



**Federico Borreani**  
**BAM! Strategie Culturali, Bologna**

**MOI Museums of Impact. An impact-oriented self-assessment method**

Self-evaluation helps organisations identify their strengths and those where improvement is needed. It is a process of observing, analysing and improving one's actions or results and building mutual understanding of the goals set by the organisation, in line with its strategic approach.

*MOI* is an impact-oriented self-assessment kit designed specifically to address the increasingly urgent issue of museum social impact. It helps guide and stimulate cross-disciplinary discussion within a museum team and is used to critically examine activities and results in a shared way, to identify potential areas for development, and then to increase impact. It does not measure the museum's impact, but guides and accompanies it in building a better one.

*MOI* is the result of a European project that ended in November 2022, which saw 11 organisations from 8 European countries confront each other for 3 years on the topics of museum social impact and self-assessment, in dialogue with experts in the field and communities of museum professionals from all over Europe.

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Federico Borreani, born in Liguria, adopted by Bologna, is an expert in cultural management, strategic communication and participation of cultural audiences. He trained between Milan and Bologna in economics and management of cultural heritage and organisations and specialised between Grenoble and Brussels in European cultural policies and networks. In 2009, he founded BAM! Strategie Culturali, one of the few Italian consultancy, service and training companies with a specific vocation for the cultural sector: audience development strategies, audience studies, digital engagement, participation paths, branding and communication.



**Andy Gawin Warby**  
**Envoy Partnership, London**

**Evaluation for mental wellbeing and social inclusion  
impact from Manchester Museum**

This session by Andy Gawin Warby, explores the case of Manchester Museum's approach to stakeholder research and wellbeing impact, for evaluating a volunteering for mental wellbeing programme.

Participants in the project had diverse issues and conditions around their mental health and emotional wellbeing. We will explore how the specially structured volunteering programme, and interaction with objects as the conduit to connecting with visitors, (and wider society), affected key wellbeing indicators and the human experiences that resulted.

We will explore the principles of best practice around measuring impact; the research methods used that involved stakeholder voice in defining what outcomes were most important; and understanding how we can attribute and claim the effects of a museum setting on cognitive and social functioning.

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Andy Gawin Warby MBA (Cranfield), Fellow of the Royal Society for the Arts (RSA), Associate Member of Royal Society for Public Health. Andy is co-founder of Envoy Partnership, where he provides expertise in social impact assessment, health and wellbeing impact studies, stakeholder engagement, cost-benefit appraisal, and process effectiveness. He leads Envoy's work on property and heritage, and health and wellbeing commissioning. His previous projects include social impact evaluations of Volunteering for Wellbeing in Manchester Museum; dementia and wellbeing impact evaluation through arts and culture, for NHS West London (social prescriptions projects); social impact study of Manchester Jewish Museum's new building extension; and Mental Health services' project evaluations in England. Andy served on the NHS working group for social prescribing in North Kensington, and is a trustee of PEDALL disability cycling charity.



**Bairbre-Ann Harkin  
IMMA, Irish Museum of Moderna Art, Dublin**

**Reflections On Evaluating IMMA's Creativity  
in Older Age Programme**

This presentation will examine IMMA's experience of working with an external evaluator to evaluate and report on it's Creativity in Older Age Programme 2020/21, sharing why IMMA chose to evaluate the project in this way and how this evaluation informed subsequent programming and approaches to evaluation.

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Bairbre-Ann Harkin is a museum educator with a particular interest in creativity for brain health and accessible and dementia-inclusive programming. Currently Curator of Art & Ageing at the Irish Museum of Modern Art, Bairbre-Ann devises and manages programmes and partnerships that encourage and facilitate creative engagement as we age. Prior to this, she completed a two-year Fellowship examining IMMA's dementia-inclusive programming. Bairbre-Ann previously worked as Education Curator for Butler Gallery, and has devised engagement programmes and trainings for organisations in Ireland and internationally since 2010. Bairbre-Ann is a graduate of Law w/French Law (University College Dublin) and holds a Post-Grad Diploma in Contemporary Art History from Goldsmiths College, University of London.



leva Petkutė  
SMP Socialiniai meno projektai NGO  
Lithuanian Sports University, Vilnius

### Photography as evaluation: “Photovoice” practice

*Photovoice* is a community-based participatory research method based on visual research methodology with the intention to foster social change. Based on *Photovoice* principles, the use of photography in evaluation encourages participants to critically reflect and question their experiences, build awareness about their role in shaping these experiences, as well as the social arrangements and structures around them.

Indeed, the meaning of our experiences is directly linked with our capacity and readiness to critically reflect on them. Photography in evaluation is an inclusive way to support our participants to better understand their subjective meaning of their experiences.

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leva Petkutė – co-founder and the lead of the National association “Dementia Lithuania”, Atlantic Fellow at the The Global Brain Health Institute, artistic researcher/creative director at the NGO “Socialiniai meno projektai”, EdD student at the Lithuanian Sports University. Ieva is the lead of local and international arts, health and well-being initiatives focused on accessibility and inclusivity, she is actively involved in cross-disciplinary learning experience development in the field of arts, dementia and brain health.



**Madeleine Roelfsema**  
**Zeeuws Museum, Middelburg**

**From the Depths: how to combat loneliness  
as a museum?**

In this presentation, Madeleine Roelfsema shares her experiences with doing impact research at the Zeeuws Museum. The project that she discusses is called 'From the Depths', its aim is to motivate people to talk about loneliness and connection, in order to reduce feelings of loneliness. Madeleine shares the museums' view on the necessity of participating in solving social issues, such as loneliness. She gives an overview of the methodology used in the impact research. Lastly, she shares a few results of the impact research, as well as some insights into starting the process of an impact research.

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Recently graduated from the University of Humanistic Studies with a casestudy research on ways in which museums can help combating loneliness, Madeleine now works at Zeeuws Museum in Middelburg (NL). Here she confronts similar questions: Can museums help bring back feelings of meaning in the lives of (lonely) people? The Zeeuws Museum works towards developing social programs that have a positive impact on people in society, specifically on feelings of loneliness. The museum tries to evaluate the use of these programs by doing impact research. As a member of the 'eenZM'-team, Madeleine implements her knowledge of causes and consequences of loneliness to develop this impact research, as well as take an advisory role in the development of future programs.