Organisations benefit from developing a culture oriented towards data-based actions and decision-making.

Data-based Cultural and Creative Industry (CCI) organisation

Mission

Values

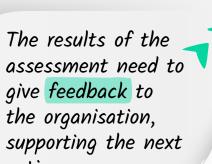


It is important for organisations to have:

- > A clear understanding of the mission and vision and values, as understanding impact starts from the question: what needs to be impacted?
- Readiness to reflect and analyse the organisation from inside and actionoriented organisational culture (data-based actions and decision making).
- > Competence of data collection, analysis and contextualisation.



actions.



ASSESSMENT



Vision \rightarrow Strategy \rightarrow Decisions

Enlist help with data collection and analysis. A creative agency can support creative data collection, which will help audience engagement.

Decisions are a

foundation for impact.

The decision on what kind of 3260371 data collection actions are needed should stem from the identification of the needs and expectations of the CCI.

Consider artistic forms of data collection and dissemination. Creative visualisations can have greater impact within organisations.

Participating in data-based conversations, engaging data in decisions and planning strategically are important elements in data-based organisation work that can be supported by data science and creative industries, although these actions need to be initiated and carried through by CCIs.



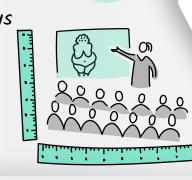
BEHAVIOUR ACTION COMMUNICATION

CCIs can have an impact through behaviour, action or communication activity.



Impact assessment

- > The impact assessment needs data to be collected and analysed.
- > The assessment of the impact can be general or specific.
- > Avoid overly ambitious analysis. Start with specific actions and try to understand their impact.





Assess and identify

possible data sources,

and analysis and link

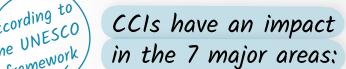
them to strategic

questions.

data collection activities

105 221 345

An impactful organisation with the ability to understand impact starts from clarity of the processes of what happens inside an organisation.



- ▲ Economy (direct ▲ Social and indirect) ▲ Gender
- ▲ Education
- ▲ Governance

▲ Heritage

Communication

Not all of these impacts have been easy to measure.

in the organisation often lacks a clear causal link with the impact on these generalised impact areas.









This circular loop needs to be constant within CCIs, as data is used to assess and, where needed, adapt organisations' strategies and decisions.



DATA





A particular process, service or activity