



MediaFutures

6.3

IMPACT ASSESSMENT FRAMEWORK

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Table of Contents

Executive Summary	4
1. Introduction	5
2. MediaFutures expected impacts and stakeholders	7
2.1 Impact by whom and on whom?	8
2.2 MediaFutures impact value chain	9
3. The MediaFutures impact assessment framework: areas of impact and dimensions	10
3.1 Social impact	11
3.2 Economic impact	14
3.3 Political impact	16
3.4 Technology impact	18
4. Preliminary plan for data gathering and reporting	19
5. Conclusions and next step	21
6. References	22
Passani, A., Janssen, A.L., Hoelscher, K. (2020), <i>Impact assessment methodological framework v1. Deliverable of the ACTION project available at https://www.zenodo.org/record/4432132#.YLDJdOvONp8 DOI 10.5281/zenodo.4432132</i>	22
7. Abbreviation List	23
8. More Information about this Document	23

List of Figures

Figure 1 Impact assessment framework: the value-chain approach (elaboration on IMWG, 2014:6).	5
Figure 2 MediaFutures impact value chain - high level view	10
Figure 3 MediaFutures impact assessment framework, an overview.....	11

List of Tables

Table 1 Social impact area: dimensions and indicators	13
Table 2 Economic impact area: dimensions and indicators	15
Table 3 Political impact area: dimensions and indicators.....	17
Table 4 Technological impact area: dimensions and indicators.....	18

Executive Summary

This document presents the MediaFutures impact assessment framework, i.e., the methodology that will be used for mapping the outputs and impacts of the MediaFutures project. It is of relevance for the project consortium as a tool for monitoring and improving the activities with the final aim of maximising positive impacts. It can be of interest also for other European projects and initiatives interesting in mapping the results and value generated by support programmes such as the one promoted by MediaFutures.

What presented in the document has been validated in dedicated workshop with project partners but is, never the less, a work in progress: this framework is going to be constantly improved during the MediaFutures lifetime by taking on board the lessons learned during its application.

The MediaFutures impact assessment framework considers four areas of impact: social, economic, political and technological which are articulated in several dimensions each. These include, but are not limited to, impact on skills and human capital, impact on media literacy, impact on businesses' performances, job creation and impact on ICT-driven innovation. This framework considers impacts on the start-ups, SMEs and artists participating in the MediaFutures support programme, as well as impact on citizens and on the stakeholders of the media sector.

The methodology is quali-quantitative and is designed to be modular and flexible in order to be able to adapt to the specificities of each project participating in the MediaFutures support programme but, at the same time, assure a cumulative analysis.

In the following months of the project, the methodology here described will be applied to the projects participating in the first edition of the MediaFutures support programme. At the end of this process the methodology will be updated and applied to the participants of the second and third edition of the support programme. At the end of the MediaFutures project a final impact assessment report and a final version of this methodology will be released.

1. Introduction

The aim of this document is to present the MediaFutures impact assessment framework, i.e. the methodology that will be used for assessing the value generated by MediaFutures and its projects throughout the project lifetime. Impact will be assessed in three rounds: at the end of each round of the support programme. The last round of the programme will be assessed together with all the final results of the project and will be released at the end of the project.

The methodology described here may change during the project’s lifetime in order to better describe specific impacts that might be generated by future projects and for addressing emerging needs of the consortium. For this reason, this should be considered as a living document that will be updated as required in the coming months.

We define impact assessment, in line with the International Association for Impact Assessment, as “the process of identifying the future consequences of a current or proposed action” (IAIA, 2009). The “impact is the difference between what would happen with the action and what would happen without it.” (ivi). In other terms, the aim of the MediaFutures impact assessment framework is to answer the question: what is the difference generated by the project? For whom?

Assessing the impacts of a project is important for promoting accountability and transparency, but also for providing information at management level for improving on-going activities looking at the maximisation of positive impacts. As we will see in the next sections, MediaFutures will have an impact on different stakeholders and in different areas. For this reason, the methodology that is proposed here is modular and multidimensional and will follow a mixed methods approach, analysing the impact using both qualitative and quantitative methods.

The MediaFutures impact assessment framework is based on the work carried out by the DEN team in previous projects including SEQUOIA (Passani et al., 2014), MAXICULTURE, IA4SI (Bellini et al., 2014; 2016; Passani et al., 2015) and more recently ACTION (Passani et al., 2020). These projects gave the possibility to develop and successfully test the overall impact assessment process and many of the indicators that are included in the MediaFutures framework. The indicators’ development was based on an extensive literature review and several rounds of experimentation and refinement, results of which are available in the articles and deliverables quoted above.

Finally, the framework is based on the impact value chain approach (Fig. 1), which is the de facto standard for many international bodies, including the European Commission (EC).

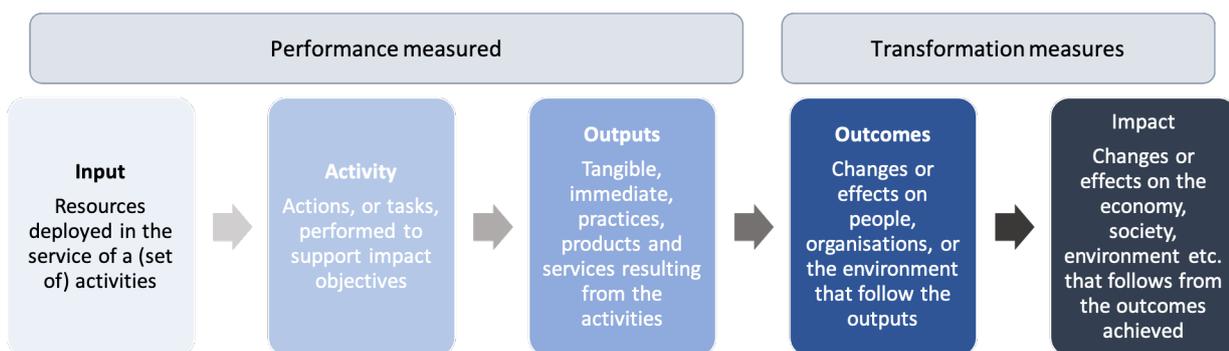


Figure 1 Impact assessment framework: the value-chain approach (elaboration on IMWG, 2014:6).

As reported in Figure 1, the impact is the result of the input available (i.e., the EC grant for the MediaFutures project and the MediaFutures open call funds for its start-ups/SMEs and artists' projects), of the activities carried out, and the tangible results developed during the project lifetime (outputs). The aggregation and analysis of the output is the preliminary step to derive the outcomes of the project's activities.

It is important to consider that we will describe the impact developed by MediaFutures and its start-ups/SMEs and artists at the end of their activities, while most of the impacts need a longer time frame to become visible. Therefore, we will be talking, mainly, about expected impacts, i.e. impacts that appear to be probable to happen under certain circumstances that are observable at the time of the impact assessment or that will be set as hypotheses.

The structure of the document is as follows: section 2 reports the expected impact of MediaFutures as in the project DoA and defines the project stakeholders in terms of expected impact. Section 3 describes the overall framework, the four areas of impact considered, the related dimensions, and the associated indicators. Section 4 describes the data gathering and analysis plan, while section 5 delineates the next steps for the impact assessment activities.

2. MediaFutures expected impacts and stakeholders

As stated in the project's DoA, "MediaFutures generates its impact through the following activities:

- By disrupting the media sector through new business, operational and sustainability models for products, services, artworks and experiences.
- By nurturing entrepreneurs to come up with novel approaches to encourage participation and meaningful public engagement with high-quality bottom-up journalism, science education and digital democracy.
- By funding new artworks and creative projects that use data in ingenious ways to raise awareness and comment on current tensions and imbalances in the media value chain.
- By contributing to existing and future initiatives, national, as well as European that share similar goals – to restore the 'chain of trust' between people and established institutions, experts and society as a whole."

The expected impact listed in the project's DoA considering the call text are reported herein after together with the KPIs defined at the proposal stage:

- Substantial increase in the total amount of data shared and exchanged, including closed/proprietary/industrial data
 - 20 additional datasets unlocked through WP4 work, partnership with key data holders, pilots and artworks
 - 50% increase in the amount of data shared and exchanged in the ecosystem compared to the start of the project
 - 30% increase in the number of supported projects sharing data compared to the start of the project
- At least 150 SMEs and web entrepreneurs, including start-ups, participate in the MediaFutures support program, with an average 30% annual increase in the sales of the supported companies
 - 51 start-ups and SMEs supported
 - 20% of them securing additional investment
 - 20 investors interested in the start-ups
 - 10 investor meetings
 - 30% annual increase in sales for SMEs and start-ups
 - 5 new commissions of creative projects and art-tech collaborations by the end of the projects
- Improved service quality and user satisfaction resulting from optimized data-driven processes and business models
 - 23 new or enhanced products and services created
 - 28 business models augmented through interactions with artists
 - 30% increase in user satisfaction compared to the baseline achieved before joining the support programme

To these impacts, MediaFutures added several more that recognise the specificity of the project and additional value it is expected to generate. They are listed here below with the related KPIs.

- Changing attitudes and approaches in product and service design, leveraging interdisciplinary insights and cross-sectoral effects
 - Average 30% increase in collaborations between entrepreneurs, artists, citizens, creative industry stakeholders
- Greater recognition of the contributions of the arts in data-driven innovation and the media value chain
 - 30% of the project dissemination outputs cover this topic
 - +3 policy briefs with a strong interdisciplinary element
 - 50+ funding agencies, investors and policy makers aware of MediaFutures policy briefs
 - Launch of at least 5 initiatives across the EU recognising artists contribution added value in innovation processes
- Participation, accountability and responsiveness in digital democracy
 - At least 10 start-ups working on increasing content quality to change how people engage with civic and democratic processes
 - 70% improvement compared to the zero scenario along the following dimensions: responsiveness to citizens; media freedom; media reliability
- Science education and media literacy
 - At least 15 start-ups working on products and services facilitating data journalism and science communication
- Disinformation and quality of journalism
 - At least 5 services or products developed in the hub proposing new approaches for fake news detection or content diversification, transparency and accountability on social media, based on open datasets validated in WP4
 - At least one new business model proposition that could reduce the share of fake news and limit clickbaits effects.
- Digital Europe and Horizon Europe programmes
 - Cooperation agreement with 50 DIHs at the end of the project
 - MediaFutures hub as one of the EDIHs selected in 2022 within Digital Europe and national co-financing

The list of expected impacts presented above shows the complexity and the multidimensionality of the MediaFutures impacts: the methodological framework presented in the next section takes all of these into consideration and adds additional dimensions.

Before describing the methodological framework, it is important to define the stakeholders of the impact assessment activities, considering who will generate MediaFutures' impacts and who will be impacted by its activities and outputs.

2.1 Impact by whom and on whom?

In first approximation it can be said that the impacts of the MediaFutures project will be the aggregation of the impacts reached by all the projects participating in the MediaFutures support programme. For this reason, the methodology here described is designed to measure specific impacts reached by each of the supported entities that will then be aggregated.

Nevertheless, other outputs developed by the MediaFutures consortium might generate additional impacts and need to be taken into consideration, especially for the final impact assessment report [M36]. Among this output we can mention the MediaFutures toolkit and the policy briefs.

Additionally, it is worth mentioning that the impact generated through MediaFutures will be subject to network effects: the project legacy can go beyond the economic, social, technological and political impact of the individual projects and artworks developed by supported SMEs/start-ups and artists to leverage partnerships facilitated through the ecosystem, including the stakeholder cluster, the network of Digital Innovation Hubs and the MediaFutures ambassadors. This network effect might be difficult to capture during the lifetime of the project, but the collaboration between the impact assessment team, the management team and dissemination team can provide useful information to map as much as possible of these aspects of the MediaFutures impacts.

Summarising, MediaFutures' impact will be generated by the start-ups and artists supported by the accelerator and residency programmes and by the MediaFutures consortium partners through specific activities and outputs.

Now, considering who will be impacted by MediaFutures activities and outputs, we find again SMEs/start-ups and artists as well as citizens, decision makers, funding agencies, investors and other project stakeholders such as the ones belonging to the media industry.

Referring to the notions of media industry as the one "that produce and sell information as well as entertainment products and services" (Hang & Van Weezel 2007) stakeholders from the sector include both i) those traditionally working in the domain before the digital transition and ii) the new media that are the ones born in the internet era and developed under the media convergence evolution (Chon et al., 2003). Under the traditional media we can list several actors, such as media companies, broadcasters, newspapers, publishers, televisions, advertising companies, telecom companies, etc. Under the new media stakeholders, as argued by Chon et al. (2003: p.142), we have those actors related to the information industries which "refer to businesses that are engaged in one of the following three processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data". Among those stakeholders we can mention online platforms, companies producing online video games, apps, websites, or social networks.

From now on, all these stakeholders will be called "sectoral stakeholders".

2.2 MediaFutures impact value chain

Figure 2 shows a high-level view of the impact value chain for the MediaFutures impacts. As anticipated in the introduction, some of the impacts that will be assessed are direct impacts of the MediaFutures activities and outputs (i.e., research outputs, events, policy briefs), while other impacts can be considered in-direct as they are developed by the start-ups, SMEs and artists supported by the MediaFutures programme (Accelerator and Residency).

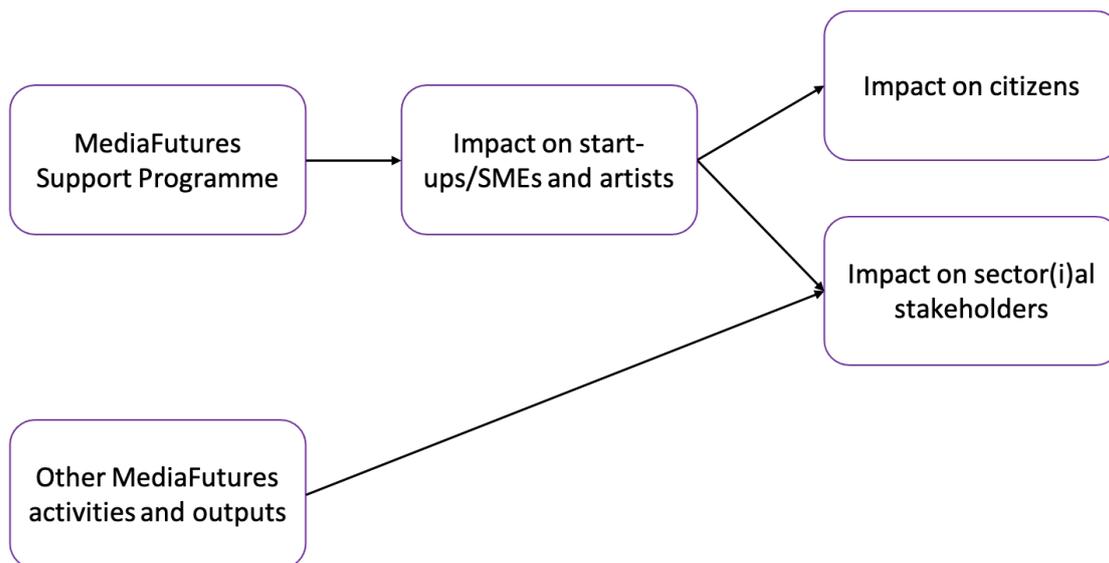


Figure 2 MediaFutures impact value chain - high level view

The impact assessment framework maps and considers the whole chain and uses ad hoc data gathering and analysis approaches that are described in section 4.

3. The MediaFutures impact assessment framework: areas of impact and dimensions

The MediaFutures impact assessment framework considers four areas of impact: social or societal impacts, economic impacts, political impacts and technological impacts. Each area of impact is articulated in several dimensions, each of which is associated with the three main typologies of stakeholders considered in the previous section. Figure 3 provides an overview of the areas of impact, dimensions and stakeholders considered. The next subsections describe them in more detail and links each dimension with specific indicators to be used for the impact assessment activities.



Figure 3 MediaFutures impact assessment framework, an overview

3.1 Social impact

This dimension considers how MediaFutures can support start-ups/SMEs and artists:

- In acquiring new skills and competences thanks to the training program and mentoring support offered;
- In improving their bonding and bridging social capital by facilitating the emergence of new collaboration among SMEs/start-up and artists and with other sectoral actors. *Bonding social capital*, as described by Putman (2000), refers to the relationship within a group, or better, is the social capital owned by a person when they link with persons similar to them, people that belong to the same social group, location, or which share common values and attitudes. *Bridging social capital*, instead, refers to the capability to get in touch with people from different social groups, communities or with different values and attitudes. In the case of MediaFutures we will consider an increase in bonding social capital when an SME/start-up increases its collaborations with other SMEs and start-ups (and, similarly, creatives and artists with other creatives and artists); while we will consider bridging social capital as new collaborations between an SME/start-up on one side and creatives or artists on the other side.

Then, this area of impact considers how supported projects will positively impact citizens (and communities) by:

- Supporting community building and empowerment. Within this dimension we will map the communities created and supported by the project; the number of members, the level of interaction among them and the improvement in terms of social capital and soft skills such as interpersonal communication, collaboration, etc.
- Facilitating social inclusion, for example by making accessible information and data to social groups that are affected by the digital divide or that belong to social groups at risk of exclusion, or by fighting stereotypical representations of diversity in media outputs and interactions
- Increasing citizens' media literacy by supporting them in accessing, critically evaluating and eventually manipulating media content and outputs.
- Supporting awareness raising and positive changes in opinions and behaviors. These may result from a better access to and better understanding of information, by promoting critical thinking and by offering an occasion to overcome polarization and over-simplification of complex phenomena.

With reference to impacts on sectoral stakeholders, the following dimensions will be considered:

- Impact on social capital (bonding and bridging). How and to what extent does MediaFutures offer to those stakeholders opportunities to create new collaborations and expand their networks. We will consider both new contacts and collaboration with similar organisations, and with diverse organisations, especially in the sense of interdisciplinarity, public/private collaboration and collaboration between open science/open data, artistic and business actors.
- Impact on non-economic support for MediaFutures-like initiatives. This dimension will map if and to what extent MediaFutures is able to support the creation of similar support programmes, especially looking at training and mentoring activities. In other terms we will consider here if MediaFutures will be able to become a model for supporting the collaboration among artists and start-ups/SMEs, to promote an interdisciplinary approach to media sector innovation and become a term of reference in the sector (the economic support will be considered under the economic impact area).

The table below lists the indicators that have been developed for operationalising the social impact dimensions.

Table 1 Social impact area: dimensions and indicators

Dimensions	Indicators
<i>Impact on MediaFutures start-ups/SMEs and artists</i>	
Impact on skills and human capital	<p>Increase in skills and competencies as a results of the training programme</p> <p>Increase in management skills</p> <p>Increase in interest for the topics proposed in the training programme</p> <p>Application of the new skills in their working practices</p>
Impact on social capital	<p>N. of new collaborations established with other start-up/SMEs (for SMEs/start-ups)</p> <p>N. of new collaborations established with other artists (for artists)</p> <p>N. of new collaborations established with start-up/SMEs (for artists)</p> <p>N. of new collaborations established with artists (for SMEs/start-ups)</p> <p>N. of new collaborations established with stakeholder of the media sector</p> <p>N. of new collaborations established with other stakeholders</p> <p>Outputs of the new collaborations</p> <p>Changes/lessons learned from the new collaborations</p>
<i>Impact on citizens</i>	
Impact on community building and empowerment	<p>N. of citizens engaged in online and offline activities</p> <p>N. of persons reached through events</p> <p>N. of persons reached through online dissemination activities (website, social media, etc.)</p> <p>Nature of the interaction among citizens</p> <p>Self-assessment on project capability to influence trust among participants</p> <p>Increase in citizens' social capital</p> <p>Improvement of citizens' soft skills: interpersonal communication, collaboration, problem solving, critical thinking</p>
Impact on social inclusion	<p>Ratio between genders among engaged citizens</p> <p>Presence of a dedicated strategy or dedicated activities for promoting social inclusion as part of the project</p> <p>Project working specifically with community at risk of social exclusion or marginalised</p>
Impact on media literacy	<p>Increase capability in interpreting and evaluating the various codes of representation within a message.</p> <p>Increased understanding of the role played by the information and communication technologies in society, and their possible effects</p> <p>Increase in capability to critically re-use media content</p>

Impact on way of thinking and behaviours	Increase awareness on the specific topic covered by the project (variables to be developed on a project-by-project base) Changes in way of thinking on the specific topic covered by the project (variables to be developed on a project-by-project base) Behavioral change related to the specific topic/behaviour tackled by the project (variables to be developed on a project-by-project base ¹)
<i>Impact on sectoral stakeholders</i>	
Impact on social capital	Increased collaboration among partners and sectoral stakeholders
Impact on non-economic support for MediaFutures-like initiatives	N. of exchanges with stakeholders interested in carrying out MediaFutures-like initiatives N. of new MediaFutures-like non-economic support initiatives launched

3.2 Economic impact

With reference to the economic impact on start-ups/SMEs, we will track the value unlocked through the grants and support in terms of revenues, innovativeness (OECD, 2005), and economic sustainability. We will use similar, but adapted, indicators for artists and their projects. In both cases, we will also capture the number of jobs created thanks to MediaFutures in each team.

We will analyse how the new ties between start-ups, artists and other potential customers lead to new business models, new forms of collaboration and to an increase in start-ups/SMEs and artist visibility and recognition.

To understand the economic impact on citizens, we will consider, where possible, changes in costs and time savings when using the new solutions developed by the projects compared to previous tools/services.

Finally, considering the sectoral stakeholders, we will study the opportunities created by social good models and the capability to influence higher investments on art and tech collaborative projects.

The table below summarizes the dimensions and related indicators of the economic impact area.

¹ This might include change in online media practices (changing source of information, change subscriptions to newspapers, change way of using social media, etc.)

Table 2 Economic impact area: dimensions and indicators

Dimensions	Indicators
<i>Impact on MediaFutures start-ups/SMEs and artists</i>	
Impact on business (for SMEs and Start-ups only)	(for start-ups only) N. of legal entity establishes N. of products/services launched on the market Start-ups surviving rate after 1 and 2 years after the end of the MediaFutures support programme Expected and actual increase in turnover (to be measured in different time frames for the whole duration of MediaFutures)
Impact on employment	Increase in N. of employees (in terms of FTE ²)
Impact on economic sustainability	N. of new funds requests submitted (or N. of new project proposals or N. of applications to acceleration programmes/residency programme, etc.) New funds attracted N. of new business collaborations established Presence of a mid/long-term business plan
Impact on innovativeness	Development/adoption of new business models N. of outputs covered by different forms of intellectual property rights (trademarks, copyrights, licenses, etc.) Typology of intellectual property right protection selected (proprietary, creative commons, etc.) Level of interdisciplinarity and/or presence of an intersectoral approach
Impact on visibility and branding recognition	Perceived increased visibility and branding recognition Increase in social media followers Increase in social media interactions N. of events organised or attended and N. of participants
<i>Impact on citizens</i>	
Cost-saving	Cost saving or time saving
<i>Impact on sectoral stakeholders</i>	
Impact on the diffusion of new business models	Impact on data driven business model diffusion Impact on the diffusion of business models for social good

² FTE: Full time equivalent is a way to convert the hours worked by several part-time employees into the hours worked by full-time employees. On an annual basis, an FTE is considered to be 2,080 hours, which is calculated as: 8 hours per day.

Increase in economic support for MediaFutures-like initiatives	N. of new MediaFutures-like economic support initiatives launched (or increase in funds dedicated to tech/artistic collaboration)

3.3 Political impact

The term “political” is here understood in its broad sense, considering different forms of participation in the public arena, discussing and taking decisions on topics of shared interest and relevance. MediaFutures, indeed, is expected to influence its stakeholders supporting the growth of participatory, inclusive and fair practices.

Through dedicated training and mentoring activities, we foresee an impact on SMEs/start-ups and artists in increasing awareness on data governance and privacy issues as well as in taking into account ethical aspects related to citizens engagement

MediaFutures will also develop three policy briefs that can influence ongoing policy design activities, for example in the field of the Common European Data Space, on science communication, quality journalism, digital democracy and the like.

Finally, for this dimension the work of SMEs/start-ups and artists can be extremely relevant considering that their outputs might have a direct impact on the way citizens perceive information flows and on how they engage with information online on topics that are relevant for civic and political participation. This might influence the time spent by individuals in getting informed about political issues (Passani et al., 2014) and can promote engagement in political activities, groups, or organisations. This engagement can be diverse, including e.g., party membership, work for candidates, taking part in demonstrations and protests, raising issues in the news media, communicating about political issues with others and initiating or signing a petition (*ivi*). Next to political engagement, MediaFutures’ outputs can also promote civic engagement. This can include e.g. membership in voluntary associations, charities or topic-driven groups to enhance the life of a community (*ivi*).

The table below summarizes the dimensions and related indicators of the political impact area.

Table 3 Political impact area: dimensions and indicators

Dimensions	Indicators
<i>Impact on MediaFutures start-ups/SMEs and artists</i>	
Impact on data governance	Development of new or improved data management practices
Impact on citizens engagement practices	Changes in citizens engagement practices Development of new or improved ethical processes for citizens engagement
<i>Impact on citizens</i>	
Impact on information access	Perceived improvement in accessing information Changes in the frequency in which citizens get informed about the specific topic covered by the project Changes in information sources/processes used by citizens to get informed about the specific topic covered by the project Reduction of polarisation of news and information
Impact on civic and political participation	Changes in engagement in political groups or activities (e.g. party membership, work for candidates, protesting, lobbying) Changes in civic engagement (e.g. membership in voluntary associations, charities or environmental groups)
Impact on trust in institutions and related practices	Impact on the perceived trustworthiness of traditional and new media institutions Impact on trust in science and related institutions Impact on trust in democratic institutions and practices
<i>Impact on sectoral stakeholders</i>	
Impact on institutions and policies	N. of policy briefs N. of interactions with policy makers/policy making processes N. of participants to such interactions N. of policy-makers aware of MediaFutures' policy briefs N. of funding bodies, data holders and industrial players aware of MediaFutures' policy briefs N. of new or changes to policies/regulations

3.4 Technology impact

This dimension considers, for SMEs/start-ups and artists, the new technological outputs developed and the Technology Readiness Level (TRL) achieved thanks their participation in the MediaFutures support programme.

For citizens, technology impact is understood in terms of increased awareness for privacy and data management related issues and empowerment in terms of acquisition of digital skills.

For the sectoral stakeholders this dimension considers the increase in data sharing, re-using and trading and the capability of MediaFutures to support the uptake of the innovations developed by MediaFutures start-ups/SMEs and artists.

The table below summarizes the dimensions and related indicators of the technology impact area.

Table 4 Technological impact area: dimensions and indicators

Dimensions	Indicators
<i>Impact on MediaFutures start-ups/SMEs and artists</i>	
Impact on ICT-driven innovation	N. of new tools and services developed N. of new ICT-driven artistic outputs Increase in terms of TRL of the projects' outputs (or TRL achieved, for start-ups)
Impact on data usage	N. of new datasets used Increase in the diversity of the data source used Use of open data SMART use of data
<i>Impact on citizens</i>	
Citizens empowerment in terms of ICT usage	Increased digital skills (variables to be selected on a project by project base) Increased awareness of data ownership and privacy
<i>Impact on sectoral stakeholders</i>	
Increase in data sharing, reuse and trading	N. of organisations (outside the MediaFutures consortium) that made datasets available
Impact on ICT-driven innovation	N. of new tools/services/artpieces taken up by sectoral organisations

4. Preliminary plan for data gathering and reporting

As written in the DoA and specified in the previous chapters, impact assessment will measure the impacts of the tangible results that MediaFutures will deliver. Among the results, we consider the solutions, artworks and experiences developed by SMEs/start-up and artists supported by WPs 2, 3 and 4's activities, but also other exploitable outputs such as the policy briefs, the MediaFutures toolkit and the dissemination and stakeholder engagement achievements.

From a methodological perspective, impact assessment will use both quantitative and qualitative methods (mixed-method approach) to collect and analyse data, including secondary data analysis, web and physical ethnography, in-depth interviews, online surveys and focus groups.

To perform the assessment, MediaFutures will follow a modular and flexible approach to map different impacts on different stakeholders. Indeed, not all the dimensions listed in the previous section will be relevant for all the projects developed in the acceleration/residency programme. Similarly, they will be not equally relevant for start-ups/SMEs and artists. Therefore, only the most relevant ones will be selected for each project. Such a modular approach implies also that the data gathering will be performed with different and specific methodologies and timing according to the considered stakeholders. As said, looking at the categories of stakeholders to assess, it is possible to plan different activities for each category. A breakdown of the activities is reported hereafter. All data gathering activities are carried out in compliance with the GDPR and following the procedures described in the MediaFuture data management plan.

Impact on SMEs /start-ups and artists

To map the impacts on the actors participating in the MediaFutures support programme, the comparison between ex-ante and ex-post scenario will be performed at least for some of the dimensions listed in the previous section (economic impact and social impact mainly). The ex-ante scenario is the situation before the project started while the ex-post scenario refers to the changes/effects on the organisation itself and on citizens, as a function of the new solutions developed. As described in the DoA, data will be mainly and as much as possible **not** collected by DEN directly in order to reduce the requests towards the SMEs/start-up and artists in terms of data provision. Indeed, relevant information will be collected as part of the acceleration/residency programme and then re-elaborated by the DEN team. To this end specific input to application forms, surveys and reports are and will be provided to WP2/WP3' teams in order to assure a smooth data gathering process. However, to complement that information and in collaboration with the KCL team that is interviewing SMEs/start-ups and artists for the development of the MediaFutures toolkit, DEN includes in those interviews specific questions on topics that cannot be investigated differently. Finally, in order to map the medium-terms effect of the support programme, we will contact participants after one and two years after the end of their project for monitoring some of the indicators listed in the previous section (especially the economic ones).

Impact on citizens

Impact on citizens will be assessed for selected projects in collaboration with the experiments and research activities of WP4. The analysis of impacts on citizens will be mainly qualitative, combining

digital ethnography, participant observation, in depth interviews and, if appropriate, semi-structured questionnaires to be distributed prevalently online. These can be complemented by the analysis of online interaction, App usage data as they will be considered in the experiments. With reference to digital ethnography this will take the form of in-depth analysis of project results, analysis of their online presence and interaction and active participation into the online activities carried out by projects. The possibility to run an ad hoc online survey among the citizens that interact with the projects will be considered on a case-by-case basis. Finally, participant observation will be performed during the demo days, expositions and other events in which the project outputs will be showcased to citizens to collect additional data and knowledge. In the case of impact on citizens, as it won't be possible to perform ex-ante scenarios, only an ex-post assessment will be run.

Impact on sectoral stakeholders

In connection with the MediaFutures ecosystem building activities, performed under WP5, the impact assessment team will develop dedicated surveys to collect data from the stakeholder cluster and two focus groups sessions will be organised with them: one at M16 and one at M34 to map impacts on this category and their progresses. As for the citizens, also for the sectoral stakeholders, only ex-post assessment will be performed.

With reference to data analysis, the impact assessment process will follow, as for the data gathering, a mixed method approach. The rationale for selecting data gathering and data analysis instruments and approaches will be the following:

- Impact that can be expressed in monetary terms or numerical terms will be analysed using univariate, bivariate and multivariate analysis according to the availability of the data.
- Impact that can neither be expressed in monetary terms, nor in numerical form, will be analysed following a descriptive and interpretive approach (Geertz, 1973).

The two approaches are conceived as interdependent.

In terms of timing, the impact assessment will be done in three steps. After each of the three acceleration/residency programmes a short report accompanied by infographics will be delivered internally to the consortium, the EC and the Advisory Board. The infographics will be made publicly available on the MediaFutures website. The final assessment will be performed in the latest months of the project lifetime and it will be public.

5. Conclusions and next step

This is the first deliverable of WP6 and of task 6.2 and describes the MediaFutures impact assessment framework including the areas of impact, dimensions and indicators that can be defined at the time of writing. Indeed, changes to this framework might be needed in order to more precisely frame the impacts of future projects that will be supported by the second and third round of the MediaFutures support programme. Changes in the call challenges may, in fact, support the development of projects with specific characteristics, or focus, that would need to be better considered. Therefore, it is important - as stated in the introduction - to consider this deliverable as a living document. This document will be kept updated after each impact assessment round.

The next steps for the impact assessment activities are:

1. the development of the data gathering tools,
2. the data gathering to be carried out at the end of the first round of the support programme,
3. the drafting of the first impact assessment report.

Most of the indicators are already operationalized in this document and are or will soon be translated in a data gathering matrix, forms or questions for ad hoc surveys, while others will need to be operationalised in the coming weeks, especially those that need to be defined on a project-by-project basis.

After the delivery of the first impact assessment report, this framework and the related data gathering tools will be revised and updated/improved as needed for assessing the second round of the support programme. The same will be done after the second impact assessment.

The framework presented here has been validated in dedicated co-design workshops carried out with project partners in May 2021; the support of the consortium in the definition of the MediaFutures impact assessment framework was crucial in assuring the relevance and usability of the proposed dimensions and indicators.

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7. Abbreviation List

EC	European Commission
SMEs	Small and Medium Enterprises

8. More Information about this Document

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MediaFutures

