

**INNOVATIVE COMMUNITY DEVELOPMENT –
THE PARTICIPATORY MODEL
RESULTS OF THE REPRESENTATIVE SURVEY ON HUNGARIAN MUSEUMS
2017**

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**ACTING COMMUNITIES – ACTIVE
COMMUNITY INVOLVEMENT
EU PROJECT**

EFOP-1.3.1-15-2016-00001



MUSEUM EDUCATION
AND METHODOLOGY CENTRE



NMI
Institute
for Culture



SZÉCHENYI 2020



HUNGARIAN
GOVERNMENT

**European Union
European Social
Fund**



INVESTING IN YOUR FUTURE

ACTIVE COMMUNITIES

- The Acting Communities – Active Community Involvement (EFOP-1.3.1-15-2016-00001) project's aim is to work towards an open, active and cooperating society.
- 3 Billion HUF (cc. 10 Million EUR)
- Realized by the consortium collaboration of the Hungarian Open Air Museum (leader), NMI Institute for Culture Non-profit Ltd. and the National Széchényi Library (members).

HUNGARIAN OPEN AIR MUSEUM – SZENTENDRE MUSEUM EDUCATION AND METODOLOGY CENTRE (LEADER)



NMI INSTITUTE FOR CULTURE NONPROFIT LTD. AND NATIONAL SZÉCHÉNYI LIBRARY (MEMBERS)



NMI
Institute
for Culture



AIMS

- This is the very first instance of collaboration between professional centres of museums, community cultural institutions and public libraries in Hungary in order to jointly improve the social responsibility.
- We want to increase the social activity, community involvement and also promote equal opportunities through the means of community development.

PURPOSE

- Our general purpose is a nationwide developmental research to enhance the social participation of museums, libraries and community cultural institutions.

INVOLVING EXPERTS, PARTNERSHIP WITH THE ASSOCIATION OF COMMUNITY DEVELOPMENT



Workshops,
2016

PILLARS OF THE PROJECT - METHODOLOGICAL TEXTBOOKS

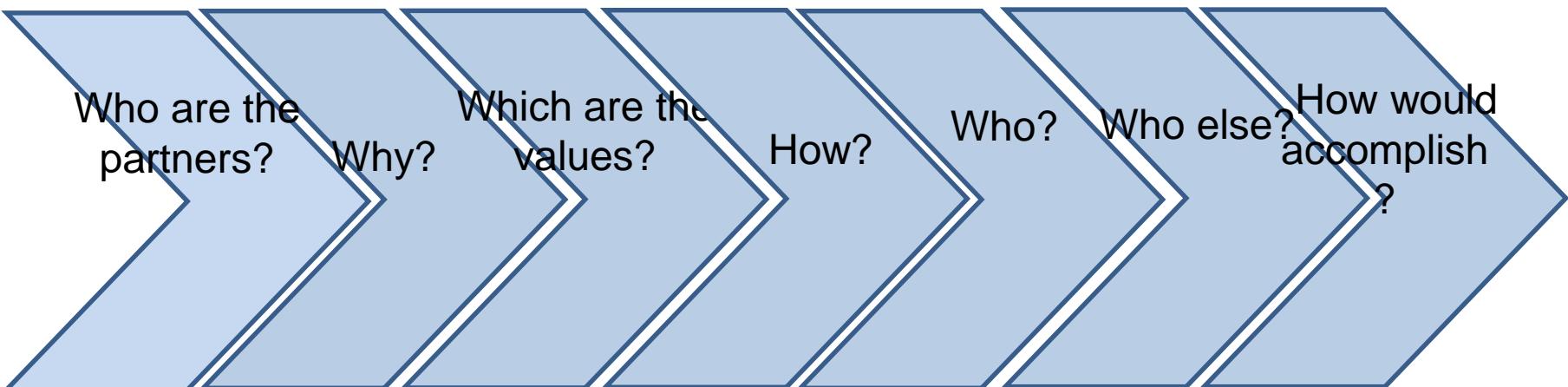


Guide on:

- Community development
- Measurement of community development
- Community participation in institutions
- Volunteer management
- Equal opportunities
- Mentors network

STAGES OF COMMUNITY DEVELOPMENT

PRINCIPLES: COMMUNITY INVOLVEMENT + PARTICIPATION



Summoning
activists

Exploration
of the
situation

Priority
of intended
activities

Priority
of tasks

Community
of activists

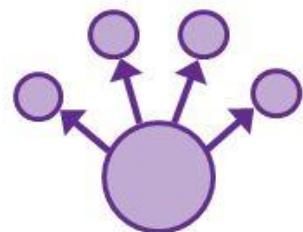
Partners

Implementation,
coordination

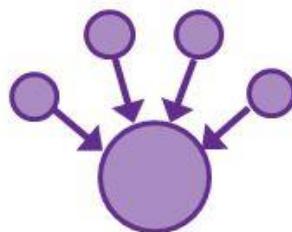
The process takes 9-12 months; further 1–2 years are necessary to anchor the results.

THE SPECTRUM OF PUBLIC PARTICIPATION

Inform



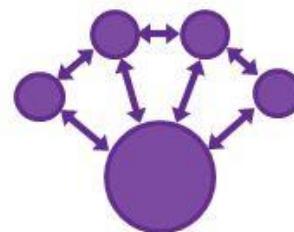
Consult



Involve



Collaborate



Empower



IAP2's Public Participation Spectrum



Increasing Level of Public Impact



Inform

Public participation goal

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Promise to the public

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

Example techniques

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory Committees
- Ballots
- Consensus-building
- Participatory decision-making

- Citizen juries
- Delegated decision

MENTORS' NETWORK

18 OFFICES - 80 MENTORS



TRAININGS FOR MENTORS



February, September, November
2017

WORKSHOPS FOR MENTORS



Monthly, 2017

EVENTS



Certificate Celebration, 2017

FORUMS OF LOCAL GOVERNMENTS' EMPLOYEES



July, October, November, 2017

TRAININGS – CULTURAL COMMUNITY DEVELOPMENT – IN PRACTICE FOR CULTURAL PROFESSIONALS



November, 2017 – the first 25 of 420 cultural professionals

ANNUAL WEEK OF COMMUNITIES – PRESS CONFERENCE



7-14 May, 2017

WEEK OF COMMUNITIES – OPENING IN MÁGOCS



2017, Mágocs (Baranya County)



WEEK OF COMMUNITIES, 2017



WEEK OF COMMUNITIES, 2017



DEVELOPING COMMUNICATION – WEBSITES

WWW.CSELEKVOKOZOSSEGEK.HU

The screenshot shows the homepage of the Cselekvő Közösségek website. At the top, there's a navigation bar with links for 'Hírlevél | ENG | Kontraszt váltás | Betűméret váltás'. Below the navigation is the 'Cselekvő Közösségek' logo. The main content area features a large image of a group of people on stairs, with the text '43 új mentor vette át tanúsítványát az Országos Széchenyi Könyvtárban'. Below this, there's a text box about the project's mentorship program. To the right, there's a sidebar with several news items and a 'BŐVEBBEN' button. At the bottom, there are four categories: 'Tudás', 'Közösség', and 'Képzés', each with a corresponding image.

The screenshot shows the homepage of the Közösségek Hete website. At the top, there's a navigation bar with links for '2017. május 8-14. | Kontraszt váltás | Betűméret váltás'. Below the navigation is the 'Közösségek Hete' logo. The main content area features a large image of people playing instruments, with the text 'Villámcsodülettel lepték meg a falu lakóit a szervezők'. Below this, there's a text box about the event's popularity. To the right, there's a sidebar with several news items and a 'BŐVEBBEN' button. At the bottom, there's a weekly calendar for the week of May 8-14, 2017, with days labeled 'HÉTFŐ', 'KEDD', 'SZERDA', 'CSÜTÖRTÖK', 'PÉNTEK', 'SZOMBAT', and 'VASÁRNAP'.

COMMUNICATION – FACEBOOK, YOUTUBE



0 feliratkozó 24 megtékinés Videókezelő

Kozossegek

Aktív közösségi szerepvállalás
EFOP-1.3.1-15-2016-00001

Cselekvő Közösségek

Az EFOP-1.3.1-15-2016-00001 azonosítószámu, "Cselekvő közösségek - aktív közösségi szerepvállalás" c. kiemelt uniós projekthez kapcsolódó... Több

Feltöltek Nyilvános

Flasmob 2017 Tengelic Nincs megtékinés • 1 hete

Kerekpár 13 megtékinés • 1 hete

Kiskörös - Közösségek Hete 2017 10 megtékinés • 2 hete

Közösségek Hete Palotáson, Flashmob a Platánon 2 megtékinés • 2 hete

Oidai Bejvő üzenetek Értesítések Elmezések Közzétételi eszközök Beállítások Súgó •

Cselekvő Közösségek @cselekvorkozossegek Még nem írtak ez az oldalról 10 Közösségek

Pályázatokra vonatkozóan Pécs Városa (M) 22 órás e-mail

Kezdőlap Névjegy Események Fényképek Videók Közösségek Csoportok Velemtérek Állások Bejegyzések Hindetés Kiemelések kezelése

Meg lehet jelentkezni a Partnerségen a múzeumokkal konferenciára! – Cselekvő Közösségek

Meg lehet jelentkezni a Partnerségen a múzeumokkal konferenciára!

November 17-ig várjuk a múzeumi, közművelődési, környári szakemberek jelentkezését a Partnerségen a múzeumokkal (In Partnership with Museums) című kétnapos nemzetközi konferenciára Egerbe, amely 2017. november 20-21-én lesz.

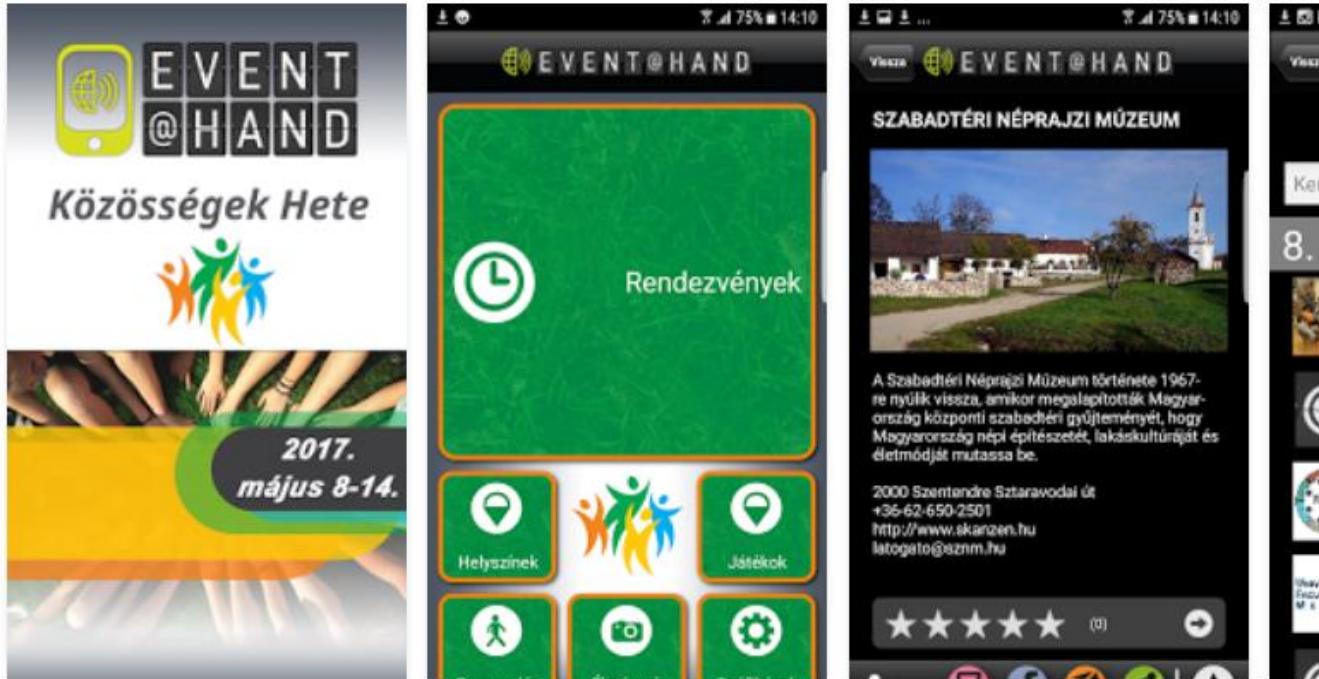
CSELEKVKÖZÖSSÉGEK.HU

3601 embert ért el Bejegyzés kiemelése

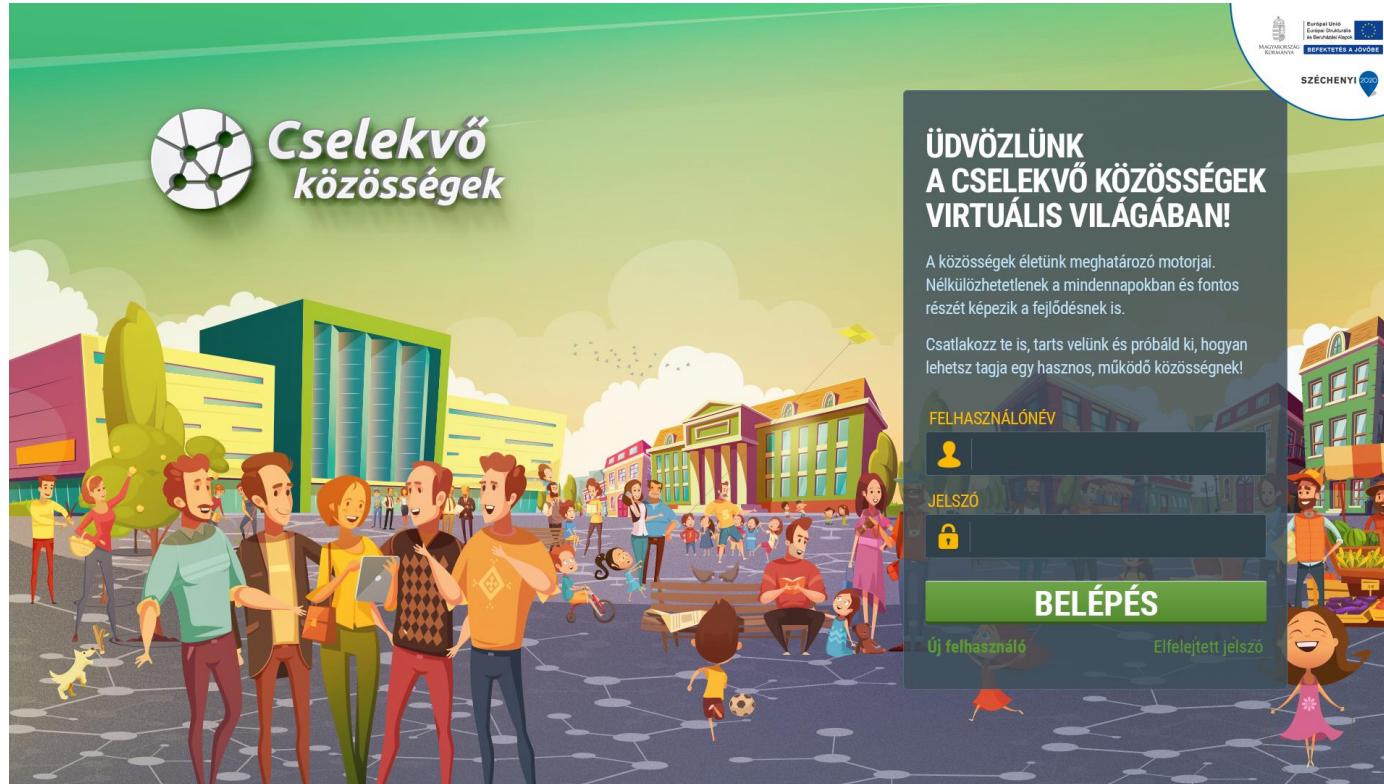
Tetszik Hozzáírás Megosztás

program_magyar...docx program_English...docx

COMMUNICATION – MOBILE APPLICATION



GAMIFICATION (2018)



PROJECT-INTEGRATED RESEARCHES

Researches

With preliminary results

- **Results of the Representative Survey on Hungarian Cultural Institutions**

On-going

- **Delphi Future- and Trend Research**
- Monitoring of mentor network

Planned

- Cultural community development in practice
- Community participation in institutions
- Other monitoring researches

RESULTS OF THE REPRESENTATIVE SURVEY ON HUNGARIAN MUSEUMS, 2017



NMI
Művelődési
Intézet



AIMS OF THE RESEARCH

We would like to assess the social role and activities of the Hungarian museums, public libraries and community cultural institutions, and also the opportunities of their development.

RESEARCH METHODS

- Sample

Institutions	Total	Responses	Proportions
Community cultural institutions	3429	498	14,5
Libraries	3370	446	13
Museums	713	283	39,69
TOTAL	7512	<u>1227</u>	

- Responses: 1.125 (91,687%)
- Location: Hungary
- Survey date: 11/07/2017 – 31/08/2017
- Method: questionnaire

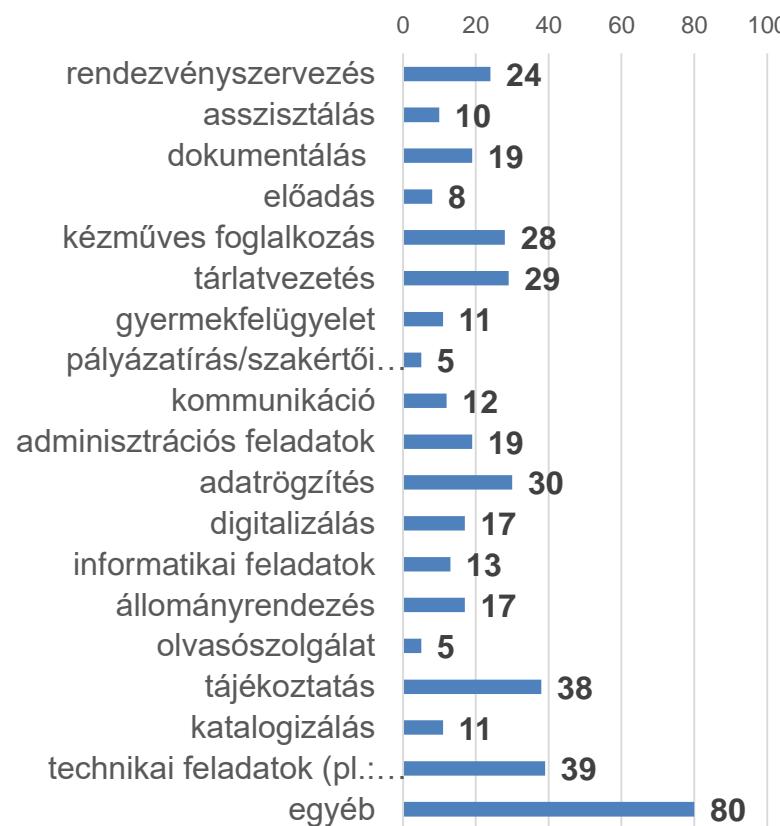
THE MOST IMPORTANT RESULTS

- Cooperation of local governments with civil societies
 - 73,6 percent of the institutions **give place** to their settlement's formal and/or informal **small communities, groups and civil societies**;
 - 38,1 percent of the institutions **give site for registered office** to civils and 10 percent support one financially.
- Only 3 percent of the institutions asked in the last three years the opinion of the members of the local community, of their visitors.
- **More than half** of the institutions (52,1%) employee volunteers,
 - BUT the majority (91,6%) **has no volunteer strategy**.
- More than half of the institution (**54%**) **are fostering place of the compulsory student community service program**;
 - BUT only **a very few of them has a school community volunteer's coordinator** (65,9%),
 - 26,8 percent of the institutions (about 1/4 of them) received more than 20 school community volunteers; but 88,9% of them give no preparation to them.
- **92,8% of the asked institutions** – as they mentioned – **are physically; 57,5% are communicational not accessible without barriers**. On the other hand, in the last five years **58,8% of them had some kind of program/workshop/service which has improved the equal opportunities of underprivileged groups**.

RESEARCH RESULTS – MUSEUMS’ 1. VOLUNTEER PROGRAM

- 43% of the museums have volunteer programs.
- Main activities: administration and interpretation.

Milyen tevékenységre köt
önkéntes szerződést?

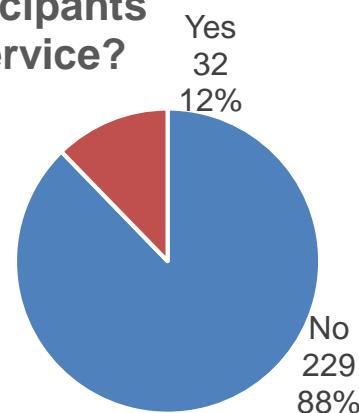


RESEARCH RESULTS - MUSEUMS

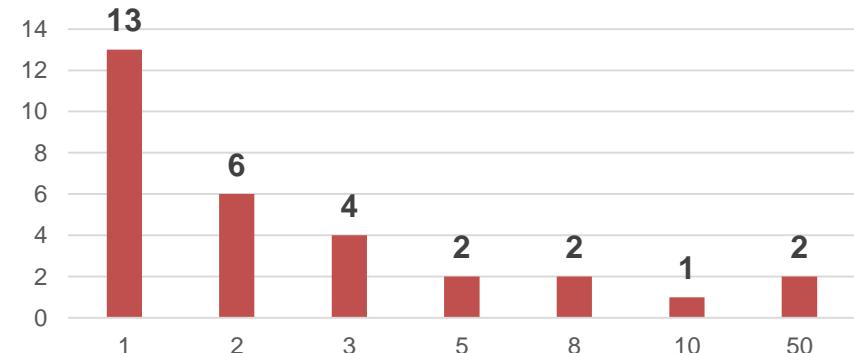
2. STUDENT COMMUNITY SERVICE

- Some museums offer student community service; 3-10 students/intstitutions. Only a few of them have prior training.

Does your institution organize regularly training for the participants of the student community service?



How many hours takes the preparation of the students?

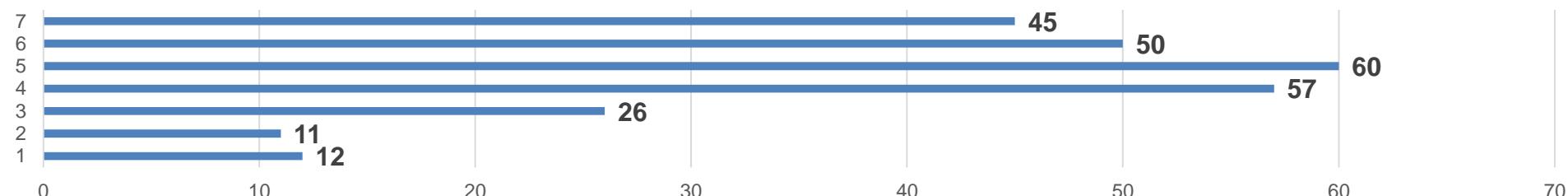


RESEARCH RESULTS - MUSEUMS

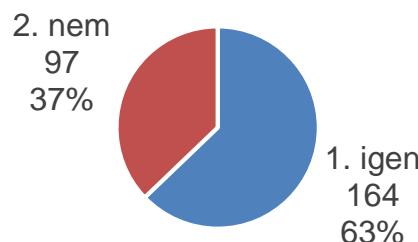
3. PARTNERSHIPS

- Most museums deem the level of local cultural activities as MEDIUM.

Kérem, helyezze el a települése közösségenek közéleti, kulturális aktivitását



Az intézmény helyiséget
biztosít a településen működő
informális és/vagy formális
kisközösségeknek,
csoportoknak?



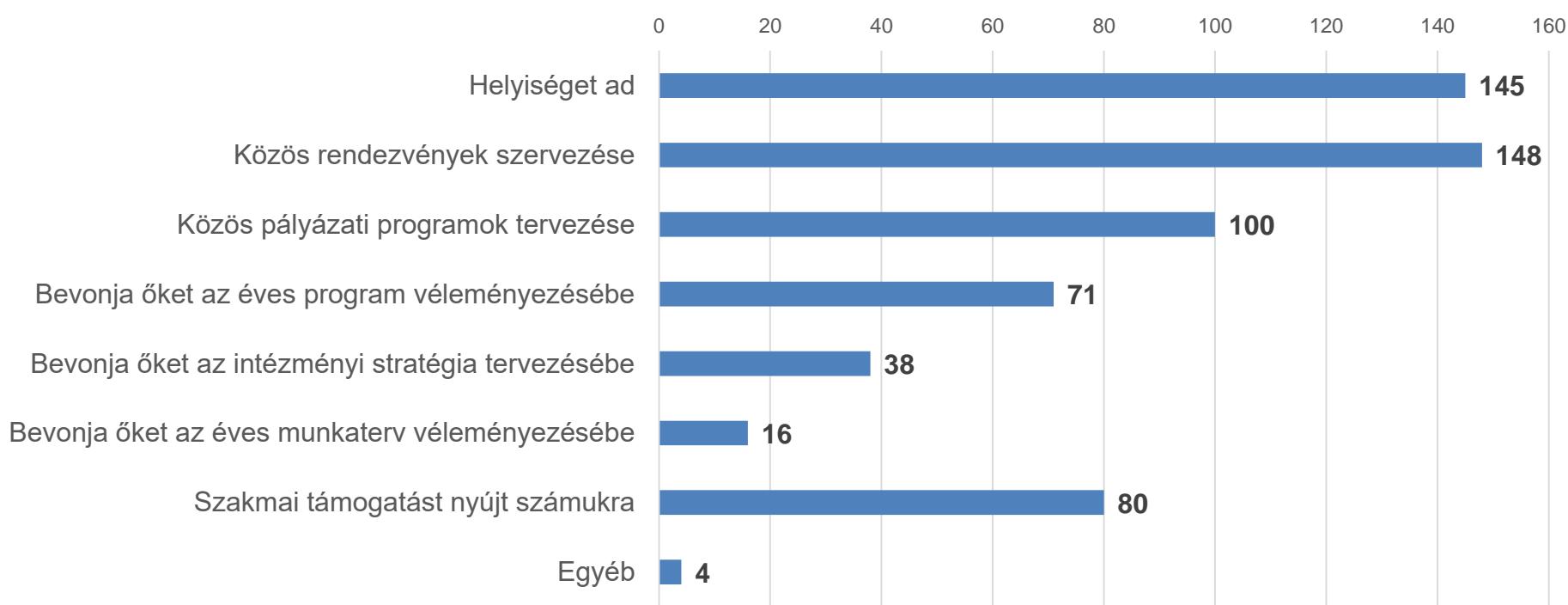
2/3 of the museums offer their venues
for 1-5 NGOs or communities.

RESEARCH RESULTS - MUSEUMS

3. PARTNERSHIPS

- 2/3 of the museums provide venues for 1-5 NGOs or communities.

Does your institution give venues for formal (registered) and informal communities and/or groups?

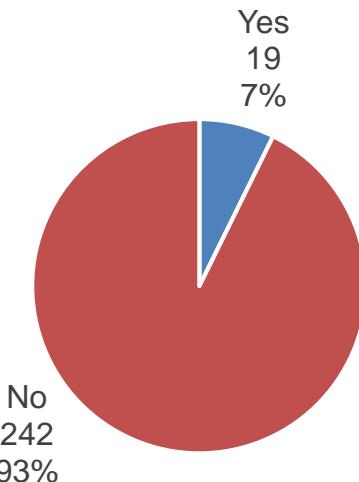


RESEARCH RESULTS - MUSEUMS

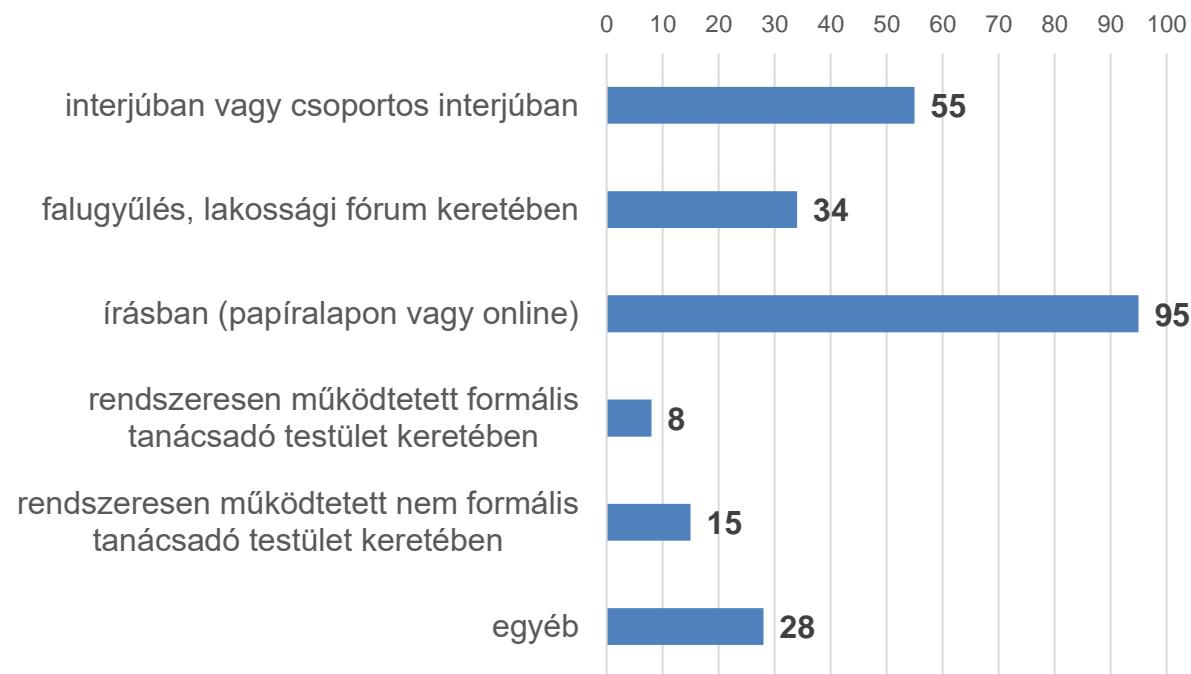
4. COMMUNITY PARTICIPATION IN INSTITUTIONS

- Residents' participation is seldom mentioned in the institutional documents of museums; however, visitors are frequently asked by questionnaires.

Do the institution's documents record the way of public participation?



Have the members of the local community, the visitors been asked about the activities of the institution -- including the needs of them -- within the last three years?
Yes, we have asked them...



INFO

- Detailed survey report: Spring 2018
- (www.cselevkarakozossegek.hu).
- www.facebook.com/cselevkarakozossegek/



THANK YOU FOR YOUR ATTENTION.

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