The MOI framework – evaluate for impact

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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)
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

Better understanding of own goals
Strengthening a shared view
Taking a new direction
Preparing for strategy work
Passing on knowledge in transition moments

Acting as a platform for dialogue

TRANSFORMATION! Innovation starts within

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

Developing your organisation actively

Accreditation and registration

Measuring and accountability

Museums of impact
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**:

<table>
<thead>
<tr>
<th>What we do – Impact goals and strategy</th>
<th>Communities and Shared Heritage</th>
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<tr>
<td>How we work – Organisational culture and competences</td>
<td>Relevant and Reliable Knowledge</td>
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<td>How our organisation functions – Resources and service development</td>
<td>Societal Relevance</td>
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<td>How we embed digital into services and processes – Digital engagement</td>
<td>Sustainable organisations and societies</td>
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The three ways of using the framework

1. Societal relevance

2. Scale of the statement

3. Card sorting exercise
The workbook

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 data, you probably have identified strengths and areas to develop further.

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

Discuss and evaluate the following.

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**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

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MOI FRAMEWORK
IMPROVE YOUR MUSEUM’S IMPACT

Societal relevance

Co-funded by the Creative Europe Programme of the European Union