

# ICOM Strategic Plan 2022 - 2028

## OUR VISION

By 2028, we will be a more transparent, agile, collaborative and democratic organisation, supporting our network to meet demands of a rapidly changing world.

## OUR MISSION

We connect and represent museum professionals across the world & provide a network for sharing knowledge and practice.

We advocate at an international level for the vital role that museums play in supporting peaceful, healthy and sustainable communities.

## OUR PRIORITIES

ICOM strengthens its position as the **global voice** for the international museum community.

ICOM implements transparent **governance and management**.

ICOM leads a global network of museums **engaging with change**.

## OUR VALUES

We are **international** in outlook

We are **professional** in focus

We are **collaborative** in practice

**IMPLEMENTING THE PLAN** The Executive Board works with the Director-General and the Secretariat to develop detailed action plans for ICOM across the three Focus Areas. The Strategic Planning Committee works with the International and National Committees as they develop their own plans to include at least one Objective in the Focus Areas most relevant to the work that they do.

## 3 FOCUS AREAS, 10 STRATEGIC OBJECTIVES

# 1

### The global voice of museums

#### Objective 1: Global positioning

ICOM is recognized as the trusted, objective, international voice of the sector

### Best practice in governance and management

#### Objective 2: Governance and management

ICOM achieves greater transparency and trust through adopting best practice in governance and management

#### Objective 3: Financial principles

ICOM ensures its sustainability through financial transparency, fiscal clarity and strategic use of resources

#### Objective 4: Communication

ICOM's membership is confident and well informed about and can engage with ICOM's activities and decisions

#### Objective 5: Diversity

ICOM's global diversity is represented across all components and activities of the Association

# 2

### Leading a global museum network engaging with change

#### Objective 6: Sustainable funding

The value of museums is recognized through sustainable public investment

#### Objective 7: Climate change

ICOM fulfils its commitment to the 2030 Agenda and the Sustainable Development Goals (SDGs) especially Goal 13 (Climate Action)

#### Objective 8: Digital futures

ICOM supports the sector to embrace the next generation of digital technologies

#### Objective 9: Leadership

ICOM develops a museum leadership culture which is inspired, innovative and progressive in the face of change

#### Objective 10: Decolonisation

ICOM leads a global forum to clarify the issues and identify best practice on decolonising museums.

# 3