

CULTURE AND LOCAL DEVELOPMENT: MAXIMISING THE IMPACT

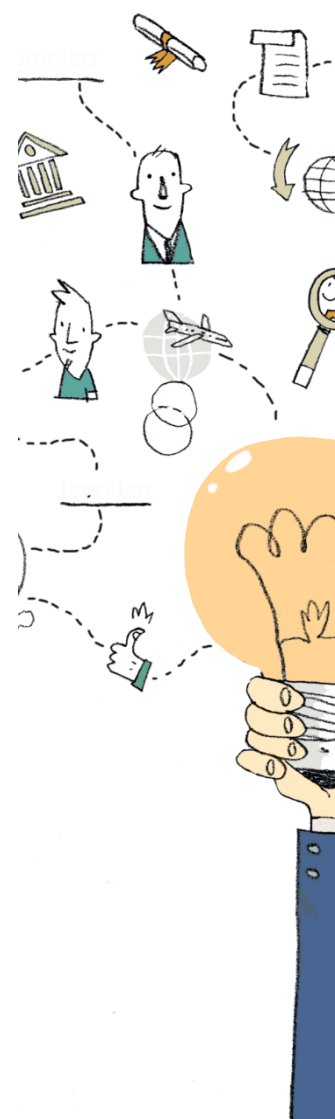
OECD-ICOM Guide for Local Governments, Communities and Museums

Museums and cultural heritage are powerful assets for local development. They can help attract tourists, bring revenue, regenerate local economies, promote inclusion, boost cultural diversity and reinvent territorial identity. For several decades now, **cities and regions** have been drawing on these assets to put in place heritage-led regeneration plans as part of their wider economic development strategies. At the same time, **museums** are increasingly recognising the instrumental benefits of cultural heritage and are experimenting with new roles that they can play as agents of economic and social change while continuing to enrich their traditional objectives like heritage collection and preservation and education.

Why local governments, museums and communities?

A general trend of decentralisation and tightening financial constraints have contributed to the emergence of new partnerships between the museums and local authorities. In this context, national, city and regional governments, the museum community, private foundations and other stakeholders are increasingly interested in:

- **New ways to demonstrate the impact** of culture and museums on local development to effectively channel public and private funding as the debate shifts from demonstrating the tax revenues, visitors' spending and jobs associated with the museums' economic activity to also capturing social impacts.
- **Examples of “what works”** to maximise the impacts and create linkages between museums, the local economy and the social fabric, and what the implications for a wide spectrum of policies ranging from culture and tourism to employment and skills, health, business development, innovation and spatial planning.
- **New governance arrangements and funding models**, as this new agenda affects how museums are organised in areas such as human resources and finance. It also requires local and regional governments to effectively integrate new dimensions in their economic, social and spatial development strategies.



The OECD-ICOM Guide for Local Governments, Communities and Museums

In 2018, OECD and ICOM partnered to produce *Culture and local development: Maximising the impact - Guide for Local Governments, Communities and Museums*. The *Guide* was tested by more than 20 museums and cities in OECD countries and by various ICOM committees. OECD and ICOM jointly launched the *Guide* at the first OECD Conference on Culture and Local Development in December 2018 in Venice.

The *Guide* is a learning, self-assessment and development tool that can be used:

- By **local and regional governments** to assess and improve their approaches to maximising the social and economic value of cultural heritage.
- By **museums** to assess and strengthen their existing and potential linkages with the local economy and social fabric.
- To identify concrete ways **for museums, local governments, communities and other stakeholders to partner**.
- As a **learning tool** for everybody interested in culture and heritage as a lever for local development.

Key Themes

The *Guide* is structured around the following themes:

- 1**
Leverage the power of museums for economic development. The economic benefits from arts and heritage include employment, tax revenues, and spending for local communities. In addition, museums add to the attractiveness of places for talents and high-value-added firms. They foster innovation and the creation of new goods and services through cross-feeds with other sectors.
- 2**
Build on the role of museums for urban regeneration and community development. Construction or renovation of a museum can stimulate urban regeneration and bring new life to areas that are losing their traditional economic base. Museums are also places where social capital can be built between people in a time where many traditional places of meetings or common events are disappearing.
- 3**
Catalyse culturally aware and creative societies. Museums have mainly been created to increase cultural awareness and education. With time, this objective has become more complex to also encompass training and life-long learning, and not only for native populations but also immigrants and other marginalised communities.
- 4**
Museums as places for inclusion, health and well-being. Museums can contribute to integrate unemployed, marginalised, and at-risk groups by increasing confidence, self-discipline and pro-social attitudes and behaviours. They also provide platforms for inter-cultural dialogues and promote integration of migrant populations, and are also creating new ways to alleviate the well-being of disabled individuals.
- 5**
Mainstream the role of museums in local development. Museums can contribute to local development as both drivers and enablers. Local governments can mainstream the role of culture as a lever for local development and mobilise resources (regulatory, financial, land and human) that enable museums to realise their local development potential. New museum management frameworks, which account for local development issues and perspectives, are also needed.

Next steps for the Guide in 2019-20

- **Scaling up the use of the Guide** by cities, regions and museums world-wide
- **Creating a repository of good practices**, available to the users, who want to be inspired, experiment, examine alternative policy approaches, or improve their performance
- **Developing 2.0 version of the Guide** with lessons learnt from 2019-20 phase

The Guide and you

Cities, regions and countries, as well as museums can:

- Request to join the full **guided self-assessment** exercise and receive a personalized report
- Propose examples of **innovative practices** to be included in the repository of good practices
- Invite the OECD and ICOM to present key findings at **conferences and workshops**
- Support the **translation** of the Guide into country language

Access the *Guide* in your language: <http://oe.cd/culture> | <https://icom.museum>

Contacts: OECD - Ekaterina.Travkina@oecd.org, Coordinator, Cultural and Creative Industries & Local Development, Centre for Entrepreneurship, SMEs, Regions and Cities |

ICOM - Afsin.Altayli@icom.museum, Museums and Society Coordinator, ICOM Secretariat |