building (option 2). A last option went beyond mere preservation and was combined with development of the slide collection. Digitizing them and making the surrogates accessible on an interactive website would allow users to increase the significance of the slides by adding metadata, while the original slides could be stored in refrigerators and the B/W prints could remain where they were (option 3).

The museum staff assessed the collection quality of the slides and the B/W prints for the zero option and estimated the expected quality for the various options after 40 years storage and use. The numbers are listed in Table 1.

Comparison of the effectiveness and costs for the options revealed that storing the slides and B/W prints as planned in the zero option would require almost EUR 31 000 per year for 36.8 QALYs for the two collections together over the 40 year period. This breaks down to a cost of EUR 840 per QALY (option 0). Taking the B/W prints out of cold storage in favour of the slides (option 1) would add QALYs at a lower cost and was therefore 'dominant', making a good saving. Option 2 was dominated by option 1, but still enabled a saving compared to option 0. Option 3 would require a substantial investment and would be more expensive, but would provide so many additional QALYs that it would seem a worthwhile investment. This shows that, at a collection management level, measures originating from a preservation aim may become much more interesting when combined with development and utilization aims. Furthermore, an accessible and valued collection has better prospects for preservation in the long term. As a temporary compromise between preservation and development, storing the slides cool, either swapping them with the B/W prints in cool storage or storing them in refrigerators, provides the most cost-effective option to buy time to raise the means for improving accessibility of the slides (digitizing and metadating).

Option	Total QALYS	Added QALYS	One-off Investment €	Annual cost €/ year	Total annual cost €/year	Annual cost per QALY €/year	Incremental annual cost per QALY €/year
0) B/W in cold room	36.8	0	700	30 850	30 900	840	-
1) slides in cold room	37.2	0.4	2 000	26 000	26 050	700	dominant
2) slides in fridges	37.2	0.4	8 700	30 500	30 700	825	dominant
3) digitize slides	63.8	27	150 000	30 400	34 150	535	120

Table 1. Cost effectiveness of the various options for the case study at The National Museum of Ethnology, Leiden. Total QALYs are calculated over a 40-year period. Total annual cost is based on a one-off investment plus annual costs averaged over 40 years. Incremental annual cost per QALY is given in relation to option 0.