



Socio-economic impact assessment of cultural projects

Executive summary

December 2023

Purpose and approach

An estimation and quantification of the economic impact of cultural projects that were funded during the 2014-2020 programming period was conducted within the project scope.



Study to assess the **socio-economic** impact of **cultural projects**



Identification and quantification of the impact of cultural projects on the Greek economy, particularly on the tourism sector

1

Analysis of the specific parameters of cultural projects

2

Identification of affected economic activities



3

Quantification of impact on a sample of cultural projects

4

Projection of results for the total NSRF – National Strategic Reference Framework

Socio-economic impact assessment of cultural projects

The development of this socio-economic impact study constitutes the 2nd edition and contributes to the measurement and knowledge acquisition regarding the footprint of cultural and creative activities on the country's economy.

"Socio-economic impact assessment of cultural projects"

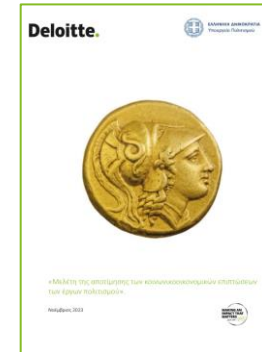
Apr. 2014

Dec. 2023

1



2



Deloitte.



HELLENIC REPUBLIC
Ministry of Culture

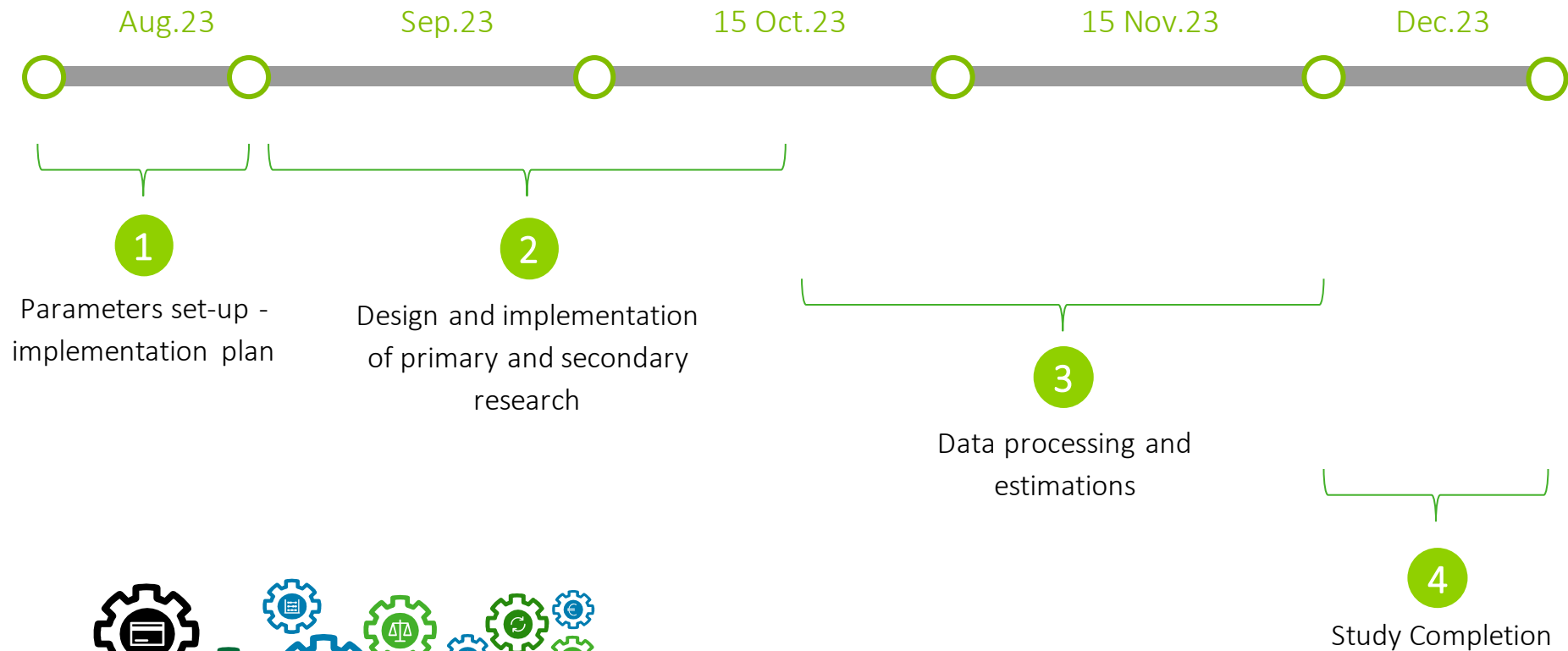


*The **socio-economic impact** assessment of cultural projects study constitutes the second study for assessing the socio-economic impact of cultural projects, the first one having been conducted in April 2014. Recognizing how invaluable our cultural assets are, the effort pertained to understanding and documenting the economic impact of cultural projects, particularly on the tourism sector.*

Timeline

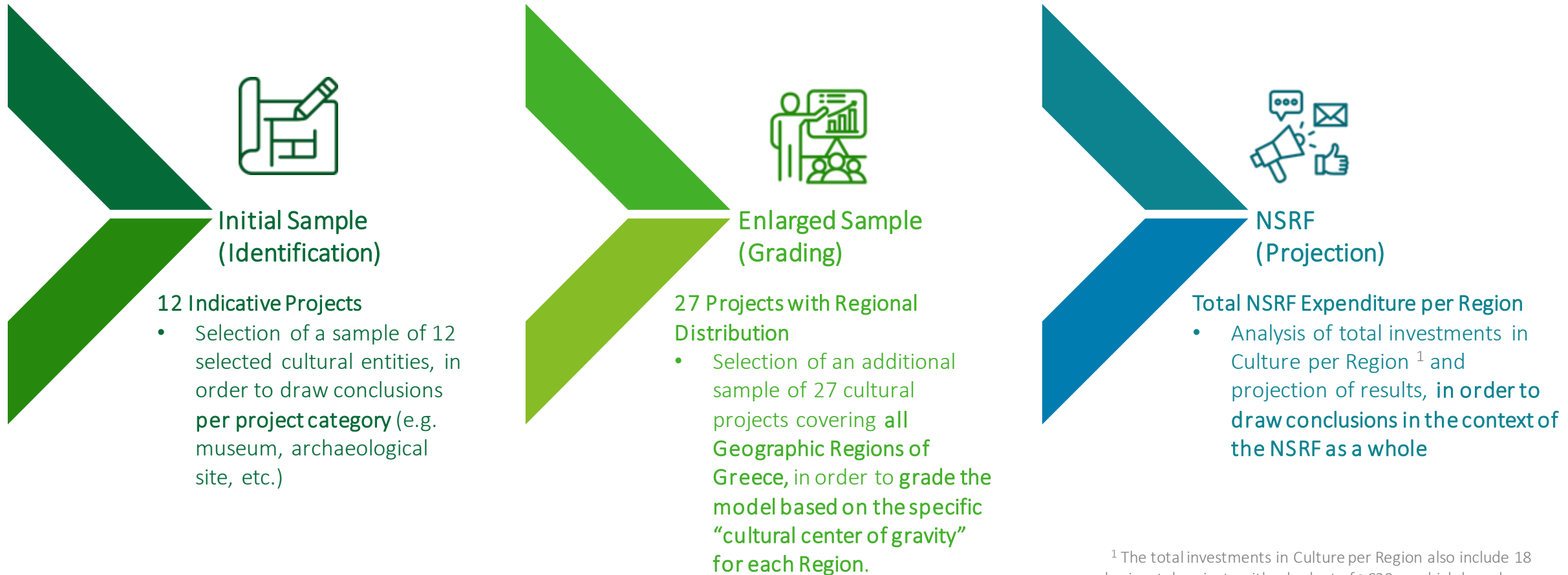
The scheduling of the project's workplan was adjusted accordingly, drawing from the experience gained from the implementation of the previous study.

▶▶ Project Start



Data processing and results extraction process

The impact assessment methodology is divided into 3 phases, starting from an initial sample of 12 projects, continuing with an enlarged sample of 27 projects and finally projecting to the whole NSRF.



¹ The total investments in Culture per Region also include 18 horizontal projects with a budget of ~€30m, which have been distributed among the Regions based on their regional dimension - source: IS NSRF, Deloitte analysis.

Initial sample

The selection of the sample was performed in agreement with the Ministry of Culture and includes 12 cultural projects implemented within the 2014-2020 programming period in Regions of Greece, with a total budget of ~€31 million.



Archeological site of Olympia Budget: €0.6M



Knossos Budget: €1M



Ancient Theater of Larissa Budget: €6,7M



Ancient Theater of Dodoni Budget: €4.4M



Archaeological Museum of Chania- Budget: €3.2M



Polycentric Museum of Aigai, Vergina - Budget: €3,6M



Archaeological Museum of Alexandroupolis – Budget: €2.9M million



Archaeological Museum of Chalkis "Arethousa" – Budget: €1,2M



Aptera of Chania Digital Guide Budget: €0.3M



Digital Guide for Knossos Budget: €0,3M



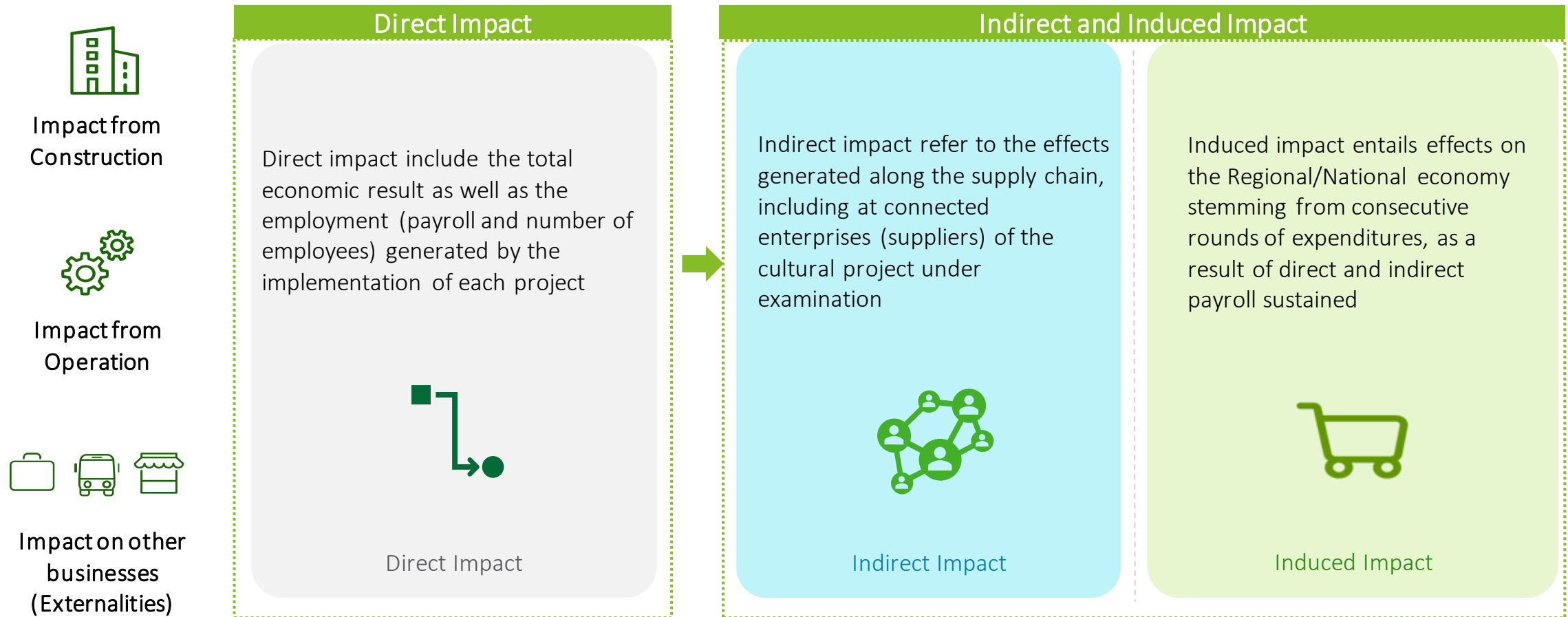
Athens-Epidauros Festival Budget: €1,6M



Thessaloniki International Film Festival – Budget: €5,3M

"Input - Output" data analysis model

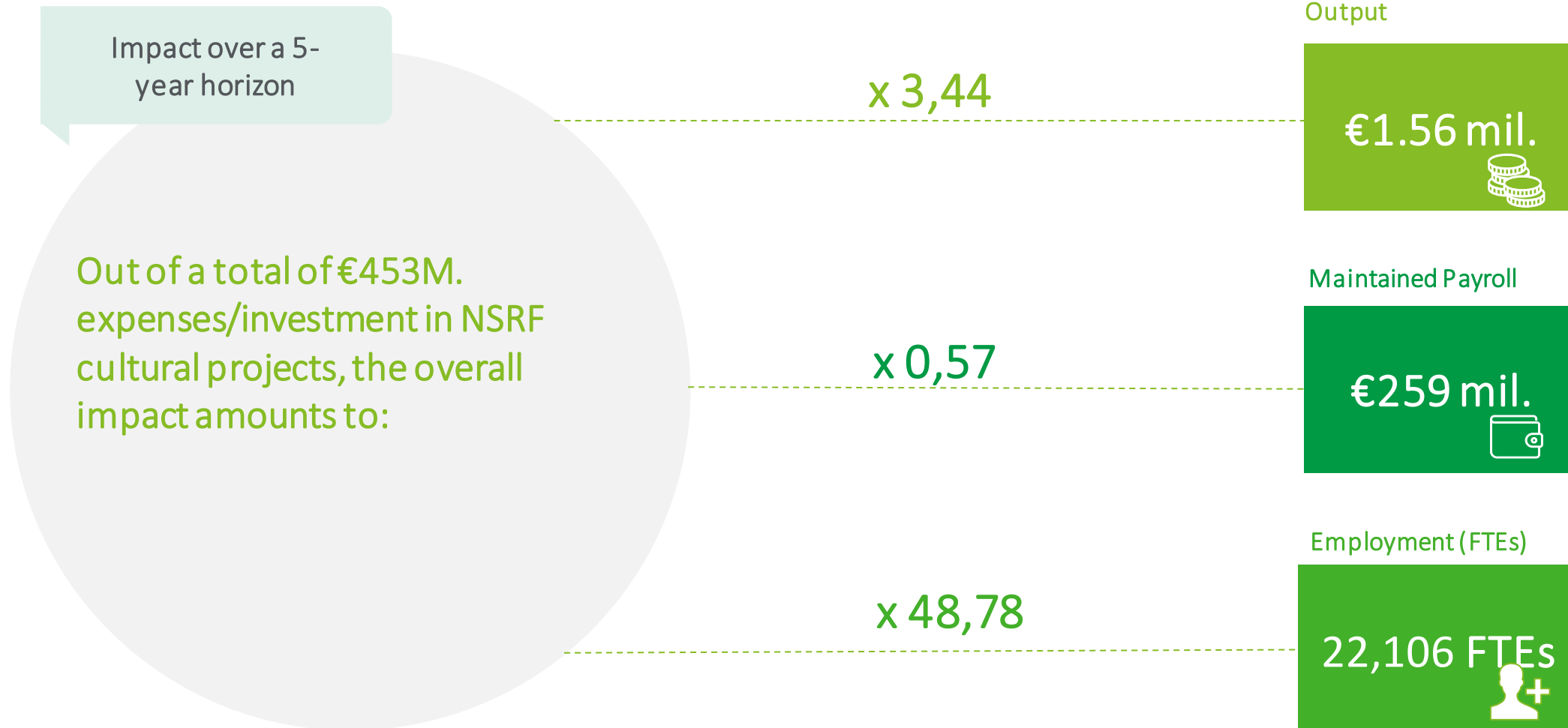
The present study is based on the methodology of the Input-Output model which depicts the interactions among various economic activities.



It should be noted that in this specific study, regional multipliers were utilized, which in each case differ from the national multipliers

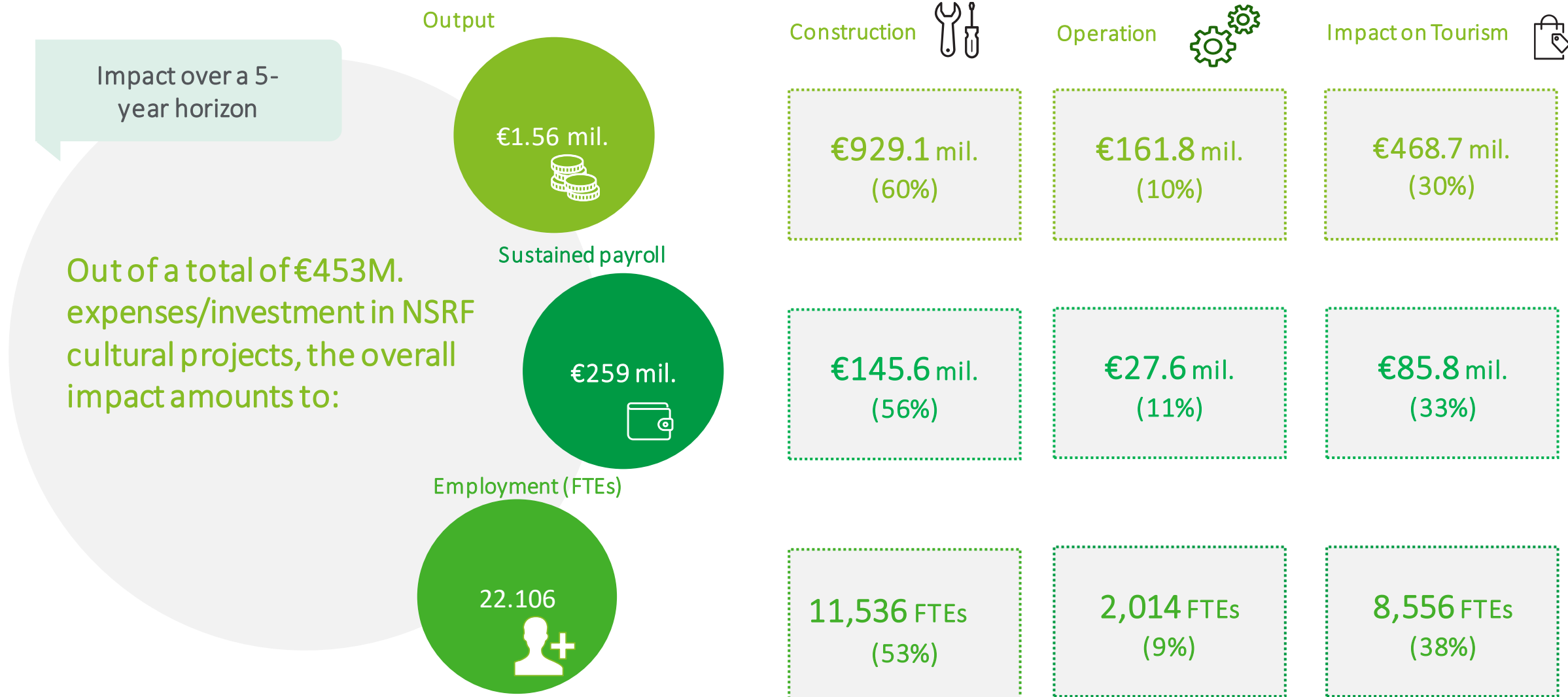
Aggregated footprint at NSRF level

The study demonstrated that the cultural projects during the programming period of 2014-2020 had a significant impact on the economy, generating an output of €1.56B. and resulting in sustaining a significant number of employees.



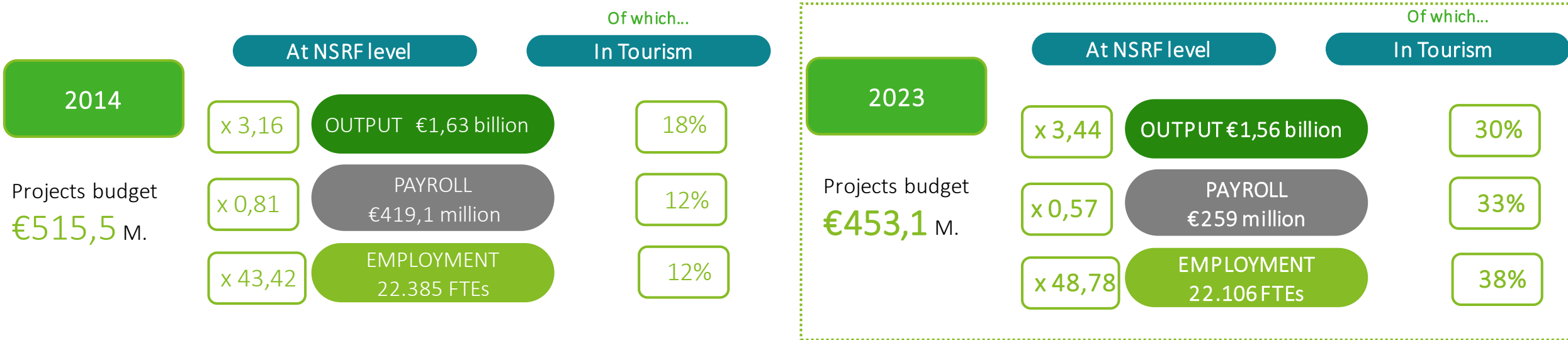
Impact per project phase and on tourism

The greatest impact is attributed to the construction period itself, however, the effect on the tourism sector through the operation of other businesses in the surroundings of these cultural points of interest is also significant.



Results | Comparison with 2014's study results

Compared to the projects implemented in the previous programming period, there is a significant increase in Output and Employment multipliers for the projects of the current programming period and a slight decrease in Payroll multipliers.



Comparatively, the following observations are highlighted:

- **Increased efficiency** of the projects in terms of both Output and Employment, regarding the realized investments, **Increased impact** of the projects on tourism, emphasizing the augmented contribution of Culture to the “touristic product” of Greece
- **Reduced impact** on payroll as the projects exhibited lower expenses related to supervision by public servants (45% vs. 60% in the previous study).

Detailed information per Region at NSRF level

Region	Total NSRF Investments by Region	Effects on Produced Product	Of which Output impact on Tourism**	Impact on Payroll	Impact on Employment Equivalent Man-years	Total Impact of Output*	Total Payroll Impact Factor	Total Employment Impact Factor
Western Macedonia	12,6	47,7	14,3	8,0	682	3,78	0,63	54,01
North Aegean	22,3	83,9	25,2	14,7	1.184	3,75	0,66	53
Epirus	18,9	71,1	21,4	12,5	1.004	3,75	0,66	53
Thessaly	32,2	121,0	36,4	21,3	1.709	3,75	0,66	53
Attica	84,0	303,3	91,1	48,7	4.227	3,61	0,58	50,35
Central Macedonia	61,4	219,5	66,0	37,9	3.113	3,57	0,62	50,70
Ionian Islands	28,6	101,3	30,5	15,8	1.453	3,54	0,55	50,83
Eastern Macedonia & Thrace	43,4	146,6	44,1	24,9	2.096	3,38	0,57	48,34
Western Greece	40,5	130,3	39,2	21,3	1.873	3,22	0,53	46,25
Peloponnese	39,7	126,2	37,9	21,3	1.731	3,18	0,54	43,58
Central Greece	9,5	29,7	8,9	5,0	432	3,14	0,53	45,58
Crete	31,4	93,5	28,1	14,4	1.361	2,98	0,46	43,37
South Aegean	28,6	85,3	25,6	13,2	1.242	2,98	0,46	43,37
Σύνολο	453,1	1.559	468,7	259,0	22.106	3,44	0,57	48,78

Main points

- Differences in budget per Region
- Differences in development multipliers per Region
- No significant correlation is observed between budget and development multipliers
- The Region of Attica "comes" 1st in Output impact on Tourism with 91.1 million while the 2nd place is occupied by Central Macedonia with 66 million
- The results are based on the type of projects implemented per Region

*Note that the data are sorted in descending order according to the Final Impact Multiplier of Output

**These amounts are included in the amounts of the Output Effects

Key conclusions



The total economic impact from the implementation of cultural projects (with a budget of €453 million) implemented over the period 2014-2020 reaches €1,56 billion, creating an output multiplier of **x3,44 for the Greek economy, significantly increased since the previous programming period.**



The implementation of cultural projects has significant impacts on the **tourist visitation** of the broader area and, consequently, on the **revenues** of businesses operating in the tourism sector. Based on the analysis, **30% of the output** generated by cultural projects is attributed to related economic activities within the tourism industry.



The calculated impacts represent only **part of the total impacts generated in the economy** from the operation of cultural projects since they pertain solely to the effects of specific projects and not the overall operation of Cultural entities (e.g. museums, archaeological sites, etc.).



The **investment footprint becomes more significant in areas with high visitation rates**, where even small investments yield substantial returns over a five-year period. At the same time, projects under the categories of **events, festivals and digital**, which by nature are aimed at a larger audience, create greater multiplier effects



The differentiation of impact multipliers by region highlights the need to study the **Regional dimension** of culture projects and is worth **considering during the planning** of the implementation of culture projects in each programming period



The development of a **standard framework for measuring the socio-economic impact** across multiple cultural projects is crucial for the comprehensive evaluation of cultural policies and future project planning.



This document has been prepared by Deloitte Business Solutions Societe Anonyme of Business Consultants.

Deloitte Business Solutions Societe Anonyme of Business Consultants, a Greek company, registered in Greece with registered number 000665201000 and its registered office at Marousi Attica, 3a Fragkokklisias & Granikou str., 151 25, is one of the Deloitte Central Mediterranean S.r.l. (“DCM”) countries. DCM, a company limited by guarantee registered in Italy with registered number 09599600963 and its registered office at Via Tortona no. 25, 20144, Milan, Italy is one of the Deloitte NSE LLP geographies. Deloitte NSE LLP is a UK limited liability partnership and member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of any of each other. DTTL does not provide services to clients. Please see www.deloitte.com/ about to learn more.

DTTL, Deloitte NSE LLP and Deloitte Central Mediterranean S.r.l. do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network of member firms.

Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services. Our global network of member firms and related entities in more than 150 countries and territories serves four out of five Fortune Global 500® companies. Learn how Deloitte’s approximately 312,000 people make an impact that matters at www.deloitte.com.

This document and its contents are confidential and prepared solely for your use, and may not be reproduced, redistributed or passed on to any other person in whole or in part, unless otherwise expressly agreed with you. No other party is entitled to rely on this document for any purpose whatsoever and we accept no liability to any other party, who is provided with or obtains access or relies to this document.

© 2023 For more information contact Deloitte Central Mediterranean.