Museums and sustainable development: How can ICOM support, in concrete terms, the museum community’s sustainable development projects?
A definition of the sustainable development shared by the museums

A definition of the sustainable development for museums

- Sustainability is the dynamic process of museums, based on the recognition and preservation of tangible and intangible heritage with the museums responding to the needs of the community.

- To be sustainable, museums, through their mission, must be an active and attractive part of the community by adding value to the heritage and social memory.
Sustainable Development

A definition of the sustainable development shared by the museums

A definition of the sustainable development for museums

Examples:

• Education of younger generations
• Preservation of older industrial heritage
• Create agreements with communities, government and corporations for projects to improve community
• Make the museums important to the community
An action plan in 4 steps

Propose an action plan for ICOM to help members to adopt an approach to/visions of sustainable development in their museums

Step 1

- Definition of sustainable development

- A survey by support by ICOM. UNESCO affiliated associations

Step 2

- Definition of principles of sustainable development, promotion by papers, conferences, workshops, guidelines, best practice examples

  2.1 A survey done by universities, UNESCO, museum associations, providing comparative data to give parameters for sustainable development in terms of social, environmental, cultural and economic aspects
An action plan in 4 steps

Propose an action plan for ICOM to help members to adopt an approach to/vision of sustainable development in their museums

Step 3
- Developing a label, and award, or a kind of certification for sustainable museums

Step 4
- Installing a Task Force in order to promote workshops or programmes, using the IMD to step further and the June meetings 2012
International Debate

How can ICOM take part concretely in the international debate on environmental and sustainable development?

Introduction:

- ICOM needs to come up with a holistic definition of sustainability for museums, encompassing all aspects, and taking into account that the governance systems of museums are diverse.

- Museums autonomy (intellectual and financial) is a necessary ingredient for constructive contribution to this issue.
International Debate

How can ICOM take part concretely in the international debate on environmental and sustainable development?

- ICOM and the Global museum community could:
  - Develop thematic topics on sustainability pertaining to museums (ie. Culture and environment, poverty alleviation through museums, etc.)
  - Develop and share exhibitions on such topics as climate change, resources utilisation, health and environment, etc.
  - Acknowledge the changing roles of museums, and adapt to changing practices on conservation, documentation, etc.
  - Involve all ICOM International Committees so they engage on the subject of museums and sustainability
  - Encourage the protection of knowledge systems, world view, language, cultural practices, etc. that contribute to sustainability
  - Include sustainability in ICOM's vision for 2020
International Debate

How can ICOM take part concretely in the international debate on environmental and sustainable development?

**Concrete projects to develop, in partnership or cooperation with other organisations:**

- International ICOM Prize on Museums and innovation, Museums and sustainability, etc.
- International platform for dissemination of best practice and networking
- Use International Museum Day 2012 to promote the rôle of museums in sustainability
- Propose standards of sustainability in museums: General Principles
International Debate

How can ICOM take part concretely in the international debate on environmental and sustainable development?

Concrete ICOM actions leading to a participation to Rio 2012:

- To be accredited to the Rio Summit 2012
- To develop a position paper that will contribute to the agenda of the meeting
- To propose a workshop for the Rio Summit or other related event leading to the Summit
- To develop an exhibition/information booth for Rio 2012
An ICOM platform on sustainable development

To facilitate the adoption of sustainable development initiatives in museums

- Use ICOM network to enhance activities in the area
- Conduct an audit report about sustainable museum practices
- Implement a Task Force dedicated to museum sustainability
- Improve communication and cooperation with other networks (World Environment Day, World Water Day, onsustainability.com)
To facilitate the adoption of sustainable development initiatives in museums

- Improve global communication
  - Creation of a website or a webpage for the museum community
  - Panel and publications towards ICOM 2013
  - Work with AVICOM and museums to produce materials for social media
An ICOM platform on sustainable development

To facilitate the adoption of sustainable development initiatives in museums

- Support and promote public events and actions
  - Official recognition of good practices
  - Integrate Sustainable Development into ICOM IMD and other events
  - Creation of a SD logo to build a community of commitment