



Network of European
Museum Organisations

Tourism, Cultural Routes and Museums

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Chair of NEMO

Director of the German Museums Association



Network of European
Museum Organisations

We have a lot in common

we believe in dialogue, mutual exchange

we stand for shared cultural heritage

we pursue the objective of quality

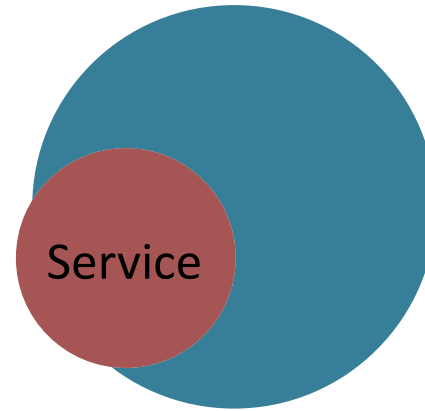
we are largely unknown to the public



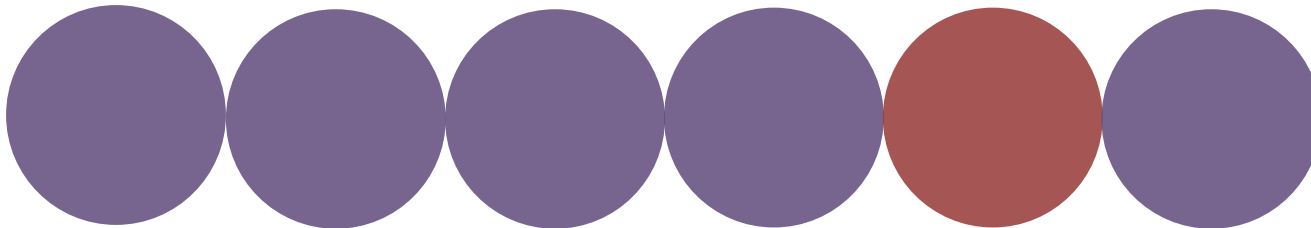
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Museum & Tourism

Museum = Institution



Tourism = Chain of Services





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ABOUT



Network of European
Museum Organisations

Network of national museums associations
and similar bodies

Members in 40 Member States
of the Council of Europe

Founded in 1992

Office in Berlin





Network of European
Museum Organisations

Together, NEMO's members speak for over
30.000 museums across Europe

**NEMO is the voice
of museums
in Europe**



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VALUES



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Digitalised Museums

COLLECTION
VALUE

SOCIAL
VALUE

EDUCATIONAL
VALUE

ECONOMIC
VALUE

Professional Development



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Learning Exchanges

Working Groups

Training Courses

Open Webinars

Internships

Professional Development



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**Internships
for
politicians**



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**The collection is the core value of every
museum**

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A close-up photograph of a hand holding a pencil, poised to draw on a blue fabric detail of a classical painting. The background shows other parts of the painting, including a figure's torso and a landscape.

COLLECTION VALUE



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We want

**museum collections to be as widely
accessible as possible to all citizens**

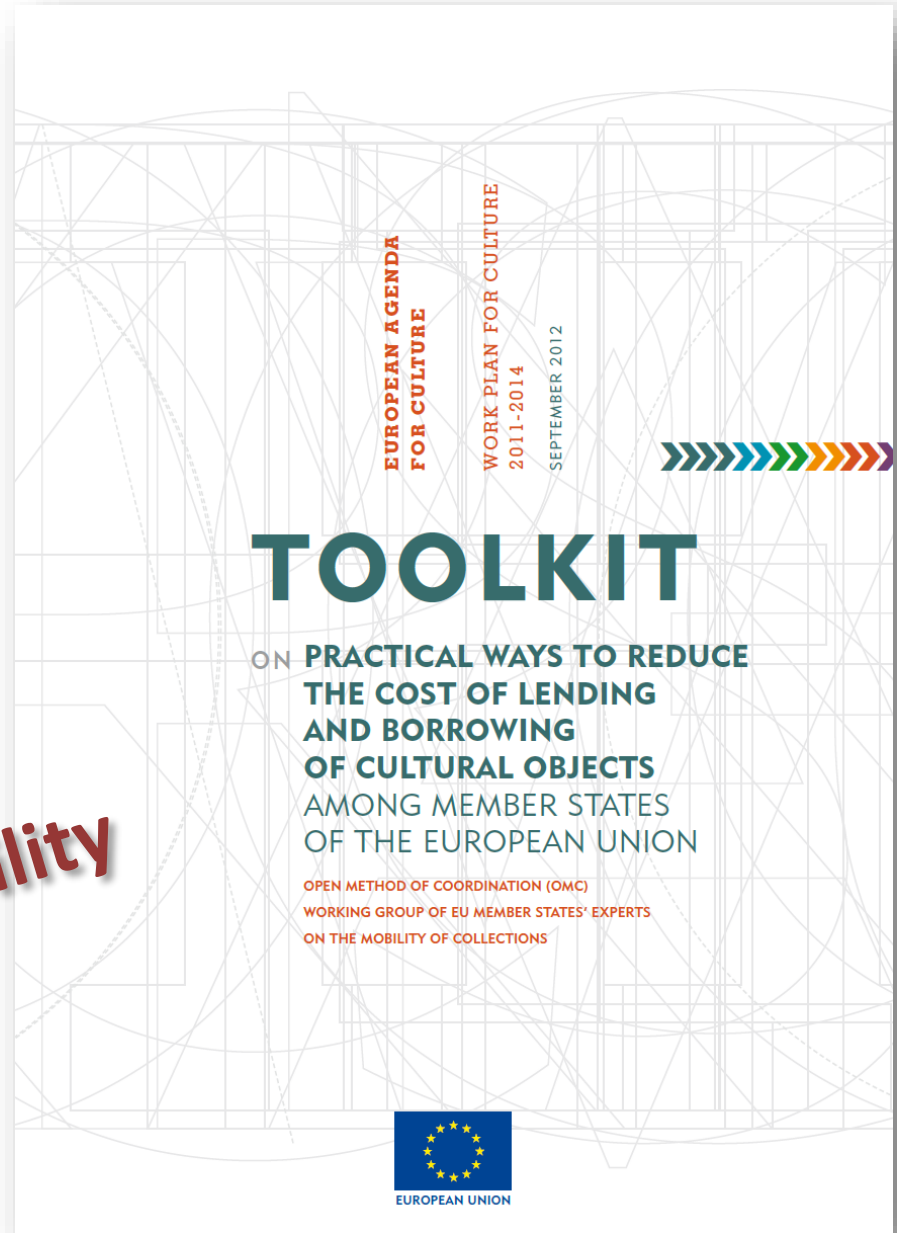
COLLECTION VALUE



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Collection Mobility
Digital Accessibility
People Mobility

**Short Trips
vs.
Sustainability**





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NEMO European Museum Conference

**7-10
November
2019**

**Museums 2030 –
Sharing recipes
for a better future**

**Tartu
Estonia**



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**Museums are places of formal and non-
formal learning**

EDUCATIONAL VALUE

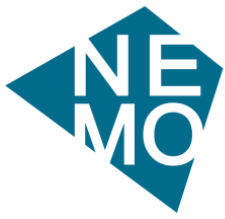


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We want

**legislators at national and European level
to understand and promote the role that
museums play regarding education**

EDUCATIONAL VALUE



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Cultural Education
Engagement
Enjoyment

Consumption
VS.
Inspiration

Learning in Museums and Young People

a NEMO - LEM Working Group study



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Museums are meeting places where
different points of views can be shared



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SOCIAL VALUE



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We want

museums to be recognised as organisations
that can have a significant social impact

SOCIAL VALUE



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Knowledge Negotiation

Multiperspectivity

Cultural Diversity

Folklore

vs.

Difference





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**Museums are incubator for creativity
and innovation**

ECONOMIC VALUE



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We want

**museums to be recognised for the
economic value they produce**

ECONOMIC VALUE



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University of Vaasa
LEVÓN INSTITUTE

HANNU PIEKKOLA
OTTO SUOJANEN
ARTTU VAINIO

Economic impact of museums

Urban Regeneration

Spill-over Effects

Attractiveness

Attraction
vs.
Engagement





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Tourism

Culture



Visibility

Niche



Attraction

Engagement



Short Trips

Sustainability



Folklore

Difference



Consumption

Inspiration





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