New UNESCO Recommendation concerning the protection and promotion of museums, their Diversity and their Role in Society

September 2016
Nao Hayashi
Museums Programme Coordinator
History

• 1960 - UNESCO Recommendation concerning the Most Effective Means of Rendering Museums Accessible to Everyone

• 2011 – Acknowledgement of museums’ increasing relevance to the fundamental missions of UNESCO, needs for related public policies in contemporary world
Necessity of a New Instrument

To reinforce the protection provided by the already existing standards and principles referring to the role of museums and collections in favour of cultural and natural heritage, in its tangible and intangible forms, and to related roles and responsibilities.


- Other international recommendations and documents (1960, 1972)
The Process

- Initiation of the debates in 2011 during the 36th General Conference

- Expert meeting in Brazil in July 2012

- Two independent expert studies commissioned by UNESCO in 2012/2013

- A Resolution by UNESCO Member States during its 37th General Conference (2013) on the preparation of the preliminary text of the new non-binding instrument in the form of a recommendation
Intergovernmental meeting of legal and technical experts to study the draft text of the Recommendation (27-28 May 2015)
Adoption of the 2015 Recommendation by the 38th Session of the General Conference, 17 November 2015
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
  - Globalization, Museum relations with the economy and quality of life, social role, museums and ICTs
- IV. Policies
  - General policies, functional policies
Essence of the Recommendation

- Significance of museums and collections in fulfilling 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 are 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.
The Recommendation Underlines

Importance of the Member States to support the museum sector to:

- Observe the principles of international instruments for the protection and promotion of cultural and natural heritage, both tangible and intangible. (Art 20, 21)
- Fulfill their fundamental functions - Preservation, research, communication, and education; (Art 21)
- Be a driver for economic growth, social integration, and cohesion;
- Provide appropriate financial and human resources; (Art 22, 27)
- Ensure diversity in Museums and their Collections: (Art 23)
  - Variety of approaches in valorizing their collections
  - Reaching a diverse audience
- Promote Collaborative Efforts with stakeholders (Art 24)
The Recommendation Continues

Importance of the Member States to support the museum sector to:

- Ensure the establishment of professional inventories; (Art 8, 25)
- Adhere to ethical and professional standards and share good practices; (Art 21, 26)
- Promote the access to ICTs in museums; (Art 19)
- Protect and promote collections, not held in museums; (Art 32)
- Promote audience development; (Art 34)
- Encourage international cooperation for capacity-building of museum professionals. (Art 35)
Implementation of the Recommendation

Member States are invited to:

- Adapt this new Recommendation 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;
- Monitor its impact on the protection and promotion of museums and collections;
Member States and relevant local and museum authorities:
critical steps to implement the new instrument

- Comprehensive surveys and mapping of museums and collections;
- Adapting their existing legal, administrative and institutional frameworks and/or developing appropriate principles and guidelines;
- Assess the specific conditions of museums and their collections
- Integrate museums and collections into a wider framework of national and regional cultural policy development;
- Prioritize actions for the preservation and development of museums and collections.
Recommends that Member States:

- Develop appropriate partnerships and cooperation framework at national, regional and international levels in order to support:
  - increased role of museums in heritage preservation,
  - social, educational and economic development and enjoyment,
  - sustainable development,
  - intercultural dialogue.
Recommends that Member States:

- Provide their support in strengthening UNESCO’s action for preserving heritage and fostering museums’ role in social, educational and economic development, including through the extra-budgetary-funded high level forum on museums.
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.
UNESCO High Level Forum on Museums in Shenzhen

9-12 November 2016
UNESCO High Level Forum on Museums’ mission

- Promote the implementation of this new instrument among policy makers in Member States and the global museum community;
- Reflect on the critical issues surrounding heritage and its role in society, which will provide an opportunity to gather high level experts in the field of museums, collections and beyond on the issues of heritage.
- Serve as an advisory body to the Director-General on museums and heritage;
- Raise the visibility UNESCO and Member States’ actions in the field of museums and moveable heritage.
First session of HLF in Shenzen

- 9-12 November 2016
- 40 core high level museum experts from all over the world
- VIPs and political figures (ministers)
- UNESCO Govermental organs’ representatives from Member States
- International Heritage professionals
- International and Chinese media
- General Public
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 November 2016</td>
<td>10am-1pm</td>
<td>Opening of Working Group</td>
<td>Arrival of Participants</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Opening High Level Segment (Plenary)</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:30am-11am</td>
<td><strong>Opening Addresses</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Chinese central governmental representative</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Representative of the Chinese Cultural Office</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Representative of Foreign Affairs of China</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Representative of the Shenzhen People’s Government</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Representative of UNESCO</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10am-1pm</td>
<td><strong>Keynote Speeches</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- One international expert</td>
<td>In China</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- One Chinese expert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:30am-1pm</td>
<td><strong>UNESCO Secretariat Presentation on the 2015 Recommendation</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1pm-2:30pm</td>
<td><strong>Lunch</strong></td>
<td></td>
</tr>
<tr>
<td>10 November 2016</td>
<td>1pm-2:30pm</td>
<td><strong>First thematic session</strong></td>
<td>Emerging museum sector - different models, different challenges</td>
</tr>
<tr>
<td></td>
<td>2:30pm-4:30pm</td>
<td>1-A New museums – avenue of creativity</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1-B Revival of National Museums</td>
<td></td>
</tr>
<tr>
<td>11 November 2016</td>
<td>2:30pm-4:30pm</td>
<td>2-A Protection of cultural property in times of peace and conflict</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2-B Protection of cultural property, importance of documentation, inventories, authentication</td>
<td></td>
</tr>
<tr>
<td>12 November 2016</td>
<td>10am-1pm</td>
<td><strong>Closing High Level Segment (Plenary)</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Reports of thematic sessions</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Presentation of the Shenzhen Declaration</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Closing Addresses</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chinese representatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>UNESCO</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1pm-2:30pm</td>
<td><strong>First thematic session</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2:30pm-4:30pm</td>
<td>4-A Implementation of the UNESCO Recommendation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4-B Towards a greater national and international cooperation for museums</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Afternoon</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Visit of participants to cultural sites and institutions (optional)</td>
<td></td>
</tr>
</tbody>
</table>
Confirmed experts

Prof. Dr. Markus Hilgert is a specialist in Ancient Near Eastern Studies and Cultural Heritage Research. He is Director of the Ancient Near East Museum at the Pergamonmuseum in Berlin. From 2007 until 2014, Hilgert held a chair for Ancient Near Eastern Studies at Heidelberg University. Hilgert is the coordinator of the national research consortium ILLICID focusing on the illicit traffic with cultural property in Germany. He is the co-director of the Iraqi-German expert forum “Iraq’s Cultural Heritage at Archaeological Sites and Museums“. A member of the German Commission for UNESCO, he was named the “National Correspondent for the Blue Shield in Germany” in 2016.
TM Lim is the Chief Executive of Science Centre Singapore. He is also an Associate Professor at the Department of Biological Sciences, National University Singapore. His other appointments include: President of the Singapore Association for the Advancement of Science; Director in the Board of the Association of Science & Technology Centres; President of the Asia Pacific Network of Science Centres; 1st Vice President of the Singapore National Academy of Science and the General Secretary of the Association of Singapore Attractions. He is a Fellow of the Singapore National Academy of Science and a Fellow of the Singapore Institute of Biology.
Luisa De Peña Diaz holds a BA in Interior Designer and an MA and PhD in Museum Studies, specializing in recovery of repression archive as well at education in human rights and memory. She was a director of several state museum and is former General Museum Director for the Ministry of Culture. She has participated as an advisor for national and international museums projects, has conducted many national and international conferences and has published several important publications. She is Chairperson of the Dominican National Committee of ICOM, was a Board Member of ICMEMO, a member of LEAC, the NPC of AAM and ICOM EC.
Prof. Dr. Maamoun Abulkarim holds a PhD in Archaeology and History and is Director General of Antiquities and Museums, Syria, Professor of Archaeology at the University of Damascus and Syrian co-director of the Syrian-French archaeological mission in the Dead Cities. He was previously a national expert with UNESCO for the Dead Cities project, Director of Scientific Affairs at the Directorate General of Antiquities and Museums, Syrian co-director of the Syrian-British archaeological mission in Homs and Head of Department of Archaeology, University of Damascus. He written widely on Syrian civilization during the Roman and Byzantine period and published several books on the subject.
Jean-Paul Koudougou is the General Director of National Museum of Burkina Faso, responsible for the management of the museum’s collections, the organization of the exhibitions and the management of the museum’s staff. He leads the Museum development policy and works for the promotion of the local cultures. He was previously General Director of Cultural Heritage (2014-2015), Director of the Museums Promotion (2010-2014), Curator of the Music Museum of Ouagadougou (2005-2010) and chairperson of ICOM-Burkina Faso (2009-2011).