

ICOM international
council
of museums



*Promoting cultural diversity and social
inclusion by advocating for the
integration of diverse voices and
perspectives in climate action efforts.*

ICOM at the G20 Brazil

The International Council of Museums advocates for the role of museums in preserving cultural heritage and shaping sustainable futures. Participation in the G20 Culture Working Group corresponds to the ICOM Strategic Plan 2022-2028 priority on Global Positioning.

Priority 1 – Cultural diversity and social inclusion

ICOM is committed to promoting cultural diversity and social inclusion by advocating for the **integration of diverse voices and perspectives** in climate action efforts, ensuring capacity building and support **for museum professionals in underserved regions**, and fostering collaborative practices that align with the Sustainable Development Goals.

One of ICOM's key tools is the **Museum Definition**. The updated definition, developed in consultation with the ICOM network, incarnates what is essential for museums globally, highlighting the importance of **inclusion, diversity and sustainability**. By recognizing museums as inclusive spaces that actively engage with diverse communities, narratives, and perspectives, museums foster understanding and dialogue across cultural boundaries.

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A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing.

Priority 2 – Culture, digital environment and copyright

ICOM advocates for a copyright system that **enables museums to create digital copies for preservation, research, and public access**. These rights are vital for safeguarding cultural heritage, advancing knowledge, and ensuring **public accessibility to art and cultural materials**, benefiting both current and future generations.

Additionally, with artificial intelligence (AI) playing an increasingly significant role in cultural heritage work, **ICOM supports policies that promote responsible access to AI tools**. This would empower museums to enhance their preservation, research, and educational outreach efforts, aligned with ethical standards and public interest.

Priority 3 – Creative economy and sustainable development

As a Knowledge Partner of the Group of Friends of Culture Based Climate Action, ICOM is committed to **mobilizing the museum community** to make positive contributions to the 2030 Agenda for Sustainable Development. In addition to being vulnerable to climate risks, collections based institutions can be drivers of sustainable development by leveraging cultural heritage assets, community engagement and by leading by example.

As part of its commitment to mobilizing museums for sustainable development, ICOM is organizing the **first global award for sustainable practice in museums**. With over a 100 applications, the ICOM Award expert jury - which will be announced in the coming months, will prepare a long list of projects to be announced next year and then select the finalists to be presented at the ICOM General Conference in November 2025.

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It's through initiatives like the ICOM Award that we can encourage our cultural institutions to think about their sustainable development practices and push them to improve, but we can't leave them to face this challenge alone, and that's why we supported the ICOM Bodies and candidates through capacity building as part of the ICOM Award process.

Emma Nardi
ICOM President



Priority 4 – Preservation, safeguarding and promotion of cultural heritage and memory

By recognizing the importance of protecting cultural heritage in conflicts and against climate change, to support the fight against illicit trafficking of cultural heritage and encourage the ratification of the relevant international conventions on this matter.

ICOM is supporting all of these elements, and is further advocating to include the need to recognize the active role of cultural institutions in the protection of cultural heritage, and increase the support provided to them.

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