

# Managing Art Projects with Societal Impact

Project Number: 540176-LLP-1-2013-1-EE -ERASMUS-EQR  
Grant Agreement: 2013-3384/001-001

**MAPSI**  
Managing  
Art Projects with  
Societal Impact

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## For a Start

### Key concepts

social = relates to aspects of human interactions and is commonly used to refer to activities in the context of various minorities, such as the elderly and different genders and cultural groups, and is also used in the context of well-being practices that relate, for example, to health.

societal = refers to various human activities in communities. 'Societal' has a broader perspective than 'social', encompassing, for instance, social activities (e.g. urban development).

The general objective of societally influential art projects is to do good: to reduce poverty and suffering, bring change and development to society and help people and society locally or on a wider level.

## How different policies might make an impact

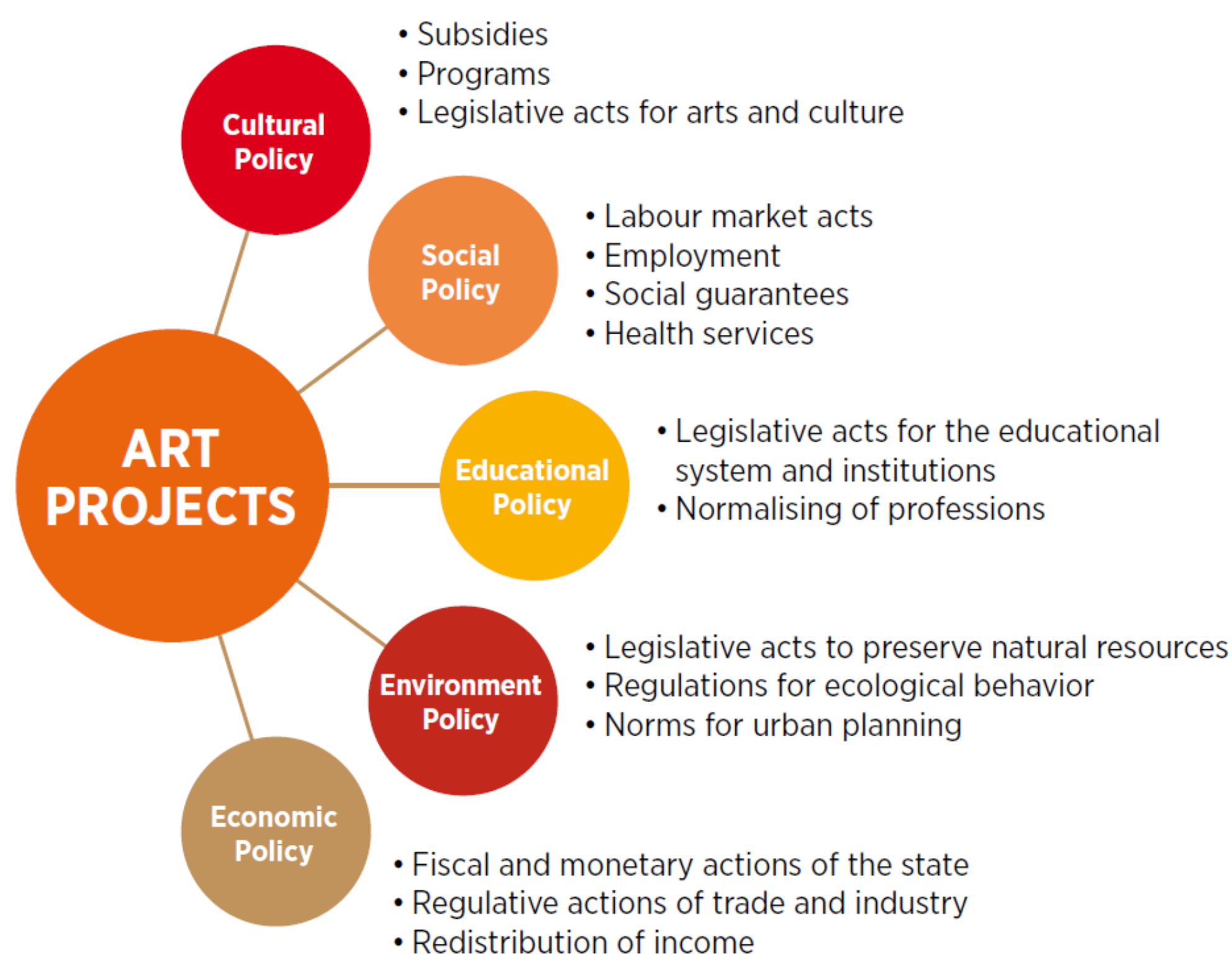


Figure 1 Policies affecting art projects and their management. Source: Authors

## The role of manager in projects with societal impact

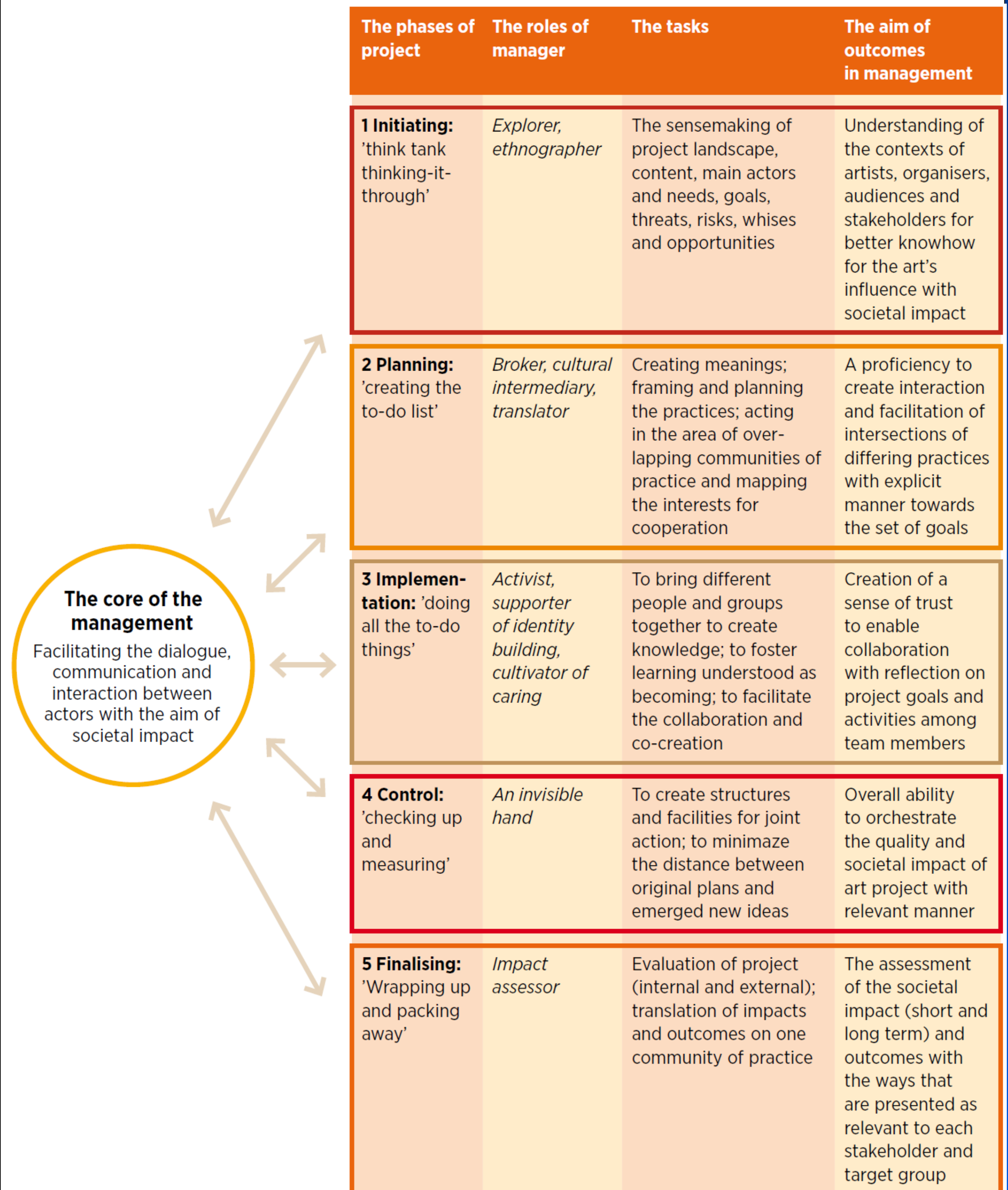


Figure 4 Managing Societally Influential Art Projects Source: Authors

## Ethics

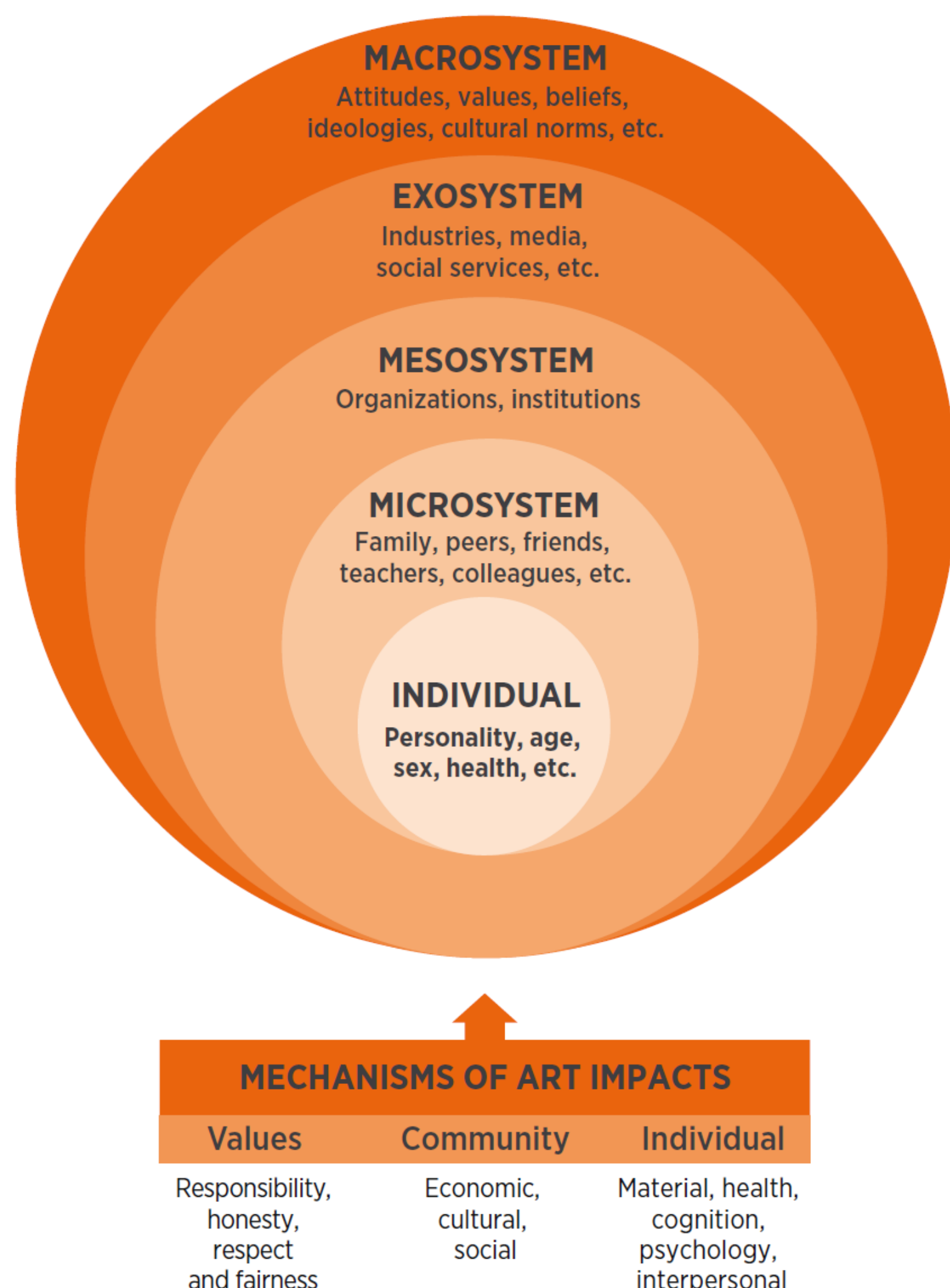


Figure 2 Individuals' interactions with wider systems Source: Adapted from Bronfenbrenner (1979), Carthy (2002) and Talentia (2007)

## Necessary leadership in projects with societal impact

### Evaluation What? Why? How?

Planned work		Intended results		
Inputs or resources	Activities	Outputs or products	Outcomes or results	Impact
What resources go into a project	What activities the project undertakes	What is produced through those activities	The changes or benefits that result from the project	Fundamental changes that occur in individuals, organisations, communities or systems as a result of a project after its completion
e.g. money, staff and equipment	e.g. development of materials and training programmes	e.g. number of booklets produced, workshops held and people trained	e.g. increased skills/knowledge/confidence, leading to long-term effects	e.g. sustainable change in individuals' behaviour/mindset or organizations' practices

Table 1 An example: Evaluation criteria in the SROI model Source: Authors