

SWOT analysis for GLAM projects | museums

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • GLMA projects are more and more authoritative; • Agreement with ICOM Italia; • A positive contact with Museimpresa. 	<ul style="list-style-type: none"> • Very few examples of implemented projects, even though relevant; • WMI has a limited brand awareness.
<i>Threats</i>	<i>Opportunities</i>
<ul style="list-style-type: none"> • Museums usually expect to formally talk to high-level representatives of the Association and to have people recognize the importance of their institutions; • Copyright issues and the Urbani Code represent a hurdle for the very institutions with large iconographic material to share; • Widespread misunderstanding on writing articles on museums (institutions may expect to control the content of the article while we can only act as intermediaries). 	<ul style="list-style-type: none"> • ICOM – International Council of Museum • Musei di impresa Association • Museo Galileo