

# *MOI! Museums of Impact*

Project presentation  
Evaluation for Impact  
Nordic Stakeholder Forum  
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Marianne Koski and Eeva Teräsvirta  
Finnish Heritage Agency



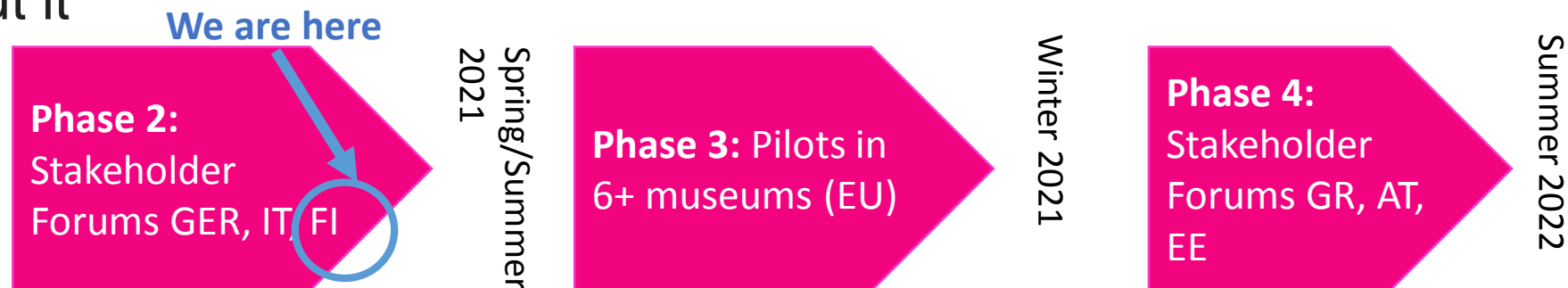
MUSEUMS OF IMPACT



Museovirasto

## MOI! Project in a nutshell

- Funded by the Creative Europe programme (CO-OP2)
- Duration: until November 2022
- 11 partners from 8 countries across Europe
- Aim: to produce a **European museum self-evaluation framework** for museums of all sizes and types; to provide museums with a tool that helps them 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



# Developmental evaluation as an approach

**Developmental Evaluation** (DE) is an evaluation approach that can assist social innovators develop social change initiatives in complex or uncertain environments. DE approach emphasizes the role of service design or development because it facilitates real-time, or close to real-time, feedback to management, thus facilitating a continuous development loop.

Doing things right vs. Doing the right things  
Evaluating impact vs. Evaluation for impact



## Concept of impact

Impact goals:

- The change you want to make or be in the society
- Unique for every museum
- A constant dialogue and interaction between museum, its environment, audiences, communities etc.

➔ Impact goals form the basis for the existence of a museum and define for what reason and for whom the museum exists.

➔ When the museum has thoroughly considered its goals and is developing its operations based on these goals, it will be able to improve its impact on its communities and on society at large.



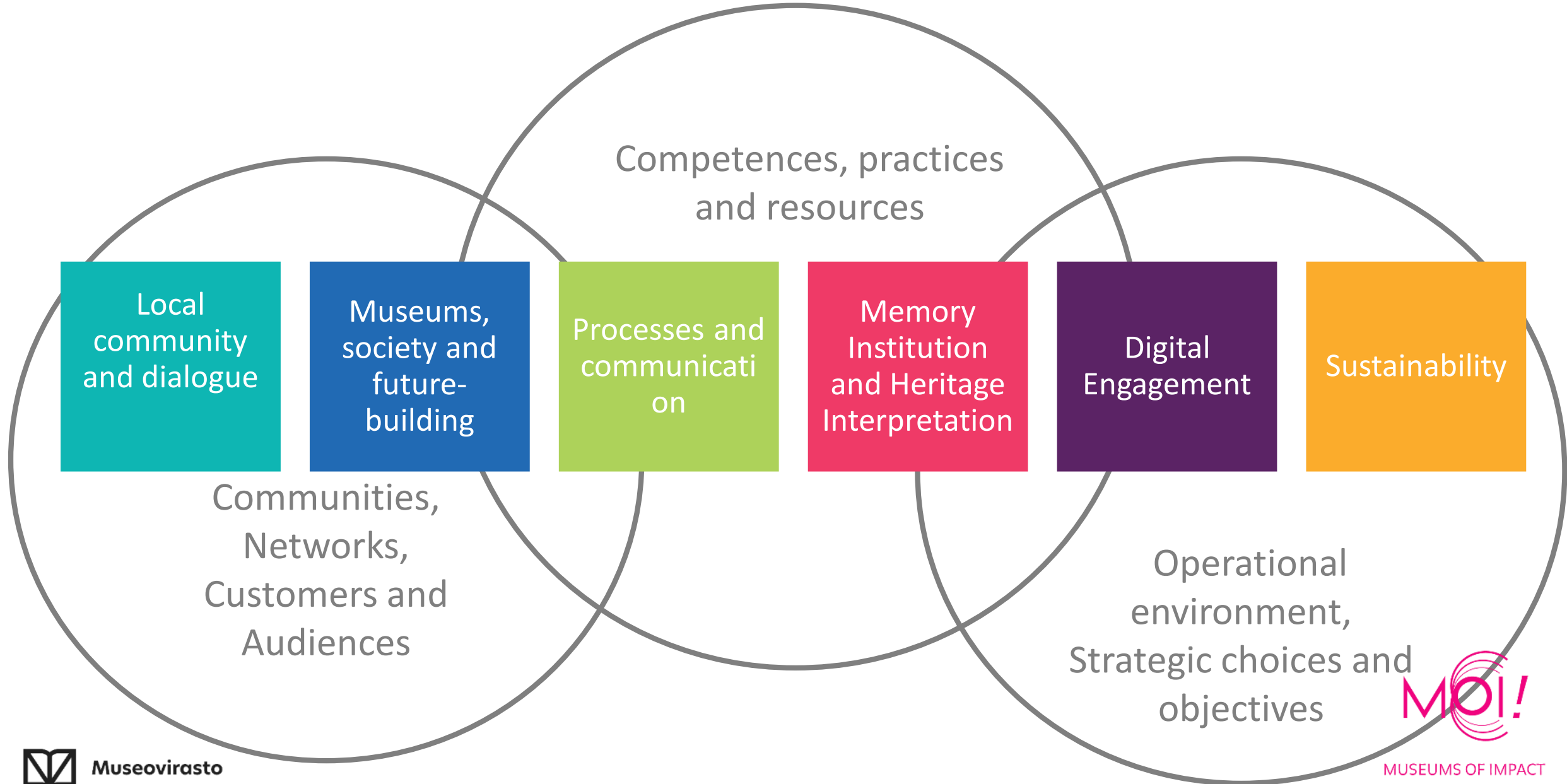
# Concept of impact

Some of the key questions:

- Is the museum in constant dialogue with its environment to identify relevant changes for its communities, audiences and itself
- For whom and with whom are the activities and services planned and implemented in order to achieve the intended impacts?
- How are the resources (collections, information and data, competences, premises and financial resources) put into active use to produce the intended impacts?
- Does the museums working culture enable and promote f ex. dialogue, setting mutual goals, creating new ideas and wellbeing of staff?
- Has the museum's range of activities, services and programmes been created on the basis of conscious choices to achieve intended impacts?



# Which kinds of areas are covered?



# In the MOI! Project we are building an European Museum Self-Evaluation Framework that...

## IS:

- A simple tool to rethink your organisation
- A self-evaluation tool
- Helps to think about museum's impact in society and increase it
- Allows developmental dialogue in museum organisation
- Can be used in modules – light and fast development process

## IS NOT:

- Not about quality in museum processes, but can support and add to such evaluation or accreditation models - a step beyond
- Not an external assessment of museum activities, nor metrics to measure impact
- Different museums' evaluation results are not compared or rated against other museums
- No required level against which the results are compared



# If you want to know more, we are here:



[museumsofimpact@museovirasto.fi](mailto:museumsofimpact@museovirasto.fi)



MOI Museums of Impact



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



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