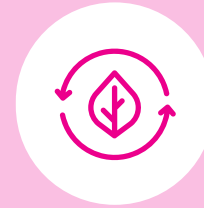
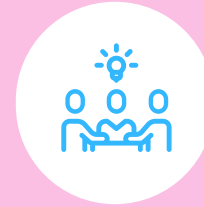




MUSEUMS OF IMPACT

**IMPACT MODULE:
Societal
relevance**





INTRODUCTION

Heritage institutions will continue to serve society and its citizens both now and in the future in building better lives and sustainable societies. The strength of museums lies in the fact that they have the potential to operate in almost any area of society. By being active in society and interacting with communities, museums aim to accumulate a strong and diverse cultural capital on which future generations can also draw. It is essential for a museum to know the context in which it works and to define its role as a social actor and enabler, in order to clarify and be able to communicate its relevance. For a museum to make an impact in its chosen sectors of society, effective cooperation, networks, and partnerships are needed. This relevance should also be reflected in the collections and the way we work with them, and in the fact that the museum also has the necessary expertise and capacity to empower others.



MUSEUMS OF IMPACT

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Design by
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www.ne-mo.org/museumsofimpact



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How to use the MOI framework

Discuss and evaluate the statements found in this module. Each statement is evaluated on a scale from 1 to 5 depending on the performance of the museum.



5 Realised extremely well:
The matter works in practice, it is being evaluated and developed, and it is a particular strength as far as operations are concerned

4 Realised well:
The matter works well in practice, and it is being evaluated and developed

3 Realised satisfactorily:
The matter is being implemented, but it has not been evaluated or developed

2 Realised below average:
The matter is under discussion and will be developed, but there is not any proof of its existence yet

1 Realised extremely poorly:
There is no proof of the existence of the matter, and it has not been discussed

If the question is irrelevant from the museum's point of view, there is no need to answer. This can be done by choosing the **skip-arrow**.

The following steps might be helpful in the formation of a joint view:

- The issues that are central in the evaluation process are identified. At the same time, the issues that are agreed upon and not agreed upon are identified. The most important observations and remarks are registered.
- The main differences are discussed.
- The goal is to form a joint view on the issue under evaluation.

Mutual understanding must always be based on concrete evidence from operations and the results achieved through operations. If it is difficult to form a clear view on the matter, the scale value 3 should not be used as a compromise. Rather, the issue in question should be examined in the light of the values of the scale (for example, 2 - the issue is under discussion and will be developed, but there isn't any proof for its existence yet), and considered from the point of view of the museum's current performance level.

For some questions, the descriptions on the scale may not be suitable and the evaluators will have to adapt to the scale.

There is a text field at the end of each evaluation theme. The most important observations and arguments regarding the evaluation answers can be recorded in this field.

You can use the Tab and arrow keys to navigate through the statements and their assessment scales in the document. The document is designed to be accessible on screen readers.

We recommend turning off Field highlighting in your PDF reader to see the PDF forms as intended.

In Adobe Acrobat: Go to Preferences > Forms > Highlight color. Untick the box «Show border hover color for the fields.»



Societal relevance

OPERATIONAL ENVIRONMENT AND STRATEGIC CHOICES

Do we know the context and the environment we work in?

1. We follow the social and political debate and have identified areas where we can have an impact.

2. We have considered how we can be relevant in society in the impact areas we have identified.

3. We build and evaluate our strategy and goals in line with democratic values and social equality.

Discussion notes:



Societal relevance

ACTIONS AND VALUES

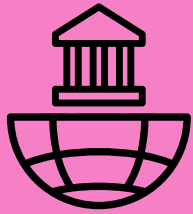
Do we have an internal understanding of how we can be relevant in society?

4. We examine and assess our policies and services from different perspectives and develop our activities accordingly.

5. Our actions support and promote democratic development.

6. Our actions support and promote social cohesion, openness and tolerance.





Societal relevance

ACTIONS AND VALUES

Do we have an internal understanding of how we can be relevant in society?

7. Our actions support and promote equality, diversity and human rights.

8. We choose socially, culturally and ecologically responsible funding sources, partners, and suppliers.

Discussion notes:



Societal relevance

COMMUNICATION

Do we communicate our relevance?

9. We actively engage in discussions on current topics in society.

10. We reach different parts of society with our communication and our message.

Discussion notes:



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:



Societal relevance

COLLECTIONS AND CONTENT

Is our content relevant to society?

14. We have addressed and reflect diversity in our collections and collection policies.

15. We maintain an active dialogue both internally and externally about the history and composition of our collections.

16. We use our collections and knowledge resources actively in addressing current topics in society.

17. We communicate openly about what we collect and disseminate, and our policies for these areas are freely accessible.

Discussion notes:



Societal relevance

COMPETENCES, AGILITY, AND EMPOWERMENT

Do we have the competence and agility as an organisation to strive for relevance?

18. We have expertise in working with networks and in building connections to share competences

19. We have expertise in participatory processes.

20. Our organisation has the capacity and flexibility to adapt to changes in society.





COMPETENCES, AGILITY, AND EMPOWERMENT

Do we have the competence and agility as an organisation to strive for relevance?

21. We encourage and facilitate encounters and the exchange of views between different groups in society.

22. We act as an enabler of individual competence development for empowerment and integration.

Discussion notes:



SUMMARY

You have now gone through the module **Societal relevance**.

Based on the observations and discussions, you probably have identified strengths, as well as areas to develop further.

You can record most relevant development objectives and notes here. These notes will serve as the first step on your museums' development path.

Discuss and evaluate the following statements:

What are the strengths of our museum concerning societal relevance, and how do we reinforce them further?

What do we need to improve?