



Under the auspices of the Council of Europe

Call for Applications for the 2013 European Museum of the Year Award and the Council of Europe Museum Prize

THE EUROPEAN MUSEUM FORUM

The European Museum Forum (EMF) is an independent not-for-profit organisation which is a charitable company registered in the UK¹, dedicated to promoting innovation in museum practice and encouraging exchange of best practice and ideas across Europe.

- EMF recognises the value of public engagement of museums and fosters excellence through a scheme of annual awards of which the European Museum of the Year Award and the Council of Europe Museum Prize are the main awards.
- Museums considered for awards are judged in accordance with clear criteria set by EMF in a process of independent peer review.
- EMF stimulates networking and develops projects to foster exchange of information and good relations between museum professionals and museum volunteers and supporters.
- EMF works through dialogue and consultation with internationally experienced and respected members of the European museum sector and operates under a system of regular renewal and succession-planning to ensure that the organisation always reflects the needs and aspirations of the contemporary European museum community.

THE PURPOSE OF THE EUROPEAN MUSEUM OF THE YEAR AWARD AND COUNCIL OF EUROPE MUSEUM PRIZE SCHEME

The European Museum of the Year Award (EMYA) and the Council of Europe Museum Prize were launched in 1977 under the auspices of the Council of Europe, with the aim of recognising excellence in the European museum scene and encouraging innovative processes in a museum world which then still took the more traditional view of focusing exclusively on collections rather than on their use for the benefit of society.

It was an adventurous initiative, with the founders generously investing their prestige and their expertise, together with a lot of time and energy, for something never seen before on this European scale.

The scheme has had a positive influence on the lives of a number of museum professionals and has brought to centre stage small museums with highly innovative contents, which otherwise would not have received recognition at the European level. It has served to establish connections between museums of the East and West, North and South of Europe. Through the work of EMF, the scheme has also directed the attention of public authorities to initiatives originating in their

¹ European Museum Forum is a Charitable Company Limited by guarantee, registered in England and Wales, registration no 07243034, charity no 1136790, registered office World Museum Liverpool, William Brown Street, Liverpool L3 8EN. Web site: www.europeanmuseumforum.org

own countries, some of which previously were almost neglected and not recognised at the level they deserved.

Within the scheme all museums are equal whether public or private, small or large. Whatever their subject, they are assessed on the basis of what is considered outstanding public quality.

THE AWARDS

The EMF Judging Panel is looking for enterprise and innovation that enhances the public quality of the museum. The judges seek to identify new developments which are likely to have a significant influence in the national and international museum field.

▪ **The European Museum of the Year Award**

EMYA has proven to be the longest running and most prestigious museum award in Europe and continues to be the most important occasion for promoting innovative museum practice and public quality in the European museum sector.

This award goes to a museum which contributes most directly to attracting audiences and satisfying its visitors with unique atmosphere, imaginative interpretation and presentation, a creative approach to education and social responsibility.

Past winners have been both large and small museums, but all developed something which was special and changed the standards of quality in museums within Europe.

▪ **The Council of Europe Museum Prize**

The Council of Europe Museum Prize is a unique award intended to highlight the need to preserve and promote the European cultural heritage as a factor uniting the Council of Europe's 47 member states. It involves recognition of the excellence displayed by the winning museums in the approach they take to museum work, while complying fully with the EMYA criteria, and helps to give added dynamism and variety to the European museum sector.

This prestigious prize is awarded based on the recommendations of the EMYA Judging Panel, by the Committee on Culture, Science and Education of the Parliamentary Assembly of the Council of Europe to a museum which puts particular emphasis on a clearly understandable presentation of a European perspective, showing initiative in presenting themes of European relevance and adherence to the key values and priorities of the Council of Europe.

▪ **The Kenneth Hudson Award**

This is an award in honour of the founder of EMYA, Kenneth Hudson. The award goes to a museum, person, project or a group of people who have demonstrated the most unusual, daring and, perhaps, controversial achievement that challenges common perceptions of the role of museums in the society and carries forward the spirit of Kenneth Hudson. The Kenneth Hudson Award winner will be chosen by the EMF Board of Trustees, and will not necessarily be selected from the pool of the EMYA 2013 applicants.

▪ **The Silletto Prize**

This prize goes to a museum which has in the past two years demonstrated excellence in involving its local community in planning and developing museum and heritage projects or has attracted outstanding support from its work with volunteers with the goal to enhance the public quality of the museum.

▪ **Special Awards**

A number of special awards will also be given to museums that have developed a new and innovative aspect of their public service and from which other European museums can learn.

Guidance notes for the application process and participation in the 2013 EMYA and Council of Europe Museum Prize competition

GENERAL INFORMATION AND ELIGIBILITY

- Museums of any size, type or legal constitution can apply for the competition.
- Museums must be based in one of the 47 countries that are currently members of the Council of Europe.
- The applying museum can be EITHER a new museum first opened to the public in the past two years, OR can be an established museum that has completed a substantial programme of modernisation, extension, reorganisation or re-interpretation during the past two years.

SPECIFIC CRITERIA FOR THE COUNCIL OF EUROPE MUSEUM PRIZE

In 2011, EMF and the Parliamentary Assembly of the Council of Europe were working closely on reinforcing the European dimension of the Prize. The revised criteria reflect key priorities of the Council of Europe to:

- promote respect for human rights and democratic institutions;
- maintain an open and inclusive policy aimed at bridging cultures, overcoming social and political borders;
- introduce innovative schemes of governance and management that enhance cultural democracy;
- present a European perspective, which may provide a dramatic interplay between a local identity and the European identity;
- establish conditions to ensure access by the widest possible public;
- use cutting-edge information and communication technology and provide a space for new cultural creation and mediation technologies;
- coach visitors towards new knowledge and ideas of good and responsible citizenship;
- promote heritage-based creativity and the development of the heritage sector of cultural industries.

EMYA 2013 APPLICATION FORM

1. Application form

The EMYA 2013 Application Form is provided in a separate file that should be completed electronically.

Please make sure that you also provide a two-page description of the project in a separate document and submit this in conjunction with the application form.

The application should be submitted in English.

2. Supporting material

Supporting material should be sent separately on a DVD or memory stick, either by post, to the EMF Office, or via a file-sharing website. Please carefully read the guidelines below.

SUPPORTING MATERIAL TO ACCOMPANY THE APPLICATION

All candidates should provide the following information:

1. Illustrations: (Please note that we accept only digital images)

- A maximum of 15 digital images, in JPEG format. These images files should be no less than 300 dpi and be at least 1000x1000 pixels in size. The image files must be of a suitable quality for reproduction and projection and each image must be given a unique file name. The images should include at least one exterior view of the museum and general views of the galleries and activities. We do not require images of individual items.
 - Please note that these images will be used by the EMF in a number of ways, including publication of a selection in the annual candidates' brochure. The images must be free of copyright and available for use in the Annual EMYA publications and on the EMF web site. If you are invited for Public Interview at our Annual Assembly it is these images which will be projected to illustrate the museum and the work done by your organisation.
2. Any other digital material which you may wish to send to us. This could include electronic versions of the Museum's leaflets, brochures or catalogues and a small selection of relevant press cuttings.
 3. A copy of the bank transfer instructions for the entry fee.
 4. A content list of all accompanying digital material sent to us.
- Each package of information must be clearly identified with the name of the museum and the year (2013)
 - If you intend to submit your images and other supporting material via a file-sharing website you should send EMF a notification of the upload (to emf@liverpoolmuseums.org.uk) and also ensure that the files will be available for download by us for at least one month from the date you upload the files. We would appreciate the upload of complete folders rather than multiple uploads of individual files.

Please note: All electronic material will be retained in the EMF Archive after the judging has taken place.

THE JUDGING PROCESS

Museums applying to enter the competition will be judged in the following way:

1. A careful assessment of the application form and supporting material. We reserve the right to decline applications if we believe that the basic criteria for entry have not been met.
2. The Judging Panel will agree on a long-list of candidates from the remaining applications.
3. A visit by an EMYA Judge to all long-listed museums during summer/autumn 2012. The Judging Panel is represented by some of the most experienced and knowledgeable cultural professionals in Europe. Arrangement of the Judge's visit will be agreed with the museum once the long-list has been approved by the Judging Panel.
4. After the initial visit, another EMYA Judge may visit a candidate museum anonymously for the second time at the decision of the Judging Panel.
5. The Judging Panel meets in November 2012 to consider all judges reports and make decisions on the winners.
6. Shortlisted museums are invited to present themselves during the EMF Assembly and EMYA Ceremony 2013.
7. Winners are announced on the last day of the Assembly in a formal Ceremony and Gala celebration.
8. Winner of the Council of Europe Museum Prize may be announced earlier, at the decision of the Council.

COMPETITION ENTRY FEE

The completed application form should be accompanied by an **entry fee of 500 EURO**.

Please note that your participation in the Assembly and Award ceremony will be subject to additional costs including registration, travel and accommodation. These costs are not included in the competition entry fee.

Payments should be made by **bank transfer**. Please note that the applicant must pay for any bank charges incurred. Please make sure that your payment is identifiable, by including the name of the museum and the town in which it is situated as a payment reference. (A copy of transfer instructions should also be included in the supporting material)

BANK DETAILS

Bank: HSBC Bank plc

Branch: 99-101 Lord Street, Liverpool, United Kingdom, L2 6PG

Location: GB

Account name: European Museum Forum

For EURO Payments

Account number: 71141039

IBAN: GB11MIDL40051571141039

BIC: MIDLGB22

For GBP Payments

Sort code: 402908

Account number: 33916561

IBAN: GB23MIDL40290833916561

BIC: MIDLGB2105D

ICOM definition for museums

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

Terms of Agreement

The award winners are obliged to promote the EMF via their institutional website indicating the place and year the award was won.

Media

All nominees of the EMYA will be published on the EMF website.

All press clipping generated by the awards should be forwarded to the EMF Office via post to the below address.

Loans policy for award winners

Borrowers are obliged to provide the facilities (environmental, security, insurance, packing and transport for the hand-over etc.) to maintain the award in appropriate conditions and covers the related expenses.

The borrower should indemnify each object against all insurable risks from the moment it leaves our premises until its return.

SUBMITTING YOUR APPLICATION

The EMYA 2013 Application Form should be submitted no later than 31 May2012.

Please note that we can not accept entries after this deadline.

Please send the application form and supporting statement by e-mail to:

emf@liverpoolmuseums.org.uk

Please send the supporting material by post to:

Doric McMillan, EMF Administrator

European Museum Forum

World Museum

William Brown Street

Liverpool L3 8EN

UK

For further information, please contact:

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