

# EUROPEAN AGENDA FOR MUSIC

## How do we measure the social, societal and economic impact of music?

Group 3

Moderator: Sonja Greiner

Rapporteur: Katharina Weinert

Questions to discuss during session:

What do we want to measure? Why do we want to do that? How can we do that (qualitative and quantitative)?

### Take aways

- long-term measurements are important
- own your data! If surveys, studies are conducted by agencies they often own the raw data and only provide you with results
- projects with social, societal (or artistic) focus/impact often also have (indirect) economic impact
- “if you don’t measure it, you can’t prove it”
- audience development/engagement: not only important to find out who is not participating but also why they are not participating
- look at what cultural policy makers need: often need data to defend culture against other policy areas
- qualitative can be subjective: create a story around your numbers and others will retell it
- change the story, change the language
- not only involve direct target group, e.g. in music education also parents, teachers
- move politicians emotionally
- storytelling: turn statistics into stories
- quotes can be helpful, e.g. after events or from celebrities: get better in collecting these quotes! (they are not proof but emotional)
- You won’t win your case only with qualitative or quantitative data, methods: tell your story!