



Ambassadors Fund for Cultural Preservation

Evaluation Follow-on Survey Findings

Bureau of Educational and Cultural Affairs

PROJECT SUMMARY:

As a follow-on activity to the U.S. Department of State's Ambassadors Fund for Cultural Preservation (AFCP) performance evaluation of 2019, Social Impact Inc. (SI) conducted an online survey to capture more information on AFCP impacts globally. The online survey was launched from March-April 2020 and filled out by U.S. Embassy and Consulate staff. Survey responses from 40 U.S. Embassies and Consulates were included in the analysis. The survey validated previous findings from the AFCP evaluation regarding the positive impact AFCP projects have on promoting mutual understanding between cultures, economic development, relationship building, and heightened standards for cultural heritage preservations. The survey also shed new light on which factors may limit project sustainability, and how U.S. Embassies and Consulates are utilizing AFCP as a public diplomacy tool.

KEY FINDINGS:

- 88% of respondents reported their AFCP projects collectively had an observable **positive impact on public diplomacy or foreign policy objectives** in the country. The projects promoted a positive impression of the U.S., increased U.S. visibility in the host country, and/or promoted mutual understanding.
- 87% of respondents reported their AFCP projects collectively had an observable **positive economic impact**, mostly in terms of increasing tourism.
- More than 90% of respondents reported their AFCP projects collectively had an observable **positive impact on U.S. government relationships with host country government and non-government stakeholders**. The projects established new or strengthened existing relationships between stakeholders and the U.S. Embassies and Consulates, and at times led to subsequent collaborations.
- 59% of respondents reported their AFCP projects collectively had **positive unintended impacts**, such as AFCP projects being further invested in by other stakeholders. Almost one-third of respondents (30%) reported their projects had no unintended impact. Only one survey respondent reported an unintended impact of negative media coverage.

- 30% of respondents reported **intended impacts not being realized to their full potential** due to factors such as a lack of community ownership, tensions among stakeholders, and financial sustainability issues.
- 85% of respondents reported **the U.S. Embassy or Consulate continued to use AFCP projects after their grants ended**, mostly through references in media or visits to the project site. However, only 52% of survey respondents **coordinated their AFCP projects with other U.S. Department of State projects**.
- The majority of respondents reported their AFCP projects had an observable **positive impact on the way stakeholders in the country preserve cultural heritage**, including adopting U.S. standards or techniques for cultural preservation; implementing policy, legal, procedural, or other systemic changes related to cultural preservation; and increasing the amount of resources dedicated for cultural preservation.