

Museums for Equality:  
Diversity and Inclusion

INTERNATIONAL  
MUSEUM DAY

18  
may 2020



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#IMD2020



icom.museum



Communication Kit



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With the theme **Museums for Equality: Diversity and Inclusion**, International Museum Day 2020 aims at becoming a rallying point to both celebrate the diversity of perspectives that make up the communities and personnel of museums, and champion tools for identifying and overcoming bias in what they display and the stories they tell.

The potential of museums to create meaningful experiences for peoples of all origins and backgrounds is central to their social value. As agents of change and trusted institutions, there is no time like the present for museums to demonstrate their relevance by engaging constructively in the political, social, and cultural realities of modern society.

The challenges of inclusion and diversity and the difficulty of navigating complex social issues in increasingly polarised environments, while not unique to museums and cultural institutions, are important ones, due the high regard in which museums are held by society.

An increasing public expectation for social change has catalysed a conversation around museums' potential for social good in the form of exhibitions, conferences, performances, education programmes, and initiatives created. However, there remains much to do to overcome conscious and subconscious power dynamics that can create disparities within museums, and between museums and their visitors.

These disparities can relate to many topics, including ethnicity, gender, sexual orientation and identity, socioeconomic background, education level, physical ability, political affiliation and religious beliefs.

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**The International Council of Museums (ICOM)** established International Museum Day in 1977 to increase public awareness of the role of museums in the development of society, and it has been steadily gaining momentum ever since. In 2019, more than 40,000 museums held special events in some 150 countries and territories, with the support of 78 Ministries of Culture around the world.



# Objectives

During International Museum Day, museums around the world are in the spotlight. This is a unique occasion to advocate for the causes that matter the most for us. For International Museum Day 2020, we aim at:

**1**

**ADVOCATE FOR MUSEUMS AS  
KEY ACTORS IN OUR SOCIETIES**

**2**

**EMPOWER DIVERSITY AND  
INCLUSION IN OUR CULTURAL  
INSTITUTIONS**

**3**

**PROMOTE CULTURAL EX-  
CHANGE AS A CATALYST FOR  
PEACE AMONG PEOPLES**

**4**

**IMPLEMENT THE UN SUSTAI-  
NABLE DEVELOPMENT GOALS**

# ICOM AND THE SUSTAINABLE DEVELOPMENT GOALS

As representative of the global museum community, the vision of ICOM is a world where the importance of natural and cultural heritage is universally valued. Today, more than ever, museums face unique challenges related to social, economic, and ecological issues. While serving as witnesses of the past and guardians of humanity's treasures for future generations, museums play a key role in development through education and democratisation.

In this context, ICOM has established a Working Group on Sustainability. The Working Group's mission is to help ICOM consider how to mainstream Sustainable Development Goals and the Paris Agreement across its range of activities, including International Museum Day, and to support its members to contribute constructively in upholding the Sustainable Development Goals.

As a result, every year, International Museum Day will focus on a set of SDGs. In 2020, we will focus on:



By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status (Target 10.2)



End all forms of discrimination against all women and girls everywhere (Target 5.1)

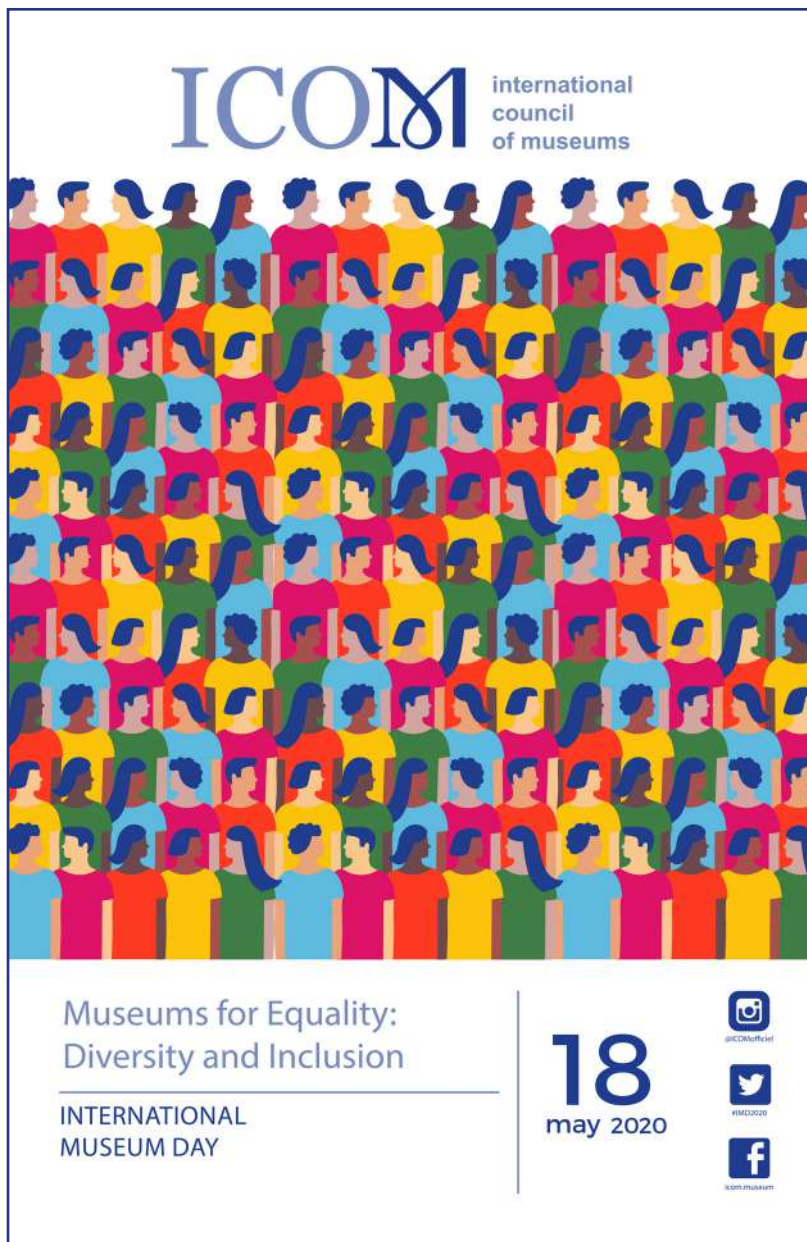


Ensure responsive, inclusive, participatory and representative decision-making at all levels (Target 16.7)



Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalised communities (Target 13 B)

# The Poster



Every year, ICOM creates an International Museum Day poster to illustrate the theme. For the 2020 edition, we aimed at representing Museums for Equality: Diversity and Inclusion through figures that are both similar and diverse, together championing for the UN SDGs we will focus on this year.

## HAVE FUN WITH IT!

We invite you to adapt the poster in any way you seem fit according to the needs of your museum: maybe to promote a special exhibition for the occasion or any other event. A colouring version of the poster will also be available, so we encourage you to propose visitors and the staff of your museum to colour it. Our objective is to have as many different versions as possible to truly represent the vast diversity of peoples that make up the communities of museums! When your masterpiece is finished, do not forget to snap a picture, upload it to your social media and tag us. We will share the best ones!

**YOU CAN DOWNLOAD ALL THE VERSIONS OF THE POSTER [HERE](#).**

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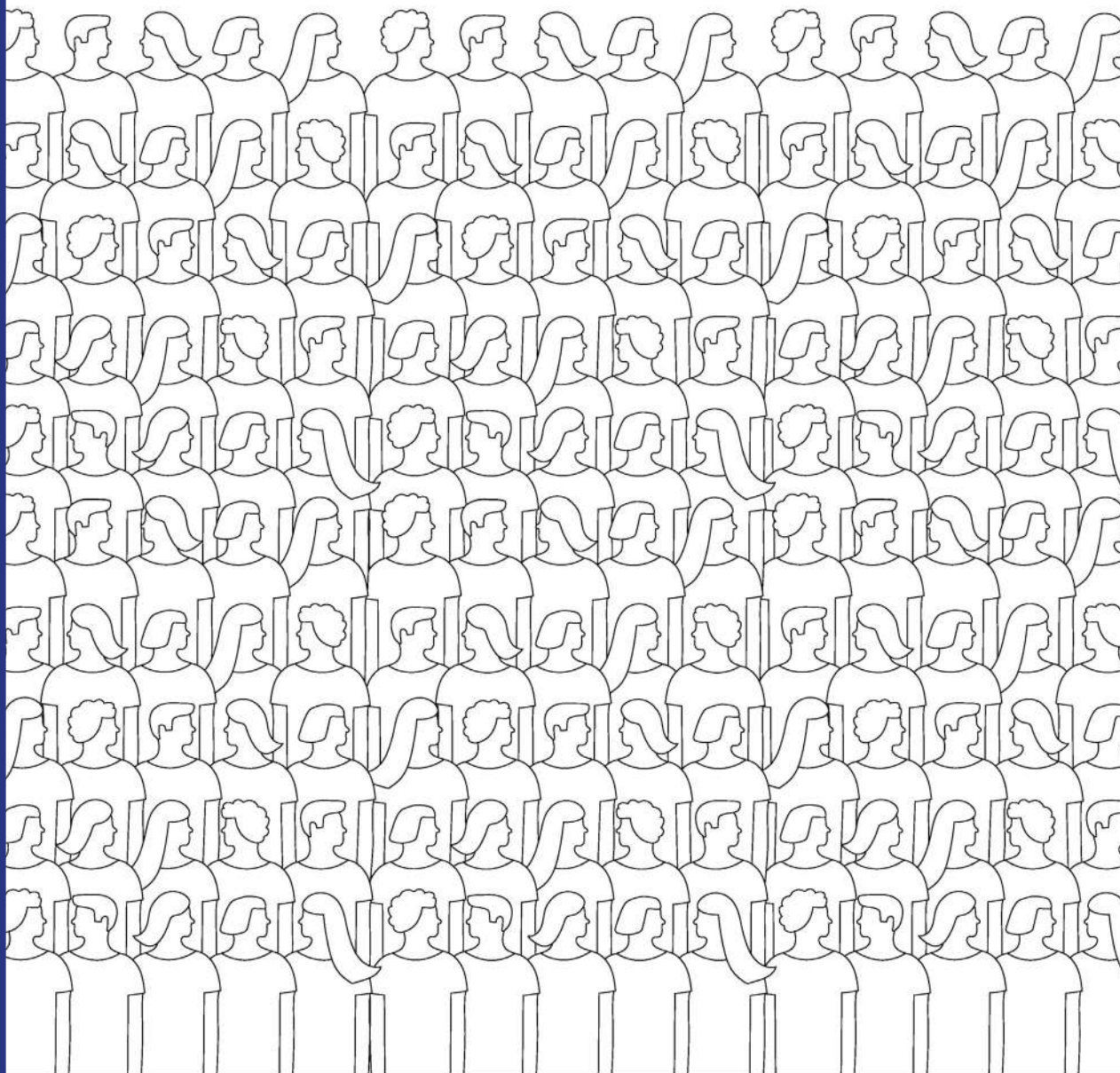
*If you wish to use the poster in a language that is not available, get in touch with the ICOM National Committee of your country.*

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GRAB SOME CRAYONS AND GET CREATIVE!

**ICOM** international  
council  
of museums



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# Your key role

## TO ENSURE THE SUCCESS OF INTERNATIONAL MUSEUM DAY, WE NEED YOUR HELP!

You are the ambassadors of International Museum Day. Thanks to the activities that you organise and the strong connections you develop with your public, this event continues to be a success year after year. In addition to the activities you plan, your participation in International Museum Day is an opportunity for you to:

- **Implement partnerships** with schools, associations, libraries, other museums, etc. to promote your event and reinforce your links with organisations with similar goals;
- **Advocate for the role of museums** in our societies by letting local, regional, and national authorities know about your activities and why they matter for the general public;
- **Spread information** about International Museum Day through the local press, your social media and your website;
- **Gain international visibility** about your activities by sharing information about your International Museum Day events with ICOM, allowing us to spread the news throughout our network and beyond.



# Organising

When preparing a special activity for International Museum Day 2020, we recommend that you follow five important steps:

# 1

## **TARGET A SPECIFIC PUBLIC**

You can choose to target your regular visitors or a new public. In any case, we recommend you to target a specific public/demographic such as children, senior citizens, a minority, etc. Given the theme of 2020, another interesting strategy is to organise an event that aims at bringing together two different publics that rarely interact.

# 2

## **DEFINE YOUR OBJECTIVES**

Your aim can be to reach a new public, highlight your participation in the community, be heard by public authorities, make your institution known to potential partners, etc.

# 3

## **FORGE INSTITUTIONAL PARTNERSHIPS**

International Museum Day is an opportunity to create local, national or international partnerships and sponsorships, regarding many aspects - from collections, to mediation or financing.

# 4

## **MAKE ICOM PART OF YOUR CAMPAIGN**

Let your ICOM National Committee and the ICOM Secretariat know about the activities you plan so we can help you promote them at a national and international level. Do not forget to send us pictures and tag us on social media!

# 5

## **MAKE A POST-EVENT EVALUATION**

It is important for you to analyse the success of your International Museum Day and its effective impact. We also encourage you to send images and your outcomes to your ICOM National Committee - they might feature in ICOM's Annual Report!

# Partnerships

You can look for three different kinds of support:

- **Financial support:** financial aid for the everyday functioning of a structure or for a special event such as International Museum Day. This support can come from private companies or public administrations.
- **In-kind sponsorship:** a company can donate products for your event, such as for a reception, or it can print or disseminate the leaflets of your event free of charge.
- **Skills sponsorship:** a company can make its staff available to you free of cost, for example the communications department. This kind of sponsorship is on the rise in particular for educational programmes.

In exchange for their support, you can offer:

- **A co-communication agreement** where you offer, for example, to include their logo in the poster of the event or information about them in the press releases and kit.
- **Invite partners to participate** in your activity programme (for example as guest speakers or as regular participants) or to disseminate documents during your International Museum Day event.
- **Organise a reception** for networking purposes, if you have a number of sponsors.



# PARTNERSHIPS: TIPS AND GOOD PRACTICES

## EXAMPLE OF CO-BRANDING WITH PARTNERS FOR INTERNATIONAL MUSEUM DAY

ICOM Committee logo      Your museum's logo      Partner's logos



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# PARTNERSHIPS: TIPS AND GOOD PRACTICES

## HOW TO MAKE THE MOST OF YOUR CO-COMMUNICATIONS AGREEMENT

When establishing a co-communications agreement with a partner, remember to make sure the benefits are fair for both parts. For this, you can use a benefit sheet such as this one:

Benefits sheet					
	Visibility action	Partner 1 offers to Partner 2	Partner 2 offers to Partner 1		
SOCIAL MEDIA	Facebook	•		•	
	Twitter				
	Instagram			•	
WEB	News				
	Newsletters				
	Logo				
	Event banner				
OTHER ASSETS	Posters				
	Postcards				
	Flyers				
	Publication distribution				
	Promotional material distribution				
	Goodies distribution				

Partner who offers its own media channels in favor of Partner 2 (Media Partner)

Partner who takes advantage of this campaign 2 (Event organizer)

Marking the service provided

Indicating the number

Does your museum have a small following on social media compared to the potential partner, and you feel like it might harm your co-communications agreement? Remember: a big following is not everything. If you have a smaller following but a higher engagement rate, you can enter negotiations with a stronger position. If you want to know how to calculate your engagement rate and more tips on social media, check our [Social Media Guidelines for ICOM Committees](#).

# Take action!

We hope these examples of events and actions will inspire you to organise a meaningful event on International Museum Day 2020. You can adapt them to the type of museum you are, from natural history to modern art!

## INTERACTIVE ACTIVITIES

- **A collaborative portrait:** Put colouring versions of the International Museum Day 2020 poster at the disposal of visitors and ask them to pick a figure and colour it in representing themselves. They can add any elements they wish: traditional dresses, hearing aids, headscarves, turbans, glasses... (tip: reserve the bottom row for wheelchair users that would like to include them in their drawing). The result will be a portrait of the diverse public of your museum. Finally, snap a picture of the masterpiece and upload it to your social media tagging @ICOMOfficial and using the hashtag #IMD2020!
- **Match the \_\_\_\_ to the person:** Ten to fifteen people write down something about them - this can be their job, their religion, their sexuality, their country of origin, etc. Then, a volunteer has to match each answer to the person they think it corresponds. This fun activity highlights the prejudices and unconscious biases we might have. See an example [here](#), plus a slightly different format [here](#).
- **Walk of privilege:** A group of people stand together aligned holding hands. Then, a facilitator reads a [series of questions](#) related to privilege and, depending on the answers, participants take one step forward or one step back. In the end, the differences in privilege are physically visible, as the most privileged end up in the front and the least in the back. See an example of this eye-opening activity [here](#).

## SPECIAL TOURS

- **Boost inclusion:** Organise special tours focused on boosting the accessibility of your museum. For example, a tour for [visitors with autism](#), in sign language, or in the language of a minority from your community.
- **Thematic tours:** Organise tours highlighting the contributions and achievements of communities that are often overlooked and ignored. For example, a tour about remarkable women of colour of history, or about indigenous knowledge and science.
- **Bring the museum outside:** Partner with a hospice or hospital to do a live streaming of a visit for those who cannot come to your museum.



## TAKE A DEEPER LOOK

- **Conferences:** Organise a conference on the topic of International Museum Day 2020. It can be directed to the general public, students, academics or other museum professionals. In any case, make sure to invite diverse guest speakers.
- **The club in the museum:** You can invite existing book or film clubs to hold their monthly meeting in your museum for International Museum Day 2020 in exchange of them choosing a book or film to discuss related to the theme of equality.
- **A look inward:** International Museum Day 2020 is the perfect occasion to analyse your museum from the perspectives of equality, diversity and inclusion. Together with the rest of the staff, take a look at the management and policies of the museum, find which can be improved in this sense and set ambitious objectives for the year 2020!

There is so much more that your museum can do to celebrate!

Below, the Uhuru Garden Museum of Kenya, celebrated International Museum Day 2019 with a performance of traditional arts.



# Social Media

We will be sharing information as well as inspiring activities organised around the world through the [Facebook Page of International Museum Day](#) and ICOM's official social media:



<https://www.instagram.com/icomofficial>



<https://twitter.com/IcomOfficiel>



<https://www.facebook.com/IcomOfficiel>

Join us online in celebrating International Museum Day 2020 by following us on our socials, tagging us in your posts and pictures and using the hashtags:

**#IMD2020    #Museums4Equality**





# International Museum Day

Every year since 1977, ICOM has organised International Museum Day (IMD), which represents a unique moment for the international museum community. On this day, participating museums plan creative events and activities related to the International Museum Day theme, engage with their public and highlight the importance of the role of museums as institutions that serve society and its development.

The objective of International Museum Day is to raise awareness of the fact that, “Museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples.” Organised on and around 18 May each year, the events and activities planned to celebrate International Museum Day can last a day, a weekend or a whole week.

## HISTORY

### **Crusade for Museums**

Before officially creating International Museum Day, ICOM gathered the international museum community for a 1951 meeting called Crusade for Museums, to discuss the theme “Museums and Education.” The idea for International Museum Day was inspired by the framework that was developed at this meeting.

### **The 1977 Resolution**

International Museum Day was officially established in 1977 during the ICOM General Assembly with the adoption of a resolution "with the aim of further unifying the creative aspirations and efforts of museums and drawing the attention of the world public to their activity." International Museum Day was meant to convey the message that "museums are an important means of cultural exchange, enrichment of cultures and development of mutual understanding, cooperation and peace among peoples."

### **Uniting the community around a theme**

As the event attracted more and more museums, and increasingly favoured diversity in unity, ICOM suggested a theme for the first time in 1992: Museums and Environment.

### **Creation of a universal identity**

In 1997, ICOM launched the first official poster of the event on the theme of fighting illicit traffic in cultural goods. The poster was adapted by 28 countries.

### **Strengthening communication**

In 2011, institutional partners, a website and communications kit for International Museum Day were introduced, marking a turning point for the event.

# ICOM

The International Council of Museums (ICOM) is an international organisation of museums and museum professionals which is committed to the research, conservation, continuation and communication to society of the world's natural and cultural heritage, present and future, tangible and intangible.

ICOM is a membership association and a non-governmental organisation which establishes professional and ethical standards for museum activities. As forum of experts, it makes recommendations on issues related to cultural heritage, promotes capacity building and advances knowledge. ICOM is the voice of museum professionals on international stage and raises public cultural awareness through global networks and co-operation programmes.

- 44 686 professionals
- in 138 countries
- with 118 national committees
- and 32 international committees

## Five main missions

- establish standards of excellence
- lead a diplomatic forum
- develop a professional network
- lead a global think tank
- carry out international missions



# Contact

For more information, please contact your National Committee. The list of National Committees is available [here](#).

You can also contact the ICOM Communications department at [imd@icom.museum](mailto:imd@icom.museum).

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