

7th Annual Conference
The Observatory of Audiences of Cultural Heritage of
Catalonia (OPPCC)

The social impact of museums

#7jornadaOPPCC



©Barcelona Maritime Museum. Photo: Pere de Prada.

Simultaneous
translation

29 November 15.00 – 18.40 h (online)
30 November 9.00 – 14.30 h (MACBA Auditorium)
2022

OPPCC Conference 2022

The social impact of museums

As John Falk says in his latest book *The Value of Museums*, museums are perceived as “nice but not necessary”, that is to say, pleasant but not essential. It follows from his words that museums need to explain the benefits they provide, not only through their traditional canonical functions (acquiring, preserving, documenting, researching, exhibiting, etc.), but also through the positive impacts they contribute to society. The recent redefinition of museum by ICOM reflects this trend that has been growing in recent years.

This conference is dedicated to the impact of museums and, more specifically, to their social impact. The interest in dedicating this year's conference to impact and the tools to measure it lies fundamentally in the fact that the Observatory of Audiences of Cultural Heritage of Catalonia (OPPCC), commissioned by the Museum Services of the Catalan Government's Department of Cultural Heritage, has launched the test phase of the Social Barometer of Museums (BSM), specifically the quantitative analysis test phase.

The BSM was designed by Margarida Loran between 2018 and 2020 with the participation of 6 museums that collaborated in the definition of the 36 indicators that make up the quantitative approach. The BSM project also has a qualitative phase, which is to yet be methodologically defined, to evaluate the impact of specific cases.

The quantitative phase is based on an essentially self-evaluative methodology, as the museums provide data on the resources they have, the activities they develop and the results they obtain from the various projects they have implemented in different areas.

As Álvaro Fierro presents in his work *La evaluación y el impacto*, the possible objectives and benefits of evaluating impact include:

- ✓ Verifying, ensuring and improving the quality of activities carried out
- ✓ Learning for the future
- ✓ Helping future decision-making
- ✓ Accountability, arguing the benefits of museums before public and private administrations that provide funding

The conference is divided into two parts:

- The first part, online, is dedicated to the presentation of various international models on the impact of museums and its measurement. The purpose is to present different models that will help us assess any alternatives to improve the BSM as it is currently defined and to design and plan the qualitative phase.

- The second part, face-to-face, will be dedicated to the presentation of BSM 2021 results, with the participation of professionals from the 12 museums involved in the test phase, who will share some of the projects developed by their organizations.

Knowing the social impact of museums not only serves as an advocacy tool, that is, to explain, systematically and globally, the social benefits generated by museums (which is one of the central objectives of the BSM) but must also serve to help and support museums so that they have the tools necessary to measure and evaluate their impact on the communities and territories in which they operate. This evaluation could be the basis for discovering the social effectiveness and efficiency of their projects and as a support tool for the continuous review of their planning and the allocation of the resources they dedicate to the various projects they develop.

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Tools for citizen participation

Program

November 29	Online conference
15.00 – 15.30	Presentation of the Online Conference Magda Gassó i Hoja, Head of the Museums Service, Department of Culture of the Government of Catalonia. Antoni Laporte Roselló, Director of the Observatory of Audiences of the Cultural Heritage of Catalonia.
15.30 – 16.15	MOI Museums of Impact Pirjo Hamari, Development Director of the Finnish Heritage Agency. Director of the MOI project.
16.15 – 17.00	The Happy Museum Gaby Porter and Mandy Barnett. Associates, The Happy Museum.
17.00 – 17.05	pause
17.05 – 17.50	MOMSI Measurement of Museum Social Impact Michelle Mileham, MOMSI Project Manager.
17.50 – 18.35	Europeana Impact Playbook Isabel Crespo. Europeana Education Specialist and ENA Education Community Manager.
18.40	End of the 1st session

November 30 MEIER AUDITORIUM, MACBA	
9.00 - 9.30	Accreditations
9.30 - 9.45	<p>Presentation</p> <p>Eduard Vicente, Manager of the Museum of Contemporary Art of Barcelona.</p> <p>Joan Bosch i Ballbona, Technical Director of the Catalan Institute for Cultural Heritage Research.</p>
9.45 - 10.35	<p>The Social Barometer of Museums. Results 2021</p> <ul style="list-style-type: none"> ▪ Sonia Blasco Andaluz, Service of Museums of the Government of Catalonia. ▪ Xavier Ulled Bertran, Observatory of Audiences of the Cultural Heritage of Catalonia.
10.35 - 11.25	<p>Promote active citizenship and partnerships in the preservation of heritage and memory</p> <ul style="list-style-type: none"> ▪ Gerard Cruset i Galceran, Director of Can Quintana. Museum of the Mediterranean. Memory of the pandemic. ▪ David Castellana i Guàrdia, Director of the Guissona Museum. Research projects with citizen participation. ▪ Carles Garcia Hermosilla, Director of the Ter Museum. Community memory projects.
11.25 - 11.55	pause
11.55 - 12.45	<p>Increase the participation of underrepresented groups, to reduce inequalities in cultural participation</p> <ul style="list-style-type: none"> ▪ Carme Clusellas Pagès, Director of the Girona Art Museum. Recuperart and discovery games with the NGO Nou Sol. ▪ Esther Fuertes Fuertes, Coordinator at the Activities and Education Department of the National Art Museum of Catalonia. The Art of Speaking Project. ▪ Carme Comas Camacho, Director of the Esplugues Museums of Llobregat. Memories in museums, work with old people.
12.45 - 13.35	<p>Strengthen civic and territorial connections; generate knowledge and stimulate public debate.</p> <ul style="list-style-type: none"> ▪ Carla del Valle Lafuente, Director of the Val d'Aran Museum. Project Mus[ic] eum. ▪ Jordi Tura Masnou, Director of the Ethnological Museum of Montseny, la Gabella. Museum of Territorial Support and participation in the management of the Montseny Natural Park. ▪ Teresa Soldevila García, Corporate Action Area of the Maritime Museum of Barcelona. The work of the Museum in the Raval neighborhood of Barcelona.

13.35 – 14.25 **To contribute to the Sustainable Development Goals of the United Nations**

- Gemma Carbó Ribugent, Director of the Museum of Rural Life. FES Festival for education and sustainability.
- Lina Ubero Badia, Head of the Public Programs Area of the Natural Sciences Museum of Barcelona. Action plan for the gender perspective of the Natural Sciences Museum of Barcelona.
- Anna Maluquer i Ferrer, Director of the Palau Foundation – Art Centre Caldes d’Estrac. Projects and actions linked to sustainability and climate change.

14.25 **Closing of the Conference**

Mrs. Natàlia Garriga Ibáñez, Minister of Culture of the Government of Catalonia.

Joaquina Bobes González, Observatory of Audiences of the Cultural Heritage of Catalonia, will conduct the Conference.

Xavier Ulled Bertran, Observatory of Audiences of the Cultural Heritage of Catalonia, will moderate the round tables.



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