

# Misurare per migliorare: la valutazione d'impatto e il bilancio di sostenibilità come strumenti di comunicazione e di gestione integrata

Margherita Sani

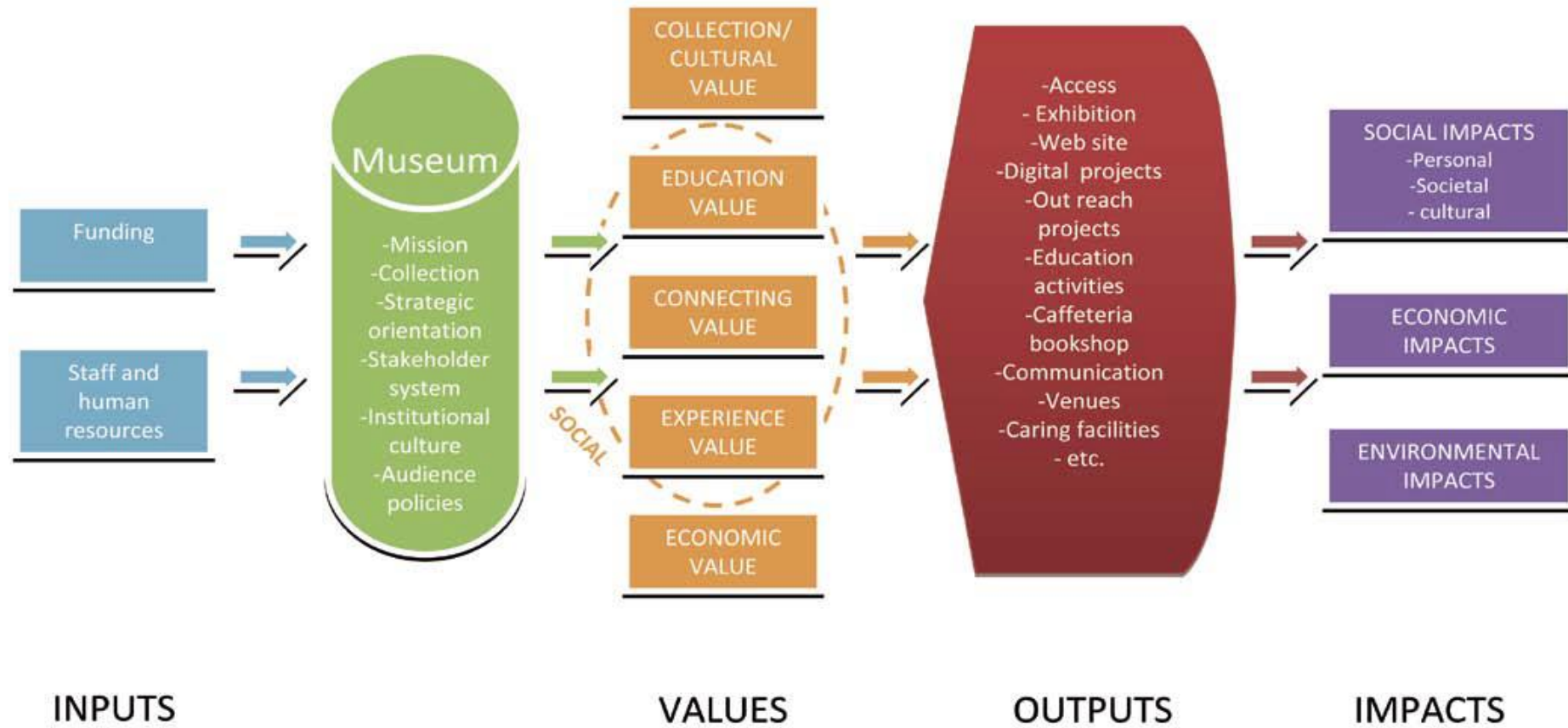
*NEMO – the Network of European Museum Organisations*

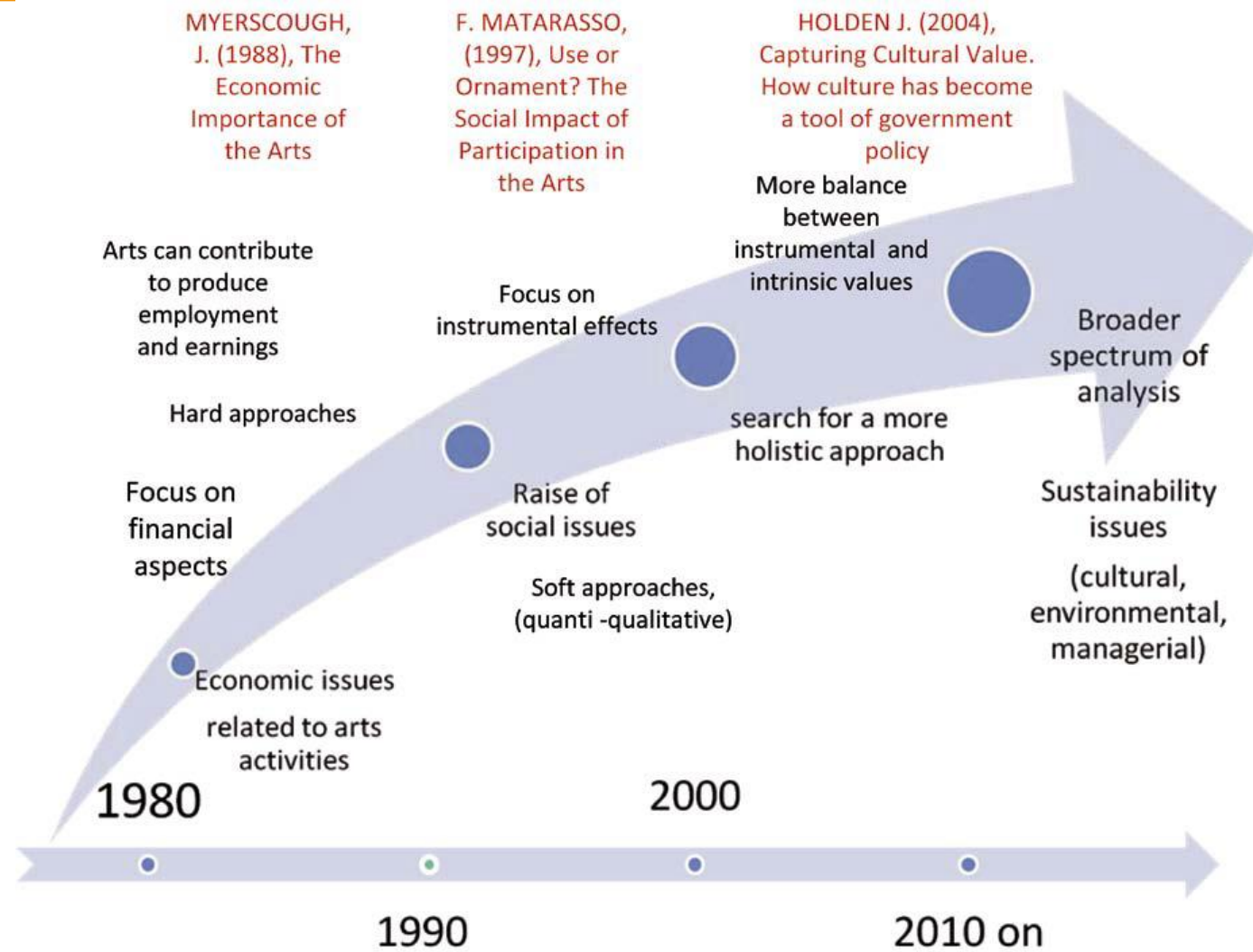
## CONVEGNO NAZIONALE

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**Table – Matarasso's list of social impacts**

• people's confidence and sense of self-worth	• facilitate the development of partnership
• extend involvement in social activity	• build support for community projects
• give people influence over how they are seen by others	• strengthen community cooperation and networking
• stimulate interest and confidence in the arts	• develop pride in local traditions and cultures
• provide a forum to explore personal rights and responsibilities	• help people feel a sense of belonging and involvement
• contribute to the educational development of children	• create community traditions in new towns or neighborhoods
• encourage adults to take up education and training opportunities	• involve residents in environmental improvements
• help build new skills and work experience	• provide reasons for people to develop community activities
• contribute to people's employability	• improve perceptions of marginalised groups
• help people take up or develop careers in the arts	• help transform the image of public bodies
• reduce isolation by helping people to make friends	• make people feel better about where they live
• develop community networks and sociability	• help people develop their creativity
• promote tolerance and contribute to conflict resolution	• erode the distinction between consumer and creator
• provide a forum for intercultural understanding and friendship	• allow people to explore their values, meanings and dreams
• help validate the contribution of a whole community	• enrich the practice of professionals in the public and voluntary sectors
• promote intercultural contact and cooperation	• transform the responsiveness of public service organizations
• develop contact between the generations	• encourage people to accept risk positively
• help offenders and victims address issues of crime	• help community groups raise their vision beyond the immediate
• provide a route to rehabilitation and integration for offenders	• challenge conventional service delivery
• build community organizational capacity	• raise expectations about what is possible and desirable
• encourage local self-reliance and project management	• have a positive impact on how people feel
• help people extend control over their lives	• be an effective means of health education
• be a means of gaining insight into political and social ideas	• contribute to a more relaxed atmosphere in health centres
• facilitate effective public consultation and participation	• help improve the quality of life of people with poor health
• help involve local people in the regeneration process	• provide a unique and deep source of enjoyment

# Impatto sociale dei musei (a livello individuale)

- Apprendimento
- Sviluppare attitudini e valori
- Competenze lavorative
- Sviluppare la creatività
- Sviluppare prospettive
- Acquistare fiducia in se stessi
- Responsabilizzazione
- Salute
- Benessere



# Impatto sociale dei musei (a livello di comunità/società)



- Empowerment della comunità
- Identità
- Rigenerazione urbana
- Coesione sociale
- Place branding/Riconoscibilità

# Come misurare l'impatto sociale?

