

FORMAT		
1. Name of resource	Museums and Creative Industries Toolkit	
2. Location	https://www.nimc.co.uk/what-we-do/guidance-and-information/museum-and-creative-industries-toolkit	
3. Alternative location		
4. Author[s]	Northern Ireland Museums Council	
5. Publisher/producer/host	Northern Ireland Museums Council	
6. Year	2014	
7. Suggested citation	Northern Ireland Museums Council (2014). Museums and Creative Industries Toolkit. Available at https://www.nimc.co.uk/what-we-do/guidance-and-information/museum-and-creative-industries-toolkit	
8. Languages in which available	English	
9. Geographic area resource relates to	Northern Ireland, but has widespread applicability	
10. Does the resource relate to a specific time frame?	No	
11. Type	Report	
	Toolkit/Framework/Roadmap	X
	Sign-post to other resource (database)	
	Case studies	X
	Other	
12. If this is part of an initiative, what is the initiative?		
COLLECTIONS AND COLLECTIONS-BASED INSTITUTIONS		
13. Explicit links to collections	Yes	
14. Explicit links to museums/libraries/archives	Yes	
15. Types of institutions the resource covers	Museums	X
	Archives	X
	Libraries	X
	Other	X
16. Does the resource relate to specific disciplines?	Arts, humanities and social sciences: philosophy, psychology, religion, social sciences, law, politics, language, arts and recreation, architecture, literature, history,	X

	geography and ethnology, anthropology, archaeology	
	Science, natural history, technology, medicine, engineering, manufacturing	X
17. If no explicit links to collections, justification for inclusion		
HOW IT CONTRIBUTES TO SUSTAINABLE DEVELOPMENT		
18. Collections-related activities the resource relates to (mark all that apply)		
Develop collections to protect and safeguard wider cultural and natural heritage more effectively, and that support sustainable development for example by targeting collecting to threatened forms of heritage in strategic ways		
Use collections to promote learning and educational opportunities that contribute to sustainable development more effectively, for example education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development and/or skills development relating to collections	X	
Use collections to promote cultural participation/social inclusion more effectively, for example by reducing barriers to participation, to ensure no-one is ‘left behind’	X	
Use collections to promote sustainable tourism more effectively, for example by developing new products based on local cultural heritage, and/or considering the rights of stakeholder groups in relation to collections	X	
Use collections to support research that contributes to sustainable development (including all forms of personal and self-directed research at all levels that make use of stored collections) more effectively, for example by providing effective facilities, collections and information to meet researchers’ needs		
Make decisions around collections that contribute to sustainable development more effectively	X	
i. employment (recruiting, staff training, staff safety)	X	
ii. energy consumption, greenhouse gas emissions, reduction, monitoring and reporting		
iii. waste management and reduction of waste		
iv. transport (forms of transport, energy use)		
v. commercial activities including copyright and IP	X	
vi. governance and management		
vii. security, disaster preparedness and risk reduction		
Direct external leadership, partnerships and collaborations	X	

towards sustainable development more effectively, for example by developing impactful partnerships	
19. Does the resource relate clearly to any international conventions (mark all that apply)?	
Culture conventions:	
1952, 71 Protection of Copyright and Neighbouring Rights	
1954 Protection of Cultural Property in the Event of Armed Conflict	
1970 Fighting Against the Illicit Trafficking of Cultural Property	
1972 Protection of the World Cultural and Natural Heritage	
2001 Protection of the Underwater Cultural Heritage	
2003 Safeguarding of the Intangible Cultural Heritage	X
2005 Protection and Promotion of the Diversity of Cultural Expressions	X
Rio Conventions:	
Convention on Biological Diversity (CBD), Convention to Combat Desertification (UNCCD), Framework Convention on Climate Change (UNFCCC)	
AIMS AND CONTENT	
20. What issues does the resource aim to address?	<p>“Museums and creative businesses are increasingly working together in Northern Ireland today, as the creative industries grow and museums get more ambitious.</p> <p>Museums are commissioning artists and makers to help reinterpret their collection and using digital media developers to produce audio guides and apps.</p> <p>Meanwhile, creative businesses are buying services from museums: film companies are using museums as locations and designers are drawing on museum collections for inspiration.</p> <p>And creative businesses and museums are collaborating, for example using museums as venues for performances or jointly developing new products.</p> <p>But there is more that could be done. We know that museums want to commission more projects from the creative industries to bring their collections to life, and we know that more creative businesses would like to be able to draw on the unique resources that museums have to offer. NIMC wants to help these relationships to grow and prosper.</p> <p>We have developed a series of ‘how-to’ guidance sheets to help museums and creative businesses work together successfully. From developing ideas, through to finding partners and building relationships, to overcoming practical and contractual hurdles, these guidance sheets will make it</p>

	<p>easier for museums and creative businesses to work together.”</p> <p>The benefits of museums working with the creative industries are identified as:</p> <ul style="list-style-type: none"> • Increasing use of museum collections • Increasing use of the building • Increasing use of museum expertise • Reaching new audiences • Raising the profile of the museum • Generating income <p>(from Guidance note 2)</p>
21. Intended audience of resource	Museums, cultural sector and creative industries
22. Process of development	
23. Organisation/structure/contents	<p>The toolkit consists of four guidance sheets:</p> <ol style="list-style-type: none"> 1. Getting Started for Artists and Creative Businesses 2. Getting Started for Museums 3. Developing Projects between Creative Industries and Museums 4. Managing Relationships between Creative Industries and Museums <p>Case studies</p>
FRAMEWORKS	
24. Framework structure	<p>The four information sheets can be considered as a framework.</p> <p>Guidance Sheet 1 Getting started for artists and creative businesses</p> <p>Summary</p> <ol style="list-style-type: none"> 1 What do museums have to offer? 2 How might you work together? 3 More about museums 4 Finding museum partners 5 What to expect when you work with museums <p>Guidance Sheet 2 Getting started for museums</p> <p>Summary</p> <ol style="list-style-type: none"> 1 What are the creative industries and why do they matter to museums? 2 The benefits of working with the creative industries 3 How might you work together?

	<p>4 What to expect working with creative industries</p> <p>5 Next steps</p> <p>6 Details and contacts for individual creative industries and other resources</p> <p>Guidance Sheet 3 Developing projects between creative industries and museums</p> <p>Summary</p> <p>1 Why work together?</p> <p>2 Ways of working together</p> <p>3 Funding for collaborative projects</p> <p>4 Collaborations: building good relationships</p> <p>Guidance Sheet 4 Managing relationships between creative industries and museums</p> <p>1 Types of relationships</p> <p>2 The agreement 1: Basics</p> <p>3 The agreement 2: What else might an agreement cover?</p> <p>4 Sample fees</p> <p>5 Marketing and promotion</p> <p>6 Sources of further information</p>
25. Relevant policy considerations	No
26. Resources for implementation identified	Yes
27. Specific assessment points/indicators/milestones/action plan for monitoring	No
28. ASPECTS OF SUSTAINABILITY COVERED BY RESOURCE (mark all that apply)	
People (social sustainability)	X
Planet (environmental sustainability)	
Prosperity (economic sustainability)	X
Peace	
Partnerships	X
29. CROSS-CUTTING CONSIDERATIONS COVERED BY RESOURCE (mark all that apply)	
Gender perspectives	
North and South perspectives	
HOW THE RESOURCE CONTRIBUTES TO AGENDA 2030 AND THE SDGs	
HOW AGENDA 2030 AND THE SDGs FEATURE IN THE RESOURCE	
30. SDGs and Agenda 2030 specifically	No

mentioned?	
31. SDGs specifically mentioned?	No
32. SDG targets specifically mentioned?	No
33. SDG indicators specifically mentioned?	No
SDGs AND SDG TARGETS AND LINKAGES	
34. Comments on SDG linkages	The focus of the resource is around SDG 4.4 (training), and targets in SDG 8 around financial growth/generating income (SDG 8.1); productivity through diversification and innovation (SDG 8.2) and policies for job creation and enterprise (SDG 8.3). Supporting and developing industries that contribute to sustainability is essential for achieving the SDGs (SDG 9.2), and is part of sustainable tourism (SDG 8.9). Partnerships with the creative industries can help increase use of museum collections and make greater use of museum expertise (SDG 8.2), reach new audiences (SDGs 1.4 and 10.2), raise the profile of the museum (SDG 16.10), and support public-private partnerships (SDG 17.17).
35. SDGs and SDG targets the resource helps advance	
SDG 1: End poverty in all its forms everywhere 1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance	Numbers and proportions of people from particular groups using collections in comparison with demographics in broader society. Numbers of people accessing collections. Number of targeted programmes that aim to enhance access to collections by disadvantaged groups. Sustainable tourism that enhances local communities' access to basic services, ownership and control over land and other forms of property (including cultural and natural heritage), as well as to technology and markets. Involvement of people from disadvantaged groups in decision-making activities and processes relating to collections and collections-based institutions.
SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all 4.4 By 2030, substantially	Number of young people and adults in skills-development activities and programmes drawing on collections, for employment, decent jobs and entrepreneurship Increase in number of young people and adults in such

<p>increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</p>	<p>programmes</p> <p>Number and proportion of staff who have received training in the last year, to better support their contribution to the SDGs.</p> <p>Programs and processes in place to ensure the availability of a skilled workforce.</p>
<p>SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries</p>	<p>Economic value added to the local economy.</p> <p>Number of jobs created, notably for marginalized and under-represented groups.</p>
<p>SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors</p>	<p>Number of innovation-driven projects that aim to enhance or add to the range of activities drawing on collections.</p> <p>Staff training initiatives aimed at innovation, skills for enterprise.</p> <p>Number of public-facing activities that make use of new or emerging technologies, involving collections.</p>
<p>SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation,</p>	<p>Development-oriented policies in place for the range of activities, or development-oriented considerations are included in other policies.</p> <p>Number of micro-, small- and medium-sized enterprises supported.</p> <p>Number and proportion of formalised arrangements with micro-, small- and medium-sized enterprises.</p>

and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services	Total value of financial services or financial support provided to micro-, small and medium-sized enterprises.
SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	Numbers of jobs created or supported that relate to sustainable tourism drawing on local products (e.g. craft producers). Develop and implement plans to reduce and remove negative impacts of tourism. Numbers of activities and/or products drawing on local culture. Value to artisans and source communities of activities and products drawing on local culture.
SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation 9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries	Number of products and services developed, either alone or in partnership, that contribute to the green economy in some way. Number of jobs created, and working hours spent, that contribute to the green economy. Number of partnerships that produce products and services that add value to the economy, and that have positive social and environmental impacts.
SDG 10. Reduce inequality within and between countries 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	Collections development to ensure that collections effectively meet the needs of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status. Numbers and proportions of people making use of collections in relation to the demographic of the local population. Numbers and proportions of people involved in focused

		<p>programmes aimed at promoting social, economic and political inclusion.</p> <p>Numbers and proportions of people from different demographic groups involved in decision-making processes relating to collections and collections-based institutions.</p> <p>Number and types of partnerships that build relationships with marginalized groups, individuals and communities.</p>			
<p>SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.</p> <p>16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements</p>		<p>Adopt and implement constitutional, statutory and/or policy guarantees for public access to information.</p> <p>Plans in place, and plans implemented to enhance public access to information relating to collections.</p> <p>Plans in place, and plans implemented to support fundamental freedoms, in line with human rights, national and international agreements and legislation.</p> <p>Plans and procedures in place for public access to information relating to the operation and management of collections-based institutions.</p> <p>Complaint mechanism in place for public to use where public access to information and fundamental freedoms not supported or fulfilled.</p>			
<p>SDG 17. Partnerships for the goals</p> <p>17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships</p>		<p><i>17.17.1 Amount of United States dollars committed to public-private and civil society partnerships</i></p> <p>Number and/or increase in number, and diversity of local, national and regional multi-stakeholder (public, public-private and civil society) partnerships that address the SDGs drawing on collections, or that otherwise involve collections-based organisations and institutions.</p>			
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7	8	9	10	11	12
13	14	15	16	17	