

Form Name: ICOM Define Consultation 4 - EN  
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## Identification

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**Name of the National or International Committee, Regional Alliance or Affiliated Organisation to which the answers to the following form correspond (only one form can be submitted by each NC, IC, RA, AO)** ICOM-US

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**Name of person answering the form on behalf of the NC, IC, RA or AO (please fill out the form only if you are the person who is authorized to do so by your NC, IC, RA or AO)** Molly Shevlin

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**ICOM membership number** 71679

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**Email address** mshevlin@hauck.com

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**I have been authorized by the board of my NC, IC, RA or AO to submit this form** Yes

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## The five proposals

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## Ranking of proposals

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**1. Please rank the following proposals from 1 to 5, being 1 the most preferred one:**

A museum is an accessible, inclusive, not-for-profit institution. It inspires discovery, emotion, reflection, and critical thinking around tangible and intangible heritage. In the service of society, and in active partnership with diverse communities, museums research, collect, conserve, exhibit, educate and communicate. They operate professionally and ethically, promoting sustainability and equity. = 1 (most preferred)

A museum is a permanent, not-for-profit institution, accessible to the public and of service to society. It collects, conserves, interprets and exhibits, tangible, intangible, cultural and natural heritage in a professional, ethical, and sustainable manner for research, education, reflection and enjoyment. It communicates in an inclusive, diversified, and participatory way with communities and the public. = 3

A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, exhibits, and communicates tangible and intangible heritage. Open to the public, it is accessible, inclusive, and fosters diversity and sustainability. The museum operates professionally, ethically and with the participation of communities, offering varied audience experiences for the purposes of education, enjoyment and the expansion of knowledge. = 4

A museum is an inclusive, not-for-profit institution, open to the public, which researches, collects, preserves, exhibits, and communicates tangible and intangible heritage, facilitating critical reflections on memory and identity. Museums are in the service of society, providing educational and knowledge sharing experiences. Driven by communities or shaped together with their audiences, museums can take a wide range of formats, fostering equal access, sustainability, and diversity. = 5 (least preferred)

A museum is an open and accessible not-for-profit institution that collects, researches, preserves, exhibits and communicates the tangible and intangible heritage of people and the environment for the benefit of society. Museums are committed to ethical and sustainable practices and are operated in an inclusive and professional manner to create enjoyable and educational experiences that foster curiosity and discovery. = 2

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**Do you have any comments for your MOST preferred proposal (ranked with a 1 in the previous question)? This could be a modification to the preferred proposal, but should only be words/phrases from another proposal, as those were the terms already selected in Consultation 3. No new terms can be proposed at this point. Please fill the following text box (this question is optional and can be left blank).**

Suggested adjustments: #1

- Combine first two sentences to make stronger (replace "it" with "that" to make one sentence).
- Add "cultural" and "natural" before "heritage"
- Consider replacing/adding "interprets" in place of "educate" or "communicate"
- Consider replacing/adding "building knowledge" in place of "research"
- Add the term "authentic"
- Do museums have to meet all the listed terms to be considered a museum? To be a museum do you have to be a collecting institution? (ex-children's museums)
- Translation consistency- use legal terms (ex) "not-for-profit" and "collections"

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**Do you have any comments for your LEAST preferred proposal (ranked with a 5 in the previous question)? Please fill the following text box (this question is optional and can be left blank).**

Proposal #4 is aspirational rather than descriptive. Some terms use emotional language. We also feel that this proposal is missing the term natural heritage.

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## **Information regarding the General Data Protection Regulation (GDPR)**

**By submitting my online form, I acknowledge that I have read and understood the information provided in this form and in the ICOM Privacy Policy**

I agree

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