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council  
of museums



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#IMD2021



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**18**  
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2021

# Communication Kit

**« The Future of Museums:  
Recover and Reimagine »**

INTERNATIONAL MUSEUM DAY



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## « The Future of Museums: Recover and Reimagine »

INTERNATIONAL MUSEUM DAY

The year 2020 has been like no other. The Covid-19 crisis has swept the whole world abruptly, affecting every aspect of our lives, from the interactions with our loved ones, to the way we perceive our homes and cities, to our work and its organisation. Some already pressing issues have been exacerbated, questioning the very structure of our societies: the call for equality is stronger than ever.

Museums are no exception to these changes, and the cultural sector is among the most affected: surveys conducted by ICOM and other international organisations present a dire situation for museums and their professionals, with serious economic, social and psychological repercussions in the short and long term alike.

But this crisis also served as a catalyst for crucial innovations that were already underway, notably an increased focus on digitisation and the creation of new forms of cultural experience and dissemination.

This is a pivotal moment for our society, and we call museums to embrace it and lead the change. The time is now to rethink our relationship with the communities we serve, to experiment with new and hybrid models of cultural fruition and to strongly reaffirm the essential value of museums for the construction of a just and sustainable future. We must advocate for the creative potential of culture as a driver for recovery and innovation in the post-Covid era.

With the theme “**The Future of Museums: Recover and Reimagine**”, International Museum Day 2021 invites museums, their professionals and communities to create, imagine and share new practices of (co-)creation of value, new business models for cultural institutions and innovative solutions for the social, economic and environmental challenges of the present.

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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 2020, despite the limitations imposed by a digital-only format, #IMD2020 activities reached more than 83 000 000 users on social media, on May 18 alone!

# 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 2021, we aim at:

**1**

**ADVOCATE FOR MUSEUMS AS  
KEY DRIVERS FOR RECOVERY**

**2**

**REIMAGINE THE FUTURE OF  
MUSEUMS AND THEIR ROLE  
IN OUR SOCIETIES**

**3**

**PROMOTE CULTURAL  
EXCHANGE AS A CATALYST  
FOR PEACE AMONG PEOPLES**

**4**

**IMPLEMENT THE UN  
SUSTAINABLE DEVELOPMENT  
GOALS**

# ICOM AND THE SUSTAINABLE DEVELOPMENT GOALS

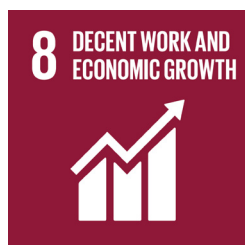
As representative of the global museum community, the vision of ICOM is a world where the importance of natural and cultural heritage is universally valued. Today, more than ever, museums face unique challenges related to social, economic, and ecological issues. While serving as witnesses of the past 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 2021, we will focus on:



By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university (Target 4.3)



Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors (Target 8.2)



Strengthen efforts to protect and safeguard the world's cultural and natural heritage (Target 11.4)

By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities (Target 11.7)



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 2021 edition, *The Future of Museums: Recover and Reimagine* we chose a neutral figure, immersed in a hybrid physical-digital universe with an emphasis on two key issues for our future: sustainability and community.

## MAKE IT YOURS!

We invite you to adapt the poster according to the needs of your museum: maybe to promote a special exhibition or any other event. A customisable version of the poster is available, so we encourage you to involve the staff and the public of your museum to change it. Our aim is to have as many different versions as possible to represent the different challenges of the future and how museums can help to overcome them! 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, or fill the form [here](#).*

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# TIP: CHANGE THE VR SCREEN AND/OR THE PICTOGRAMS!

## FONT GUIDE

**Georgia  
bold 80 pt**

**Georgia  
bold 48 pt**

**Georgia  
bold 41 pt**

**Arial  
bold 53 pt**

**Arial  
regular 38 pt**



*Note: the font sizes are for a 40x60 cm poster*



# 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 2021, 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 2021, another interesting strategy is to organise an event involving realities outside the museum universe, but facing similar challenges for the future.

# 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



# 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 2021. You can adapt them to the type of museum you are, from natural history to modern art!

## INTERACTIVE ACTIVITIES

- **Collaborative exhibitions:** you can engage your communities in imagining together what tomorrow's museum will look like, producing a physical or digital work of art and exhibiting a selection (the most "liked"?) of them. A starting point could be to invite your followers to add elements to your personalised version of the International Museum Day 2021 poster! The result will be a collective portrait of the museum of the future. Once it's done, don't forget to share it on social media tagging @ICOMOfficial and using the hashtag #IMD2021!
- **Creative brainstorming:** at this time more than ever, the future of museums seems uncertain. To navigate these turbulent times, brainstorming can be an excellent tool, especially if it's done in an inclusive manner. Bring together representatives from your community and discuss together what the way forward might be! [On this site you](#) can find some great and creative ideas.
- **Social media takeover:** you can mix things up on social media by inviting guests to take over one of your accounts for a time, resulting in a new and fresh perspective of your activities. Instagram residencies for artists are increasingly popular among museums, but what about organising a "call for takeover" for locals group or associations, to see how they would give voice to your museum?

## DIGITAL OR HYBRID EVENTS

- **Bring your programmes online:** are you struggling to find ways to reach and engage with your public online? Take a look at [Connected to Culture](#), a toolkit we developed with Google Arts & Culture to help organisations bridge the digital gap.
- **Hub and spoke or watch parties:** you could team up with other museums to host the same, smaller event at various locations (combined with a live streaming) and bring together different audiences to discuss around a specific topic. The breakout sessions could be then targeted to a specific sub-topic/group, and remote guests can join you in a thematic room online.
- **Be inspired:** you can find other good examples of remote activities on our website, just click [here](#)!



## TAKE A DEEPER LOOK

- **Conferences:** organise a conference on the topic of International Museum Day 2021. It can be directed to the general public, students, academics or other museum professionals. In any case, make sure to invite diverse guest speakers.
- **Contemporary collecting:** to shape the future of our sector, your museum can play an active role by collecting evidence and stories of how these times are affecting your communities and operations. In doing so, reinforce your commitment to diversity, inclusion and engagement, to ensure that no story - especially that of marginalised groups - is lost.
- **A look inward:** International Museum Day 2021 is the perfect occasion to analyse your museum from the perspectives of community engagement, digital presence and sustainability. 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 2021!

There is so much more that your museum can do to celebrate, both on site and online, and often in unexpected places!

Last year, International Museum Day 2020 premiered on the popular Nintendo video game series Animal Crossing, and was celebrated by players worldwide with a two-weeks event!



# Share your work

In the build up to International Museum Day 2021, we invite ICOM members to send proposals for articles that will be published on **ICOM Voices**, the editorial space for our network.

The column will be an integral part of our campaign, reflecting on today's social and cultural mutations, while sharing innovative practices that will build tomorrow's museums. We encourage members to submit proposals in English, French or Spanish on the following key topics:

- **Digital Presence**
- **Social Relevance and Sustainability**
- **New Business Models**
- **Environment**

You can find the call and submit your articles [here](#).

Are you planning a special activity for International Museum Day?  
Add it to [ICOM's interactive map](#) for the whole world to see!

Each year we invite museums to share the activities they have planned for International Museum Day on our interactive map. Given the importance of digital events these days, this platform is the perfect tool to reach audiences interested in participating in International Museum Day from all over the world.

To participate, all you have to do is complete this form on [OpenAgenda](#).



# 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/IcomOfficial>

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

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:

**#IMD2021    #TheFutureOfMuseums**



# 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.

→ 50 000 professionals

→ in 142 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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