

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 socially 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 socially influential Art Projects.
Source: Authors

Ethics

Figure 2 Individual interactions with wider systems.
Source: Adapted from Bronfenbrenner (1977), Galvin (2002) and Telford (2007)

Necessary leadership in projects with societal impact

Evaluation What? Why? How?

Planned work	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 societies produced, workshops held and people trained	e.g. increased skills/knowledge/confidence, leading to long-term effects	e.g. sustainable change in individuals' behaviour/practice, or organisations' practices

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