

SESSION 2: NEW MARKETS IN EXHIBITION EXCHANGE



**2015 ICEE Annual Conference
November 17-19, Cape Town
South Africa**



Museums Connect Program

- Museums Connect is an initiative of the U.S. Department of State that is administered by the American Alliance of Museums.
- Through Museums Connect, U.S. and international museums form partnerships to address timely and compelling social issues based on themes crafted by American Alliance of Museums and U.S. Department of State .
- Projects have taken place in 26 US states and 45 countries since 2007

About Museums Connect

- The program's mission is to build global communities through cross-cultural exchanges while also supporting U.S. foreign policy goals, such as youth empowerment, environmental sustainability and disability rights awareness.
- Awards are offered on an annual basis in amounts between \$50,000 and \$100,000 and require a 50% cost-share match of direct or indirect expenses.
- 7 – 10 funded projects per year.

About Museums Connect

- Projects must be mutually beneficial, address critical issues and themes, and include community and museum staff travel between participating countries.
- 2016 Theme: Youth Engagement and Social Inclusion
 - Empowering Women and Girls
 - Environmental Sustainability
 - Countering Extremism
 - Expanding Access to Quality Education
 - Civic Engagement & Participation
 - Economic Empowerment and Entrepreneurship

Who Can Apply?

- Museums that have been open two years or more
- Museums must demonstrate the institutional and financial capacity needed to complete the activities in their proposal.
- U.S. museums must partner with at least one non-U.S. museum and vice versa.
- Non-U.S. museums need endorsement from the nearest U.S. embassy or consulate to participate
- Three-Step Application Process
 - Phase I – Profile Submission
 - Phase II – Statement of Intent to Propose
 - Phase III – Final Proposal Submission

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2016 Deadlines

- **January 4, 2016:** Museum profiles due
- **February 29, 2016:** Statements of Intent to Propose from museums that do **not** have a partner are due
- **March 10, 2016:** Statements of Intent to Propose from museums with established partnerships are due
- **April 15, 2016:** Final applications are due

From the Ground Up: Nutritional Values and Cultural Connections (2013)

- Institutions:

- Gidan Makama Museum Kano, Kano, Nigeria
- Phipps Conservatory and Botanical Gardens, Pittsburgh, Pennsylvania

- Brief Description:

- High school students learn about nutrition, cooking and cultural food traditions by following local food from farm to table and creating recipe books that reflect the traditional recipes of their regions and cultures.

Next Stop: Brooklyn/Dakar (2012)

- Institutions:
 - ImagiNationAfrika, Dakar, Senegal
 - Brooklyn Children's Museum, Brooklyn, New York
- Brief Description:
 - Young adults in the cultural hubs of Dakar and Brooklyn investigated the current and historical impact of migration in their two communities, as well as the roles of migrants in shaping a national cultural identity, by thinking about the issue from the perspectives of local youth.

P.A.U.S.E.: Pollinators/Art/Urban Agriculture/Society/and the Environment (2012)

- Institutions:

- National Museums of Kenya, Nairobi, Kenya
- Tohono Chul Park, Tucson, Arizona
- St. Louis Zoo, St. Louis, Missouri

- Brief Description:

- Youth from three urban centers joined forces with community organizers to lead learning events on urban gardening, native pollinators and artistic creation. Teams of participants then worked together to design and build citizen-managed gardens and pollinator habitats on vacant or abandoned land in each city.

Community of Conservation: Research Exchange Experiences for Global Youth (2011)

- Institutions:

- National Museum of Niger Boubou Hama, Niamey, Niger
- Lincoln Park Zoo, Chicago, Illinois

- Brief Description:

- Middle school students conducted original conservation research projects that explored concepts in animal behavior and ecological biodiversity. As they shared their findings, they learned about the similarities and differences between their local wildlife experiences and their cultures.

International Legacy Youth Leadership Project (2010)

- Institutions:
 - The Apartheid Museum, Johannesburg, South Africa
 - The Mandela House, Soweto, South Africa
 - Birmingham Civil Rights Institute, Birmingham, Alabama
- Brief Description:
 - Youth from Alabama and South Africa explored the parallels between the civil rights movement in Birmingham and the anti-apartheid struggle in Soweto, the role of youth in promoting social change and the implications of their societies' past on contemporary life.

Young Women Speaking the Economy (2010)

- Institutions:

- The Women's Museum in Denmark, Aarhus, Denmark
- The Ayala Museum, Makati City, Philippines
- Sudanese Women's Museum, Omdurman, Sudan
- International Museum of Women, San Francisco, California

- Brief Description:

- Young women from four countries used social media and online applications to discuss their perspectives on everything from careers and work-life balance to weathering financial hardship and combating gender discrimination.

Museums Connect Program

More information available at:

<http://aam-us.org/resources/global-partnerships/museumsconnect>

Or contact

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