

Guidelines for developing a national or sub-regional project

These guidelines have been developed to guide you and your institution in becoming a partner of ICCROM and carry out a RE-ORG project within a 9 to 12-month timeframe.

What to expect from a partnership with ICCROM?

- **Up to 10 museums** in the country will have their storages re-organized and their collections made fully accessible
- One museum will host **one main learning event on storage re-organization** using the RE-ORG methodology
- A **full storage re-organization project** will be completed in one museum and will serve as an example for the participating museums
- At least **20 professionals** from the participating museums and **2-4 persons from the partner institution** will be able to help other museums implement their RE-ORG projects
- At least **one outreach event** will be organized to raise awareness on the storage issues faced by museums and to promote the RE-ORG methodology

How does the partnership work?

The partner will:

1. Create a local coordination team to manage the project and ensure successful follow up with participating museums
2. Make funding available for the project
3. Identify and select the participating museums (6 to 10)
4. Choose the host museum, where the project case study will take place
5. Identify and organize successful communication/ outreach initiatives

See following pages for more information

ICCROM will:

- Provide the RE-ORG didactic material
- Design the training programme and recommend teachers
- Provide the material for raising awareness and information-dissemination activities
- Provide the partner with technical and scientific support when needed
- Assist with fundraising by providing letters of support

What are the responsibilities of the partner?

1. Create a local coordination team to manage the project

At the organizational level and in order to ensure the success of the project, the partner must nominate one coordinator who will be the contact person with ICCROM and who will coordinate all aspects of the project. Based on past experiences, we recommend involving additional colleagues (i.e., 2 to 4) to assist with the organization.

The tasks of the coordination team include the following:

- **Participate in a “training of trainers” initiative** (3-5 days) prior to the start of the workshop in order to get used to the RE-ORG methodology
- **Support the international teachers during the workshop/project case study.**
- **Ensure follow-up with the participants** before, during and after the project case study, and in particular during the RE-ORG project implementation in their own museum (through e-mail, meetings, Skype or webinars, visits, etc.)
- Maintain the group spirit and **encourage participating museums to disseminate the methodology** with other museums and organize outreach activities.

2. Ensure funding for the project

The partner is responsible for raising the funds necessary to cover the following cost items:

- **Small equipment and materials:** the purpose of RE-ORG is to carry out a storage reorganization using existing resources (i.e. space(s), furniture, etc.). Nevertheless, the project case study may require the partner to invest in small equipment and materials, as well as in refurbishing, painting, fixing electricity, etc.

We usually recommend setting aside a budget to address these costs. The cost for previous RE-ORG projects ranged from €500 to €1 500.

- **Travel and accommodation for participants:** if participants come from various cities (or countries), the costs related to travel and accommodation should be covered.
- **Travel, accommodation and fees for international RE-ORG teachers**

In former projects, the partners raised funding locally or requested that each participating museum would contribute through a participation fee, or both.

3. Select the participating museums

The partner is responsible for the selection of the participating museums (6 to 10).

In order to select the participating museums, the partner can place a call for applications.

The museums interested in participating in the project should:

- Submit an application
- **Demonstrate a need for RE-ORG in their storage**, providing the self-evaluation questionnaire dully completed (with at least $\frac{3}{4}$ of answers in the two lower levels of the diagnostic table), and photographic documentation illustrating the storage condition

- **Demonstrate the museum Director's interest and support of the RE-ORG project**, including the assignment of a team of two professionals - ideally, a director or manager and an assistant - for the duration of the project implementation (minimum 6 months), and the engagement in facilitating the reorganization by all possible means and in disseminating the results to other museums.

4. Choose the museum that will host the project case study

In addition to the criteria outlined in point 3 for participating museums, the host museum must satisfy to the following criteria:

- Grant all participants **access to the storage and collections** for the duration of the workshop.
- Have a **museum collection composed of 300 to 10 000 objects** with a variety of types and sizes, to allow the teachers and participants to find different options.
- Ensure **working space** is available near the storage rooms for lectures and practical work (approximately 80 m²).
- Ensure **maintenance staff's availability** during the workshop. This will save costs as they may assist with handling, adaptation and installation of furniture, lighting, and building elements.

5. Raise awareness on storage issues

The partner institution should also organize communication events to promote the importance of storage and reach a wider audience (decision makers, more museums, etc.) through various means of communication, for example:

- Invite the media while the implementation phase is underway
- Organize a press conference at the end of the workshop
- Provide tours of the reorganized storage (media, decision makers, public, etc.)
- Produce a video illustrating the work.