Living climate-impact framework for the arts

Welcome to the living climate-impact framework for the arts!

The *Living climate-impact framework for the arts* lives on Miro and is best set up for practical use there.

This PDF version is made available to improve the accessibility of the framework to those who cannot access it in Miro. If you would prefer to use the Miro version, click Miro button below!

Using the framework

This framework was designed as part of the *Research in Residence: Arts Civic Impact Initiative* by Mass Culture, and was produced in collaboration with CreativePEI. Thus, the framework was primarily built with CreativePEI's context in mind, but we encourage other practitioners within and outside of the arts to consider the utility of this framework in their unique contexts.

The framework presents categorized indicators in three groupings: **Who** (who is and isn't being reached or engaged by the work); **How** (what modes and strategies are being used to carry out the work); and **What** (what goals and outcomes are being worked towards).

The framework also presents two categories (shown in orange) that investigate impact on a larger scale and which show the intersections and fluidity of indicators among the categories.
Even though we've presented the indicators in these categories, we encourage you to explore new combinations and understand that many indicators can shed light on impact in multiple ways!

Each impact area in the framework contains various impact indicators which can be used to help plan and measure the impact of your activities. In this file, scroll down to see the indicators from each impact area. Also feel free to make this your own by adding new indicators!

The framework

Who

- Audiences
- Accessibility

How

- Collaboration
- Public engagement
- Emotional engagement
- Program content → Dialogue and discourse

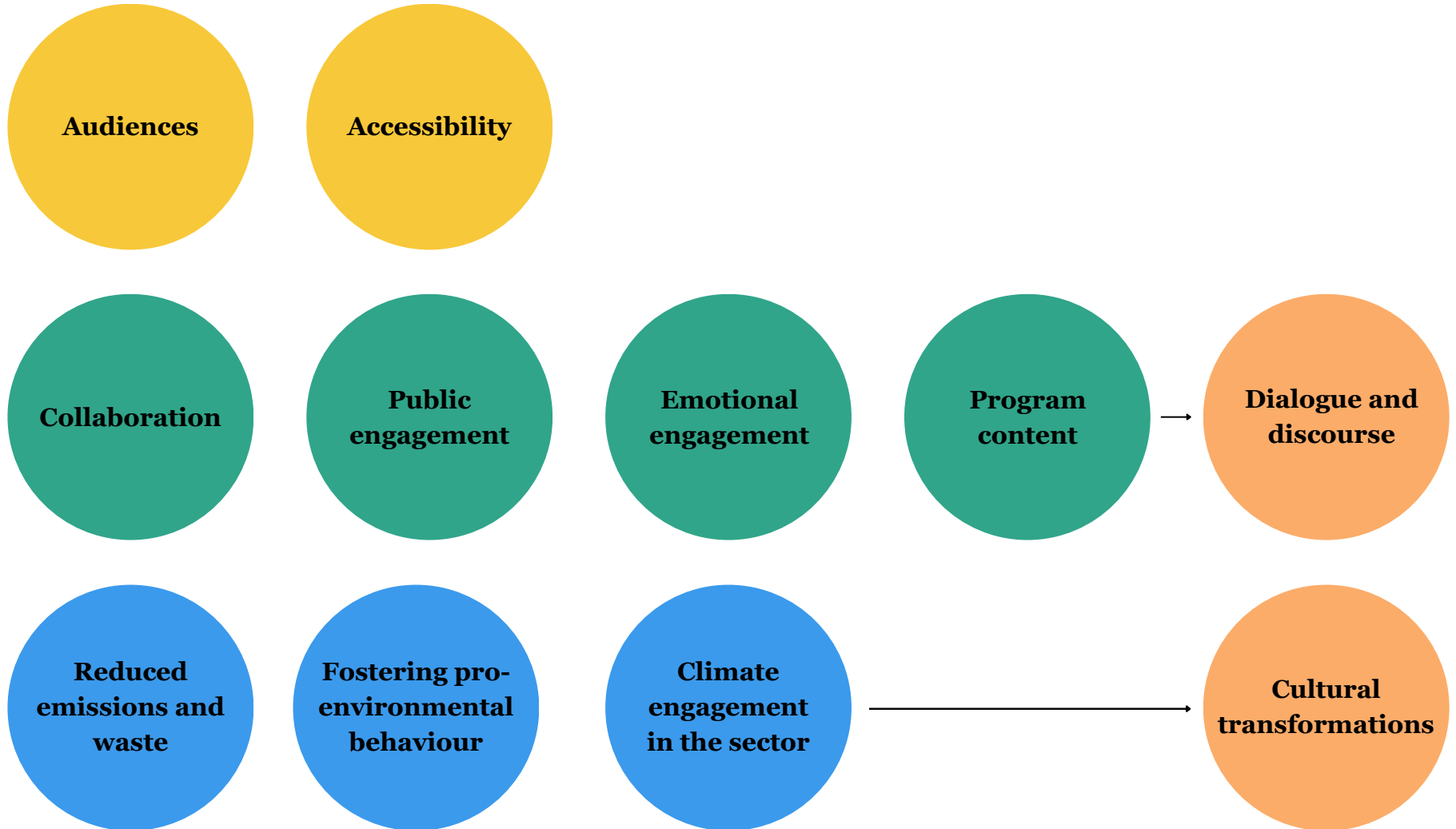**What**

- Reduced emissions and waste
- Fostering pro-environmental behaviour
- Climate engagement in the sector → Cultural transformations

The indicators

The following pages show impact indicators under each of the framework categories.

Use these to inform the <u>Who</u>, <u>How</u>, and <u>What</u> of your climate-engaged work.

Who

Audience indicators	Accessibility indicators
How many people are engaged in-person?	How accessible is the work to the public?
How many people are engaged online?	How accessible is the work to the artistic community?
Who engages with the work?	Can the work be recorded via photos or video?
What demographics do the people engaging with the work represent?	
Who is absent from the audience?	
How are we supporting the development of new ways of involving atypical audiences?	
What professional media coverage does the work receive?	

How

Collaboration indicators	Public engagement indicators
How are we making conversations between fields more accessible?	How are we building capacity for public engagement?
How are we connecting people with those outside their usual spheres for collaboration (especially around controversial topics)?	To what extent is the work participatory?
How are we contributing to multidisciplinary initiatives?	How are we creating a platform to speak with audiences about topics related to climate change?
What is the climate impact of our partners and sponsors?	How are we opening pathways to conversations about climate change with the general public?
	How are we raising public awareness about climate change and its impacts?

How

Emotional engagement indicators	Program content indicators
How do participants feel after engaging with the work? Hopeful? Sad? Anxious?	Is the work multi-faceted?
How are we fostering conversations that make people feel hopeful?	Does the work reflect the urgency of climate change?
How does the work reduce feelings of isolation related to climate anxiety?	
To what extent do people feel overwhelmed after engaging with the work?	
Does the work aim to inspire?	

What

Pro-environmental behaviour indicators	
Does the work make specific calls to action?	Does the work leave people feeling empowered? Disempowered?
How does the work spark emotions that inspire action?	How does the work mitigate feelings of helplessness?
Does the work contribute to people's feelings that their actions will make a difference?	How does the work mitigate feelings of apathy?
How does the work help people feel they have the information they need to take effective actions?	How does the work push the needle towards alternative ways of being in and with nature

What

Emissions and waste indicators	Sectoral climate-engagement indicators
What are the overall emissions produced by this work?	How many artists are creating climate art?
What is the carbon footprint of the packaging and materials used for the work?	How are we creating opportunities for artists to engage in creating dialogue around climate issues?
Does the work use local resources?	How does the work support the creation of highly qualified professionals and climate leaders within the arts?
Does the work use sustainable resources?	
Is the work accessible to audiences by active transportation routes?	

Dialogue and discourse indicators

How many conversations does the work spark?	How are we creating opportunities for artists to engage in creating dialogue around climate issues? [Sectoral engagement]
How are we creating space for people to engage with different perspectives on issues?	How are we fostering conversations that make people feel hopeful?[Emotion]
How does the work bring about policy change?	How are we creating a platform to speak with audiences about topics related to climate change? [Public engagement]
	How are we opening pathways to conversations about climate change with the general public? [Public engagement]
	How are we making conversations between fields more accessible?[Collaboration]
	How are we contributing to multidisciplinary initiatives?[Collaboration]
	How are we connecting people with those outside their usual spheres for collaboration (especially around controversial topics)?[Collaboration]

Cultural transformation indicators	
How does the work provide visions for the future?	How does the work push the needle towards alternative ways of being in and with nature? [Behaviour]
How does the work shift perspectives?	How are we connecting people with those outside their usual spheres for collaboration (especially around controversial topics)?[Collaboration]
	Does the work aim to inspire? [Emotion]

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