

# Theory of change

SeCuM Ghent, October 2021



Arts  
management

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Mission

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Smart

# Arts management

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## Mission

*Het Van Gogh Museum inspireert een divers publiek met het leven en werk van Vincent van Gogh en zijn tijd.*

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## Smart

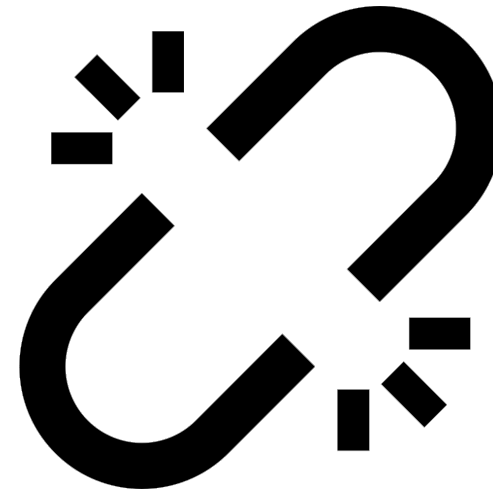
*Increase inbound sales leads by 15% over the next six months by planning and hosting three prospect events in May, July, and September.*



impact



or



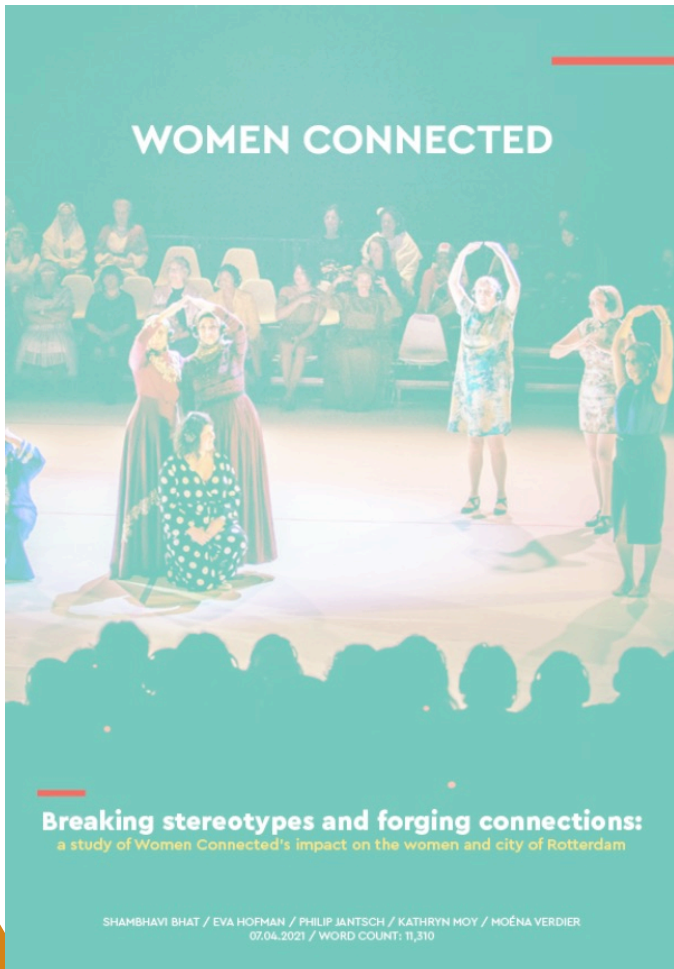
?

activities



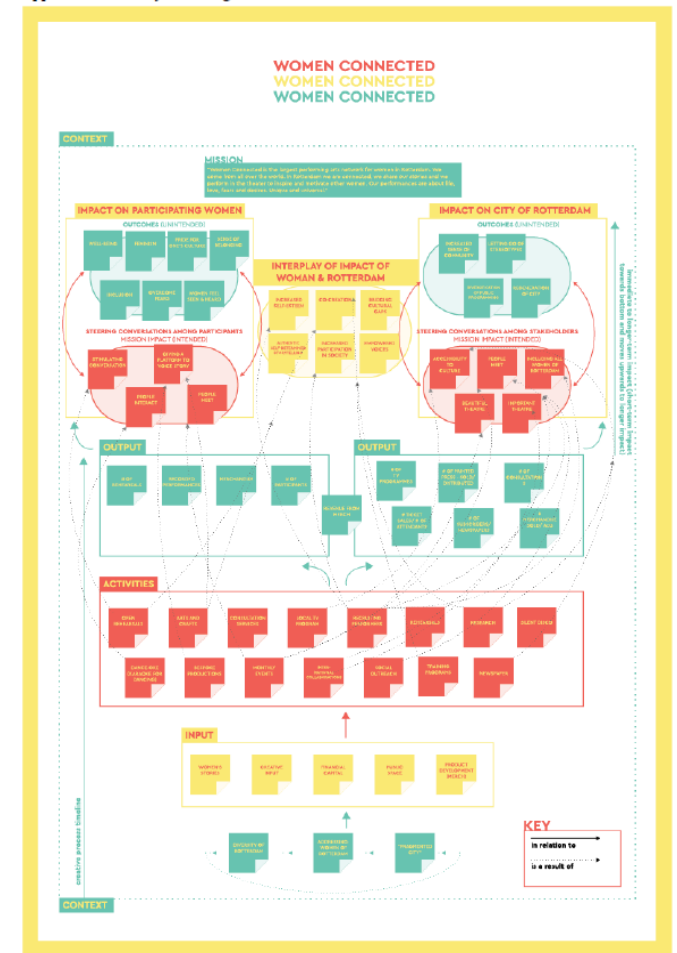
## Theory of change

***Theory of Change ( ToC) is a specific type of methodology for planning, participation, and evaluation that is used in companies, philanthropy, not-for-profit and government sectors to promote social change. Theory of Change defines long-term goals and then maps backward to identify necessary preconditions.***



Mission: Women Connected is the largest performing arts network for women in Rotterdam. We come from all over the world. In Rotterdam we are connected, we share our stories, and we perform in the theatre to inspire and motivate other women. Our performances are about life, love and desires. Unique and universal.

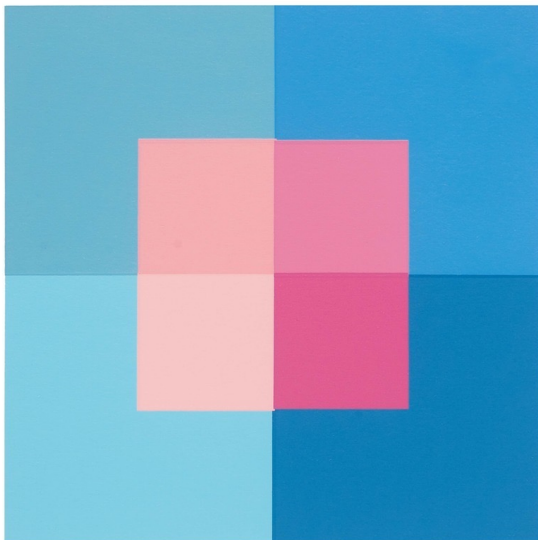
Intended impact: wellbeing, feminism, sense of belonging, inclusion, letting go of stereotypes, regeneration of a city



# Theory of change

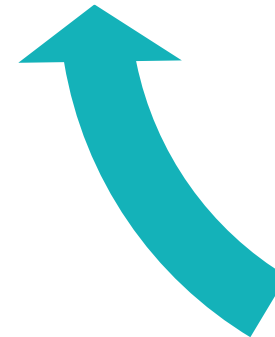
- To prove
- To improve

**MEASURING  
SOCIAL  
CHANGE** *Performance  
and Accountability  
in a Complex World*  
ALNOOR EBRAHIM



'measuring'

reflection



planning

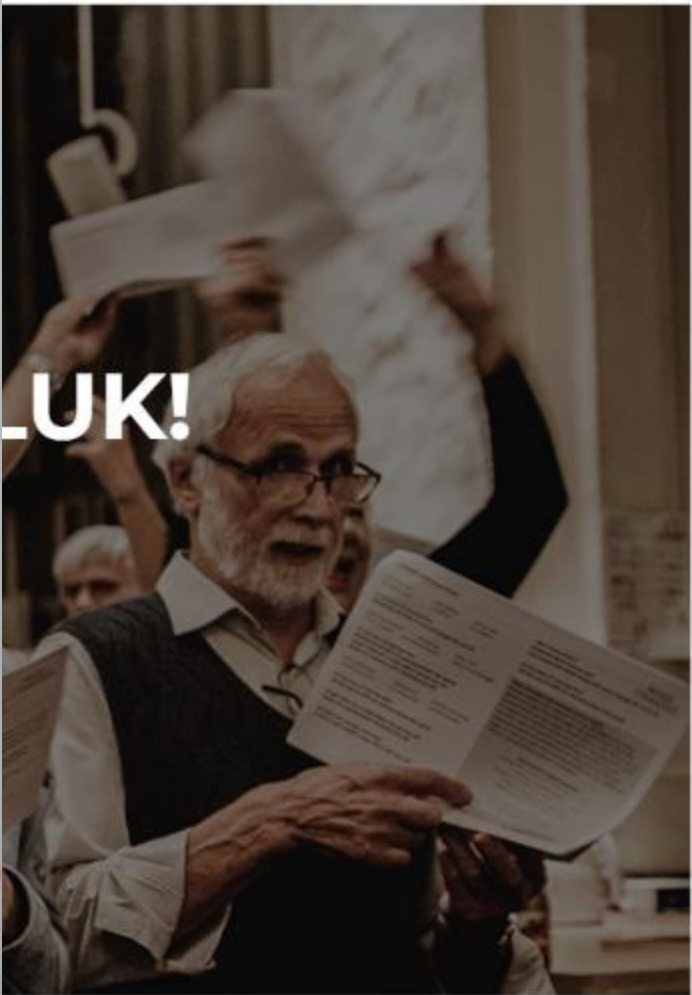







Handwritten notes on a light blue background:

- waarden + omschrijving
- laagdrempeligheid IEDEREN - zinge - project doen groeien
- zangplezier NIETS MOET
- verstekt de gemeenschap - VERBINDEND - COMMUNITY BUILDING en het individuele WELZYN
- transparantie AUTHENTICITEIT
- ONDERNEMERSCHAP als middel om droombeeld waar te maken.



Allez, Chantez!



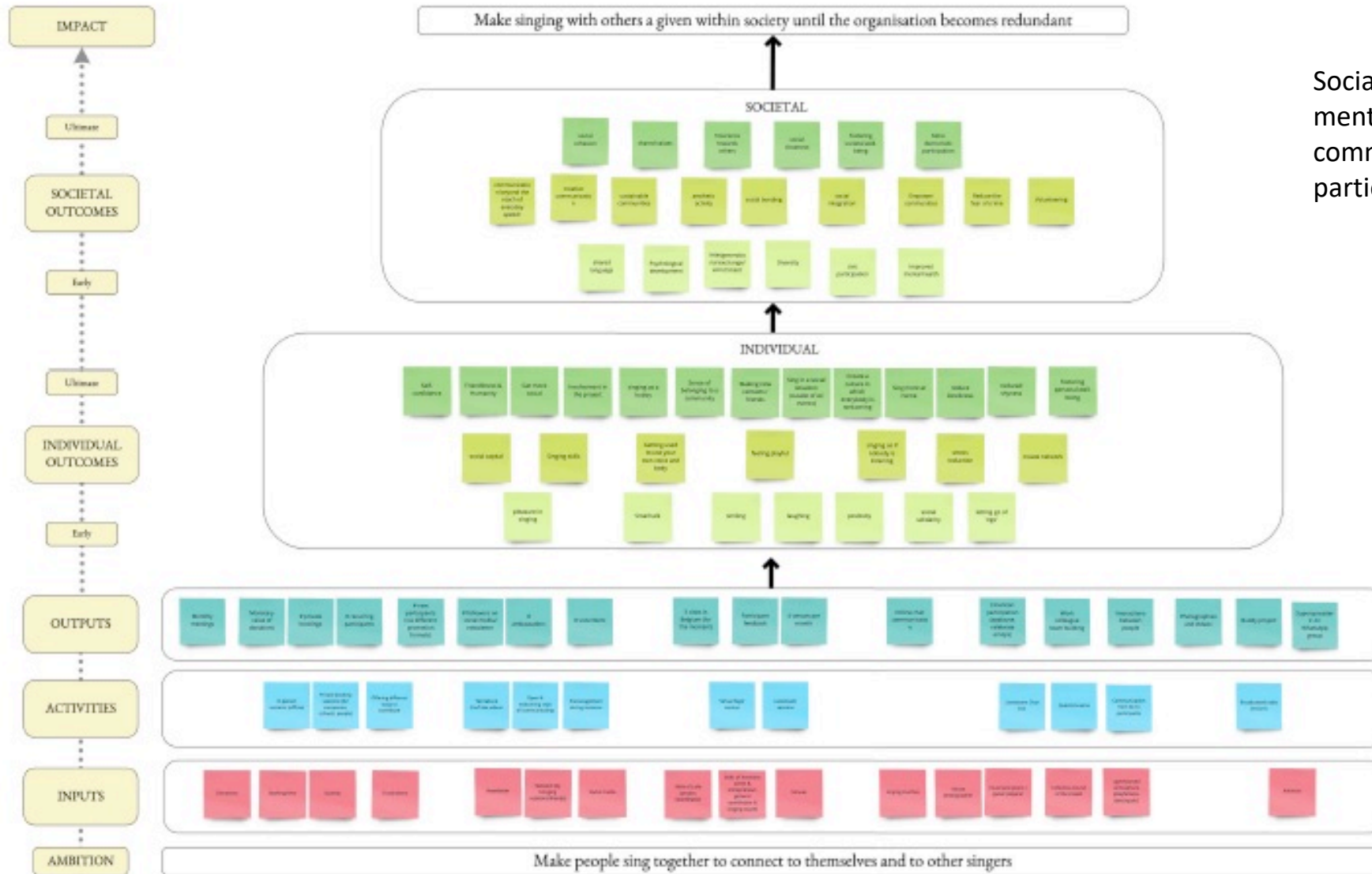
<https://www.youtube.com/watch?v=zY2mWb3cW3g&t=2s>



<https://www.youtube.com/watch?v=JAIIZNXAwU>



The components follow up on each other and thus lead from the **mission statement** - make people sing together to connect to themselves and to other singers - to the impact they actually have which was measured through a survey.



Social cohesion, tolerance, mental health, sustainable communities, democratic participation





# Exercise

impact

outcomes

outputs

activities

inputs

# Theory of Change of SeCuM?

impact

outcomes

outputs

activities

inputs



**The Self-Curating Musician: music education by design thinking**