

ICOM CECA Europe report 2020

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Regional Coordinator Europe

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1. Current list of National Correspondents Europe

European Coordinator :

Wencke Maderbacher (since 2019)
Moesgaard Museum, Højbjerg, Denmark

National Correspondents :

Armenia :	Ani Nazaryan (since 2019) National Gallery of Armenia, Yerevan, Armenia
Austria :	Monika Holzer-Kernbichler (since 2020) UniversalmuseumJoanneum, Graz, Austria
Belgium :	Stéphanie Masuy (since 2019) Museum of Ixelles, Brussels, Belgium Sofie Vermeiren (since 2019) M Leuven, Belgium
Croatia :	Zeljka Jelavic (since 2010) Ethnographic Museum, Zagreb, Croatia
Finland :	Hanna Forssell (since 2012) National Museum Finland, Helsinki, Finland

France :	Raffaella Russo-Ricci	(since 2019)
	Musée d'art et d'histoire du judaïsme, Paris, France	
Georgia :	Lana Karaia	(since 2019)
	Georgian National Museum, Tbilissi, Georgia	
Germany :	Ine Brehm	
	Stadtmuseum Erlangen, Germany	
Greece :	Amalia Tsitouri	(since 2007)
	Hellenic Ministry of Culture, Athens, Greece	
Hungary :	Eszter Molnár	(since 2020)
	Budapest History Museum, Budapest, Hungary	
Iceland :	Rakel Pétursdóttir	
	National Gallery of Iceland, Reykjavik, Island	
Ireland :	Jenny Siung	(since 2019)
	Chester Beatty Library, Dublin, Ireland	
Italy :	Valera Pica	
Lithuania :	Vaida Rakaitytė	(since 2014)
	Vytautas Magnus University, Lithuania	
Moldova :	Stefanita Ion	
	Ministry of Culture	
Netherlands :	Frederike van Ouwkerk	(since 2011)
	Breda University of Applied Sciences, Breda, Netherlands	
Portugal :	Paulo Cuica	(since 2020)
	Museu de Lisboa, Lisboa, Portugal	
Russia :	Olga Sinitsyna	(since 2018)
	Curator	
Spain :	Ana Moreno	(since 2019)
	Museo del Prado, Madrid, Spain	
United Kingdom :	Jenny Pistella	(since 2016)
	Education Consultant	
Turkey :	Eda Göknar	(since 2020)
	Pera Museum, Istanbul, Turkey	
Slovakia :	Marcela Kvetkova	
	Slovakia-National Gallery, Bratislava, Slovakia	
Serbia:	Snežana Mišić	
	The Gallery of Matica Srpska, Novi Sad, Serbia	
Norway :	Marit Elida Angell Berg	
	The Norwegian Museum of Cultural History, Oslo, Norway	

As it can be seen in the list of National Correspondents, 11 new National Correspondents were newly found in the European Region in the term 2019/2020.

All National Correspondents are very eager to establish more possibilities to exchange for their members and as well as finding more CECA members in their countries. Establishing national CECA social media accounts, newsletters as well as arranging local meetings are the main activities. The European NCs are highly active in local and national museum education associations and join forces with them to encourage an even stronger network for the professionals. This report shows some of the many successful activities of CECA Europe.

The focus of the Regional Coordinator is to enforce the communication and exchange between the NC to exchange ideas for activities and participation. Therefore a WhatsApp group and a Facebook-group were installed, as well as a Facebook page for ICOM CECA Europe.

There were two main topics in 2019 – 2020 for the national and international meetings : first the proposed museum definition from the General Conference in Kyoto, and within this the lack of mentioning of the profession of museum education in the proposal. Second, the impact of the closure of museums for museum education ; the shift to online programs, as well as the structural threat for museum educators, because of the dismissal of many educators teams worldwide.

2. MeetingsCECA Europe

EUROPE

- 19.09.2019CECA Europe National Correspondent Meeting, Kyoto General Conference
 - o Resume of previous action, coordination of further cooperation in the CECA Europe group
- 28.04.2020 CECA Europe National Correspondent Meeting, online
 - o Impacts of COVID19 closures on the museum education sector
 - o Postponement of the conference in Leuven from 2020 – 2021
- 04.09.2020 CECA Europe National Correspondent Meeting, online
 - o Annual reports, local activities
 - o Update to ICOM & CECA developments

AUSTRIA

- 24.06.2020 Meeting with ICOM Austria, Vienna
- 09.07.2020 CECA Coordination meeting, Vienna
 - o Activities of the new national correspondent
- 04.09.2020 Meeting and Workshop “, Haus der GeschichteÖsterreichs, Vienna
 - o Strategies for Innovation”

BELGIUM

Different meetings with CECA members & museums in Belgium to prepare the workshops and excursions for the annual CECA conference 2020 (2021)

- House of European History, Brussels
- Museums Ghent
- Museums Antwerp
- Africa Museum, Tervuren
- Royal Museums of Fine Arts, Brussels
- Brussels Museum Council

CROATIA

- 15.10.2019 CECA members meeting, Zagreb
 - o Discussion on the proposed museum definition& Kyoto conference
- 01.06.2020 CECA members meeting, Zagreb
 - o Cancellation of 2020 conference in Belgium and museum activities during pandemic shutdown

France

- 28.08.2020 Meeting CECA France, online
 - o Reception of visitors at the time of Covid-19

LITHUANIA

- 8.10.2019 Meeting with Lithuanian museum workers, Vytautas Magnus University Agriculture Academy, Kaunas city
 - o Reflection on ICOM KYOTO conference

www.museums.lthttps://www.facebook.com/ICOM-CECA-Lithuania-566584310439521

3. European CECA Conferences

AUSTRIA

- 09.10.2019 4. Annual ICOM CECA Austria Conference Austria "Speak up! Is cultural mediation the voice of the museum?" Salzburg Museum, Salzburg
 - o Coordination: Wencke Maderbacher (CECA Europe) Ana Daldon (Technisches Museum Wien), Sandra Kobel (Salzburg Museum), Elke Kellner (ICOM Österreich) Sabine Fauland (Österreichischer Museumsbund)
 - o The speakers included: Martin Hochleitner (Salzburg Museum), Elke Kellner (ICOM Austria), Wencke Maderbacher (CECA Europe), Sandra Malez (Austrian Association of Cultural Mediators), Eva Meran (Haus der Geschichte Österreichs), Martin Hagmayr (Museum Arbeitswelt Steyr), Ines Groß-Weikhart (Albertina), Jasmin Hangartner (Naturhistorisches Museum Wien), Astrid Wegner (Museums für Kunst und Kulturgeschichte Dortmund) and others.
 - o 180 participants
 - o <http://ceca.mini.icom.museum/wp-content/uploads/sites/5/2019/12/4th-ICOM-CECA-Austria-Conference-Salzburg-2019-ENG-1.pdf>

BELGIUM

- 18.03.2019 SEMINAR « Belgian Museum Education and Outreach Seminar – Boosting Museum Education - Methodologies and Tools», House of European History, Brussels
 - o Organised by ICOM-CECA, ICOM Belgium and House of European History, with the support of Brussels Museum Council, FARO and Musées et Société en Wallonie.
 - o The speakers included : Dr. Constanze Itzel (House of European History), Ewa Goodman (House of European History), Alexandre Chevalier (Chairman ICOM Belgique Wallonie-Bruxelles) and Sergio Servellón (Chairman ICOM Belgium - Flanders), Nicole Gesché-Koning (excused and represented by Arja van Veldhuizen), Hildegard Van Genechten and Stéphanie Masuy
 - o Workshops at the Royal Belgian Institute of Natural Sciences. Presentation of the CECA national correspondents: Sofie Vermeiren (M Leuven) and Stéphanie Masuy (Museum of Ixelles).
 - o <http://www.icom-wb.museum/agenda/conference/>

- The 2020 Annual CECA conference was planned to be held in Belgium in October. Due to the current circumstances the conference is postponed to October 2021.
 - o <https://www.mleuven.be/en/icom-ceca-2020>

RUSSIA

- 26-31 May, 2020 Annual Festival "INTERMUSEUM" Moscow
 - o Co-organizer: ICOM Russia and CECA Russia for a series of online sessions of the ICOM Russia partnership projects "**Inclusive Museum**" and "**Migration: Revealing the Personal**"
 - o <http://icom-russia.com/data/events/xxii-mezhdunarodnyy-festival-intermuzey/>
 - o Special Museum Guide Forum, organized by Potanin Foundation in partnership with ICOM Russia.
 - o The speakers included: Marie-Clarté O'Neill (ICOM CECA President); Julia Pagel (General Secretary of NEMO); Tom Fleming (Tretyakov Gallery Zelfira Tregulova; Tom Fleming Creative Consultancy); Elizaveta Fokina (Tsaritsyno State Museum Reserve); Shannon Darrow (MoMA); Pavel Prigara (Manege Central Exhibition Hall); Dina Sorokina (Boris Yeltsin Museum); Elisabeth Ioannides (National Museum of Contemporary Art, Greece) and others.

http://icom-russia.com/data/events-/international-museum-guide-forum/?sphrase_id=701015

- 13 December 2019, Round table "City and Migration: Challenges and Opportunities for a City Museum" within the International Conference "Museum in the City-City in the Museum", Museum of Moscow, Moscow
 - o Organization: ICOM Russia and CECA project members
 - o over 200 participants
 - o Session moderation Olga Sinitsyna (CECA Russia)
 - o <http://icom-russia.com/data/events/muzey-v-gorode-gorod-v-muzee/>

Regional relevant activities in brief

- November 2019 – Annual Festival "Kids' Days in St. Petersburg" St. Petersburg

- an annual networking project offering new thematic educational trails (quests) incorporated in the permanent exhibitions for different kids' age groups and families in the museums of various kinds. 20 museums of St.Petersburg were selected for the 2019 programme.
 - Project initiator & author: CECA member Daria Agapova <https://www.museum12345.ru/detyam-i-roditelyam/festival-krugly-god/>
 - The project was facilitated by NGO Centre for Social Innovations "Museum Experience", St.Petersburg <https://www.museumandfamilies.com>
- June-July 2020 Partnership project "6000 km Long Discussion", online
- facilitated by V.K.Arsenyev State Museum of the History of the Far East, Vladivostok (Victor Shalay, Anna Scherbakova, Alexandra Osipova) and "Museum Experience" NGO, St.Petersburg (Irina Kelner and Julia Matskevich)
 - It comprised presentations of the educational programmes run by museum in Vladivostok, Khabarovsk and St.
 - <https://www.museumandfamilies.com/post/razgovor-v-6000-km-muzei-anny-ahmatovoi>
<https://www.museumandfamilies.com/post/razgovor-v-6000-km-muzei-istorii-dalnego-vostoka>
<https://www.museumandfamilies.com/post/razgovor-v-6000-km-masterskaya-anikushina>
<https://www.museumandfamilies.com/post/razgovor-v-6000-km-habarovsky-kraevoi-muzei-grodekova>

4. Participation of European NC or CECA members at other conferences

EUROPE

- 02.09.2019: 25th ICOM General Conference: 'Museums as Cultural Hubs: The Future of Tradition'.
 - Poster by Wencke Maderbacher: "Live and Let Die Criteria of the Education & Cultural Interaction Department of Moesgaard Museum"
- 06.07.2020 BE MUSEUMER International Online Conference "Museums and COVID19" organized by Lana Karaia ICOM Georgia.
 - Presentation Wencke Maderbacher "The strengths and weaknesses of museum education"
<https://www.ne-mo.org/news/article/nemo/be-museummer-online-conference-museums-and-covid-19-challenges-re-evaluations-perspectives.html>

ARMENIA

- 15-18.04.2020 Online Meeting "Be Museummer: Museum Marketing and Event Management workshop".
 - Workshop Ani Nazaryan "Museum Marketing today"
<https://zh-cn.facebook.com/bemuseummer/posts/dear-colleaguesbemuseummer-goes-onlinethe-online-training-session-will-be-organiz/3189553161269151/>

- 22-27.06.2020 Online Edcamp Armenia
 - o 2020 EdcampArmenia is the first general education and teaching conference in the educational history of Armenia. Ani Nazaryan<https://www.edcamp.am/>
- 19.06 Digital Roundtable for Regional Museums in cooperation with ICOM Armenia and the Ministry of Education, Science, Culture, and Sport.'
 - o Presentation: Ani Nazaryan "The National gallery as an educator: virtual educational programs during Covid-19" <https://www.facebook.com/MyArmeniaProgram>
- 06.07-07.07 Online Conference "Museums and Covid 19: Challenges. Re-evaluation and future Perspectives".
 - o Ani Nazaryan "Art gallery as an educator: virtual activities and challenges during covid-19" <https://www.ne-mo.org/news/article/nemo/online-conference-museums-in-times-of-covid19-challenges-re-evaluations-perspectives.html>

AUSTRIA:

- 07.11.2019 Schloss Marchegg – Volkskunde Museum Wien / "International Cultural Education Meeting in the border area between Austria and Slovakia - Museums connect (Museenverbinden)".
 - o Presentation: Wencke Maderbacher „Enjoyment in museums" https://www.volkskundemuseum.at/tagung_museenverbinden
- 22.04.2020 Online Museum Education Roundtable Austria.
 - o Wencke Maderbacher "The job situation of cultural educators during COVID19 closures"

BELGIUM

- 18.03.2020 Brussels, House of European History "Belgian Museum Education and Outreach Seminar- Boosting Museum Education - Methodologies and Tools".
 - o Stéphanie Masuy: "Lecture '40 New trends in museum education in Belgium"
 - o Sofie Vermeiren: "First announcement of the CECA conference in Belgium" <http://www.icom-wb.museum/agenda/conference/>
- 01.- 07.09.2019: 25th ICOM General Conference: 'Museums as Cultural Hubs: The Future of Tradition'
 - o 02.09.2019: Poster by Stéphanie Masuy and Sofie Vermeiren: "CECA conference in Belgium in 2020"
 - o 03.09.2019: Short presentation by Sofie Vermeiren "Announcement of annual CECA conference in Belgium in 2020"
 - o 08.09.2019: meeting with the new CECA board to present and prepare the annual CECA conference (content wise and practical issues)
- 26.-28.03.2020: Seminar "Museums and People in a Mobile World - Migrations: Revealing the Personal", ICOM Russia, Museum of Contemporary Russian History, Moscow (CANCELLED)
 - o 27.03.2020: Lecture about Hospitality Project in M Leuven and

participate in discussion at the panel "PERSONAL EXPERIENCE OF MIGRATION IN MUSEUM COMMUNICATION: STORYTELLING AND PARTICIPATORY PRACTICES"

- *This Seminar was cancelled due to the COVID 19 Pandemic. In the autumn of 2020, a publication will be published by ICOM Russia with with text contributions from the scheduled speakers.*

GERMANY:

- 15.11.2019 ICOM Germany Annual Meeting „Chances and side effects - Museum 4.0“
 - CECA Workshop: Stéphanie Wintzerith, Christine Fischer, Christine Brehm „When digitization meets museum education - What impact does digitization have on the quality of museum education?“
https://icom-deutschland.de/images/Nachrichten/PDF/Brosch%C3%BCre_Programm_2019.pdf

IRELAND

- September 2019/ ICOM General Conference 2019 "Museums as Cultural Hubs", Kyoto, Japan
 - Jenny Siung: Talk on "*Empowering learners - Building and Intercultural Museum Programme for Schools*".

5. CECA Special Interest Groups – Europe activities

- **SIG Professional Development for Museum Educators**
 - Coordinator: Wencke Maderbacher
 - Activities:
 - 01.05.2020 Online Meeting – start & coordination
 - 18.07.2020 Online Meeting "Museum Education in times of COVID19"
 - 4 presentations: Eda Göknar (Turkey), Lopes Massango (Mozambique), Fernanda Castro (Brasil), Wencke Maderbacher (Danmark)
 - Collaboration: Mailings, WhatsApp, Facebook group & site, shared Dropbox-folder
 - Members:
 - 66 (30.08.2020)
 - among these, 31 members from Europe
 - NC: Eda Göknar, Rakel Pétursdóttir, Jenny Siung, Ani Nazaryan
 - Board members: Nelly Abboud, Angela Menders

- **SIG Inclusive museum, global accessibility**
 - o Coordinators: Raffaella Russo Ricci & Paolo Cuiça
 - o Activities: general group meeting, analyze documents, organizing work groups
 - 19.06.2020 Online Meeting
 - 08.09.2020 Online Meeting
 - o Collaboration: Mailings, WhatsApp
 - o Members:
 - 27 (23.08.2020)
 - among these 21 members from Europe
 - NC: Stéphanie Masuy& Sofie Vermeiren, Stephanie Ion, Ana Morena

- **SIG (Intangible) Heritage and tourism**
 - o Coordination: Frederike van Ouwerkerk
 - o No activities yet
 - o Members:
 - 4 (04.09.2020)

6. Documentation& publications :

EUROPE

- Wencke Maderbacher, ICOM Voices "Museum Education and Learning: The Forgotten Profession?", 12.08.2020.
<https://icom.museum/en/news/museum-education-and-learning-the-forgotten-professions/>

GERMANY

- Stéphanie Wintzerith, Christine Fischer, Christine Brehm „Wenn Digitalisierung auf Vermittlung trifft – Welche Auswirkungen hat die Digitalisierung auf die Qualität der Vermittlung?“ Conference proceedings to the ICOM Germany Annual Meeting „Chancen und Nebenwirkungen – Museum 4.0“
https://icom-deutschland.de/images/Nachrichten/PDF/Brosch%C3%BCre_Programm_2019.pdf

IRELAND

- Jenny Siung/ *Embracing cultural diversity in the classroom: discovering world*

cultures through Chester Beatty's Collections for schools

ICOM Education 29, publication due out this year

- Sharon Shaffer/ *International Thinking on Children in Museums: A Sociocultural View of Practice*/Routledge Press/ publication due

This was advertised through the ICOM CECA network in 2018 and Jenny Siung has submitted a paper in 2018 and re-edited in 2019/20 a paper as part of this pending publication Routledge, *International Thinking on Children in Museums: A Sociocultural View of Practice*, a publication that will examine global practices and contexts for children in museums. The paper is entitled *Discovering world cultures through Chester Beatty's collections for primary schools*, Jenny Siung, Chester Beatty

ICOM Education:

- CECA Europe NCs helped evaluating and proofreading for ICOM Education 29 :Raffaella Russo-Ricci, Paulo Cuica, Zeljka Jelavic, Jenny Siung, Ana Moreno, Ine Brehm, Wencke Maderbacher.

7. Communication

Newsletter:

- Europe: to all European NC
- Austria: Ca 7x National& International CECA news / 296 subscribers
- France: 16x National & International CECA news
- Netherlands: 4x / 48 subscribers
- Included in the national NL: CECA Belgium, CECA Ireland, CECA UK

Facebook:

- ICOM CECA Europe <https://www.facebook.com/ICOM-CECA-Europe-101590587896951> / since 2019 / 164 followers
- ICOM CECA Austria <https://www.facebook.com/icomcecaustria> / since 2016 / 349 follower
- ICOM CECA Lithuania <https://www.facebook.com/ICOM-CECA-Lithuania-566584310439521> / since 2018 / Followers: 62
- ICOM CECA Turkey <https://www.facebook.com/ICOM-CECA-T%C3%BCrkiye-102445451526850> / since 2020 / Followers: 25
- ICOM CECA UK <https://www.facebook.com/ICOMCECAUK> / 354 followers
- ICOM CECA Portugal <https://www.facebook.com/icomceca.portugal/> / 300 followers

Twitter:

- ICOM CECA UK: https://twitter.com/Icom_Ceca_UK /since 2020

Websites:

- Austria <http://icom-oesterreich.at/overview/icom-ceca-austria>
- Lithuania, Information shared via Museum Association Lt, ICOM Lt board www.museums.lt
- Belgium <https://www.icom-belgium-flanders.be/icom-ceca/>
- Ireland <https://www.icomireland.com/>

8. Otheractivities of CECA Europe

ARMENIA

Ani Nazaryanis an author of an online educational project for adults. Through this project she wants to strengthen the communication with different museums. The aim of the project is to connect museum educators from different museums in Armenia and Artsakh Republic and realize virtual educational programmes for adults.

Ani Nazaryan created the working group with CECA Armenian members, which are included in organising and evaluating process of project. The project will start in September 2020.

AUSTRIA

May 2020 election of a new CECA Austria NC: all Austrian CECA members could vote online (google form). There were 3 candidates: Isabella Fiedler, Eva Meran & Monika Holzer-Kernbichler. Monika Holzer-Kernbichler got elected to be the new Austrian NC and took over the agenda from July 2020.

RUSSIA

“Inclusive Museum” is an ongoing ICOM Russia partnership project. In 2019-2020 there were series of roundtables, workshops, grant competitions and publications. See the Calendar of the activities on the Project website (<https://in-museum.ru/>). The project team led by DinaraKhalikova, ICOM Russia Board member, and many CECA Russian members managed to raise the professional and public awareness of the topic immensely and involved dozens of museums throughout the country. It resulted in launching of several grant competitions with high rate of participation.

The project team participated and co-organised roundtables on relevant topics in partnership with various cultural, educational and social institutions, public bodies and NGOs including Charitable foundations.

<http://icom-russia.com/data/proekty/proekt-inklyuzivnyy-muzey/>

Another important result was a number of guidelines, recommendations, videos, reports, brochures and other publications which are of great value not only for the newcomers, but for scholars and experienced practitioners as well.

<https://in-museum.ru/edocs/>