

*Vision: Museum of Cultural History — a museum that is present by virtue of knowledge, vision and values.*

**Clearly present in society**

as the scholarly steward of cultural heritage, an international research institution and an innovative communicator of knowledge and collections.

**Clearly present for the public**

by communicating the importance of cultural history in understanding our past and present through an attractive and accessible offering.

**Clearly present at the University of Oslo**

through collaboration on research, education and recruitment, by showcasing the University of Oslo to the general public and by preserving the university's history.

**Three main aims**

The Museum of Cultural History (Kulturhistorisk museum - KHM) is Norway's leading research museum of cultural history. Over the past decade the museum has strengthened its international research profile and intensified collaboration with other parts of the university. The museum will build on this by:

- Further developing its role as a university museum
- Extending engagement with the rest of the world, intensify international collaboration and knowledge-exchange.
- Strengthening collaboration and participation across sections and academic environments

**Strategic focus**

The strategy will contribute to the total development of KHM, where synergy between the museum's different areas of expertise are mutually affirmed and strengthened. Strategy 2030 identifies four strategic areas:

- Understand
- Collect
- Share
- Involve

Understand, collect, share and involve are interdependent and together the core of the institution. One does not exist without the others; like employees, we are integral to our colleagues. Through our work, we will understand, collect and share the relevance of cultural history for academia and society. We shall place history and cultural diversity in a critical perspective that yields new insights into the past and present. The collections give our work a unique character.

## **The Museum of Cultural History shall understand**

KHM manages some of Norway's most important historical collections. The collections are not only scholarly source material but also important national and international cultural heritage. Independent research will remain strong, and we will collaborate in interdisciplinary research internally and externally, nationally and internationally. High quality research, with integrity and ethical awareness, will characterize our work. Good research support will contribute to project development and an increase in external funding. We will maintain a critical stance toward our own history and the way it is curated and presented. The opening of the Museum of the Viking Age will form a basis for new research initiatives.

KHM's broad and diverse portfolio provides a strong foundation for applying knowledge and having a positive social impact. The world's cultural heritage is under pressure from war, terror, land development and climate change. Art and artifacts are looted and traded and have become central elements in the international criminal world. Cultural heritage is actively used in disinformation, fake news and conspiracy theories. Through its work, KHM shall counteract such developments and protect a knowledge-based society.

- KHM will strengthen its position as the international leader for research on the Viking Age.
- KHM will develop excellent research environments that put cultural heritage issues on the agenda.
- KHM will share knowledge and experience and take responsibility for shaping tomorrow's knowledge-based policy and research sector.
- KHM will strengthen work on protection and emergency preparedness for cultural heritage, and through research and communication contribute to protecting a knowledge-based society.

## **The Museum of Cultural History shall collect**

KHM bears responsibility as steward of our shared national and international memory and shall provide a cultural-historical interpretation of the world of which we are part. Protecting cultural heritage for future generations is a primary task that requires professional collaboration. Through archaeological excavations, acquisitions, proper storage and responsible exhibitions, we shall prevent damage and destruction of important cultural heritage. Through the combined work of the Museum's research activities, collections management and interpretation, the relevance of our collections to society will become clear.

Through innovative methodology and technology, the Museum will provide an attractive infrastructure for research in the field of cultural heritage. A new Cultural Environment Act is being drafted; the proposed law contains new responsibilities and an expanded portfolio of tasks with significant implications for staffing and storage requirements. A clarification of the Museum's future storage needs must take this into account during the current strategy period.

- KHM will actively contribute to the development of research infrastructure and the accessibility of data resources.
- KHM will manage the collections sustainably and maintain a long-term perspective on the museum's acquisition policy.
- KHM will store and exhibit its collections in a way that protects them for future generations.
- KHM will be a cultural curator at the intersection of tradition and innovation based on a holistic understanding of research, management and interpretation.

## **The Museum of Cultural History shall share**

KHM's museums will be among Norway's most attractive and most visited. Increasing demands for self-generated income poses new challenges and will influence how we prioritize tasks and modes of communication. During this strategy period, an overarching exhibition plan for KHM and a new exhibition strategy for the Historical Museum will be completed. The Historical Museum and the Museum of the Viking Age will be profiled as university museums with broad appeal. Centered on the Museum of the Viking Age, KHM will develop into a world-leading museum and research institution on the Viking Age. KHM will actively work to take over the National Gallery building to create opportunities to display more of the collections and to contribute to the development of UiO's downtown campus. Through various forms of programming activities and collaboration, research will

be shared. We will spark curiosity in how we talk about new finds and new research. KHM will be a hub for knowledge and skills for the curation and presentation of cultural heritage to school groups, students and the wider public.

- KHM will increase visitor numbers and repeat visits to its exhibitions and events.
- KHM will, with the opening of the Museum of the Viking Age, develop a world-leading museum and research institution on the Viking Age
- KHM will expand and strengthen our presence in central Oslo.
- KHM will contribute to research and professional relevance in education and lifelong learning.

### **The Museum of Cultural History shall involve**

Employees are the museum's most important resource. It is a goal to align personal ambitions with our institutional objectives. We aim to further develop KHM as an attractive and inclusive workplace anchored in the Museum's core values: open, exploring and trustworthy. KHM will foster the development of relevant skills and further careers. The Museum will ensure equality and that everyone can practice their work in a safe and good working environment. Employees shall enjoy, thrive and feel a part of their working community. They shall feel engaged in the shared goals that unite us and feel pride in their workplace and their work. Collegiality, mutual respect for diversity of expertise and skills, and sound leadership shall characterize the institution. All jobs at KHM are equally important. Good, active, responsible leadership and engaged employees are keys to success. The HR strategy provides guidance for prioritization. KHM has a broad and composite institutional mission and will, during this period, need to prioritize strictly between tasks. KHM aims to open the Museum of the Viking Age in late autumn 2027. An adjusted organizational model and a new staffing plan shall ensure this benefits the whole of KHM.

- KHM will foster good coordination and standards across the sections and between locations.
- KHM will have a generous and supportive working environment where all staff feel valued and where there is room for discussion and disagreement.
- KHM will have an organization and staffing plan that ensures good processes for prioritization and planning.
- KHM will effectively balance resources and activities.