

Take Part
Evaluation Strategies
25.11.25
Online Conference

What should be evaluated, and how can we measure the impact of cultural programmes on the community?

The Take Part project, promoted by the MTA Network, has sought to provide some answers to these questions — not definitive or exhaustive ones, but answers capable of guiding choices, generating results, and offering a starting point for new shared initiatives.

The online conference is an opportunity to explore possible evaluation strategies through five national and international case studies. In addition to the Take Part research project, the programme will feature another project developed in Italy, two experiences in Dutch museums, and one from England.

Tuesday, November 25 2025

9.30–13

Online Conference

9.30 **Institutional greetings**

Elena Pianea

Director, Direzione Beni, Istituzioni, Attività Culturali e Sport
della Regione Toscana, Firenze

Bas Ernst

Cultural officer, Embassy and Consulate General of the Kingdom
of the Netherlands

9.50 **Introduction**

Rabih Chattat, Professor of Clinical Psychology at the University
of Bologna and member of the INTERDEM board

10.10 **Volunteering for Wellbeing**

Wendy Gallagher, Freelance Co-Active Coach and Heritage
Consultant, Manchester

10.30 **EenZM: Learning How to Use Art and Cultural Heritage
as Response to Loneliness**

Roosje Vreman, Head of Social Programmes,
Zeeuws Museum, Middelburg

10.50 **Break**

11.10 **The impact of education at H'art Museum in Amsterdam**

Tim de Wilde, Tom van Mierlo, Impact House Grant Thornton, Amsterdam

11.30 **From Impact to Change: Perspectives on Strategic Planning
and Evaluation in the We-Z Project (emotional WELLbeing of generation
Z: reconnecting communities and spaces through imperfect health)**

Annalisa Cicerchia, Cultural economist and Vice President of CCW
Federica Fava, Urban Planning researcher at the Department
of Architecture, Roma Tre University

- 11.50 **Take Part: Results of the Research on the Impact Evaluation of Museum Programs for People Living with Dementia**
Cristina Bucci, Luca Carli Ballola, Chiara Lachi, Michela Mei,
Coordination of the MTA System – Museums of Tuscany
for Alzheimer's, Firenze
- 12.10 **The Geriatrician's Perspective on the Take Part Project**
Associate Professor of Geriatrics at the University of Florence
- 12.30 **Questions and Answers**
- 12.45 **Conclusions**
By Rabi Chhattat

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