

CULTURE AND LOCAL DEVELOPMENT: MAXIMISING THE IMPACT

The ICOM-OECD Guide for Local
Governments, Communities and
Museums

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Museums and Society Coordinator
12 June 2019

1. What does the Guide mean for the museum community and for ICOM
2. The Guide and its 5 thematic pillars
3. Case studies
4. Implementation & Next steps

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What does the Guide mean
for the museum community and for ICOM

ICOM in brief

- An **international NGO** of museums and museum professionals
- **40,000 members** representing 141 countries and territories
- 119 National Committees, 30 International Committees, 6 Regional Alliances and 5 Standing Committees





The museum definition should

retain – even if current terminology may vary - the unique, defining and essential unity in museums of the functions of collecting, preserving, documenting, researching, exhibiting and in other ways communicating the collections or other evidence of cultural heritage

be clear on the purposes of museums, and on the value base from which museums meet their sustainable, ethical, political, social and cultural challenges and responsibilities in the 21st century

acknowledge the urgency of the crises in nature and the imperative to develop and implement sustainable solutions

acknowledge and recognize with concern the legacies and continuous presence of deep societal inequalities and asymmetries of power and wealth - across the globe as well as nationally, regionally and locally

acknowledge and recognize with respect and consideration the vastly different world views, conditions and traditions under which museums work across the globe

express the commitment of museums to be meaningful meeting places and open and diverse platforms for learning and exchange

express the unity of the expert role of museums with the collaboration and shared commitment, responsibility and authority in relation to their communities

express the accountability and transparency under which museums are expected to acquire and use their material, financial, social and intellectual resources

Working Group on Sustainability

MUSEUMS AND SUSTAINABILITY

#SustainableMuseums

ICOM international
council
of museums

Section « Museums & Society »



**Sustainable
Development**

**Peace &
Human Rights**

**Cultural
Democracy
& Inclusion**

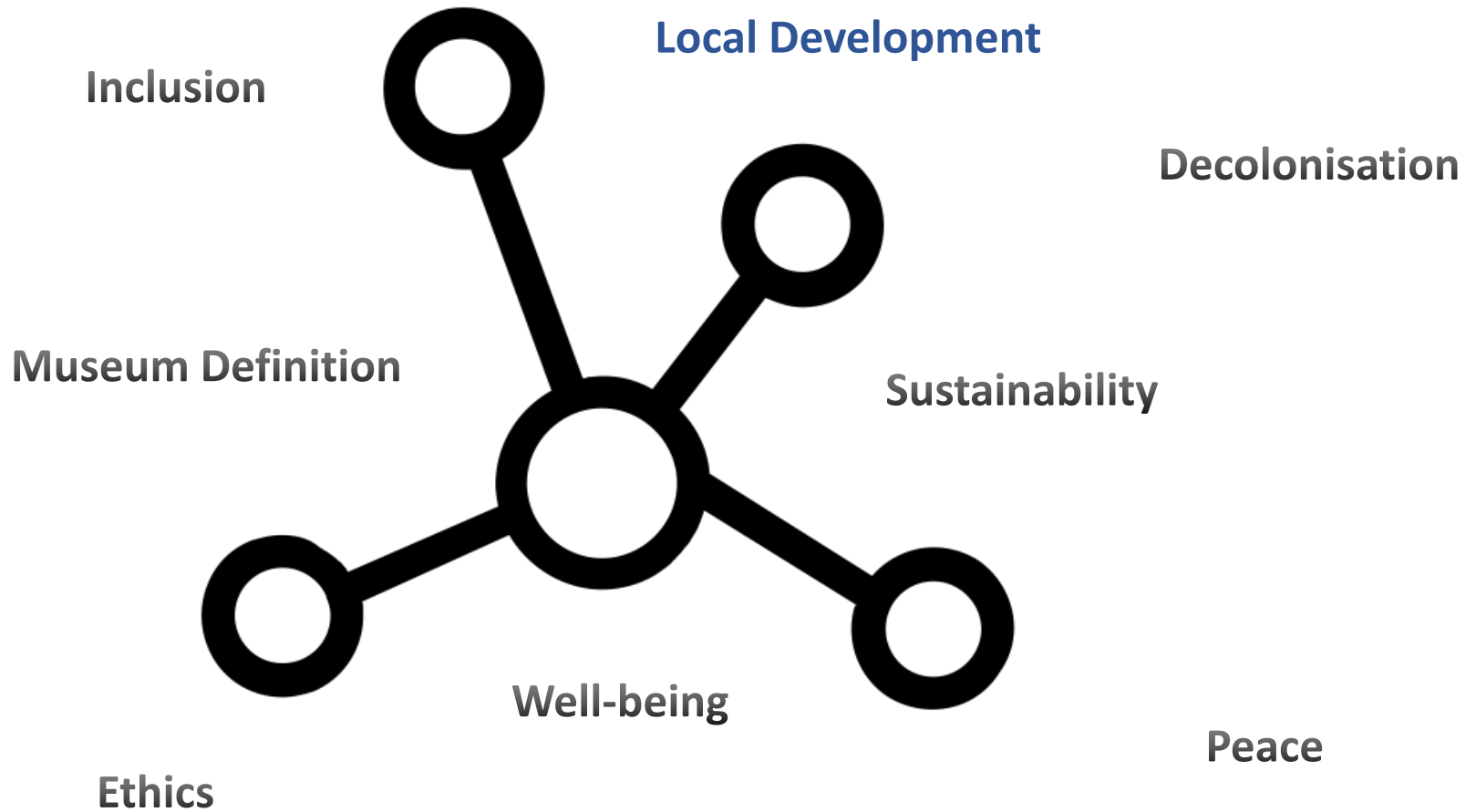


**EULAC
MUSEUMS**

Museums and Community:
Concepts, Experiences and Sustainability in
Europe, Latin America and the Caribbean



All is connected



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The Guide and its 5 thematic pillars

CULTURE AND LOCAL DEVELOPMENT: MAXIMISING THE IMPACT

Guide for Local Governments,
Communities and Museums

-Launch version-



OECD Conference « Unleashing the Transformative Power of Culture and Creativity for Local Development » 6-7 Dec. 2018, Venice



CULTURE AND LOCAL DEVELOPMENT: MAXIMISING THE IMPACT

Guide for Local Governments,
Communities and Museums

-Launch version-





United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединённых Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للترقية والعلم والثقافة

联合国教育、
科学及文化组织

Recommendation concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society

Adopted by the General Conference at its 38th Session

Paris, 17 November 2015

Recommandation concernant la protection et la promotion des musées et des collections, leur diversité et leur rôle dans la société

Adoptée par la conférence générale à sa 38^e session

Paris, le 17 novembre 2015

Recomendación relativa a la protección y promoción de los museos y colecciones, su diversidad y su función en la sociedad

Aprobada por la conferencia general en su 38^a reunión

París, 17 de noviembre de 2015

Рекомендация об охране и популяризации музеев и коллекций, их разнообразия и их роли в обществе

Принята генеральной конференцией на ее 38-й сессии

Париж, 17 ноября 2015 г.

关于保护和加强博物馆与收藏
及其多样性和社会作用的建议书
大会第三十八届会议通过
巴黎，2015年11月17日

التوصية الخاصة بحماية وتعزيز المتاحف ومجموعات
التحف وتنوعها والدور الذي تؤديه في المجتمع
اعتمدها المؤتمر العام في دورته الثامنة والثلاثين
باريس، في ١٧ تشرين الثاني / نوفمبر ٢٠١٥

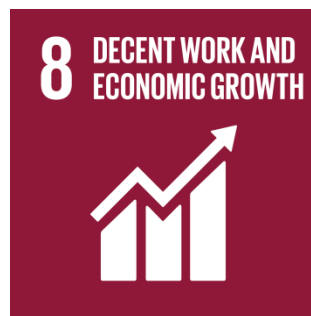
Structure of the Guide

1. Economic development and innovation
2. Urban design and community development
3. Cultural and educational development
4. Inclusion, health and well-being
5. Managing the relationship between local government and museums to maximise the impact on local development

1. Economic development and innovation

Table 1. Economic development and innovation: Key policy options for local governments and museums

POLICY OPTIONS FOR LOCAL GOVERNMENTS	ACTION OPTIONS FOR MUSEUMS
<ul style="list-style-type: none">-Coordinate local cultural institutions and tourism offices with museums in order to offer an integrated cultural supply attractive to visitors-Catalyse partnerships between museums and economic actors (artisans, SMEs, etc.) for economic development	<ul style="list-style-type: none">-Develop a relevant supply of cultural services inside and outside museums for attracting tourists and local visitors.-Become facilitators of knowledge and creativity by creating opportunities for artists, entrepreneurs, designers and craftsman through the display and access to the collections



2. Urban design and community development

Table 2. Urban regeneration and community development: Key policy options for local governments and museums

POLICY OPTIONS FOR LOCAL GOVERNMENTS	ACTION OPTIONS FOR MUSEUMS
<ul style="list-style-type: none">- Integrate museums and their environments in urban and ecological design and planning policy.- Support the organisation of activities for creating social capital.- Promote the development of creative and cultural enterprises into the museum environment.	<ul style="list-style-type: none">- Consider the museum's place in urban design and its surroundings as a part of the cultural fabric.- Develop activities contributing to social capital.- Become a centre of a creative district.- Support eco-friendly initiatives.

11 SUSTAINABLE CITIES
AND COMMUNITIES



3. Cultural and educational development

Table 3. Cultural development, education and creativity: Key policy options for local governments and museums

POLICY OPTIONS FOR LOCAL GOVERNMENTS	ACTION OPTIONS FOR MUSEUMS
<ul style="list-style-type: none">- Recognise the role of museums in cultural and educational development.- Take into consideration that cultural heritage can induce and promote reflection and creativity	<ul style="list-style-type: none">- Contribute to cultural and educational development as a source of inductive and reflective knowledge.- Consider how the presentation and interpretation of collections can support the dissemination of creative skills.



4. Inclusion, health and well-being

Table 4. Inclusion, health and well-being: Key policy options for local governments and museums

POLICY OPTIONS FOR LOCAL GOVERNMENTS	ACTION OPTIONS FOR MUSEUMS
<ul style="list-style-type: none">- Recognise the role of museums in this domain and facilitate corresponding partnerships with other social institutions.- Ease legal and long-term funding eligibility. Remove constraints and tackle management issues that may prevent the involvement of museums in this field.	<ul style="list-style-type: none">- Take into consideration the role of museums in well-being and organise themselves to facilitate it.- Create long-term partnerships with social actors in domains such as education, health, inclusion and reinsertion.



5. Managing the relationship between local government and museums to maximise the impact on local development

Table 5. Key policy options for local governments and museums

POLICY OPTIONS FOR LOCAL GOVERNMENTS	ACTION OPTIONS FOR MUSEUMS
<ul style="list-style-type: none">- Consider their long term relationship with museums to create a positive and stable environment for museum operation.- Acknowledge that the core activity of museums is the conservation of its collection, as a starting point for any local development benefits.- Support various cultural and non-cultural networks that can benefit the activity of museums.	<ul style="list-style-type: none">- Define and design its initiatives for local development in a long term and sustainable perspective in order to consolidate cooperation with the local governments and social partners.- Organise sustainable and preventive conservation in order to support clusters of initiatives and actions for local development.- Engage in relevant partnerships with other museums, cultural institutions or non-cultural institutions that can increase the impact of the museum activities or contain its costs.



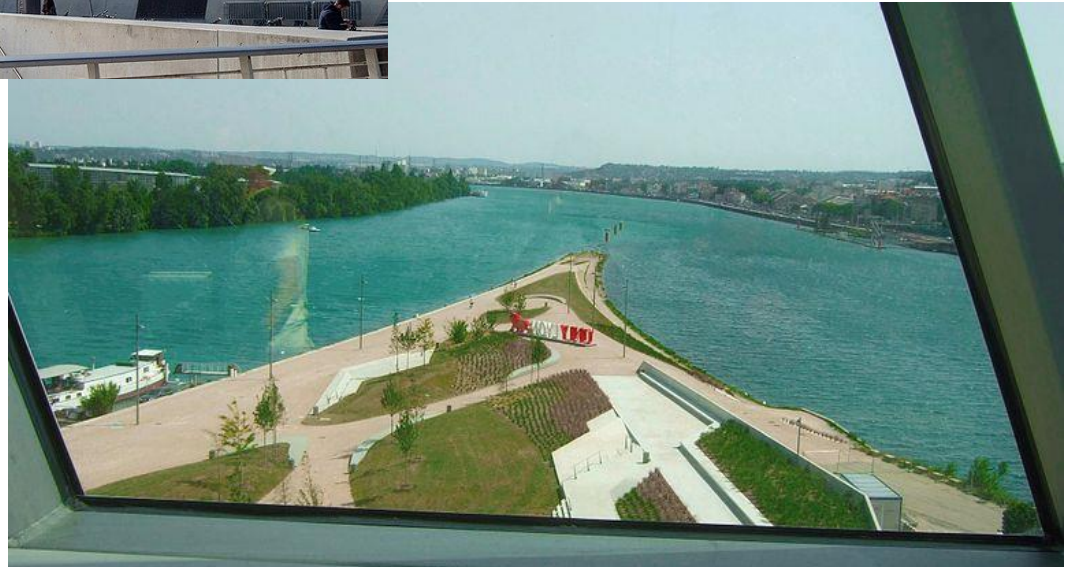
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Case studies

MUSE – Science Museum of Trento



Confluences Museum of Lyon



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Implementation & Next steps

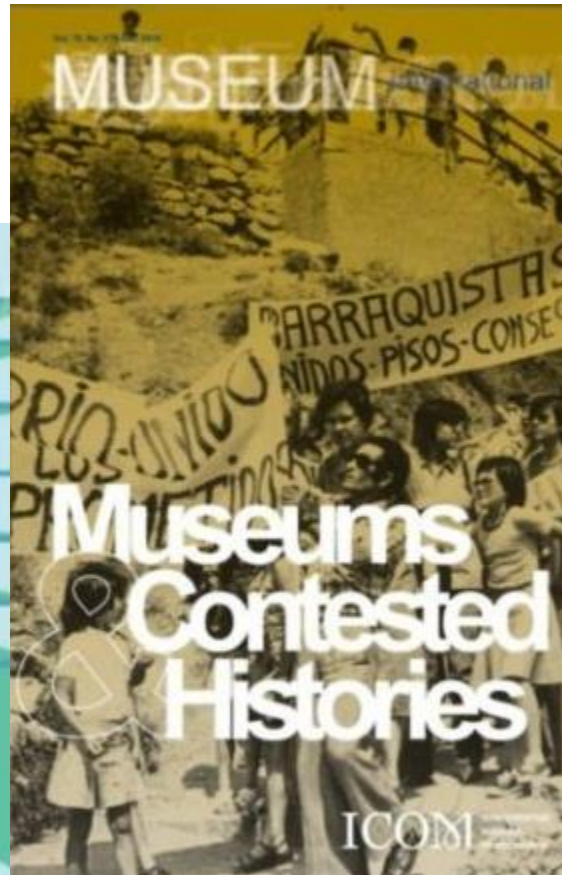
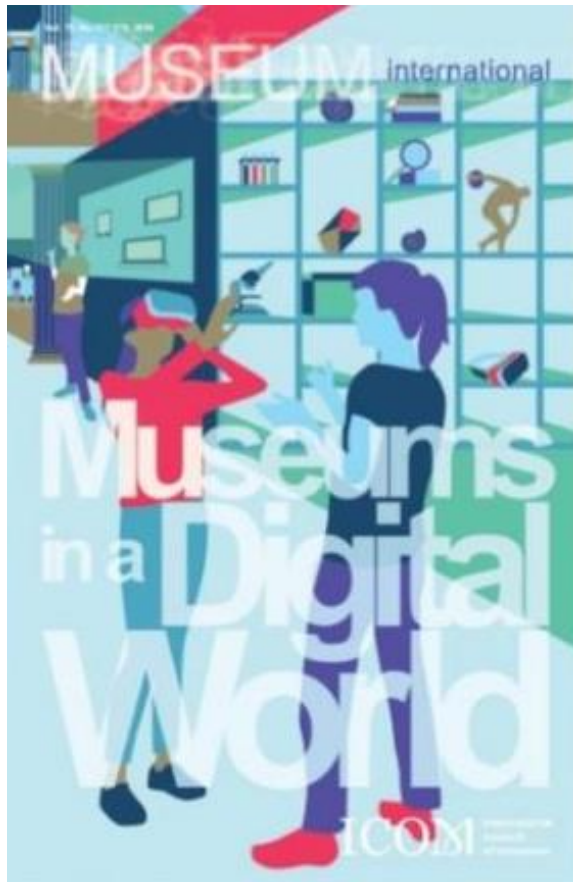
ICOM international
council
of museums



Translations

New museum cases

Museum International

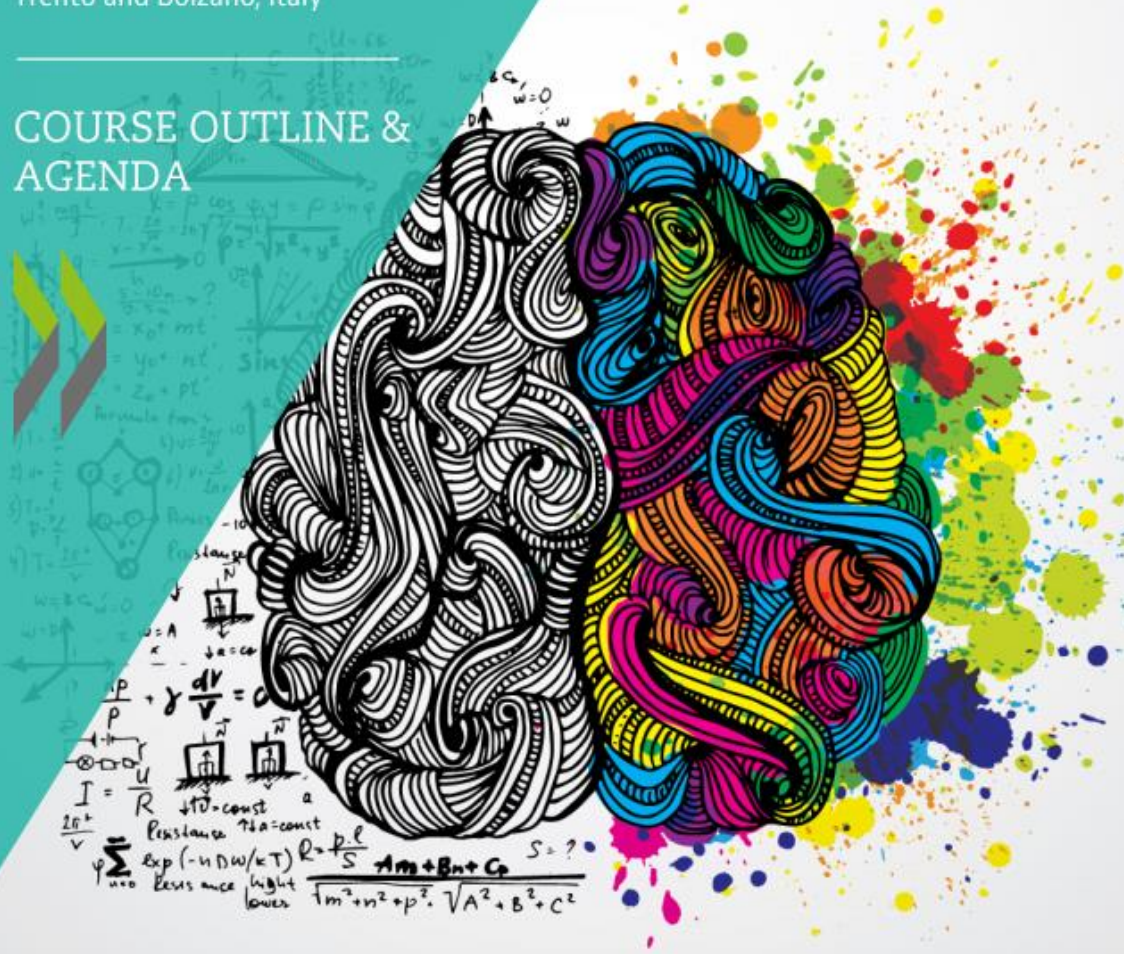


Summer Academy on Cultural and Creative Industries and Local Development

Creative Solutions to Contemporary
Challenges

16-20 June 2019 | SECOND EDITION
Trento and Bolzano, Italy

COURSE OUTLINE & AGENDA



ICOM

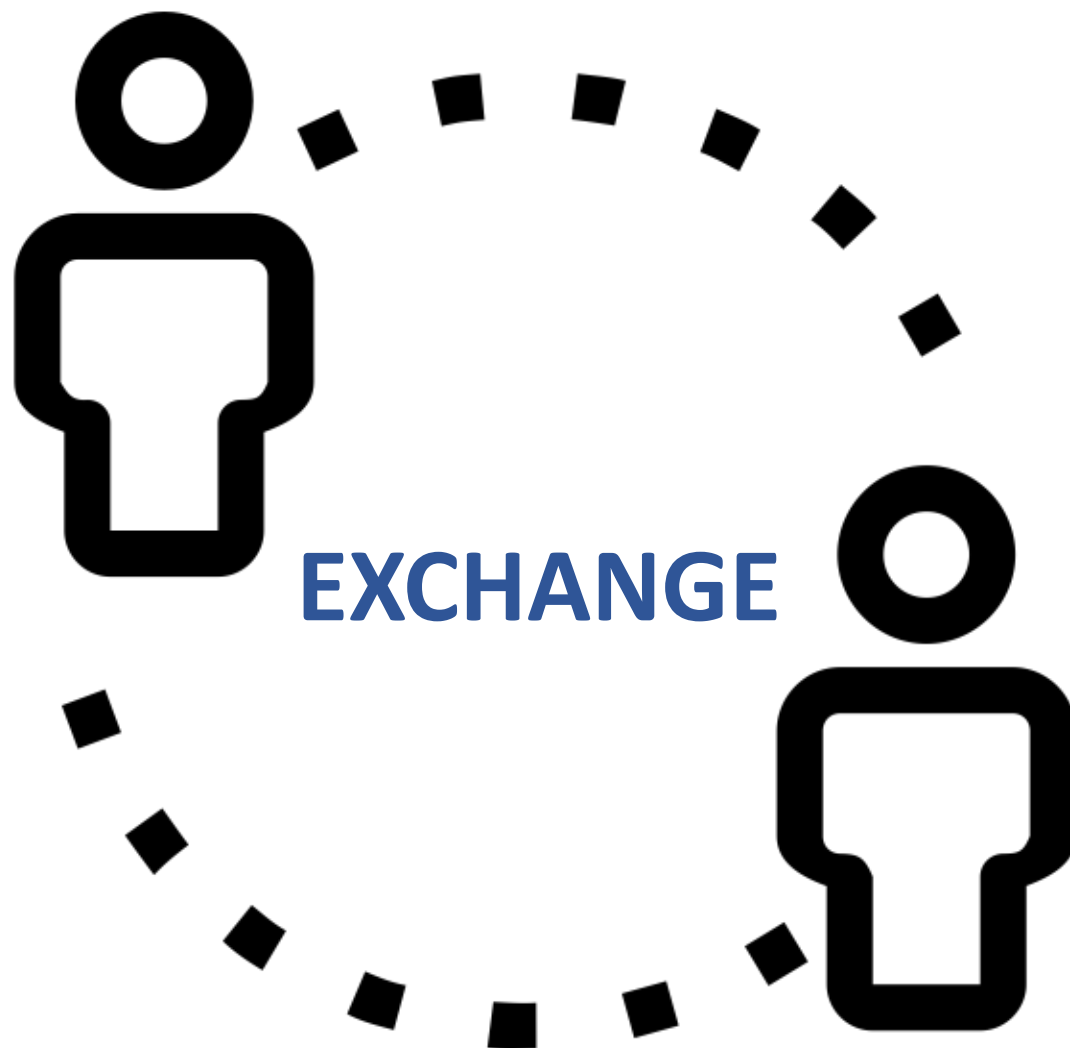
KYOTO 2019

Museums as Cultural Hubs: The Future of Tradition 25th ICOM General Conference

  @icomkyoto2019



Conclusion



Thank you!

<http://icom.museum>



@icomofficiel

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