



MUSEUMS OF IMPACT

The MOI Framework: A new tool for museums looking for increased impact

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The MOI! Museums of Impact project (2019-2022) has developed a new tool for museums looking to increase their impact. The MOI Framework helps museums discuss, evaluate, and choose development goals related to increasing their impact in society. It complements already existing models of quality requirements and impact measuring by focusing on internal capacity development in museums, helping organisations to take control of their own impact. The MOI Framework is now available on the website of the Network of European Museum Organisations (NEMO).

The MOI! Museums of Impact project was initiated as a response to the changing world in which museums operate. There is an increased need for museums to be relevant and to participate in creating better futures for societies for whom museums work.

The MOI! Museums of Impact project (2019-2022) has developed an impact-oriented self-evaluation framework specifically designed to reflect current issues in the societal impact of museums. The framework supports capacity development in museums, helping organisations to take control of their own impact. The museums can use the framework to take a critical and shared look at their own activities and performance to find the potential area(s) for development towards increased impact. All the necessary instructions are provided online, and no extra resources are needed from museums except time and commitment.

The framework was co-developed with the partners and the European museum sector in a series of participatory meetings and workshops, organised both online and in person in Germany, Italy, the Nordic countries, Austria, Estonia, and Greece. All in all, the project engaged over 1000 museum professional across Europe in discussing the development and content of the tool.

The MOI Framework is designed to be a modular and flexible support for team discussions. It consists of eight independent modules, divided into two different categories. Enabler modules help users to look at issues that are internal, but that act in support of an organisation of impact and enable impact to take place. Impact modules act as the core modules in helping the museum to evaluate different areas currently identified as being of key importance to museums of impact.

Three concrete, downloadable tools are offered for engaging with the framework, consisting of classical workbooks, a visual board, and creative cards. These tools are available on NEMO's website under Resources (see link below), with other support materials available. The framework and tools are currently fully available in English, but translations into German, Italian, Estonian and Icelandic will also be made available soon.

"I feel enriched and empowered by the discussions about impact we had with the museum sector participants across Europe while developing the evaluation framework. We have hopefully managed to include the core of these discussions to the framework, and the framework reflects in an innovative manner our current understanding as a sector of where we can make a difference in society. I encourage museums to get acquainted with the framework and consider using it when they want to take active development steps towards more impact", says Pirjo Hamari, director of the project from the Finnish Heritage Agency.

“Witnessing the implementation of the tool in our pilot workshops has fully convinced me of its usability and strategic value for museums of all sizes and all fields. Plus, there are lots of ways to use this modular tool in a creative and flexible way to trigger and perpetuate participation and internal discussions on the vital aspect of impact across all hierarchy levels and in a structured and comprehensive way”, says Kathrin Grotz, researcher at the Institute for Museum Research Berlin and one of the project partners.

The MOI! Museums of Impact project was funded by the Creative Europe programme (2014-2020) and was co-ordinated by the Finnish Heritage Agency. Its 10 partners were: BAM! Strategie Culturali (IT), Directorate of Archaeological Museums, Exhibitions and Educational Programmes (DAMEEP) at the Hellenic Ministry of Culture and Sports (GR), Finnish Museums Association (FI), Institute for Museum Research of the Staatliche Museen zu Berlin – Preußischer Kulturbesitz (DE), MUSIS – The Styrian organisation for museums and collections (AT), Deutscher Museumsbund/NEMO - the Network of European Museum Organisations (DE), The Museum Council of Iceland (IS), The European Museum Academy (NL), The Estonian National Museum (EE), and The Museum of Cycladic Art (GR).

The project was successfully concluded in November 2022.

- Explore the framework at www.ne-mo.org/museumsofimpact
- Contact for more information: moiframework@museovirasto.fi