



New trends: social change, museum brands and public value



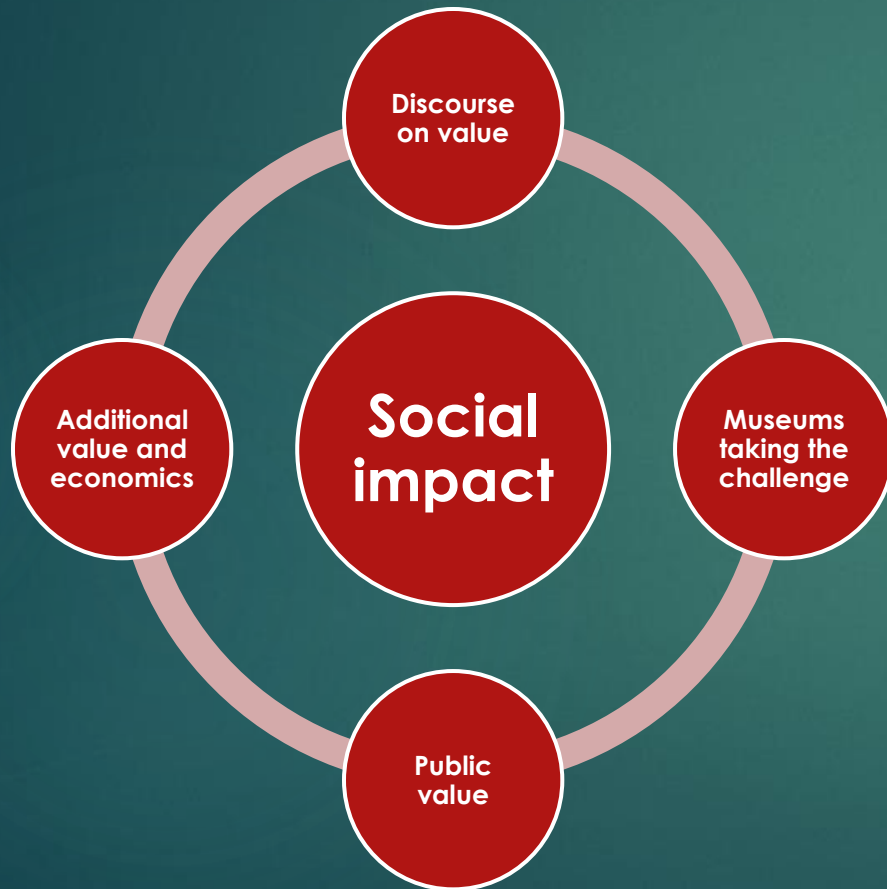
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Branding- two dimensions

- ▶ Institution- based
- ▶ Consumers and customers
- ▶ Market place
- ▶ Build engagement and long term loyalty with the brand and its products
- ▶ Sector wide
- ▶ Citizens
- ▶ Public realm
- ▶ Build long term sustainability of the sector

Converging trends



- ▶ ICOM Rio 2013 -Museums + creativity= social change
- ▶ AAM 2014- Museums and Social Justice keynote
- ▶ AAM 2015 -The Social Value of Museums
- ▶ INTERCOM/ FHRM - Social Impact of Museums
- ▶ Social benefit and social impact- is the key focus of UK Museums Association's strategic plan to 2020

Public Value

- ▶ **Role of governments and public sector institutions:** is to use their combined assets to make a positive difference in the lives of individuals and communities.
- ▶ **Role of the public:** as citizens, they are the ultimate authorizers of what constitutes public value; in a democracy, only the public truly knows what is of value to them. They should be involved in value creation as co-producers.
- ▶ **Location of public value:** occurs in the public realm.
- ▶ **Public realm:** that 'web of values, places, organizations, rules, knowledge, and other cultural resources held in common by peopleand held in trust by government and public institutions' Benington (in Moore and Benington, 2011, 43)

Public value

- ▶ **Focus:** argues that the focus of creating public value should be on areas that are in the **general public interest**, particularly those issues that address unmet social needs.
- ▶ He makes a distinction between existence value (what we embody) and **additional** value.
- ▶ Defines additional value as what we create by being **intentional**, by being **proactive** and by focusing our efforts on making a positive, measureable difference that is visible in the public realm.

Active engagement

Cognitive processes

- ▶ Evaluating
- ▶ Questioning
- ▶ Comparing
- ▶ Reflecting
- ▶ Focusing
- ▶ Discovering

Effects/ outcomes

- ▶ Challenge
- ▶ Confrontation
- ▶ Enlightened
- ▶ Shocked
- ▶ Changed

Well being

Positive feelings

- ▶ Enjoyment
- ▶ Pleasure
- ▶ Stimulated
- ▶ Calm
- ▶ Alive
- ▶ Inspired
- ▶ Uplifted
- ▶ Healed
- ▶ Energized

Enhanced sense of self

- ▶ Dignity
- ▶ Pride
- ▶ Affirmation
- ▶ Confidence
- ▶ Competence

Connected

- ▶ With the experience of another
- ▶ With the past
- ▶ With other cultures
- ▶ With place
- ▶ With universal truths
- ▶ With the local community
- ▶ With difference
- ▶ With national identity
- ▶ With changing values

Caveat

But an individual's pleasure is not really something of much interest to politicians. They are much more concerned about whether cultural experiences will have some kind of measurable effect on masses of people (Hewison and Holden, 2012, KL1236-8).

The future?

Governments by Moore

- ▶ 'not just as a rule-setter, service-provider and social safety net, but potentially as a creator of public value and a proactive shaper of the public sphere (politically, economically, socially and culturally)' (2011, 3-4).

Public leaders by Moore

- ▶ 'not just as inward-looking bureaucratic clerks, and passive servants to their political masters, but as stewards of public assets with 'restless value-seeking imaginations', who have important roles to play in helping governments to discover what could be done with the assets entrusted to their offices, as well as ensuring responsive services to users and citizens' (2011, 3-4)

Thank you.

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