

# *Impact durch Selbst-Evaluation:* eine Idee aus Finnland macht Karriere in Europa

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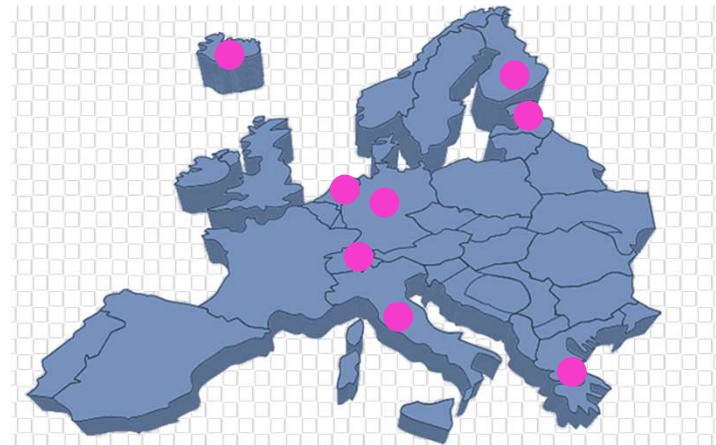
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MUSEUMS OF IMPACT

## MOI! Project in a nutshell

- Funded by the Creative Europe programme (COOP2, July 2019)
- Duration until November 2022 (34M), budget 731 300 € (50% EU funded)
- 11 partners from 8 countries across Europe
  - [Finnish Heritage Agency \(FI\)](#) (co-ordinator), BAM! Strategie Culturali (IT), Greek Ministry of Culture (GR), NEMO Network of Museum Organisations (DE), Museum of Cycladic Art (GR), Estonian National Museum (EE), Finnish Museum Association (FI), European Museum Academy (NL), Museum Council of Iceland (IS), Prussian Cultural Heritage Foundation (DE), MUSIS - Steirischer Museumsverband (AT)
  - Museum advisors
  - Ministries and public agencies
  - Museums
  - Networks and associations
  - Development agencies



## Developmental self-evaluation

- Non-linear
- Fokus auf komplexe, dynamische Systeme
- Schnelles feedback – langfristiger, zyklischer Prozess
- Selbst organisiert, unter Einbeziehung aller Hierarchien und Statusgruppen
- Evaluator\*in als interner "facilitator"
- Systemischer Lernprozess
- Blick richtet sich konsequent nach innen
- Modularität



## Auf dem Weg zum europäischen “framework”

- Aim: to produce a **European museum self-evaluation framework** for museums of all sizes and types, with the help of which they can increase their impact in society
- Key activities: a series of **workshops** and **open stakeholder forums** to formulate the new model; a number of **pilots** in museums to test the model; **publishing the model** and disseminating information about it

8 Evaluationsmodule, aufgeteilt in 4 **Basis** und 4 *impact* Module; mit insgesamt 170 *impact* Aussagen zum Evaluieren



In den  
gemeinsamen  
Dialog treten



Bereiche  
identifizieren,  
in denen  
Weiterent-  
wicklung  
möglich ist



Ergebnisse  
nutzen, um  
Veränderungs-  
prozesse  
anzustossen

= mehr *impact*

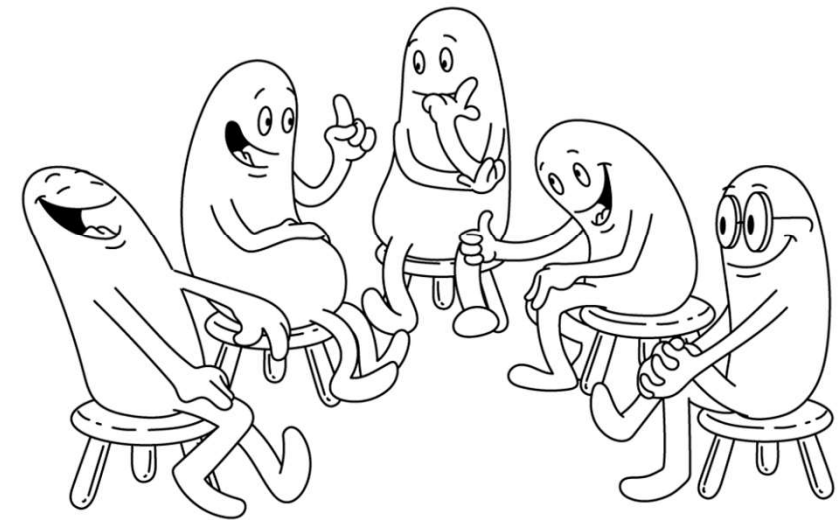
# How can we as an institution become a museum of impact?

**What we do** Understanding operational environment, defining goals, our way of working, evaluating our goals and success -  
**DISCUSS**

**How we work** Discussing competences and diversity, Innovation capacity, Ability to change, Well-being of staff – **DISCUSS AND EVALUATE ON A SCALE**

**How our organisation functions** Focusing on the Communication, Service development and Resources of our museum - **DISCUSS AND EVALUATE ON A SCALE**

**How we embed the digital**  
Going through our digital presence, policies and practices  
- **DISCUSS AND EVALUATE ON A SCALE**



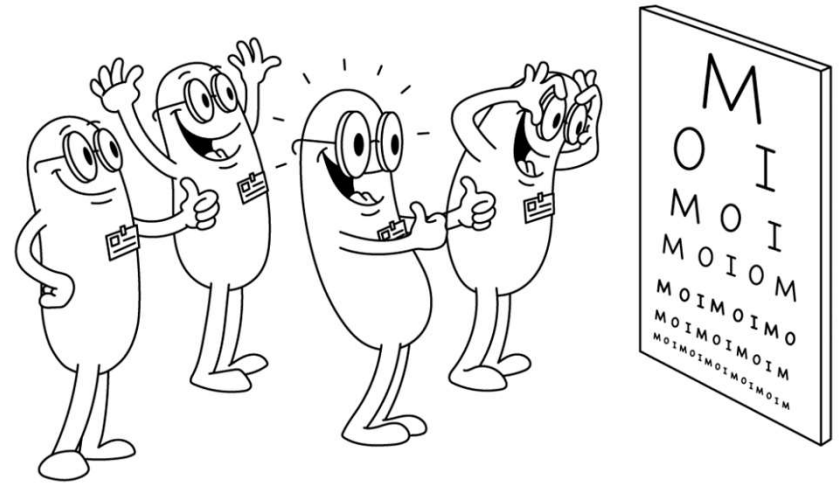
## Where do we find our impact area? Four **impact** modules.

**Societal relevance- DISCUSS AND EVALUATE ON A SCALE**

**Communities and Shared Heritage – DISCUSS AND EVALUATE ON A SCALE**

**Sustainable and Resilient Societies - DISCUSS AND EVALUATE ON A SCALE**

**Relevant and Reliable Knowledge - DISCUSS AND EVALUATE ON A SCALE**





Societal Relevance DISCUSS AND EVALUATE ON A SCALE				
Society and operational environment	Strategic choices and objectives	Communication	Communities and networks	Collections and content
1. We have identified and defined the different parts of society where we have a role	5. We have considered where and how we can be relevant in society	9. We reach different parts of society with our communication and our message	11. We know and follow what happens in our communities and understand their concerns	15. We use our collections and knowledge resources actively in addressing current topics in society
2. We have actions that support and promote democratic development	6. We examine our actions, policies and services from many points of view	10. We participate in discussions on current topics in society	12. We have built connections with relevant communities and actors considering our role in society	16. We have addressed and reflect diversity in our collection and outreach policies
3. We have actions that support and promote social cohesion, openness and tolerance	7. We build and evaluate our strategy and objectives against democratic values and social equality		13. We have strong relations to diverse relevant sectors of and organisations in society	17. We communicate openly what we collect and disseminate, and our policies these areas are freely accessible
4. We have actions that support and promote equality, diversity, and human rights	8. We assess our relevance with various means and develop our activities based on these assessments		14. We are a reliable and fair partner in our partnerships and networks	18. We maintain an active dialogue both internally and externally about the history and composition of our collections
				19. The way we collect, preserve and document the heritage of our community allows the integration of diverse perspectives

1. *there is no proof of the existence of the matter, and it has not been discussed*
2. *the matter is under discussion and will be developed, but there is not any proof of its existence yet*
3. *the matter is being implemented, but it has not been evaluated or developed*
4. *the matter works well in practice, and it is being evaluated and developed*
5. *the matter works in practice, it is being evaluated and developed, and it is a particular strength as far as operations are concerned*

# Herausforderungen

- Komplexität
- Investment und Interesse
- Langfristiges Engagement
- Skalierbarkeit

Danke für Ihre Aufmerksamkeit!



MOI Museums of Impact



[www.museumsofimpact.eu](http://www.museumsofimpact.eu)



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