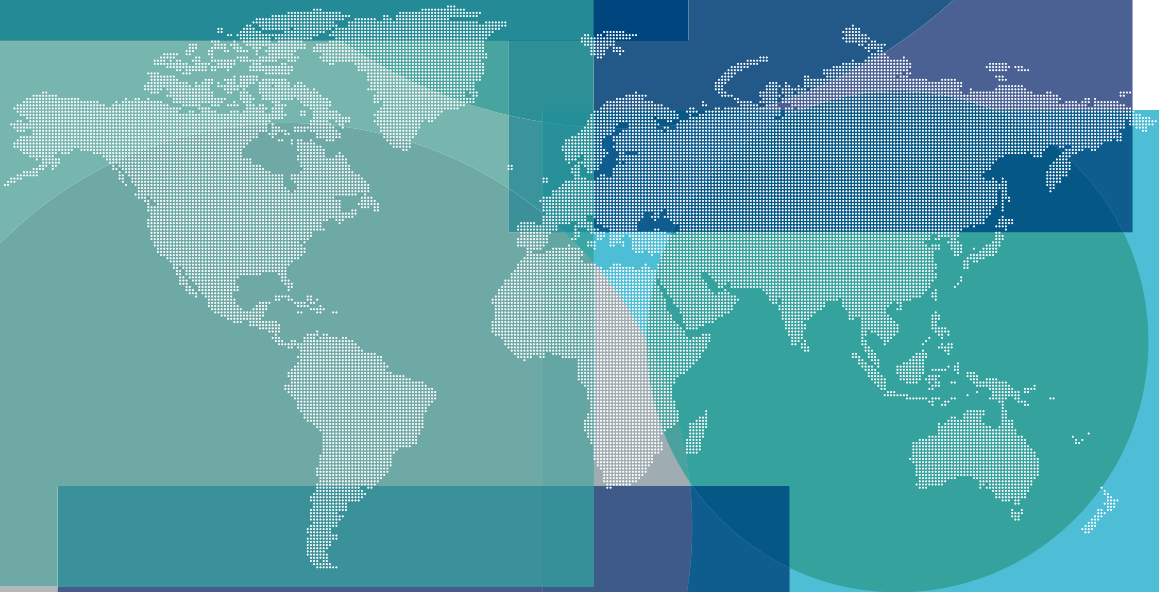


# ANNUAL REPORT 2012



INTERNATIONAL COUNCIL OF MUSEUMS  
CONSEIL INTERNATIONAL DES MUSEES  
CONSEJO INTERNACIONAL DE MUSEOS

## EDITORIAL



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I am delighted to note that in 2012, ICOM continued to meet the objectives of the Strategic Plan 2011-2013, with concrete achievements on all levels.

With 30,624 active members in 2012 (an increase of 3.7% over the previous year), the organisation successfully assisted museum professionals, and reinforced and renewed the services offered to members, ranging from conferences, symposia and seminars to magazines, scholarly publications and information-sharing tools to increase the expertise of museum professionals around the world. The significant increase in the number of member institutions (+8.4%) also demonstrates museums' keen interest in the activities and services offered by ICOM and its committees.

The organisation is today present in 136 countries and is constantly enhancing its policy of greater inclusion. International Museum Day, which celebrated its 35<sup>th</sup> anniversary in 2012, is a powerful testimony to this inclusion.

Some 32,000 museums in 129 countries participated in the event in 2012, bringing together the international museum community in a festive setting, with a view to raising awareness among the general public of the challenges today's museums are facing.

To help museums deal with these challenges, ICOM provides members with a series of practical tools. The publication of the *Emergency Red List of Egyptian Cultural Objects at Risk* in 2012, for instance, responded to a need to step up the fight against illicit trafficking of cultural property. ICOM also monitored the situation of heritage institutions in emergency situations, especially in Syria and Mali, and continues to support museums in danger.

Also in 2012, ICOM's International Committees held numerous professional meetings, which took place around the world. Whether in Tunisia, Namibia, Australia, Canada, Armenia or Finland, the International Committees demonstrated great energy, expertise and responsiveness to current issues in the museum world.

By reading this report, you will learn about the various projects initiated and implemented in 2012, many of which will continue into 2013. The report also presents information on the activities of ICOM's committees; I thank them warmly for their work and commitment.

I hope you enjoy reading this ICOM annual report for 2012.

**Dr Hans-Martin Hinz, ICOM President**

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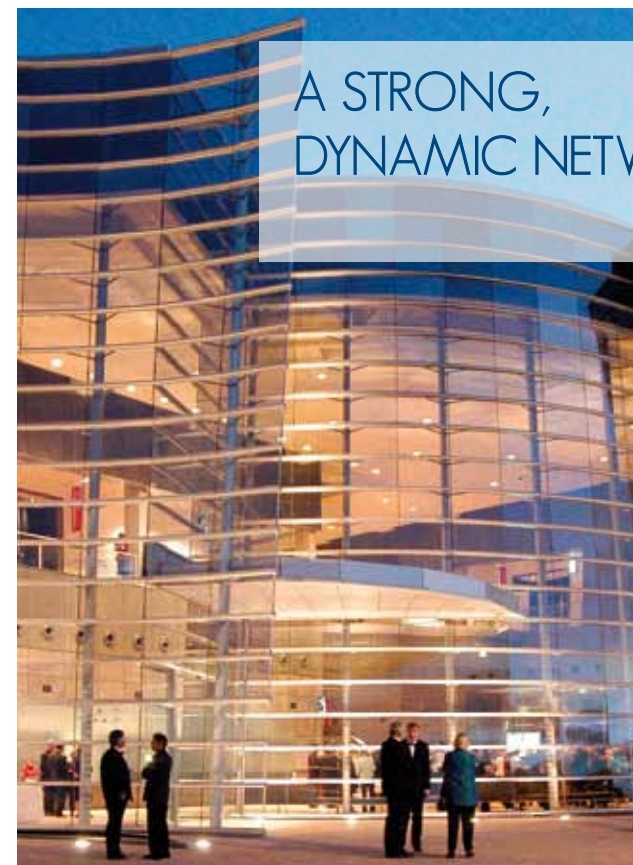
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## SUPPORTING THE ORGANISATION'S DEVELOPMENT

## Funding valuable projects

In accordance with the ICOM Strategic Plan objectives to encourage membership inclusiveness, diversity and participation, the Support to the Network programme continued to allocate funding to Committees and Regional Alliances to carry out various projects and activities. In 2012, funding amounted to around 15% of ICOM's annual budget. ICOM's Strategic Allocation Review Commission (SAREC) meets on a yearly basis to examine subsidy applications consistent with the organisation's Strategic Plan.

An integral part of this network support programme is the Special Projects fund. In 2012, 10 National Committees, five International

Committees and one Regional Alliance benefited from this programme, for a total amount of €52,943, allowing them to carry out projects, such as meetings, workshops and seminars as well as the completion of publications and digital achievements.

Through these various projects, Committees carried out important actions to disseminate knowledge and ICOM's expertise on local, regional and international levels. For instance, DEMHIST (Historic House Museums) together with three Working Groups of ICOM-CC (Conservation) held a joint conference in Los Angeles on the theme, *The Artefact, its Context and their*

*Narrative and Multidisciplinary Conservation in Historic House Museums*, while COSTUME published a web-based costume booklet, *Dressing a cool Belgian kid, ca.1660*.

Funded projects also enabled cooperation within the network. For instance, the First Congress of the National Committees of the Northern Region of ICOM-LAC was organised by ICOM Guatemala with the participation of ICOM Peru, Mexico, Costa Rica and Chile. Another example was the travelling exhibition, *Imagining the Balkans: Identities and memory in the long 19<sup>th</sup> century*, which was initiated with the participation of national history museums from 11 countries (Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Greece, Macedonia, Montenegro, Romania, Serbia and Slovenia) and with the involvement of ICEE (Exchange and Exhibitions) and UNESCO.

Other major events supported by ICOM as part of this programme included a conference held by ICOM Malta on *Environmental control in museums – the friendly approach*, which gathered 110 participants; a regional workshop organised by ICOM Azerbaijan on the theme *Collaboration among museum communities and state bodies for the development of intangible cultural heritage*; a workshop organised by ICOM Georgia on the interpretation of intangible heritage; and an international seminar on text visualisation of intangible heritage by ICOM Latvia. Finally, ICOM Burkina Faso organised special activities for International Museum Day, namely an open day in the National Museum, public conferences, and a study day on *Ethical practices in Burkina Faso museums; Ethics: framework and borders in scientific research in Burkina Faso*; and *The illicit trafficking of cultural goods*.

## Favouring inclusion

In 2012, the ICOM travel grant scheme funded 125 bursaries, amounting to €61,534, enabling professional researchers and young members to attend conferences. For instance, 23 award recipients from 21 developing countries attended the CIMAM 2012 Annual Conference (Modern Art) thanks to the support of The Getty Foundation, who also allowed CIDOC (Documentation) to welcome 21 bursaries and two young profes-

sionals from developing countries to attend its conference in Helsinki. Meanwhile, ICEE offered grants to three young and four experienced professionals; ICME (Ethnography) awarded seven grants for the ICME 2012 Namibia conference to African and European professionals; and ICR (Regional museums) provided two grants covering registration to the ICR annual meeting, as well as food and accommodation, for young members travelling from Croatia and Tanzania.

ICOM National Committees also offered financial assistance to their members to attend annual meetings, workshops and other important museum events. For instance, ICOM Barbados, ICOM Colombia, ICOM Moldova, ICOM Zambia, ICOM Portugal and ICOM Mexico awarded travel grants in 2012 for participation in the annual meetings of the International Committees. ICOM Estonia allocated four grants in the amount of €650 for participation in the International Committee meetings of CIDOC, INTERCOM (Management) and SIBMAS, the Affiliated Organisation of Libraries and Museums of Performing Arts. Additionally, ICOM Finland granted financial support for 16 other members to take part in the international committee meetings around the world and ICOM Israel allocated its annual scholarship in the amount of 500 to 1,000 USD. Meanwhile, ICOM Germany supported the inclusive participation of its members by establishing the 'Support for young members' participation in International Committees Meetings in 2012' programme. ICOM Czech Republic provided 25 scholarships and fellowships to members for participation in the International Committee meetings of GLASS, MPR (Marketing and Public Relations), CIMUSET (Science and Technology), CIDOC, ICMS (Security) and COSTUME. Finally, ICOM Switzerland created a fund (CHF 3,000) to support the participation of three experts in international conferences.

## COMMUNICATE ACROSS THE WORLD

### Internet-based activities

In 2012, on the ICOM institutional website 1,464,290 pages were visited by internet users in 217 countries. The number of visits to the website increased by 50% between 2011 and 2012. The site has been improved by ensuring information is updated regularly and through consistent maintenance. An additional 13 ICOM Committees chose to have their websites hosted on the ICOM Platform, in order to benefit from all its functionalities and the regular technical support. Among these committees were ICTOP (Training), ICMAH (Archaeology and History), ICOM Colombia, ICOM Philippines, ICOM Lithuania and ICOM Slovenia, bringing the total number of committee websites hosted to 32. As part of a special project, ICOM Greece also created a new website, announced in March 2013 in Greek and English.

Many other ICOM Committees refreshed their websites by increasing the amount of up-to-date information and by enhancing their features and services. For instance, ICOM Israel allowed its institutional members to advertise free banners on its website, while CIMUSET developed its existing website by translating it into Chinese. The new website of CECA (Education and Cultural Action) had two major objectives: on the one hand, to give members the opportunity to download relevant documents and on the other, to allow members to connect through the most popular social networks (Twitter, Facebook, LinkedIn, and Flickr).

Other committees have extensively used social media as a means of facilitating exchange between members, promoting events, collecting comments during and after the activities. CIPEG (Egyptology), ICOM Austria, ICOM Costa Rica, ICOM Georgia and ICOM Mongolia all created Facebook profiles, which helped them to increase their number of members. ICOM Committees are also making use of other information media for dialogue with members, such as blogs and channels on Vimeo. Several are working on new and creative digital projects. For example,

ICTOP is developing an archive internet location for all of the committee's productions over 40 years. It will include past newsletters, papers, proceedings, reports, etc. The database created by UMAC (University Museums) presently contains 3,106 records encompassing museums and collections from 66 countries or territories, while CAMOC (Museums of Cities) is continuing to develop a database in order to map city museums by means of a questionnaire submitted to eight of these museums for a pilot assessment.

The committees' newsletters provide conference announcements, reports, summaries of projects and original articles, enabling members to exchange ideas and to build new discourses on museum issues. ICOM Korea and ICOM Barbados published their newsletters for the first time, while CIMAM created Contemporary Art Museums Watch, which is a series of newsletter publications initiated in January 2012, informing on the different critical situations of museums and collections in countries and regions affected by world economic and political crises.

Finally, in order to increase its visibility on the internet, and to keep members, partners and all museum professionals up to date on events in the field, the ICOM blog (ICOM INSIDE) was developed in 2012 and launched in 2013. The blog will be accessible to all internet users in the three languages of ICOM.

### Revamped promotional tools

Several of the network's promotional tools were updated to ensure high-quality representation of ICOM's activities. Graphic standards for use of the ICOM logo were distributed to ensure the correct logos appear on all ICOM material.

ICOM membership forms were made consistent and modernised, while promotional leaflets on the International Committees were sent to the National Committees to encourage new members to sign up and to facilitate their choice.

An institutional brochure was also produced to promote ICOM and its network. The leaflets

contained inside are available in three languages for each committee and can be translated into their local language.

A document on how to promote their events throughout the network was also sent out to committees.

Finally, two types of promotional flyers (for individual and institutional members) were created in the three ICOM official languages (English, French and Spanish) to motivate both museum professionals and institutions to join ICOM. These flyers were later transmitted to National Committees to be adapted to their specific needs. The flyers have been translated in Dutch, Slovenian, Japanese, Portuguese and Chinese.

### A press and marketing campaign

In 2012, ICOM launched a press relations strategy through extensive worldwide press coverage, including the publication of the *Emergency Red List of Egyptian Cultural Objects at risk*, International Museum Day, and the restitution of the Nok head and Peruvian archaeological objects.

ICOM also broadened its marketing campaign through its enhanced participation in several important meetings such as the *Communicating the Museum* conference, which took place from 27 to 29 June in New York and the 2012 American Alliance of Museums (AAM) Annual Meeting and MuseumExpo, which were held from 29 April to 2 May in Minneapolis-Saint Paul on the theme, *Creative Community*. The ICOM community was actively involved in the AAM meeting, hosting several sessions representing museums and museum projects around the world, such as the joint meeting of ICMAH, ICR and ICME. In addition, ICOM hosted a booth at the MuseumExpo for three days, as a meeting point for ICOM members and an information space about the latest ICOM projects and programmes. ICOM US also participated in a number of sessions and events, attended by Dr Hans-Martin Hinz, ICOM President, who had the opportunity to address US members. Some ICOM International Committees also hosted sessions: ICMAH provided an opportunity to discuss the creation of explore-poverty.org. ICR and ICME presented creative ideas for small European museums, as part of the Small Day programme. Finally, the US Committee of the Blue Shield,

which works on the protection of world cultural heritage threatened by natural and human made disasters, organised a Business Reception dedicated to the protection of cultural property during armed conflict, which gathered ICOM representatives. Thanks to these sessions, ICOM's global impact and commitment were highlighted and the work of ICOM members was accordingly promoted. Furthermore, email campaigns were developed in the US to announce ICOM events and motivating new members to join the ICOM network.

In keeping with its marketing strategy, ICOM partnered with the *Forum d'Avignon* and the *Best in Heritage* events in order to increase its visibility. Three ICOM members participated in the Forum d'Avignon, France, from 15 to 17 November, 2012 where they were interviewed by worldwide reporters gathered at the site. About 130 participants, coming from 31 countries, attended the annual *Best in Heritage* conference which took place from 27 to 29 September in Dubrovnik. ICOM Director General delivered a key speech on Ethics for the Heritage Sector and actively participated in the event.

In order to increase ICOM's visibility on the internet, to communicate ICOM's values and projects to the general public, and to inform potential ICOM members, a Google Ad words campaign was launched in December 2012. Three campaigns were launched in total: two on the General Conference and one on the Red Lists. The campaign is to be continued in 2013.

ICOM also established a new media partnership with *Le Journal des Arts*, a bi-monthly art magazine read by museum professionals. As a part of this two-year partnership, ICOM will contribute frequently through advertising or written articles. A similar partnership was formed with *The Art Newspaper*, which sponsors the General Conference in Rio.

## INTERNATIONAL MUSEUM DAY



**More than 32,000 museums participated in International Museum Day 2012, in 129 countries.** On this occasion, conferences, free guided tours and night-time visits, concerts, workshops, educational programmes and innovative games for all ages related to the theme *Museums in a Changing World, New Challenges, New Inspirations* were organised by museums but also by ICOM National Committees in collaboration with local cultural institutions all around the world.

ICOM Côte d'Ivoire held an event, attended by 1,500 participants. A training workshop on collecting ethnographic objects was held by ICOM Congo in association with the National Museum to initiate young museum professionals in collecting art objects and creating advertising campaigns; ICOM Togo organised a training session in drawing for school-goers. In Latin America, ICOM Argentina and ICOM Mexico organised respectively a professional study day and a seminar on the IMD theme. Under the auspices of the Ministry of Culture and Heritage, ICOM Madagascar organised an exhibition and a debate on the IMD theme, aimed at raising local community and authorities' awareness and commitment to museums.

ICOM Iceland took part in IMD by supporting students in museum studies at the University of Iceland, with a *Pop-up-Museum* and in Estonia, Museum Night was held on 19 May, where the common theme for all museums was the 100<sup>th</sup> anniversary of Estonian Film – more than 200 museums were open from 18-23 May for 68,868 visitors. ICOM Mongolia held a photo exhibition on Museum day at the National History Museum and ICOM China organised its main celebration activity in Guangxi, which included an academic forum, an exhibition and relevant activities. ICOM Lithuania was involved in the celebration of the Year of Museums in the country and actively participated in programming an international day of museums of great magnitude on this occasion. In terms of communication, ICOM Peru and ICOM Cyprus published a brochure regrouping all the International Museum Day activities in their respective countries and ICOM Germany created a dedicated website for the event.

To celebrate the 35<sup>th</sup> anniversary of IMD, ICOM launched a photo contest, *Me in My Museum*, inviting museum visitors around the world to take pictures of themselves displaying the event's official badge. An international jury selected the winning photo according to the following criteria: highlighting the 35 years emblem, the originality of the location and the energy and enthusiasm of those posing for the photo. The winning picture was taken in front of the Tel Aviv Museum of Art, Israel.

ICOM President Dr Hans-Martin Hinz launched IMD from Bahrain. He also attended the IMD symposium and celebration in Doha, Qatar, alongside the chairpersons of ICOM Qatar, representatives of the Qatar Museums Authority and Qatari museum colleagues.

In 2012, ICOM was once again a patron of the European Night of Museums, an event that announces International Museum Day in the spirit of an all-day and all-night museum weekend. The organisation also partnered with the CNES Space Observatory, which created a special programme, offering a contemporary and original view on museum practice.



## DEVELOPING MUSEUM AND HERITAGE EXPERTISE

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### PROMOTION OF STANDARDS IN THE MUSEUM FIELD

#### The ICOM Code of Ethics for Museums

The *ICOM Code of Ethics for Museums* is a world renowned standard for museums and museum professionals on an international level. The successful dissemination and translation of the ICOM Code into numerous languages reflects the enduring importance of the Code and its position as a core ICOM standard. The publication was this year translated into Russian, Estonian, Romanian, Lithuanian, Polish and Czech. The translations of the Code of Ethics have allowed museum professionals as well as local and academic authorities and the general public to be

informed about the basic museum principles and applied it to national contexts. In addition, with few copies remaining of the latest edition, published in 2006, ICOM Secretariat took the opportunity to rethink the publication's design, a sober combination of blue and grey tones, and develop a fresher, more vibrant image to reflect the world we live in today and the dynamic face of museums. The core content remains identical, with the exception of some outdated items including the introduction, acknowledgements, and the presentation of the organisation's mis-

sions. The new version of the *ICOM Code of Ethics for Museums* is now available online in the organisation's three official languages.

#### Active promotion of ethics on an international level

Seminars, workshops, meetings and training programmes were organised by National Committees for museum professionals throughout 2012, in particular ICOM South Africa and ICOM Burkina-Faso in Africa; ICOM France, ICOM Portugal and ICOM Austria in Europe; and ICOM Guatemala and ICOM Argentina in Latin America. These events, often organised in collaboration with local government bodies and other cultural organisations, are aimed at disseminating knowledge by welding national and international experts who point out the significance for every museum to be aware of its responsibilities in relation to museum ethics.

In addition, several National Committees carried out many efforts to incorporate the Code of Ethics into national legislation in their countries. For instance, ICOM Denmark worked on the promotion of the Code of Ethics in connection with a new Museum Act that was discussed and adopted by the Danish Parliament. The committee is also working with the Danish Agency for Culture on a publication on ethical grey zones in museums aimed at museum employees and board members. ICOM New Zealand redrafted the *Museums Aotearoa Code of Ethics*, which refers to the ICOM Code of Ethics, and the *Draft Code of Ethics for Natural History Museums*, to be tabled at the Executive Council Meeting in Rio. ICOM Russia entered discussions with the

Ministry of Culture who would like to elaborate a Code of Ethics for cultural organisations based on the ICOM Code of Ethics. Finally, mention must also be made of the increasing number of institutional members who are teaching ethics as part of museology courses at universities, helping to enhance the importance of the Code within the academic world.

Finally, as part of its action in the fight against illicit traffic in cultural goods, ICOM General Secretariat promotes the Code of Ethics as the intellectual basis for its position and actions in this area. Each project, meeting and conference on the issue of illicit traffic in cultural property is a new opportunity to actively promote the Code.

#### Reinforcing the definition of standards for museums

Some committees went further in establishing ethical standards for museums. For instance, ICOM Germany and the *Koordinierungsstelle Magdeburg* (central German public service institution for the documentation of cultural assets and lost cultural assets) translated into German the *ICOM Checklist on ethics of cultural property ownership*, while ICOM China published the *Chinese Code of Ethics for Museums Staff* and put it on its official website. Under the auspices of ICOM Greece, the 8<sup>th</sup> edition of the *Handbook of Museology* was published.

Finally, the *Memorial Museums Charter* produced by IC MEMO (Memorial Museums) approved by the committee in Paris in 2011, was adopted by the International Holocaust Remembrance Alliance (IHRA).

### PROFESSIONAL EXCHANGE

#### ICOM International Conferences

The work carried out by the International and National Committees was illustrated by the growing

number of joint meetings organised throughout 2012, allowing them not only to develop synergy but also to promote a better understanding of the importance of ICOM standards, and enhance international awareness on heritage protection and ethics. During the year 2012, the International Committees organised a total of 32 annual

conferences in 21 different countries with more than 2,200 participants. ICME brought 129 participants together on the theme *Com-modifying culture: cultural villages and living museums* in Windhoek, Namibia. CECA's annual conference dealt with the theme *Written communications in museums: Tradition and Innovation*, with 292 participants gathered in the Armenian capital. ICOFOM (Museology) organised its meeting in Tunis, Tunisia, in collaboration with ICOM Tunisia and ICOM Arab on the subject *The Empowered Visitor: Process, Progress and Protest*. ICMS dedicated its annual meeting to *Threats for the treasury and its evacuation in case of disaster or threats* in Tbilisi, Georgia, and INTERCOM's meeting on *#Museums Challenges* took place in Sydney, Australia. CIMCIM (Musical Instruments) in cooperation with the American Musical Instrument Society (AMIS) held its Annual Conference on the subject *Do displayed instruments become works of art?* in New York. Finally, the second annual conference of COMCOL (Collecting) was organised together with ICAH (Archaeology and History) and ICOM South Africa in Cape Town. The theme of the conference was *Museums and the idea of historical progress*.

The Regional Alliances were also very active, like ICOM-ASPAC (Asia-Pacific), whose 2012 General Assembly was held in Wuhan, China on *Today's museums: interdisciplinary approaches* with more than 130 participants. The first ICOM CECA Asia-Pacific Regional Meeting took place in Chiba, Japan on the theme, *The possibilities of museum education*, and the 5<sup>th</sup> General Conference of Asia Europe Museum Network (ASEMUS) on *New and sustainable museum education* in Seoul. Many National Committees also organised important events. The International Museum Festival, Intermuseum 2012, co-organised by ICOM Russia with the Ministry of Culture in Moscow, brought about 2,000 participants together on the theme *Museums and Tourism*. ICOM Brazil, in partnership with CAMOC organised *The International Meeting of Museums of Cities*, in Rio de Janeiro, on cultural and social policies contributing to the rehabilitation

of the Historical Museum of the City of Rio de Janeiro into a contemporary city museum.

ICOM Israel held *The first national convention on conservation of cultural heritage* to celebrate the 40 years of the World Heritage Convention, while ICOM Estonia celebrated its 20<sup>th</sup> anniversary during its annual meeting, reviewing the committee's activities in 20 years and launching its webpage. ICOM Norway, ICOM Sweden, ICOM Finland, ICOM Denmark and ICOM Iceland participated in the Annual Meeting of the Nordic ICOM Committees in Helsinki, Finland. In collaboration with ICOM Canada and the Board of Montreal Museums, AVICOM (Audiovisual and New Technologies) organised a conference entitled *The development of new museology professions* in Montreal, with 110 participants attending, while ICOM Spain got involved in the ICAMT (Architecture) Annual Conference, *Delivering value in Museums Projects –The Spanish experience*, which took place in Madrid.

### Encouraging inclusive dialogue

ICOM was once again the main patron and sponsor of *The Best in Heritage* 12<sup>th</sup> edition, in Dubrovnik, Croatia. This international annual event celebrates successful and innovative approaches on heritage and conservation projects from 31 countries, with 133 participants. The *Fifth International Conference on the Inclusive Museum*, at the University of the West Indies, Cave Hill, Barbados, on the theme *How can the institution of the museum be more inclusive?*, showed the organiser's commitment to inclusion as one of the Strategic Plan priorities. Finally, the ICOM International Museum Meetings brought together more than 200 members who examined over the course of three days primary topics concerning the international museum community (management in a changing framework, illicit traffic as a global problem, museums and excellence) as well as the strategies to strengthen ICOM's further actions. During the meeting of the ICOM Advisory Committee, Milan was

chosen as the host city for the ICOM General Conference 2016, recognising the quality of the bid prepared by ICOM Italy.

### Editorial activity

The International Committees engage in extensive publishing activity, including conference proceedings of their meetings, often published with the cooperation of the host museum institutions or other important cultural organisations. For instance, CIMUSET worked on the book *Technical Museums as Guardians and Educators*, proceedings of the CIMUSET conference, held in Brno, Czech Republic, and CECA published *CECA best practice I, a tool to improve museum education internationally* in three languages. CAMOC's electronic publications: *Our greatest Artefact: the City. Essays on cities and museums about them* containing 14 papers from CAMOC conferences in Istanbul (2009), Shanghai (2010) and Berlin (2011).

ICOM-CC (Conservation) collected the proceedings of the 4<sup>th</sup> Working Group Interim Meeting in the book *The Artist's Process: Technology and Interpretations, which deals with the artistic process as manifested in the artwork of 19<sup>th</sup> and 20<sup>th</sup> century painters*. The results from the project developed by COSTUME and entitled, *A new old costume for Brussels*, were gathered in the publication: *Dressing a Cool Belgian Kid, ca. 1660*. ICLM (Literary Museums) produced a DVD with photos and concerts as a part of its publication *Literature and Music Proceedings of the ICLM Annual Conference 2011 with some papers of ICLM Annual Conference 2010*. GLASS edited the first issue of the journal, *Reviews on Glass 2012*, which can be viewed online, and ICOMAM (Arms and Military History) created Issue 9 of its magazine with articles written in English and French. The Latin American wing of ICOFOM worked on the second *Museology research seminar for Portuguese- and Spanish-speaking countries* in Portuguese and Spanish. In the context of a training session on Emergency procedures for museums in Haikou, China, the *ICMS Handbook on Emergency Procedures* was translated into Chinese.

National Committees also carried out productive editorial work in 2012, with the publication of books, special papers and translations of ICOM standards. For instance, ICOM Poland co-edited the new series of the manual for museum studies, *Muzeologia*; four volumes have already been published and six others are up-coming. ICOM Georgia published the quarterly journal, *Spektri*, including information about the committee and encouraging its members to publish articles on cultural heritage and art issues. In addition, ICOM Singapore provided its support to the ACM (Asian Civilisations Museums) in publishing *Innovation and Adaptation: Marine Archaeology in Southeast Asia*, which is a compilation of papers presented at the conference on Maritime Archaeology. ICOM Lithuania, ICOM Czech Republic and ICOM Russia translated *Key Concepts of Museology* into their local languages. Finally, ICOM Brazil also formed a partnership with ICOM Portugal to produce a Portuguese edition for 2013.

ICOM's committees collectively publish around 165 publications per year. In response to the committees' request for the following support in the production of their publications (design, editorial and peer-review guidelines) and in order to assist its committees in their publishing efforts, in 2012, ICOM developed a publishing manual with guidelines and some rules to be respected by all committees when publishing content. The manual contains editorial and graphics charts as well as instructions for the creation and management of a peer-review committee in accordance with best practice. It also contains information on copyright and other legal issues, sample publishing contracts, tips on distribution, and ideas on how to promote publications, particularly through the ICOM network. The manual includes certain procedures to be followed by committees when publishing works (for example, contact with ICOM Secretariat, ISBN numbers, re-prints, translations, etc.).

### Participating in research in the museum field

Working groups of museum professionals developed new scientific, academic and digital projects

throughout 2012. For instance, ICOM NATHIST (Natural History) is working together with the World Association of Zoos and Aquariums and Botanic Gardens Conservation International on the website programme *Platform 2022*, the global initiative on the wise use of nature to give museums a voice in encouraging global governments to take positive action on climate change. Other museums and institutions from all over the world are invited to join them. Global Egyptian Museum (<http://www.globalegyptianmuseum.org>) remains under the aegis of CIPEG and currently 17 museums in 12 countries are represented, with 14,975 objects fully accessible and searchable. ICOMAM was involved in the development of *The Art and Architecture Thesaurus* (Dutch Version), which consisted of a list of terms and scope notes in the field of Uniforms and Edged Weapons.

ICTOP's project, *An International Study of Professional Education Offerings for the Museum and Heritage Sector – Towards a Global Understanding*, is moving to its second phase as it continues to map providers of professional museum training all around the world and extend database contacts, information, analyses and reports to be made available to the community. Mention must also be made of the institutional members of the International Committees, whose efforts on local research were remarkable in 2012. The DEMHIST Mexican working group is developing a directory of Historic House Museums in

Mexico in which museums are classified in order to compare the categories to those suggested by DEMHIST; the UMAC Italian research group presented at the Italian Ministry for Education, University and Research developed a proposal of a schedule agreement among 12 Italian universities for the project, *Computer technologies and the new realities for the knowledge, networking and valorisation of scientific cultural heritage: the role of the University Museum network*, which will last 24 months. A representative of ICOMON (Money and Banking) for Asia West is working to compile a list of money museums worldwide, which will be published on the committee's website in 2013. Meanwhile, ICOM Australia supported a retired museum professional to travel to London and Brussels to continue working with COSTUME to create an online resource to support the preservation and presentation of costumes by community-based museums. The Goethe-Institut in Minsk organised in cooperation with ICOM Belarus, ICOM Germany and Tradicia History Service a working group and seminars on the theme, *Museums as education centres in the 21<sup>st</sup> century: project for capacity building of Belarusian museums*. This initiative aimed to strengthen Belarusian museums as centres of national identification and democratic development.

Finally, CECA held a seminar in Buenos Aires, Argentina, addressed to museum educators willing to learn how to develop research activities.

## STRENGTHENING ICOM'S GLOBAL LEADERSHIP IN THE HERITAGE SECTOR



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### THE FIGHT AGAINST ILLICIT TRAFFIC IN CULTURAL GOODS

#### Red Lists: raising awareness

In 2012, ICOM reinforced its commitment to lead world policies on the fight against illicit traffic in cultural goods. This requires the enhancement of both legal instruments and practical tools disseminating information and raising public awareness. The renowned ICOM Red Lists of Cultural Objects at Risk are a good example of practical tools that are efficient on a broad scale. Officials, professionals and individuals constantly refer to them when suspecting objects of having an illicit origin. Red Lists are used at borders by customs agents to identify cultural goods at risk; they have been referred to by individuals and police officials to stop the

sale of suspected items and are even consulted by private buyers when completing their due diligence before concluding a sale. In this way, ICOM's Red Lists have been credited with facilitating identification and seizure of numerous objects. In 2012, some important artefacts were returned to their countries of origin thanks to the Red Lists. Firstly, 10 Nok statues and one carved tusk were returned to Nigeria by officials from the U.S. Immigration and Customs Enforcement agency (ICE) on 26 July, 2012. An investigation followed the seizure of these objects by local customs authorities at a French airport in April 2010, where they were en route

### ICOMMUNITY: THE NEW COLLABORATIVE PLATFORM FOR ICOM MEMBERS

In order to enhance communication possibilities taking into account the international context and increase exchange among the museum community, ICOM created ICOMMUNITY, a professional collaborative platform for members. The platform is a modern, attractive tool which allows user-friendly interaction and information sharing. News, events, reports by topic and learning videos are all displayed online and can be updated by members themselves, facilitating debates on specific issues and contributing to ongoing reflection to foster

professional development. After its launch on 30 June, 2012, ICOMMUNITY is being improved and developed to allow ICOM Committees to benefit from this efficient way of uniting the museum community. The improvements are based on three main features: access to documentation, a sharing point for ICOM members, and collaboration possibilities. Some 10% of ICOM members connected to ICOMMUNITY in 2012, and hundreds of events were shared on the platform.



for exportation to the US. This important event for Nigerian cultural heritage came in the wake of an investigation carried out by the agency and ICOM was invited to participate and contribute its expertise. Secondly, the French central office for the fight against illicit traffic in cultural goods (OCBC) specifically stated that ICOM's *Emergency Red List of Iraqi Antiquities at Risk* helped in the recovery and restitution of 13 Iraqi archaeological objects from the ancient civilization of Mesopotamia, dated from 2350 BC to 1700 BC. The seized objects — two cones and some tablets of clay with cuneiform writing — were identified by OCBC investigators through an auction website due to their likely Iraqi origins. The seized objects were returned to Iraq on 3 December, 2012 during a ceremony held in the Iraqi Embassy in Paris, in the presence of his Excellency the Ambassador of Iraq, representatives from the OCBC, the French Ministry of Culture and ICOM.

An increasing number of national governments, specifically the British and Australian ones, are referring to ICOM's Red Lists as part of the due diligence procedures when acquiring cultural objects. Mention should also be made of the ICOM National Committees, which are carrying out important initiatives to establish national policies on illicit traffic in coordination with governmental bodies. For instance, ICOM South Africa is represented on the South African Endangered Species Unit, which deals with the theft of artworks from South Africa, and ICOM took part in a meeting on *Capacity-building and awareness-raising on the fight against illicit trafficking of cultural property* for the South-east European region, in Gaziantep, Turkey, with the participation of the UNESCO Turkish National Committee, national security officials, Interpol officials, representatives from 11 South-eastern European countries, the Ministry of Customs and Trade, universities and civil organisations.

In accordance with its public service mission on emergency prevention and response, ICOM Secretariat, along with its Disaster Relief Task Force (DRTF) and its International Committee for Egyptology (CIPEG), pooled their resources in order to monitor and analyse as accurately as possible the situation and risks that Egypt's heritage and the country's museums and sites were facing, in cooperation with directors of

national museums and the Ministry of State for Antiquities of Egypt. ICOM then published the *Emergency Red List of Egyptian Cultural Objects at Risk*, which aims to help art and heritage professionals and law enforcement officials identify Egyptian objects that are protected by national and international legislation. It was officially presented for the first time in Cairo, Egypt in February 2012 and again three months later at a European ceremony held in Hildesheim, Germany.



ICOM prepared new Red Lists in 2012, which will be published in 2013. In order to renew its commitment to protecting African cultural heritage at risk, ICOM is working on the creation of a Red List for West Africa with a special focus on Mali. In response to the conflict situation in Syria, an Emergency Red List of Syrian cultural objects at risk is also planned to be released in 2013, thanks to the support of the U.S. Department of State. Finally, a Red List for the Dominican Republic will be launched in July 2013.

### An International Observatory

The 1970 UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural

Property encourages studies by relevant organisations on matters relating to the illicit movement of cultural property. In this context, in December 2012, thanks to European Commission funding, ICOM launched its International Observatory on Illicit Traffic in Cultural Goods project to ensure continuous, extensive research and reporting, in close cooperation with a wide range of international partners.

The International Observatory will consist of daily monitoring, gathering and compiling of information in relation to illicit traffic in cultural

goods. The acquired information will be used to implement a dedicated website, available to the general public, which will disseminate all the information available and act as an activity hub for ICOM and its partners in this fight. This three-year project will provide unique monitoring activity and work analysis leading to the publication of the first Global Report on the worldwide issue of illegal traffic in cultural property.

The launch of the website is planned for the end of 2013, and the publication of a Global report is set for 2015.

### INTERNATIONAL STRATEGIC PARTNERSHIPS

#### ICOM and AFRICOM: close partners for the future

In 2012, ICOM continued to develop and enhance strategic partnerships with influential organisations in the heritage world. On 1 May, 2012, a Memorandum of Understanding (MoU) was signed with the International Council of African Museums (AFRICOM). Originally an ICOM capacity building programme for Africa, it moved on to become a Regional Alliance and subsequently an Affiliated Organisation of ICOM. With the signing of the MoU, AFRICOM will be able to represent ICOM's positions and actions in Africa, in consultation with ICOM General Secretariat. ICOM and AFRICOM agreed to cooperate with each other through their appropriate bodies and strive to develop collaborative actions in the following areas of common interest: the establishment of documentation standards; the fight against illicit trafficking in heritage programmes and/or projects, accompanied by a campaign aimed at raising awareness among the public and local authorities on illicit traffic, fraud and the forging of documents in Africa, as well as seminars and training sessions; the promotion of cultural diversity and intercultural dialogue addressed by cultural policies in Africa; the promotion of African regional integration through museum events; the promotion of exchanges and the unity of museum and heritage professionals across Africa in order

to share knowledge and experiences; actions to promote the role of African museums in the areas of sustainable development, cultural tourism, tangible and intangible heritage; and the encouragement of African international cooperation through regional approaches in different parts of the continent.

#### Institutional partners working with ICOM

In line with its work on diverse International Conventions on heritage, ICOM continued to cooperate closely with UNESCO throughout 2012. In this vein, UNESCO provided official mandates to ICOM to carry out a museology assessment study to evaluate the need for a new international standard-setting instrument on museums, following a meeting of experts held in Rio de Janeiro in July 2012, as well as an emergency training programme in Cairo with the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), which was prepared jointly by UNESCO and ICOM.

#### National partners alongside National Committees

Several National Committees of ICOM also secured partnerships in order to pursue various initiatives. For instance, ICOM Andorra collaborated with the UNESCO National Committee of Andorra

(CNAU) to prepare a series of conferences dedicated to illicit trafficking in artworks, to be held in 2013

ICOM Argentina worked closely with the International Council on Monuments and Sites (ICOMOS) and ICCROM to disseminate the Museum Storage Reorganisation project. ICOM Georgia worked with the ICOMOS National Committee in Georgia and the Georgian Library Association to establish the Blue Shield National Committee.

Most National Committees also maintain close working relationships with the governmental bodies responsible for cultural policies by participating in meetings, workshops on museum issues and thus collaborating to improve national museum programmes. ICOM Brazil provided proposals for both the Rouanet law (allowing companies to invest in culture and citizenship) and the ICMS law (Cultural initiative laws in Brazil). ICOM Costa Rica helped constitute the General Culture Law by participating in workshops organised by the Ministry of Culture and Youth. Additionally, ICOM Finland participated in a preparatory meeting to establish a National Committee to follow and participate in the work of the European Standardisation in Cultural Heritage programme (CEN/TC 346 "Conservation of Cultural Heritage"), and ICOM Greece acted as the scientific security advisor to a working group established by the Ministry of Culture on this issue.

Board members of ICOM Moldova participated in the public debates and discussions on the Cultural policy strategic plan 2013-2020 initiated by the Ministry of Culture of Moldova. ICOM Portugal has been very active in national museum policies, particularly following the reform of the former Portuguese Ministry of Culture (now Secretary of State) and the recent budget cuts due to the financial crisis. In addition, a public debate was organised by ICOM Portugal and ICOMOS Portugal on the governmental reform introduced in Portugal regarding the joint management and jurisdiction of museums and monuments under a single structure (Directorate-General for Cultural Heritage). ICOM Switzerland presented its arguments regarding the importance of museums and museum professionals in the context of the Swiss

Arts and Culture Promotion Act. Some recommendations and ideas given by ICOM Mongolia for improving the situation for museums today were approved by the Ministry of Culture, Sport and Tourism. And finally, ICOM South Africa contributed to the Training Policy for South African Museum Professionals.



The year 2012 was unfortunately marked by various natural and human-made disasters. In order to evaluate the damage to cultural heritage, ICOM put in place its emergency institutional mechanisms led by its Disaster Relief Task Force (DRTF). National and International Committee members carried out effective work on reporting on the events and ICOM DRTF and the Blue Shield international network, chaired by ICOM, launched important actions to monitor the situations, establishing the appropriate response measures, disseminating the information through the network and appealing to the international museum community to participate in the evaluation of missions.

#### CHILE

DRTF members contacted the national networks and confirmed that no damage to heritage was reported during the major earthquake that hit Talca, south of Santiago.

#### INDONESIA

After the Indian Ocean undersea earthquake that struck 431 kilometres off the coast of the city of Banda Aceh, ICOM monitored and reported on the situation within the network, and was able to confirm that museums had suffered no damages.

**ITALY**

As churches and other monuments were heavily affected during the two major earthquakes that occurred in Northern Italy, ICOM's Disaster Relief Task Force monitored the event and, in view of the safe state of museums decided that there was no further need for extensive reporting.

**MALDIVES**

When the National Museum of the Maldives was vandalised by suspected Islamic militants, ICOM monitored and reported internally on the situation since practically all exhibited objects from the Pre-Islamic era of the Indian Ocean archipelago were destroyed beyond repair.

**MALI**

Following the coup d'état, Mali's three largest northern cities, Kidal, Gao and Timbuktu, were overrun by the rebels on three consecutive days. ICOM prepared along with members of the Blue Shield network, an official Blue Shield Statement in May 2012 and continues to monitor the country's unstable situation. Severe damage to monuments and attacks on specific mausoleums in Timbuktu have been reported. ICOM is currently drafting a plan, in cooperation with the Smithsonian Institution, to support the Malian museum community.

**MEXICO**

Immediately after the earthquake struck in southern Mexico, ICOM drafted a Watch List containing the contact information of affected museums and heritage sites in the region. ICOM called on each of these institutions personally to acquire further information on the state of the museum and possible damages and losses in terms of both personnel and collections.

**SENEGAL**

Following the February confrontations in Dakar, and in view of the situation in Côte d'Ivoire in 2011, ICOM decided to anticipate events by monitoring the situation of heritage institutions. As the situation settled soon after, no further updates were required and no damage to museum heritage was reported.

**SYRIA**

The ongoing situation led ICOM to maintain close monitoring actions in the country. ICOM and the United Nations Institute for Training and Research/Operational Satellite Applications Programme (UNOSAT) worked together in acquiring satellite imagery of specific cultural heritage sites and museums in Syria so as to better assess the situation.

Furthermore, the Blue Shield published two official statements, in April and May 2012, expressing its regret at the suffering of the Syrian people, the reported damages to its invaluable national heritage and reminding the country of its responsibilities towards the two Conventions it has ratified: the 1954 Hague Convention and the 1972 Convention concerning the Protection of the World Cultural and Natural Heritage.

The situation in Syria is cause for great concern to the world heritage community as destruction of sites and intensive looting are reported. ICOM will publish an *Emergency Red List of Syrian Cultural Objects at Risk* in 2013 to prevent the illegal trade of goods originating from Syria.

**TAIWAN**

There were reports of minor property damage but no immediate reports of injuries as a consequence of the earthquake that rocked South Taiwan in February 2012. Some institutional members from ICOM Japan and DRTF contacted Taiwan and reported on the situation.

**PARTNERSHIPS FOR DEVELOPMENT****Supporting ICOM activities**

Links with existing fundraising partners were strengthened in 2012, and new partnerships were developed.

For instance, the Getty Foundation provided grants for several conferences of ICOM's International Committees. It provided 21 grants for participants to attend the CIDOC annual conference in Helsinki, Finland; 23 grants for participation in the CIMAM annual conference in Istanbul, Turkey; and nine grants for the INTERCOM annual conference, held in Sydney, Australia in November.

In 2012, the European Union continued to support ICOM by providing an Operating Grant

for the third consecutive year within the framework of the Culture Programme 2007-2013. The grant supported ICOM activities such as the organisation of International Museum Day 2012, the Art and Cultural Heritage Mediation Programme, the development of the ICOMMUNITY web platform, the organisation of ICOM's annual meetings and the publication of its e-newsletters and *ICOM News* magazine. The Turkey-EU programme provided funds to the Museum of Anatolian Civilisation for ICOM to carry out training and a seminar on risk management for museums. Taking place in June 2012, the training session and seminar included museum professionals from Turkey and South-East Europe.

Continued cooperation with the U.S. Department of State, which has strongly supported the

publication of the Red Lists for many years, made the publication of the *Emergency Red List of Egyptian Cultural Objects at Risk* possible in 2012.

The French Ministry of Culture and Communication also provided an operating grant to contribute to activities such as those related to the fight against illicit traffic in cultural goods and the organisation of a meeting with the heritage

directors of African countries in Paris in October.

Finally, a new partnership was created with the Bibliothèque Nationale de France (BNF), who accepted ICOM's project proposal to digitise the French editions of *ICOM News* going back to the very first edition published in 1948. The BNF is providing in-kind support in terms of training and carrying out digitisation *in-situ*.

## MANAGEMENT TOOLS FOR TRANSPARENCY AND EFFICIENCY

### Serving members better

The ICOM membership database was reworked and improved in 2012 in order to allow members to change and update their information online. This new version will be effective at the beginning of 2013. Meanwhile, the possibility of online registration and online payment for US members was tested out during the MuseumExpo at the meeting of the American Alliance of Museums in Minneapolis in May 2012.

To track the number of annual stickers distributed more effectively, and in accordance with the recommendation of the auditor, ICOM introduced for the first time in 2012 a file that would allow the reconciliation of dues received with stickers sent. This process was applicable to the largest National Committees. In addition, a file monitoring the stickers continued to be used and improved in 2012, resulting in a detailed analysis of delivery and returns with the aim of monitoring the circulation of stickers and the collection of dues.

Finally, through ICOMMUNITY, a number of tools were made available to the Chairs of National Committees, International Committees and Regional Alliances to help them in carrying out the administrative tasks associated with the running of their committees. These tools will be gradually enhanced.

### Operational financial tools

In 2012, a number of banking solutions for International Committees were presented during

the 2012 annual meetings, taking into account committees' feedback. These solutions include the possibility to transfer the International Committee bank accounts to ICOM's operating system. This type of process enables International Committees to be independent and to carry out their banking operations in a professional manner. It also helps with aggregating the ICOM accounts.

The Finance and Resource Committee also issued recommendations to ensure the coherence of financial and budgetary aspects across the entire network. The committee confirmed that the General Secretariat is available to provide all necessary assistance to National Committees to make their collecting procedures secure. In addition, they welcomed the idea of an endowment fund, for which all the necessary steps were prepared in 2012.

### Understanding the network

In 2012, the first ICOM annual report was produced for 2011, integrating the committees' activities. In addition, the International Committee annual reports were distributed to the Chairs of the other International Committees and a summary of the annual reports of National Committees was made available. This enhances transparency and communication and facilitates collaboration on specific activities.

During the year, a questionnaire was sent to all National Committees to collect information on their legal status and to obtain an overall vision of their activities. Following the responses received, a report was produced in December 2012 and presented to the Executive Council.

## ENHANCING PARTICIPATION IN THE NETWORK

### Improving the Annual Meetings

At the separate meeting of the National Committees during the Advisory Committee meeting in Paris in June 2011, a proposal was approved to establish a working group to review the meeting and to make recommendations for its improvement. The mandate of the working group and its members was subsequently confirmed in a letter from the ICOM President.

The working group began by reflecting on the discussion at the meeting of June 2011 and identified areas of possible concern. They rapidly came to the conclusion that the best way forward would be to harvest the views of members of the Advisory Committee by means of a web-based survey. They formulated a number of basic questions in December 2011, when work began in earnest on converting these questions into an appropriate format for an IT-based survey which was to be conducted in all the official languages of ICOM. The survey was announced on 29 February, 2012 and made available for completion online. It was closed on 23 March, 2012 following 56 responses.

The results were presented to the Advisory Committee during the June Meetings 2012 and a workshop was dedicated to the discussion of the results and suggestions to improve the Annual Meetings.

### Opening up to partners

In 2012 the Executive Council meetings were opened to partners. For instance, in June 2012, Siebe Weide, Chair of NEMO (Network of European Museum Organisations) attended the meeting, while Rudo Sithole, Chair of AFRICOM, attended in December 2012.

## Reflection on the ICOM Statutes

A working group on the ICOM Statutes was created in 2011 and collaborated throughout 2012, with a final report to the Executive Council in December 2012 with recommendations. The results of this process will be presented to the Advisory Committee during the General Conference.

## KEY FINANCIAL DATA FOR 2012

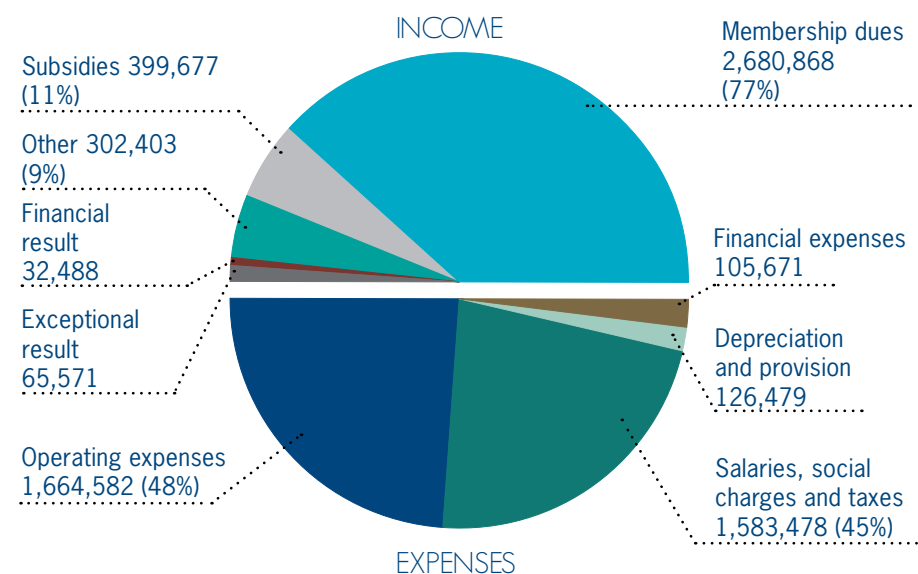
### A BALANCED RESULT

The year 2012 was marked by the aggregation of 28 International Committees as opposed to four in 2011, thereby improving the economic reality of the accounts. However, it does not allow comparison with the accounts of previous years.

	<b>2012</b>
Resources	3,382,948
Minus operating expenses	1,664,582
Minus salaries, social charges and taxes	1,583,478
Minus depreciation expenses	126,479
<b>Operating result</b>	<b>8,409</b>
Financial income	32,488
Minus financial expenses	105,671
<b>Financial result</b>	<b>-73,183</b>
<b>Exceptional result</b>	<b>65,571</b>
<b>Final result</b>	<b>797</b>
<hr/>	
<b>In-kind voluntary contributions</b>	<b>128,967</b>

All figures expressed in euros

### BREAKDOWN OF INCOME AND EXPENSES FOR 2012



All figures expressed in euros

### RESOURCES IN DEVELOPMENT

ICOM's membership dues reached €2,680,868 in 2012, representing an increase of 9.8%. This increase is mostly due to an increase in number of members, from 29,528 in 2011 to 30,624 in 2012, or an increase of 3.7%.

In 2012, ICOM received the support of:

- The French Ministry of Culture and Communication: €79,000
- UNESCO: €2,000
- US Department of State and SIDA: €81,258
- European Union: €73,605
- The Getty Foundation and other bodies to fund International Committees' activities: €157,431

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## IN-KIND CONTRIBUTIONS

In-kind contributions reached €128,967 in 2012 and correspond to the provision of UNESCO offices, estimated in accordance with the value of offices in the geographical area.

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## ACCOUNT AGGREGATION

Account aggregation consists of assembling the accounting operations of several entities to assess the economic and financial situation of a group as well as its assets. ICOM initiated this process in 2011 with the integration of four International Committees. Significant progress was made in 2012 with the inclusion of 24 additional International Committees. The accounts presented in 2012 therefore include the operations activities of the General Secretariat of ICOM and 28 International Committees.

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### With the assistance of



