

ICOM-CECA report

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President

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The essential introduction to this annual report from the Presidency is the heartfelt acknowledgement of the work carried out by the entire Bureau during the 2024 year that has just come to an end: hard work, carried out in a spirit of harmonious cooperation, a dimension so often lacking in our contemporary world. Dynamic and efficient work that has borne many fine fruits. This report is a summary of that work, with each of the other activity reports describing the achievements of each sector in greater detail.

Main achievements of the CECA Committee

- Increase in the number of CECA members

The first reason for satisfaction is the steady increase in the number of members since the beginning of my presidency, continuing the rise recorded over the last 10 years, symptomatic of the growing importance of the social and educational role of museums.

CECA members	2014	2019	2024
Individual members	665	1158	2304
Institutional members	80	171	350
Total Members	745	1329	2654

These figures show that the number of CECA members has doubled in the last five years, having almost doubled in all categories over the previous five years.

- Annual Conference Athens
The Hellenic National Committee of ICOM hosted the 2024 CECA Annual Conference "Sensitive Topics - Challenging Audiences" in Athens, from 18 to 22 November 2024.

The event was organised in collaboration with the Hellenic Ministry of Culture - Directorate of Archaeological Museums, Exhibitions and Educational Activities and the Benaki Museum.

The conference brought together 170 speakers, in Greek and English, in front of an audience of 356 participants from 50 different countries from all regions of the world, with the unfortunate exception of Africa, as the CECA budget did not allow for members other than the 5 prize-winners and the coordinators of special interest groups.

➤ Awards

In 2024, we were able to continue developing our international awards policy. Following the creation of 3 Good Practice Awards in 2010, the Colette Dufresne-Tassé Research Award in 2015 and the Young Members' Award in 2023, in 2024 we were able to create a second research award aimed at students and young professionals.

The Best Practice award was a great success, with the final number of entries being

The number of applicants was 27, compared with 23 in 2023. At the same time, the quality of the projects submitted is increasing, with a trend towards integrating original educational thinking into the exhibition design and not just into the design of complementary educational programmes. The three winners were French and Greek.

- The Research award has been strengthened by the creation of two sections, a junior section for under-35s, students or professionals, complementing a senior section for over-35s. A total of eight research reports were submitted in 2024 by members from Belgium, Egypt, Greece, Iran, Mexico (3) and the United States. The prizes were awarded to Mexico and the United States. This development goes hand in hand with the growing attention paid by museum education circles to applied research, thus contributing to the gradual recognition of this professional practice as a genuine discipline worthy of the recognition of the various scientific specialities represented within museums. There was also a growing number of proposals for research papers during the annual conference. 16 research papers were proposed in Athens at the annual conference.
- The Young Members' Award supports the important networking work undertaken since 2023 among young educators. Young educators are encouraged to participate regularly in this network, which is aimed at students and young professionals in museum education aged between 18 and 35. They can take part in online meetings, conversations, workshops and competitions to share and learn from each other on topics relevant to the changing profession and its concerns. The number of participants is growing, with some members - between 10 and 15 - demonstrating their loyalty to this activity. The prize is awarded to a video that contributes to

sustainable development practices in museum education and visitor participation .
This year's winner was from Mexico.

➤ Publications

In recent years, CECA's publishing activities have focused on two main areas: the continuation of the publication of CECA's historical series "ICOM Education" and a more recent project to cover the history of museum mediation country by country.

ICOM Education is currently working on issue 31, which should deal with the subject of "Fun and pleasure in the museum" and be translated into three languages. Progress has been made on its publication but it has not yet been possible to go ahead.

The series on the history of mediation has been enriched by a new issue on Brazil, a project carried out with vigour and enthusiasm by the Brazilian members of CECA, who succeeded, in record time, in compiling and translating the history of their discipline into four languages. This digital publication is available in Spanish, French and English. The Portuguese edition has been financed by ICOM Brazil.

➤ Training

• Africa Workshop

Thanks to the recognition and support of SAREC, CECA has been able to develop a workshop in French-speaking West Africa to develop the pedagogical skills of museum professionals in implementing educational and cultural programmes. The workshop was held in Abidjan, Côte d'Ivoire, from 23 to 28 November 2024, on the theme of "Social sustainability, natural sustainability: the urgent need for education". The project was carried out by CECA in collaboration with ICOM NATHIST, ICOM France, ICOM Côte d'Ivoire and the Musée de la Civilisation de Côte d'Ivoire. The training alternated between remote presentations by international specialists and on-site presentations by local specialists and the head of CECA's Best Practice programme, who came from Argentina for the occasion.

• ICOM and the University of Murcia (Spain) signed a new agreement in 2024

collaboration, through the International Committee for Education and Cultural Action (CECA), to offer online training via the University Microcertification in Applied Research Projects in Education, in museums in Latin America and the Caribbean (1st edition). Microcertifications are a European Union initiative aimed at promoting lifelong learning with a university quality Thirty places have been offered. ICOM-CECA members were given priority, with 60% of places reserved for them. The programme started on 11 October 2024 and will end on 20 January 2025.

• Taiwan: I led a seminar organised by the Chinese Museum Association to its members on Best Practice in the co-construction of educational activities

The President's speeches on behalf of the CECA

As President representing the CECA, I had the opportunity to take part in various projects around the world:

- In Taiwan, in November 2023, on the theme of co-construction, as inaugural speaker for the opening of the NTCM (New Taipei City Art Museum).
- In Athens, in December 2023, at a conference organised by ICOM Greece and supported by SAREC on the theme of "Museums in Europe: new definition, new perspectives, identity, credibility, sustainability", a talk on social sustainability.
- In Johannesburg, in December 2023, for the UNESCO Regional Office for Africa Southern Africa, as part of a seminar on "The legacy of national liberation movements in Southern Africa: Museums and cultural centres as places of learning".
- In Madrid, at the Prado Museum, in April 2024, for the meeting "II Encuentro ICOM España-CECA ,Museos por la educación y la investigación".
- In Korea, in November 2024, at the National Hangeul Museum on the theme "Heaven, Earth, Human and Museum" on the role of museums in education for sustainable development
- In Teheran, in March 2024, with Iran, for a hybrid seminar. The course was entitled "Museum Education" and was offered by the Cultural Heritage and Tourism Research Institute in Tehran.
- For the CECA, I was a member of the scientific advisory board preparing a symposium organised at the University of Liège.

Museum of Natural Sciences of the Valais on "Mediations with regard to the Anthropocene" planned for October 2025

- Over the course of 2024, I played a major role for CECA in ICOM's general projects
 - Numerous contributions to the International Committees' Working Group (ICWG). Proposal of two draft resolutions to be submitted to the ICOM General Assembly in June 2024

- Participation in the scientific council of dITC (International Training Center) whose sessions are co-organised 3 times a year by ICOM and ICOM China in Beijing and in the region.
- Working closely with NatHist, the International Committee for Natural History Museums, to develop the educational skills of NatHist members and the CECA's expertise in natural history museums.
- Start of collaboration on the creation of the ICOM Academy project
- Various members of the CECA Bureau also took part in the work of the Ethics Committee and the ICOM Mini-Sites Working Group.

Upcoming projects

- Board elections

Preparations for the elections to the 2025/2028 CECA Board. This election is particularly crucial because a very large number of members of the current Board - more than half, including the Chairman and the Secretary/Treasurer - are no longer eligible for re-election. An early information campaign will be stepped up on this subject.

- ICOM 2025 General Conference

As Chairman, I took part in the preparatory meeting for the General Conference in Dubai in November 2024. On this occasion, I was able to start planning joint sessions with other international committees. Sessions are planned with two science museum committees, NatHist and Comcol, in order to strengthen the CECA's expertise in this type of collection. I have also initiated contacts with the educational teams at the Louvre Abu Dhabi, with a view to organising the "off-site meeting" planned during the general conferences at this institution.

- Publications France and a request for financial support has been made to SAREC for 2025 in order to speed up the publication of the series "Histoire de la médiation muséale" country by country. Projects are currently being prepared on France and China. Invaluable collaboration with Ani Avagyan, a former member of the Board, on the editing of these texts should speed up the publication process.
- Strengthening the network of National Correspondents given the large number of members on the Committee, it is vital that a dense network of national correspondents is in place and that they are active if the Committee is to remain

dynamic. A special effort will be made in this direction during 2025, to facilitate the installation of a mainly new Board.

- Reflection on the possibility of a change of acronym for the CECA. A survey was carried out among committee members at the beginning of 2024, giving a variety of opinions but highlighting one trend: to keep the committee's CECA logo as the historic brand known to the community, but to change the terms that are significant of the committee's missions, with the term 'education' of course being retained, but the term 'cultural action', which has become dated and outdated, being replaced by terms that more accurately reflect the new ICOM definition of a museum. Latin America has already started thinking about this, but the same process still needs to be carried out at a global level and the conclusions voted on at the 2025 General Assembly before the new acronym can be presented to the ICOM Executive Council for approval.