



International Association
of Children in Museums



Hands On! International
Association of Children in Museums

European Museum Academy
A European Museum Expertise Foundation

APPLICATION FOR THE 2021 CHILDREN IN MUSEUMS AWARD

The closing date for applications is 1 March 2021.

Nominees for the Award are normally visited in person by judges appointed by EMA and Hands On! to ensure that the museums get the opportunity to discuss everything they feel important for the understanding of the nomination. However, because of the ongoing unpredictable Covid-19 pandemic situation EMA, Hands On! and the nominees need to be prepared for possible digital and virtual judging. This will not affect the criteria of the award. We will follow the situation closely and will contact the nominees if digital and virtual judging is needed.

INFORMATION ON THE AWARD

The Children in Museums Award was established in 2011 by the European Museum Academy and Hands On! International Association of Children in Museums. It recognises excellence and innovation in programmes and exhibits designed for children up to the age of 14 years.

THE JURY

The Award is judged by a panel of experts experienced in many disciplines within the museum field who all contribute their time as volunteers. The judges are looking especially for museums, exhibitions, programmes and museum environments that show:

- a commitment to children, to encourage children's curiosity and to stimulate their imagination
- creativity and innovation
- quality learning experiences

The judges will be looking for what is understood as 'public quality'. In this specific case, the museum's commitment to improving children's experiences, growth, learning, well-being through the museum environment, atmosphere and programming.

ELIGIBILITY

Applications are welcomed from children's museums; from education, children's and youth departments in museums; science centres; and from other cultural institutions with a particular emphasis on children's programming. Museums may be long-established or recently opened. However, priority is given to programmes which display recent innovation. Candidates can compete as such or apply with a special (temporary) programme or exhibition. The project entered for the Award, however, must be current and open for viewing in the judging year, i.e. between 1 March and 30 June 2021.

CRITERIA:

Applications will be assessed against these criteria:

1. INNOVATION

E.g. Showing new pathways to enlarge subject matters, new ideas for using collections in children's programmes/, new ways of using technologies to interact with the content, new forms of actively engaging young visitors, etc.

2. QUALITY OF LEARNING

E.g. Creating an overall environment and atmosphere which are conducive to learning, using interactivity to favour understanding, involving children in the conception and design, testing and evaluation of programmes and exhibitions, etc.

3. INCLUSION AND SOCIAL IMPACT

E.g. Showing evidence of programmes or initiatives that have a social impact and focus on inclusion and diversity, outreach activities, etc.

4. INFORMATION AND COMMUNICATION

E.g. Having an informative website, learning printed and/or digital materials for schools, teachers, parents, etc.

5. STAFF

E.g. Showing good management and well-trained and experienced staff.

PRE-SELECTION

There will be a pre-selection of shortlisted candidates published in advance of the Award meeting, details of which will follow later.

INFORMATION ON THE EUROPEAN MUSEUM ACADEMY (EMA)

EMA is a non-profit Foundation established to reflect museums at the international level, to promote research on museography and museology as a high cultural activity, to provide constructive criticism and promote discussion on new exhibitions and museums, and to disseminate museological knowledge and ideas among members of the profession. It aims to promote the conception and development of new as well as of traditional museums as tools of social change. EMA co-operates with Hands On! International Association of Children in Museums for this Award. EMA members of the Jury of the Award are also members of the EMA Pool of Experts.

INFORMATION ON HANDS ON! INTERNATIONAL ASSOCIATION OF CHILDREN IN MUSEUMS

Hands On! International Association of Children in Museums is an international professional organisation representing and advocating for its non-profit member institutions. It actively stimulates the creation and development of children's museums (including science centres, large collections-based institutions serving young visitors) and more space for cultural and educational activities for children and young people. Hands On! supports the important role of children's museums as centres where play inspires creativity, informal and lifelong learning.

Hands On! International

Association of Children in Museums

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European Museum Academy

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ENTRY FEE

A. The completed application should be accompanied by a non-refundable entry fee of **295 € (two hundred and ninety-five Euros)**, paid by bank transfer.

B. Hands On! International members will pay **225 € (two hundred and twenty-five Euros)**.

Transfer charges must be paid by the applicant. Please make sure that your payment can be identified and include a copy of the transfer instructions with your application.

Bank: ING Bank

Address: Postbus 94780, 1090 GT Amsterdam, The Netherlands

Account name/holder: European Museum Academy

IBAN: NL36INGB0004682823

BIC: INGBNL2A

VAT number: NL821434147B01

SUPPORTING MATERIAL

Preferably via WeTransfer to Dr Arno van Berge Henegouwen at arnovbh@xs4all.nl AND to Ann Nicholls, EMA Co-ordinator at ann.n1493@gmail.com. Please note that all future correspondence should be sent to Ann Nicholls. The other mail address is for this purpose only. Please let us know if for any reason you are not able to use WeTransfer (Ann Nicholls: tel: +44 117 9737965).

Your application should include the following:

- The Entry Data page (Word format)
- The completed questionnaire attached to the application form (Word format).
- One typewritten page outlining how your institution reacted to the Covid-19 pandemic.
- Up to 10 digital images in JPEG format, no larger than 2 MB each, with general views of the exhibitions and activities which illustrate your strong candidature for the Award, plus one exterior view of the building with its name clearly displayed. Should further visual documentation be necessary please copy photos on a Word file. Films should not be more than five minutes in length and should also be sent via WeTransfer. All images must be free of copyright and accompanied by a declaration which enables EMA and HOI! to use them for non-commercial purposes in its printed materials, on the Internet as well as in training programmes.
- Scanned copies of a brochure, leaflet or other publicity material you wish to include
- A copy of the bank transfer instructions, which should include the name of the sender's organisation.

For further background information, see the websites: www.hands-on-international.net and www.europeanmuseumacademy.eu.

2021 CHILDREN IN MUSEUMS AWARD QUESTIONNAIRE

1. **Please provide a short presentation of your organization: vision, mission and its commitment to children, target groups addressed,** (pre-schools, school children, families), etc. (max 2000 characters including spaces)
2. **INNOVATION.** In what way is your museum/children's programme/exhibition contributing to introduce new ideas or innovative practices as far as children in museums are concerned (for example, by employing new ideas, methodologies or technologies, new forms engaging young visitors, etc.) (max 2500 characters including spaces)
3. **QUALITY OF LEARNING.** How do you ensure the quality of the learning experiences? How do you assess children's needs? Do you involve children in the conception and evaluation of programmes and exhibitions? (max 2500 characters including spaces)
4. **INCLUSION AND SOCIAL IMPACT.** Please describe your policies and programmes that aim at inclusion and have a social impact. (max 2000 characters including spaces)
5. **INFORMATION AND COMMUNICATION.** What is your communication strategy with regard to children? Which tools are used? (max 1500 characters including spaces)
6. **STAFF.** Please describe the management structure and the number of dedicated staff. Is the staff diverse, experienced and well trained? How are activities facilitated? (max 1500 characters including spaces)
7. **Why do you think your museum should win the Children in Museums Award?** (max 800 characters including spaces)