



Outlook

[Test] May 2025 ICOM-SUSTAIN News & Activity Report

From ICOM Sustain Secretary <secretary.sustain@icom.museum>

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To Secretary SUSTAIN <secretary.sustain@icom.museum>



**Sharing ICOM's 2030 ACTION PLAN ON SUSTAINABILITY
International Museum Day (18 May 2025)**

ICOM SUSTAIN recognizes International Museum Day by reminding readers that SUSTAIN exists to support museums in their pursuit of sustainable practices. The 2030 ACTION PLAN ON SUSTAINABILITY, available [HERE](#), provides a framework that ICOM national and international committees can adapt as they build networks and plan action.

SUSTAIN board members have presented several workshops over the past 12 months. The following summarizes those engagements and indicates the approach and methodology they have adopted.

Workshop Korea 2024

SUSTAIN board members Lucimara Letelier (Brazil) and Michela Rota (Italy) presented the 2030 Action Plan as a workshop for the ASPAC Regional Alliance general assembly, held prior to the ICOM-IMREC conference at the National Folk Museum of Seoul in July 2024. A report on the ICOM-IMREC conference, focused on Museums and Sustainable Development, appears [HERE](#) (along with recorded keynotes and panel presentations). Recordings do not include the ASPAC workshop, but feedback from participants in the successful workshop informed subsequent presentations.

Workshop Zambia 2024

Michela Rota delivered the ICOM 2030 Action Plan workshop during the 2024 conference of ICOM-Zambia, ICOM-Intercom, ICOM-Nathist and ICOM-Africa, held in Livingstone, Zambia, 1-5 November 2024. Rota reported (5 December 2024) on the workshop that she facilitated, with contributions from Mohamadou Moustapha Dieye (Senegal) and Lucimara Letelier (Brazil). ICOM-Nathist (Dorit Wolentiz, chair) hosted the presentation.



Workshop United Kingdom

ICOM-SUSTAIN board members participated in the ICOM-UK annual conference in May 2025. Lucimara Letelier (SUSTAIN Vice Chair), Clémence Aycard (UK), Jamie Larkin (UK), Ben Melham (UK), and Jenny Newell (Australia) facilitated a workshop focused on how to use the 2030 Action Plan on Sustainability to encourage museum sustainable development plans.

Future 2030 Action Plan Engagement

Rota indicates that ICOM-Italia Gruppi di Lavoro sulla Sostenibilità & Agenda 2030 (ICOM-Italy's Sustainability Working Group) has translated the 2030 Action Plan into

Italian. Eighty museums in the Puglia region are planning to use it starting Fall 2025 as an activity with ICOM-Italia GdL Sostenibilità.

2030 Action Plan on Sustainability: Approach and Methodology Used

The 2030 Action Plan is designed to empower ICOM committees to acknowledge the climate emergency and pursue sustainable development through knowledge sharing, networks, commitment, and action. To date, it has focused on Sustainable Development Goals (SDGs), and the quest for Climate Justice & Human rights, and the inspiration of the 5Ps of the UN's Agenda 2030: People, Planet, Prosperity, Peace, and Partnerships.

An Action Plan workshops can include as many as 50 to 60 participants. It engages them in conversations about challenges that they face, both individual and institutional. The workshop structure enables a member-driven strategic approach to museums and sustainable development by advocating for region-specific approaches around sustainable practices.

Target audiences include chairs of ICOM international and national committees and museum directors. In Livingston, Zambia, Rota directed the workshop toward museums directors (25 participants), most of whom represented African and European museums (and one from Mexico).

The workshops start with a brief introduction about ICOM SUSTAIN and the Action Plan. Then participants, divided into five groups and seated at round tables, discuss one of five macro areas of the Plan:

1. Strategic Vision and Leadership
2. Resourcing
3. Networking and Partnership
4. Tools for Sustainable Development
5. Monitoring, Evaluation and Communication

Participants adopt their regional perspective as they reflect on present challenges and opportunities and strategize how to address them to ensure a sustainable future. Each group, as they discuss the macro-area assigned (30 minutes), focus on the following topics:

- the current situation including actions already in place and what is missing;
- the objectives for the future about what would be the targets and plans, informed by the 5 Ps and the SDGs
- itemizing challenges and opportunities faced;

- the process with suggestions, ideas and references as pathways for implementation.

Then, each group presents their results to all the participants (25 minutes).



Results and Takeaways

The workshop format is designed to engage participants and encourage them to itemize challenges to museum sustainability, and emphasize governance, leadership, and resource management in addressing the challenges. Key recommendations that emerged during the Zambia workshop included adopting the SDGs, and enhancing collaboration, community engagement and training. Priorities involve integrating sustainability into operations, leveraging resources effectively, fostering partnerships, and promoting ecofriendly practices. Strategies include education, capacity building, funding alignment, and monitoring environmental impacts. Actions identified by participants aim to preserve heritage, boost inclusivity, and strengthen museum roles in social and cultural development.

References:

- Link to the UN Agenda 2030 Sustainable Development Goals introduction, available on YouTube: <https://www.youtube.com/watch?v=0XTBYMfZyrM>

- Webinar 21st April 2023 on ICOM 2030 Action Plan on Sustainability: <https://icom.museum/en/news/wgs-webinar-icom-2030-action-plan-on-sustainability/>
- Link to the ICOM's Framework Sustainable Development Action Plan: <https://icom.museum/wp-content/uploads/2023/03/ICOM-Action-plan-2030.pdf>
- Link to ICOM SUSTAIN landing page: <https://sustain.mini.icom.museum/>

ICOM's 27th General Conference 2025 DUBAI

THEME: The Future of Museums in Rapidly Changing Communities

The theme of ICOM's 27th General Conference underscores the critical conversations needed to support museums as stewards of intangible heritage, as inspiration for young people, and as a platform for new technological frontiers.

Join ICOM-SUSTAIN during the General Assembly (November 11-17, 2025), either in Dubai or through virtual engagement.

Registration information appears [HERE](#).

The call for papers and details about all activities will be available soon.

Do you plan to participate? Please complete the short **ICOM SUSTAIN Survey** available [HERE](#) so SUSTAIN can plan accordingly.

ICOM-SUSTAIN Sessions:

- 12th November 2025. Session A: Conference Format (14:30–16:00) delivered in partnership with ICOM-AVICOM. Hybrid format.
- 12th November 2025 Session B: Training Format/Conference Format (16:30–18:00) delivered in partnership with ICOM-NATHIST. Hybrid format.
- 13th November 2025. Session C: Conference Format (14:30–16:00) delivered in partnership with ICOM-AVICOM. Hybrid format.

ICOM-SUSTAIN International Committee Day:

- 15th November 2025. Hybrid format, featuring panels on four key issues and a General Assembly with business meeting. Location: Museum of the Future.

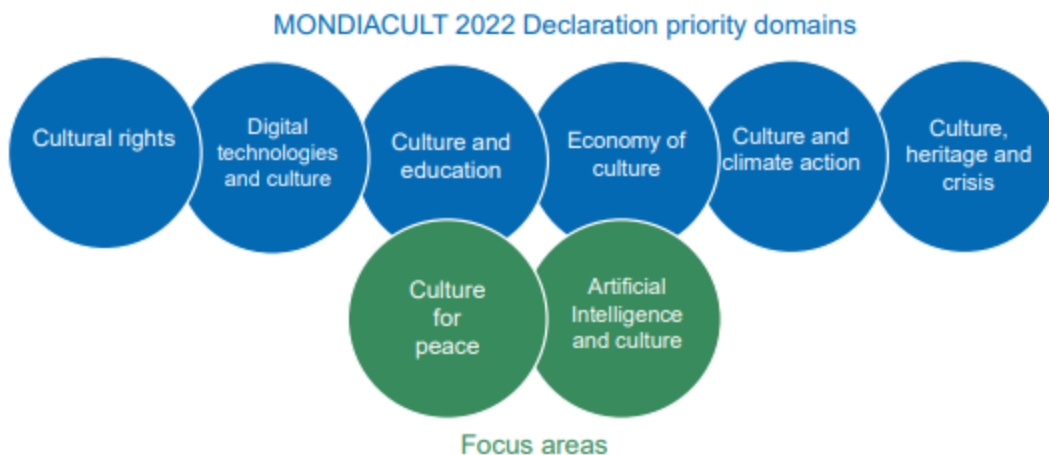
Resources

Sharing to Support Museums & Sustainable Development

Rachelle Kalee, ICOM Coordinator, Museums and Society, requests submissions for a new **Digital Library on Cultural Policies** that UNESCO is developing in the lead-up to the **MONDIACULT 2025** Conference. As Rachelle explains: The initiative aims to gather and showcase key resources, case studies, and reflections that can help shape global cultural policy dialogue. You can explore more about the initiative here, including the guidelines for submissions: [UNESCO MONDIACULT Digital Library](#).

Contributions could take the form of articles, case studies, policy papers, or other relevant resources, and must align with one of the six themes of Mondiacult 2025.

The ICOM Secretariat will coordinate submissions. If you plan to contribute, send your documents to the ICOM Secretariat by the **deadline 27 July 2025**.



Lucimara Letelier (SUSTAIN Vice Chair) shares **The Climate Toolkit**, available [HERE](#). It embraces 33 goals across nine focus areas for addressing climate change. To date, 219 institutions from 25 countries serving more than 106,150,000 annual visitors have joined the Climate Toolkit Initiative (a free membership).

HélèneVassal and Michela Rota shared the online publication of the ICOM FRANCE Annual Conference 27th Sept 2024: ***Penser le musée de demain. La décroissance en questions. [Thinking about the Museum of Tomorrow: Degrowth in Question]*** L'édition est en accès libre sur notre site au lien suivant, available [HERE](#).

The **Monitoring and Evaluating Climate Communication and Education Project** (MECCE Project) resulted from an international research initiative to increase the quality and quantity of Climate Communication and Education (CCE) aimed to advance

global climate literacy and action. See the [MECCE website](#). During mid-2023, MECCA cooperated with the International Federation of Library Associations (IFLA) undertook research to document library climate communication and education. You can read more about the launch of that research [HERE](#). Stay tuned for the link to a full report by Aaron Benavot and Aaron Redman.

Clémence Aycard drew the SUSTAIN board's attention to the **Gallery Climate Coalition** (GCC) – information available [HERE](#) - an international community of arts organisations working to reduce our sector's environmental impacts. GCC's primary goal is to facilitate a reduction of the sector's CO₂e emissions by a minimum of 50% by 2030, as well as promoting zero waste.

Julio González Liendo, ICOM-SUSTAIN member shared that his book, ***Huella M: un sistema de indicadores para gestionar la sostenibilidad en museos*** [*Footprint M: a system of indicators for managing sustainability in museums*], is available in Spanish [HERE](#). It features the methodology that González Liendo created for managing and reporting museum sustainability, addressed from an environmental, communicational, cultural, economic, and social perspective.

Call for Chapters

Julio González Liendo, University of Design, Innovation, and Technology (UDIT), Spain, announces a Call for Proposals for chapter contributions to ***Multidimensional Perspectives and Approaches to Museum Sustainability***, to be published by **IGI Global**. For more information, consult the [Call for Proposals](#).



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If you have interest in working with SUSTAIN's Communication subcommittee to share news and build content, please complete the CONTACT form on the website and indicate if you want to work with the Website, LinkedIn or both.

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