

For web and newsletter

eCultValue Observatory is open to museum professionals and museums

Working under the auspices of the Council of Europe, the European Museum Forum, which is also an ICOM partner, is dedicated to promote best practice examples in the museum sector and to create partnerships with other museum organisations. The common objective is to strengthen the position of museums in the times of crises and implement activities to widen and exchange knowledge in cooperation programmes.

A good opportunity for joint activities is the eCultValue project for which a grant from the EU 7th Framework Support Action Programme was received. The project already organised several events from Dialogue Days to specific workshops and each event had a focus on different aspect in the process of bringing new technologies into museums. The project tackled topics like 3D storytelling and social media, digitization or cooperation between museum and ICT sector and discussions took into account different aspects of future collaboration and developments. The examples presented at events came from different EU projects that had been already financed by the EU and their valorisation can be best seen through implementation of the results.

The target participants in eCultValue workshops were younger museum professionals interested in new technologies and the project gathered a significant group of experts who will act as ambassadors in cultural heritages institutions. The on-line platform www.ecultobservatory.eu is still open for those who would like to present their museum achievements related to new technologies, join in as individual supporters or to create their museum profiles and promote success stories from their institutions.

The project has also opened a vivid discussion on new technologies and how their future usage can influence museum organisations, create new jobs and develop new audiences. The eCultValue project has been presented during the ICOM NATHIST meeting in Croatia and ICOM ICR meeting in Taiwan. The project consortium member Goranka Horjan, who is also the EMF Chair of the Board of Trustees and member of the ICOM Executive Council, participated as invited guest and speaker at opening of the ICME annual meeting in Zagreb (Croatia) and COMCOL annual conference in Celje (Slovenia). ICOM project ICOM Observatory for Illicit Traffic, which also won EU funding, was presented at the eCult Dialogue Day in Dubrovnik in September 2014.

The eCultobservatory platform offers different models of participation. Museums can create their profiles, specify their needs related to new technologies or showcase their success stories and promote best practice from their own institutions. Museum professionals can make their individual profiles or if they want to be more actively involved, they can become eCult ambassadors. The platform gives information and links on EU projects and offers a series of on-line and off-line initiatives that facilitate the promotion of the identified new technologies to stakeholders and foster the dialogue between technology providers and end users such as museums