

**INTERNATIONAL COUNCIL OF MUSEUMS**  
**Minutes of the**  
**72<sup>nd</sup> SESSION OF THE ADVISORY COMMITTEE**  
Held in Paris (France) on June 10<sup>th</sup> - 11<sup>th</sup>, 2009

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**Agenda**

1. Approval of the Agenda
2. Approval of the Minutes of the 71<sup>st</sup> session of the Advisory Committee on June 2-4, 2008
3. Selection of the host City for the 2013 General Conference
4. Report on intangible Heritage Journal
5. Progress report on the 22<sup>nd</sup> General Conference, Shanghai 2010
6. Themes for the 2010 and 2011 International Museum Day
7. Report of the Peer Jury on the allocation of grants through ICOM network programmes
8. Director General's progress report on the implementation of ICOM Strategic Plan
9. Reports and recommendation from the National and International sub-Committees
10. Other issues

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**1/ Approval of the Agenda**

Knut Wik, Chair of the Advisory Committee, asked the Advisory Committee to approve the agenda.

The Advisory Committee approved the agenda as presented.

**2/ Minutes of the 71<sup>st</sup> session of the Advisory Committee on June 2-4, 2008**

The Chair requested the following amendments:

- page 9, last part of subject 9, 3<sup>rd</sup> paragraph: Change "Advisory **Council**" to "Advisory **Committee**";
- Page 9, last part of subject 9, 3<sup>rd</sup> paragraph: Change the verb "**feel**" to "**expressed**";
- Page 15, subject 14 point 4: Change "Members of the Advisory Committee **approved** the declaration by acclamation" to: "Members of the Advisory Committee **endorsed** the declaration by acclamation".

The Advisory Committee approved the minutes as amended.

### **3/ Selection of the host City for the 2013 General Conference**

The Chair described the procedure followed for the selection of the city that will host the 2013 General Conference. A questionnaire was sent to all National Committees who then had until October 1<sup>st</sup>, 2008 to apply. An Evaluation Committee formed of two members of the Executive Council, Nancy Hushion, Hartmut Prasch and the Director General, Julien Anfruns, first reviewed the admissibility of the three candidatures received: Milan, Moscow and Rio de Janeiro.

Hartmut Prasch presented the report of the Evaluation Committee. He stressed that the goal of the Committee was to help each city candidate to improve its application, not to make any judgement on their respective merit. Thus, the Committee then visited the three cities between March 13<sup>th</sup> and April 1<sup>st</sup>, 2009 during which, meetings were held with the Organising Committee and the National Committee as well as with officials from the cities, and regional and state representatives.

Further to the visits, a strict deadline was allocated for submission of additional documentation by the candidates. Consequently only documents received before the deadline date have been considered in the Committee's report.

Following Mr Prasch's report, representatives of each city candidate were invited to make a presentation to the Advisory Committee.

The three presentations were made by:

- For the application of Milan: Daniele Lupo Jallà, President of ICOM Italy and Alberto Garlandini, Vice-President of ICOM Italy;
- For the application of Moscow: Ekaterina Selezniova, President of ICOM Russia, Sergey Khudiakov, Head of the Department of Culture of Moscow and Svetlana Nekrasova, Head of the section of Museums of the Ministry of Culture of the Russian Federation;
- For the application of Rio de Janeiro: Carlos Roberto Brandão, President of ICOM Brazil, José do Nascimento Junior, representative of the Ministry of Culture and Director of the Brazilian Institute of Museums and Antonio Ricarte, representative of the Ministry of Foreign Affairs and member of the permanent delegation of Brazil to UNESCO.

The Chair thanked the representatives of Milan, Moscow and Rio de Janeiro for their presentation. He then invited the Director General to explain and describe the electronic voting system which would be used for the selection of host city for ICOM 2013 General Conference.

Before the vote took place, voting members of the Advisory Committee were reminded that the selection of the host city required more than 50% of the votes to be chosen. If the majority was not attained by any of the cities, a second ballot between only the two cities having received the most votes during the first round, would take place.

The Chair announced the results at the end of the vote:

Milan: 32, 1% of the votes

Moscow: 14, 7% of the votes

Rio de Janeiro: 53, 2% of the votes.

The Advisory Committee recommends that the 23<sup>rd</sup> General Conference of ICOM, to be held in 2013, be hosted by the city of Rio de Janeiro, Brazil.

#### **4/ Report on Intangible Heritage Journal**

Shim Jae Seop, Curator of the National Folk Museum of the Republic of Korea, stated that since the creation of the journal, a growing interest have grown for this publication. He thanked ICOM, ICOM Korea, Alissandra Cummins and Chong-pil Choe for their collaboration and presented the four volumes of the International Journal of Intangible Heritage (IJIH).

Shim Jae Seop stated that the journal aimed at achieving a comprehensive, academic journal on Heritage, promoting international communication on research, investigation, conservation, transmission, performance and exchange of ideas among scholars, researchers, professionals and bodies involved in Heritage.

The volume 4 consists of 11 selected papers (7 main papers and 4 short ones) from scholars of 10 different countries, is printed at 1,000 copies and is also available online on IJH website. The site has already been accessed more than 20,000 times and the journal has been downloaded over 10,000 times.

Shim Jae Seop encouraged the participants to read the journal and to take advantage of the website and invited them to submit papers. He concluded by mentioning that the 2009 ICME conference would take place in Seoul, Republic of South Korea, from October 18th to 24<sup>th</sup>, 2009 at the National Folk Museum.

The Chair thanked Shim Jae Seop for his presentation.

#### **5/ Progress report on the 22<sup>nd</sup> General Conference in Shanghai**

The Chair invited An Laishun to present, on behalf of the Shanghai 2010 Organizing Committee, a progress report on the holding of ICOM 22<sup>nd</sup> General Conference.

An Laishun presented the report. Following his presentation, questions were raised and answers provided on:

- The date of the General Conference;
- The working languages and on simultaneous translation;
- The procedure for obtaining visas and on the information needed by the participants;
- The General Conference Website.

The Chair thanked An Laishun for his presentation.

#### **6/ Themes for the 2010 and 2011 International Museum Day (IMD)**

The Chair stated that the Advisory Committee has the responsibility to select a theme for the International Museum Day, specifically for 2011. He noted that 2010 being the year of the General Conference, the theme of the IMD and the one of the General Conference coincide. Thus the theme for 2010 is "***Museum for Social Harmony***". He invited Joie Springer from UNESCO to take the floor. She acknowledged ICOM's work and implication, and stated that together with UNESCO, ICOM seeks the protection of world's heritage. She noted that *Museums and Memory* was essential in order to raise the public's awareness and ensure the preservation of heritage.

A discussion then ensued on the theme for the 2011 IMD.

Virgil Ștefan Nițulescu, Vice-President of the Advisory Committee, stated that eight themes have been put forward by the National Committees.

1. *Museums and archaeological sites* (Tunisia and Togo)
2. *Museums and knowledge* (Canada)
3. *Museums and Music* (Poland)
4. *Museums and the Future* (Brazil)
5. *Museums and Memory* (Germany)

6. *Museums and senior people* (Ecuador)
7. *Museums and cultural change* (India)
8. *Museums and people* (Bulgaria)

Following a discussion during which, Lothar Jordan from the International Committee of Literary Museums (ICLM) having stressed that the preservation of mankind's memory is part of ICOM's mission, and that the International Museum Day has a symbolical significance for the entire world, it was proposed to retain '*Museums and memory*' as the theme for the 2011 IMD.

It was also mentioned that the theme of *Museum and Memory* was highly appropriate since ICOM, along with UNESCO, seeks the protection of World's heritage and to this respect, raise public awareness and ensure the preservation of heritage.

The Advisory Committee approved '*Museums and Memory*' as the theme for the 2011 International Museum Day.

The Advisory Committee also decided to address at its next session the discussion on the other proposed themes for the selection of the 2012 International Museum Day.

## **7/ Report of the Peer Jury on the allocation of grants through ICOM network programmes**

The Chair reminded that the support for ICOM network programmes was still in a pilot phase. It was developed to respond to the needs and initiatives of National and International Committees, as well as Regional Alliances with the assistance of a 'Peer Jury' through which members of the Advisory Committee make recommendation about the projects to be supported. The Peer Jury is composed of the following members: Knut Wik as Chair of the Advisory Committee, Virgil Ștefan Nițulescu Vice-Chairperson of the Advisory Committee, In-Kyung Chang Chair of ASPAC, Carlos Roberto F. Brandão Chair of ICOM Brazil, Dominique Ferriot, Chair of ICOM France, Nancy Hushion as Treasurer of ICOM, as well as Julien Anfruns, as Director General. The Chair further reminded that the 2007 General Assembly in Vienna decided that such programmes would initially be available for the period 2008-2010. Based on the initial results, a report would then be presented to the Executive Council with a view to improve the efficiency of the programmes.

Carlos Roberto Brandão presented a report on the Peer Jury meeting held on January 2009.

Requests to the network programmes were mainly towards three main activities:

- Support to enable participation of young ICOM members to ICOM ICs meetings;
- Support to enable ICOM members of countries having faced financial difficulties in the last few years, to attend Advisory Committee meetings;
- Support to Institutional members for the implementation of Strategic Plans.

With respect to attendance of young members to International Committee (IC) meetings, the Peer Jury could not yet allocate any grants because, at the end of January, most of the ICs had not yet published their projected activities.

The Peer Jury recommended a total allocation of €89,782.63 for the two other main activities:

- €57,500 were allocated to 16 projects, while funds reserved for web development for 6 more projects;
- €32,282.63 were allocated to 20 National Committees (out of 55 invited to apply) to attend the Advisory Committee meeting, thus responding to an objective of the Strategic Plan to increase National Committees' involvement into ICOM.

Carlos Roberto Brandão then stressed the importance of providing the Peer Jury with the appropriate and pertinent information which he further described.  
The Chair thanked Carlos Roberto Brandão for his report on behalf of the Peer Jury.

The chair then suspended the meeting in order to allow for the holding of the National and International sub-committees' meetings.

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The Chair opened the second day of the meeting. He invited the Director General to report on the implementation of the Strategic Plan, and subsequently Henry Bredekamp and Marie-Paule Jungblut to report on the sub-committees' meetings of the National and International Committees.

### **8/ Director General's progress report on the implementation of ICOM Strategic Plan**

The Director General mentioned the four main objectives of ICOM 2008-2010 Strategic Plan:

- Strengthen ICOM's global impact.
- Provide leadership in advocating the value of heritage.
- Champion effectiveness and high standards in museums.
- Ensure resources required to effectively implement the Strategic Plan.

He then described, for each of the objectives, some of the actions already fully implemented while others were under implementation, notably:

- The reconfiguration of the Secretariat around three departments: "Administration and Finance"; "Communication and Network Promotion" and "Development of Programmes";
- The strengthening of skills and expertise among staff in key areas such as communication, finance and accounting, fundraising as well as improve knowledge of project management;
- Staff assistance being provided to support the highly complex and demanding activities of ICOM Committee on Ethics;
- The completion in 2010 of ICOM membership database system;
- The strengthening of ICOM communication and the reconfiguration of its website to better reach ICOM broad network;
- A thorough review and assessment of ICOM membership fee structure with the participation of a panel representing 18 National Committees;
- The expansion of the Red List Programme with the publication of three new Red Lists for Colombia, Central America and Cambodia and the development of Museum Emergency Preparedness Programme (MEP) in the Caribbean and the Arab States;
- The search for a new venue for ICOM Secretariat;

The Director General also noted that increasing efforts would be devoted to fundraising activities in order to decrease the relative share of membership dues to ICOM revenue budget and to better support the International Committee activities. To this effect, he confirmed that a grant of \$90,000 has been received earmarked for the participation of ICOM to the Shanghai 2010 World Exhibition. In his conclusion the Director General assured members of his full dedication to achieving as much as possible the main priority of actions of the Strategic Plan.

The Chair thanked the Director General and stated that he fully endorsed the report.

## **9/ Reports and recommendations from the National and International sub-Committees**

Henry Bredekamp, ICOM South Africa, chaired the sub-committee on National Committees. He presented some of the recommendations:

1. Make accessible expert's reports produced by Museums, notably to facilitate the integration and encourage young professionals to join ICOM's network.
2. Facilitate joint actions and training initiatives between National Committees from all parts of the world.
3. Promote ICOM's leadership achievements (ex. Code of Ethics) in order for Museums to make significant contribution to the development of Cultural policies in different countries.
4. Make better use of Information Technology means (intranet, extranet) to improve ICOM's communication within its network and beyond; more explicitly, improve ICOM's global communication policy, insufficiently served by ICOM-L and ICOM News.
5. Create a National Committees working group to favour exchanges among National Committees on ideas and issues for future discussion.
6. Develop a global policy on services among and for ICOM's network.
7. Considering the close relationship ICOM members have with their respective National Committee, ICOM Secretariat should develop means to facilitate exchanges between National Committees.
8. ICOM's international policy outreach should be developed along with the National Committees.
9. The implementation of ICOM's membership database must strengthen the links between all of ICOM's networks.

At the invitation of Henry Bredekamp, Dominique Ferriot, ICOM France, who was designated acting Secretary of the meeting on national committees, added the following recommendations:

1- On the issue of recruitment of new members, she noted that different points of view were expressed depending on the regions of world where National Committees are located. European Committees are preoccupied with sharp increases of new members, which would inevitably lead to an increase in managing costs. The North American countries expressed the lack of sustained relations and services between their Committees and ICOM.

African and Asian committees, for their part, expressed their interest in increasing their membership and were satisfied with the new membership fee structure, which would enable more young professionals to join ICOM.

2- On the issue of distribution of cards to individual and institutional members, it was noted that the increasing number of ICOM cards given to institutional members had not proven to be successful.

The sub-committee also recommended some changes to the membership subscription forms to better promote inscriptions from members to International Committees.

3- On the role of National Committees, it was requested from the Secretariat to improve the means to facilitate and encourage exchanges between National Committees; the Secretariat was also asked to ensure improved collaboration between National and International Committees and the ongoing participation of National Committees in the development of the ICs activities.

National Committees representatives also insisted on the fact that NCs are key actors in the development of cultural policies in their respective countries not just membership fees recipient for ICOM Secretariat.

4- On the issue of the International Museum Day, it was requested from the Secretariat to provide support and to disseminate information in a timely manner in order to allocate more time to countries, NCs and museums to organise such an important event.

Finally, Leif Pareli, ICOM Norway, added four recommendations, which were omitted in the previous report:

- To stimulate member recruitment by developing and expanding membership advantages especially for institutions.
- To stimulate members' participation in International Committees by linking the electronic application forms for membership to the one for Committee memberships.
- To increase ICOM's relevance for museum activities in general by developing more resources like the Code of Ethics in various fields.
- To encourage ICOM's initiative in the funding and running of National Committees of the Blue Shield in all countries where possible.

The Chair requested the acceptance of the previous recommendations by the Advisory Committee, prior to their translation in the three official languages. Henry Bredekamp, as chair of the separate meeting, endorsed the recommendations.

The Advisory Committee received and approved the recommendations of National Committees' meeting.

Marie-Paule Jungblut, Chair of ICMAH, thanked the Secretariat for its support during the meetings and the participants for their participation. She then presented the following recommendations from the International Committee sub-committee:

1. The International Committees need more assistance to grow and achieve better results. They need more intra-Committees communication and the support of the Programmes department to advocate ICOM's role.
2. A communication model should be developed between International and National Committees, Affiliated Organisations and Regional Alliances. Recruitment should be increased to develop the participation of National Committees members in International Committees.
3. The importance of the International Committees is not well reflected in the budgets. The 2009 International Committees budgets should be reinstated and increased for the year 2010.
4. A good financing policy should be developed to assist International Committees in their projects and to ensure a development outside North America and Europe. More assistance should be provided to help members to attend the meetings, and not only young members.
5. More transparency on the grants attribution should be achieved. The International Committees wanted to receive more feedbacks on the selection. Also, the role of the Standing Committee for International Committee should be clarified.
6. A meeting between National and International Committees should be held before the General Assembly.
7. A reference point inside the Secretariat should be set up to coordinate the actions of the International Committees and to assist them.
8. The participants proposed the theme 'Museums and Memory' for the General Conference and the International Museum Day.
9. A legal entity should be established in Paris which would enable the registration of Committees in other countries and the possibility to have sub bank accounts.
10. The UMAC's offer regarding a platform for publication should be taken in consideration. The International Committees should be included in ICOM's website.

The Chair asked if the Advisory Committee to receive and approved the previous recommendations.

The Advisory Committee received and approved the recommendations of the International Committees' meeting.

### **10/ Other matters**

The Chair asked the Committee members if other issues needed to be raised.

Lucía Astudillo Loor, Chair of ICOM Ecuador, invited the participants to the conference on Environmental, Cultural and Social Sustainability which would be held on January 5<sup>th</sup>-7<sup>th</sup>, 2010, in Cuenca, Ecuador, with the support of the Asia Pacific Centre for multicultural understanding chaired by Dr. Amareswar Galla.

Daniele Jallà, Chair of ICOM Italy, asked for the assistance and expertise of all members to implement an intervention programme for the museums in Italy which suffered from an earthquake. A virtual museum should be created in order to display the collections during the repairs.

Dominique Ferriot, Chair of ICOM France, asked for more information on ICOM's presence at the World Expo in Shanghai in 2010. The Director General answered by first mentioning that the theme of ICOM's participation to the Shanghai 2010 World Expo is: "*Museums, Heart of the City*". He indicated that ICOM Stand will be divided into three sections. The first one will be dedicated to ICOM's role, the second to a presentation in rotation, during the six months of the World Expo, of significant events taking place in museums, and the third one to ICOM members. He invited National and International Committees to present ideas, noting that there will be specific periods of time dedicated to each region of the world.

There being no other business to address, Knut Wik, Chair of the Advisory Committee thanked all members for their participation and announced that the meetings of the 73<sup>rd</sup> and 74<sup>th</sup> session of the Advisory Committee will take place in Shanghai on November 7<sup>th</sup>, from 9am to 5pm and on November 12<sup>th</sup>, from 1.30pm to 2.30pm.

The meeting ended at 12.30pm

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Knut Wik, Chairperson of the Advisory Committee