Welcome to ROCKME!

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ABOUT ROCKME

ROCKME is a platform developed as a component of the ROCK project. The Open Source is a standalone version comprising most of the original functionality however requires additional software and database support including local hosting and user registration.

Logging into ROCKME

To log into ROCKME you use credentials set up by your system administrator. The credentials are your login and password. If you do not yet have these credentials, you need to contact the administrator and ask them to create credentials for you.

Project Details

Project Overview

You can add/edit project details on this page.

Title: The title of the project. To ensure consistency, make sure it is the same title you use whenever you refer to the project within ROCK.

Goal: What the action aims to achieve

City: It is the city where the ROCK Action takes place

Lead Organisation: The organisation that leads the ROCK Action

Total budget: The total budget in the original currency that was allocated to the ROCK Action from all different sources

Note: Any note the partner who is filling the form would like to add

External Links: Links to external documents such as pictures, photographs, drawing, videos, maps, charts, posters, etc. etc.

Organisation

This section is used to link stakeholders to the ROCK Action. There are two types of stakeholders:

- Implementing **Partners** (working with you to deliver the project)
- **Audiences** (otherwise known as Beneficiaries of the action)

| | Project Details | Organisations | Funding Mechanisms | Business Model |

Assign/Add Organisation to Activity

Name	Role	Scale	Type	Location	Website	Phone	Email	Other Details	Remove?
Alma Mater Studiorum - Universita Di Bologna	Partner	local	Other						🗑
Circoscrizione	Audience	local	Other	Via Stradella, 192 - 10147 Torino	http://www.comune.torino.it	+39-011-4435511	informa5@comune.torino.it	City district	🗑

Save

When you try to add a stakeholder to the ROCK action a windows appears.

The window allows you to categorize the stakeholder you add as Partner or Audience. The other details for the organisation are entered via the Organisation Tab.

Assign/Add organisation to this activity ✕

Please an organisation you would like to add to the project:

Acciona Infraestructuras S.A. ▼

Create new organisation

What role will this organisation be performing in the project?

Partner (working with you to deliver the project) ▲

Partner (working with you to deliver the project)

Audience (a beneficiary of the project)

Funding Mechanisms

One of the most difficult decisions faced by those who conceive cultural heritage led regeneration projects is how to finance them (i.e. what are the most effective financial instruments and the best providers). Information entered here helps other cities learn and understand about different funding mechanisms available to them.

Mechanism: this allows you to choose from a list of types including: loans,grants, crowdfunding,joint venture, venture capital, angel investors etc or if the mechanism does not exist you can add your own by choosing *Other Details*. **See description of financial instruments**

Provider: Enter the provider's name

Type Of Provider Ownership*:* Select the type of ownership (Private, Public, Part Public/Private, Public-Private Partnership Other)

- Public: these resources may come from various subjects of the
- Public Administration: national subjects (State and peripheral joints); regions; local subjects (municipalities, provinces, mountain communities); other entities with public legal personality; other subjects of public law (ASL, public service companies); European programs.
- Private: a non-governmental organisation, including commercial providers, community providers (non-profit organisations, funded by government or community sponsors), enterprise providers (companies or other organisations), and industry providers.
- Public private partnership (PPP) in which the Government contracts a private sector enterprise for providing a public asset or a service, usually at a user charge.

Type Of Provider: Institutional type

Amount: Enter the amount and select the currency

Notes: Add any other information which might be useful to others looking for similar funding types.

Financial Mechanisms

ROCKME includes the open database of financial instruments that have been used to fund best practice case studies of cultural heritage led regeneration projects in both the Role Model and Replicators cities involved in the ROCK project funded by the European Commission.

It covers 14 standard mechanisms, including direct and indirect funding mechanisms as well as innovative instruments such as crowdfunding. These 14 instruments are:

Loans

The standard loan from a provider (i.e. the lender), where money is lent to the recipient (i.e. the borrower) in the present time in exchange for money in the future, equivalent to the money borrowed plus an interest. Payment are normally made in periodic installment (i.e. monthly or annual) until the debt is extinguished, that is paid off.

Grants

The standard grant, where money is given by the provider, normally one organisation, to the recipient without promise of restitution, as a one off lump sum or as a series of installments, in some cases upon proof of the production of deliverables.

Crowdfunding

A mechanism by which the money for implementing the activity is provided through a large scope campaign involving a very large number of actors providing very small amount of money, hence reducing the risk for the individual provider (i.e. individual investor). Crowdfunding can be equity based, load based and donation based.

Mutual funding

A mechanism by which the money for implementing the activity is provided by a large number of investors who come together to provide funds to support each other under specific conditions established within an agreement of mutual support.

Microfinance

Mechanism to provide funding to small size endeavours by very small actors who would not normally be able to access traditional mechanisms, normally because they cannot offer guarantee because they live under or around the poverty threshold.

Joint Venture

Where several corporate partners come together and invest their capital in order to finance a special enterprise to deliver the action. To achieve the aim, they may set up a specific vehicle, for example a new co-owned independent company.

Venture Capital

Where an external corporate partner, typically an equity fund, provides capital in exchange for equity. The capital is then invested in the action.

Angel Investor

Where an external provider, normally a person, e.g. a member of the family, a friend or interested partner a recipient, invests in the endeavour or the activity. (Direct)

Consulting Services

Where funding is provided in terms of free, or specially priced consulting services, to cover lack of capacity of the recipient (i.e. the actor that is trying to implement the action). A typical example could be expertise to write business or strategic plans. (Direct)

Technologies

Where funding is provided in kind, as free access to a costly technology that is unavailable to the recipient, that is the actor that is trying to implement the action.

Insurances

Where funding is provided as free or low cost insurance on services, goods or financial mechanisms that are needed by the recipient.

Foreign Direct Investment

Where the funding is provided by a foreign business actor through setting up a dedicated vehicle in the area, which is then used by the recipient to implement the activity.

Publicly guaranteed private loans

Where funding is provided through a loan by a private provider to a recipient which is not able to access the size of funds that is necessary to implement the activity because of an excessive risk of default. The public actor, for example a local authority or government, guarantees that it will assume the onus of the repayment in case of default. It works on the assumption that the risk of default of a public actor of sufficient size is practically close to zero.

Publicly leveraged private loans

Investment is provided through a loan by a private provider to a recipient which would in theory not be able to access the necessary funds because of the risk of default. The public actor leverages the loan through other means that are not those of guarantee, see the previous mechanism. A typical example is a political actor pressuring through authority a private provider to release the loan.

Public Private Partnership

Investment is provided by a special vehicle (i.e. an independent company) that is set up on purpose to deliver the activity. Such special vehicle is set up as Public Private Partnership.

Other

Where funding is provided through any other additional means that are not covered in the initial taxonomy. This allows the database to extend to cover novel and innovative funding mechanisms. The user who is compiling the case study is allowed to create a new mechanism which will then be available to all other users.

Business Model

The aim of this section is to briefly and concisely describe some aspects of the business elements to the activity. It uses the concept of business canvases to do this.

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
(Key Partners)	(Key Activities)	(Value Propositions)	(Customer Relationships)	(Customer Segments)
	Key Resources		Channels	
	(Key Resources)		(Channels)	

Cost Structure	Revenue Streams
(Cost Structure)	(Revenue Streams)

www.businessmodelgeneration.com   The templates here are made available on the same CC license terms as the original canvas.

Partners

In this section you should try to concisely answer the question "What other organisations, groups or people were involved in the delivery of the project?" Try to give a concise answer, without going in excessive detail. Try to think about the delivery chain of your project: who were your suppliers? Who were your co-implementers? who helped you plan and design? who helped you implement? Who were your customers? You do not need to identify the individual partners: you could simply describe them as a category, for example "suppliers of food and drink", "facilitators" or "young people".

Activities

In this section you should try to concisely answer the question "What are the activities that my organisation had to complete in order to complete the project?" Try to give a concise answer, without going in excessive detail, but trying to identify the tasks and processes that allowed your organisation to deliver the project.

Resources

In this section you should try to answer the question "What resources were employed by my organisation to implement the project?". Examples could be equipment, staff, money.

Value Proposition

In this section you should try to answer the question "What core value do you deliver to the customer? Which customer needs are you satisfying?"

Customer Relationship

In this section you should answer the question "What relationship that the target customer expects you to establish? How can you integrate that into your business in terms of cost and format?"

Channels

In this section you should answer the question "Through which channels your customers want to be reached? Which channels work best?"

Customer Segments

In this section you should answer the question "Which classes are you creating values for? Who is your most important customer?"

Costs

In this section you should answer the question "What are the costs involved in this action?". Please identify at least the order of magnitude of these investment costs and of the running costs.

Revenues

In this section you should answer the question "Is the action producing any revenue? If that is the case what is the revenue it is producing? How is this revenue distributed in time?"

Design and Planning

Monitoring and Evaluation Plan

For each audience (stakeholder) you have identified when setting up the activity description you need to identify one or a set of outcomes that you would like to occur. Attached to each outcome are indicators which are measures of how well you have achieved your outcome. They are used periodically to assess progress.

Outcomes and Indicators

What do you want to see happen to the different stakeholders/audience selected previously in the Project description pages. This assumes you know the audience you are trying to attract/engage with with your activity.

SMART Make sure that indicators are relevant, specific (and where possible measurable), and are timetabled to be gathered at key points during the activity.

They should provide credible evidence of changes associated with your activities. You may find it is not desirable or possible to monitor all your desired outcomes and impact indicators on a continual basis.

Small projects or programmes may only have a limited influence over some outcomes or impacts compared to other factors; the outcomes or impacts might only occur in the longer term; and/or it can be difficult and expensive to try and assess them on your own.

Click **Add an outcome**

_Enter in the description:-

This is a statement sentence describing the outcome e.g Increase access to museums by older people.

Click **Add an indicator**

KPI How will measure that you have achieved this particular outcome. usually, quantitative measures are used for these – these are Key Performance Indicators (KPIs). Add one or a number of them to use as evidence to show change has been made.

These are grouped in 3 main categories based on the Rock Taskforce on KPIs which developed a generic set of KPIs for cities.

Choose a tab:

ACCESSIBILITY COLLABORATION SUSTAINABILITY

And then under these there a list of sub-categories and measures.

Measure: Describe how you will measure these. An example of an appropriate measurement is provided BUT the choice is up to you as there are many ways to quantify different KPIs. Eg. for Apps and digital instruments this could be:

- number of downloads
- number of active users
- hours of usage
- Gbytes data downloaded
- Euro purchases made using app

Verification: where is the source of data you will obtain this data (e.g. number of downloads) from. This could be from website logs, subscriptions, receipts.

Baseline: What it the current value at the start of the activity. This is the figure on which change is measured against.

Baseline date: when the activity was started or when data was collected.

Progress Markers

Progress markers are used to identify the different stages needed for an outcome to be realised.

It does this by identifying the minimum change we would expect to see happening in the early part of an activity, advancing to what we would like to see happening, and then to what we would love to see if the activity was making a profound influence.

It enables the identification of opportunities and constraints to implementing the project/activity and enables interventions to be made if necessary such as training

As evidence of impact we wish to observe a change in your audience. To do this we write a statement develop list of specific changes (e.g. behavioural, emotional, hedonic) an activity would like the boundary partner to exhibit by the end of the project. These are called progress markers and can relate to one or more outcome.

There are three types of progress markers, namely expect-to-see, like-to-see and love-to-see. These progress markers can be defined according to two approaches, namely term duration and degree of realism.

Term Duration

- Expect-to-see are immediate responses
- Like-to-see are long-term responses that one would expect by the end of the project,
- Love-to-see are responses that one might expect after a number of months or years after the project came to an end.

Degree of realism

- Expect-to-see are items that are brutally realistic,
- Like-to-see are items that are somewhat idealistic, and
- Love-to-see are items that are actually unrealistic.

Add A Progress Marker ✕

Description:	increased business resilience
Outcome:	Circoscrizione: Increase annual ticket sales ▾
Level:	Early (Expected to see) ▾
Planned completion date:	18/07/2020 📅

Save

Close

Description

This is the expected change in your audience

Outcome

What outcome is this related to

Level

At what stage are you

Date

Date the progress marker was added or reviewed

Do this for as for however many Progress Markers you wish to monitor.

Monitoring Progress - KPIs

What changes can be observed in the activity? In order to track progress of each outcome KPIs were established and a baseline measurement provided. As the activity progresses new data for the KPIs can be collected and then to compare with the baseline. This shows if the activity is on track to achieve the stated outcome or whether it requires an intervention. This could be additional resources, communications or support.

The frequency of monitoring changes in KPIs will vary depending on the activity. Some activities might only be one-off events and so only the final values are entered (assuming baseline was 0)

Add A New State ✕

State:	
Start date:	dd/mm/yyyy 📅
End date:	dd/mm/yyyy 📅
Evidence:	
External Links Add a link	🗑

Save

Close

State: This is the revised data - this could be the new number of downloads, number of visitors or money spent.

Start date: The start of the measuring period.

End date: The end of the measuring period include if only one day.

Evidence: This describes where the KPI has been obtained. It could be through visitor counts, website statistics, sensor data, or through published accounts.

External Links Enter in referring website links or links to other sources of information.

Diary Information

This is where you keep a record of key outputs and events related to you activity. Importantly, these are related to the specific outcomes and provides a means of compiling evidence on which to evaluate impact.

These help to track progress of interventions and help provide evidence of how you influence your boundary partners. These can be linked to your Key Performance Indicators or can be standalone.

When writing your diary entry you should consider details such as:

Who was involved? What was the location? What impact has this had on the project? Are there links to relevant media?

Edit diary

Category	Public Event ▾
Entry	Public meeting held in museum about CH access
Start Date	08/04/2020 📅
End Date	dd/mm/yyyy 📅
Outcome	Circoscrizione: increase in visitors ▾
External Links / Add a link	http://www.sei.org 🗑
	🗑

Save

There are 6 Categories to choose from:

NOTE: This is where general information related to the activity can be recorded, similar to a journal/diary

PUBLIC EVENT: Key events with the public is documented - type of events (performance, art, exhibition) summary of # of attendees, interactions

MEDIA COVERAGE: Where activity reported on radio, TV, newspaper and online

PUBLICATION: Key outputs from the activity including reports, brochures etc

MEETING: Key meetings with stakeholders not necessarily as part of a planned activity. This enables boundary partners you have engaged with to be recorded.

DATA COLLECTION: e.g. surveys, feedback forms, visitor counts, twitter campaigns

Final Evaluation

Overview

One of the **most important aspects** of the ROCKMe platform is the final evaluation section. This provides summary information used internally by the Project Leader and the EU as well as externally to users of the Atlas via CKAN.

Cities undertaking an activity can use this to reflect on successful interventions and identify issues and problems which may have led to the inability to deliver on project goals, for whatever reason. The purpose is to use this to improve practices in the future, and to support new project proposal applications using appropriate business models and finance schemes. This part of the system asks those responsible for the activity to reflect on progress made towards the envisioned outcomes as well as to reflect on how well project management has gone. The evaluation requires an honest assessment of what happened but is not intended as a means to blame or criticise partners or other stakeholders involved in the activity. ROCKMe recognises that in order for this honest reflection some information should not be published externally. To allay partners' concerns each section of the final evaluation has a "Non-disclosure" setting. This means the information entered is not published to the Atlas, it is only viewable to the Project Lead and the organisation leading the activity.

The other purpose for undertaking the evaluation is to assess overall impact: positive and negative; primary and secondary long-term effects produced by an intervention; directly or indirectly; intended or unintended. Sometimes impact is not immediate or follows directly after an activity and is why ROCKMe is expected to undertake evaluation after project completion.

In order to monitor how activities were successful in achieving their proposed outcomes, key performance indicators (KPIs) were selected at the start of the activity. A baseline measurement was taken and then progress assessed periodically. For the Final Evaluation, KPIs are reviewed to identify the level/scale of change that was required to reach a particular outcome. The diary also provides evidence of any outputs (events, media interactions, papers etc) produced by the activity contributing to successful outcomes and which might have led to a greater impact.

There are four sections to the Final Evaluation:

- Summary

- Outcomes

- Finance and Time Management

- Reflections

Summary

© ROCK (Regeneration and Optimisation of Cultural heritage in creative and Knowledge cities)

Summary of key findings:

Please write a short (200 words) about the overall outcome of the activity (e.g. successfully introduced low carbon transport zones to protect cultural areas) and if any noticeable impact has been achieved. Use this to describe what happened e.g. an event was held (where, when etc).

Goal:

This is filled in automatically from the Project Details section

Outcomes

Outcomes to date

This is where you assess each of the outcomes set in the M&E Plan. These are listed for you - refer to the KPIs set for these in order to provide, where possible, a quantitative assessment of how change was made e.g increase of 30 percent visitor numbers to museums, number of bicycle share hubs increased. Or review whether the intended change in the audience was achieved and what does that change look like.

Unexpected changes in audience

What else happened in terms of effects on your boundary partners as a consequence of the intervention. This requires your knowledge of your boundary partners. Has there been increase number of requests for information. Have there been increase in membership subscriptions. Has there been increased environmental action as consequence of an intervention e.g. car sharing?

Anticipated changes in the future

An intervention may have led to the initiation of further activities or interventions e.g. establishment of an annual event, a change in local policy (e.g. traffic bans), interactions with schools etc.

Finance and Time Management

Current action: RockMe Wiki

Final Evaluation

Summary	Outcomes	**Finance & Time Management**	Reflections

The project was:	Within Budget ▲
Comments	[ ]
	Under Budget
	Within Budget
	Over Budget
	Tick for public disclosure: ☑
The project was delivered:	On Time ▼
Comments	
	Tick for public disclosure: ☑

Save

Finance

The project was:

3 Options: Under budget ! Within Budget | Over Budget

Comments:

What are the learned lessons that relate to the budget? This is really useful information for the evaluation and for other organisations considering pursuing similar interventions. What factors led to being under or budget. This could be due to unforeseen circumstances e.g. due to poor weather or as a result of poor financial management e.g. lack of contingency budget.

Responses can be marked as non-viewable by the public if you wish to include sensitive information.

Time Management

The project was delivered:

3 Options: Early ! On-time ! Delayed

Comments:

What are the learned lesson that relate to project management. What were the factors contributed to how the project was delivered successfully - cooperation from key boundary partners supporting delivery, problems with technology.

Responses can be marked as non-viewable by the public if you wish to include sensitive information.

Reflections

This is where you are required to think carefully about the activity/intervention as a whole.

Current action: RockMe Wiki

Final Evaluation

Summary	Outcomes	Finance & Time Management	Reflections

Organization and cooperation

Tick for public disclosure: ☑

Partner contributions

Tick for public disclosure: ☑

Communication

Tick for public disclosure: ☑

Recommendations to ROCK leadership

Tick for public disclosure: ☑

Tips for other projects

Tick for public disclosure: ☑

Save

Organization and cooperation

You need to consider whether the structure of the activity was appropriate in terms of leadership and that the roles of other members in the consortium were clear e.g. project delivery, financial reporting, communication.

Responses can be marked as non-viewable by the public if you wish to include sensitive information.

Partner contributions

In order to evaluate possible reasons for the successful or unsuccessful achievement of stated outcomes please provide an objective assessment of the partner contributions. Did the consortium work effectively, deliver their defined outputs and milestones, attend meetings, provide input into discussions and supported decision making.

Responses can be marked as non-viewable by the public if you wish to include sensitive information.

Communication

What were the most effective modes of communications: between partners in delivering the activity; with boundary partners and other stakeholders; and between the activity and the ROCK Leadership. What didn't work and why e.g. newsletters or videos. Perhaps translation of materials into different languages would have helped in dissemination. Was more or less communication needed e.g. with the media.

Responses can be marked as non-viewable by the public if you wish to include sensitive information.

Recommendations to ROCK leadership

If the activity was to be repeated what should the ROCK leadership to be aware of? What were the positive aspects of the activity? How can things be improved or supported? Please highlight how the leadership could address negative aspects. It could be something that you have benefited from e.g. learnt something practical through your engagement with ROCK, you improved your knowledge or skills, or even changed your own attitude towards cultural heritage perhaps have become more aware of sustainability issues.

Responses can be marked as non-viewable by the public if you wish to include sensitive information.

Tips for other projects

What are the learned lessons you have gained from working on the activity that you wish to share with others considering doing something similar. It could something to do with planning, finance, organisational, monitoring, engagement, or outreach. Think about how these might translate these into different country contexts. *Responses can be marked as non-viewable by the public if you wish to include sensitive information.*