



Ce projet a été sélectionné dans le cadre du programme de coopération transfrontalière Interreg IV A France (Manche) - Angleterre, cofinancé par le Feder.

The Impact and ValuESS project has been selected within the scope of the INTERREG IV A France (Channel) - England cross-border European cooperation programme, co-financed by the ERDF.

France-UK event: Impact and Social Value Practice – a UK-France perspective

24 SEPT 2014, RESO SOLIDAIRE, RENNES

Rencontres franco-anglaises: Pratiques de valorisation de l'utilité sociale en France et en Angleterre

Program - presentations:

- I. Social value evaluation practice in France (Hélène Duclos, Trans-Formation)
- II. Impact measurement – a UK perspective (Matthew Hill, South West Forum)
- III. UK practice example: Plymouth Music Zone (Debbie Geraghty)
- IV. **France practice example: Le Collectif des Festivals engagés, FEDDS (Emilie Cherbonnel)**



> **ASSESSING THE SOCIAL IMPACT OF FESTIVALS**

> Impact & ValuESS – 24 September 2014

*THE ASSOCIATION OF FESTIVALS

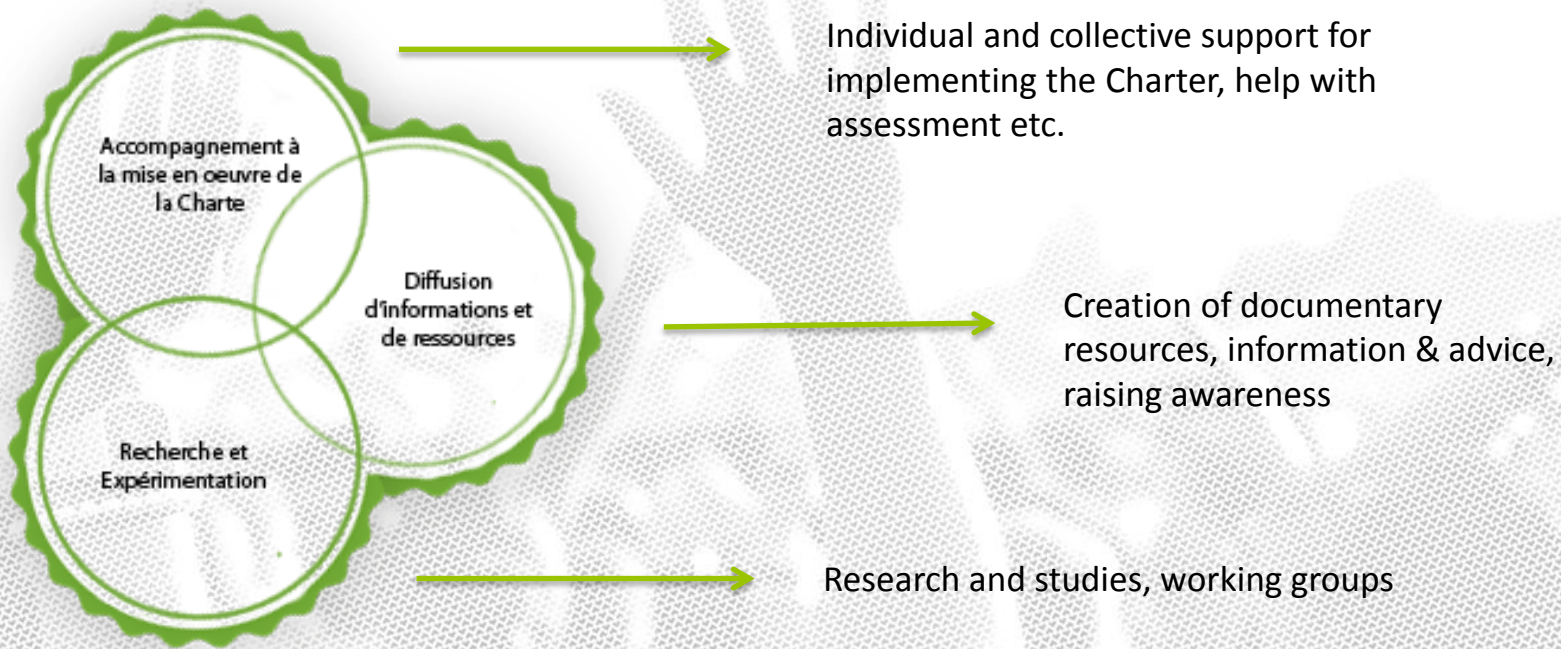
> THE ASSOCIATION OF FESTIVALS COMMITTED TO SUSTAINABLE, COMMUNITY DRIVEN DEVELOPMENT IN BRITTANY

> Presentation

- An association of 26 festivals
- A Charter committed to the 5 objectives of Agenda21 (A21) for sustainable development
 - The fight against global warming
 - The conservation of biodiversity, habitats and resources
 - The contribution to social cohesion and solidarity between regions and generations
 - Fulfilment for all human beings
 - Development through responsible means of production and consumption

> THE ASSOCIATION OF FESTIVALS

> Presentation



> THE SOCIAL & CULTURAL ACTION WORKING GROUP

> Challenges and objectives

- Questions about the representation of social considerations in the A21 approach
- Identification of the activities undertaken by festivals through observation
 - > A very wide range of activities
- Need to develop a common language
 - > Glossary
- The issue of assessing social and cultural activities

> THE SOCIAL & CULTURAL ACTION WORKING GROUP

> The question of assessment / evaluation

- Reporting on activities, be able to better communicate internally and externally
- Finding an alternative to the indicators put in place by local authorities
 - > Going beyond the quantitative
- Self-assessment in the area of social and cultural activities

> **Objective of the working group: to develop an assessment method and common indicators**



Hence the approach made to a local support scheme (DLA)

> THE APPROACH

> Social value: why?

- To strengthen the organisations cohesion and the project
- To improve its activities and practices
- To be able to report
- To emphasise the value it adds
- To communicate
- To build new relationships with partners

> THE APPROACH

> The steps in Phase 1 (2012)

- Taking on board the notion of social value
The link between social value and the association's plans
- Identifying the categories of social value
With the festivals (employees, directors, the public)
With the partners
- Listing the main categories for each festival
- Building a common reference document for the assessment of social value

> THE APPROACH

> The reference document

Being social

Conviviality, shared pleasure
Social mixity
Feeling of belonging
Citizenship

Ability to act

Being a player
Social capital, social broadening
Growing as an individual
Social integration
Expression
Opportunity

Cultural and artistic expression

Wide access to culture
Discovering art
Creation, expression, artistic development
Cultural and artistic diversity

Societal change

Experimenting with alternatives
Strengthening critical thinking
Open-mindedness

Local dynamic

Attractiveness
Feeling of belonging to a local area
Economic development
Local synergies

> THE APPROACH

> Phase 2 (since 2013)

- **Each festival carries out a self-assessment of social value**
 - Identification of the categories of social value with the stakeholders
 - Compilation of a reference document based on the work done by the association
 - Gathering and analysis of data
- **Support for festivals**
 - Group time (case worker and the group)
 - Individual time (the association)
- **Gradual progress being made by the association towards being able to independently assess social value / impact**

The background of the slide features a grayscale, halftone-style image of several hands raised in the air, suggesting a crowd or a gesture of agreement. The hands are positioned at various heights and angles, creating a sense of movement and collective action.

Thank you for your attention!