

# Workshop CECA Best Practices

## 9th Meeting of the Museums of Patagonia Sur-Sur

Ushuaia (Tierra del Fuego province - Argentina)

31 October, 1 and 2 November 2019.

The ICOM-CECA Best Practices Introductory Workshop was held in Ushuaia (Tierra del Fuego province - Argentina), the southernmost city in the world, convened by the Maritime Museum of Ushuaia, in the ex-Prison.

The workshop brought together 24 people (ICOM members and non-members) from the two most important museums, the Presidium Museum and the End of the World Museum in Argentina and museums in southern Chile. The theme of the Meeting was "Museums in Patagonia: communication and education in the face of public diversity".

The CECA meeting was based on an introduction to educational and cultural projects with a view to future participation in the CECA Best Practice Award.

Participants were divided into groups; a 15-minute introduction to the Committee presentation and promotion of Best Practices was made and immediately teamwork was initiated from a series of questions that allowed the day to work together on each of the topics. The questions were as follows:

- What do you want to do?.....Nature of the project
- Why do we think we need to do the project?.....Objectives
- When we want to do?.....Targets to be obtained
- Where?.....Physical location
- How?.....Methodology
- When?.....Schedule, duration
- To whom is it addressed?.....Addressees or beneficiaries
- Who? Who?.....Human Resources
- With what? With what?.....Material resources
- How will it be financed?.....Financial resources

Each group, represented by a member, was asked to answer these questions, based on a project they had chosen, and present it to the other groups throughout the day with the changes that had occurred since that first presentation.

Throughout the day, slides were interspersed to add information and the different groups discussed and made changes or no changes to the first proposal made.

The aim was to enrich, discuss, modify the first presentation with the outcome of the debate and the participation of the other groups (the internal and external view during the process).

The day ended with a presentation from each group and the interaction and participation of all members.

The results were very positive as the directors of both institutions and other high-level academic speakers, who wanted to be part of the working groups, were present among the members.

The themes that required more time for their treatment were: objectives, goals, evaluation, remediation and the most controversial, above all, the understanding of the socio-economic reality of Argentina and Chile, that of limiting projects to the economic and social reality of different environments.

At the end of the day, each group expressed their opinion on the workshop presented and thanked them for its realization because it allowed them to see other points of view on the subject.



