**EVALUATION TOOL**

**To better understand the process and its value for the different parties**

**WHY**

1. to gather not only information but also support the facilitation (reflection, overview)
2. to gather not only information but also manage the expectations of the process
3. to create proof/evidence of the value/result/impact of cross-co op activities
4. to support the development of the future cross-innovation processes

**WHO EVALUATES?**

The intermediary evaluates the process and this is planned in the first phase of the collaboration.

**HOW?**

The same questions are asked from different perspectives from the different parties of the process:

* Survey for the artist + online interview
* Survey for the company key-person(s) + online interview
* Survey for the participants (employees)

**The survey can be divided in the following thematic sections:**

**1. GAINED VALUES**

* The goals, aims and criterias of success that were outlined in the beginning of the process by the different parties will set the framework for evaluation of value.
* Did the process succeed in creating value for the company and for the artist, within the different criterias? Quantitative estimations + Open questions.
* Did the collaboration produce concrete outcome(s), that may be further developed beyond the end of the project?
* What kind of unexpected values were created?

**2. INVESTMENTS**

* How well did the invested time and financial means match the added value?
* Was the overall process too long or too short?
* Were there enough people involved in the process, should they have been more or less?

**3. INTERMEDIARY SUPPORT**

* Was the process model well outlined and facilitated? Did you get enough information in the beginning of the process?
* Did the intermediary provide enough and timely support during the process?
* Does this evaluation cover the most important aspects of the collaboration?
* How could the experienced process model be improved further?

**4. REFLECTIONS**

* What was most inspiring for you in the process?
* What did you learn?
* What do you think others learned from you?

**HOW TO USE THE EVALUATION?**

* To conclude the process with a shared understanding of the created values.
* To understand potential further prospects for the collaboration.
* To further develop the process model of the collaboration.