

Evaluation advice for the Internationale Filmfestspiele Berlin (Berlinale)



In 2007 the Berlinale sought to assess the achievement of its cultural political goals by implementing elements of self-/intern evaluation into the work of their sections. Univation was asked to clarify goals and create an evaluation design to support the exemplary evaluation for two of the sections (Generation, Talent Campus). Implications and lessons learned for the evaluation of the other sections were discussed.

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