

# INDICES: INDICATORS, PARTICIPATORY PRACTICES AND SELF-ASSESSMENT IN CHI DIGITAL TRANSFORMATION

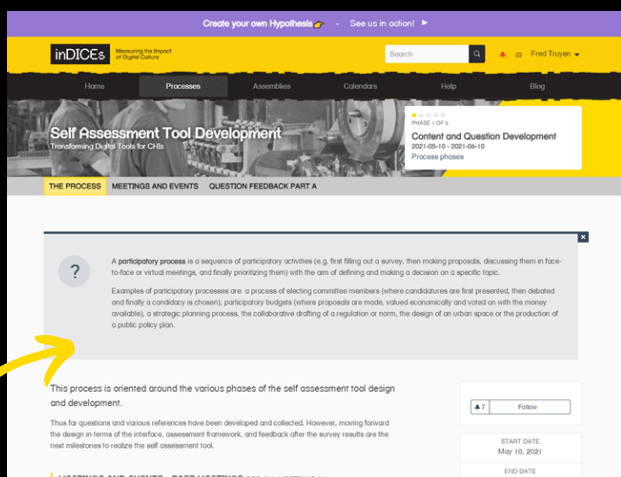
## THE PROJECT INDICES

inDICES aims to empower policy-makers and decision-makers in the Cultural and Creative Industries to fully understand the social and economic impact of digitisation in their sectors and address the need for innovative (re)use of cultural assets.

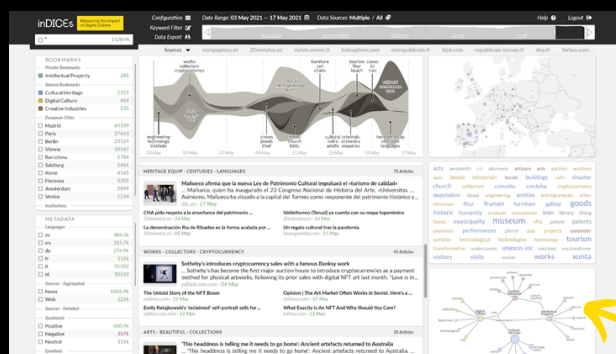
How? By tracking policies in an open observatory and establishing policy priorities for successful digital transformation and future governance of cultural and creative content ecosystems, inDICES is working to provide tools to measure and advance the impact of cultural heritage in Europe.

As a result, policy-makers will have a solid framework to assess the impact of cultural heritage and an open observatory to keep track of the advancement of its impact. For their own part, Cultural Heritage Institutions will be able to make strategic decisions that will allow them to increase their positive contributions to the CCI and society.

- OPEN OBSERVATORY =
- VISUAL ANALYTICS DASHBOARD for visualising & monitoring policies & trends around digital heritage
- PARTICIPATORY SPACE for deliberation, co-creation & transparent dialogue between Cultural heritage professionals, policy makers, researchers & creative industries
- SELF-ASSESSMENT TOOL for Cultural Heritage Institutions (CHI) to access how they can increase their impact by adapting digital strategies



The inDICES Participatory Space is developed on the basis of [Decidim](#), a software to support online democratic processes.



The inDICES Visual Analytics Dashboard helps monitoring trends with the embedded [WebLyzard](#) technology, which offers users a customizable dashboard (in development), where they can define queries on web data. Predefined queries will be provided.

## INCREASING IMPACT THROUGH OPEN ACCESS POLICIES

inDICES aims to map online cultural production and participation trends, and wants to stimulate innovation in the GLAM sector by informing institutions how they can monitor co-creative & reuse practices part of their operations & for-benefit business models.



## DIGITAL TRANSFORMATION (DT) DEFINITION & STAKES

“Digital transformation is both the process and the result of using digital technology to transform how an organisation operates and delivers value.” It is an opportunity to innovate Cultural Heritage (CH) practice, to adapt its modes of operation to the networked society, but more importantly to rediscover and realign its core mission of providing access to heritage. However, a solid evidential basis is currently lacking, due to an absence of systematic data gathering and performance monitoring.



We propose an Open Observatory to collect CH DT performance data, as well as the development of a Self-Assessment tool (SAT) for Cultural Heritage professionals and the CH support sector. The SAT can be a key element for efforts by CH networks on capacity building, and allows research into best practices, combined with data monitoring.

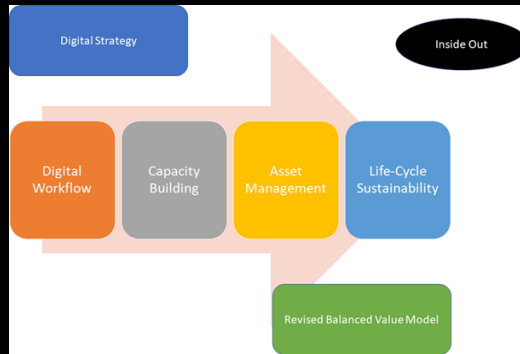
## Digital Transformation with a Purpose



Elaborating on Prof. Luigi Sacco's notion of "Culture 3.0", Prof. Simon Tanner's work on the "Balanced Value Impact Model" as well as the [European Impact Playbook](#), inDICES develops an **ethical, sustainable & participatory** concept for indicators of for benefit value creation in the GLAM sector.

## DIGITIZATION & PARTICIPATION WORKFLOWS

Traditionally digitization strategies are conceived from what we call an "inside-out" perspective. A sizable part of current research on best practices focuses on how to implement a digital workflow and anticipate the need for (re)training staff. But once collections are digitized, the challenge is to transform those into usable assets for the institution, in which case copyrights often become a headache. inDICES research explores how open access policies can be best implemented to make the effort sustainable in the long run, looking into non-IP based business models.



After years of crowdsourcing efforts, participatory practices have been well established in the CH sector. inDICES tries to look at the digitization strategies starting from user engagement. This is what we call an "outside-in" cycle. What needs to be taken into account in a digital strategy to enable

true user community support? How can stakeholders have a voice in selection and curation? How can open content contribute to a more democratic access to heritage?

## EXISTING TOOLS FOR SELF-ASSESSMENT

The demand for assessment / planning tools for digitalisation efforts has grown considerably, and many are available now. While originally most were survey-based, such as the [ENUMERATE](#) observatory, more and more these are now embedded alongside documentation, instructions and capacity building support. Based on ENUMERATE Collections Trust developed a [downloadable benchmark tool](#).

Another good example is the [Digital Culture Compass](#) which contains a "Tracker", providing a series of questions divided into 12 areas, including Strategy & Governance, Marketing & Communications, and Finance & Operations. [Microsoft's Digital Transformation Framework for libraries and museums](#), uses questions to assess digital transformation across four areas: Enhanced Visitor Experience, Advanced Discovery, Dynamic Operations and Intelligent Environments. Both these tools utilize rating systems to determine the current level of digital maturity and allow users to set target goals. Users are given a ranking in each category and can compare their performance with other organizations. In the same league is the Quick Innovation Scan used in the [DEN Academy](#). DEN is now on the cusp of launching a new tool based on their [Focus model](#).

In inDICES, we would prefer to avoid classifications or "leaderboards", as this can be discouraging for smaller organizations. But mostly, we think that digital strategies should go beyond the strict digitization activities and take into account the expectations of audiences and user communities."

## INDICES SELF-ASSESSMENT TOOL (SAT)

The inDICES SAT is embedded in the participatory platform and has 4 components:

- a series of survey questions on Digital Trends & Culture 3.0,
- Empowering IPR for the Commons, Strategic Skills,
- Collaborations & Organisation Growth,
- Approaching Technological Innovation.

The self-assessment report contains links to resources, and introduces the user to the expert community in the participatory space. **Launch foreseen fall of 2021.**

