EXTRAORDINARY GENERAL ASSEMBLY

Wednesday 24 August 2022, 12:30 – 14:00 (CEST)

Hybrid format: In person at the Prague Congress Centre, Prague (Czech Republic) and online (Agora)

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Members of the Extraordinary General Assembly are invited to take note of the agenda below and to note that:
- all items on the agenda marked with an asterisk * will be voted on by the Extraordinary General Assembly, in accordance with the conditions set out in the invitation letter.
- time for discussion and responses to questions sent in advance is foreseen for each item.

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Agenda

Chair: Alberto Garlandini, ICOM President

0. OPENING AND AGENDA
   0.1. Opening, meeting rules and presentation of the agenda (10 mins)
       Alberto Garlandini, President of ICOM
   0.2. Explanation of the voting procedures (5 mins)
       Morgane Fouquet-Lapar, Principal Legal Officer

1. MUSEUM DEFINITION
   1.1. Presentation of the work of ICOM DEFINE (20 mins)
       Lauran Bonilla-Merchav and Bruno Brulon, Co-Chairs of ICOM Define
   1.2. Presentation of the proposal for a new definition of ‘museum’ (5 mins)
       Alberto Garlandini, President of ICOM

2. DEBATE (30 mins)

   Alberto Garlandini, President of ICOM

4. RESULTS OF THE VOTES ON THE PROPOSED AMENDMENT (5 mins)
   Alberto Garlandini, President of ICOM
The present report is a complete, while abbreviated explanation of how the Standing Committee for the Museum Definition – ICOM Define arrived at the final museum definition proposal to be voted on at the General Conference in Prague, 2022. The 12-step methodology was based on direct consultation with committees over an 18-month period (December 2020 to June 2022), yielding the following museum definition proposal:

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

**French version:**
Un musée est une institution permanente, à but non lucratif et au service de la société, qui se consacre à la recherche, la collecte, la conservation, l'interprétation et l'exposition du patrimoine matériel et immatériel. Ouvert au public, accessible et inclusif, il encourage la diversité et la durabilité. Les musées opèrent et communiquent de manière éthique et professionnelle, avec la participation de diverses communautés. Ils offrent à leurs publics des expériences variées d'éducation, de divertissement, de réflexion et de partage de connaissances.

**Spanish version:**
Un museo es una institución sin ánimo de lucro, permanente y al servicio de la sociedad, que investiga, colecciona, conserva, interpreta y exhibe el patrimonio material e inmaterial. Abiertos al público, accesibles e inclusivos, los museos fomentan la diversidad y la sostenibilidad. Con la participación de las comunidades, los museos operan y comunican ética y profesionalmente, ofreciendo experiencias variadas para la educación, el disfrute, la reflexión y el intercambio de conocimientos.

The results presented below reflect the hard work and continuous dedication of the 20 members of ICOM Define, and more importantly, they evidence the engagement of the 126 ICOM Committees, Regional Alliances and Affiliated Organizations and their members, who participated throughout this participatory process. Without their support and effort, this would not have been possible.

**Background:**
In 2019, the ICOM Extraordinary General Assembly held in Kyoto approved to postpone the vote on a new museum definition, deciding to enter into a process of consultation and improved cooperation between committees. Some ICOM committees around the world led activities of consultation with their members.
In December 2019, the ICOM Executive Board (EB) decided to expand the Museum Definition Prospects and Potentials Standing Committee (MDPP) to include over 20 members, incorporating figures who represent varying opinions on the matter. In February 2020, with the committee renamed MDPP2 to reflect the change, members entered into a phase of establishing a new methodology for proposing a museum definition for the 21st Century.

Diverging and conflicting views within MDPP2 and ICOM leaders regarding the methodology led to the resignation of the committee chair and six MDPP2 members, which brought the standing committees’ work to a halt for a period of time. At the end of August 2020, the remaining MDPP2 members were called to a meeting with the EB to discuss a way forward. It was felt necessary to expand the MDPP2 to cover regions and specializations currently not included by the members. As a result, the EB named new members for a total of 20 professionals who have remained on the committee.

Aiming to respond to the need for a democratic and open process of consultation with the National Committees (NCs), International Committees (ICs), Regional Alliances (RAs) and Affiliated Organizations (AOs) that constitute ICOM, a subcommittee was appointed within the MDPP2 in September 2020 to formulate a new methodology going forward, which was approved by the MDPP2 on October 19, and by the EB on October 30, 2020. The design of this methodology was based on increased transparency, as well as careful listening to all committees that wished to take part in the discussions and process. At this point, members of MDPP2 agreed that a change in the Standing Committee’s name would be advisable and it was requested to the EB that the new name be the Standing Committee for the Museum Definition: ICOM Define.

From the outset, ICOM Define recognized the vast work done by the MDPP and the various committees that dedicated an interest to the issue of the museum definition. We listened to the criticisms and evaluated the steps taken to improve upon them. The new process, based on innovative ways of participation, invited members and committees to engage in the elaboration of a new museum definition, and its success largely depended on the involvement of the greatest number of committees possible.

**Museum Definition: A way forward**
The approved methodology aimed at arriving at the 2022 ICOM General Conference with a museum definition proposal that represents the unity of the museum community within the great diversity of ICOM members.

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1 The new configuration of MDPP2 after October 2020 was as follows: Co-Chairs: Lauran BONILLA-MERCHAV (Costa Rica); Bruno BRULON (Brazil); Members: Yaarob Alabdullah (Syria), Chedlia ANNABI (Tunisia), Ralf ŠEPLAK MENCIN (Slovenia), Inkyung CHANG (South Korea), Luisa DE PEÑA DÍAZ (Dominican Republic), David FLEMING (United Kingdom), Nava KESSLER (Israel), Nicolas KRAMAR (Switzerland), Ana Maria Theresa LABRADOR (Philippines), Marie LALONDE (Canada), Diana PARDUE (United States), Juliette RAOUL DUVAL (France), Marie-Clarté O’NEILL (France), Kristiane STRÆTKVERN (Denmark), Muthoni THANGWA (Kenya), Beverley THOMAS (South Africa), Mathew TRINCA (Australia), Elizabeth Varner (USA); Ex-officio: Alberto GARLANDINI (Italy) (President of ICOM), Terry SIMIOTI NYAMBE (Zambia). Secretariat: Carlos Eduardo SERRANO, Ludovica ANTONUCCI.

2 Methodology Subcommitee: Annabi, Bonilla, Brulon, Chang, Kessler, Pardue, Raoul Duval
The methodology was based on **4 rounds of consultation**, divided into **12 steps** with a duration of **18 months**. The entire approved methodology is available at the following link: [https://icom.museum/wp-content/uploads/2020/12/ICOM-Define-Methodology.pdf](https://icom.museum/wp-content/uploads/2020/12/ICOM-Define-Methodology.pdf).

**The proposed schedule began on December 10, 2020 and ended in May 2022.** While there were slight adjustments throughout the process, the proposed steps and schedule were followed. Committees were informed from the outset of the entire process and results were published periodically and made available for the membership in a Member Space page dedicated to the Museum Definition.

The methodology for consultation was based on the structure of the Advisory Council (AC), permitting equal participation to all ICs, NCs, AOs and RAs. This technically enabled individual members to take part in the consultations led by two committees, their national and international committee.

ICOM Define was committed to open and direct communication with committees during the entire process and its members were constantly available when needed at all stages of the process. To this end, a subcommittee on communication was established. The standing committee felt it was also necessary to periodically encourage members to be in touch with their committees and to send their suggestions, thereby aiding committees in gathering the voices of their constituents. With this purpose, over 40 webinars were organized in order to closely follow the development of this rich and engaging process.

Members and committees were informed of each step throughout the process and how ICOM Define would be handling the data received from each phase of consultation through official communication from the Secretariat with instructions and deadlines for submitting their responses. Throughout the entire process, NCs, ICs, RAs and AOs had the liberty to create their own procedures of consultation with their membership, to thereby fulfill each step of the methodology. ICOM Define would assist, but not specify the manner in which membership should be consulted, taking into account the great diversity of size and configuration of committees. Committees could submit all consultation responses in any of the three official languages, and that all published reports and results would be officially translated as well, with review by ICOM Define members.

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3 This webpage allowed members to know at what stage we were at in the process. It also provided all the documents related to the Museum Definition reformulation project, including all documents produced by the MDPP, as well as the reports of surveys and activities conducted by several committees since Kyoto 2019. ICOM Define encouraged members and committees to review all of these documents, as well as the previous museum definition proposals, and the ICOM Code of Ethics and Statutes when considering their responses.

4 Communications Subcommittee: Annabi, Bonilla, Brulon, Ceplak, Kessler, Raoul Duval, Thomas

5 We greatly thank the following committees who organized one or more webinars in conjunction with ICOM Define: COMCOL, Demhist, IC Ethics, IC Memo, ICEE ICOM Arab, ICOM ASPAC, ICOM Austria, ICOM Brazil, ICOM Canada, ICOM Czech, ICOM El Salvador, ICOM Finland, ICOM France, ICOM Germany, ICOM Iran, ICOM LAC, ICOM Mexico, ICOM Mozambique, ICOM Portugal, ICOM South Africa, ICOM SEE, ICOM Slovenia, ICOM Spain, ICOM US, ICOM Venezuela, ICOMAM.
The 12-step methodology and results:

The full methodology was put into practice as predicted, with only minor adaptations throughout the process. Likewise, the schedule was followed according to the expected timeline (short extensions were granted when requested after consultations 2 and 3). A short summary of the accomplished results in each of the steps shows the path followed towards the final museum definition proposal:

**Step 1: Launch of the methodology**

On December 10, 2020 ICOM Define launched the methodology in a public webinar “Defining the museum in times of change: a way forward”. Committee chairs were invited to the zoom session, thereby permitting their direct consultation, and wider membership was invited via the Yucca streaming platform. The webinar described the various stages of the methodology and welcomed questions and comments from the audience. Co-chairs encouraged members and committee representatives to engage actively in the process of creating a new museum definition proposal. On this occasion, committees were informed from the outset of the entire process and made aware of each step, the dates and their specific role throughout the process. The Museum Definition page within Member Space was announced and launched at this time as well.

**Step 2: Consultation 1**

In response to Consultation 1 (open thru 10 January, 2021), committees were asked to send the results of their work conducted up to January 2021 in relation to the museum definition, even those who had already sent it in. The main goal of this step was for Committees to inform about what they had developed in 2019 and 2020 in relation to the museum definition. In total, 34 reports were received (8 ICs, 24 NCs, 1 AOs and 1 WG).

**Step 3: Consultation 2**

During Consultation 2 (with an extended deadline until 20 April), committees were requested to submit a maximum of 20 key words/concepts (ideas, terms, phrases, etc.) and their descriptions for what a new museum definition needs to contain. Responses were sent via online form by the Chairs, or a designated member of each committee, based on their consultation with membership. In total, ICOM Define received 97 responses (26 out of 32 ICs, 62 out of 119 NCs, 5 out of 7 RAs, 4 out of 21 AOs), which represents 54% of committees, a response rate considered very high within the organization.\(^6\)

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\(^6\) Participation rate: It is important to point out that while it appears that 46% of committees did not respond to this consultation, this number includes committees that are in reorganization or inactive. For example, of the 56 NCs that did not respond, 15 appeared as inactive in 2020. In this consultation there was a high response rate from ICs (81%) and RAs (71%), and a low response rate from AOs (19%), which was expected. Regionally, the highest response rate came from North America (100%), followed by LAC (68%), Europe (61%), Asia-Pacific (45%). The lowest response rate came from Arab States (33%) and Africa (30%).
Step 4: Quantitative and Qualitative Analysis
The analysis of the data from Consultation 2 was conducted by a team of 3 data analysts, external to ICOM Define, under the supervision of the Subcommittee on Data Analysis.
A total of 1659 words/concepts were provided, for an average of 17 terms per committee. 1231 of these contained descriptions. After revision, the analysts split compound concepts into separate terms (ex: “inclusive space” turning into two separate terms “space” and “inclusive”) for a total of 2085 terms.
From this sum total, 127 distinct terms were identified by the analysts who worked with the descriptions supplied to ascertain meaning. Analysts subsequently organized the results into 7 dimensions: Entity, Entity Qualifier, Object/Subject, Action/Function, Experience, Social Values, Target and Relationship.
The dimensions were presented by the data analysts based on their objective and independent analysis of the terms; these were categories that surfaced during their analysis as explained in their report.

The substantial report presented by the analysts informed ICOM Define in the design of the online survey for Consultation 3. Among the conclusions drawn by the analysts of particular importance was the clear concern that there are some terms that have different meanings or applications of words and concepts (ex: sustainable vs. sustainability). Also, they pointed toward the need for a closed survey format. Both were taken into account.

Step 5: Preparation/Publication of Consultation 2 Report, Launch Consultation 3
The data analysis report of Consultation 2, once finalized by analysts, was translated into French and Spanish (access full Consultation 2 report here: https://icom.museum/wp-content/uploads/2021/07/ICOM-Define-Consultation-2-Results-Report-enVF.pdf). The lists of translated key terms, which needed to be evaluated in the subsequent consultation, was then reviewed and edited by ICOM Define members. It was then checked over once more with the analysts to confirm appropriate meaning.

Simultaneously, Consultation 3 needed to be structured and the form made available online. The ICOM Define Methodology and Data Analysis Subcommittees decided to structure the survey on the seven dimensions as a means to:
1) structure the consultation in a manner that may be easier to handle for committees,
2) allow committees to have a better understanding of the global applicability of the terms (within the context of this process),
3) allow committees to express how they wish to apply the term in the cases where terms appear under more than one dimension.

Within each dimension in this consultation, committees were asked to rank the terms that appeared, with a set number of options for each dimension. ICOM Define decided to list each term under the various dimensions in the order of frequency in which it appeared in Consultation 2.

On July 21, 2021, the final edited version of the report was made available to committees and members, in all three official languages, and the online form for Consultation 3 went live.

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7 Raul Fernández San Miguel, Olivia Guiragossian and Erika Krajcovicova.
On August 13, ICOM Germany pointed out a discrepancy in the order of the terms in the form. Their concern was immediately addressed and within the week the online form in the three official languages was corrected, and an updated version of the pdf form was sent to all committees in the three languages. This emailing also included an abbreviated version of the report, as we received feedback that the report was too complex. This abbreviated version, also made available in Member Space in the three official languages, was approved by the analysts before publication.

**Step 6: Consultation 3**
Consultation 3 was the opportunity for ICs, NCs, RAs and AOs to evaluate the key words/concepts that emerged from Consultation 2. In this survey, they were asked to select and rank their preferred terms under each dimension. They also had the opportunity to indicate if any terms presented legal, bureaucratic or political impediments. Thirdly, they had the chance to suggest terms under each dimension that they believed imperative but were not included in the list (these would only be considered if mentioned repeatedly by other committees). Consultation 3 would enable ICOM Define to gain a sense for the preferred words and concepts to be included in a new museum definition proposal.

During this consultation a great effort was made to try and increase the participation of underrepresented regions. This led to an increase from 30% to 55% in Africa, and 33% to 40% in Arab states; nonetheless, there was a decrease in the ASPAC region from 45% to 27%. In total, ICOM Define received 88 responses in this consultation (18 out of 32 ICs, 63 out of 118 NCs, 5 out of 7 RAs, 2 out of 21 AOs), which represents 49% of committees.9

**Step 7: Data analysis of Consultation 3**
After Consultation 3 closed, data analysts provided another full report of results (access full Consultation 3 report here: [https://icom.museum/wp-content/uploads/2021/12/ICOM-Define-Consultation-3-Results-Report-VF-ENGLISH-1.pdf](https://icom.museum/wp-content/uploads/2021/12/ICOM-Define-Consultation-3-Results-Report-VF-ENGLISH-1.pdf)), which signaled the top selected terms for each dimension and the percentage of times they were selected. They also analyzed the regional distribution of the selected terms. Finally, the report gathered all the suggested terms and their descriptions. After having been presented the results, ICOM Define, discussed and developed a detailed methodology for the process of drafting proposals in such a way that would be based on the results and the overall methodology.

**Step 8: Drafting Proposed Definitions**
After receiving the report of Consultation 3, ICOM Define broke into five groups of 4 members that represented different backgrounds, regional origins, and professional experience. It is worth noting that there was a native French speaker in each group, and the two native Spanish speakers were also separated. The proposals were drafted by the groups based on the data received. They were then refined by all ICOM Define members taking into account the data, legal aspects, cultural specificities, and translation issues. All proposals prioritized the top terms selected by committees in Consultation 3, which explains similarities in the five proposals. The primary language in which the proposals were drafted was English, and translations were subsequently worked on by subgroups in French and Spanish.

9 In this consultation the IC response rate dropped from 81% to 56% ICs. The other response rates remained similar.
Step 9: Discussion and revision of the 5 proposals
After several rounds of discussion within the larger ICOM Define group, each of the proposals was edited. Subsequently, each proposal was translated into French and Spanish by all of the native-speaking ICOM Define members. Despite similarities in the five proposals, there were definite nuances, and ICOM Define members decided to present all five proposals in the Consultation 4 online survey.

It is important to stress that the proposals emerged from a group effort, in which each of the subgroups returned on multiple occasions to their proposals, working with the feedback received from the entire ICOM Define committee, and always taking into account the results from the consultations. This was a continuous process of almost 3 months with the goal being to arrive at five proposals which were backed by ICOM Define as a whole.

Step 10: Consultation 4 and Publication of proposals
In the online survey sent out on February 21, 2022 committees were asked to rank the 5 proposals. After ranking the proposals, committees could comment on their top choice. This could be a modification to the preferred proposal but should only be words/phrases from another proposal, as those were the terms already selected and evaluated in Consultation 3. No new terms were allowed to be proposed at this point. Committees, RAs and AOs also had the opportunity, through a text box, to justify why they ranked their fifth choice in last place. This box was conceived to allow ICOM Define members to be aware of any major problems or impediments in the proposals. Recurring comments were to be considered by ICOM Define and if aligned with the data received in previous consultations, they could influence the final proposals to be taken to the AC. In total, ICOM Define received 85 responses in this consultation, which represents 48% of committees.

Step 11: Analysis of Consultation 4 results and preparation for the Advisory Council Extraordinary Meeting
The analysis of results took into consideration the quantitative and qualitative information received from Consultation 4 through April 11.10 On April 12, a new subcommittee within ICOM Define was formed to work intensively on processing the results and elaborating the final proposals to be presented to ICOM Define for their comments and approval on April 19.11 This subcommittee analyzed the responses both quantitatively and qualitatively.

For the quantitative analysis, the overall value (weighted ranking) of each proposal was considered, as well as the votes value (how many times each proposal was marked as 1st or 2nd choice). ICOM Define worked with the top two ranked proposals, considering there was no close third place. Both proposals n. 2 and n. 3 received an average rate of 2.5. These two proposals were then revised taking into consideration the qualitative analysis, working with all the comments received regarding the top proposals, as well as comments that applied generally to any of the proposals. These comments were compiled into three lists: List 1) comments from committees who put the top proposals in last place, List 2) comments from committees who put the top proposals in first place, List 3) comments regarding translation issues. The co-chairs presented the three lists, which served as the basis for the subcommittee work, which met twice to finalise the proposals (April 15 and 18, 2022).

10 Some other responses arrived late and were, therefore, not considered in the quantitative analysis. We did, however, read the comments in case there was important information, but no substantial remarks were made in these late submissions.
11 Final proposals subcommittee members: Bonilla, Brulon, Chang, Kramar, Labrador, Pardue, Thomas.
Only recurring comments were considered, over 5 was considered optional, and over 8 as highly important and to be assimilated into proposals, within good reason. Based on the analyzed data, minor changes (additions or change of a place of a specific term) were made in the two final proposals. The two final proposals were approved by ICOM Define.

**Advisory Council Pre-approval Meeting**

Once ICOM Define approved the final proposals in English to be presented to the AC, they were reviewed by a professional proofreader with the assistance of ICOM Define members. The subcommittees on language (Spanish and French) worked on revising the translations of the proposals based on the changes and comments received regarding translation (List 3). The revisions were then discussed in one meeting with all members of the translation groups. Finally, the two proposals were then reviewed by a professional proofreader in French and Spanish with the assistance of ICOM Define members.

The final two proposals, along with detailed reasoning for the amendments, were presented at an Extraordinary Session of the AC on May 5, during which, the AC chair, Regine Schulz, was in charge of moderating a discussion with representatives. (Access full Consultation 4 report here: [https://icom.museum/wp-content/uploads/2022/05/EN_EXAC_May2022_Item1_ICOM-Define_Final.pdf](https://icom.museum/wp-content/uploads/2022/05/EN_EXAC_May2022_Item1_ICOM-Define_Final.pdf)).

After this session, committees were asked to vote on a final proposal through an online voting process over a two-week period. The results were announced at the May 20 AC meeting. The winning proposal won by a single vote (52 to 51, with 3 abstentions). The result was subsequently presented to the EB for ratification at their June 10 meeting. The EB manifested its commitment to present and promote the proposal to be voted on at the Extraordinary General Assembly in Prague in August 2022. The final proposal in the three official languages is to be communicated to all ICOM members two months in advance.

**Step 12: Presentation of final report and communication of the results**

ICOM Define Co-Chairs drafted the present report based on the full process of consultations, in collaboration with other members of the standing committees. This final step concludes at the Extraordinary General Assembly in Prague, during which there will be a vote for or against the adoption of a new museum definition.

**Concluding remarks**

The overall participation rate of ICOM committees, RAs and AOs, which took part in at least one of the four consultations, was 70.7% (126 committees out of 178). If only ICOM committees and RAs are counted (not AOs), the participation rate increases to 76.4% (120 committees out of 157).

Throughout the entire process, ICOM Define was committed to transparency, working in open and direct communication with committees and members. Throughout the process the standing committee continuously informed on the results and progress in Member Space within the ICOM website, as well as through other channels.
ICOM Define has also been committed to inclusivity, which led its members to continuously reach out to committees around the world, encouraging and facilitating their participation. The aim was to ensure diverse geographic, cultural and professional representation throughout this important process. Even after the publication of this report, the committee remains open to receiving members’ questions and comments. Feel free to contact ICOM Define at training@icom.museum.
Presentation of the proposal for a new definition of ‘museum’

Considering the participative and open consultation process undertaken by the Standing Committee for the Museum Definition (ICOM Define) to review the current definition of “museum”;

Considering the selection of the proposed definition of “museum” made by the Advisory Council at its 91st session (19-20 May 2022);

Considering Article 10 - Section 3 and Article 23 of the Statutes on the amendment of ICOM Statutes;

Considering Decision 9.1.12 adopted by the Executive Board at its 161st meeting (9-10 June 2022) regarding the final proposal of ICOM Define;

Following the consultation of ICOM’s committees, the selection of the Advisory Council and upon recommendation of the Executive Board, the ICOM President, submits on 24 June 2022 the following proposal of a new “museum” definition to be considered and voted on by the Extraordinary General Assembly, which will be held on 24 August 2022:

PROPOSAL FOR A NEW MUSEUM DEFINITION

“Article 3. Definition of Terms - Section 1 - Museum

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

If approved by the Extraordinary General Assembly, in accordance with the specific provisions set out in Article 10 - Section 3, Article 23 and Article 25 of the ICOM Statutes, the current Article 3 - Section 1 of the ICOM Statutes containing the current definition of "museum" (recalled below, adopted on 24 August 2007) shall be amended and the proposal shall become effective upon adoption by the Extraordinary General Assembly.

CURRENT MUSEUM DEFINITION

“Article 3. Definition of Terms - Section 1 - Museum

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment”.

12 LINK TO EB DECISIONS ONLINE
DRAFT DECISION

The Extraordinary General Assembly of ICOM of 24 August 2022 decides to amend Article 3 - Section 1 of the Statutes as follows:

"Article 3. Definition of Terms

Section 1 - Museum

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

This new definition is the sole amendment to the Statutes and all other articles of the Statutes, except Article 3 – Section 1, remain unchanged.