



WHEN

ONLINE
CONFERENCE

MUSEUMS

GO ONLINE

THE LAW
& DIGITAL
CULTURAL
HERITAGE DAY

11 DECEMBER 2020
13:00 - 18:30 CET

ICOM international
council
of museums

UNIVERSITÉ
DE GENÈVE

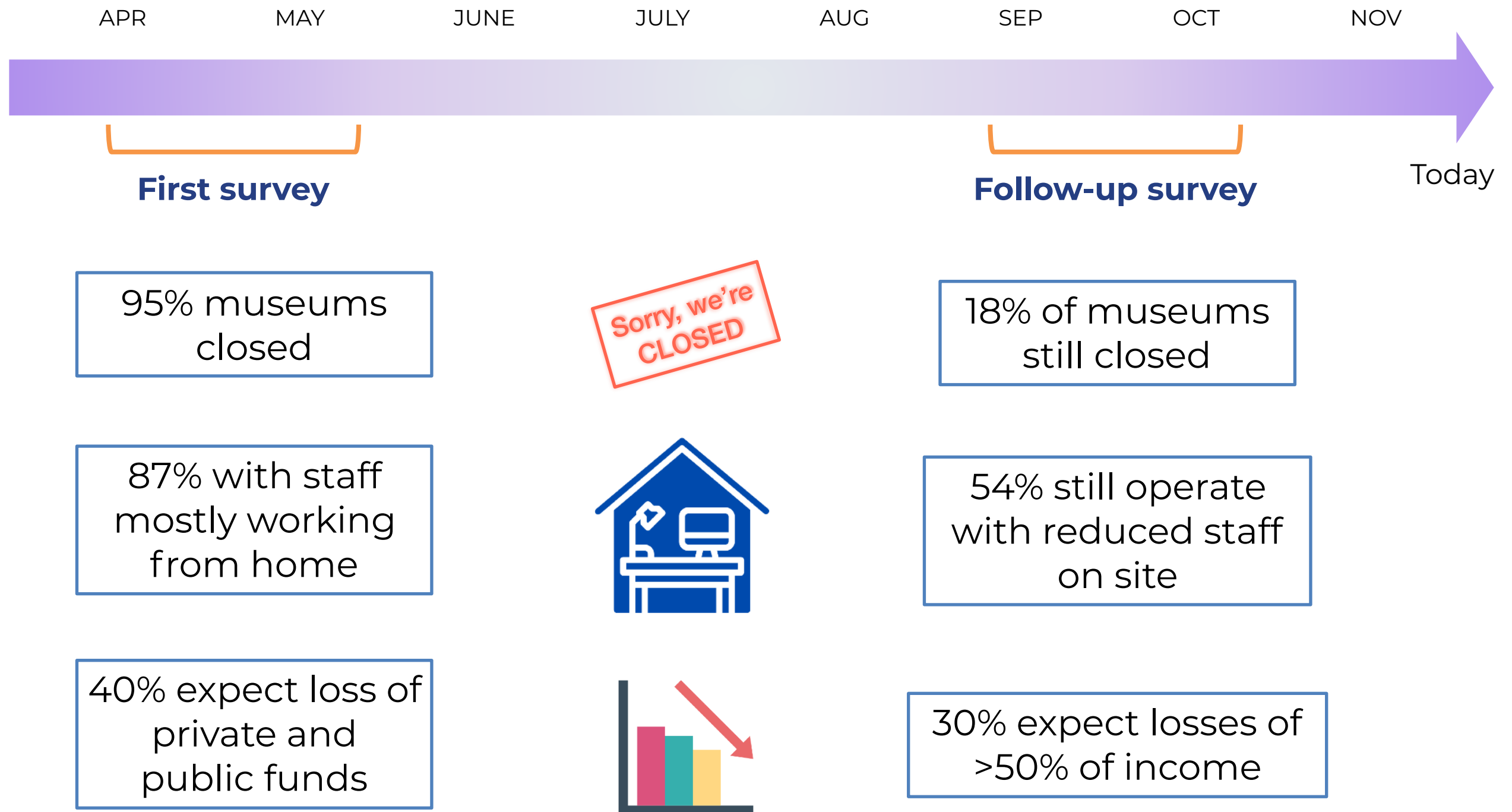
UNIVERSITÉ
DE GENÈVE
FACULTY OF LAW
Art Law Centre

Digital
Law
Center

Museums and digital activities: a post-pandemic overview

Peter Keller, ICOM Director General

EVOLUTION OF THE CRISIS



KEY FINDINGS

60%

Expect cuts in
public
programmes



14%

Staff furloughed,
laid-off or not
renewed



6%

Expect the
museum to close
permanently



40% fear
losing contact
with their
communities

Highest rates in
North America - **20%**



Highest rates in
the Arab Region - **22%**

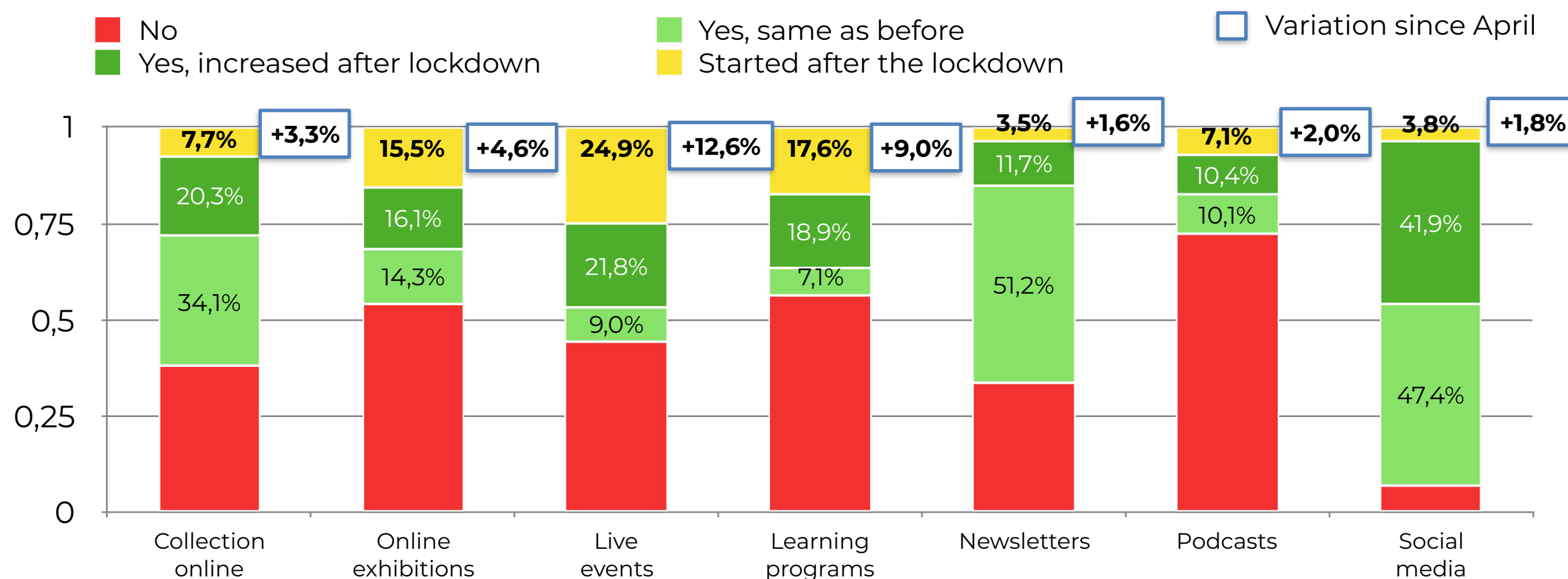


GOING DIGITAL

Compared to our first survey, online activities have increased further, and in particular the percentage of institutions that have experimented with new digital communication channels after the lockdown started.

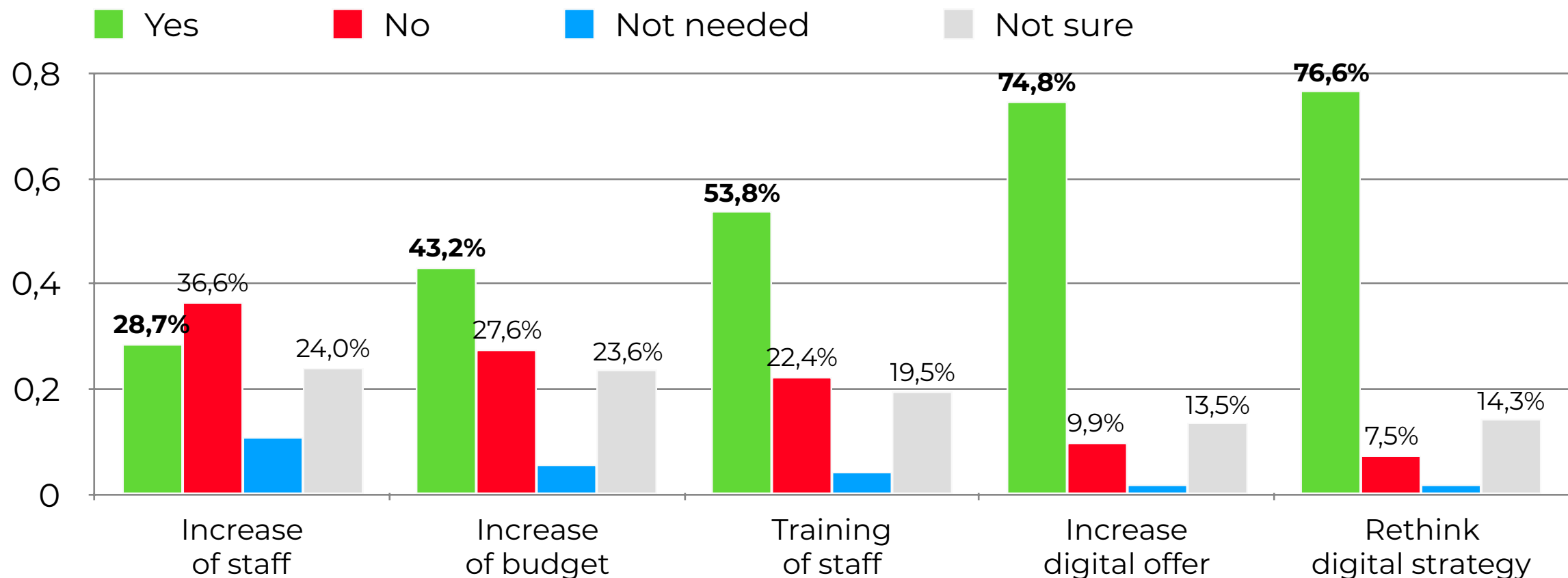
- Highlights:**
- For **28%** of museums increase or start of collection digitization processes
 - For **36,5%** increase or start of online learning programmes
 - For **45,7%** increase or start of social media activity

Which digital services does your institution provide?



GOING DIGITAL

Which of the following changes is your institution considering after the lockdown?



The COVID-19 crisis has changed museums' perception of the digital world, highlighting existing issues and accelerating changes already in progress

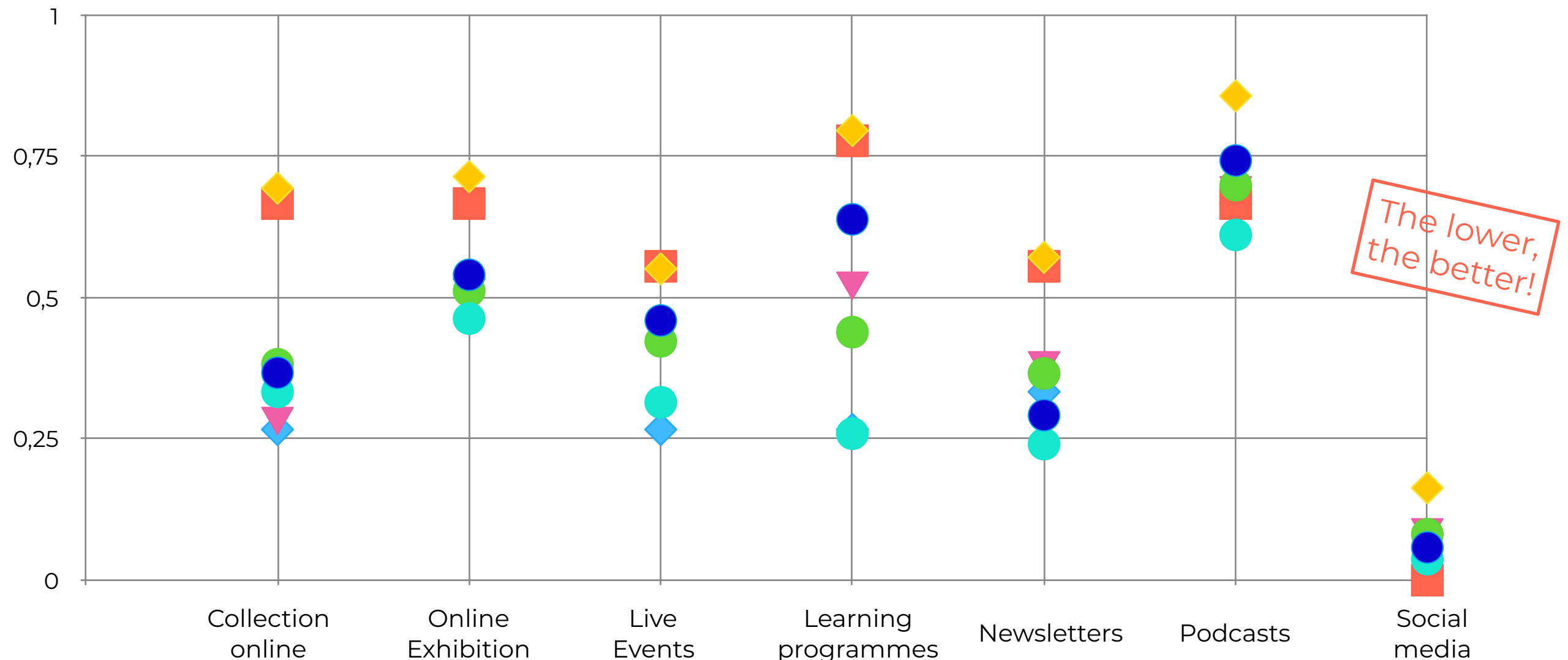
More and more institutions are now aware of the fundamental importance of digitization to achieve their mission.

REGIONAL COMPARISON

With the exception of social media, the percentages vary considerably from region to region, depending on the level of resources museums are able to invest in digital activities.

Which digital services does your institution provide? % of “No” answers

● Europe ● North America ● LAC ◆ Africa ■ Arab Countries ▼ Asia ◆ Pacific



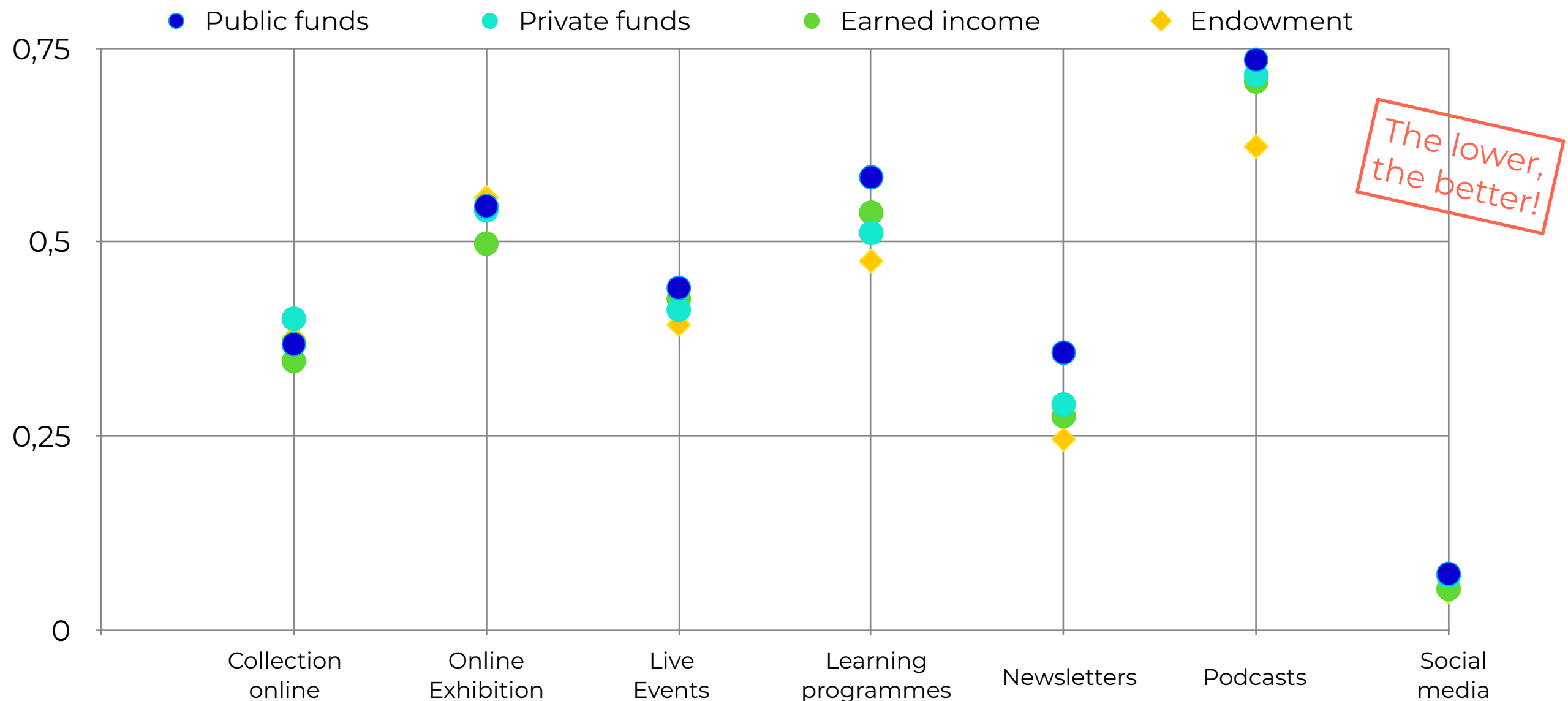
The lower, the better!

FUNDING COMPARISON

Museums that depend mainly on public funding, generally make less economic and human resources available for digital and communication activities.

Those who rely the most on earned income and endowment funds are more reactive when it comes to digital activities, and also in terms of resources invested in this field.

Which digital services does your institution provide? % of “No” answers



RESOURCES

You can find all ICOM resources in our COVID-19 information center.



**Museums have no borders,
they have a network**

[News](#) [Agenda](#) [Network](#) [Actions](#) **[COVID-19](#)** [Resources](#) [Get Involved](#) [About](#)



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Advocacy

[Statement on the necessity for relief funds](#)
[Take action: Advocate for museums](#)

Recommendations

[Preparing to reopen](#)
[Ensuring cultural heritage security](#)
[Conservation of museum collections](#)
[How to reach your public remotely](#)
[Supporting community resilience](#)

Webinars

[ICOM | OECD Webinar: impact, innovations and planning for post-crisis](#)
[ICOM Webinar | Preparing for the reopening of museums](#)
[ICOM Webinar | Local Communities Strengthening Museums](#)

Surveys and Data

[Follow-up survey: the impact of COVID-19 on the museum sector](#)
[Survey: Museums, museum professionals and COVID-19](#)
[Share your experiences on ICOM Voices](#)