

# Report to the Advisory Committee

***ICOM annual conference***

June 8 – 11, 2009  
Paris, France

# Introduction

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## ◉ Reminder of the strategic plan objectives

- ◉ *Objective 1: Strengthen ICOM'S Global Impact*
- ◉ *Objective 2: Provide leadership in advocating the value of heritage*
- ◉ *Objective 3: Champion effectiveness and high standards in museums*
- ◉ *Objective 4: Ensure the resources required to effectively implement the Strategic Plan*

# Introduction

- o **This plan is in motion. It will be conducted in the following order:**
  1. *Develop sufficient means (Strategic Objective #4 : Ensure the resources required to effectively implement the Strategic Plan)*
  2. *Strengthen ICOM'S Global Impact (#1) and provide leadership in advocating the value of heritage (#2)*
  3. *Champion effectiveness and high standards in museums (#3)*



# Summary

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**Mobilizing resources**

Promote ICOM and its values

Strengthen our knowledge

Conclusion

# Mobilizing resources

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## ◉ Ensure the resources required to effectively implement the Strategic Plan

### ◉ *Reconfiguration of ICOM Secretariat based on the strategic plan*

- Redesigning the organization of the Secretariat
  - New organization chart
  - New internal procedures
- Strengthening our human capital by recruiting in key skills areas:
  - Department of Finance and Administration
  - Communication and Network Promotion
  - Project Management
  - Resource person to the Ethics Committee

# Mobilizing resources

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## ◉ Ensure the resources required to effectively implement the Strategic Plan

### ◉ *Premises of the Secretariat*

- Study on the optimization of the different ICOM sites
- Report will be made to the Executive Committee

### ◉ *Income diversification*

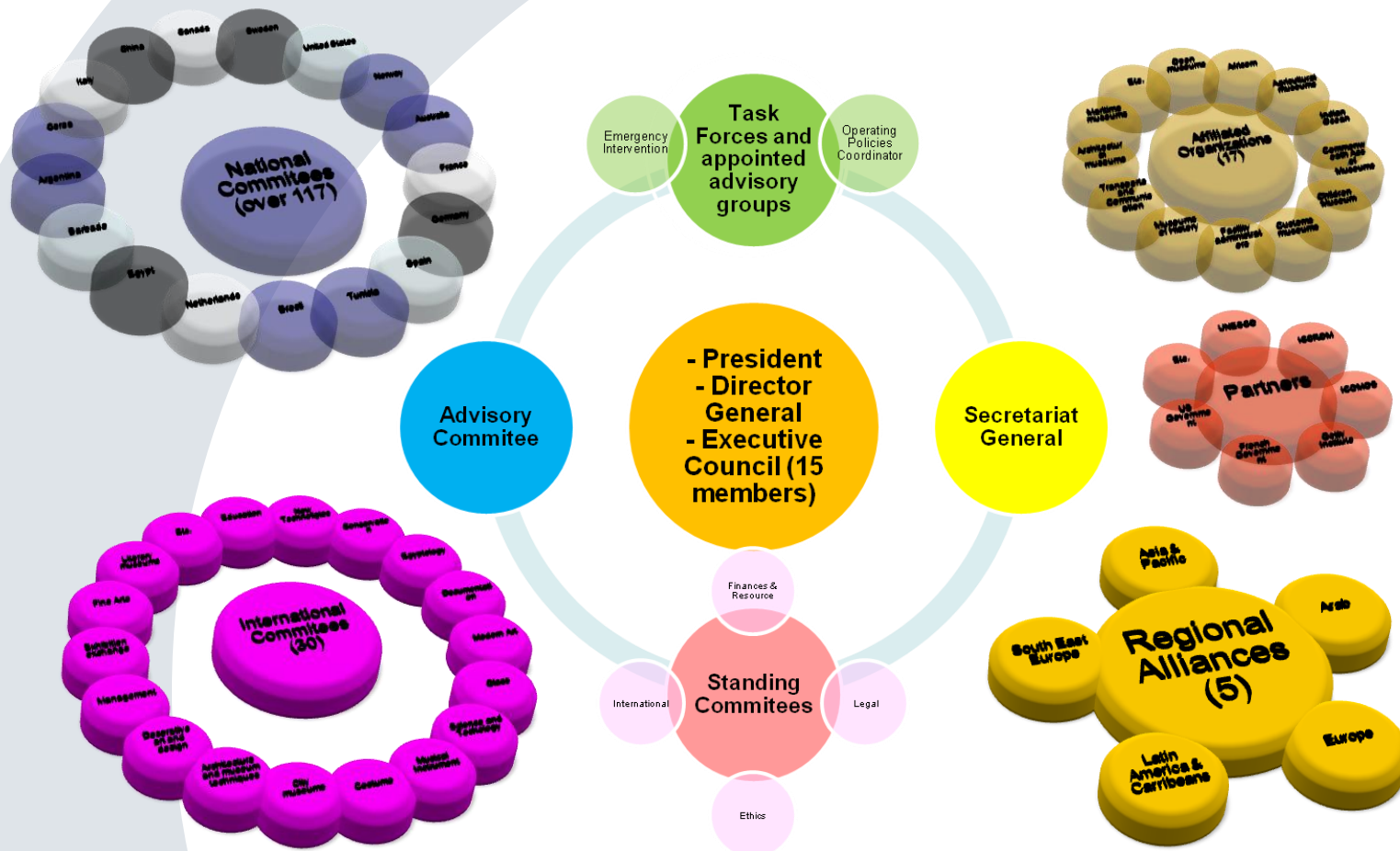
- Mission followed in the Department of Administration & Finance
- Establish fundraising campaigns
- Increase our “non membership fee” revenue (up 100% to date)

### ◉ *Inclusive methods*

- New fee policy in 2010 involving a working group of 18 countries (national committees)

# Mobilizing resources

## Need for coordination and interconnection





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# Promote ICOM and its values

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## ◉ Strengthen ICOM's Global Impact

### ◉ *Active and strategic partnership that is committed to global intervention and involvement*

- Increased involvement in partner groups: fighting against illicit trafficking (UNESCO, Interpol, WCO), emergency “Blue Shield”
- Efforts to renew relations with embassies of all countries
- Renewed contract for new partnership with Unesco

# Promote ICOM and its values

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## ◉ Strengthen ICOM'S Global Impact

### ◉ *Effective and more frequent communication about and throughout the network*

- Department of Communication and Network Promotion
- Launch reflexion on a new editorial policy and a new visual identity
- Renew Media connection: press conferences and interviews have been conducted (China, France, Germany, Russia, South Africa, Spain, etc)

### ◉ *New collaborative networks*

- Development in progress of a secure Extranet
- Development in progress of the database project (new specifications, new IT partner)

# Promote ICOM and its values

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## ◉ Strengthen ICOM'S Global Impact

### ◉ *Museums are part of global forums...*

- ICOM will participate at the World Expo in Shanghai (theme of the Expo: "Better City, Better Life")

### ◉ *... through interaction with non-traditional partners*

- Organization of the conference "what are the changes for museums in times of crisis"
- Non-traditional prominent keynote speakers Jacques ATTALI and James CHUNG have been invited

# Promote ICOM and its values

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- ◉ Provide leadership in advocating the value of heritage
  - ◉ *Ethics*
    - Resource person dedicated to the Ethics Committee since January 1<sup>st</sup> 2009 (research)
  - ◉ *Recognition of ICOM as the most effective champion for promoting heritage*
    - Organization of a new department of programs and development

# Promote ICOM and its values

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- ◉ Provide leadership in advocating the value of heritage
  - ◉ *Collaborative communication systems to stimulate the understanding of how heritage affects everyday life*
    - New ICOM Website
    - Integration of mini-websites for committees NC & IC
    - Intranet

# Promote ICOM and its values

WHO WE ARE WHAT WE DO WHERE WE WORK

Rechercher  OK Presse Contact Postuler ES ENG FR

**ICOM**  
INTERNATIONAL COUNCIL OF MUSEUMS  
CONSEIL INTERNATIONAL DES MUSÉES  
CONSEJO INTERNACIONAL DE MUSEOS

**LA COMMUNAUTÉ MUSÉALE MONDIALE**

LES MUSÉES, LES PROFESSIONNELS, LES MÉTIERS, LE LABEL DE L'EXCELLENCE.

**NEWS ICOM**

04/05/09  
**Framework agreement for ICOM 2010 in Shanghai..**  
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**DERNIERS COMMUNIQUÉS**  
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Consectetur adipisicing elit ean pulvinar lectus ac mauris. Nulla diam tulla non sem id nisi... »

**ACCÈS PRESSE**

**NOS ACTIVITÉS**

Lutte contre le trafic illicite

**Red List**  
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**Object ID**

Gestion des risques  
Journée internationale des musées  
Nos publications  
Nos métiers

**LE RÉSEAU ICOM**

DÉJÀ MEMBRE | DEVENIR MEMBRE | LES AVANTAGES

2.000 MUSEES | 26.000 MEMBRES | 150 COMITÉS

International Nationaux Régional Affiliés

Map showing regional distribution: International (15), National (43), Regional (19), Affiliés (7, 26, 36)

04/05/09  
**Conférence annuelle AVICOM**  
Demonstraverunt lectore legere me  
fus quod il legunt saepius. »

**LES NOUVEAUX SERVICES**  
Création d'un site comité »  
Déclaration de candidature aux élections »

## Who

### L'institution

Mission | Histoire/fondateurs | Statuts | Plan stratégique  
Conférence générale | Code de déontologie  
Centre de documentation | Partenaires | Membres honoraires

### Organes exécutifs

Elections | Conseil Exécutif | Directeur général  
Assemblée générale

### Organes consultatifs

Conseil consultatif | Groupes de travail  
Comités permanents

### Mini sites

Comités nationaux | Comités internationaux  
Alliances régionales | Organisations affiliées

## What

### Gestion des risques

Disaster relief | MEP | Blueshield

### Traffic illicites

Bdd Red list | Object id

### Journée des musées

Archives

### BDB publications

Thèmes | Recherche | On line / off line  
Icom News en PDF

### Fiches métier

## Where

### Liste membres

Profils  
Groupes interactifs  
Actus groupes  
Participez in  
Recherche

## News

Communiqués  
Dossiers presse  
Contact  
Galerie photo/vidéo

### Outils

Recherche  
Become a member  
Postuler Icom  
Contact / accès  
Plan du site  
Legals

June 11, 2009

# Promote ICOM and its values



INTERNATIONAL COMMITTEE FOR THE COLLECTIONS AND ACTIVITIES OF MUSEUMS OF CITIES

MEMBERS ACCESS

ES ENG FR

LOREM >

IPSUM DE FACTO >

ET SENSIBILUM >

CONDENSCTUR >

ADISPICIT ELIT >

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## About the CAMOC

Supporting and encouraging museums of cities in their work of collecting, preserving and presenting original material on the city's past, present and future

**JOIN IN**

RECHERCHER PARMi

CAMOC TOUT ICOM

Ok

**Localization**

CAMOC head Quarter is located in Paris, France

**230 members** located around the world



Contact

**AGENDA**

04/05/09  
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04/05/09  
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**NEWS**

04/05/09  
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04/05/09  
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**GALLERY**



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**COM** Lorem ipsum dolor sit amet conseteuer adis

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**Local news**

**New buildings for Moscow City Museum**

The City Museum occupies an old church in the centre of Moscow... >>

**Le patrimoine subaquatique**



La revue, publiée par l'UNESCO depuis 1948, se consacre à l'échange d'informations scientifiques et techniques sur les musées... >>

June 11, 2009





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# Strengthen our knowledge

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- ◉ **Promote effectiveness and high standards in museums**
  - ◉ *Fight against illicit trafficking*
    - Three red list projects in progress (Colombia, Central America, Cambodia)
  - ◉ *Emergency state training*
    - Two ongoing projects (the Caribbean, Arabia)

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**Thank you**

June 9, 2009