

# SOCIAL VALUE

## OF CULTURAL PROJECTS

**LaboFriche:**  
 A SHARED, CITIZEN SPACE  
 FOR RESEARCH AND ACTION

workshops... exchanges... meetings... introspection...

**IF WE DEMONSTRATED THAT ART HAS NO ECONOMIC IMPACT...**

... WOULD WE STOP CHILDREN FROM LEARNING TO DRAW?

**WE NEED TO MEASURE BETTER**

WE NEED TO HAVE A SET OF INDICATORS THAT MAKE SENSE TO US!

WHAT DO WE REALLY WANT TO KNOW?

WHAT POLICY-MAKERS CARE ABOUT

WHAT ACTUALLY CHANGED

CAN THERE BE TOO MUCH SOCIAL VALUE IN CULTURAL VALUE?

How do POLICY-MAKERS TRANSLATE THIS?

IMPACT INDICATORS

ECONOMIC APPROACHES

FOCUSING ON INDIVIDUAL UTILITY

I CAN REDUCE CRIME BY 29%

I NEED TO DEMONSTRATE THE IMPACT OF MY POLICIES!

# POWER

## WHAT CAN SOCIAL VALUE DO?

**CAMDEN: WORKING WITH RESIDENTS**

WE MAKE CAMDEN: A CALL TO ACTION

WHAT IS REALLY IMPORTANT FOR THE COMMUNITY?

GOOD LIFE EUSTON

INFORMS MEANWHILE USE IN EUSTON

A SOCIAL VALUE CHARTER

RE-BUILDING TRUST!

FROM THE VISION... TO DETAILED VIEW OF PUBLIC USE

USE CAN CHANGE MEANING

THE VALUE OF SOCIAL VALUE IS WHEN YOU CAN CHANGE THE EXPECTATION

EXAMPLE: RUSKIN SQUARE

LIFE IS WEALTH

JOHN RUSKIN

NEW PUBLIC SPACE

EVALUATION IS A POLITICAL ACT!

EVALUATING MEANS LOOKING FOR THE CAUSAL LINK BETWEEN SITUATIONS

WHO CHOOSES THE METRICS?

I WANT TO PROVE THAT MY ASSUMPTION IS TRUE!

BEWARE OF THE MARKET OF EVALUATORS...

CHECK OUT OUR IMPACT INDICATORS!

# VALUE

## WHAT IS SOCIAL VALUE?

**WHAT DO WE WANT TO MEASURE?**

PARTICIPATORY APPROACHES

MAKE INTANGIBLE ACTIVITIES MORE VISIBLE

EXAMPLE: HACNUM RESEARCH

ANOTHER WAY OF PRODUCING KNOWLEDGE

LIMITATION: DIFFICULT TO REASON OUTSIDE OF THE ECONOMIC IMPACT MATRIX

**SOCIAL CENTERS: HOW TO MEASURE THEIR SOCIAL IMPACT?**

WE FOCUS ON THE QUALITY OF OUR SERVICES, NOT ON PERFORMANCE!

MEASURING SOCIAL LINKS...

STARTING FROM THE USERS

... WHICH HAVE AN IMPACT ON THE QUALITY OF LIFE!

How DOES SOCIAL VALUE AFFECT A PRACTITIONER?

SOCIAL VALUE IN MONETARY TERMS

DILEMMAS

METRICS VS PROFESSIONAL EXPERIENCE & KNOWLEDGE OF THE PLACE

LESS TANGIBLE (YET RELEVANT) ASPECTS OF SOCIAL VALUE

SOME ANSWERS

MAPPING

ENGAGE IN POLICY

BRING CLIENT ON SITE