

MOI! Evaluation for Impact

STAKEHOLDER FORUM FOR
NORDIC MUSEUM PROFESSIONALS

10th of May 2021 10:45–16:45 CET



MUSEUMS OF IMPACT

The MOI Stakeholder Forum for Nordic museum professionals is an opportunity to get to know this European co-operation project and the tool it is developing for museums better. The project aims to help museums to increase their impact by supporting them in evaluating and refocusing their work actively and according to their own strengths and strategies. The final result of the project will be a European self-evaluation framework based on the concept of developmental evaluation.

This event, which marks the third open Stakeholder Forum of the project, is dedicated to the **Nordic museum sector**. We wish to create an open exchange on what Nordic museum professionals consider crucial interfaces

between museums and their impact in society. These views are important to help us build a strong, current, and agile development tool that best serves the museums in their capacity building and impact-oriented management. We are leveraging evaluation for impact.

The event programme features a short introduction to the MOI! Museums of Impact project and a presentation on the concept of developmental evaluation as a tool. These presentations will provide you with further information on the project and the concept and purpose of the tool.

A round table discussion will gather experts to discuss the power of museums as changemakers in the society and the potential for impact

that museums as institutions have today. Susanna Pettersson from Nationalmuseum in Stockholm will be moderating the discussion.

In the afternoon, participants will be invited to give their own input on developing the self-evaluation framework in workshops facilitated by the project partners. The workshops will discuss the different areas of impact museums can have, and the possibilities and challenges of using self-evaluation as a tool. This input from different stakeholder landscapes across Europe will provide valuable information for the development of the framework.

**WELCOME TO THE MOI NORDIC
STAKEHOLDER FORUM!**

PROGRAMME (all times in Central European Time)

10:45 The meeting room opens

PART 1: INTRODUCTION AND ROUND TABLE

11:00 - 11:15	WELCOME AND INTRODUCTION Leena Tokila Director of Training and Development, The Finnish Museums Association	Leena Tokila, Director of Training and Development from MOI project partner Finnish Museums Association will open the Forum by outlining the bigger picture of museums and societal impact, and the role and benefits that self-evaluation has in this context.
11:15 - 11:30	MOI! MUSEUMS OF IMPACT PROJECT PRESENTATION Marianne Koski and Eeva Teräsvirta Senior Advisors, Finnish Heritage Agency	MOI! project team members Marianne Koski and Eeva Teräsvirta work as Senior Advisors in Finnish Heritage Agency's unit for Development of the Museum Sector. They are cultural heritage management and development experts and part of the team responsible for The Evaluation and Development Framework for Finnish museums. In their presentation they will introduce the MOI! Museums of Impact project in a nutshell as well as briefly discuss the concept of impact and the aims of the project.
11:30 - 11:45	DEVELOPMENTAL EVALUATION Petri Uusikylä PhD, Frisky & Anjoy	Petri Uusikylä has worked with the Finnish Heritage Agency in developing the Evaluation and Development Framework for the Finnish museums. In his presentation, he will address the questions related to the role of evaluation in the process of developing European museums. He believes that evaluation is needed to identify what works, for whom, in what respects, to what extent, in what contexts, and how. A new developmental and systems-driven evaluation approach is urgently needed for evaluating the effectiveness and impacts of museums in complex environments.

11:45 - 12:00	EXPERIENCES IN USING AN EVALUATION FRAMEWORK FOR MUSEUMS Miikka Kumpulainen , Curator, The Museum of Central Finland	Miikka Kumpulainen works as a curator at the regional Museum of Central Finland. In his comment speech, he will share experiences and insights on the use of self-evaluation in museum work and the benefits of self-evaluation to museums.
12:00 – 12:15	Break	
12:15–13:15	ROUND TABLE DISCUSSION: MUSEUMS AS CHANGEMAKERS	Cultural heritage and cultural organisations represent great societal value. The closing of museums due to Covid-19 demonstrated the strong symbolic value that museums have in our societies. The panel will discuss museums' role and impact as well as the biggest challenges and opportunities for the future. Are we doing the right things? What should we start doing differently? Moderator: Susanna Pettersson , Director General, Nationalmuseum, Stockholm Round table speakers: Olov Amelin , Director, Jamtli, Östersund Guðbrandur Benediktsson , Director, Reykjavík City Museum, Reykjavík Niklas Cserhalmi , Director, Arbetets museum (The Museum of Work), Norrköping Carina Jaatinen , Director, Museum of Finnish Architecture, Helsinki
PART 2: WORKSHOP		
14:00 – 15:45	WORKSHOP SESSION	The workshops in the MOI stakeholder Forum are intended to provide an open space for museum professionals to discuss and reflect on museums as important actors and agents in achieving social, cultural and economic impact. The new developmental evaluation model needs these expert discussions to be able to focus on issues that are considered the most relevant and important in the interface between museums and their communities. The results of the discussions will influence the formation of the new development framework and help us to create a relevant tool for all museums with impact at its core. The participants will be asked to join smaller discussion groups to allow for engaged exchange of views. The groups will be led by a moderator who will facilitate the discussion and report key findings in the following plenary session. The participants will be asked to reflect and express their views on e.g. what the key impacts that museums can have in society are, or how they see the museums' role in building e.g. resilience in society. They will further be asked to assess the usefulness of the proposed tool in their everyday work, operations and strategic planning.
14:00 – 14:10	INTRODUCTION	
14:10 – 14:55	WORKSHOP SESSION 1	How do you see the museums' role in society? How can museums build futures and act as changemakers?
14:55 – 15:05	Break	
15:05 – 15:45	WORKSHOP SESSION 2	How do you see developmental evaluation as a tool for museums? What benefits and challenges do you see in using a self-evaluation tool?
PART 3: CLOSING SESSION		
16:00 – 16:45	SUMMARY OF WORKSHOPS AND CLOSING DISCUSSION	MOI Project Leader Pirjo Hamari from the Finnish Heritage Agency will summarise the workshop discussions together with the workshop moderators.

The event takes place in ZOOM webinar. The webinar link is sent to all registered participants before the event. Note that all times mentioned in this programme are in Central European Time. The event will be recorded and available after the event on the project website.

Organisers: MOI! Museums of Impact project / Finnish Heritage Agency and Finnish Museums Association

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**Museovirasto
Finnish Heritage Agency**



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