



European Museum Academy

A EUROPEAN MUSEUM EXPERTISE FOUNDATION



The 2025 EMA Annual Report

Calendar 2025

January-December	Master in Museology New Media and Museum Communication (online modules).
January	Kick-Off partner meeting and conference for Horizon Europe project HERITALISE- in Barcelona.
February	EMA community meeting online with representatives, experts, and board members.
March	Co-hosting the NCK spring conference in Östersund, Sweden.
March	Coordination meeting for the Erasmus Mundus International Master's in Education in Museums and Heritage in Mexico City, Mexico.
June	The EMA, Micheletti and DASA Awards jury meeting, in Dortmund, Germany.
June	Meeting of the ŽIVA Award jury in Ljubljana, Slovenia.
June	Meeting of the jury of the EMA Art Museum Award in Kolding, Denmark.

July	<p>EMA Summer Schools at:</p> <ul style="list-style-type: none"> - Jamtli Museum in Östersund, Sweden - TIM Staatliches Textil- und Industriemuseum Augsburg, Germany - Kunsthaus Graz, Graz. Austria - Landskrona Museum, Landskrona, Sweden - A.G. Leventis Gallery. Nicosia, Cyprus <p>for international students for the Education in Museums and Heritage Masters.</p>
August	Online meeting of the jury of the Heritage in Motion Award.
August	Meeting of the jury of the Children in Museums Award in Amsterdam, The Netherlands.
September	Coordination meeting and welcoming international students for the Education in Museums and Heritage in Glasgow, UK.
October	ŽIVA Award Ceremony and Conference in Trebinje, Bosnia and Herzegovina.
October	Museums in Short Award ceremony during the Best in Heritage event.
October	EMA Award Ceremony and Conference for the Micheletti Award, DASA Award, the Art Museum Award, including the presentation of the Heritage in Motion Award, in Budapest, Hungary.
October	Online General Assembly for the Horizon Europe project META MUSEUM.
October	General Assembly and project meeting and conference for Horizon Europe project HERITALISE in Helmsdale, Scotland, United Kingdom.
October	General Assembly and project meeting for the Horizon Europe project META MUSEUM in Amsterdam, The Netherlands.

Main Partners:



Strategic work

The European Museum Academy is developing with activities under the following headings:

- European Museum Academy Award schemes

- European Museum Academy Research and Projects
- European Museum Academy Education
- European Museum Academy Expertise and Communication
- European Museum Academy Publications

During 2025 there have been initiatives in several of these areas.

1) European Museum Academy Award Schemes

EMA is managing the updated criteria for the **Luigi Micheletti Award** on storytelling, the **DASA Award** for education, and the **Art Museum Award** on social responsibility under the authority of the Luigi Micheletti Foundation, the DASA organization and the A. G. Leventis Foundation.

2) European Museum Academy Research and Projects

The Academy has during the year been partner in a number of project applications within the EU programmes Horizon Europe and Erasmus Plus. Two projects have been approved and are receiving funding from the European Commission under the Horizon Europe programme:

META-MUSEUM

The European Museum Academy is partner in a new research project under the European Union programme Horizon Europe. META – MUSEUM stands for “*Moving Emotions towards confidence in the Transformative Appropriation for a Meaningful Understanding of cultural heritage: a neuroScientific approach to EUropean Museums*”.

The **transformative nature of cultural heritage** implies it is constantly changing, not so much as an object but as a bearer of values and meanings that are interpreted differently, over time, by society. Cultural heritage is therefore transformed by the *interpretation* that society makes of it, and vice versa society and individuals are transformed by it.

Based on these assumptions, META-MUSEUM is very ambitious because it wants to **scientifically measure (via Neuroscience’s method) emotional reactions to a cultural experience**, and in particular the state of **confidence and resilience**, getting the means to design cultural experiences able to increase them in citizens, focusing on three basic concepts: “**confidence**”, “**resilience**”, “**empathy**”. The project aims to develop **new skills** (related to a “TransforMeans theory” in neuroscience that can be defined as “empathic cultural mediation”) to design cultural experiences.

The project is coordinated by the university in Turin (Politecnico di Torino) and we are in total ten partners, mostly from European universities. The project is planned to run for 36 months. The European Museum Academy will primarily be engaged in developing an educational module and general communication and dissemination.

HERITALISE

The European Museum Academy is partner in a new research project under the European Union programme Horizon Europe. Cultural Heritage (CH) is a complex ecosystem, involving institutions and actors that continuously produce, and utilised multifaceted data and knowledge related to various types of CH objects. These objects can range from movable assets, architectural heritage, archaeological contexts, natural environments, and may be of different nature and materials whether tangible or intangible, which can be represented in a digital format. However, there is no internationally accepted framework, methodology or

standard procedure for specifying the quality of detail, completeness, and accuracy in CH digitisation.

HERITALISE mission is to research and develop advanced digitisation techniques and solutions for documenting and representing diverse CH assets, giving a full comprehension of the diverse CH features, visible and non-visible. In addition, AI-powered tools including Machine Learning (ML) will be developed for improved and optimised data post-processing and integration based on standard and expanded methodologies. All this will be connected through a knowledge graph environment that allows the individual aspects known about the CH object to be related and retrievable. As with Wikipedia, by following links it will be possible to learn more about a particular object, what research has been done, and what results have been derived from it.

The project is coordinated by the company IDP Ingeniería y Arquitectura Iberia, in Barcelona, and we comprise 17 partners. The project is planned to run for 48 months. The European Museum Academy is primarily engaged in a critical review of the current state of the art and exploitation and dissemination of project results.

3) **European Museum Academy Education**

- The online **Master Course in Museology. New Media and Museum Communication** has been offered throughout 2024. the course modules are constantly implemented so that contents are updated. The faculty is formed by EMA experts with relevant proven practical experience. The course has students from various European countries as well as the USA, China, and several other countries, which means that from a European audience it continues its expansion to a worldwide dimension.
- Since 2019 the European Museum Academy has been engaged in the work of creating a full two-year **European Joint Master Programme in Education in Museums and Heritage** (EDUMaH). We are proud to report that the full Erasmus Mundus Masters was approved by the European Union in 2022. The application and planning have been a huge undertaking. The consortium comprises universities in Glasgow (co-ordinator), Tartu, Radboud, Valletta, Cork, Dublin, the Iberoamericana university in Mexico City, and the European Museum Academy.

The European Museum Academy is primarily arranging and offering EMA Summer Schools for the students. These summer schools are offered every year in the first two weeks of July at a number of museums in Europe. We strive to include as diverse museums as possible.

In 2025 EMA arranged eight summer schools totalling 17 students for the EDUMaH. According to reports from the students, the hosting museums, and the attending EMA experts it was successful. Each summer school will also include the presence of a museum expert appointed and selected by the Academy. The pool of hosting summer school museums and the parallel pool of EMA summer school experts which comprises 5-7 museums and 5-7 EMA experts, as we can expect a maximum of approximately 20 international students in our summer schools every year. The collaboration with the University of Glasgow, which is coordinating the master's programme, is very good and EMA has made new relations to the other universities in consortium from Tartu, Cork/Dublin, Valletta, and Radboud.

4) **European Museum Academy Expertise and Communication**

- The European Museum Academy has a constant need to renew and develop our own competences as an organization. By the end of 2025 we have 44 **EMA Representatives** in

- 40 countries, and we are still expanding. Our **Pool of Experts** now consists of 41 colleagues covering all kinds of relevant topics in theoretical museology and practical museum affairs.
- In collaboration with Rome Business School, we have engaged in an **EMA trainee arrangement**. In 2025 12 trainees from France, Germany, Georgia, Greece, Italy, Spain, and Portugal have worked on mapping for potential applicant museums for the EMA awards in Andalusia, Aragon, Beira Alta & Beira Baixa, Central Macedonia, East Macedonia & Thrace, Lazio, Lower Saxony, North Rhine-Westphalia, Reggio Emilia Romagna, Samtskhe-Javakheti & Shida Karli Region, Sardinia, and Sicily. Many reports have been produced, and eligible and relevant museums have been contacted with information about the awards.
 - In collaboration with the Global Cultural Adventures in Beijing, we have engaged in an **EMA trainee arrangement**. In 2025 12 trainees from China have worked on mapping for potential applicant museums for the Children in Museums Award and Heritage in Motion Award in Algeria, Chad, Egypt, Ethiopia, Ghana, Libya, Mali, Mauretania, Morocco, Nigeria, Sudan, and Tunisia. Reports have been produced and eligible and relevant museums have been contacted with information about the awards.
 - Three season issues of the EMA Newsletter were published during 2025. News has also been published and shared on social media.

5) **European Museum Academy Publications**

- EMA experts are, through the partnership with Pascal Observatory, co-editing and contributing to the **Routledge International Handbook on Museum and Heritage Education**. The handbook will have approximately 40 chapters, and after a short delay the book was published in the May 2025.
- For the sixth year EMA published in March 2024 **EMA National Museum Reports 2024 – How are the Museums doing in Europe?** These are personal reports from 37 EMA representatives about museums in their respective countries and have proved to be a valuable complement to standard official dry statistics, earning much appreciation from colleagues in the European Union, the Council of Europe, ICOM and elsewhere.
- EMA has taken the initiative for a magazine which is dedicated to the issues covered by our awards. The work on a pilot issue is in progress with a dedicated editorial group, and the issue was expected to be published in February 2025 which made it possible to use the “**MAG**” as a teaser for possible applicants for the EMA awards. The editorial work for a second issue began in late 2025.

Board Meetings and related issues

The EMA Board met twice in 2025: 31 January in Amsterdam, and 27 September in Budapest.

The Board members at the end of 2025:

- Dr Karl Borromäus Murr (Chair)
- Mrs Annemies Broekgaarden
- Mrs Loukia Loizou Hadjigavriel
- Dr Dirk Houtgraaf
- Professor Massimo Negri
- Associate Professor Margaret McColl
- Dr Andreja Rihter (President)
- Adjunct professor Henrik Zipsane
- Mr Robert Zydel

EMA administrative business has been carried out by:

- Eelco Bruinsma (website editor)
- Burcu Büber (social media support)
- Anaïs de Potesta (art museum award and summer school management)
- Massimo Negri (scientific director)
- Ann Nicholls (coordinator)
- Enrique José Pastor (internship management and newsletter support)
- Antonia Robers (financial administrator)
- Hazal Şahin (communication and newsletter)
- Emek Yilmaz (project director and social media editor)
- Henrik Zipsane (managing director)

EMA team in European Union funded projects:

- Emek Yilmaz (META-MUSEM and HERITALISE)
- Elia Vlachou (META-MUSEUM)
- René Capovin (META MUSEUM and HERITALISE)
- Henrik Zipsane (META MUSEUM and HERITALISE)

EMA Summer School teachers:

- Elia Vlachou (Kunsthhaus Graz, Austria)
- Kathrin Pabst (Landskrona Museum, Sweden)
- Sandro Debono (Museum Odense, Denmark)
- Henrik Zipsane (Jamtli, Sweden)
- René Capovin (A.G Leventis Gallery, Cyprus)
- Hazal Şahin (TIM, Germany)

and the following internship students:

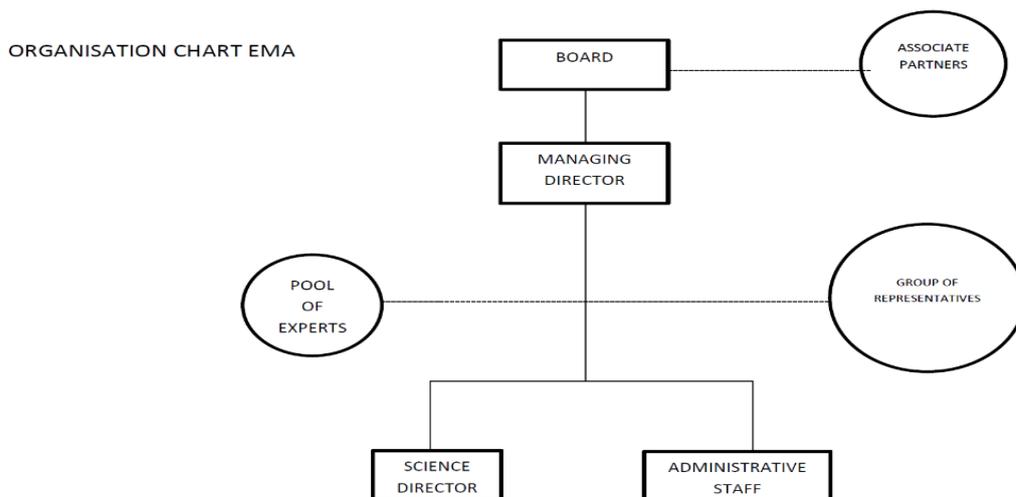
- Paola Caputo - Rome Business School (studying Sardinia for EMA awards)
- Afrodite-Maria Tozakidi - Rome Business School (studying Central Macedonia for EMA awards)
- Rachele Matilde Ceschina - Rome Business School (studying Sicily for EMA awards)
- Alejandra Quirozavila - Rome Business School (studying Andalusia for EMA awards)
- Ioannis Liapis - Rome Business School (studying East Macedonia & Thrace for EMA awards)
- Tekla Patsuria - Rome Business School (studying Samtskhe-Javakheti and Shida Karli for EMA awards)
- Carmen Rasul Rullán - Rome Business School (studying Aragon for EMA awards)
- Luisa Brocco - Rome Business School (studying Beira Alta and Beira Baixa for EMA awards)
- Sveva Pennoni - Rome Business School (studying Reggio Emilia Romagna for EMA awards)
- Lilly Ranszio - Rome Business School (studying Lower Saxony for EMA awards)
- Eleonora Peperoni - Rome Business School (studying Lazio for EMA awards)
- Jana-Maria Klein - Rome Business School (studying North Rhine-Westphalia for EMA awards)
- Binyu Zhang (Zicey) - Global Cultural Adventures (studying Egypt for CMA & HiM awards)
- Peiyuan Hong (Clara) - Global Cultural Adventures (studying Libya for CMA & HiM awards)
- Yongxin Yan (Maggie) - Global Cultural Adventures (studying Tunisia for CMA & HiM awards)
- Fei Xu - Global Cultural Adventures (studying Algeria for CMA & HiM awards)
- Yuxuan Hua (Jenny) - Global Cultural Adventures (studying Morocco for CMA & HiM awards)

- Ruoxuan Dai - Global Cultural Adventures (studying Mauretania for CMA & HiM awards)
- Yiran Zhang - Global Cultural Adventures (studying Mali for CMA & HiM awards)
- Yanran Wang (Emily) - Global Cultural Adventures (studying Sudan for CMA & HiM awards)
- Yuanye Zheng - Global Cultural Adventures (studying Nigeria for CMA & HiM awards)
- Jiaozhuang Bai (White) - Global Cultural Adventures (studying Ghana for CMA & HiM awards)
- Na Liu (Niki) - Global Cultural Adventures (studying Chad for CMA & HiM awards)
- Kang Li - Global Cultural Adventures (studying Ethiopia for CMA & HiM awards)
-

EMA Annual Event 2025

The European Museum Academy Award Ceremony and Conference took place in Budapest, Hungary. The winner of the 2025 Luigi Micheletti Award was **Obersalzberg Documentation Center, Berchtesgaden, Germany**. A special commendation was awarded to **Gallery of Matica Srpska, Novi Sad, Serbia**. The winner of the 2025 DASA Award was **Salon Stolz, Graz, Austria**. A special commendation was awarded to the Ethnological Museum of Thrace, Alexandroupolis, Greece. The winner of the 2025 Art Museum Award was the **Irish Museum of Modern Art (IMMA), Dublin, Ireland**.

EMA IN SHORT



The European Museum Academy Awards:

The EMA Prize (not activated in 2025)

The Luigi Micheletti Award

The DASA Award

The Art Museum Award

Award Schemes where EMA plays a strategic role as a permanent partner:

Children in Museums Award

The Children's Museum Award was established in 2011 by the European Museum Academy and Hands On! International Association of Children in Museums and is supported by Mercis BV. It aims to enhance the recognition of excellence in the specific sector of international children's museums. In 2014 the name of the Award was changed to the Children in Museums Award, to reflect the wider range of provision for children in today's museums.

Heritage in Motion

The Heritage in Motion Awards are the annual multimedia competition on themes related to Europe's cultural and natural heritage for the creators and users of films, games, apps, and websites. It celebrates the best multimedia achievements and products, engaging the public with Europe's outstanding heritage in all its forms. The Heritage in Motion Awards are a joint initiative of FSK – Forum of Slavic Cultures and the European Museum Academy.

Museums in Short

Museums in Short is an audio-visual platform dedicated to short videos realized by museums. It is promoted by Musil – museum of industry and labour of Brescia, in collaboration with the European Museum Academy and FSK – the Forum of Slavic Cultures.

The ŽIVA Award

The Živa Award was established in 2012 on the initiative of the expert group composed of member countries of the Forum of Slavic Cultures and EMA. The Živa Award Jury consists of 13 experts from the Slavic countries and from EMA. The Živa Award the Best Slavic Museum - since 2018 also for the best Slavic Heritage Site - has received many candidates. The Živa Award has made a place for itself in the Slavic world as an important reference point, which puts it firmly on the map of museum awards on the global scale. Several Živa Awards winners have already also been nominated for other European museums awards.

RESEARCH

Participation in the *Routledge International Handbook on Museums and Heritage Education* offers a wide range of opportunities where EMA experts are involved as researchers and authors of several chapters. The book was published in May 2025.

OTHER ACADEMIC ACTIVITIES

In addition to the Master Courses in Milan and the Summer School in Piran, and the full master programme in Education in Museums and Heritage led by University of Glasgow, EMA has a permanent cooperation with the Erasmus Mundus Programme of Study on Industrial Heritage 'TPTI', a master course focusing on the investigation of industrial heritage. The State University of Padova on behalf of EMA maintains and makes accessible to TPTI students and professors the Kenneth Hudson Library of books on industrial heritage.

EMA IS SUPPORTED BY

Deutscher Museumsbund, Berlin

Ministère de la culture, Luxembourg

Ministerie van Onderwijs Cultuur en Wetenschap, Den Haag

ASSOCIATE PARTNERS

Gallery 11/07/95, Sarajevo, Bosnia and Herzegovina

The Labour Museum, Copenhagen, Denmark

Trapholt – museum of modern art, craft and design, Kolding, Denmark

TIM, Staatliches Textil- und Industriemuseum, Augsburg, Germany

Hungarian Money Museum, Budapest, Hungary

IULM Communication Mgt SCARL, Milan, Italy

National Museum, Cetinje, Montenegro

Natura Artis Magistra, Amsterdam, The Netherlands

National Museum of the Romanian Peasant, Bucharest, Romania

ASTRA National Museum Complex, Sibiu, Romania

Muzeul Bucuvinei, Suceava, Romania

Fundación Caixa d'Estalvis i Pensions de Barcelona, Spain

Museu Agbar de les Aigües, Cornellà de Llobregat, Spain

The Nordic Centre of Heritage Learning & Creativity, Östersund, Sweden

Panorama 1326 Bursa Conquest Museum, Bursa, Turkey

Istanbul Toy Museum, Istanbul, Turkey

Glasgow Life, Glasgow, UK

Event Communications, London, UK

INDIVIDUAL PARTNERS

Peter Thor Andersen, Faaborg, Denmark

Riitta Nelimarkka-Seeck, Helsinki, Finland

National Museum of The Union Alba Iulia, Romania

In cooperation with:





Henrik Zipsane
EMA Director

January 2026