

BRAINSTORM - DECIDE WHO TO INVOLVE WHEN WORKING ON INTANGIBLE CULTURAL HERITAGE AND ON THE INTENSITY OF THE COLLABORATION

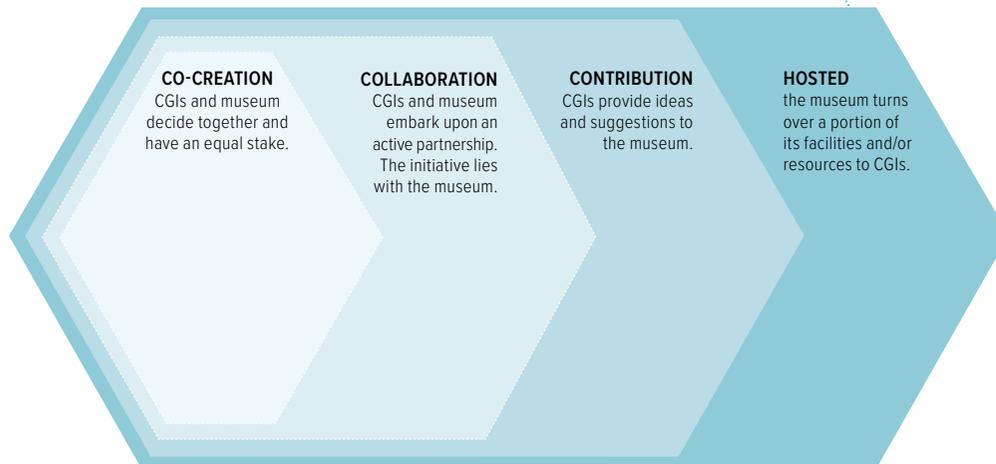
In advance: schedule a meeting for this brainstorm with your entire team (minimum 1 hour)
Provide a whiteboard, markers and post-its

STEP 1 WHICH COMMUNITIES, GROUPS AND INDIVIDUALS (CGIs)?

What communities, groups, individuals, organisations and associations are involved in the intangible cultural heritage that is part of the scope of your museum?
Ask your team members to write them down on post-its (1 person or group per post-it).

STEP 2 WHAT FORM OF PARTICIPATION?

Use the illustration below, or make your own schedule of forms of participation you deem important. Use the whiteboard. Go through all the post-its with your team members. Decide where the different people and groups are best situated in the schedule. Add the post-its to the scheme.



ATTENTION! The scheme should be a representation of the ideal scenario for the future. It is about the relationships you are pursuing, not about the existing ones.

STEP 3 PRIORITIES

Decide which communities, groups and individuals that embody or perform intangible cultural heritage you will focus on in the future. You can also make a distinction: who do you want to involve in the short, medium and long term?

ATTENTION! Participation takes time. You can decide when to start, but it is hard to predict when the engagement is realized/completed.

STEP 4 TIME FOR ACTION

Start drafting a plan of action. How will you realise your participatory practice in relation to these communities, groups and individuals involved in intangible cultural heritage? *What is already in place and what is still needed? What types of collective actions and projects will you be able to manage? How about the personal contacts? How will you establish mutual trust? Will you work out a specific offer? Will you facilitate existing actions? Will you provide certain specific incentives? Will you intensify existing contacts or collaborations?*

STEP 4 will probably require an extra brainstorm session. It can be interesting to involve additional people. Or you can invite a specific (group of) intangible cultural heritage practitioner(s) for a conversation and find out how you can support each other.

TIP! Need some inspiration on the topic of participation?

- Check out *The Participatory Museum*, a book by Nina Simon.
- Read Nina Simon's [blog](#).
- Learn from the experiments and conclusions in the [Our Museum](#) initiative.

**IMP
TOOL
KIT** This tool was realized in the context
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