

**SEE HERITAGE NETWORK CETINJE MEETING  
and STRATEGIC PLANNING  
3 – 5 July 2015 – Cetinje, Montenegro**

## **PARTICIPANTS**

- Representatives of the Member organizations of the SEE Heritage Network
- Representatives of the Observing organizations of the SEE Heritage Network
- Secretary and the members of the board of SEE Heritage Network
- Trainers and lecturers from other networks and related fields

## **GOALS**

1. To create a space for representatives of SEE HN member organizations to meet, discuss and communicate recent developments of their organizations within last 2 years
  2. Understand internal current state of the SEEHN - give an overview, discuss and evaluate what has been done so far
  3. Map and understand the current context (national, regional, international) including trends, conditions, challenges and opportunities
  4. To get input about the needs and expectations of the members in terms of support from the network, as well as capacities and resources which can be shared within the network
  5. Develop a common vision and desired future direction of the network and organizational structure for the network
  6. Identify priorities, and discuss specific strategic areas of activities of the network
  7. Brainstorm future steps and activities and the role of member organizations in them
-

# PROGRAM

---

## Day I, 3<sup>rd</sup> July

### 17:30-18:00 Gathering of all participants

**18:00-21:00 Welcome note and presentations of SEEHN Member Organizations (7min presentation of mission, areas of activities and key challenges of each MO, plus 3min for initial questions)**

Purpose: getting to know each other's work among old and new member organizations and making ground for future cooperation

### 21:00 Dinner

---

## Day II, 4<sup>th</sup> July

### 9:00-09:30 Startup

- Welcome and logistics of the workshop
- Warm-up and Introductions of participants
- Purpose, objectives and expected outputs

Purpose: Set the context for the workshop.

### 09:30 - 10:30 The overview and current state of SEEHN

- A Quick Historical Overview (Lifecycle of activities, partnerships, projects) with comments from member organizations
- Mapping of Current Activities done by current Secretary with comments of member organizations

Purpose: Built common understanding of what has been achieved and what have been the issues so far

### 10:30- 11:15 Internal mapping (SWOT)

- Mapping the successes/strengths and failures/weaknesses/problems of the network – what works well and what not (small group discussion and presentations)
- Joint discussion

Purpose: Build common understandings of the current state including activities, conditions, challenges, and strengths.

**11:15 – 11:45 Networking Break (task: a project you are the most proud of in your organization)**

**11:45 - 12:30 Guest lecture: Heritage policies, actors and trends in European context.**  
Sneška Quaadvlieg Mihailović, Secretary General, Europa Nostra (or a policy officer at Europa Nostra Brussels office) (TBC)

Purpose: Built common understanding of the current political, economic, social context of role networks in heritage sector - trends, policies and actors. Inspire for the session on context mapping.

**12:30 -13:30 Context mapping (SWOT)**

- Mapping the successes/strengths and failures/weaknesses/problems of the network – what works well and what not (small group discussion and presentations)
- Joint discussion

Purpose: Build common understandings of the current context on local, national, regional and international level and the trends, opportunities and threats for the SEEHN in it.

**13:30- 14:30 Networking Lunch (the biggest wish in your organization)**

**14:30 – 16:30 Strategic vision and desirable scenario**

- 3 scenarios exercise (small groups, presentation) and group discussion
- Key words for strategic vision and values of the network (brainstorming with discussion)

Purpose: create a common vision and future direction for the SEEHN

**16:30 – 17:00 Reflections of the day and tasks for tomorrow!**

**17:30 Guided tour and visit to Cetinje and Lovćen (TBC) followed by dinner**

---

## Day III, 5<sup>th</sup> July

**9:00 – 9:30 Warm-up and summary from yesterday**

**9:30 – 10:15 Presentations of possible vision statements and discussion**

Purpose: create a common vision and future direction for the SEEHN

**10:15- 11:00 Guest lecture – Building a strong regional network – experience of the BMN, Aida Vežić, Balkan Museum Network**

Purpose: Share experience and good practices of the building and structuring of a regional network for museums

**11:00 – 11:15 Networking break**

**11:15 -12:00 Defining priorities and strategic goals**

Purpose: Defining and agreeing on the main areas and goals of the network

**12:00 – 13:30 Organizational structure**

- **roles and responsibilities of Secretary, MOs, Board**
- **Membership (geographical, sectoral scope, roles, communication)**

Purpose: Rethinking and establishing functional organizational structure with clear roles and responsibilities of actors.

**13:30 – 14:30 Lunch break**

**14:30 – 15:30 Activities, programs, projects**

Purpose: Getting ideas and input for concrete actions, activities and projects related to the vision and goals.

**15: 30 – 16:30 Agreements, conclusions, evaluation and follow up**

Purpose: Summarizing and agreeing on the common ground and future steps. Evaluating the meeting.

10<sup>th</sup> SEE Heritage meeting financed  
by The Headley Trust

THE  
**HEADLEY**  
TRUST