The museum accreditation system in Emilia Romagna

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Museums in Emilia Romagna

500 museums* of regional (= non State) interest widely and evenly distributed in terms of geographical location, ownership (public/private), subject matter

26 State owned museums + 2 National museums

* as at 2015
Local museums in Emilia Romagna

- 350 museums (out of 530) were established under public ownership and management, above all local authorities

- 146 municipalities (out of 340) are currently managing 272 local museums

- stemmed from civic/private/corporate collections, both historical and/or contemporary;

- focus on local vocations and events, local history and archeology, locally-based art and science collections, industrial and rural archaeology, etc.

- are strongly connected to local stakeholders

- have developed a disposition to co-operate with other museums as well as with local libraries and archives, along geographic, thematic or managing/operational connections
The Regional Museum Landscape

Significant and steady increase of local museums
• 363 in 2000
• 500 in 2015
many of them small in size, capacity and scope – also represents a disturbing and controversial factor, demanding for regulation and support

Significant number of University Museums (Bologna, Modena, Parma etc.)

26 State owned museums + 2 museums of national standing
By decree the Minister for Cultural and Environmental Heritage should identify the technical-scientific criteria and the minimum standards to be observed in the exercise of the transferred assets, so as to ensure an adequate level of:

- collective enjoyment of the goods,
- their safety
- risk prevention
Italy 1998-2001

• 1999 Working Group made up by:
  - Regions
  - Ministry
  - ICOM Italy
  - other organisations

Guidelines inspired by the ICOM Code of Ethics and the UK Registration Scheme
UK Registration Scheme 1988

- An acceptable constitution for the governing body
- Proper management arrangements
- Satisfactory arrangements for the ownership of the collections
- Secure arrangements for occupancy of premises
- A sound financial basis
- A forward plan, including statement of purpose, key aims, specific objectives and spending plan
- Emergency planning
- Staff appropriate in numbers and experience to fulfil the museum’s responsibilities
- Staff employment and management procedures
- Access to professional advice
- Professional input to policy development and decision making
- Compliance with relevant legal, safety and planning regulations
UK Accreditation Scheme 2004

- meet the Museums Association's 1998 definition of a museum ('Museums enable people to explore collections for inspiration, learning and enjoyment. They are institutions that collect, safeguard and make accessible artefacts and specimens, which they hold in trust for society')
- hold a long-term collection of artefacts
- have a formal constitution
- provide two years of relevant accounts
- make sure that they meet all the relevant legal, ethical, safety, equality, environmental and planning requirements
- be committed to forward planning to improve the service for users
2001 Ministry of Cultural Heritage

• Atto di indirizzo sui criteri tecnico scientifici e sugli standard di funzionamento e sviluppo dei musei

• Guidelines on scientific and technical criteria on the standards of operation and development of museums
Emilia Romagna

2001-2003
• Development of standards for museums of the Region

2003-2008
• Statistical survey of the museums in the region, construction of online questionnaire, piloting of questionnaire, development of professional profiles, training, project funding to raise the quality of museum services
www.ibc.regione.emilia-romagna.it/servizi-online/musei
Emilia Romagna standards

• **Mandatory requirement 1**
  • Each museum should be governed by a statute and / or regulation which contains the following aspects:
  • name and registered office;
  • aim, purpose or mission;
  • possession of collections;
  • functions and tasks performed by the museum;
  • allocation and human resource management policies, financial and balance sheet;
  • the tasks and functions carried out with regard to the local context.

• **Mandatory requirement 2**
  • In the case of museums with legal personality it is required to draw up a balance sheet and the directors' report; in the case of public museums without legal personality it is required to have a document with annual planning and a final balance report.

• **Mandatory requirement 3**
  • In case of development projects (opening of new wings, etc.) it is required to prepare a forecast of revenues and operating costs for at least three years.
Emilia Romagna standards

• **Mandatory requirement 4**
  • Appointment of the head of security by means of a formal act.

• **Mandatory requirement 5**
  • The building must comply with all safety, static, health regulations and have no architectural barriers.

• **Mandatory requirement 6**
  • The director must be identified by a formal act.

• **Mandatory requirement 7**
  • The following functions must be guaranteed
    • direction
    • conservation and care of collections
    • education and teaching
    • surveillance and custody
Emilia Romagna standards

• Mandatory requirement 8
  • Periodic monitoring of the museum environments (parameters of temperature, relative humidity and light) and documentation of the data.

• Mandatory requirement 9
  • The museum must be equipped with a register and an inventory. Documentation must be carried out in compliance with the standards of the Ministerial Central Institute for Cataloguing and Documentation (ICCD).

• Mandatory requirement 10
  • Opening to the public for at least 24 hours per week, including either a Saturday or Sunday.

• Mandatory requirement 11
  • Clear indication of the full name of the museum and the organization of the outside opening the museum.
Emilia Romagna standards

- **Mandatory requirement 12**
  - System of quantification of the number of visitors.

- **Mandatory requirement 13**
  - The museum must provide some essential information tools for the public such as:
    - information point at the entrance of the museum,
    - essential tools of information and guidance
    - captions or informative panels with clear and readable information
    - catalog and / or short guidebook
    - information booklet

- **Mandatory requirement 14**
  - Drafting of an annual plan of educational activities.
Professional profiles
Accreditation process

2009-2010-2011

- Self evaluation via online questionnaire
- On site visits
- Accreditation committee at regional level
- Training activities to support accreditation

139 museums accredited (full and provisional)
Standard di qualità
Regione Emilia Romagna

Come diventare Museo di Qualità

I musei della Regione Emilia-Romagna possono presentare la propria candidatura a "Museo di Qualità" attraverso il questionario di autovalutazione e la modulistica predisposta da IBC.

Presentare una nuova candidatura

L'iter per il riconoscimento rimarrà sospeso per il 2012; riprenderà invece nel 2013 con cadenza triennale. L'IBC continua l'attività di supporto tecnico-scientifico per i musei che non hanno ancora ottenuto il riconoscimento, attraverso sopralluoghi e incontri con i responsabili dei musei.

Per ulteriori informazioni è possibile prendere contatto con il Servizio Musei e Beni Culturali.

Quali musei possono diventare "Musei di qualità"

Il riconoscimento è finalizzato all'individuazione dei soggetti pubblici e privati capaci di svolgere la funzione di servizio pubblico. Possono pertanto presentare la propria candidatura i musei pubblici non statali e i musei privati di interesse locale.

Il questionario di autovalutazione

L'autovalutazione è stata ritenuta la forma più adatta allo scopo di portare il sistema museale della Regione a raggiungere standard-obiettivo. Essa favorisce, infatti, il confronto e il dialogo tra istituti, lo scambio di informazioni e la circolazione delle idee. L'insieme degli elementi contenuti nel questionario, ovvero domande informative, requisiti obbligatori e obiettivi di qualità consente di delineare un quadro preciso della situazione organizzativa e gestionale di ogni
Standard di qualità
Regione Emilia Romagna

Il questionario di autovalutazione
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- I requisiti obbligatori (pdf, 55.3 kB)
- Il questionario di autovalutazione (pdf, 66.7 kB)
- Guida alla compilazione del questionario (pdf, 39.2 kB)

Modelli
Per agevolare le istituzioni museali nell’adeguamento agli standard e obiettivi di qualità, l’IBC ha realizzato alcune tracce e modelli: i musei sono liberi di adattarli alle proprie specificità ed esigenze.
- Modello di regolamento (rtf, 1.1 MB)
- Modello di piano annuale delle attività educative (rtf, 35.8 kB)
- Modello di carta dei servizi (pdf, 526.2 kB)
- Modello di autocertificazione di sicurezza (rtf, 16.4 kB)
- Profili e Qualifiche professionali per i musei della Regione Emilia-Romagna (pdf, 342.5 kB), (D.L.G.R. 1719 del 4.12.2006)

A chi rivolgersi
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Quality Museums of the Region Emilia Romagna
2000 - Experimentation of the EFQM Model for Total Quality Management
The Italian anomaly

- No legal status of most public-owned museums
- No definition of the term «museum» in Italian legislation until 2004

**2004** Code on Cultural Heritage and Landscape - Legislative Decree. Article 101 Museum = “A permanent facility which acquires, conserves, arranges and exhibits cultural property for the purposes of education and study”

- No financial autonomy of State museums
- In national museums the Director and the Superintendent coincided
- Municipal museums … a different story, but not so different
Transformations in the museum landscape in Italy 2014-2016

• Re-organisation of the Ministry of Cultural Heritage and Tourism
• National Museum System
• 17 Regional Museum Hubs
• A stronger focus on the connections between culture and tourism
• 30 State museums with greater autonomy
20 - 30 State museums with «greater autonomy»
The recruitment of the 20 directors
The National Museum system

- 17 regional hubs
- New standards
- Integration of services?
- Complementarity of professions?
- Which legal agreements?
- Which role for local museums?
- No clear statement concerning timing and procedures towards the establishment of the system
New quality standards
Linee Guida per il godimento del patrimonio museale dell’Emilia-Romagna per le persone con disabilità.

Guidelines for the enjoyment of cultural heritage in Emilia-Romagna museums for people with disabilities.