

CULTURE AND DEVELOPMENT INDICATORS

InfoPoint
21st September 2015



MINISTERIO
DE ASUNTOS EXTERIORES
Y DE COOPERACIÓN

SECRETARÍA DE ESTADO
DE COOPERACIÓN INTERNACIONAL
Y PARA IBEROAMÉRICA

SECRETARÍA GENERAL DE COOPERACIÓN
INTERNACIONAL PARA EL DESARROLLO

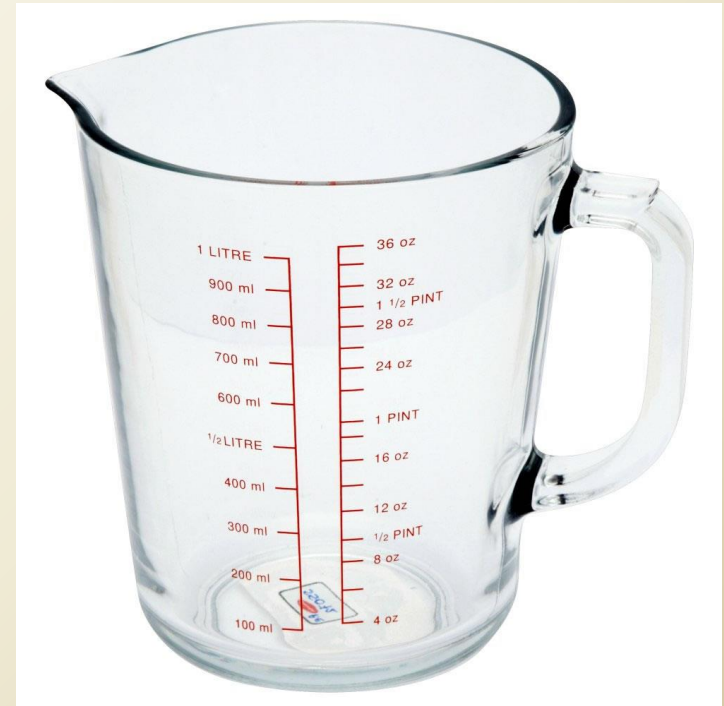


cooperación
española

C+D MONOGRAPHS

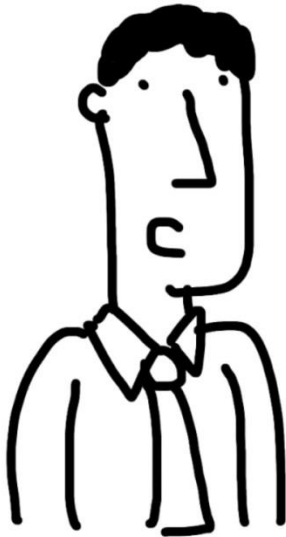


C+D INDICATORS ARE RELEVANT



BUT THEY ARE JUST A MEANS TO AN END

Can you describe how
the program is doing?



No, but I can give you
some numbers based
on crazy assumptions
and lots of big data.



freshspectrum.com

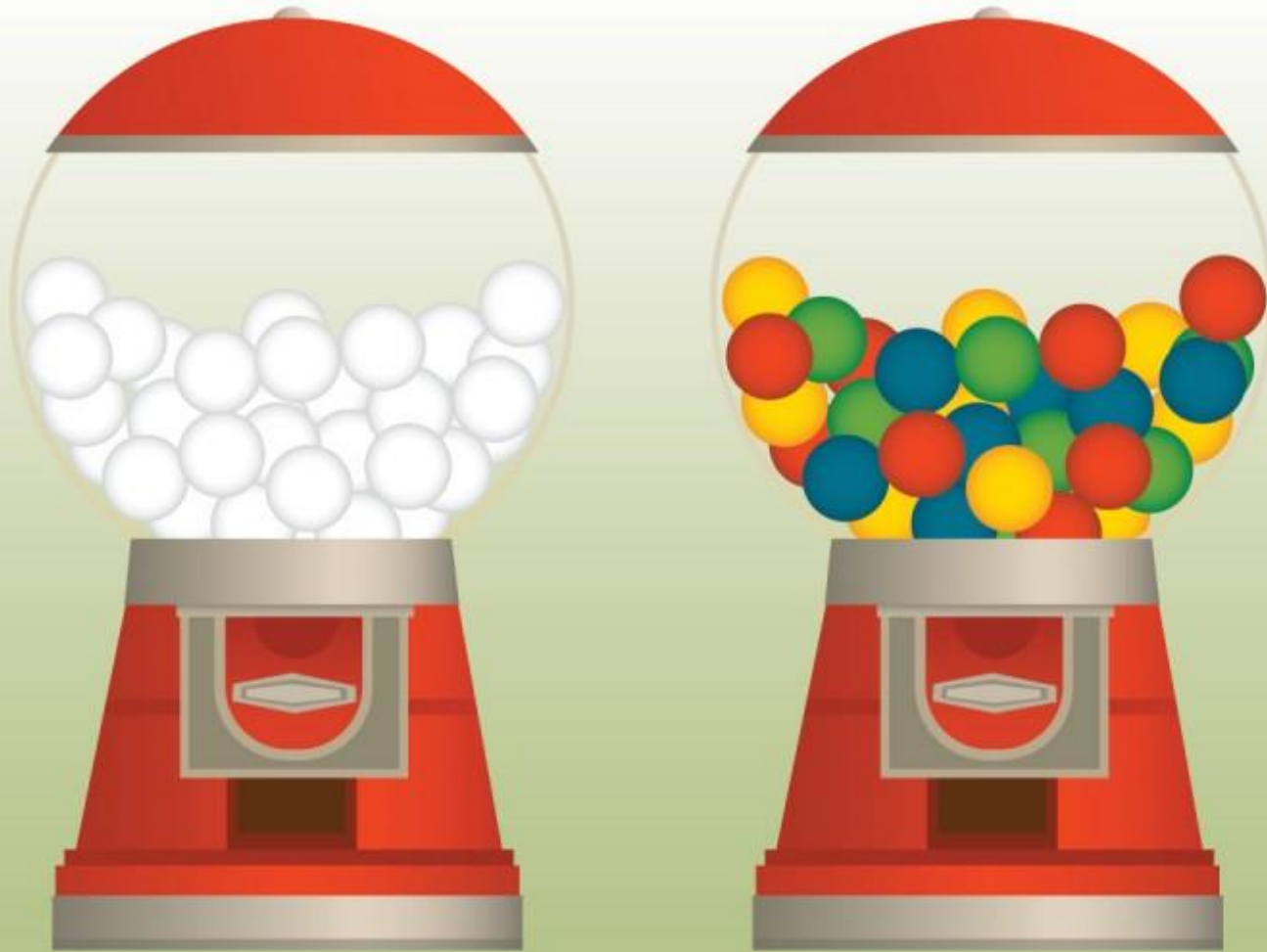
WHAT IS TO BE CAPTURED?

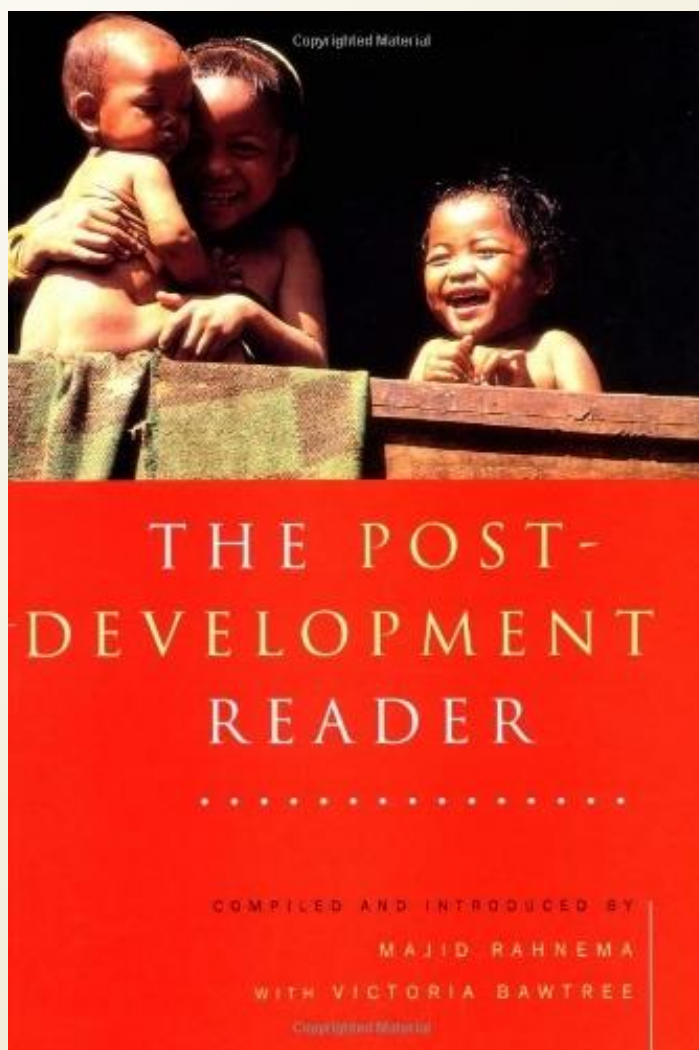


- Context
- Goal
- Tool

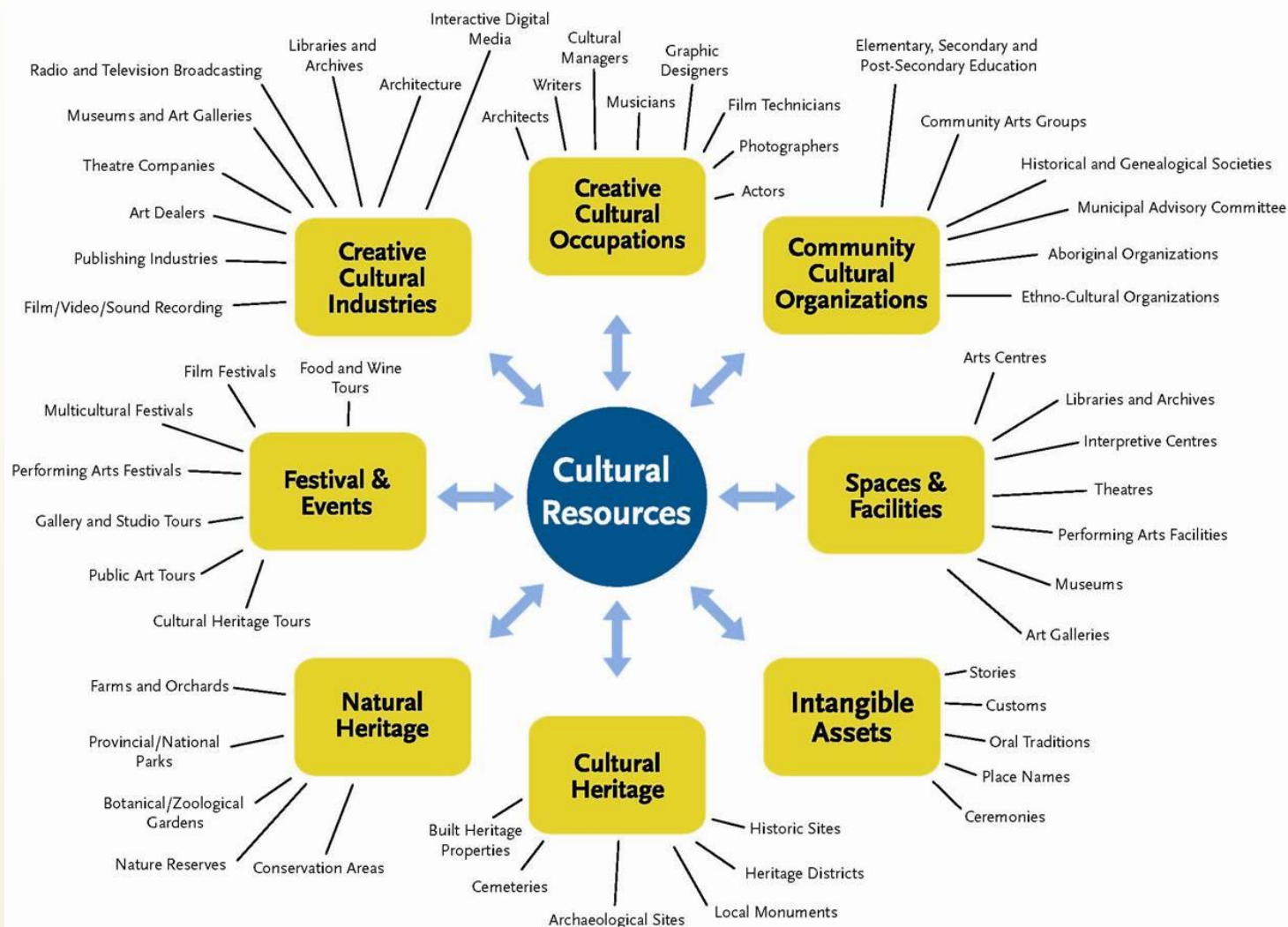
CONTEXT





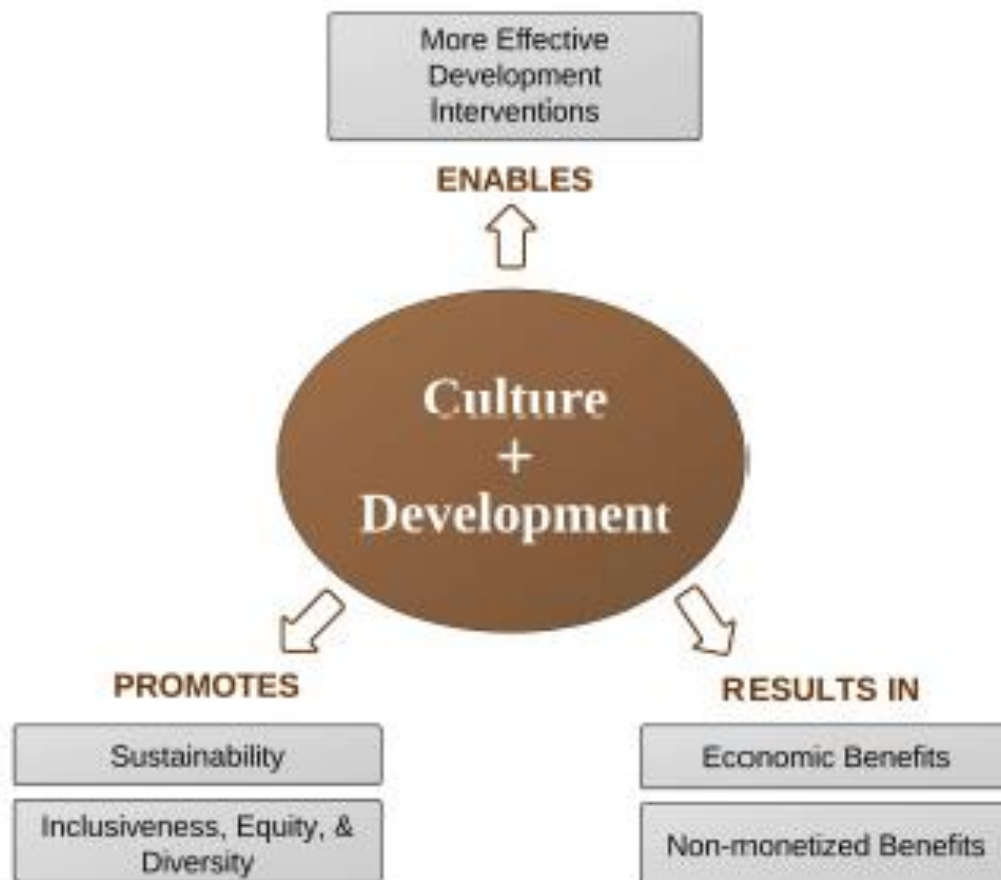


GOAL



TOOL

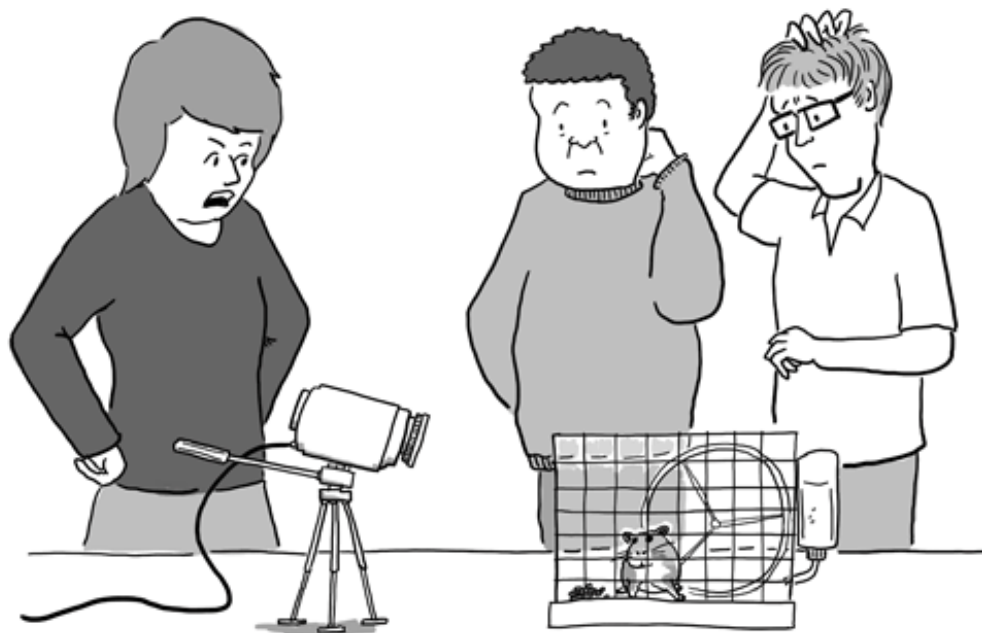
How Culture Contributes to Development



PURPOSE MATTERS

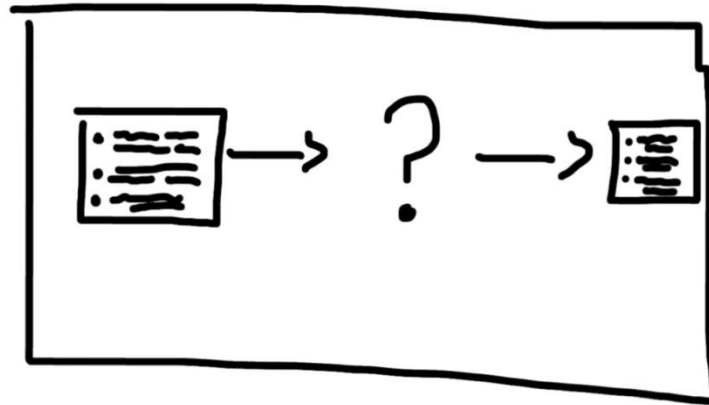
 **NOISE TO SIGNAL**
RobCottingham.com


**MEASURING
THE
NETWORKED
NONPROFIT**
NETWORKEDNONPROFIT.ORG

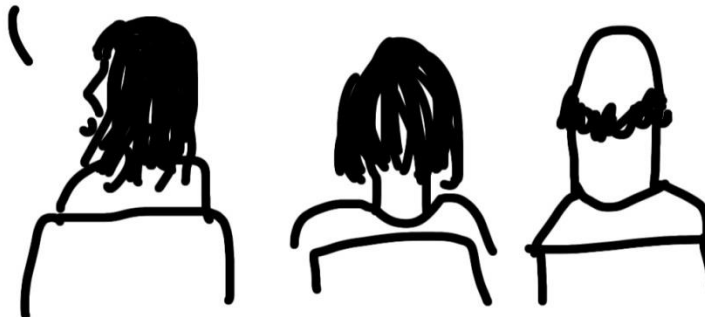


Seriously? **Nobody** remembers the theory of change behind
our launching a 24-7 live hamster webcam?!

SO DOES CLARITY



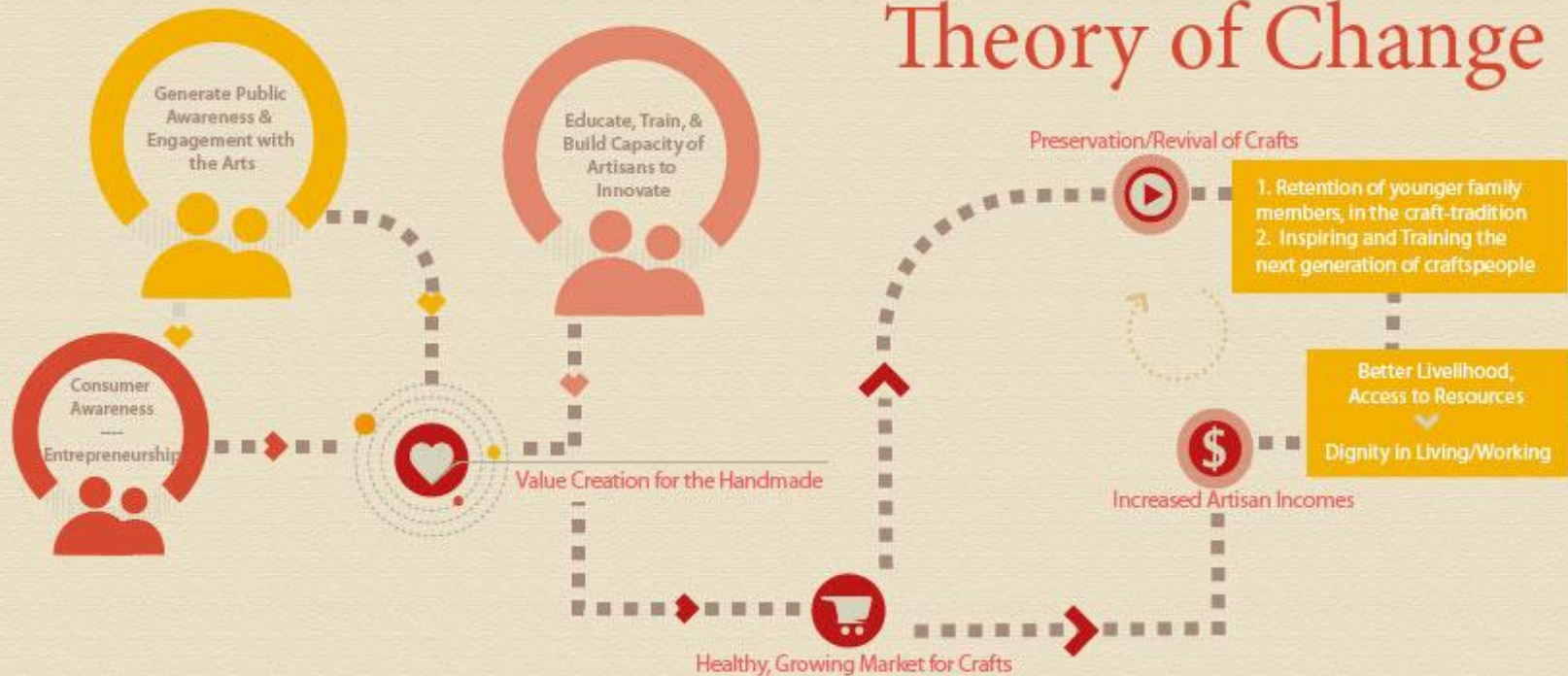
Could you provide us with a
little more detail on step two?



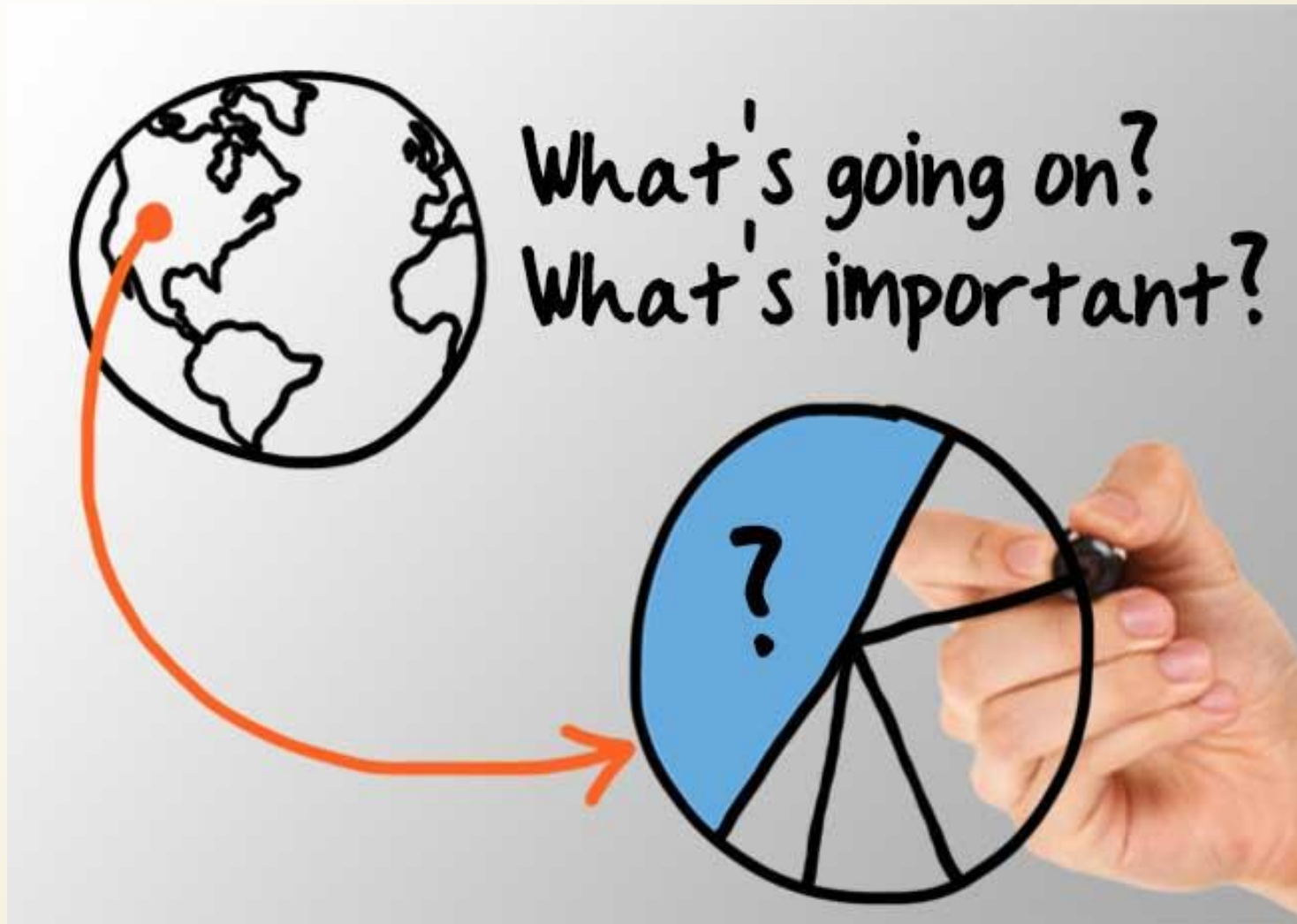
freshspectrum.com

BE EXPLICIT ABOUT YOUR ASSUMPTIONS

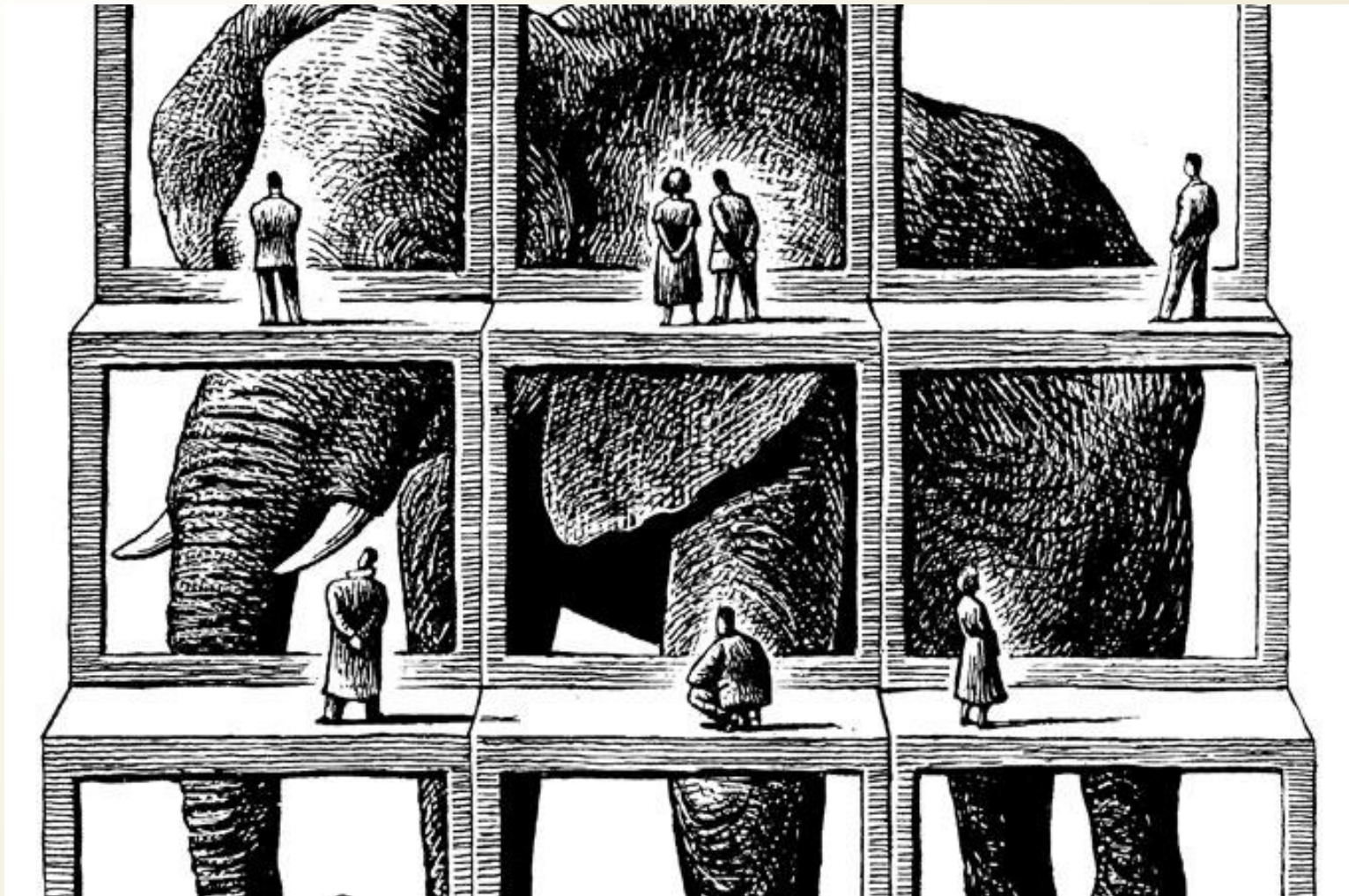
Theory of Change



KEEP IT SIMPLE



ANALYSE



AND PROVIDE INCENTIVES



"The ringing in your ears—I think I can help."

Thank you very much!

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www.cooperacionespainola.es

www.aecid.es