

EN

W E L C O M E



ANNUAL SPRING CONFERENCE  
2022 | DIGITAL

P R E S E N T S

**Building  
Relationships *through*  
Co-Creative Heritage**

SE

V Ä L K O M M E N



VÅRKONFERENS  
2022 | DIGITAL

P R E S E N T E R A R

**Att bygga  
relationer *genom*  
medskapande kulturarv**





ANNUAL SPRING CONFERENCE  
2022 | DIGITAL

PROGRAM

# Building Relationships *through* Co-Creative Heritage

## 16 FEB WEDNESDAY

10.00-10.15

*Introduction to the conference*

Kristina Jonsson / Gustav Wollentz / Helena Kuhlefelt, NCK

10.15-10.50

*"It's not what archaeology is, but what it does": co-creation within a top down project*

Lara Band, Museum of London Archaeology

10.50-11.00 *Pause*

11.00-11.30

*Accessibility, technology & the visitor: How activists and co-creation changed the museum*

Daniel Gillberg, Gothenburg City Museum

11.30-12.00

*The Heritage Academy – an example of how to build co-creative relationships with different target groups within the heritage sector – challenges, opportunities and development*

Anita Synnestvedt, Gothenburg University

12.00-13.00 *Lunch*

13.00-13.30

*Participation. On getting used to taking risks and meet unthought-of possibilities, working in a migrant community*

Amelie Tham, Fisksätra Museum

13.30-14.00

*Panel discussion – hur sätts formerna för medskapande? (In Swedish)*

Anita Synnestvedt, Gothenburg University

Kajsa Hartig, Västernorrland Museum

Bente Jensen, Aalborg City Archives

14.00-14.20 *Pause*

14.20-15.20

*Att bygga medskapande online (In Swedish)*

*Medskapande upptäcktsfärder i Minecraft*

Viktor Lindbäck, Riksantikvarieämbetet

*Att bygga gemenskap och engagemang via museialt onlinematerial*

Björn Sundberg, Riksantikvarieämbetet

15.20-15.30 *Pause*

15.30-16.00 *Reflection and discussion*

## 17 FEB THURSDAY

09.00-09.45

*Tillsammans för källor i klassrummen – två samarbeten där kulturarv och utbildning möts (In Swedish)*

Nelly Laitinen, The Society of Swedish Literature in Finland

09.45-10.00 *Pause*

10.00-10.30

*Collection of social digital photography in archives and museums – a road to co-creation, dialogue and participation*

Kajsa Hartig, Västernorrland Museum

Bente Jensen, Aalborg City Archives

10.30-11.00

*The Future Past – Producing critical heritage research and narratives in cooperation with youths by using an archaeological excavation as point of departure*

Kaja Hannedatter Sontum, Oslo University

11.00-12.00

*Parallel session 1 – Medskapande genom immateriellt kulturarv (In Scandinavian languages)*

*Museene danser – Metoder for deltakende formidling av samværsdansen på museum i Norden*

Tone Erlien Myrvold, Norwegian Centre for Traditional Music and Dance

*Arkivpedagogik i samarbete med duojárat*

Inker-Anni Linkola-Aikio, Sámi Archives/ National Archives in Finland

Elina Kuhmunen, Ájtte Museum

*Parallel session 2 – Youth and participation*

*Young guides – engaging youth with cultural heritage and narratives in socio-economically deprived areas in Eskilstuna*

Kari Arnekleiv, Eskilstuna City Museum

*Cultural history as an upper secondary school project – a collaboration for cultural heritage institutions, schools and Wikipedia*

Josefine Hellroth Larsson / Axel Pettersson, Wikimedia Sweden

12.00-13.00 *Lunch*

13.00-13.15 *NCK's Pedagogical Prize 2022*

13.15-13.45

*When publics and cultural institutions interact: Museums and archives creating opportunities for co-design in conversation and on social media*

Emily Oswald, Oslo University

13.45-14.15

*Hur kan din organisation utveckla långsiktiga och hållbara relationer med hjälp av internationella utbyten? Hur kan du använda Erasmus + och EPALE? (In Swedish)*

Sanna Holmkvist & Maria Wennberg, Swedish Council for Higher Education

14.15-14.45 *Reflection and discussion*

14.45-15.00 *Summary and goodbyes*

FOR MORE INFORMATION

<http://nckultur.org/verksamhet/varkonferensen/>



# INTRODUCTION

## How can co-creation be used to build more sustainable relationships?

The potential in heritage for promoting co-creation and participation is prioritized both at a European as well as a Nordic level, and it is emphasized in the Swedish Government's bill "Kulturarvspolitik" which was adopted in 2017. Co-creation is based on established trust and the premise that everyone can contribute to the content, the activity or the process. When co-creation succeeds, it increases the feeling of participation and stimulates learning.

One of the biggest challenges for museums and archives in stimulating participation with different target groups is precisely to establish long-term and sustainable relationships that are based on mutual trust and confidence. Too often, such relationships are time-bound to a specific project that enables it, and time-limited trust is not always perceived as genuine. However, trust is crucial for a co-creative process to be successful. That is why we at NCK want to discuss opportunities and challenges in co-creation together with you for two days. These are some of the issues we look forward to investigate together:

- What does co-creation mean for the cultural heritage sector?
- What can we do to stimulate co-creation in practice?
- How can it help us build more sustainable relationships with different target groups?
- What opportunities and challenges are there in making heritage co-creative?
- How is the framework for co-creation set and who sets it?
- How can the form and agenda of an activity itself be developed through a co-creative process and what would be the value in that?



# SPEAKERS

**Lara Band, Museum of London Archaeology**

**“It’s not what archaeology is, but what it does”:  
co-creation within a top down project**

Lara Band is Lead Archaeologist for CITiZAN, the Coastal and Intertidal Zone Archaeological Network, which is a UK wide National Lottery Heritage Fund supported project, divided into six geographically and regionally distinct Discovery Programme areas. With a focus on climate change, coastal erosion and community archaeology, and conforming to the requirements of the funding stream, it is essentially a top down project. However, there have been ways to develop a more co-creative practice within this. This presentation will look at two East Kent Coast Discovery Programme projects: the post medieval fish traps of Sandwich Bay and Pegwell Bay’s old Hoverport, raising questions about what archaeology is, what it should be and who gets to do it.



**Daniel Gillberg, Gothenburg City Museum**

**Accessibility, technology & the visitor:  
How activists and co-creation changed the museum**



Daniel Gillberg is educated in cultural heritage studies at the University of Gothenburg and is currently a project manager at Gothenburg City Museum. In this presentation, he will talk about the Funktek project, focusing on how co-creation made the museum more accessible. By letting visitors test the museum, the museum was able to discover that the most valuable tool to become more accessible was co-creation itself. Funktek was about how museum experiences can become more democratic. With the help of funktek pilots and new methods of working with technology and interaction design, the project sought smart solutions to increase accessibility to the museum.



# S P E A K E R S

## **Anita Synnestvedt, Gothenburg University**

### **The Heritage Academy – an example of how to build co-creative relationships with different target groups within the heritage sector – challenges, opportunities and development**

Anita Synnestvedt gained her PhD in 2008. Since then Anita has been working as a lecturer and researcher at the Department of historical studies and at the Department of pedagogy at the University of Gothenburg. Anita's main interests are the construction and use of cultural heritage, and the relationship between heritage management and the public as well as public archaeology. Since 2014, she has been a coordinator for the Heritage Academy within the Center for Critical Heritage Studies at the University of Gothenburg, which will be the focus for this presentation. The Heritage Academy aims to be a bridge between the academic world and the surrounding society, in line with the University's Third Mission. It is a formalization of the objective to strengthen the dialogue between research and practice - a central intersection in the work of cultural heritage. It is a partnership between the regional administration for cultural development, West Sweden Region, and the University of Gothenburg. Challenges, opportunities and development of this co-creation project will be discussed in this presentation.



## **Amelie Tham, Fisksätra Museum**

### **Participation. On getting used to taking risks and meet unthought-of possibilities, working in a migrant community**



After university studies including social anthropology, ethnology and more, with a focus on the museum field, Amelie Tham has worked as producer of reportage, documentaries, reviews, lectures, books with a focus on culture and the arts. During longer periods she has been involved in projects exploring different aspects of participation, the impact of art processes/different art forms on formal and informal knowledge development and perspectives on development of local politics and local culture. From 2009 she is the founder and artistic director of Fisksätra Museum, a laboratory for questions about cultural heritage, arts, empowerment and political aspects of everyday life. The museum works anchored in Fisksätra, but also takes initiatives and cooperate on a national level. In this presentation Amelie will explore how Fisksätra Museum works with participation in a migrant community.



# S P E A K E R S

## **Viktor Lindbäck, Riksantikvarieämbetet**

### **Medskapande upptäcktsfärder i Minecraft (In Swedish)**

Viktor Lindbäck works at the Swedish National Heritage Board, and will tell you about how the computer game Minecraft can be used in a simple and playful way to make history and cultural heritage easily accessible and understandable. Viktor will show practical examples of his own and others' projects, and of the game's endless possibilities for interactivity and co-creation when the invisible becomes visible and stories come to life.



## **Björn Sundberg, Rikantikvarieämbetet**

### **Att bygga gemenskap och engagemang via musealt onlinematerial (In Swedish)**



Björn Sundberg works with issues concerning digitization of the cultural heritage at the Swedish National Heritage Board. Through previous assignments - including as operations manager for Medieval Week on Gotland, which is one of the country's largest cultural festivals, he has worked with both operational and strategic issues around mediation, joint creation and development. He has a strong interest in digital communication that stretches back to the early nineties, which has given him a broad understanding of both opportunities and challenges in reaching an information-laden audience. For many years, Björn has followed the emergence of creators who via digital platforms (primarily Youtube and podcasts) work together with their target group to develop, refine and enrich their content. This has become particularly clear with the emergence of the Patreon platform. Björn's experience is that more traditional cultural heritage actors can learn an enormous amount from this. He will present his perspectives on what heritage actors can learn from young creators in the digital space.



# SPEAKERS

**Nelly Laitinen, The Society of Swedish Literature in Finland**

**Tillsammans för källor i klassrummen  
- två samarbeten där kulturarv och utbildning möts (In Swedish)**

Nelly Laitinen works as a Senior Archivist at the Society of Swedish Literature in Finland. She mainly works with outreach from an educational perspective. Nelly Laitinen was the winner of the NCK's Pedagogical Prize in 2021.

In her paper, Nelly presents two extensive cooperations to make sources visible, available and usable for teachers and school students.



Photo: Janne Rentola

**Kajsa Hartig, Västernorrland Museum / Bente Jensen, Aalborg City Archives**

**Collection of social digital photography in archives  
and museums – a road to co-creation, dialogue and participation**



Kajsa Hartig is Head of Museum Experience and Collections at Västernorrland Museum, and she has 25 years of experience in digital development and strategic work. Bente Jensen is an archivist at Aalborg City Archives in Denmark and a part-time Lecturer in archives and cultural heritage studies at Aalborg University, Denmark. Her interests include theories and methods of participatory archives and archives outreach. Bente has had a focus on visual digital archives for long in her practice as well as her research. The presentation will focus on the Nordic CoSoPho (Collecting Social Photography) project, which explored digital challenges on current work practices around photography collections and how museums and archives can collect social media photographs as digital visual heritage and sources for future research. In the project co-creative methods were used.

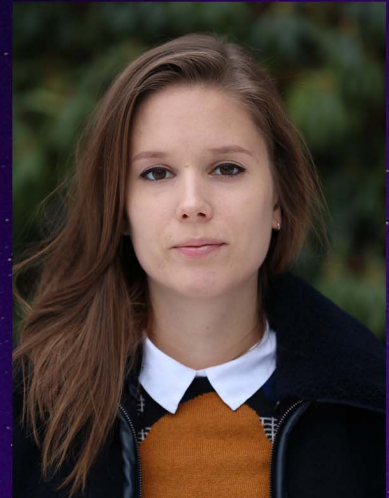


# S P E A K E R S

**Kaja Hannedatter Sontum, Oslo University**

**The Future Past - Producing critical heritage research and narratives in cooperation with youths by using an archaeological excavation as point of departure**

Kaja Hannedatter Sontum is an archaeologist currently employed at Department of Archaeology, Conservation and History, University of Oslo. Her research examines strategies of diversity and social inclusion in the Norwegian heritage field, drawing on focus group data and interviews with youths from migrant families. Her presentation will focus on the project The Future Past: Bridging public administration, academia and schools. Through participatory approaches and a dialogue-based dissemination programme, the project aims to involve upper secondary school students in shaping future knowledge about the past. The pilot project, which is currently at the planning stage, will use an iron age excavation run by the Museum of Cultural History, University of Oslo, to demonstrate how interpretations are constantly evolving through the arrival of new empirical data, methods and ideas. Through the project programme, participating youths will move from being consumers to active producers of new and alternative histories, relating to their own experiences and social realities.



**Josefine Hellroth Larsson / Axel Petersson, Wikimedia Sweden**

**Cultural history as an upper secondary school project – a collaboration for cultural heritage institutions, schools and Wikipedia**



Josefine Hellroth Larsson works as a project manager at Wikimedia Sweden, primarily focusing on education and learning. Josefine is educated in library and information science and communication. Axel Pettersson is a project manager at Wikimedia Sweden, and works mostly with education and contacts in the GLAM sector. Axel has worked for the Wikimedia movement for almost ten years, and also contributes as a volunteer with photographs and articles. The presentation will focus on the project “Kulturhistoria som gymnasiearbete”, which is carried out between Wikimedia Sweden, the Nordic Museum, the Centre for Business History and two high schools: Enskilda gymnasiet in Stockholm and Anderstorp gymnasiet in Skellefteå. The project is based on students writing their high school papers as Wikipedia articles, based on source material available from the Nordic Museum and the Centre for Business History. Through the project, the archives and museums' material can be spread further and constitute credible sources and illustrations. The students become co-creators in making the material available.



# S P E A K E R S

**Inker-Anni Linkola-Aikio, Sámi Archives/ National Archives in Finland**  
**Elina Kuhmunen, Ájtte Museum**

## **Arkivpedagogik i samarbete med duojárat (In Swedish)**

Inker-Anni Linkola-Aikio works in Inari as a Senior Research Officer in the Sámi Archives/National Archives of Finland. Elina Kuhmunen is a project worker in AIDA at Ájtte, Swedish Mountain- and Sami museum. In the presentation they will tell about Arctic Indigenous Design Archives AIDA that work together with Sámi duojárs (crafters, designers, artists) to establish their individual archives, to preserve archival materials from their creative processes and to improve accessibility and to develop archives and museums' working practices towards a more active and community based way of working which better suit indigenous world views. In the presentation they will bring up methods on how they work with archival pedagogy together with the donors, duojárs and educational institutions. They will present examples of practical workshop methods and pedagogical material that has been created in co-operation with duojárs.



**Tone Erlien Myrvold, Norwegian Centre for Traditional Music and Dance**

## **Museene danser – Metoder for deltakende formidling av samværsdans på museum i Norden (In Norwegian)**



Tone Erlien Myrvold graduated from Choreomundus in 2014 as the first cohort in this Erasmus Mundus program. She has been working as a researcher, project manager and curator at Norwegian Centre for Traditional Music and Dance since 2014. Tone runs the project Museene danser, which she will present. The project Museene danser has since its beginning in 2015 used co-creative methods in the production and concept for its exhibitions. It works with the UNESCO convention of Intangible Cultural Heritage as a basic principle, that has an intention of bottom-up methods in collecting content, and facilitate so that the local dance communities find the museum and a dance exhibition useful in the promotion, dissemination and safeguarding of cultural heritage. The exhibitions produced have been focusing on the social dances in the Nordic countries and inclusion and diversity of dance traditions. Dance is naturally co-creative and participative, and this works as an inspiration for how museums can work differently for its local dance communities and open doors for new public, users and regular visitors.



# S P E A K E R S

## **Kari Arnekleiv, Eskilstuna City Museum**

### **Young guides – engaging youth with cultural heritage and narratives in socio-economically deprived areas in Eskilstuna**

Kari Arnekleiv has worked as a museum educator in several Swedish museums, most relevant for this presentation are Arkdes, The Nobel Prize museum, Sörmlands museum. She has worked with a large range of topics but her favorites are local history and architecture. The most interesting challenge is to work close to the target-group and thereby increase the possibility to make a real and lasting impact in the life of a young person. Young guides is one of several activities the Eskilstuna City Museum works with in socio-economically deprived areas in Eskilstuna. One aim with Young guides is to engage young people in the history of their area and encourage them to tell their story. The other aim is to present the program for the cultural environment of Eskilstuna and to discuss how they can influence the development of their own neighborhood.



## **Emily Oswald, Oslo University**

### **When publics and cultural institutions interact: Museums and archives creating opportunities for co-design in conversation and on social media.**



Emily Oswald defended her PhD at the University of Oslo's Faculty of Education in October 2021. Her dissertation explores processes of participation in three Norwegian cultural institutions. Based on research-practice partnerships with staff at museums and archives Emily's research reveals how the outcomes of a participatory process are shaped not only by the choices made by institutional staff, but also by interactions between staff and public participants, and among public participants. She currently works as a project coordinator at the University of Oslo. This presentation focuses on the form of co-creation activities in museums and archives, and discusses examples of co-creation from the Norwegian Folklore Archive (Norsk Folkeminnnesamling) and the Museum of Oslo (Bymuset). By exploring the interactions between cultural institutions and publics, we can shed light on how the form of these activities change in implementation, and consider the value of a co-created form for both cultural institutions and public participants.



## Sanna Holmkvist och Maria Wennberg

**Hur kan din organisation utveckla långsiktiga och hållbara relationer med hjälp av internationella utbyten?**

**Hur kan du använda Erasmus + och EPALE? (In Swedish)**

Sanna Holmkvist and Maria Wennberg work at the Swedish Council for Higher Education (UHR). Sanna is a trained teacher, special educator and former principal but now works at UHR with networking in adult learning. One of the assignments is to work with EPALE, which is the EU website for everyone in Europe who works with adult learning, as well as with Europass and external monitoring in the adult sector. Maria is a political scientist and has a background as an administrator and investigator in the government sphere. At UHR, Maria works as an administrator for the part of the EU exchange program Erasmus +, which is aimed at everyone who works with adult learning. Sanna and Maria will talk about opportunities for co-creation through international cooperation.

