

### 1. Partner search

We, the Centre of expertise Public Impact at the KdG University of Applied Sciences and Arts in Belgium (Antwerp), are looking for partners to join our consortium for following call: HORIZON-CL2-2021-HERITAGE-01-03: Cultural and creative industries as a driver of innovation and competitiveness.

In light of the above call, we aim to build an impact model and online tool (scan) that can measure and predict the local impact of western European nightlife venues/activities. Below you can read more about our proposal.

We are looking for partners to join our consortium and to investigate, together with us, **how we can enhance the public impact of western European nightlife activities.**

### 2. Proposal

**GOAL.** The aim of our proposal is **to reinvigorate the European nightlife sector post corona.** More specifically, the purpose of our proposal is to strengthen the performance of the nightlife sector in metropolitan areas by enhancing the public impact of western European nightlife activities. With this project we aim to empower European nightlife post corona and to further professionalize this specific sector.

**BACKGROUND.** Nightlife is highly important for the national economy and plays a vital role in local communities. Next to that, nightlife is central to the social and cultural life of many European cities and it brings people hope, joy and entertainment. Unfortunately, **nightlife venues** such as nightclubs, bars, pubs, live arts and dance venues have been **heavily affected by the COVID-19 pandemic crisis.** The nightlife sector is thus in a very uncertain post-pandemic scenario and worries whether they are capable to survive the effects of the COVID-19 pandemic crisis.

**OUTCOMES.** We aim to develop an **impact model** and **online tool (scan)** that can measure and predict the local impact of western European nightlife venues/activities in a standardized and reliable way and that allows comparison of nightlife impact across different western European cities. More specifically, we aim to develop an impact model that can be used and implemented by different nightlife venues across different densely populated, crowded and touristic western European cities (such as Ghent, Amsterdam, Barcelona, ...).

**RELEVANCE.** Nightlife venues which are better embedded in the social and economic ecosystem of a city will provide **increased connectivity** and receive **more support** from the inhabitants and local traders as well as from the local government and the city in which their activities are organized. Even more: being able to measure and substantiate their local impact will allow the nightlife professionals to convince the city of the local economic and socio-cultural impact added value of their nightlife activities within the local community, which will result in **more local and government (also financial) support, a more improved image and an increased reach.**

### 3. Centre of expertise Public impact

As centre of expertise Public Impact of KdG University of Applied Sciences and Arts, we pursue an urban space with meaningful eventful, cultural and touristic interactions that lead to social and economic added value. Through **applied scientific research**, we provide organisations, federations and governments with knowledge and expertise to improve the living, residing and working in cities and municipalities, for residents, visitors and businesses alike. We inspire and guide them in their search of safe, sustainable, enriching and inclusive urban activities. To this end, we develop digital solutions, impact models, optimisation and communication trajectories.

First, we have broad knowledge in **building impact models** and **performing impact analyses**. Over the years, we developed a social impact model which aims to support cities and municipalities when it comes to deciding on whether, and to what extent, the public event should be licensed, facilitated or organised by the city or municipality in which it is organised. We also developed an economic impact model. This type of model is not only useful for local authorities but also for event professionals active in the profit and non-profit sector, as it demonstrates the local economic interests of an event.

Second, we also have broad experience in **developing digital solutions and tools**. More specifically, over the years we developed online tools to measure and even predict the social and local economic impact of events. We also built an online tool that gives event professionals immediate insight into the most suitable counting method(s) tailored to their event. Another tool we developed is an online tool which enables cities, municipalities and other event organisers to gain insight into the different profiles of event visitors. Having a good insight into the profiles of event visitors is important not only for the organization of the event, but also for the communication about the event.

Third, we provide **trainings in our Event Academy** as well as **customized research** and **consultancy** on demand. For instance, during our quarterly Event Toolkit Workshops, we provide event professionals support on how to use and deploy our online tools.

More info: [www.publiekeimpact.be](http://www.publiekeimpact.be)

### 4. Contact

Christine Merckx | Head of centre of expertise Public Impact

+ 32 (0)473 692 184 | [christine.merckx@kdg.be](mailto:christine.merckx@kdg.be)

KdG University of Applied Sciences and Arts | Nationalestraat 5 | 2000 Antwerp | Belgium

[www.publiekeimpact.be](http://www.publiekeimpact.be) |