Today we are discussing how to overcome the pandemic and how to build a better, more responsible and inclusive society. More than ever before, we must take action and declare loudly and clearly that culture and cultural goods must not be jeopardised or abused for political purposes. It is a question of our attitudes towards cultural production, knowledge and heritage. In my view, our chief goal should be to remain relevant and connected and make museums, heritage and knowledge accessible to all users, in a manner that is respectful towards all identities and heritage interpretations. Museums must work in the best interests of the community and for the community. Just as the challenges of the world have changed, so have the challenges of museums. We need to call for new models, missions and functions, and for increased sustainability and flexibility when it comes to dealing with new challenges. Strong institutions carry more relevance and can help in building a better, more inclusive tomorrow.