

# EUROPEAN PROJECT: DIAMOND - DIALOGUING MUSEUMS FOR A NEW CULTURAL DEMOCRACY

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Diamond is a **two-year project** funded by the **EU Lifelong Learning Programme** which began in November 2012 in the framework of the European Year for Active Ageing and Solidarity between Generations.

The partners of the project are cultural institutions (from 3 countries): 2 NGOs specialized in cultural management ECCOM (the manager of the DIAMOND project) and MeltingPro from Rome, Italy and 4 European museums. The museums are: Civic Museum of Rome, Italy, The Zoological Museum of Valencia Spain, "Gr. Antipa" National Museum of Natural History Bucharest, Romania and "Ion Borcea" Natural Science Complex Museum of Bacău, Romania.

It aims at bringing together a group of scientific museums and research centers committed to providing learning opportunities for adult people (using digital storytelling - DS). It also aims at providing an in-depth analysis of tools and methodologies to measure the impact of museum activities within society and the adult learning field, and to develop guidelines of good practice.

This project is planned and structured to:

- analyses museum education activities addressed to marginalized people and identify effective practice;
- train museum professionals in the use of DS as an effective method of engagement and involvement in museum activities;
- encourage museums to develop projects aimed at involving marginalized people, using also DS as a tool of self-expression and communication;
- identify tools and methodologies to evaluate the social impact of museum activities;
- promote a greater appreciation of the role of scientific museums as a tool to engage adults and promote learning opportunities and social inclusion for disadvantaged groups;
- apply the learning outcome approach and validation of competences (balance of competences).

Each of the project's objectives will be realized using the following methodology:

- analysis of the museum education activities addressed to marginalized people and the identification of effective practice.
- the training of the museum professionals in the use of DS - as an effective method of involving people in museum activities
- encouraging the museums to develop pilot projects aimed at involving marginalized people, using DS as a tool of self-expression and communication. The pilot projects will be realized in cooperation between cultural and social institutions operating in the partners areas and will be based on the use of resources (written materials, didactic tools, etc.) to be used inside and outside the museums.
- the identification of tools and methodologies in order to evaluate the social impact of museum activities: a short, medium and long term evaluation will be carried out, using questionnaires, interviews, observation and focus groups, and DS;
- promoting a greater appreciation of the role of scientific museums as a tool to engage adults and promote learning opportunities and social inclusion for disadvantaged groups.

**Key words:** *LLP, Diamond, digital storytelling, European museums.*