

# Resilient Museums Evaluation Exchange

## Online webinar

How does culture help us to live better?  
How do we measure and demonstrate the impact  
of cultural welfare projects on the community?  
How research and evaluation contribute  
to improve our programmes?

Thursday 9/02/2023

**Schedule**  
**Thursday 9/02/2023**

- 15.00**      **Institutional Greetings**
- Elena Pianea**  
Direzione Beni, Istituzioni, Attività Culturali  
e Sport della Regione Toscana, Firenze
- Bas Ernst**  
Embassy of the Kingdom of the  
Netherlands, Rome
- 15.30**      **Introduction**  
Coordinamento Sistema MTA
- 15.40**      ***MOI Museums of Impact***  
***An impact-oriented***  
***self-assessment method***  
**Federico Borreani**  
BAM! Strategie Culturali, Bologna
- 16.00**      ***Social Wellbeing Impact Evaluation***  
***Practice and Methodologies***  
**Andy Gawin Warby**  
Envoy Partnership, London
- 16.20**      ***Reflections On Evaluating IMMA's***  
***Creativity in Older Age Programme***  
**Bairbre-Ann Harkin**  
IMMA Irish Museum of Modern Art, Dublin
- 16.40**      **Short break**
- 16.50**      ***Photography as evaluation:***  
***"Photovoice" practice***  
**Ieva Petkutė**  
SMP Socialiniai meno projektai, Vilnius

**17.10**     *From the Depths: how to combat loneliness as a museum?*  
Madeleine Roelfsema  
Zeeuws Museum, Middelburg

**17.30**     **Q&A Session**

**Only those who participate in the webinar through the Zoom platform can access one of the interactive sessions: participants are directed to their chosen meeting room, can open video and audio, and ask questions directly to the speaker or presenter. Simultaneous translation is not available in the interactive sessions.**

**Federico Borreani**  
BAM! Strategie Culturali , Bologna  
(Italian)

**Andy Gawin Warby**  
Envoy Partnership, London  
(English)

**Bairbre-Ann Harkin**  
IMMA Irish Museum of Modern Art, Dublin  
(English)

**Ieva Petkutė**  
SMP Socialiniai meno projektai, Vilnius  
(English)

**Madeleine Roelfsema**  
Zeeuws Museum, Middelburg  
(English)

**18.00**     **Final greetings**



**Directors Exchange is a project of  
Sistema Musei Toscani per l'Alzheimer,  
supported by**



Kingdom of the Netherlands