

# Data-based Cultural and Creative Industry (CCI) organisation

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



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 action-oriented organisational culture (data-based actions and decision making).

> Competence of data collection, analysis and contextualisation.

## 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.

The results of the assessment need to give feedback to the organisation, supporting the next actions.

## ASSESSMENT

Assess and identify possible data sources, data collection activities and analysis and link them to strategic questions.

## DATA

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

- The decision on what kind of 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.

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

## IMPACT

According to the UNESCO framework

CCIs have an impact in the 7 major areas:

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

Not all of these impacts have been easy to measure.

A particular process, service or activity in the organisation often lacks a clear causal link with the impact on these generalised impact areas.

Mission  
Vision → Strategy → Decisions  
Values

Decisions are a foundation for impact.

Assessing data through the lens of strategic planning facilitates measurement and understanding of the impact of decisions before action is taken.

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.

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