



EU Supports Evidence-Based Impact Assessment of Cultural Activities in Eastern Partnership Countries

February 2024, Tbilisi, Georgia - the EU-funded project EU4Culture organised a Training of Trainers – an educational module about cultural indicators for local trainers from five Eastern Partnership countries. International experts designed and led the training sessions for ten local trainers. The Training of Trainers module was implemented with the objective of increasing capacities of regional cities in analysing data on cultural and creative industries to assess the impact of their Cultural Strategies implementation.

The training sessions will have an ensured spillover effect, as it is the first part of a series of educational activities. Its participants – ten local trainers from Armenia, Azerbaijan, Georgia, the Republic of Moldova, and Ukraine, will deliver four-day training modules to the cities belonging to the EU4Culture Cities Network. They will also continuously support the participating municipalities in implementing the systematic approach and methodology of collecting, analysing, and assessing the impact of their Cultural Strategies.

During the three-day educational event, the following topics were covered:

- Quantitative and qualitative cultural indicators and tools for collection.
- Utilising indicators to implement strategies and measure the success of cultural activities.
- Analysing, visualising, and presenting data.
- Developing systems for cultural indicators.

The new methods for impact assessment will provide the participating cities with the possibilities for evidence-based decision-making and improved sustainability of their Cultural Strategies. It will also contribute to supporting cultural and creative industries in the regions of the Eastern Partnership countries.

“Recruited by EU4Culture, the ten local experts will gain knowledge and skills for using cultural indicators in measuring the performance of cultural activities, developing a data collection system, and monitoring, as well as improving, the implementation of Cultural Strategies. Most importantly, they will share with key representatives of regional cities this knowledge, which is the foundation for implementing the Cultural Strategies impactfully,” says Dr. Anatoli Beifert, Team Leader of the EU4Culture Project.

With a budget of €7.85 million, EU4Culture is a four-year project funded by the European Union to support the culture and creative sector with a special focus on non-capital cities and towns in the Eastern Partnership Countries. The project is implemented by Goethe-Institut (Lead), Czech Centers, Danish Cultural Institute, and Institut Français de Géorgie.