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How do we know if it's working?

Climate-related performance
and audience behaviour change

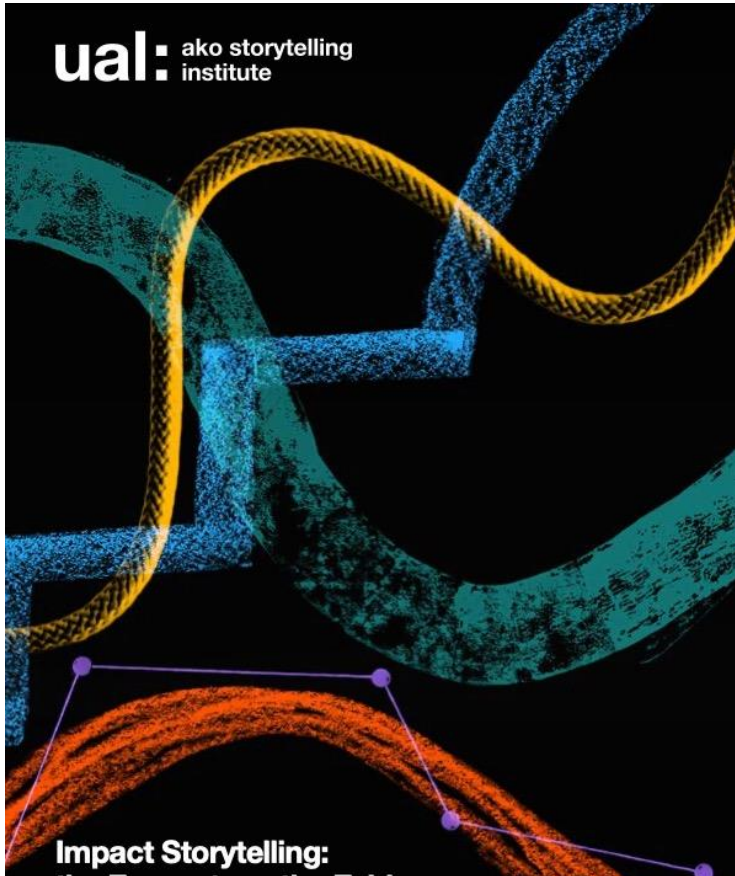
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Challenges of evaluating audience impact for climate-related performance

- **Assume** that a show changes attitudes
- **Lack** robust evaluation methods for evidence





**Impact Storytelling:
the Ecosystem, the Evidence
and Possible Futures**

UAL AKO Storytelling Institute
May 2024



Evaluation Principles



Connected

- Transparent
- Aware
- Shared



Beneficial

- Committed to learning
- Ethical
- Applicable



People-centred

- Empathetic
- Many-voiced
- Socially-engaged



Robust

- Rigorous
- Open-minded
- Proportionate

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Reality check



- Not about a single story but many over time.
- Preaching to the converted (self-selecting audience)
- OR alienating your audience (backlash effect)
- Short-term evaluation for funders

So, what do we need?

1. Context – how does your show/ programme work alongside other stories?
2. Look at messaging (framing) research.
3. Marketing – Avoid preaching to the converted or duping your audience
4. Longitudinal evaluation – can be coupled with audience development



Thank you

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