

PARTNER SEARCH HORIZON EUROPE

We, the Centre of expertise Public Impact at the KdG University of Applied Sciences and Arts in Belgium (Antwerp) are looking for collaborating partners for topics on following call: **HORIZON-CL2-2021-HERITAGE-01-03: Cultural and creative industries as a driver of innovation and competitiveness**. We would like to join a consortium that has an interesting project idea and that is in search for a partner with our expertise.

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

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