

The MOI framework – evaluate for impact

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CONVEGNO NAZIONALE

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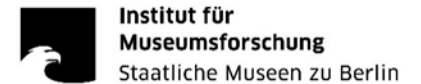
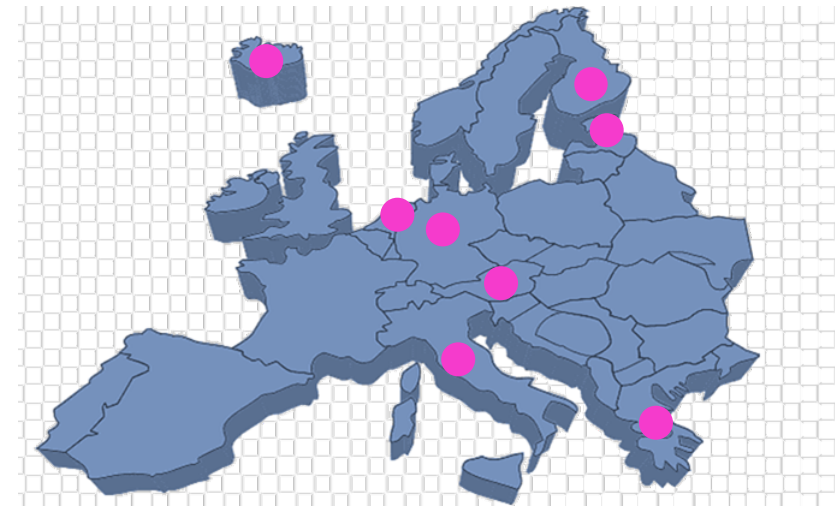


MOI! Project in a nutshell

- Funded by the Creative Europe programme (COOP2, July 2019)
- Duration until November 2022 (34M), budget 731 300 € (50% EU funded)
- 11 partners from 8 countries across Europe
 - Finnish Heritage Agency (FI) (co-ordinator), BAM! Strategie Culturali (IT), Greek Ministry of Culture (GR), NEMO Network of Museum Organisations (DE), Museum of Cycladic Art (GR), Estonian National Museum (EE), Finnish Museum Association (FI), European Museum Academy (NL), Museum Council of Iceland (IS), Prussian Cultural Heritage Foundation (DE), MUSIS - Steirischer Museumsverband (AT)



MUSEUMS OF IMPACT

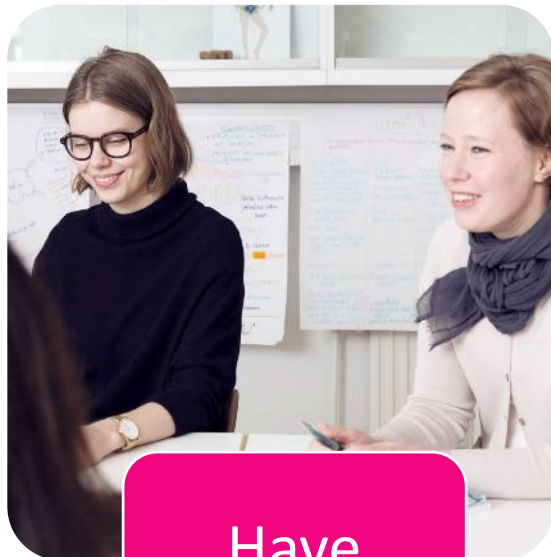


What?

- The MOI Framework is an impact-oriented evaluation framework specifically designed to reflect current issues in the societal impact of museums.
- You can use the framework to take a critical and shared look at your museum's activities and performance to find the potential area(s) for development towards increased impact.



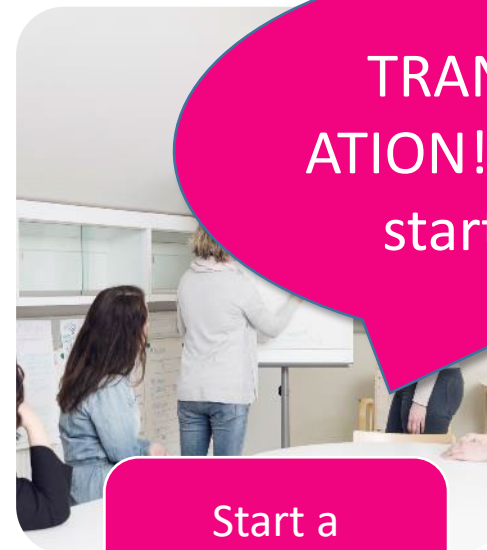
Why?



Have process of dialogue



Identify areas where there is room for development



Start a development path based on evaluation results

TRANSFORMATION! Innovation starts within

Acting as a platform for dialogue

Better understanding of own goals

Strengthening a shared view

Taking a new direction

Preparing for strategy work

Passing on knowledge in transition moments



MUSEUMS OF IMPACT



Underlying concepts - the theory related to evaluation and impact



Your activities have **impact**
if they **contribute**
to a desired **change**
for stakeholders
or in society





Promote active citizenship and partnerships in the preservation of heritage and memory

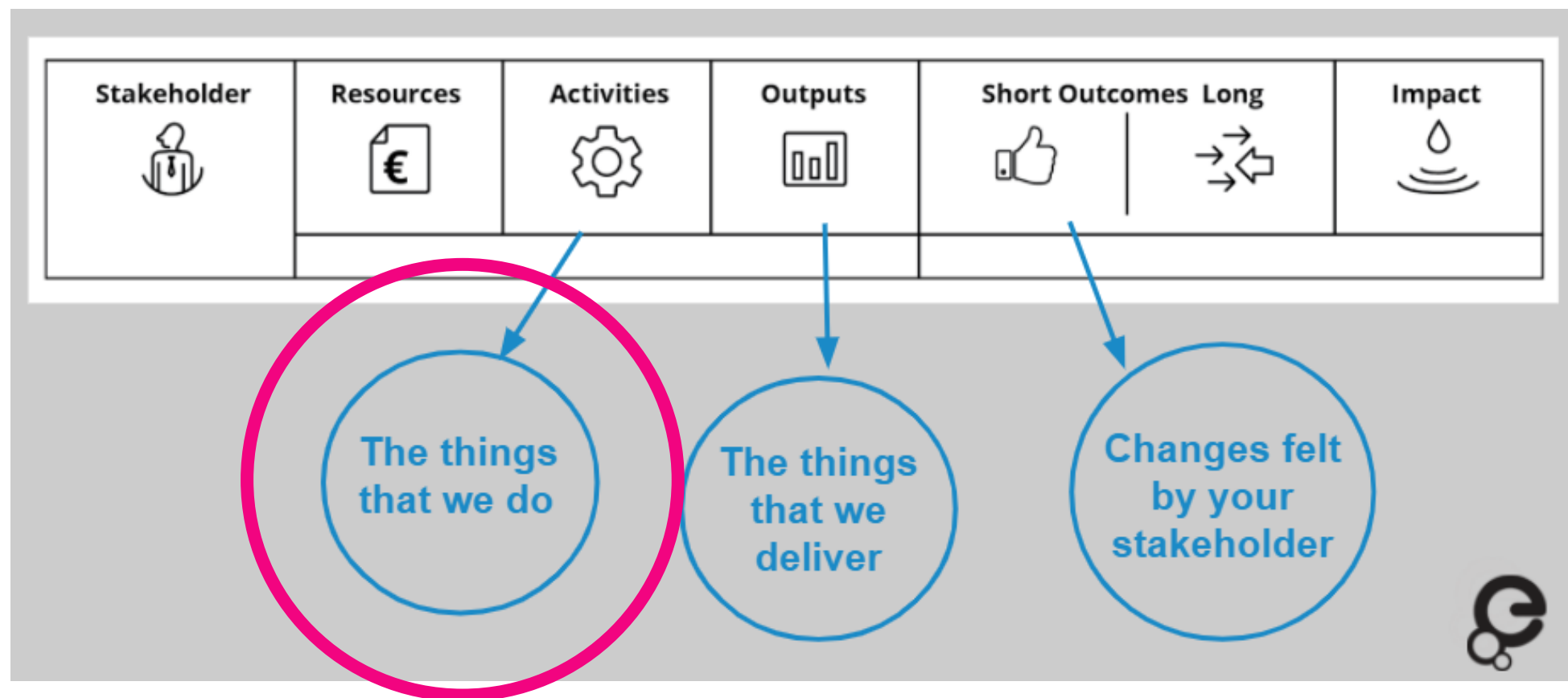
Increase the participation of underrepresented groups, to reduce inequalities in cultural participation

Strengthen civic and territorial connections; generate knowledge and stimulate public debate

To contribute to the Sustainable Development Goals of the United Nations



MOI focuses on the "start" of the impact value chain



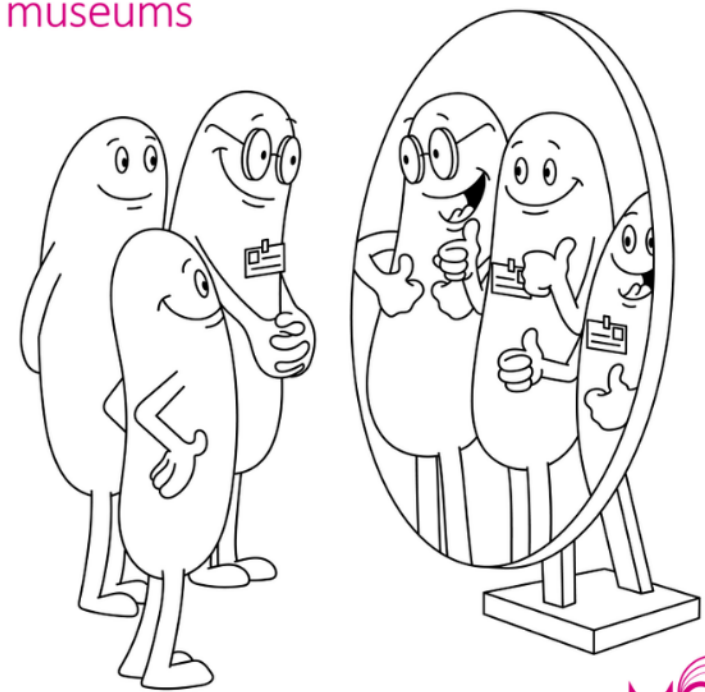
From doing the things right to doing the right things

= self-evaluation



Complementarity

Self-evaluation tool
for museums





How the MOI framework can help your organisation in working towards impact

Self-evaluation for impact helps you to ask yourself and your institution:

- What kind of **impact** does the museum seek to have in its communities? Are we **strategically mature**? How can the museum take control of its impact?
- Is the museum allowing the **operating environment** to impact its operations?
- Is it possible to achieve the desired impacts through the museum's current **services**?
- **For whom and with whom** are the services planned and carried out?
- How are the museum's **resources** put into active use to improve the impact of operations and services?
- What kind of **operating culture** and **working practices** enables the museum to have an impact?





How can we as an institution become a museum of impact?

Four **enabler modules**:

What we do – Impact goals and strategy

How we work – Organisational culture and competences

How our organisation functions – Resources and service development

How we embed digital into services and processes – Digital engagement

Where do we find our impact areas and how do we learn to be better?

Four **impact modules**:

Communities and Shared Heritage

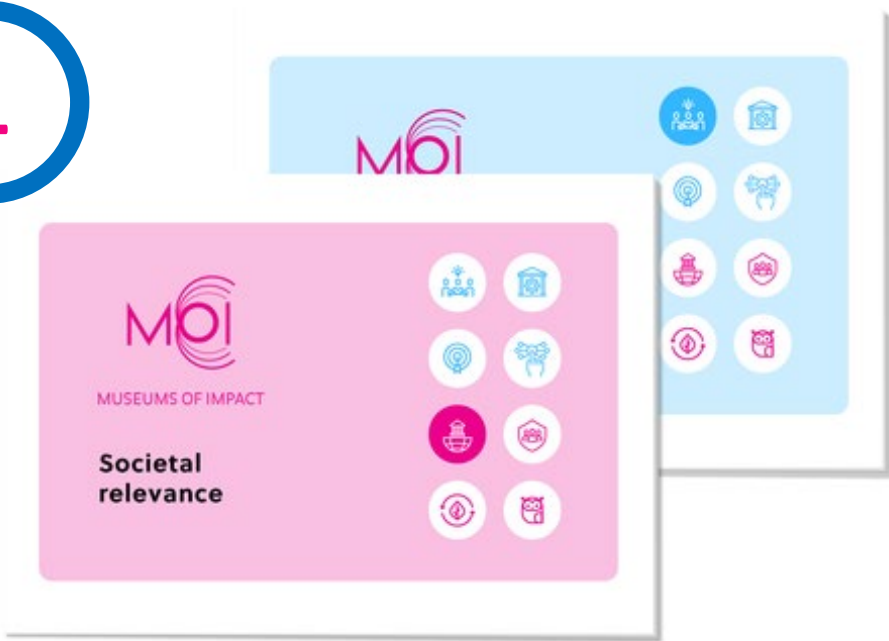
Relevant and Reliable Knowledge

Societal Relevance

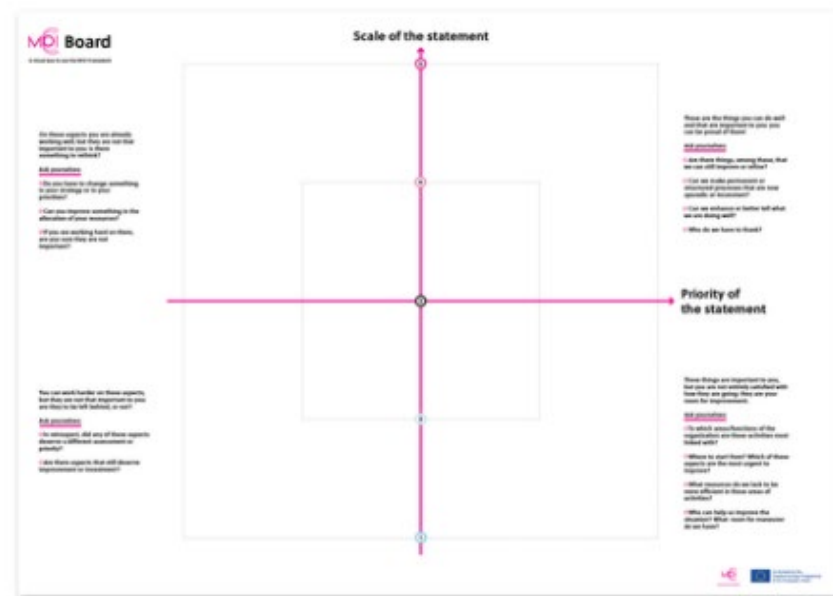
Sustainable organisations and societies

The three ways of using the framework

1



2



3





The workbook



Societal relevance

REACHING OUT

Are we relevant to stakeholders, networks and partners?

11. By following the social and political debate, we understand the viewpoints and concerns of different groups of people.



12. We have built sustainable connections with relevant groups and actors in society.



13. We are a reliable and fair partner in our partnerships and networks



Discussion notes:

All participants agree, as we have a policy for impact outreach, but would like to strengthen the ability to follow current societal discourse in some effective way.



Finding your priorities



SUMMARY

You have now gone through the **Relevant and reliable knowledge**

Based on the observations and probably have identified strength areas to develop further.

You can record most relevant development objectives and notes here. These as the first step on your museum path.

Discuss and evaluate the following

MOI Framework

GOAL-SETTING AND FEASIBILITY

With the help of following table, you can shape the development ideas into concrete goals and actions.

GOALS

Identify up to five goals. Describe concretely what you are changing / improving, and have practical goals in mind.

INFORMATION GAPS

Start by asking the following questions:
In which areas do we need more information or understanding?

- Which aspects are still unclear?
- From whom and how do we find out?

RESOURCES

Start by asking the following questions:

- Who do we need to make it happen?
- With whom should we communicate?
- What other resources do we need?
- Who makes the decisions?

PERSON IN CHARGE

Identify a person responsible for each goal, who will be in charge of proceeding with the work.

URGENCY

You can use an evaluation system with exclamation marks to assess the urgency:

- ! Start within a year
- !! Start within three months
- !!! Start ASAP

Goal 1:	Information Gaps	Resources	Person in Charge	Urgency
				! ! ! !!!
Goal 2:				! ! ! ! !
Goal 3:				





MOI FRAMEWORK

IMPROVE YOUR MUSEUM'S IMPACT

MUSEUMS OF

