Experts’ group meeting

**Culture and Local Development: Maximising the Impact**

Towards an OECD Guide for Local Governments, Communities and Museums

9 July 2018 • Paris, France
Background

In 2017-2018 the OECD is developing a Guide for Local Governments, Communities and Museums. The guide provides a self-assessment framework:

- For local and regional governments to assess and improve their approaches to utilising cultural heritage as part of sustainable local development;
- For museums to assess and strengthen their existing and potential linkages with the local economy and social fabric.

The pilot version of the guide was developed in 2017 in consultation with the museum community through the International Council of Museums (ICOM), with selected local governments, experts and academia and building on earlier OECD work in the area (Culture and Local Development (2005), Local Benefits from Staging Global Events (2008), the Impact of Culture on Tourism (2009), and Tourism and the Creative Economy (2014)).

In 2018 a number of cities and museums are piloting the Guide to undertake an in depth self-assessment of their policies and actions. The pilot group includes Venice and Trento (MUVE and MUSE) in Italy, Louvre Lens and Musée des Confluences in Lyon, France; Gothenburg city in Sweden and its four museums (the City Museum, Gothenburg Art Museum, Maritime Museum and Aquarium, Design Museum), Osnabrück city and its museum Quarter, Germany; Museum of Antioquia in Medellin, Colombia; Museum of Fine Arts of Montreal, Canada; a number of cities and museums in Poland (including the Historical Museum of the City of Krakow, the Tatra Museum, the Warsaw Uprising Museum, Museum of King Jan III’s Palace at Wilanów, Coal Mining Museum in Zabrze) and discussions are on-going with a number of museums in Costa Rica, the United Kingdom, and a number of other countries. The final version of the Guide will be launched at the OECD International Conference on Culture and Local Development on 6-7 December 2018 in Venice, Italy.

Workshop objectives

The workshop on 9th July will bring together representatives of museums, city and regional authorities, and experts engaged in piloting the Guide in 2018. The objective of this workshop is to:

- Review the results emerging from the pilot phase;
- Identify areas for the improvement of the guide and the self-assessment methodology;
- Discuss the use of the Guide going forward.

Logistical details

Working language: English.

Venue: Centre Dominique-Vivant Denon, Louvre Museum, Paris | Entry: Porte des Arts, Cour carrée du Louvre (see map at the end of the agenda).

Please bring your identity card with you.

To confirm participation: marguerite.bernard@oecd.org.
Agenda

9.45-10.00 Welcome coffee

10.00-10.30 Welcome by Jean Luc Martinez, President of the Louvre Museum

Moderator: Ekaterina Travkina, Coordinator, Culture, Creative Industries and Local Development, Centre for Entrepreneurship, SMEs, Regions and Cities (CFE), OECD

Introduction by Anne Krebs, Deputy Head of the Dominique-Vivant Denon Research Centre, Research and Collection Department, Louvre, France, and Joaquim Oliveira Martins, Special Advisor, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

10.30-11.45 What have we learnt from the pilot phase & suggestions on how the guide can be used in the future: feedback from individual cases

- Michele Lanzinger, Director, Museum of Science (MUSE), Trento, Italy
- Nathalie Bondil, C.M., C.Q. Director General and Chief Curator, Montreal Fine Arts Museum, Canada
- Pawel Chorazy, Undersecretary of State, Ministry of Economic Development, Poland
- Mattia Agnetti, Executive Secretary, Fondazione Musei Civici di Venezia (MUVE), Italy
- Béatrice Schawann, Head of Administration, Musée des Confluences, Lyon, France
- Britta Söderqvist, Director of Museums, City of Gothenburg, Sweden
- Louvre-Lens Museum, France (TBC)

Comment by Nils-Arne Kassens, Director, Museumsquartier Osnabrück, Germany

11.45-12.30 Towards the final version of the guide: Reviewing the action principles

Introduction by Professor Xavier Greffe, Emeritus Professor, University Paris I Panthéon Sorbonne, lead expert, OECD Project on local governments and museums, followed by discussion.

- Klas Grinell, Culture Strategy, City of Gothenburg, Sweden
- Lucie Morisset, Professor, Department of Urban and Tourism Studies, Université du Québec à Montréal (UQAM), Canada
- Afsin Altayli, Museums and Society Coordinator, ICOM

12.30-14.00 Lunch at the Louvre Café Richelieu / Angelina
Moderator: Sylvain Giguère, Head of Division, Local Employment, Skills and Social Innovation Division, CFE, OECD

How to evaluate the impact of museums on local development: an overview of existing tools and approaches

Session introduced by Anne Krebs, Deputy Head of the Dominique-Vivant Denon Research Centre, Research and Collection Department, Louvre, France

Towards the final version of the guide. Reviewing the self-assessment methodology: What works and what does not

- Francesca Cominelli, Director, Institute of Research and Higher Studies on Tourism, University Paris I - Pantheon Sorbonne, France
- Lucie Morisset, Professor, Department of Urban and Tourism Studies, Université du Québec à Montréal (UQAM), Canada
- Chiara Dalle Nogare, Assistant Professor, Department of Economics and Management, University of Brescia, Italy & seconded expert at the OECD Trento Centre for Local Development
- Monika Murzyn-Kupisz, Department of Regional Development, Institute of Geography and Spatial Planning, Jagiellonian University in Krakow, Poland

Coffee break

Overview of good practice examples.

A number of good practices are being collected to underpin the action principles and inspire new approaches. After a short presentation by Marguerite Bernard, CFE, OECD, participants will be invited to suggest practices that can be further researched.

Launching the Guide at the OECD Venice conference (6-7 December)

Discussion of the session agenda

Next steps and closure by the OECD
# List of Participants

## CANADA

**Ms. BONDIL Nathalie**  
C.M., C.Q. Director General and Chief Curator, Montreal Fine Arts Museum

**Ms. MORISSET Lucie**  
Professor, Department of Urban and Tourism Studies, Université du Québec à Montréal (UQAM)

## FRANCE

**Ms. CANDITO Nathalie**  
Head of Evaluation, Musée des Confluences, Lyon

**Ms. COMINELLI Francesca**  
Director, Institute of Research and Higher Studies on Tourism, University Paris I

**Mr. GREFFE Xavier**  
Professor, University Paris I, Lead Consultant

**Ms. LAVANDIER Marie**  
Director, Louvre-Lens Museum

**Mr. MARTINEZ Jean-Luc**  
President of the Louvre

**Ms. SCHAWANN Béatrice**  
Head of Administration, Musée des Confluences, Lyon

## GERMANY

**Mr. KASSENS Nils-Arne**  
Director, Museumsquartier Osnabrück

## ITALY

**Mr. AGNETTI Mattia**  
Executive Secretary, Fondazione Musei Civici di Venezia

**Mr. LANZINGER Michele**  
Director, Museum of Science (MUSE), Trento

**Mr. VOLPE Mario**  
University of Cà Foscari, Foundation of Venice

## POLAND

**Mr. CHORAZY Paweł**  
Undersecretary of State, Ministry of Economic Development

**Ms. MURZYNSK- KUPISZ Monika**  
Department of Regional Development, Institute of Geography and Spatial Planning, Jagiellonian University in Krakow
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<th>Country</th>
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<td>Sweden</td>
<td>Mr. GRINELL</td>
<td>Klas Culture Strategy, City of Gothenburg</td>
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<td>Ms. SODERQVIST</td>
<td>Britta Director of Museums, City of Gothenburg</td>
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<td>Ms. PROTO</td>
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<td>BERNARD</td>
<td>Marguerite Intern, CFE</td>
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Entry: Porte des Arts, Cour carrée du Louvre

http://www.louvre.fr/plan