Engaging in European projects: is it worth it?

Margherita Sani

Istituto Beni Culturali Regione Emilia Romagna
NEMO – Network of European Museum Organisations
Liverpool 3 February 2016

'Going up in the world' Guidelines for Good Practice on International Opportunities for Museums'

Advantages of working internationally:

- raises the profile of the museum (80.8%)
- widens horizons (64.7)
- develops staff (60.3%)

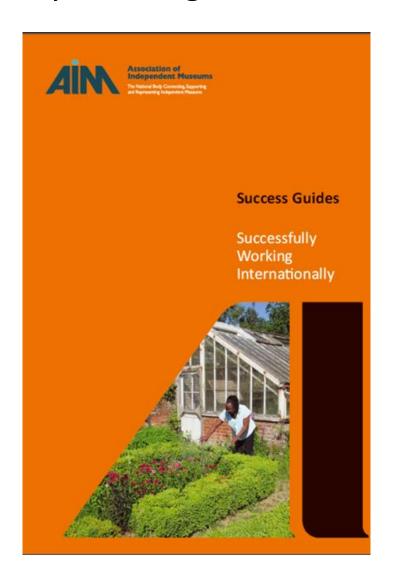
Opportunities of working internationally:

- develops new audiences (46.8%)
- attracts EU funds (45.5%)
- export skills and experience (40.4%)

by Judi Caton for The Council for Museums Archives and Libraries, 1999

AIM Success Guides

Successfully Working Internationally, 2013





The Lisbon Strategy 2000-2010 Lifelong learning

- The **Lisbon Strategy** (March 2000) aimed at making the European Union (EU) the most competitive economy in the world and achieving full employment by 2010.
- This strategy rested on three pillars:
- An economic pillar: need to adapt constantly to changes in the information society and to boost research and development
- A social pillar: investing in human resources and combating social exclusion. The Member States are expected to invest in education and training
- An environmental pillar drawing attention to economic growth and the use of natural resources

EU Strategy 2020

The EU 2020 Strategy defines itself as a strategy for **smart**, **sustainable** and **inclusive** growth.

The strategy rests on three interconnected and mutually reinforcing priority areas:

- 1. **smart growth** (developing an economy based on knowledge and innovation promotion of know-how; innovation, education, digital community);
- 2. *sustainable development* (the "green" economy; low carbon emissions; efficiency of resources; competitiveness);
- 3. *inclusive growth* (enlarged labour market, specialisation; war against poverty high-employment economy delivering social and territorial cohesion).

The five targets for the EU in 2020

• 1. Employment

75% of the 20-64 year-olds to be employed

2. R&D

3% of the EU's GDP to be invested in R&D

• 3. Climate change and energy sustainability

- greenhouse gas emissions 20% (or even 30%, if the conditions are right)lower than 1990
- 20% of energy from renewables
- 20% increase in energy efficiency

4. Education

- Reducing the rates of early school leaving below 10%
- at least 40% of 30-34—year-olds completing third level education

5. Fighting poverty and social exclusion

at least 20 million fewer people in or at risk of poverty and social exclusion

Work Plan for Culture 2015-2018

Priorities:

- A) Accessible and inclusive culture
- B) Cultural heritage
- C) Cultural and creative sectors: creative economy and innovation
- D) Promotion of cultural diversity, culture in EU external relations and mobility

http://data.consilium.europa.eu/doc/document/ST-16094-2014-INIT/en/pdf

Work Plan for Culture 2015-2018 Priority Area A

 Development of the key competence "cultural awareness and expression"

 Promoting access to culture via digital means: policies and strategies for audience development

Fostering the contribution of culture to social inclusion

Work Plan for Culture 2015-2018 Priority Area B

Participatory governance of cultural heritage

 Skills, training and knowledge transfer: traditional and emerging heritage professions

 Risk assessment and prevention for safeguarding cultural heritage from the effects of natural disasters and threats caused by human action

Work Plan for Culture 2015-2018 Priority Area C

Access to finance

 Role of public policies in developing entrepreneurial and innovation potential of cultural and creative sectors

Sustainable cultural tourism

Work Plan for Culture 2015-2018 Priority Area D

- UNESCO convention on the protection and promotion of the diversity of cultural expression
- Culture in EU external relations
- Intercultural dialogue and mobility
- Cinema: improving circulation of European films

Open Method of Coordination (OMC)

The European Commission cooperates with Member States to develop proposals for cooperation between EU countries or define policy on a European level. This form of cooperation is referred to as the **Open Method of Coordination (OMC)**.

The OMC Working Groups are made of Member States' experts appointed by the Ministries

Voices of Culture

Structured Dialogue between the European Commission and the cultural sector

It provides a framework for discussions between EU civil society stakeholders and the European Commission with regard to culture. It aims to strengthen the advocacy capacity of the cultural sector in policy debates on culture at a European level, while encouraging it to work in a more collaborative way.

www.voiceofculture.eu

ABOUT

Voices of Culture – Structured Dialogue between the European Commission and the cultural sector provides a framework for discussions between EU civil society stakeholders and the European Commission with regard to culture. It aims to strengthen the advocacy capacity of the cultural sector in policy debates on culture at a European level, while encouraging it to work in a more collaborative way. More ...

THEMES

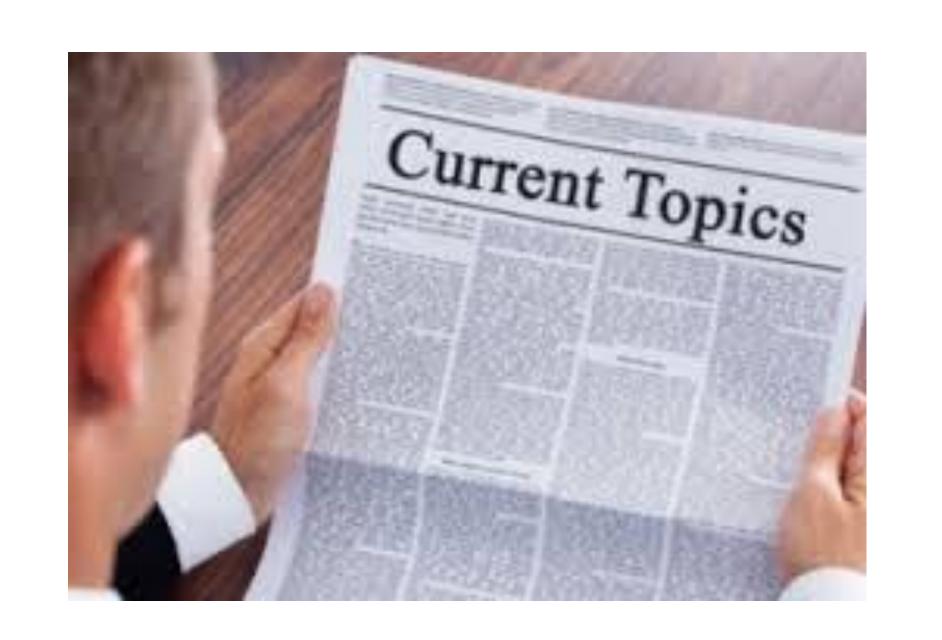
Audience Development via Digital Means Participatory Governance of Cultural Heritage

Developing
Entrepreneurial
& Innovation
Potential of
CCS

Intercultural
Dialogue
Culture in
shared Public
Spaces

The Inclusion of Refugees & Migrants through Culture

APPLY



Transnational circulation Mobility of collections



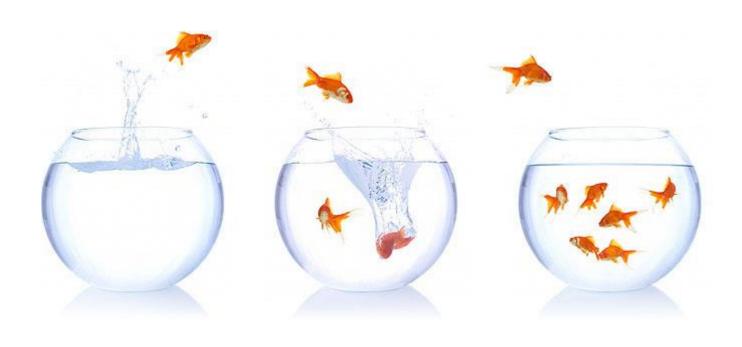




Mobility of artists and culture professionals Capacity building



Promoting access Audience development



Promoting access via digital means





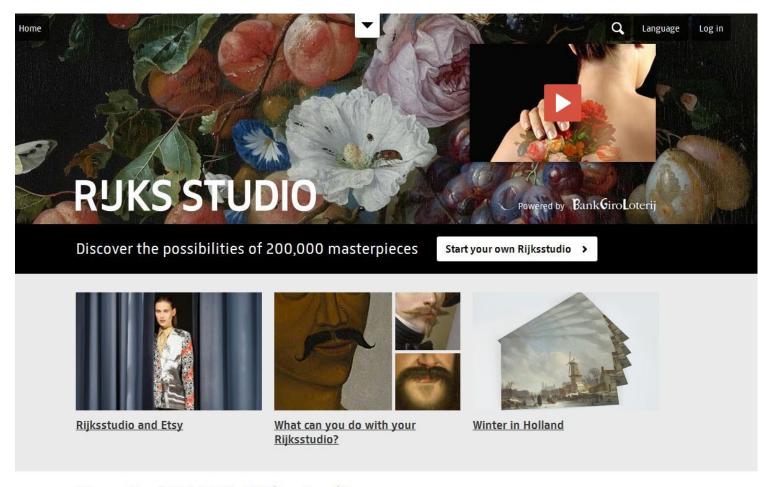


Intercultural dialogue Inclusion of refugees and migrants





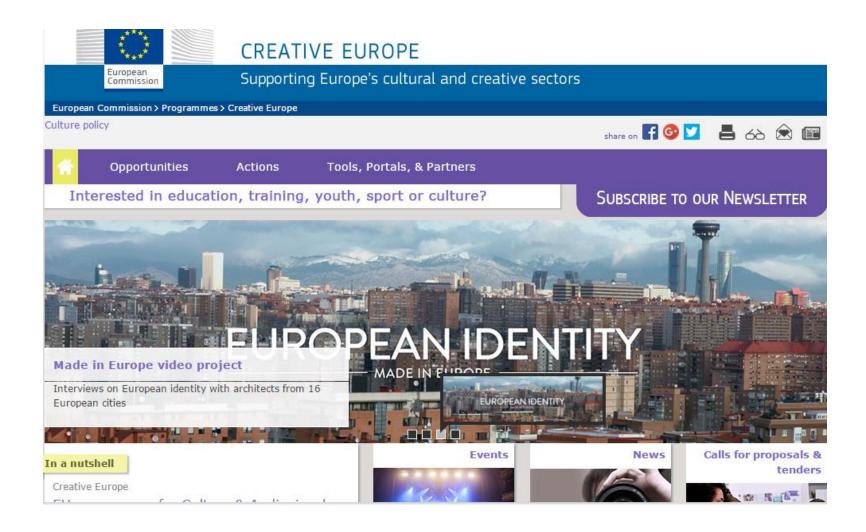
Supporting the creative industries



Now in 175,879 Rijksstudios



Creative Europe



Erasmus +



Horizon 2020



Excellence Science

European Research Council

Frontier research by the best individual teams (ERA)

Future and Emerging Technologies

Collaborative research to open new fields of innovation

Marie Sklodowska Curie Actions

Opportunities for training and carrer development

 Research Infrastructures (Including e-infrastructure)
 Ensuring access to world-class facilities

Competitive Industries

Leadership in enabling and industrial technologies

- ICT
- Nanotechnologies materials, biotechnologies, manifacturing
- Space
- Access to risk finance

Leveraging private finance and venture capital for research and innovation

Innovation in SMEs

Fostering all forms of innovationin all types of SMEs

Societal Challange

- Health, demographic change and wellbeing
- Food security, sustainable agriculture, marine and maritime research, and the bio-economy
- Secure, clean and efficient energy
- Smart, green and integrated transport
- Climate action, resource efficiency and raw materials
- Europe in a changing world – inclusive, innovative, reflective societies
- Secure Societies

European Institute of Innovation and Technologies (EIT)

Spreading Excellence and Widening Participation

Science with and for society

Joint Research Center (JRC)

Euratom

Horizon 2020

Reflective Societies: Cultural Heritage and European Identities

- The multidisciplinary and comparative research will focus on the emergence of a European cultural heritage in a historical perspective and the best way to transmit it.
- It will also analyse how this interplay of cultural heritage at different levels impacts on Europeanisation and the citizens' perceptions on Europe. The research will focus on the place of critical reflection in sustaining this as a cultural resource.

Relevant Directorates General for Culture

DG Education and Culture (DG EAC)

Creative Europe, Erasmus +

 DG Communications, Networks, Content and Technology (DG Connect)

Digital Agenda

DG Research and Innovation (DG RTD)

Horizon 2020

DG Regional and Urban Policy (DG REGIO)

EU Structural Funds

DG Enterprise and Industry (DG ENTR) - Cultural tourism,

DG Taxation and Customs Union (DG TAXUD)- Export of cultural goods

DG Internal Market (DG MARKT), copyright

DG Agriculture and Rural Development (DG AGRI), c.h. in rural areas

DG Maritime Affairs and Fisheries (DG MARE), c.h. in fisheries areas, maritime c.h.

DG Environment (DG ENV), natural heritage

DG Communication (DG COMM) Europe for citizens

How do I get started?



NEMO

The Network of European Museum Organisations –

a link for Museums to the EU

What is NEMO?

- Founded in 1992
- An informal network of museum organisations representing the museum community in Europe
- Based in Berlin, hosted by the German Museums Association

Who are the Members of NEMO?

- National museums associations
- NGOs working for museums on a national scale
- National government bodies responsible for museums
- Associated members: individual museums, interest groups, other European organisations
- Scope: Council of Europe
- Currently, NEMO has members in all 28 EU Member States, plus Norway,
 Switzerland, Russia, Serbia Armenia and Iceland.



NETWORKING

- NEMO enables museums to network and share best practice at the European level and helps museum professionals to collaborate on multilateral projects through our website and network.
- NEMO works with other cultural network organisations in Europe to emphasise common causes and objectives and to demonstrate how cultural activities are strengthened by working together.

EU LIASION

- NEMO informs its members and the museum sector at large about current and prospective European policies on culture and museums, and about the funding opportunities offered by various EU programmes.
- NEMO liaises with relevant European Union institutions, particularly the EU Commission, the EU Parliament and EU presidency stakeholders.
- NEMO regularly publishes news and influences EU programmes, initiatives and recommendations relevant to museums.

Four Strategic Areas:

- 1. Collection Value
- 2. Educational Value
- 3. Social Value
- 4. Economical Value

Stated in NEMO's policy paper



www.ne-mo.org

About us Our Topics Our Actions Our Aims Reading Corner 🚡 🕒 f 😲

NEMO publishes "Museums' 4 Values - Values 4 Museums"!

NEWS, NEMO ACTIVITIES, COLLECTION MOBILITY, LEARNING, URBAN DEVELOPMENT, MUSEUMS AS SOCIAL AGENTS, CULTURAL TOURISM | 04.05.2015

NEMO is delighted to announce its publication of "Museums' 4 Values - Values 4 Museums"!



Museums play an essential role in European life. In the publication "Museums' 4 Values - Values 4 Museums" the Network of European Museum Organisations (NEMO) presents four core values museums preserve and disseminate on behalf of society. The important role of museums in the creation of knowledge and lifelong learning, their impact on communities and their contribution to the economic sector, all of which are stemmed from their vast collections, are emphasised in this publication. These four values that NEMO has chosen as its four strategic areas are highlighted through examples of museum projects from 22 European countries. The presented exemplary museum projects differ greatly in terms of geography, structure and theme, but emphasise how museums serve their visitors, in particular,

and society in general.

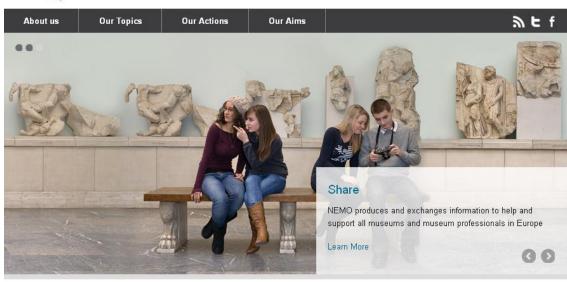
NEMO collected the examples to illustrate its aims for museums in Europe following the contributions made by its members. The examples were reviewed by NEMO's Executive Board Members.

COMMUNICATION



News Events Contact Imprint Newsletter Membership Search...

- Website
- Facebook
- Email List
- Newsletter
- Twitter



News



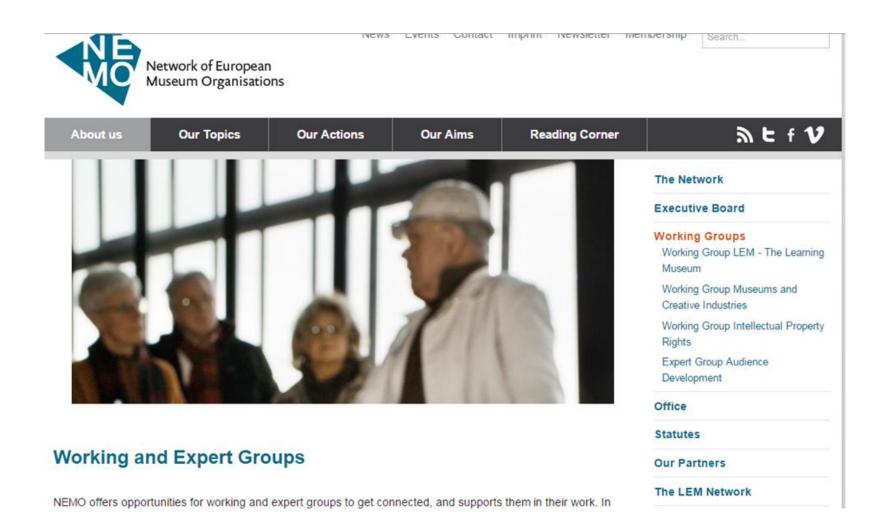


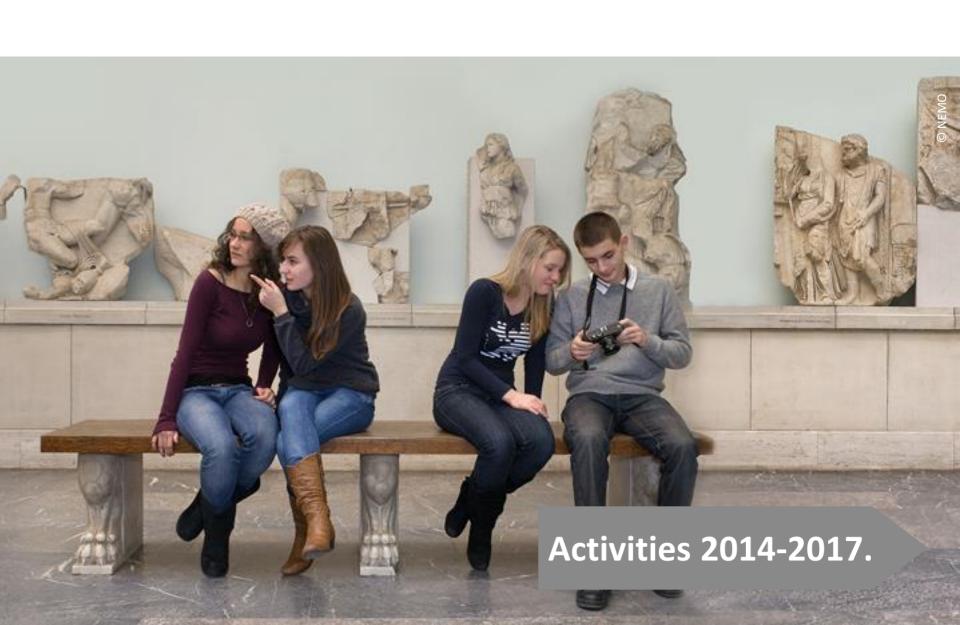
NEMO's Partners:

- Culture Action Europe
- EGMUS
- Europa Nostra
- European Museum Forum
- European Museum Academy

- Europeana
- European Heritage Alliance3.3
- EU Culture Networks Group
- Michael Culture Association

NEMO's Working Groups





ACTIVITIES FOR MEMBERS 2014-2017

1) Exchanges Museum Organisations

- to visit and exchange expertise, find common approaches

2) International Workshops

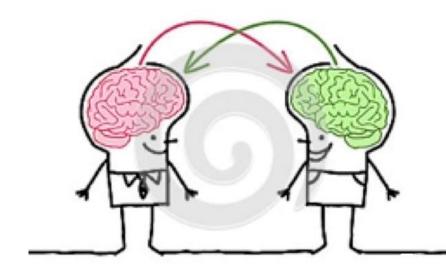
- on business models and good management of museums and museum organisations

3) Open webinars for museum professionals

- on audience development, new media, digital strategies etc.

4) Facilitation of participation at other museum organisations activities

- through travel and accommodation grants



Learning exchanges.

For whom? NEMO members

Aim? learning from each other, capacity building

Keywords? Museums (organisation) management,

daily work, lobbying, work with members



For whom? NEMO mebers

Aim? Capacity building of Museum

Organisation staff members

Keywords? Capacity building, EU projects, funding,

cross boarder work



Webinars.

For whom? everyone

Aim? Seminars offered in English by

different experts in online-seminars. Q & A in real time via Twitter/Chat.

Keywords? Free online classes open to larger

audience, different museum-relevant topics

NEMO's Learning Exchanges

Upcoming Learning Exchanges

1. Exchange hosted by the Icelandic Museums Association in Reykjavík, Iceland

date: 14 June - 16 June 2016

CALL FOR APPLICATIONS OPENS IN FEBRUARY

2. Exchange hosted by the Istituto Beni Culturali in Bologna, Italy

date: January 2017

Past Learning Exchanges

1. Exchange hosted by German Museums Association in Berlin

date: 2 February - 4 February 2015

SUMMARY, PICS AND PRESENTATIONS OF THE EVENT

2. Exchange hosted by Netherlands Museum Association in Amsterdam

date: 12 February - 13 February 2015

SUMMARY AND PRESENTATIONS OF THE EVENT

3. Exchange hosted by Austrian Museums Association in Vienna

date: 5 October - 7 October 2015

SUMMARY, PICS AND PRESENTATIONS OF THE EVENT

4. Exchange hosted by Danish Museums Association in Copenhagen

date: 20 January - 22 January 2016

SUMMARY, PICS AND PRESENTATIONS WILL BE AVAILABLE SOON

Interested, but not a NEMO member? Find out more about a NEMO membership!

professionals

Annual Conference Pilsen 2015

NEMO's upcoming training events

Upcoming Training courses

. 5th International Training Course: Tools to make your digital collections widely visible.

Date and place: 15-16 February 2016, Berlin (Germany)

The call ended on 8 January 2016, the selected applicants whose expenses will be reimbursed by NEMO have been notified.

The objective of this course is to invite museums to learn about digital tools to manage their online collection(s), with an emphasis on how to join the Europeana. The workshop is organised within the Europeana Digital Service Infrastructure (DSI) project framework.

You can register for the training course here.

TENTATIVE PROGRAMME

6th International Training Course: "How to best work between politics, research and practice"

Date and place: 28 April 2016, Östersund (Sweden)

CALL FOR APPLICATIONS NOW OPEN UNTIL 5 FEBRUARY 2016

The Nordic Centre of Heritage Learning & Creativity (NCK) works between politics, research and practice with the focus on learning through heritage experiences. Today NCK works with different projects and activities and is respected for its expertise in the Nordic and Baltic countries. Through the training course participants will learn from NCK's practice and experience. It focuses on ways to define, shape and develop a profile and brand in the world of museums and heritage in a broader sense.

 7th International Training Course: "Does the business thinking approach end the era of 'traditional museums' or do they set the museum free?"

Date and place: September 2016, Copenhagen (Denmark)

How can hardcore financial results balance with more intangible results from museum initiatives in order to demonstrate the performance of a museum as a cultural institution?

How far can we drive stakeholder engagement in museum development and daily work?

To what extend does Project Management fit the needs of Project Thinking in museums?

Actions for museum professionals

Annual Conference Pilsen 2015



Next NEMO's annual conference Karlsruhe Germany

10-12 November 2016

European Museum Forum www.europeanmuseumforum.info



European Museum Academy www.europeanmuseumacademy.eu



ASEMUS asemus.museum



Asia-Europe Museum Network - ASEMUS

ASEMUS (Asia-Europe Museum Network) is a cross-cultural network of museums with Asian Collections which promotes mutual understanding through collaborative activities and works towards facilitating the sharing and use of museum collections. Read More





ASEF's contribution is with the financial support of the European Union.

Building a European project Some tips



Starting with ...

 The Programme Priorities ... get familiar with them...

 Are they compatible with my own organisation's priorities? And with those of my partners?

Finding the ideal match...

Preparatory steps

- The application form
- The partners
- The jargon
- The one page outline for partners
- The preparatory meeting (2-1 month before)

Six questions to begin with...

- What is the focus of my project?
- What do I want to achieve?
- Is it coherent with the programme priorities?
- How do I identify my partners?
- Who will be my competitors?
- Who will be my evaluators?

Structure application form

- Structure of the application form
- ❖ Part A Identification of the applicant and other organisations participating
- ❖ Part B − Organisation and activities
- ❖ Part C − Description of the project
- ❖ Part D − Technical capacity
- ❖ Part E Project implementation / Award criteria
- ❖ Part F − Workplan in workpackages

Work packages

- Organisation in single work packages (corresponding to different project activities):
- Project Management (Coordination & Administration)
- * Project Development (e.g Organisation of a conference, etc.)
- **Dissemination** (Project leaflet, Publication, Website, etc.)
- Quality and evaluation plan (Collection of internal and external feedback on project activities and outcomes)
- **Exploitation** (Sustainability of project results)

Award criteria

- Relevance
- Quality of the Work Programme
- Innovative Character
- Quality of the Consortium
- European Added Value
- Cost-benefit ratio
- Impact
- Quality of the dissemination plan (dissemination, exploitation)

- 1. Relevance (35)
- This criterion evaluates how the project will contribute to reinforcing the sector's professionalization and capacity to operate trans-nationally, to promoting transnational circulation of cultural and creative works and mobility of artists and to improving access to cultural and creative works.

- 2. Quality of the content and activities (25)
- This criterion evaluates how the project will be implemented in practice (quality of the activities and the deliverables, the experience of the staff in charge of the project and working arrangements).

- 3. Communication and dissemination (20)
- This criterion evaluates the project's approach to communicating its activities and results and to sharing knowledge and experiences with the sector and across borders. The aim is to maximise the impact of the project results by making them available as widely as possible at local, regional, national and European levels, so that they have a reach beyond those directly involved in the project and an impact beyond the project's lifetime.

- 4. Quality of the partnership (20)
- This criterion evaluates the extent to which the general organisation and co-ordination of the project will ensure the effective implementation of the activities and will contribute to their sustainability.

Writing an application...

...is a one person's exercise...

...but assure consultation with partners at some stage and especially when detailing their tasks and involvement

... but also leave it loose for "organic growth"

Using the right language **NO**

Museums have long been considered emblematic spaces for consolidating the values and identity of the society by which they were created, transmitting monologues which, until recently, could not be questioned.

In today's complex world, where cultural references can become blurred between virtuality and nomadism, museums must be capable of repositioning themselves and show a willingness to question the objectivity of the dominant cultural context, making way for the references and perspectives of new social actors.

Using the right language **YES**

The project aims to fully develop the potential of museums as places of intercultural dialogue and promote a more active engagement with the communities they serve.

Museums are by nature, places where different cultures are documented through the material evidence they produce over the centuries, where these same cultures are researched, where knowledge is made available to citizens in many different ways. Museums are places of research, linking past and present, distant and near; they are also places where questions are raised and debate is facilitated. The knowledge they produce can help understand cultures and cultural identities, fostering recognition and mutual respect.

An effort can and must be made to fully develop museums as places of encounter and intercultural dialogue.

Application quality – A strong proposal is:

- •Coherent (problems, solutions, target groups, activities, budget, ambitions/resources/competence)
- •Simple (objectives, approach)
- Evidence based (ex-ante needs analysis, state of art)
- •Clear (identifying the need for such proposal, the solutions, and the outputs)
- Rigorous in its planning (which activities, when, for how long, and with what resources)
- Explicit (do not take for granted any information, if it is not in the application it cannot be taken into account)
- Circumscribed (a proposal is not about solving the world's problems, but about solving a specific issue)

The Creative Museum www.creative-museum.eu



www.lemproject.eu



Istituto per i beni artistici culturali e naturali





E-R | Istituto per i beni artistici culturali e naturali | English > the institute > European projects

LEM HTML Page Redirection

The LEM website no longer exists. Contents have been migrated.

After the completion of the project in October 2013, LEM became a permanent Working Group of the NEMO network, launched in November 2014.

If you are looking for information about the LEM Partners and Associates or about events held during the project lifetime please access http://ibc.regione.emilia-romagna.it/en/the-institute/european-projects-1/lem/the-learningmuseum or http://www.ne-mo.org/about-us/the-lem-network.html

If you seek information about the LEM WG within NEMO please go to http://www.ne-mo.org/our-actions/actions-fornemo-members/working-group-lem-the-learning-museum.html

Pubblicato il 19/12/2014 - ultima modifica 19/12/2014

About us

E-books

Italiano

on line services

cultural heritage Catalogues of Emilia-

Romagna's libraries

- European projects
 - » Nearch
 - LEM The Learning Museum
 - Adriamuse
 - ▶ CEC Cradles of European Culture
 - Creative Museum
 - ▶ NEMO
 - PArSJAd Archaeological Park of the Northern Adriatic Sea







STAMPA





Catalogue of Emilia-Romagna's



www.lemproject.eu



you are here: home

Search Site

Q search

only in current section

LEM - The Learning Museum Network Project

- filed under: Lifelong learning, networking, Museum education

A permanent network of museums and cultural heritage organisations, to insure that they can play an active role with regard to lifelong learning and to raise awareness among decision makers at European level.

This space provides visitors the opportunity to learn about museums and lifelong learning, to exchange ideas, information and materials, as well as to find out more about the project.

It is apparent museums in the 21st century can play an active role in lifelong learning society by integrating collections, spaces and learning programmes into a new joined up framework that connects formal and informal learning providers, increasing access to cultural life and fostering social cohesion, innovation and creativity. The LEM - Learning Museum Network aims to create a permanent network of museums and cultural heritage organisations and address the challenges of the EU 2020 Strategy and to play an active role with regard to lifelong learning.

Call For Workshops: EUROCLIO Annual Conference 2015 Now Open!

Interested parties are encouraged to participate in the call and realise their own workshop project during one of the most significant conferences in the field of history, heritage and citizenship education across Europe "Roads to Democracy. How can History Teachers pave the way?" to be held in Denmark on April 2015.

The authors of the selected workshop proposals will get an opportunity to take an active part in the conference programme and lead the workshop project and engage other participants in interactive learning reflecting the aims of the conference. Deadline for submissions is

The Museum Education Center in Armenia



The Museum Education Center was founded by Dvv International Armenian country office. The official opening ceremony will take place on 5th of December 2014. The opening ceremony will be followed by the presentation of the LLML publication "Lifelong Learning in Museums – A European Handbook" translated into Armenian.









Full Name
Your e-mail

Become an Associate Partner

The Staff

The Network



LEM Reports

























































VoCH www.amitie.it/voch



VOCH

Volunteers for Cultural Heritage

January 26, 2016

HOME

ABOUT

LINKS

OUTCOMES

DISSEMINATION

RESERVED AREA

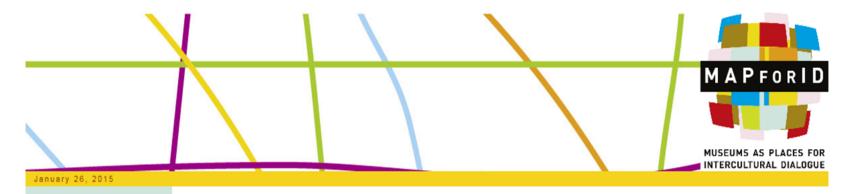
Volunteers for Cultural Heritage is a European project, funded by the European Commission in Brussels as part of the Grundtvig lifelong learning programme. The project starts out by acknowledging the increasing importance of the voluntary sector for preserving cultural heritage and running cultural institutions, such as museums.

It has explored this phenomenon at European level, identifying different types of voluntary work and the areas of activity in which cultural volunteers are engaged, with the objective of designing training addressed both to volunteers themselves and to the people responsible for volunteer programmes within cultural organisations. The project took place from November 2007 until October 2009.



This project has been funded with support from the European Commission. This web site reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

MAP for ID www.amitie.it/mapforid



HOME

ABOUT

LINKS

DISSEMINATION

PILOT PROJECTS

RESERVED AREA

This European project **Museums as Places for Intercultural Dialogue** (MAP for ID 2007-2009), supported by the Lifelong Learning Programme of the European Union, aims to develop the potential and practice of museums as places of intercultural dialogue and to promote a more active engagement with the communities they serve.

The project has

- Created a research group made up by the museums involved in the project to identify good practice case studies and analyse
 them with the intention of extracting the elements that make them commendable and transferable to other contexts;
- Shared the outcomes of the research group to European museum professionals via a <u>written report</u> and a <u>conference</u> (10 June 2008, Bologna);
- Involved umbrella organisations to further disseminate these materials and initiate and support 30 new projects at local,
 regional and national level that put the guidelines developed by the research group into practice;
- Analysed and disseminated the outcomes of the 30 projects through a <u>final conference</u> (13-17 October 2009, Madrid) and the publication of a new <u>Handbook on Museums and Intercultural Dialogue</u>.

This project has been funded with support from the European Commission. This web site reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Euromuse www.euromuse.net



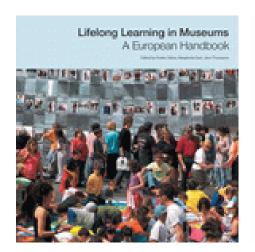
Lifelong Learning in Museums A European Handbook

Edited by Kirsten Gibbs, Margherita Sani, Jane Thompson



Thank you!

masani@regione.emilia-romagna.it





Museums as places for intercultural dialogue: selected practices from Europe

Edect by Simons Book, Piesen State, Marghetta Sans





