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**Fw: ICOM SUSTAIN October News & Activity Report**

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**From** Secretary SUSTAIN <secretary.sustain@icom.museum>

**Date** Wed 10/29/2025 9:33 AM

**To** daniel.vega@gruposantander.com <daniel.vega@gruposantander.com>

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

**Sent:** Wednesday, October 29, 2025 9:31 AM

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

**Subject:** ICOM SUSTAIN October News & Activity Report



## October 2025 News and Activity Report

### ICOM and COP30

SUSTAIN members are busy with preparations for the 27th ICOM General Conference: The Future of Museums in Rapidly Changing Communities, in Dubai, United Arab Emirates, 11-17 November 2025. It is not too late to register! See the following for more information:

<https://dubai2025.icom.museum/programme>

and

<https://dubai2025.icom.museum/registration>

SUSTAIN's vice-chair, Lucimara Letelier, is also working closely with ICOM's Museum and Society Committee, ICOM-Brazil, ICOMOS-Brazil, FIOCRUZ, the Climate Heritage Network and Weavers of the Future to draw attention to culture and climate action during COP30 (the U.N. Climate Change Conference) in Belém, Brazil. See the following for more information:

<https://cop30.br/en>

The schedule for pre-sessional (3-9 November) and sessional (11-21 November) is available here:

<https://unfccc.int/cop30>

In addition to these two major global events, ICOM-SUSTAIN is also planning for 2026 including increased member engagement, engaging with ICOM on AI and sustainability, and supporting museums fostering diversity and sustainability. Stay tuned for more information in future newsletters.

## ICOM-SUSTAIN's First IC Day



### **Museums as Arenas for Action: Supporting Changing Communities in a Just Transition to a Sustainable Future**

ICOM-SUSTAIN is pleased to present its first IC Day on 15 November 2025, in cooperation with the remarkable Museum of the Future in Dubai.

Details follow:

9:00 AM Museum Opens

9:30 AM Registration

10:00 AM Welcome: SUSTAIN chair, Morien Rees

10:05 AM Museum of the Future director, Majed Al Mansoori

10:15 AM Sharing SUSTAIN, Ben Melham, SUSTAIN board member

10:40 AM Sustainable Development: From 2030 Goals & Beyond

- Access Beyond Ramps: Reclaiming Disability Narratives in Museums for Social Sustainability, *Nevine Zakaria, Egypt/Germany*
- Museums on Sustainable Development and Climate Change – A Case Study of the Livingstone Museum, Zambia, *Martha Imakando, Zambia*
- Agenda MAC USP 2030, *Juliana De Lucca, Spain/Brazil*
- Activating the Sustainable Development Goals through Museum-Based Social Innovation: The MLEADS Model in Indonesia, *Nofa Lestari, Indonesia*  
[co-authored with Misari Musa, Sriwulantuty RO, and Nyimas Ulfah]

12:00 PM Lunch (Museum of the Future)

13:00 PM Climate Justice, Equity, & Community

- Coastal Heritage, Climate Justice, and Participatory Museology in Costa Rica, *Juan Pablo Zamora-Rodriguez, Costa Rica*
- The Ecomuseee Tata Somba as Climate Justice Hub: Safeguarding Indigenous Knowledge and Empowering Communities in Koutammakou, *Ibrahim Tchan Issifou, Benin* [co-authored with O.B. Herve Gonroudobou]
- Activating Affective Knowledge: Experimental Human-Nature Encounters in the Natural History Museum, Berlin, *Sylvana Jahre, Germany* [co-authored with Julia Diekämper & Carolin Glahe]
- Empowering Cultural Institutions for the Sustainability Transition, *Giovanna Gray Nassralla, Switzerland* [co-authored with Martin Müller and Leticia Labaronne]

14:25 PM Cultural Heritage & Sustainable Practice

- Crafting Continuity: Ithra's Museum Practice as a Model for Cultural Heritage and Sustainable Action, *Farah Abushullaih, Saudi Arabia* [co-authored with Preeti Gaonkar]
- Stitching Spirit into Sustainability: Exploring Spiritual Sustainability as a Values-Based Leverage Point in Sami Art and Museum Practice, *Fangke Jiao, Sweden*
- Beyond the Battlefield: How War Fuels Climate Change and What Museums Can Do *Natalie Dziubenko, Ukraine*
- Italian Ecomuseums Fostering Sustainability, *Michele Lanzinger, Italy*

15:00 PM Comfort Break

16:00 PM Closing Conversation

Rossella Locatelli, Italy and Michele Lanzinger, Italy  
with SUSTAIN board members

16:30 PM Coffee Break

17:00 PM ICOM SUSTAIN Annual General Assembly  
(for ICOM-SUSTAIN members & interested individuals)



- Featured speaker, Lucimara Letelier, SUSTAIN vice-chair, live from COP 30 in Belém, Brazil

18:00 PM Guided tour 1 hour (for ICOM members) Maximum 45 per group

19:00 PM Open time to tour museum (including reflective space with meditative engagement)

21:00 PM Museum closes

If you have not registered for IC day please go to this page, scroll down to find the description of the ICOM-SUSTAIN IC day, and click “Join”  
<https://dubai2025.icom.museum/international-committees-day>

		الإكوم دبي ICOM Dubai 2025		11 <sup>th</sup> nov – 17 <sup>th</sup> nov		 International council of museums		 الإكوم الإمارات International Council of Museums UAE		 English ▾			
		TUES		11 <sup>th</sup> Nov		WED		12 <sup>th</sup> Nov		THUR		13 <sup>th</sup> Nov	
Morning	SEPARATE MEETING OF THE NATIONAL COMMITTEE (ICOM Members Only)				GENERAL SCIENTIFIC PROGRAMME				GENERAL SCIENTIFIC PROGRAMME				
	SEPARATE MEETING OF THE INTERNATIONAL COMMITTEES (ICOM Members Only)				INTERNATIONAL COMMITTEES SESSION A								
	ADVISORY COUNCIL (ICOM Members Only)				INTERNATIONAL COMMITTEES SESSION B				INTERNATIONAL COMMITTEES SESSION C				

## Additional SUSTAIN Sessions & a Workshop during ICOM

SUSTAIN has partnered with AVICOM to offer the following:

**Session A: 12th November 2025, 14:30-16:00, Dubai World Trade Centre**

**Digital Media and Sustainability: Developments from the perspectives of AVICOM and SUSTAIN**

AVICOM took the lead on this session with the goal of assessing the production and use of digital media in light of the United Nations' declared Sustainable Development Goals. As AVICOM explains it: This interdisciplinary session aims to analyze developments from the perspectives of AVICOM, the committee for media, and SUSTAIN, the committee for sustainability. It will identify problems, shortcomings, and demands, while also presenting best-practice examples. Fundamentally, this session will also address the question of which digital initiatives and engagements are meaningful, unnecessary, or should be rejected in light of the UN Sustainable Development Goals.

Speakers and topics include:

- Divyeshkumar Gameti, Science Centre Surat, India: *Meaningful Media: Evaluating Digital Engagements in Light of the UN SDGs*
- Linda Neruba, Uganda Museum, Uganda: *Navigating the Digital Shift: The Uganda Museum's Journey in Safeguarding Cultural Heritage through Emerging Technologies*
- Zhao Jing, Capital Museum, China: *Accessibility and Inclusiveness of Digital Information: The Barrier-free Design of Capital Museum's Official Website*
- Alessandra Frontini, Romina Nespeca, Università Politecnica delle Marche, Ancona, Italy: *The Dark Side of Cultural Heritage Digitalization*
- Sharon Pisani, University of St Andrews, U.K.: *The HERALD Framework: Embedding the Sustainable Development Goals in Digital Heritage Practice*
- Monica Bruzzone, University of Genoa, Italy: *When Education Becomes Heritage. Empowering Museums through the Digital Skills of New Professionals. A Case Study at the University of Genoa*

SUSTAIN has partnered with NATHIST to offer the following:

### **Session B: 12th November 2025, 16:30-18:00, Dubai World Trade Centre**

#### **How sustainable is the future in light of the rapidly changing environmental and social effects on communities?**

This panel discussion will explore the intersection of social and environmental sustainability with sustainable development practices in museums, climate action, and environmental justice. The conversation will reflect on how the 2030 UN Agenda incorporates intangible heritage as part of the solutions for sustainable futures, and how museums can foster positive changes through community knowledge and collaboration. Three guest speakers will share their experiences, alongside insights from ICOM SUSTAIN and NATHIST regarding sustainable development and climate justice through museum initiatives. Panelists include:

- Juan Pablo Zamora Rodríguez, Policy Advocacy Coordinator in MarViva Foundation
- Ms. Sheena Khan, Head of the Environmental Program of TERRA
- Ms. Peng Jen-Yi (Caroline), Assistant Researcher of Lanyang Museum
- Moderators:
  - María Auxiliadora (Dora) Llamas Márquez, chair ICOM Spain, board member of ICOM SUSTAIN
  - Phaedra Hui-Shih Fang, Secretary of ICOM NATHIST

SUSTAIN has partnered with AVICOM to offer the following:

### **Session C: 13th November 2025, 14:30-16:00, Dubai World Trade Centre**

#### **Why We Talk About Sustainable Communities (digital and online) and their Importance in the Cultural Sector (Workshop)**

SUSTAIN board member Michela Rota has taken the lead on coordinating this workshop which addresses the concept of Sustainable Community and the transition in museums from Audience to Community. Rota bases the approach on standards articulated during the 2005 Faro Convention (aka Council of Europe Framework Convention on the Value of Cultural Heritage for Society). The workshop aims to share results from a survey of IC members conducted by SUSTAIN and AVICOM during October 2025, and feature examples of how to build and nurture an online community (concerning for sure the tools and how to use them). Speakers include:

- Francisca Listopad, Researcher, Museum Studies, Instituto de História da Arte – FCSH, Lisbon, Portugal: *The 2030 Agenda and Culture: How museums foster Sustainability through digital and online offerings*
- Ixel Lindstrom, Alice Crazy-Bull, Institute of American Indian Arts, Santa Fe, USA: *How Indigenous Museum methodologies provide a framework towards sustainable communities*
- Nataliia Tolstaia, Far Eastern Art Museum Khabarovsk, Russia: *ADIT – an association and annual conferences. 30 years of the IT community in the changing conditions in Russia*

You can read more about the overall ICOM 2025 program here:

<https://dubai2025.icom.museum/programme-details>

You can register here:

<https://dubai2025.icom.museum/registration>

## **SUSTAIN & AVICOM Workshop Survey**

ICOM board member Michela Rota asks that you complete a survey to help make this workshop timely and meaningful. The survey (in English - please answer in either English, French, or Spanish) takes 7 minutes or less to complete. If you have completed the survey, thank you. If you have not, you can access the survey here:

<https://www.surveymonkey.com/r/NBGSDBV>

Please complete it no later than 30 October 2025.

## **COP30 in Belém, Brazil**

ICOM-SUSTAIN vice-chair, Lucimara Letelier, has been building momentum in partnership with ICOM's Museum and Society committee, ICOM-Brazil, ICOMOS-Brazil, the Climate Heritage Network, and FIOCRUZ to draw attention to museums, culture, and climate action. The agenda for ICOM's presence and ICOM SUSTAIN activities during COP30 include a Side Event on Culture and Climate Action on 21 November 2025.

You can consult the program here:

<https://sustain.mini.icom.museum/collaborations/2025-side-event-on-culture-and-climate-action-at-cop30/>

It includes a workshop on SUSTAIN's Action Plan on Sustainability, delivered to staff with the museums of the Secretariat of culture in the state of Para based on the workshop that

SUSTAIN has presented in Seoul, South Korea (2024), Livingstone, Zambia (2024) and Liverpool, England (2025).

Other invitations that may involve ICOM and ICOM-SUSTAIN include:

ACCA (Blue Zone) - <https://unfccc.int/climate-action/sectoral-engagement/entertainment-and-culture-for-climate-action/art-charter-for-climate-action>

British Council and other local agendas with the culture representations.

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ICOM Sustain Secretary · 15 Rue Lasson · Paris 75012 · France

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