

The background features a large, dotted map of Europe. Overlaid on the map are several icons: a bar chart with an upward arrow, an open book, a heart with a pulse line, a group of stylized human figures, a gear, and a computer monitor with a cube icon. The text "EU Presidency Trio Conference" is centered above the main title.

EU Presidency Trio Conference

# Museums and Social Responsibility: VALUES REVISITED

17–18 SEPTEMBER 2020

## PROGRAMME

Funded by



Federal Government Commissioner  
for Culture and the Media



Network of European  
Museum Organisations

The logo for the Deutscher Museums-Bund, featuring the text "DNBB MUSEUMS DEUTSCHER MUSEUMS BUND" arranged in a circular pattern around a central point.

# MUSEUMS AND SOCIAL RESPONSIBILITY

## VALUES REVISITED

The German Museum Association and NEMO, the Network of European Museum Organizations, will organize within the framework of the EU Council Presidency in September 2020 a series of expert conference from 17–18 September 2020. The first part of the series will focus on what social responsibility means for museums. Through their daily work museums make a significant contribution to social responsibility. The conference series will be continued in April 2021 in Portugal and in September in Slovenia. As outcome of the conferences we want to redefine and clarify the field for the museum landscape.

### Background: Social Responsibility

Originally the term means to act in a manner that benefits society. However, museums contribute through their daily business to society in dealing with questions that are connected to social cohesion, social inclusion and social diversity.

Therefore, the main question of this conference cycle should be around the themes of what can museums do, what is needed, and what is missing to make an impact on our European society. What do we have in common and what still separates us?

### The conferences will tell a story in 3 parts

- 1. Museums and Social Responsibility – Values revisited:**  
Digital Conference in Germany 17.–18.9.2020
- 2. Museums and Social Responsibility – Participation, Networking and Partnerships:**  
Conference in Portugal, Porto, April 2021 (TBD)
- 3. Museum and Social Responsibility – what comes next?**  
Conference in Slovenia, Maribor, 23.–24.09.2021 (TBC)

### Core subjects and issues of social responsibility

According to the ISO criteria for Social Responsibility for companies 6 Core subject determine the field: organizational governance, labour practices, the environment, fair operating practices, consumer issues, community involvement and development. The latter describes the field in which the museums are actively involved and want to make a contribution through their everyday work.

This conference will discuss the core aspects of community involvement and development. Short lectures, panel discussions and workshops are dedicated to the following topics.

EDUCATION AND CULTURE

SOCIAL INVESTMENT

COMMUNITY INVOLVEMENT

EMPLOYMENT CREATION  
AND SKILLS DEVELOPMENT

TECHNOLOGY DEVELOPMENT  
AND ACCESS ISSUE

**THURSDAY, 17.9.2020**

**9:00–9:15**      **Opening Registration**

**9:25–9:30**      **Conference Introduction**

Moderator: Catherine Hickley (Germany), freelance arts journalist

## Opening Speeches

**Mainstage**

**09:30–09:45**      **Dr. Horst Claussen** (Germany),

Federal Government Commissioner for Culture and the Media

**David Vuillaume** (Germany),

Chair NEMO, Director German Museums Association

## Keynote: The Social Role of Museums

**Mainstage**

**9:45–10:20**      **Introduction: Catherine Hickley**

**Karen Grøn** (Denmark), Trapholt Museum of Modern Art and Design

**10:20–10:40**      **Virtual coffee and networking**

Grab your coffee and get ready to network. If you wish to participate, click “Ready” and you will be paired with another participant for a randomised 1-on-1 video call meeting (if you wish the camera could be turned off). Once the time is up, you’ll be paired with another participant. If you want to connect outside of the conference, simply click “connect”. Networking meetings are not recorded or recordable.

### FOCUS: EDUCATION AND CULTURE

**Session**

10:40–11:15

## Museums must promote democracy – What!?

**Kimmo Levä** (Finland), Finnish Museums Association

Form: Presentation and Q&A

Moderated by Rebecca Thonander (Germany), NEMO

According to Finland’s new Museum Act (2020), museums should promote democracy – a requirement that played no part in the previous museum law dating back to the early 1990s. Why was it important to make it a part of the mission of museums and how should it be reflected in practical museum work? Kimmo Levä provides insights into the thinking behind the law. He challenges participants to consider whether the era of independent cultural policy is over, and raises a question: Is cultural policy primarily social policy?

**11:15–11:30**      **Virtual coffee and networking**

Time for more networking. You can always be sure to connect with new people since you won’t be paired with the same person. Ready, set, network! The networking segment is optional. You are also welcomed to take an offline break before the next session.

**Session**

10:40–11:15

## Museum Education – Political Awareness – Youth Empowerment: Work in Progress at the Berlin State Museums

**Dr. Leonard Schmieding** (Germany), Staatliche Museen zu Berlin – Preußischer Kulturbesitz

Form: Presentation and Q&A

Moderated by Claudia Schneider (Germany), NEMO

Political education is increasingly becoming a natural part of the museum’s work.

Leonard Schmieding will talk about the Berlin State Museums’ pilot project “Political Education in Museums”, which aims to empower youth and young adults to participate in and shape the society in which they want to live. In his session, Leonard Schmieding will discuss his current work in the pilot project “Political Education in Museums.” He will present the theories, ideas, and concepts of the program, focusing on the question of how youth and young adults can engage with museum artifacts to make their own worlds.

## The view from outside

### Mainstage

- 11:30** Introduction: **Catherine Hickley**
- 11:35–12:05** **Dr. Steffen Bruendel** (Germany), PwC-Foundation  
**André Wilkens** (Netherlands), European Cultural Foundation  
Moderated by **Dominika Szope** (Germany), ZKM | Center for Art and Media Karlsruhe  
Form: talk and Q&A
- 12:05–13:00** **Lunch:** We will take an offline break for lunch

## SPEAKER LOUNGE

- 13:00–14:00** Meet the speaker

## The social impact of museums

### Mainstage

- 14:00** Introduction: **Catherine Hickley**
- 14:05–14:40** **Matjaž Gruden** (Slovenia), Council of Europe  
**Sara Brighenti** (Portugal), Member of the Future of Museums group  
Moderated by **Margherita Sani** (Italy), Istituto Beni Culturali Regione Emilia Romagna  
Form: talk and Q&A
- 14:40 – 15:00** **Virtual coffee and networking**  
Last opportunity to network and connect virtually with the other participants

## The future of Europe: putting the museums into perspective

### Mainstage

- 15:00** Introduction **Catherine Hickley**
- 15:05–15:35** **Julia Pagel** (Germany), NEMO  
**Sabine Verheyen** (Germany), CULT  
Form: talk and Q&A

## Wrap-up: What have we learned so far?

### Mainstage

- 15:35–15:45** **Catherine Hickley**

## What's next?

## Looking ahead to the next conferences

### Mainstage

- 15:45- 16:00** **David Vuillaume** (Germany), German Museums Association  
**Clara Camacho** (Portugal), Direção-Geral do Património Cultural / DGPC  
**Dr. Aleksandra Berberih Slana** (Slovenia), Slovenian Museums Association  
Form: talk

**FRIDAY 18.09.2020**

## Expo

**10:00 – 12:00 Poster-Session**

Start your conference day with checking out the topic relevant videos or poster presentations in the Expo area. The Expo area is always open and you are welcome to visit it throughout the conference. If you want to learn more about one of the projects, register your interest and the presenter will get in touch with you.

**FOCUS: EMPLOYMENT CREATION  
AND SKILLS DEVELOPMENT**

**FOCUS: TECHNOLOGY DEVELOPMENT  
AND ACCESS ISSUE**

### Session

12:00 – 13:30

## Impact orientation and impact analysis in the work of museums

**Bettina Kurz** (Germany),  
PHINEO – Nonprofit Analysis  
and Consulting Company  
for impact-oriented social  
engagement  
Form: Webinar

### Session

12:00 – 13:30

## How can social inclusion become a crucial part of museum work?

**Fabian Schnedler**  
(Germany), Jewish Museum  
Berlin (Education)  
Form: Webinar

### Session

12:00 – 13:30

## Modern technology for museum audience

**Małgorzata Zajac** (Poland)  
Deputy Marketing Manager  
at the POLIN Museum of  
the History of Polish Jews  
Form: Webinar

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**12:00 – 13:30 Impact orientation and impact analysis in the work of museums**  
Bettina Kurz

The workshop will provide the participants with an introduction to the concepts of impact orientation and impact analysis with a focus on the work of museums and arts institutions and their programs. Participant will learn how setting project objectives can build a base for impact measurement and is crucial for managing programs that aim to achieve social impact. An overview over different tools and methods to collect data on different outcomes of a program will be given and participants will learn how to decide what kind of monitoring and evaluation tools will be most useful and manageable for their projects. There will be the opportunity to ask questions throughout the session. Participants receive a list with helpful further information.

**12:00 – 13:30 How can social inclusion become a crucial part of museum work?**  
Fabian Schnedler

This workshop is not about the question whether social inclusion should be part of the museum's agenda, but how it can become part of the system.

It seems to be a great challenge for museums to consider cultural and social participation as a basic task of their museum work in all core areas and areas of the museum. Museum projects that take social inclusion into account often remain lighthouse projects or ghost projects and are seen as a marginal issue rather than an opportunity.

After several years of educational work in a museum, experience with participation projects and cooperation, I came to the conclusion that we need structural and strategic change. On the other hand strategic change is one of the most difficult things to do. So how can we bring social inclusion forward without getting too frustrated?

In this workshop my plea is for small, but strategic and sustainable action with people who think alike. I will introduce a strategic tool that we developed in the educational department of the Jewish Museum Berlin which has the power to promote social and cultural inclusion. And I will share our experiences with the implementation of it. In the practical part of the workshop participants will analyse the situation at their institutions and will have the task to develop a mini-strategy of three practical and sustainable steps towards more social inclusion at their museum. In the end these ideas will be presented and discussed.

**12:00 – 13:30 Modern technology for museum audiences**  
Małgorzata Zajac

Why do museums need web-enabled digital content, artificial intelligence, virtual/augmented reality, gamification, immersive audio guides and podcasts, video walls, technologies enabling interactive contact with objects, user generated content, holograms, contemplative audio guides or transmedia storytelling?

The workshop will take a look at the latest technology trends in the museum sector and analyse and prioritise the underlying needs of physical and virtual museum visitors.