

Evaluating & Benchmarking Culture with AI

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Generative AI is transforming how we evaluate and benchmark projects.

If you're using ChatGPT but are concerned about data security or find its recommendations too general, Polyloop is tailored specifically for cultural programmes and projects.

We were developed from the cultural sector



A City Belonging

Priority 1

Developing a people focussed approach to cultural development by facilitating citizen and sector participation in setting priorities, decision-making and in the evaluation of cultural policies

Overview: In this priority we want people in the city to take the opportunity to be involved in setting our priorities and in making decisions on culture policy and development. The engagement process that has supported this strategy has clearly demonstrated the civic energy that exists in our city and people's desire to feel more connected and valued.

A City Challenging

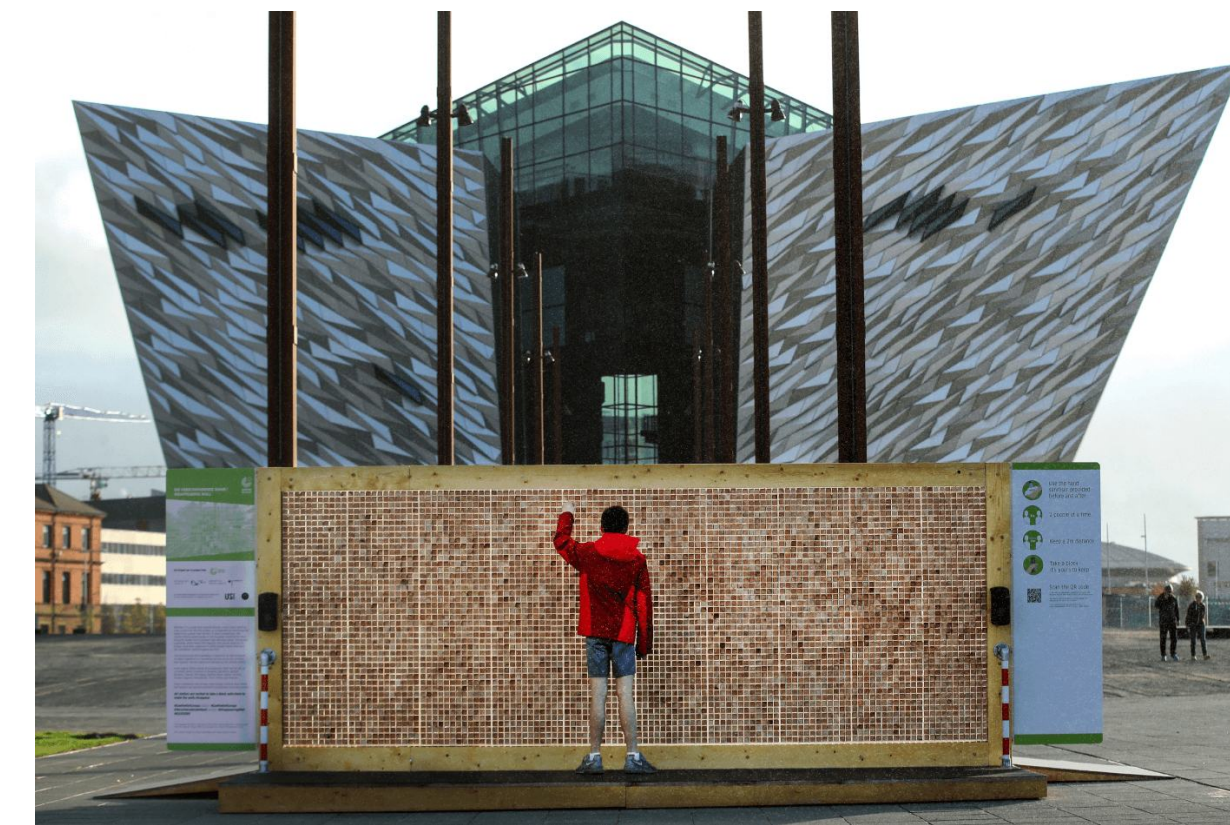
Priority 7

Supporting high quality cultural events and activities that are accessible, diverse and inclusive.

Overview: City events have an important role within the wider cultural offer of Belfast. Events can tell stories, connect people and present new perspectives on our place. In this priority, we recognise the need to increase the diversity and inclusivity of our celebrations, festivals and events as research continues to indicate that current programming and participation do not effectively represent diversity of language, disability or ethnic minorities

	Alignment to the Belfast Agenda	Action	Key partners	Measures	Outcomes: A city...
7.1	City Development, Growing the Economy, Living Here	Design new investment programme including multi-annual and project grants for festivals and events	Other funding bodies	No. of organisations supported, monitoring of grants, programme evaluation (quantitative and qualitative)	that is vibrant, attractive, connected and environmentally sustainable; where everyone benefits from a thriving and prosperous economy; that is welcoming, safe, fair and inclusive for all
7.2	City Development, Growing the Economy, Living Here	Develop and review direct delivery of Council events in line with the priorities of the strategy including but not limited to Maritime Festival, St Patrick's	Internal and external partners	No. of events, profile of audience, breadth of programming, return on investment (cultural, social and economic impact)	that is vibrant, attractive, connected and environmentally sustainable; where everyone benefits from a thriving and prosperous economy; that is welcoming, safe, fair and inclusive for all

We were developed from the cultural sector



We were developed from the cultural sector

BANANABLOCK.ORG



What we found out...

Cultural projects are VERY difficult to evaluate and benchmark!

01

Siloed workforce

Disconnection across projects, workflows and departments

A resource intensive process.



02

Loads of unstructured data!

Finding relevant data is almost impossible

Painfully manual.



03

Manual Tasks

Performance reports, research, and operational tasks

Low quality, siloed, blind spots.



04

Evaluation and Learning

Little learning transferred to new projects

Learning rarely disseminated.

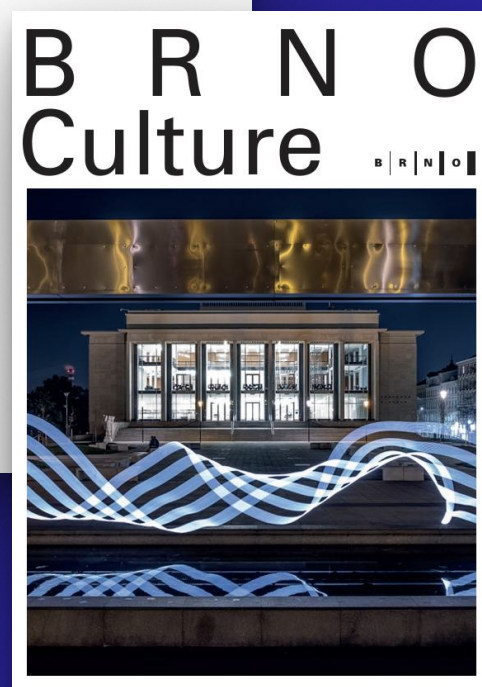
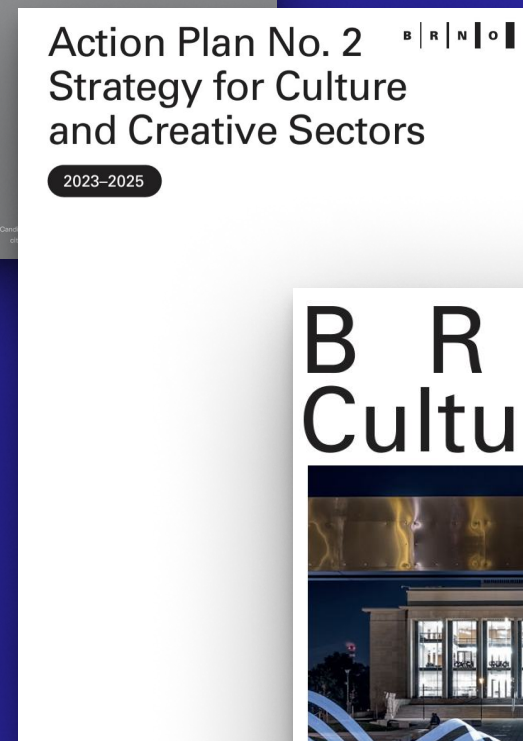
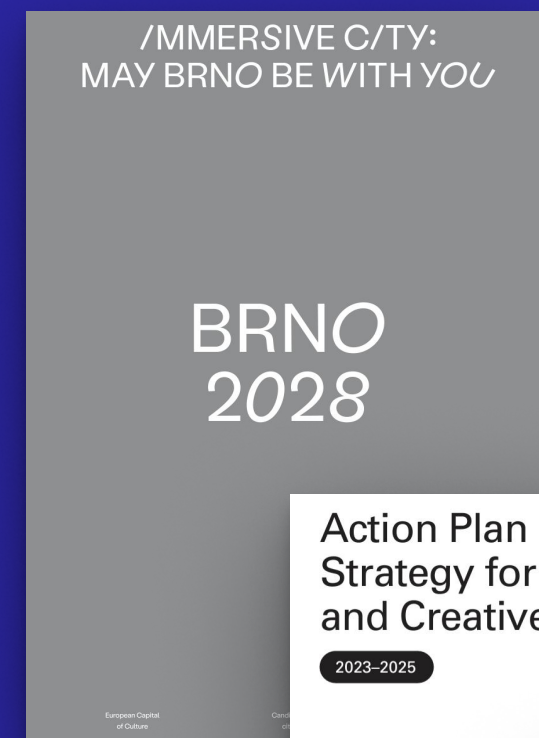
Working with Culture Next

Working with 14 EU Cities to:

- Standardise approaches to cultural evaluation and monitoring
- Share knowledge and benchmark across cities
- Understand cultural alignment to the SDGs



⚡ So we built Polyloop to help us!

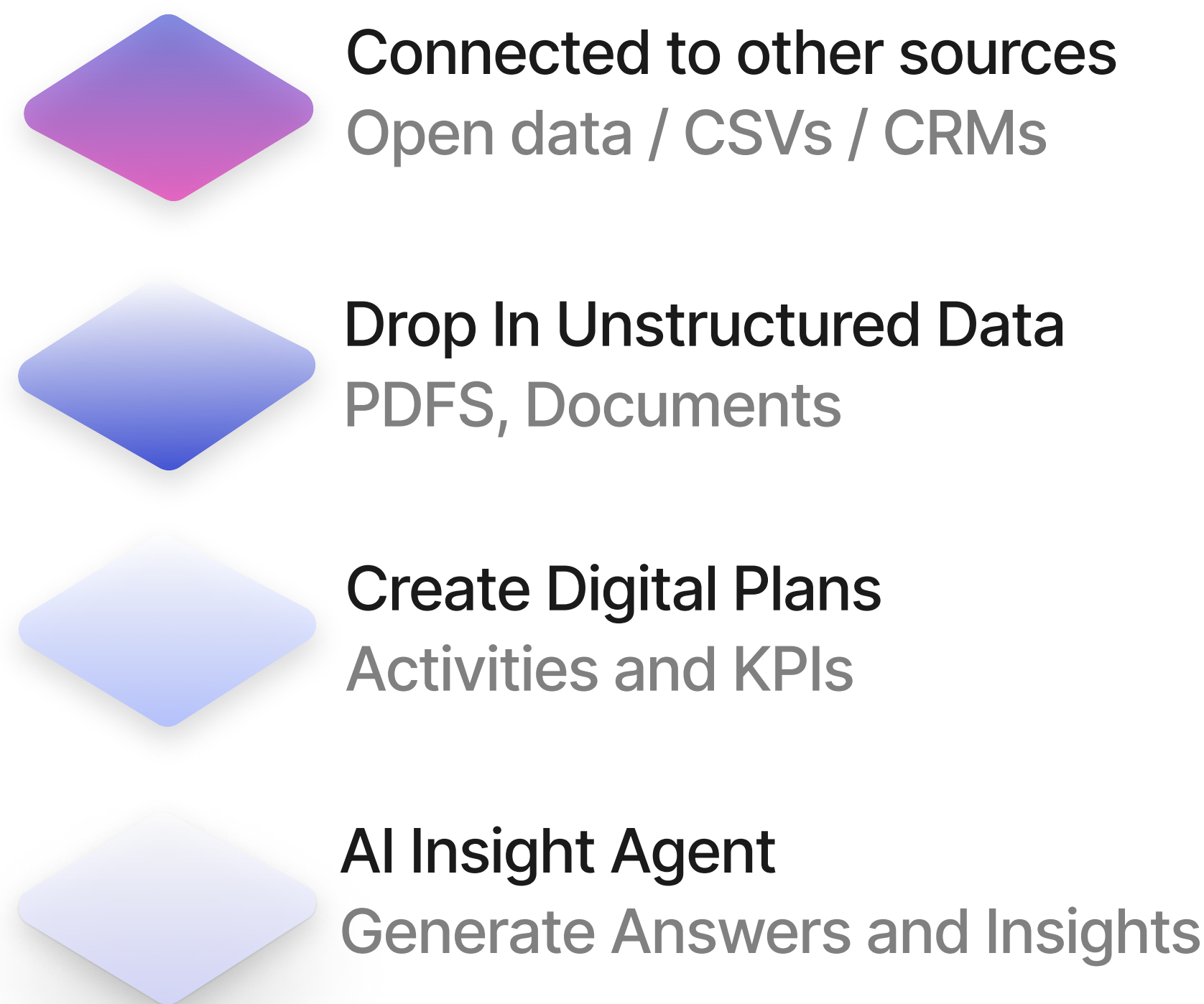


 Polyloop



What is Polyloop?

How we build a knowledge hub



Primary Data Sources

Documents

Plans

Activities

Ask Loop




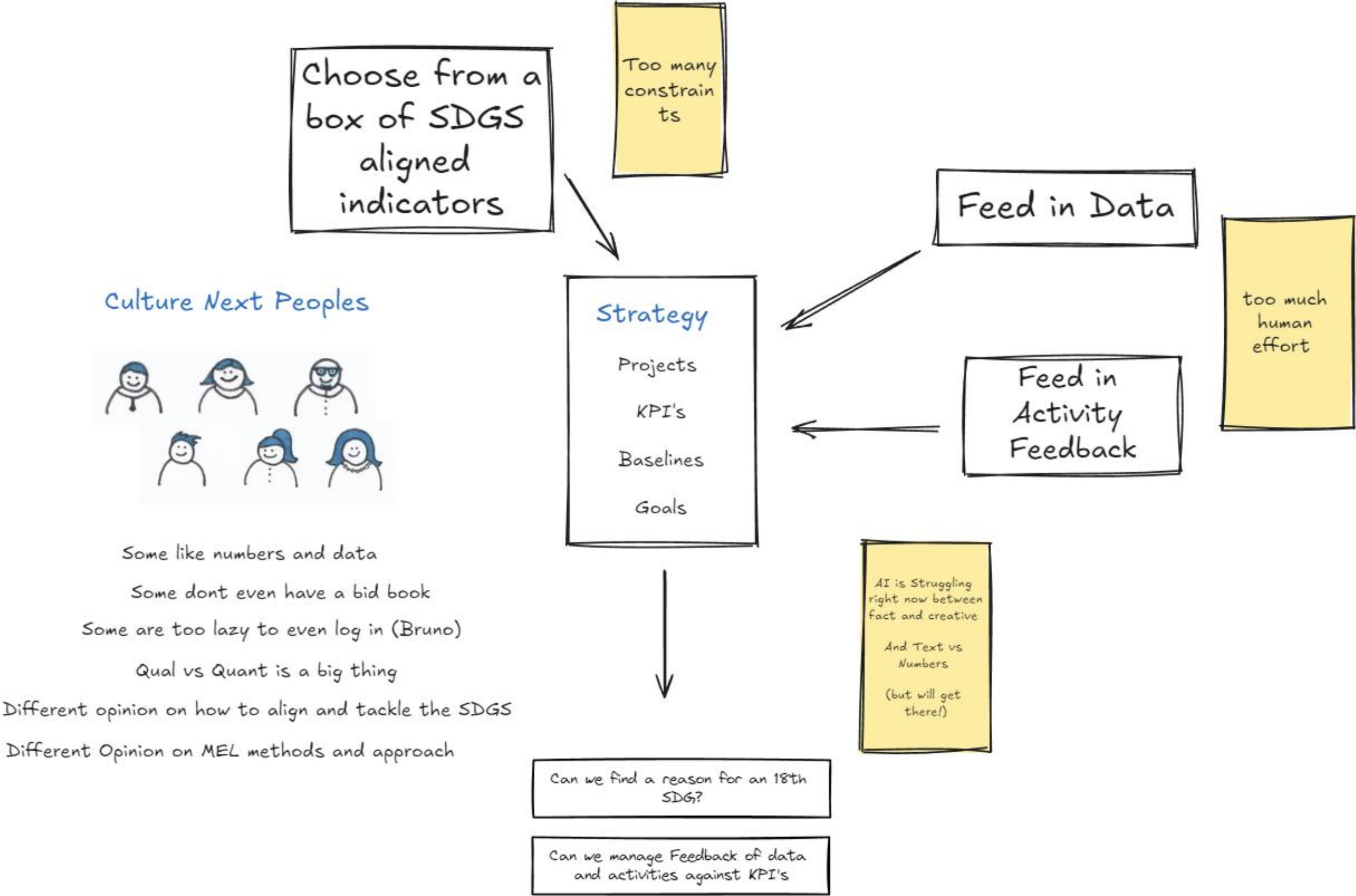
A detailed illustration of a submarine underwater, surrounded by various fish and bubbles. The submarine is a dark, cylindrical vessel with a conning tower and various hatches. It is surrounded by several large fish, including a prominent one with blue and white stripes. Bubbles are rising from the submarine, and the water is a deep blue color.

We don't teach submarines to swim like fish

What we tried so far

Trying to build a digital MEL tool like humans would work

 Problems we encountered



You cant put people in boxes

Factual (good for references) **VS Creative** (good for creativity)

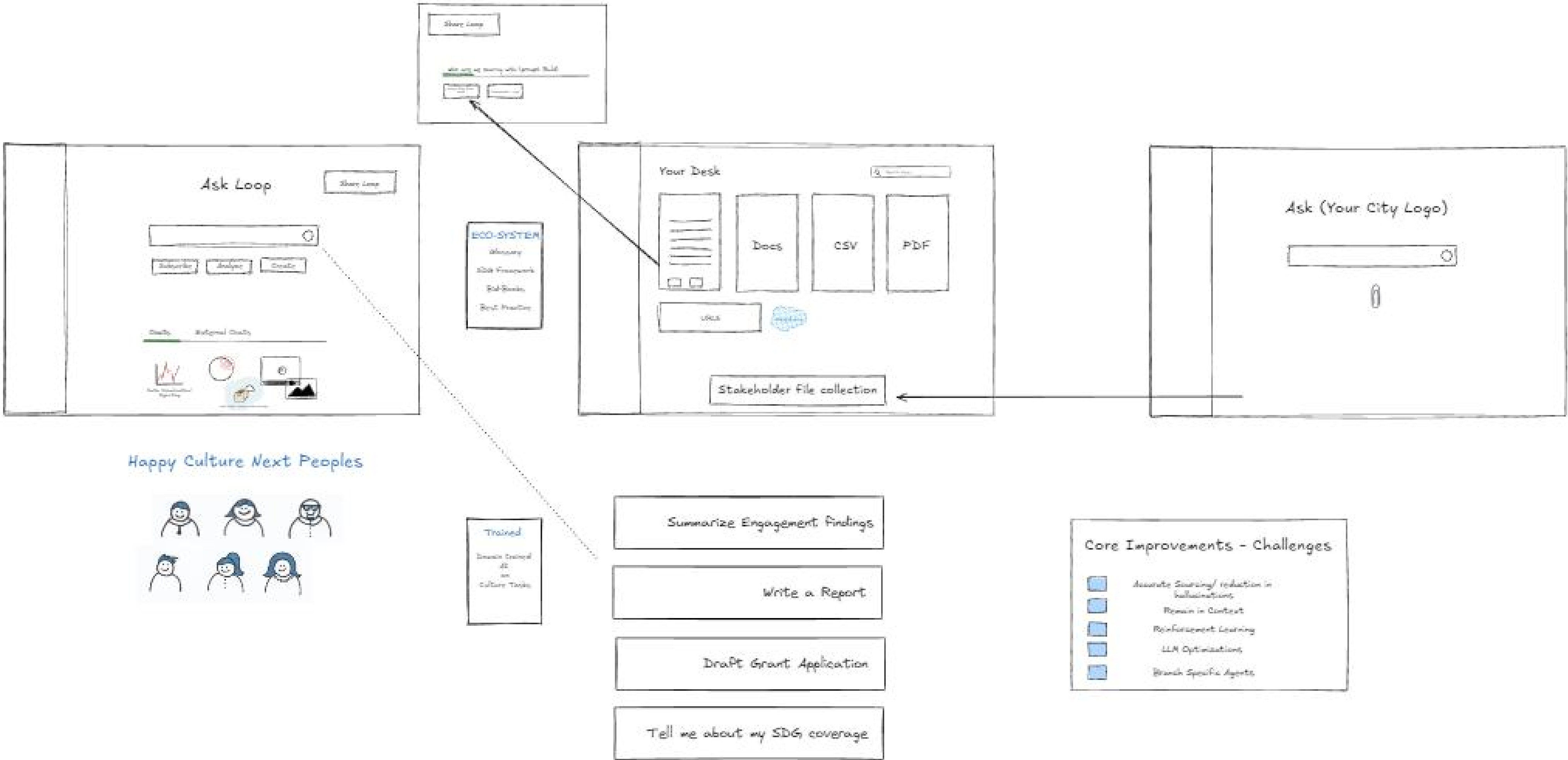
Numbers VS Adding up

Unstructured VS Structured

**We don't teach
submarines
to swim like fish**

**We shouldn't teach
AI to work like humans!**

Where we think we are going



How can we use this to benefit the cultural sector in Brno?

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