

ICOM INTERNATIONAL COMMITTEE FOR MUSEUMS AND SUSTAINABLE DEVELOPMENT. SUSTAIN.

MINUTES: Inaugural General Assembly 12.00- 14.00 CET, 7th of March 2024.

Morien Rees called the meeting to order at 12:00 CET. For the Agenda, see Appendix 1.

1.0 Introduction: ICOM & Sustainability, a brief history. Morien Rees
ICOM rules and regulations apply.
ICOM model for international committee bylaws provided a basis for SUSTAIN bylaws.

Morien’s introductory remarks addressed:
Anthropocene is here.
ICOM is invited as an observatory member to the G20 Culture Working Group (2025), under the theme “Solidarity, Equality and Sustainability”
Museums can lead in addressing the need to be carbon neutral and to convey the urgency to guests for their reflection and adoption.
Collections growing – environmental impact of care less addressed.
The new IC – SUSTAIN – emerged from a Working group with a mandate: ICOM is a member-driven institution. . . SUSTAIN offers ICOM members a platform to engage with sustainability and climate breakdown. The Action Plan provides concrete measures to assist ICOM members.
Morien thanked Siyi Wang, Jenny Newell, Lucimara Letelier and Michela Rota, and Marine Walon, ICOM coordinator of international committees.

2.0 Framework for SUSTAIN: Sustainable Action Plan, Strategic Plan & Code of Ethics. Michela Rota
Michela shared the Action Plan on Sustainability, ICOM Ethics (review and revision in process), and the ICOM Strategic Plan, 2022-2028 (screen shots below convey the scope of this work):

Action Plan on Sustainability

- Designed - by the Working Group on Sustainability, after a consultation during Prague 2022 - as a framework to be appropriated by ICOM NCs and ICs.
- The Action Plan **provides the means for committees to take up the challenge of addressing the climate emergency and supporting sustainable development through knowledge sharing, networks, commitment, and concrete action.**
- Each committee can adapt the template, to set out its ambitions, partnerships, actions, evaluation, communication and accountability, as an actor in sustainable development.



	Main positive impacts on the 17 Ps, to be enhanced	Main negative impacts on the 17 Ps, to be reduced and eliminated
People		
Planet		
Prosperity		
Peace		
Partnership		

Milestones for implementation:

Committees are encouraged to develop a sustainable development action plan using the above tables, to identify priorities, by August 2023, including both short term (to 2025) and long-term (to 2030) priorities and actions towards these priorities, with reference to relevant contexts, namely country contexts for national committees, alongside international perspectives, relevant topic areas for international committees, and meeting the needs of those currently under served by museums.

To share progress at the 2023 General Conference and 2028 General Conference against these plans, and to set new, higher ambitions at each of 2025 and 2028, and ideally each year. In addition, to use committee’ own mechanisms – conferences, publications etc. – to drive short-term action and work with greater ambition for sustainable development.

Committees may also be guided by action plans used in external contexts, such as the UNFCCC Gender Action Plan on Action for Climate Empowerment (to which a column on accountability is added below):

Activities (short term, long term, please specify)	Responsibilities	Timeline	Deliverables/output s	Accountability mechanisms
STRATEGIC VISION AND LEADERSHIP				
1. Raise ambitions for sustainable development				

Action Plan on Sustainability

Macroareas:

- STRATEGIC VISION AND LEADERSHIP
- RESOURCING
- CO-ORDINATED ACTION ACROSS AND BEYOND ICOM
- PROVIDE MORE TOOLS AND SUPPORT TO TAKE PART IN SD
- MONITORING, EVALUATION AND COMMUNICATION

Fig. Adopt a committee statement on level of ambition, to be made openly available, and to serve as driver for all activity in this plan. The new Resolution on Sustainability can be used as a guide: https://icom-museum.org/content/uploads/2021/01/Resolution-on-sustainability_EN.pdf	Fig. Identify mechanism for recording sustainable development activity Fig. Set up a committee or advisory group of sustainable development from multiple fields	PROVIDE MORE TOOLS AND SUPPORT TO TAKE PART IN SUSTAINABLE DEVELOPMENT 7. Develop skills to be effective, to empower members to understand, make effective use of sustainable development opportunities, tools and perspectives Fig. Identify skills gaps and requirements in context of ongoing needs of professions
2. Plan for the long term Fig. Identify mechanisms for continuity of ambition, action and accountability beyond current committee membership	CO-ORDINATED ACTION ACROSS AND BEYOND ICOM FOR SUSTAINABLE DEVELOPMENT 5. Connect with international opportunities to enhance sustainable development Fig. Review and select a small number of initiatives, such as International Days, Years and/or Decades	8. Help the sharing of experience of taking action, through platforms for members and other opportunities to share good practices and lessons learnt Fig. Identify communications needs and channels: webinar, live streaming, publications, website or microsites, social media activities
3. Ensure policy coherence for effectiveness Fig. Review positive and negative effects of policies, mechanisms to address these	Fig. Identify relevant external agencies, organizations and Universities, including outside the sector Fig. Identify relevant laws, UN Conventions, Declarations and Recommendations 6. Support action for sustainable development across ICOM, through more co-ordinated action Fig. Identify and state partnerships with relevant bodies and for which content	MONITORING, EVALUATION AND COMMUNICATION 9. Listen to the needs of relevant communities, including a wide range of stakeholders Fig. Identify and state relevant communities and stakeholders 10. Develop clear mechanisms for monitoring and communication action, to match sustainable development commitments with clear accountability, clear monitoring, and evaluation Fig. Review existing mechanisms of communication, identify gaps and additional needs

Action Plan on Sustainability

Milestones for discussion:

All ICOM committees are invited to consider questions through consultations, surveys and debates.

EB: How can ICOM-EB contribute to supporting museums and professional practice in actions on sustainable development challenges such as climate change? What can ICOM do organizationally to support sustainable development action?

ICOM-National Committees: How can ICOM-NC contribute to supporting museums and professional practice in actions on climate change and sustainability? What can ICOM-NC do organizationally to support sustainable development action? What can Regional Alliances do to strengthen the dialogue of National Committees in their territories to promote sustainable development action? (Supporting by the WG on National Committees)

International Committees: What can ICOM members do to engage experts in sustainable development, such as climate scientists, to take sustainable development action? What can ICOM-IC do to understand the impact of climate change in museums and collections conservation processes and policies, and to adapt practice to the changing situation? What can ICOM-IC do to produce a movement to take sustainable development action in and with museums? (Supporting by the IC Coordinating)



Code of Ethics – revised

The Standing Committee on Ethics (ETHCOM) during the 2019 Triennial Meeting in Kyoto, suggested it is time to revise the Code of Ethics to **express current values important to the museum profession**. ETHCOM made a recommendation to the ICOM Executive Board that the Code be revisited and in **2021 the first of four consultations** with the ICOM membership confirmed the need for the Code to be revised.

In **2022 ETHCOM's second consultation with the ICOM membership** resulted in specific recommendations for the revision and those recommendations shaped the outline which is the subject of the third consultation.

The **third consultation (2023)** asks all NCs and ICs, RA, and Affiliated Organizations to comment upon the proposed outline for the revision of the Code.

The outline is organized around five topics that were developed from feedback received. Each topic is followed by statements that elaborate upon the topic.



michela rota

morien rees

Julio Alexander Gonzá...

Mittendorfer Elisabeth...

Code of Ethics – revised

4/9

ICOM

The ICOM Code of Ethics for Museums is a reference text setting standards for the practice of museum professionals.

It sets minimum professional standards and encourages the recognition of values shared by the international museum community.

This reference tool provides guidance and is presented as a series of principles supported by guidelines detailing expected professional practice.

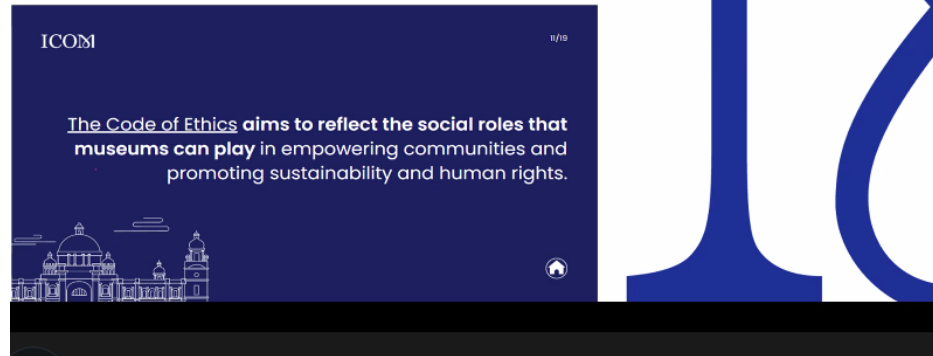
michela rota

morien rees

Julio Alexander Gonzá...

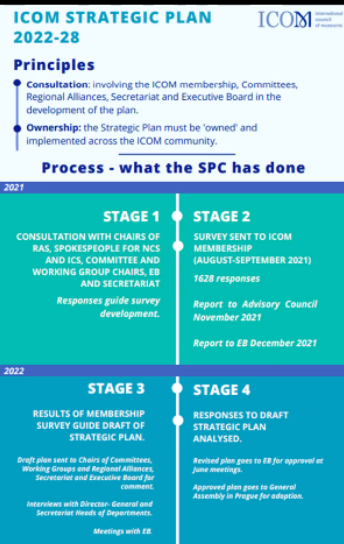
Code of Ethics – revised

4th CONSULTATION (2024) The NCs, ICs, RAs and Affiliated Organizations are asked for their comments and suggestions on the draft of the revised Code. We, as SUSTAIN IC, can comment upon sustainability and sustainable development, analyzing if for us these topics are well expressed/made explicit and pursued in all the 5 macro areas.



Strategic Plan 2022-2028

- To support our members in the stewardship of museums, in the custodianship of collections and in the service of heritage and the public.
- To face challenges together, fostering diversity, inclusion and equity and addressing decolonisation, climate change and sustainability



Strategic Plan 2022-2028

The structure and the areas of the plan

< Product - a vision for change >

By 2028, ICOM will be a more transparent, agile, collaborative and democratic organisation, supporting our network as it faces the demands of a rapidly changing world.

THE STRUCTURE OF THE PLAN

3 focus areas

ICOM is the global voice for the museum community

ICOM implements best practice in governance and management

ICOM supports a global museum network dealing with change

10 strategic objectives

STRATEGY 1 global positioning

STRATEGY 1 governance

STRATEGY 2 financial principles

STRATEGY 3 communication

STRATEGY 4 diversity

STRATEGY 1 sustainable funding

STRATEGY 2 climate change

STRATEGY 3 digital futures

STRATEGY 4 leadership

STRATEGY 5 decolonisation

Both Code of Ethics and the Strategic Plan are strongly related to Sustainability and Sustainable development .

We need to create alliances & Partnerships!!!

Thanks for listening!

2024.3.7

michela rota

morien rees

Julio Alexander Gonzá...

Mittendorfer Elisabeth...

3.0 SUSTAIN: Membership, future alliances and partnerships.
 Invitations to collaborate with SUSTAIN.

Siyi Wang

Siyi Wang reported on membership, future alliances and partnerships, and opportunities to collaborate (summarized in screen shots below):

Membership

- Open to all ICOM members in good standing
- Any ICOM member shall be allowed to choose SUSTAIN as his/her designated International Committee (ICOM personal member space)
- Each International Committee is composed of those ICOM members that have chosen to be members of SUSTAIN and must maintain a membership of at least fifty (50) members. **The current membership count of SUSTAIN is 46,**

44 individual and 2 institutional members

- Membership of the Committee shall cease if the Member:
 - resigns from the Committee, or
 - is no longer a member of ICOM.

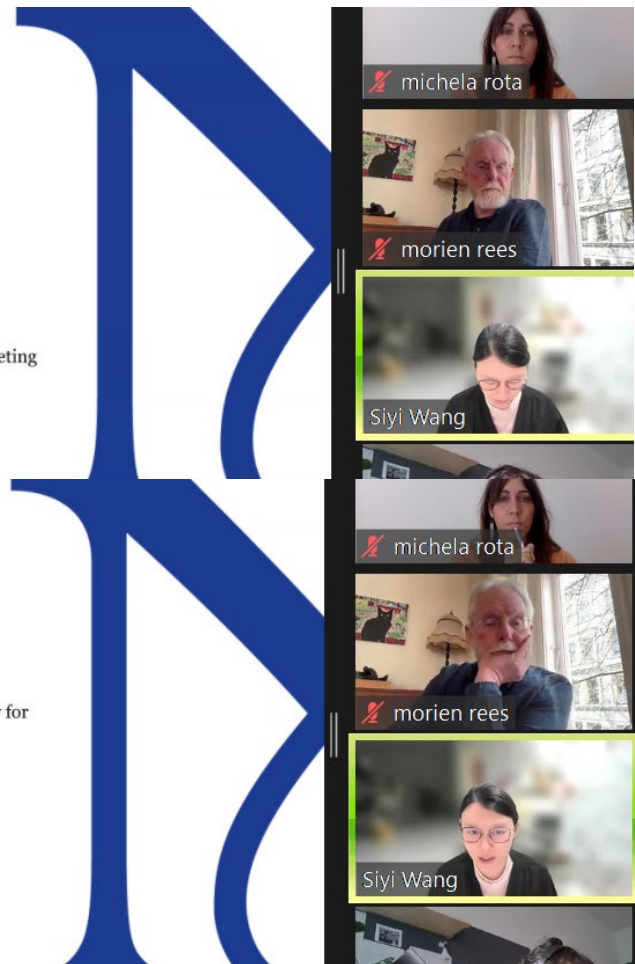
Future alliances and partnerships

Participate in a committee considering an initiative on funding for museums

- Invitation from the chair of INTERCOM Goranka Horjan
- A joint meeting in Paraguay of four International Committees—INTERCOM (International Committee for Museum Management), ICMAH (International Committee for Museums and Collections of Archaeology and History), ICTOP (International Committee for the Training of Personnel), and MPR (International Committee for Marketing and Public Relations)

Invitations to collaborate with SUSTAIN

- Action Plan, Strategic Plan on Sustainability
- Archive of shared Resources on Sustainability
- Capacity-building programs, units and initiatives on Sustainability for museum professionals
- Grants, awards and fellowships in sustainability & Museums
- Partnerships with nonprofit organizations
- International/regional conferences on Sustainability
- Cross-countries museum activities on Sustainability
-



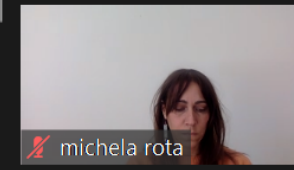
SUSTAIN aims to be a global advocate for museums, and to draw attention to museums fostering sustainability (ICOM definition of museums, adopted 2022). For example, Tenno Teidearu, Estonia National Museum, has coordinated a conference on sustainability in tandem with an exhibition on. . . repair, reuse, museum activities; heritage and applied heritage. Dates: 30 October to 2 November 2024

4.0 SUSTAIN By-Laws including Mandate and Aims
SUSTAIN cannot function without approving the bylaws. Adopted.

Lucimara Letelier

ARTICLE 3 (ICOM SUSTAIN MANDATE)

To assist ICOM in achieving a sustainable and resilient pathway to the future through the implementation of ICOM's Framework Sustainable Development **Action Plan**, supporting existing and fostering new sustainable development initiatives across ICOM and its membership founded on **the 5Ps of the UN's Agenda 2030**, People, Planet, Prosperity, Peace and Partnership.



Article 3 of ICOM Mandate by-laws:

All based on Res. 1 of 34th General Assembly

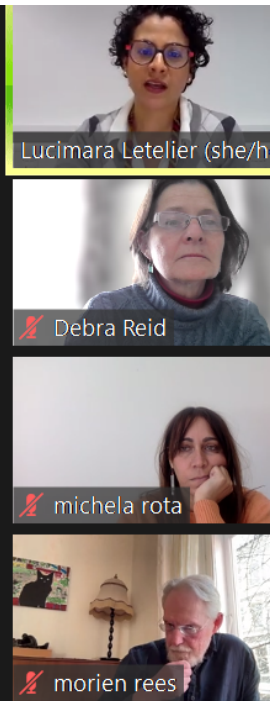
AIMS:

- 1) To act as a source of information and recommendations on Museums and Sustainable Development for the ICOM community
- 2) To offer guidance and support to ICOM members and national, international, and Standing Committees on sustainable development initiatives, including partnerships with other nonprofit organizations.
- 3) to foster a set of values and ethical recommendations regarding museums and sustainable development that align with the ICOM Code of Ethics and ICOM Strategic Plan.
- 4) to develop an ICOM archive of shared resources on museums and sustainable development.
- 5) to support the ICOM capacity-building programs, units and initiatives devoted to enhancing the knowledge and skills of museum professionals regarding the Agenda 2030 and the sustainable development goals.
- 6) To support the ICOM membership regarding opportunities relating to grants, awards and fellowships in sustainable development initiatives.
- 7) to collaborate with the ICOM General/Triennial Conferences, National and International Committees Annual Conferences and International Museum Day.
- 8) to promote the sharing of knowledge between countries on sustainability of museum operations and fostering public understanding and engagement in climate change (advancing Action for Climate Empowerment, Article 12, Paris Agreement).

Resolution n.1 on Sustainability of the 34th General Assembly

The 34th General Assembly recommends that ICOM, its Committees, Alliances, Affiliated Organisations and Secretariat:

- **Recognise** that all museums have a role to play in shaping and creating a sustainable future through our various programmes, partnerships and operations;
- **Endorse** the urgent call for museums to respond to climate change emergency and the pressing issues on social and environmental sustainability through rethinking and recasting their values, missions, and strategies;
- **Become familiar** with, and assist in all ways possible, the goals and targets of the UN SDGs and use the 2030 'Transforming our World' Agenda as the guiding framework to incorporate sustainability into museums' internal and external practices and educational programming;
- **Empower ourselves**, our visitors and our communities through making positive contributions to achieving the goals of Agenda 2030, Transforming Our World; acknowledging and reducing our environmental impact, including our carbon footprint, and helping secure a sustainable future for all inhabitants of the planet: human and non-human.



5.0 Election to the Chair and Board

Jenny Newell

25 voted, and all 16 individuals nominated were elected to the board:

Clémence Aycard ICOM UK, Mohamadou Moustapha Dieye ICOM Senegal, Susan Edwards ICOM US, Marina von der Heyde, ICOM Argentina, Mårten Janson, ICOM Sweden, Dr Jamie Larkin ICOM UK, Lucimara Letelier ICOM Brazil, María Auxiliadora Llamas Márquez ICOM Spain, Ben Melham ICOM UK, Dr Jenny Newell ICOM Australia, Morien Rees, ICOM Norway, Dr. Debra A. Reid, ICOM US, Michela Rota ICOM Italy, Johanna Sentef ICOM Germany, Hélène Vassal ICOM France, Dr. Siyi Wang ICOM China.

The following were selected to fill the role of chair, vice-chair, treasurer and secretary:

- Chair: Morien Rees ICOM NORWAY
- Vice Chairs: Lucimara Letelier ICOM BRAZIL and Siyi Wang ICOM CHINA
- Treasurer: Marina von der Heyde ICOM ARGENTINA
- Secretary; Debra Reid ICOM USA

6.0 Other business.

Morien Rees

Mandate – Morien's interests began around 2014... need to utilize power of museums as a local institution to mobilized! To change the systems. Ethical imperative that museums have to delivery the truth. ICOM SUSTAIN has a lot to do.

How to engage with young professionals? This question prompted a discussion with examples:

- Germany has a young professionals group....

- NEMO – Network of European Museum Organizations. NEMO began a working group about a year ago per Roeland Paardekooper. <https://www.ne-mo.org/activities/working-groups/working-group-sustainability-and-climate-action> Jenny Newell indicated that they have excellent online resources (including a map of who is doing what in cultural institutions). María Auxiliadora Llamas (ICOM Spain) indicated that ICOM SPAIN is a new NEMO member, and she agrees with Roeland that it's important for SUSTAIN to establish contacts with NEMO.
- Lucimara Letelier mentioned The Henry Ford and its sustainability work (she knows of it through KiCultures (Lucimara is a coach). Deb Reid explained that The Henry Ford Green Team is really pushing waste reduction / energy reduction now, but Deb is most responsible for indicating how collections tell the history of change, and she thinks of it as "content benchmarking." Museums can measure the relationship between awareness of collections as evidence of climate change (how products of industrialization provide evidence of contributing factors to the Great Acceleration). Sarah Sutton addresses this in some ways in: *The Arts and Humanities on Environmental and Climate Change: Broadening Approaches to Research and Public Engagement* (Routledge, 2023).
- Lucimara Letelier indicated that there is a piece on regenerative museums. Examples include: Beatriz García, "What Is Culture-Led Regeneration?" *Culturefighter*, 2022. <https://www.culturefighter.eu/regeneration-of-cities/concept-of-culture-led-regeneration/what-is-culture-led-regeneration> [NOTE: Nina Simon, *The Participatory Museum* (2010) which you can read online here: <https://participatorymuseum.org/> Google searches led to a UK museums association statement on museums and community regeneration: <https://www.culturehive.co.uk/wp-content/uploads/2020/10/MA-communities-love-museums-1.pdf> and this recent publication about Dundee, Scotland: Kirsty Hassard, "V&A Dundee and Cultural Institutions in Dundee: The Role of Museums in Culture-Led Regeneration", *Angles* [Online], 16 | 2023, Online since 01 June 2023, connection on 22 April 2024. URL: <http://journals.openedition.org/angles/6874>; DOI: <https://doi.org/10.4000/angles.6874>

SUSTAIN mission statement: Roeland suggested:

SUSTAIN is a network of museum professionals, supporting each other to push sustainability everywhere in the museum world.

Minutes submitted by Debra Reid, elected Secretary (7 March 2024)

APPENDIX 1: AGENDA:

1.0 Introduction: ICOM & Sustainability, a brief history.	Morien Rees
2.0 Framework for SUSTAIN: Sustainable Action Plan, Strategic Plan & Code of Ethics.	Michela Rota
3.0 SUSTAIN: Membership, future alliances and partnerships. Invitations to collaborate with SUSTAIN.	Siyi Wang
4.0 SUSTAIN By-Laws including Mandate and Aims	Lucimara Letelier
5.0 Election to the Chair and Board	Jenny Newell
6.0 Other business	Morien Rees