

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.*

About The International Council of Museums (ICOM)

The International Council of Museums (ICOM) is an international non-governmental organization made up of over 50 thousand museum professionals all over the world. With its 120 National Committees, 34 International Committees, 7 Regional Alliances, and 21 Affiliated Organizations, ICOM is committed to the research, conservation, continuation and communication to society of the world's natural and cultural heritage, present and future, tangible and intangible.

Since 2021, ICOM has been actively engaging with the G20 Culture Working Group in the framework of its role in advocating for museums on the global stage.

About G20

Founded in 1999 and comprising 19 countries and the European Union, the G20 is an intergovernmental forum dedicated to international economic cooperation. Participation in the G20 Culture Working Group corresponds to the ICOM Strategic Plan 2022-2028 priority on Global Positioning.

About G20 Culture

The Culture Working Group aims to foster discussions and actions aimed at harnessing the transformative potential of culture in society, its impact on the economy and sustainable and inclusive development, as well as the promotion of a culture of peace and harmony among peoples. By placing culture at the center of our efforts, we can create a legacy of peace, prosperity and cultural enrichment for future generations.

About G20 Brazil (2024)

Between November 4th and 8th, 2024, the 4th Technical Meeting of the Culture Working Group and the Meeting of G20 Ministers of Culture will be held in Salvador, Bahia. It is the final stage of a series of debates between member and guest countries and international organizations on priority points on the agenda of the Brazilian presidency in the group composed of the 20 largest economies in the world.

The Culture WG has focused on four priority axes: cultural diversity and inclusion; copyright and digital environment; creative economy and sustainable development; and preservation, safeguarding and promotion of cultural heritage and memory.

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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.



Emma Nardi *ICOM President*

A graduate in Humanities and in Sociology at University of Rome La Sapienza Emma is a former professor of Museum Education at the Faculty of Educational Sciences of Roma Tre University. There, she founded the first University Museum Education Centre in Italy.

In 2007 Emma was elected CECA president. In 2015, she was elected in the ICOM Executive Board and became ICOM treasurer.

On August 24 at ICOM's Prague 2022 General Conference Emma successfully ran for President and has been acting as the official representative of ICOM ever since.



Diego Vaz Bevilaqua *Chair of ICOM Brazil*

Graduated in Physics from the Federal University of Rio de Janeiro, Diego Vaz Bevilaqua works with science communication and science museums. He currently serves as the Deputy Director of Cultural Heritage and Scientific Communication at Casa de Oswaldo Cruz, part of the Oswaldo Cruz Foundation (Fiocruz).

Additionally, he is the president of ICOM Brazil and the secretary of the executive council of the International Committee for Museums and Collections of Science and Technology (CIMUSET). He is also a lecturer in the Master's Program in Science, Technology, and Health Communication, as well as in the Specialization Course in Science Communication and Popularization, both at Fiocruz.

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