

Best Practice 2018

Communication

This year communication has been again too scarce and done notably late in most regions, excluding South America. Some new ways for spreading information have been initiated apart from the usual president's CECA presentations. Two countries, Japan and Germany, have had the opportunity to present the BP award and tool during local professional conferences. But the involvement of regional coordinators in spreading information, apart from the website, keeps being too discreet. One can notice the direct influence of regional training sessions in the presence of proposals (this year, candidates from Georgia and Qatar)

The final number of candidates was 10 to be compared with 11 in 2017, 23 in 2016, 25 in 2015, 35 in 2014.

One of the ways to promote the BP process could be to publish on the website translations of the tool in other languages than the official ICOM ones. Three seem to exist already in armenian, german and portuguese and could be published. A call to produce other national translations could be done next year through the national and regional coordinators to start the communication campaign. Marie-Clarté O'Neill would be ready to try and tackle these communications issues.

We have to get more candidates and it is not a question of interest, it is a question of communication...

Results

The list of 2017 candidates can be found at the end of this document (doc 1)

The jury was organised in Paris May 6th and 7th with Marie-Clarté O'Neill as president, one of last year awardee and one elected board member as jury : Séverine Muller (France) and Margarita Laraignée (Argentina).

The general quality remains good and the evaluation process seems to be mature now after some adjustments (Doc2).

One can note the relative weakness of treatment of two points in the tool : Describing the content of the program in an articulate way, leading the appreciation/evaluation process and forseeing a remediation linked to more than professional intuition.

Publication

Thanks to Cinzia Angelini who accepted to be the editor of a new issue of the Best Practice series and managed the publication with Georgia, 9 of the candidates contributions will be published. The choice was, this year to edit a few paper issues, concentrating on digital publication on the web site.

Perspectives for 2019

The actual face to face meeting of the jury remains a condition of quality of the debates to get to a fair evaluation of complex projects. One day and a half was necessary to assess 10 projects this year and one cannot see the possibility of such a long debate through Skype or Whatsap. Time differences and the number of jury members would make this still more complicated.

To sustain long distance venues, one could consider the continuation of joining in time other CECA related group work (this year a joint literature survey about Cultural action, allowing a joint publication in ICOM Education 2018 on this subject).

The regularly growing quality of the programs presented to the award is a fair indicator of the influence of the BP tool in strengthening a professional awareness around the multiple challenges of programs conception, realisation and evaluation.

A critical analysis of the BP tool in the german environment produced in a Master degree memorandum in France this year shows that there is no real barrier in the adaptation of the BP tool to diverse national realities.

And Google translate is now ready for translating the final projects texts, if needed.

But attention must be improved in the ways of communicating the award process.

- Multiple means of information (website, social networks, individual information to members, communications in professional meetings, specific training organised nationally, etc)
- Early information (Before the start of the civil year)
- Regional and national relay

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