
[Test] July August 2025 News and Activity Update

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

Date Wed 8/27/2025 3:30 PM

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



**Make Your Voice Heard:
Advocate for Culture-Based Climate Action
Join the ICOM Webinar**

28th and 29th August

ICOM-SUSTAIN invites ICOM members and National Committee representatives to join an ICOM webinar to learn about the “We Make Tomorrow” campaign, a partnership of ICOM and the "Group of Friends for Culture-Based Climate Action.” This session will involve Lucimara Letelier, vice chair of ICOM-SUSTAIN and representatives of ICOM and the Group of Friends for Culture-Based Climate Action. They will introduce the advocacy toolkit, outline the 7-step action plan, and offer practical guidance on engaging political stakeholders, using ICOM’s templates and messaging resources. The webinar will be conducted in English.

You can learn more about the details here: <https://icom.museum/en/news/make-your-voice-heard-advocate-for-culture-based-climate-action-at-your-national-level/>

Register here (LINK:

https://icom.formstack.com/forms/registration_national_committees_webinar_on_culture_based_climate_action_advocacy)

This effort introduces attendees to efforts to leverage **Culture-Based climate action at COP30** (Belém, Brazil). ICOM plays a vital role in advocating for culture-based climate action in international forums. As a Knowledge Partner within the Group of Friends for Culture-Based Climate Action* ICOM positions museums as key players in

achieving global climate goals. COP30 occurs while ICOM hosts its 27th General Conference in Dubai (November 11-17). Lucimara Letelier is ICOM-SUSTAIN's delegate to work with ICOM and ICOM-Brazil delegates to ensure museums have a seat at the table where conversations about Culture-Based climate action occur.

JOIN the discussion!

Dates/ Time

- **Thursday 28 August 15:00-16:00 CEST**
- **Friday 29 August 11:00-12:00 CEST**

Programme

1. Welcoming remarks - Medea Ekner, ICOM Director General
2. Road to Belém - The Group of Friends for Culture-Based Climate Action - Mahnaz Fancy and Vinicius Gurtler
3. Museums and Climate Action - Lucimara Letelier, ICOM SUSTAIN Vice Chair
4. Open Floor - Feedback from National Committees and Q&A

Information and sources:

COP30 – <https://cop30.br/en>

Group of Friends – <https://www.gov.br/cultura/pt-br/assuntos/acoes-internacionais/grupo-de-amigos-da-acao-climatica>

We make tomorrow campaign: <https://wemaketomorrow.global/>

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.

Registration information appears [HERE](#) for onsite and virtual attendees. Early registration ends on 30 August 2025. Registration at an increased rate continues 1 September through 30 October.

ICOM-SUSTAIN board members will be busy during the event. Chair Morien Rees itemized the following duties that the board will participate in, either individually or as a group:

- Participation at the Advisory Council meeting.

- Participation in the ICOM General Assembly including voting duties.
- Participation in the meeting of International Committee chairs.
- Participation in the session on ICOM resolutions.
- Participation in the session conferring the ICOM Sustainability Award.
- Presentation during the plenum on the first day of the scientific program (12 November) focused on sustainability.
- Presentation during a session sponsored by the ICOM International Museum Research and Exchange Centre (ICOM-IMREC), an international research and exchange platform concerning the museum field and its related areas.
- 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.
- 15th November 2025, ICOM-SUSTAIN will host its first International Committee Day, inaugural conference, and 2025 General Assembly. This will occur at the Museum of the Future, and will be co-curated with staff from that internationally significant museum. This will be offered in a hybrid format, too, with the Museum of the Future tech team aiding in delivery.

The overview schedule for SUSTAIN's IC Day follows. Watch for the formal program with speakers in SUSTAIN's News and Activity Update.

9:00: Museum of the Future opens

9:30: Registration

10:00: Welcome

10.30-12.00: Session 1

12.00: Lunch

13.00-14.30: Session 2

14.45-16.15: Session 3

16.30-17.30: ICOM SUSTAIN ANNUAL GENERAL ASSEMBLY

17.45: Guided tour of the Museum of the Future for ICOM members)

19:00-21:00: Museum available for self-guided tours, including a reflective space

21:00 Museum closes

We hope to see you in Dubai during ICOM's 27th General Conference, either in person, or on virtual media.

International Congress of Culture in Climate Action



ICOM-SUSTAIN board member, Marina von der Heyde, is invited to speak at the 2nd International Congress of Culture in Climate Action, a virtual program scheduled 17-19 September. Activities occur between 9:00 am and 6:00 pm (Argentina time). You can find more information and can register here: <https://www.even3.com.ar/e/congreso-internacional-de-cultura-en-accion-climatica-2025>.

Heritage, Museums, Collections
Professionals' Sharing of Skills between Africa and Europe
Rome, Italy
24-26 September 2025

ICOM-Europe and ICOM-Africa received SAREC funding to organize an international conference focused on “decolonization” and museum roles and responsibilities on the subject. Collaborating organizations include SUSTAIN. You can read more about the goals of conference organizers as expressed through the call for papers here: <https://icom-europe.mini.icom.museum/icom-europe-call-for-papers-heritage-museums-collections-rom-september-2025/#>

ICOM-SUSTAIN board member, Mohamadou DIEYE was selected to participate. He will present his paper, “*The role des communautés dans les développement des musées anticoloniaux en Afrique*”, during panel no. 3, *Heritage. Museums. Collections*, 26 September 2025 at 12 noon.



Join SUSTAIN:

Sign into your ICOM membership page. Select SUSTAIN in your profile.

ICOM-SUSTAIN website: <https://sustain.mini.icom.museum/>

ICOM-SUSTAIN LinkedIn: <https://www.linkedin.com/company/icom sustain>

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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