



Museums: strategies of social impact

Day of discussion for Italian museum professionals on the social impact of museums

Monday 22nd February 2021

On **Monday 22nd February 2021** will take place the second Stakeholder Forum of the project **MOI! Museums of Impact**, supported by the European Union through the Creative Europe program.

The event, entirely online, is dedicated to the Italian museums community and is organized by BAM! Strategie Culturali in partnership with Bologna Museums Institution of the Municipality of Bologna and the Cultural Heritage Service of Emilia-Romagna Region.

During the event, Italian museums will focus on the **strategies they are implementing** to maximize their social impact and will discuss with institutional representatives to **share visions and propose possible new tools**.

Case studies will be presented by the Finnish Heritage Agency, lead organization of the European project MOI! Museums of Impacts and **discussion tables** will be organized for the museum professionals in order to bring their point of view on the topics of the day.

Among the guests: **Matteo Lepore**, Councilor for Culture of the Municipality of Bologna; **Mauro Felicori**, Councilor for Culture of the Emilia-Romagna Region; **Serena Bertolucci**, Director of Palazzo Ducale in Genoa; **Martina Bagnoli**, Director of Estensi Galleries of Modena and Ferrara; **Stefano Karadjov**, Director of Brescia Museums Foundation; **Daniela Dalla**, Head of cultural mediation and educational services of Bologna Museums Institution; **Erminia Sciacchitano**, collaborator of the Italian Minister for Cultural Heritage; **Valentina Galloni**, Cultural Heritage Service of Emilia-Romagna Region. **Roberto Grandi**, President of Bologna Museums Institution closes the day.

The initiative will take place from 10.30 to 16.30. The whole event is organized for **Italian speaking attendees**.

All the participants will receive preparatory materials including information on the European project MOI ! Museums of Impacts and on self-assessment tools for museums.

Links

Google form to register for the day: <http://bit.ly/MOImuseumsofimpact>

[Facebook event](#) (to follow all the news and the streaming of the day)

[Linkedin event](#)



PROGRAM

h.10.30 - 11.00 | **Why do we ask museums to have a social impact?**

with:

- Matteo Lepore - Councilor for Culture, Municipality of Bologna
- Mauro Felicori - Councilor for Culture, Emilia-Romagna Region

h.11.00 - 11.30 | **MOI! Museums of Impacts: a model of self evaluation for museums**

with:

- Pirjo Hamari - Finnish Heritage Agency
- Federico Borreani - BAM! Strategie Culturali

h.11.30 - 12.00 | **Social reporting and museums, the state of the art**

with:

- Erminia Sciacchitano - collaborator of the Italian Minister for Cultural Heritage
- Valentina Galloni - Cultural Heritage Service of the Emilia-Romagna Region

h.12.00 - 13.15 | **Roundtable: the experience of italian museums in strategies and impacts evaluation**

with:

- Martina Bagnoli - Director of Gallerie Estensi of Modena and Ferrara
- Serena Bertolucci - Director of Palazzo Ducale of Genoa
- Daniela Dalla - Head of cultural mediation and educational services of the Bologna Museums Institutions
- Stefano Karadjov - Director of Brescia Museums Foundation

h.13.15 - 13.15 | Lunch break

h.14.15 - 15.00 | Working table for museum operators

Session 1: Strategic tools

h.15.15 - 16.00 | Working table for museum operators

Session 2: Social impact

h.16.00 - 16.30 | **What perspective for the future?**

Conclusions by Roberto Grandi - President of Bologna Museums Institution



The project MOI! Museums of Impact

MOI! Museums of Impact is a European cooperation project co-funded by the Creative Europe Programme. The project aims to develop a **self-evaluation framework** with an impact oriented perspective: museums will be able to critically evaluate their operations and to develop their capacity to meet the demands of a changing society.

The organisations collaborating to develop the framework and partners of the project are **Finnish Heritage Agency, BAM! Strategie Culturali, Hellenic Ministry of Culture and Sports, NEMO Network of Museum Organisations, Museum of Cycladic Art, Estonian National Museum, Finnish Museums Association, European Museum Academy, Museum Council of Iceland, Stiftung Preussischer Kulturbesitz SPK and MUSIS Steirischer Museumsverband.**

The journey to define the new framework is made by a series of **collaborative workshops** and **events open to national museum communities towards Europe**. The exchange and dialogue with stakeholders will refine the model, which will then be tested by a sample of European museums selected through a public call. The final version of the self-assessment system will be published in seven languages, accessible free of charge, accompanied by instructions for use and materials aimed at its promotion and dissemination.

BAM! Strategie Culturali, is a consultancy agency based in Bologna (Italy) specialized in cultural management and strategies for the cultural sector. BAM! works with museums, festivals, theatres, cultural districts, local organisations, universities, foundations and non-profit entities in Italy and across Europe, assisting them with cultural management and audience development.

Contacts

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