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Impact through self-evaluation: an idea from Finland makes a start in Europe

MOI! (Museums of Impact) is a European collaborative project involving 11 partners from 8 European countries, co-funded by the Creative Europe program of the European Union. It links the widely discussed question of the impact and social relevance of museums with the potential for self-reflection and the readiness for strategic change that already exists in museums.

"When you have a strategy, you will have impact" is the basic assumption from which the entire project logic of MOI! can be derived. This means that once museums are encouraged and guided to develop strategically with the help of continuous self-evaluation, an increase of their social impact will be a natural secondary effect. For this purpose, the project has been developing a specific practice instrument: namely, a self-evaluation framework in the form of specific sets of questions divided into modules and action guidelines for the in-house implementation of these evaluation processes.

The MOI! Framework, derived from an earlier version by the Finnish Museum Agency Museovirasto, has been rolled up at European level by the project partners, one of them being the Institute of Museum Research in Berlin. The Framework is designed to help museums to critically examine and discuss their work, self-assess and reorient their performance according to their own strengths and strategies, and thus further develop their capabilities. By the end of 2022, the Framework will be available throughout Europe and in seven languages via the platform of NEMO - the Network of European Museum Associations.