2015 RECOMMENDATION CONCERNING THE PROTECTION AND PROMOTION OF MUSEUMS AND COLLECTIONS

MEETING OF STATES PARTIES TO UNESCO 1970 CONVENTION

16 MAY 2017
UNESCO
PARIS
ORIGINS OF THE 2015 RECOMMENDATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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<tr>
<td>1960</td>
<td>UNESCO Recommendation concerning the Most Effective Means of Rendering Museums Accessible to Everyone</td>
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<td>1970 – 2000</td>
<td>Consistent, sustained and unprecedented growth in museums across the globe</td>
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<td>2011</td>
<td>Acknowledgement of museums’ increasing relevance to the fundamental missions of UNESCO and the need for related public policies in contemporary world.</td>
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NECESSITY OF A NEW INSTRUMENT

- Fifty years since the adoption of the previous Recommendation
- Growing relevance of Museums’ social, economic and educational role in society
- Other international recommendations and documents (1960, 1972)
Adoption of the 2015 Recommendation by the 38th Session of the General Conference
17 November 2015

First Meeting of the UNESCO High Level Forum on Museums
Shenzhen, China
November 2016
ESSENCE OF THE RECOMMENDATION

- Significance of museums and collections in some of the fundamental missions and actions of UNESCO, notably in heritage preservation, creativity, promotion of cultural and natural diversity, education, scientific progress, and communication,
- Museums as being among the most prominent institutions for safeguarding heritage in its all forms, tangible and intangible, movable or immovable; an ever increasing role in stimulating creativity; providing opportunities for research and for formal and informal education, social and human development across the world,
- Fundamental role in promoting sustainable development and intercultural dialogue.
STRUCTURE AND TOPICS OF THE RECOMMENDATION

Preamble
Introduction
I. Definition and diversity of museums
II. Primary functions of museums
• Preservation, research, communication, education
III. Issues for museums in society
• Globalisation, Museum relations with the economy and quality of life, social role, museums and ICTs
IV. Policies
• General policies, functional policies
II. PRIMARY FUNCTIONS OF MUSEUMS

PRESERVATION

Paragraph 7. The preservation of heritage comprises activities related to acquisition, collection management, including risk analysis and the development of preparedness capacities and emergency plans, in addition to security, preventive and remedial conservation, and the restoration of museum objects, ensuring the integrity of the collections when used and stored.
Paragraph 8. A key component of collection management in museums is the creation and maintenance of a professional inventory and regular control of collections. An inventory is an essential tool for protecting museums, preventing and fighting illicit trafficking, and helping them fulfil their role in society. It also facilitates the sound management of collections mobility.
III. ISSUES FOR MUSEUMS IN SOCIETY

GLOBALISATION

Paragraph 13. Globalization has permitted greater mobility of collections, professionals, visitors and ideas which has impacted museums with both positive and negative effects that are reflected in increased accessibility and homogenization. Member States should promote the safeguarding of the diversity and identity that characterize museums and collections without diminishing the museums’ role in the globalized world.
III. ISSUES FOR MUSEUMS IN SOCIETY

MUSEUMS AND INFORMATION AND COMMUNICATION TECHNOLOGIES

Paragraph 19. The changes brought about by the rise of information and communication technologies (ICTs) offer opportunities for museums in terms of the preservation, study, creation and transmission of heritage and related knowledge. Member States should support museums to share and disseminate knowledge and ensure that museums have the means to have access to these technologies when they are judged necessary to improve their primary functions.
Paragraph 20. Existing international instruments relating to cultural and natural heritage recognize the importance and social role of museums in their protection and promotion, and in the overall accessibility of this heritage to the public. In this regard, Member States should take appropriate measures so that museums and collections in the territories under their jurisdiction or control benefit from the protective and promotional measures granted by these instruments. Member States should also take appropriate measures to strengthen museum capacities for their protection in all circumstances.
IV. POLICIES

GENERAL POLICIES

Paragraph 21. Member States should ensure that museums implement principles of applicable international instruments. Museums are committed to observe the principles of international instruments for the protection and promotion of cultural and natural heritage, both tangible and intangible. They also should adhere to the principles of the international instruments for the fight against illicit trafficking of cultural property and should coordinate their efforts in this matter. Museums must also take into account the ethical and professional standards established by the professional museum community. Member States should ensure that the role of museums in society is exercised in accordance with legal and professional standards in the territories under their jurisdiction.
IV. POLICIES

FUNCTIONAL POLICIES

Paragraph 25. Member States should take appropriate measures to ensure that the compilation of inventories based on international standards is a priority in the museums established in the territory under their jurisdiction. The digitization of museum collections is highly important in this regard, but should not be considered as a replacement for the conservation of collections.
IV. POLICIES

FUNCTIONAL POLICIES

Paragraph 32. The collections defined in paragraph 5, when held in institutions that are not museums, should be protected and promoted in order to preserve the coherence and better represent the cultural diversity of those countries’ heritage. Member States are invited to cooperate in the protection, research and promotion of those collections, as well as in promoting access to them.
IMPLEMENTATION OF THE RECOMMENDATION

Member States should:

- **adapt** this new instrument to their specific institutional and socio-cultural contexts;

- **disseminate** it widely across the territories under their jurisdiction and their control;

- **facilitate** its implementation through the formulation and adoption of supporting policies and guidelines; and

- **monitor** its impact on the protection and promotion of museums and collections;
THE WAY FORWARD:

The General Conference agreed on setting the reporting period by Member States every four years.

From 2018, the reporting of Member States will be examined by the Committee on the Conventions and Recommendation of the Executive Board and for its final report towards the General Conference at its 39th session in 2019.
Draft Guidelines for the preparation of the reports from Member States on the application of the UNESCO 2015 Recommendation concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society

UNESCO’s Member States are invited to send to the UNESCO Secretariat information on their implementation of the 2015 Recommendation concerning Museums and Collections.

Please send the completed survey, by 20 September 2018 at the latest, to: sec.mus@unesco.org

I. Introduction

A. About the Recommendation

1. The UNESCO Recommendation concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society was adopted by the UNESCO General Conference in 2015 and calls upon Member States to guarantee an enabling environment for museums and related institutions to fulfill their cultural, social, educational and economic roles in contemporary societies.

2. The Recommendation provides definitions of museums, heritage and collections, and recognizes the challenges faced by Member States in guiding museums and related institutions to fulfill their missions. It recommends the implementation of policies and
THANK YOU!

NAO HAYASHI
UNESCO MUSEUMS PROGRAMME COORDINATOR
N.HAYASHI@UNESCO.ORG