

Measuring Arts Impact in a post-COVID19 world

Six months ago, Opera.ca, the association for opera in Canada, broke ground with an innovative Opera Civic Impact Framework, demonstrating how opera contributes to artistic experiences, community, access, education, and truth and reconciliation.

On March 3, Opera.ca learned that it received a Digital Strategy Grant from the Canada Council for the Arts for an ambitious multiphase project to digitize the impact framework, scale it beyond opera to create an Arts Impact Kernel, and set it up for interoperability with national and global community impact frameworks such as the Canadian Index of Well-being and the UN Sustainable Development Goals.

10 days later, the pandemic struck and the sector shutdown.

Left with the question of how to recontextualize the grant for a post-pandemic world, the project team re-imagined the grant to reflect our current reality, by adding two new dimensions:

- Recovery, tracking economic indicators through the crisis, and
- Resilience, tracking the adaptive capacity of the sector through the pandemic and its resilience to future shocks.

Who should attend:

- Arts Service Organizations or Arts organizations wishing to align the impact of their work under a common arts standard, and/or community standard
- Any funding organization with an existing framework wishing to know how it connects with other frameworks through technology;
- Anyone wishing to broaden their understanding of impact frameworks in a local, national and global context.

Why you should attend:

- To learn about the Opera Impact framework, and the COVID19 pivot to a data-driven approach to measuring civic impact, recovery and resilience in a post-pandemic world and how your organization can be a part of it;
- To be inspired by the Common Approach for Impact Measurement, a flexible measure for social purpose organizations, and the potential it holds for a future Arts Impact Kernel;
- To learn about Sametrica, Canada's leading A.I platform for indicator interoperability, the technology that literally knits together impact frameworks for common storytelling.
- To learn about the UN Sustainable Development Goals and how they relate to Arts and Culture;
- To roll up your sleeves and get a taste of collaboration on the Arts Impact Kernel, through the Great Arts Indicator Challenge.