

Values at work!

Quantitative value assessment (QVA)

A practical tool to quantify the distribution of value in cultural heritage

Summer Workshop Announcement

When *3 – 7 July 2017*

Where *Royal Institute for Cultural Heritage (KIK-IRPA), Jubelpark 1, 1000 Brussels, Belgium*

By *José Luiz Pedersoli Jr., Scientia Pro Cultura, Brazil*
(for a short biography cfr. Attachment)

Why The value or significance of a heritage collection, building or site is not distributed equally among the different elements or items that make them up (i.e., not all objects of a collection have equal importance, not all parts of a heritage building are equally valuable, not all elements of a heritage site contribute equally to determine its value or significance). Depending on the characteristics of these elements/items - and on the mission of the organization responsible for the heritage property - there are often significant differences in their relative value.

The successful management and long-term preservation of a heritage collection, building or site depends on a clear understanding of how their overall value/significance is distributed among their components. This knowledge is essential to ensure that our preservation decisions will maximize the value of the heritage property over time. This is especially true in those situations where the cultural property is complex, the resources are limited, and priorities have to be established. *What to do first? Which parts of the heritage asset deserve special attention, and why? What is the cost-benefit ratio of different (preventive) conservation options in terms of how much they preserve [or protect or safeguard] of the value of the heritage asset for a certain cost?* By doing so, the organization will be able to clearly quantify the benefits of financial resources used to preserve/protect its heritage property.

A quantitative value assessment of the heritage collections, buildings and sites will allow heritage managers to address these questions and make decisions in a more effective and transparent way. Quantifying the relative importance of the different elements/items that make up a heritage collection, building or site, and using this information in an objective way, to help prioritize the allocation of resources for preventive conservation, maintenance, security, insurance, disaster preparedness, and conservation-restoration will certainly improve the benefits of each Euro spent.

The quantitative value assessment to be presented is also essential for quantitative risk assessments (in case the organization decides to do so), since the impact of risks to heritage assets is quantified in terms of the '*expected loss of value in the heritage asset*'.

How

The Summer Workshop will take you step by step through the methodology for quantitative value assessment of cultural heritage. It will provide you with the concepts and tools to do so, showing practical examples of its use, and applying it in a real case study so that the learnt concepts and tools can be immediately put to practice in your own collection or heritage property. The methodology involves the development and description of criteria for value assessment (based on the institutional mission), weighing of these criteria, calculation of the relative importance of each component based on the results of the scoring, and development of a 'Value Pie' for the heritage asset.

Preliminary Program

Day 1

- General introduction.
- Participants present themselves (name, institution, job/responsibilities).
- Introduction to Quantitative value assessment (QVA) of heritage assets: WHAT does it mean? WHY do it? The workshop will focus on HOW to do it.
- EXERCISE 1: INSTITUTIONAL MISSION. This is STEP 1 of the QVA method, i.e. to review the institutional mission.
- EXERCISE 2: IDENTIFICATION OF KEY ATTRIBUTES (characteristics, qualities). This is STEP 2 of the QVA method, i.e. to identify the key 'attributes' that determine the importance of the collection to fulfill the institutional mission.

Day 2

- Recap of Day 1.
- EXERCISE 3: DEFINITION OF KEY ATTRIBUTES. This is STEP 3 of the QVA method, i.e. to clearly define the key 'attributes' that determine the importance of the collection to fulfill the institutional mission.
- EXERCISE 4: ASSIGNING WEIGHTS TO THE ATTRIBUTES. This is STEP 4 of the QVA method, i.e. to assign weights to the key 'attributes' that determine the importance of the collection to fulfill the institutional mission.
- Presentation, discussion and refinement of a suitable RATIO SCALE.

Day 3

- Recap of Day 2.
- EXERCISE 5: SCORING THE OCCURRENCE OF EACH ATTRIBUTE IN THE COMPONENTS OF THE COLLECTION. This is STEP 5 of the QVA method, i.e. to score the level of occurrence of the key 'attributes' in the different components of the collection.
- EXERCISE 6: CALCULATE THE RELATIVE IMPORTANCE OF THE COMPONENTS OF THE COLLECTION. This is STEP 6 of the QVA method, i.e. to calculate the relative importance of the different components of the collection.

Day 4

- Recap of Day 3.
- EXERCISE 7: BUILD THE 'VALUE PIE' FOR THE COLLECTION. This is STEP 7 of the QVA method, i.e. to calculate how much (%) each component represents of the total value of the collection (100%).
- Discuss the application of the QVA results in the planning and decision-making processes concerning the preservation of the (value of the) collection and the fulfillment of the Museum mission.
- Scaling up the results of the workshop exercise to larger and more complex heritage assets.
- Questions and Answers.

Day 5

- Recap of the QVA methodology.
- Case studies on other value and significance assessments in Belgium and how they complement or fit with QVA.

Who

Heritage professionals: collection managers, curators, museum directors, external advisors who guide value assessment processes, heritage professionals responsible for accessioning and de-accessioning, heritage professionals involved in a decision making process; heritage professionals working on the mission and vision for a heritage property, cultural heritage consultants, preventive conservators,...

The participants will be up to 20 heritage professionals. Selection will be done, based on a motivation letter and a short CV.

Working language *English*

Cost *€486*

To apply Please note that your personal statement is a fundamental requirement. You are expected to send between 300 and 500 words on: *“What triggers you about (Quantitative) Value Assessment and why? How and where will you implement what you learned, after the summer workshop?”*

Please use the attached application form (administration, motivation, short CV).

Send it back to: marjolijn.debulpaep@kikirpa.be; caroline.meert@kikirpa.be

Application deadline is: *29th of May 2017*

The subject of your email needs to be : *APPLICATION VALUES AT WORK*

The selection will be communicated by email *before the 5th of June 2017*.

Take note: the registration is only valid after receiving your payment (to be paid after selection).