



2021
PORTUGAL
.EU

digital conference

MUSEUMS AND SOCIAL RESPONSIBILITY

Participation, Networking
and Partnerships

Participation is free, subject to registration:
www.conferencemuseumsandsocialresponsibility.dgpc.pt

23 - 24 march 2021

MARCH 23

09:00 Reception

09:30 OPENING SESSION

Bernardo Alabaça, Director-General for Cultural Heritage (Portugal)

Themis Christophidou, Director General for Education, Youth, Sport and Culture, European Commission

Graça Fonseca, Minister of Culture (Portugal)

10:00 INAUGURAL CONFERENCE

François Mairesse, researcher and professor, University of Paris 3 – Sorbonne

Museums and social responsibility: preparing for the post-pandemic future – trends and challenges

Presentation and moderation: **Maria Vlachou**

10:30 Debate

10:45 Break

11:00-11:15 CONFERENCES "MUSEUMS AND SOCIAL RESPONSIBILITY" (TRIO OF PRESIDENCIES):
REFLECTIONS AND DEBATES IN THREE CHAPTERS

David Vuillaume, President of the Network of European Museum Organisations (NEMO) and
Clara Frayão Camacho, Directorate General for Cultural Heritage, **Summing up of Questions raised at the German Conference and Presentation of the main Topics for the Portuguese Conference**

11:15-13:00 MUSEUMS, SOCIAL RESPONSIBILITY AND PARTICIPATION: MULTIPLE PERSPECTIVES AND
NEW VISIONS

Moderator: **Inês Fialho Brandão**

- 11:15** **Teresa Albino**, Directorate General for Cultural Heritage, **National Museum of Resistance and Freedom: challenges of an ongoing participatory process**
- 11:30** **Johannes Vogel**, Director General of the Museum für Naturkunde, **Innovation with participation - towards an integrated and open research museum @the Museum für Naturkunde Berlin**
- 11:45** **Helen O'Donoghue**, Head of Engagement & Learning Programmes at the IMMA - Irish Museum of Modern Art, **Social responsibility and participatory approaches at the Irish Museum of Modern Art**
- 12:00** **David Anderson**, Director of the National Museum Wales, **Cultural Democracy in Practice – National Museum Wales: views and challenges in the face of the pandemic crisis**
- 12:30** **Debate**
- 13:00-14:30** **Lunch break**
- 14:30-15:00** **COLLABORATIVE NETWORKS AND PARTNERSHIPS TOWARDS CULTURAL DEMOCRACY**
Territorialise, mobilise, collaborate and disrupt: strategies of the National Arts Plan
Interview to Paulo Pires do Vale, Commissioner of the National Arts Plan, by **Ana Carvalho**
- Debate**
- 15:00-16:15** **NETWORKS AND PARTNERSHIPS IN ACTION: FROM LOCAL TO GLOBAL TERRITORIES**
Moderator: **José Alberto Ribeiro**
- 15:00** **Hugo de Seabra**, Manager of the PARTIS Initiative, **Artistic practices for social transformation: the PARTIS Initiative**
- 15:15** **Daniel Castro**, Ibermuseum representative, **The future is always today: the Ibermuseum alliance and its good practices**
- 15:30** **Molly Fannon**, CEO Museum for the United Nations, **A global museum, experimental approaches and local partnerships**
- 15:45** **Inês Câmara**, Director of Mapa das Ideias, **Black elephants and unicorns: sharing is having more**
- 16:00** **Debate**
- 16:15** **Break**
- 16:30-17:00** **ROUND TABLE – MUSEUM NETWORKS IN PORTUGAL AT NATIONAL AND TERRITORIAL LEVEL: EXPERIENCES AND PERSPECTIVES**
Moderator: **Isabel Fernandes**
Participants: **Rita Jerónimo**, Deputy Director-General of the Directorate-General for Cultural Heritage; **Mariana Jacob**, Museologist, technical and scientific coordinator of the Vila Nova de Famalicão Museum Network; **Margarida Moleiro**, Director of the Carlos Reis Municipal Museum and the Middle Tagus Museum Network
- 17:00** **Closure**

MARCH 24

09:30-12:15 SOCIAL IMPACT OF MUSEUM ACTION: NEW APPROACHES AND NEW METRICS

Moderator: **Joaquim Jorge**

09:30 Pirjo Hamari, Finnish Heritage Agency, **In search of a new model of self-evaluation for museums: the European project MOI! (Museums of Impact)**

09:45 Anne Krebs, Head of socio-economic studies and research. Musée du Louvre, Research and Collections Department, **Measuring social responsibility. A research path at the Louvre museum**

10:00 Maria Amélia Cupertino de Miranda, President of the Dr. António Cupertino de Miranda Foundation, **Measuring the social impact of financial education projects at the Museum of Paper Money**

10:15 Marie Briguglio, economist and professor at the University of Malta, **The Economic Value of Museums – New Insights from Behavioural Economics**

10:30 Break

11:00 José Soares Neves, President of the Portuguese Observatory of Cultural Activities, **Visitor studies in Portugal: reflections and next steps towards a post-pandemic world**

11:15 Olivia Guiragossian, researcher at the University of Paris 3 – Sorbonne, **Production of Museum Data: the public as an indicator and actor**

11:30 Aleksandra Uzelac, Sanja Tišma, Sunčana Franić, IRMO - Institute for Development and International Relations, Zagreb, **Measuring the social impact of cultural heritage interventions: towards the holistic impact assessment model**

11:45 Debate

12:15 ROUND TABLE

Round table with **David Vuillaume**, President of the Network of European Museum Organisations (NEMO), **Clara Frayão Camacho**, Directorate General for Cultural Heritage and **Aleksandra Berberih-Slana**, President of the Slovenian Museums Association – **review of the conferences of Germany and Portugal and introduction to the upcoming conference to be held in Slovenia in September 2021**

12:30 CLOSURE OF THE CONFERENCE

Rita Jerónimo, Deputy Director-General of the Directorate-General for Cultural Heritage

Alberto Garlandini, President of ICOM

Snežana Samardžić-Marković, Director-General of Democracy of the Council of Europe

Ângela Ferreira, Secretary of State for Cultural Heritage