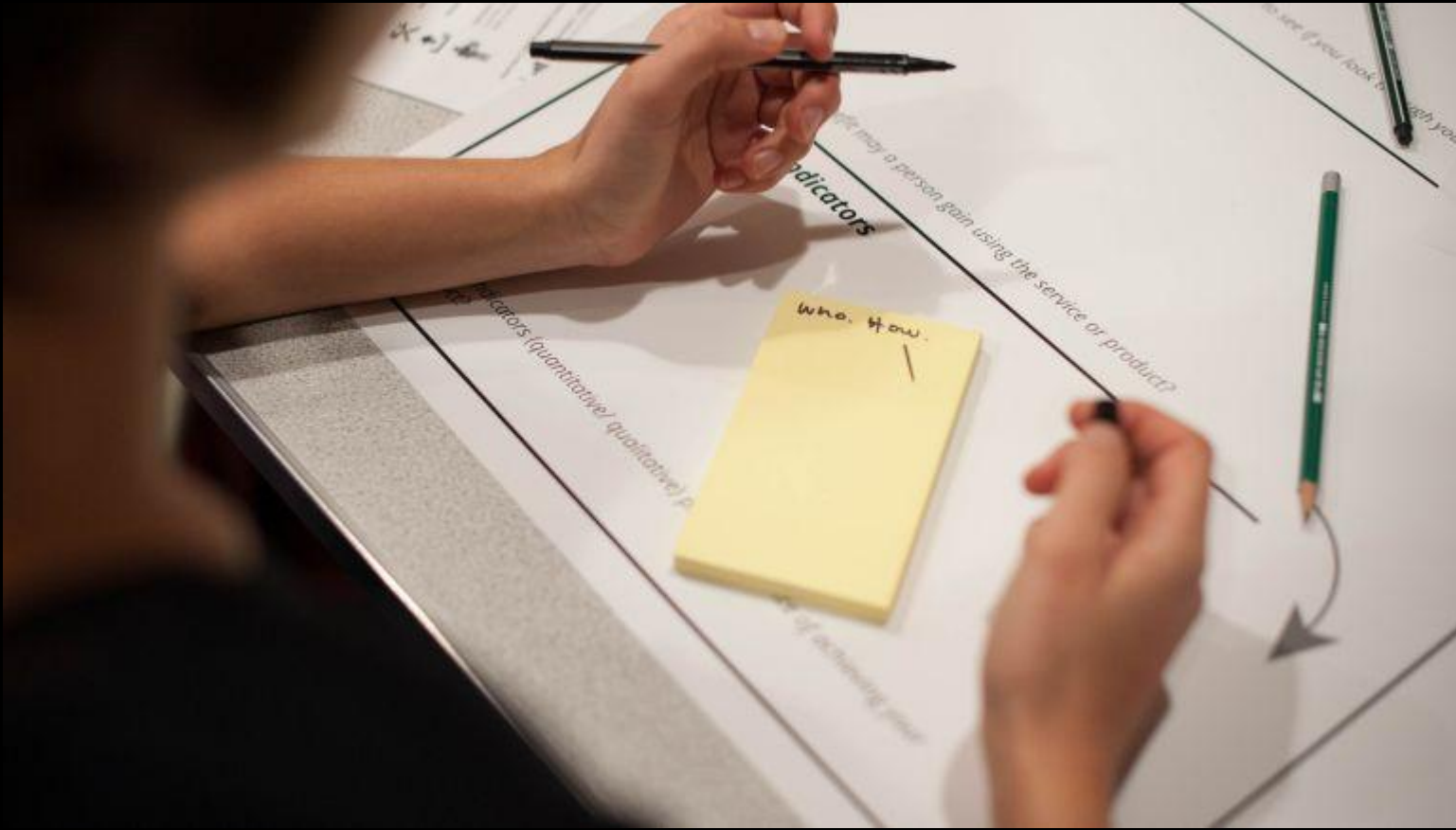
3. Narration



2. Measurement

4. Evaluation

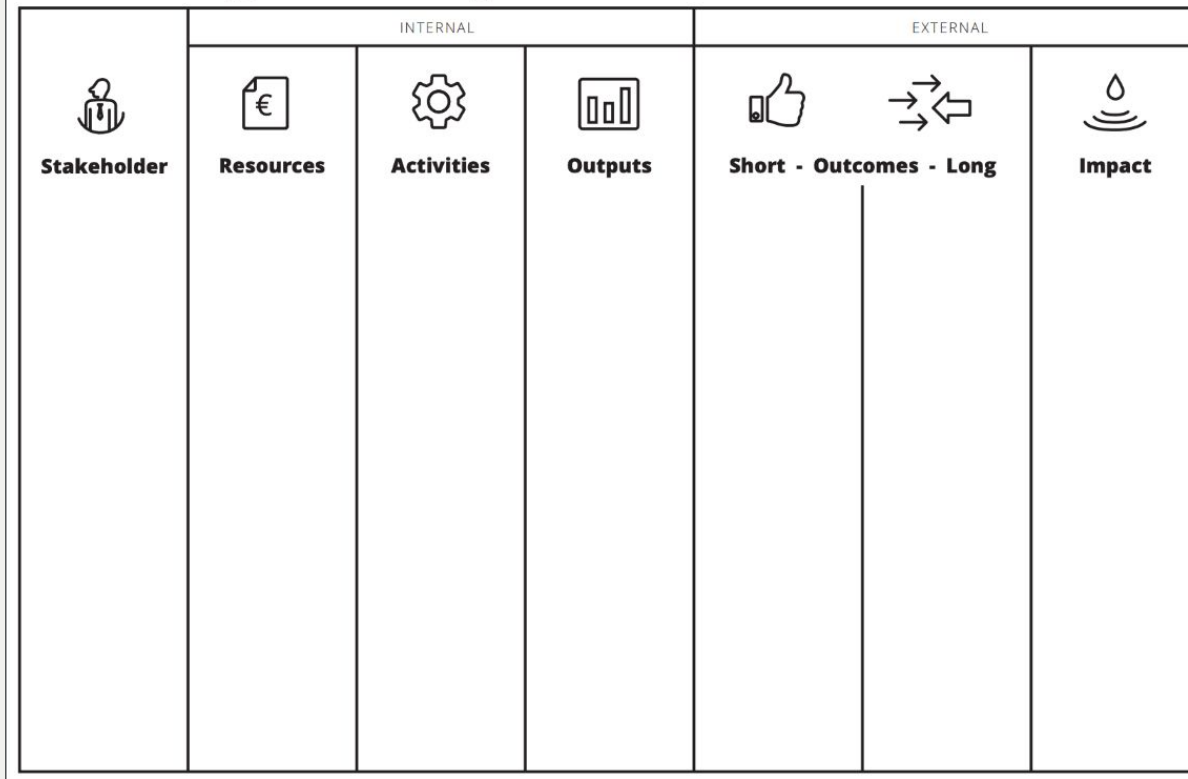




# Change Pathway

A tool from Europeana impact playbook.  
Go to [impkt.tools](https://impkt.tools) for more tools and instructions on how to use them.

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Impact Playbook - Phase 1: Design

## Data Collection Workshop Sheet

This tool is an extension to your Change Pathway to support your data collection in Phase two.

outcome	indicators	source and sample	data collection method and plan
<p><i>e.g. pupils engage more in heritage as a result of going to Transcribathon event</i></p>	<p>what are the things that show us that the outcome has been achieved?</p> <p><i>e.g. pupils use more digital heritage in homework assignments</i></p>	<p>where can we get the data from (existing data sources or new data needs to be collected)</p> <p>how much data do we need to be representative or for a good sample?</p> <p><i>e.g. educators (we don't have this data)</i></p>	<p>surveys, interviews, analysing existing data sources...consider pros and cons</p> <p>when do we collect this data?</p> <p><i>e.g. follow-up interviews with educators after Transcribathon event. Challenge: small data sample and we may need a native speaker trained in qualitative methods</i></p>

## Europeana Impact Playbook - Phase three

Blank template - mapping your stakeholders

<b>Audience</b>	<b>Do they need to know about the report? (Yes/no)</b>	<b>What do they need from this impact assessment and report?</b>	<b>How will you share it with them?</b>
General audiences (sector)			
General audience (wider public)			
Funders (European Commission)			
Project partners			
Policy makers			
Sector stakeholders			
Colleagues			
Other			

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Debrief / retro template (without prompts)

Question 1. What worked well?

Question 2. What didn't go well?

Question 3. What can we improve next time?



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