The coming years will be key for ICOM in terms of its role and outreach, as for many other organisations with a global outlook. Since its foundation in 1946, ICOM has been the international institution dedicated to the promotion and protection of the world’s cultural heritage. However, in the current context, where the challenges of socioecological inequality in many of the territories participating in and represented by ICOM are even more evident in the context of health crises, the effects of climate change and water scarcity, ICOM must become a key agent for the promotion of polyphonic, integrated and transparent spaces. Its organisational structure, strategic objectives and values should be designed and proposed on a less hierarchical basis and on a more diverse structure. We must think about museums and museology as tools at the service of their communities, where emotion becomes the origin of the processes of attention, learning, memory and curiosity. As a member of ICOM, my commitment is to museums, but above all to their communities; these institutions, which, in times of crisis are proposed as a means to enable the shaping of new social fabrics, dynamics and in line with the challenges that each territory identifies.