# ICOM-DEFINITION OF MUSEUM
STEP 6 CONSULTATION 3

RESULTS OF THE BELGIAN ONLINE SURVEY

The survey ran during 5 weeks from August 3rd to Sept 7th on the Flemish speaking side, gettting 75 answers, while it run only 2 weeks on the French speaking side from Sept 3 to 20 with 40 answers. Overall the results of this survey are based on 115 respondants which represent a little more than 10% of the Belgian membership with an equal ratio of members/respondents in every ICOM Belgium sub-committee.
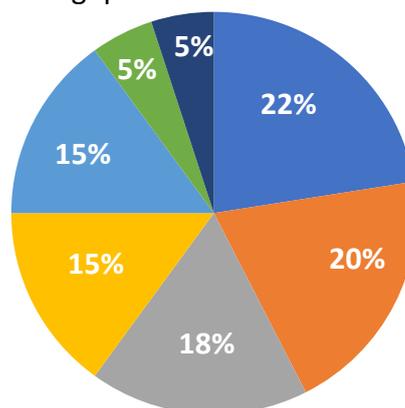
0. Structure of respondents

0.1. I am working in.....

ICOM Belgium Flanders
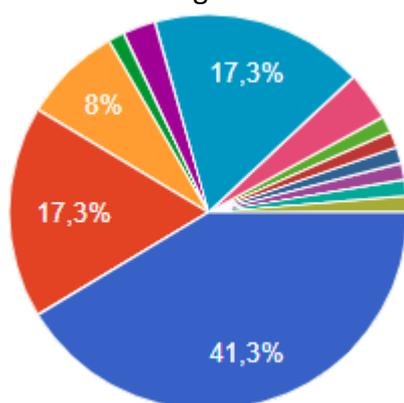
ICOM Belgique Wallonie-Bruxelles

- Un autre type de musée
- Un musée local
- Un autre secteur du patrimoine
- Un musée fédéral
- Un musée régional
- Une organisation de soutien aux

- Werkzaam in een landelijk ingedeeld.
- Werkzaam in een regionaal ingedeeld
- Werkzaam in een lokaal ingedeeld mu
- Werkzaam in een niet-ingedeeld mus
- Freelancer in een museum
- Werkzaam in een ondersteunende erf
- Elders werkzaam in de erfgoedsector

Landelijk ingedeeld: 41,3%
Regionaal ingedeeld: 17,3%
Lokaal ingedeeld: 8%
Niet-ingedeeld: 1,3%
Freelancer: 2,7%
Ondersteunend: 17,3%
Elders erfgoedsector: 4%
Diverse: 8,1%

Type de Musée	nbr	%
Un autre type de musée	9	22,5 %
Un musée local	8	20 %
Un autre secteur du patrimoine	7	17,5 %
Un musée fédéral	6	15 %
Un musée régional	6	15 %
Une organisation de soutien aux musées	2	5 %
Vous êtes indépendant.e	2	5 %

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1. ENTITY: A museum is... ?

1.1 Preferred concept. Please select the ONE that you find most appropriate
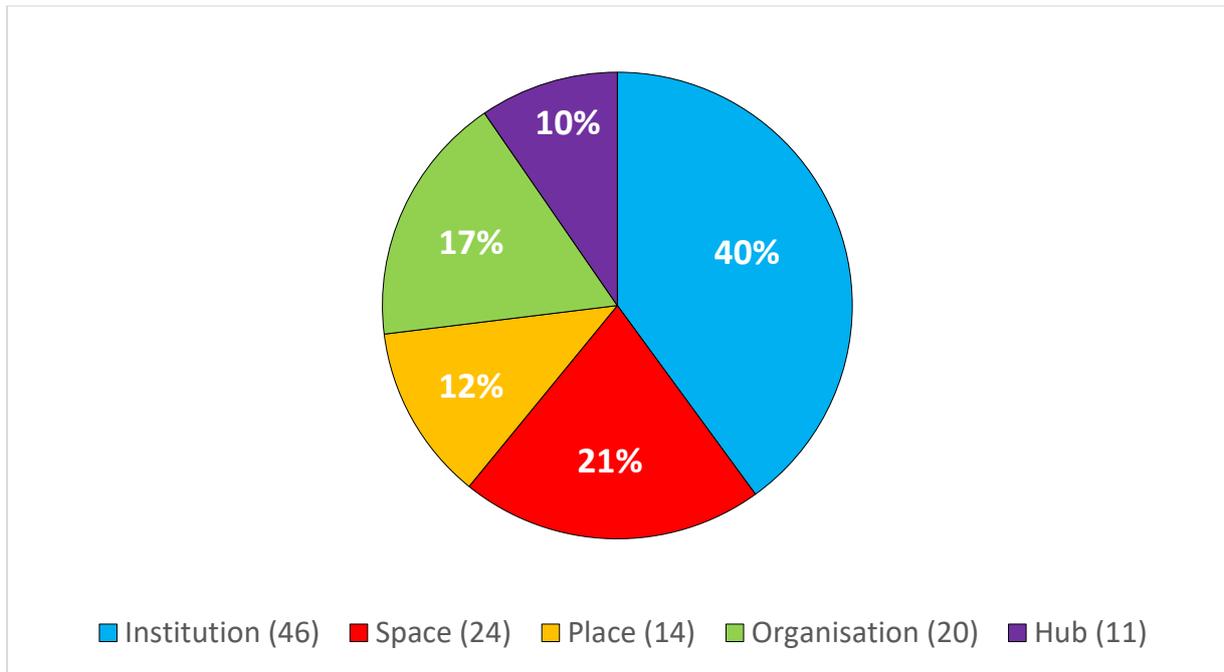
Legend: Institution (46), Space (24), Place (14), Organisation (20), Hub (11)

1.2 Limitations and Applicability :are there any term that cannot be used, due to legal, bureaucratic or political reasons?

- Institution: 4(3.1%)
- Space: 15 (10.9%)
- Place: 10(7.8%)
- Organisation: 13(10.1%)
- Hub: 21 (16.4%)
- They are all OK: 66(51.5%)

Legend: They are all OK, Hub, Organisation, Place, Space, Institution

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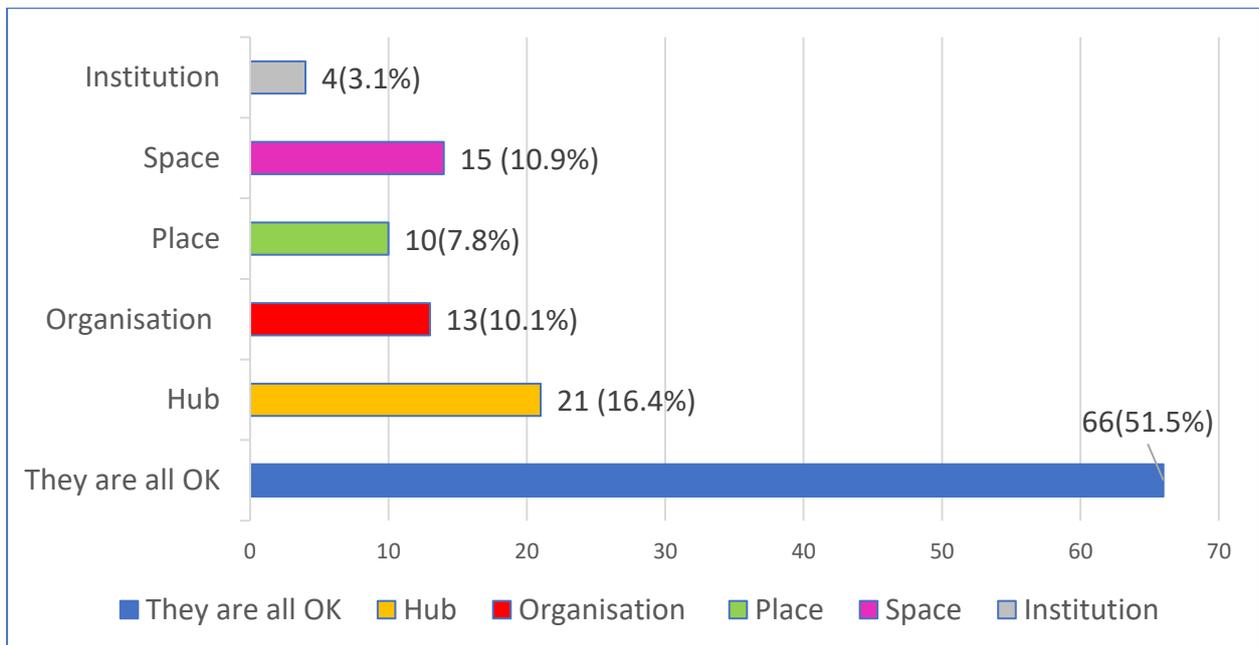
1.3. Additions: Would you suggest including any additional particular term among those that define what a museum entity is?

Some suggestions have been made:but they haven't been discussed nor chosen by several participants

- "Établissement culturel" > cultural establishment
- Plateform
- Entity

1.4. SUMMARY ICOM BELGIUM FLANDERS

There is no clear preference for one or another key concept, they all have their pros and cons. A small majority of the ICOM Belgium Flanders members voted for 'institution' (29,3%). Space (24%) and organization (21,3%) are close runners up.

Institution also got the most votes on the second question (12%) and raises some opposition. But so do all the other terms, although less: space (5,3%) and organization (1,3%).

Based on the figures and the remarks of the recipients, the suggested key concepts can be divided into two groups.

The more formal names (institution, organization) combined take up half of the votes, and are popular in larger museums, or museums which are part of a larger (legal/bureaucratic) whole, e.g. municipal museums, or federal museums.

The three other terms (space, place and hub) combined got the other half of the votes, and are favored by smaller, more informal museums, based on voluntary associations, commons' initiatives, … But these key concepts also raised some opposition: they are too general, too broad.

In conclusion, this seems to be the question that was most open to debate: the majority prefers 'institution', but it was also the key concept with the most opposition. However, all key concepts got some opposition, confirming the difference of opinion between lager, more formal museums and smaller and less formally organized ones.

1.5. SUMMARY ICOM BELGIQUE WALLONIE-BRUXELLES

There is a clear preference for "institution" (60%), followed by "place" (15) and "space" (12%), organization (10%) and finally "hub" (3%). When discussed institution seemed to "academic" and "space" has been preferred. "Organization" although perceived as neutral has been discarded because it's not "precise" enough for a museum and too "business-like".

Hub has been clearly rejected both in the survey and by the meeting participants and this is the only term that French speaking participants do not want to appear in a definition because it doesn't mean anything and refer better to a transportation system than anything else.

1.6. SUMMARY ICOM BELGIUM

Institution is clearly the preferred term to use when referring to a museum (40%). **Hub** is the least preferred and the most rejected (21%), way before other ones that may be perceived as too neutral, unprecise or exclusive of other forms of museums such as the digital ones in the case of "place"

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2. ENTITY QUALIFIER: What qualifies a museum

2.1. Preferred key concepts. Please select FIVE that you find most appropriate

2.1.1. Ranking 1 to 5, by decreasing order

Rank/Absolute number	1	2	3	4	5
Open to the public	51	20	11	6	2
Non-profit	16	10	11	4	13
Permanent	13	17	8	5	8
Inclusive	8	12	10	17	8
Accessible	5	4	11	4	3
Expertise	4	9	6	7	9
Critical	3	10	11	11	8
Authentic	3	2	4	3	4
Professional	2	5	5	8	4
Socially responsible	2	4	3	6	5
Transparent	2	2	7	6	12
Independent/autonomous	2	2	3	5	7
Sensibilisation (Fre)	2	1	0	1	5
Ethical	1	8	5	5	2
Accountable	1	2	7	5	5
Sustainable	0	5	5	9	10
Dynamic	0	1	4	6	4
Adaptable/flexible	0	1	0	2	2
Active	0	0	4	1	1
Safe	0	0	0	2	1
Divers	0	0	0	1	2
Advocacy (Eng)	0	0	0	0	0

2.1.2. Decreasing ranking 1 to 5, accoring to the weight of the answers (5 points to the first choice, 4 points to the second choice, etc)

Rank/Weight	1	2	3	4	5	Sum
Open to the public	255	80	33	12	2	382
Permanent	65	68	24	10	8	175
Non-profit	80	40	33	8	13	174
Inclusive	40	48	30	34	8	160
Critical	15	40	33	22	8	118
Expertise	20	36	18	14	9	97
Accessible	25	16	33	8	3	85
Professional	10	20	15	16	4	65
Ethical	5	32	15	10	2	64
Transparent	10	8	21	12	12	63
Sustainable	0	20	15	18	10	63
Socially responsible	10	16	9	12	5	52
Accountable	5	8	21	10	5	49
Authentic	15	8	12	6	4	45
Independent/autonomous	10	8	9	10	7	44
Dynamic	0	4	12	12	4	32

<mark>Sensibilisation (Fre)</mark>	10	4	0	2	5	21
Active	0	0	12	2	1	15
Adaptable/flexible	0	4	0	4	2	10
Safe	0	0	0	4	1	5
Divers	0	0	0	2	2	4
<mark>Advocacy (Eng)</mark>	0	0	0	0	0	0

2.2. Limitations and Applicability :are there any term that cannot be used, due to legal, bureaucratic or political reasons?
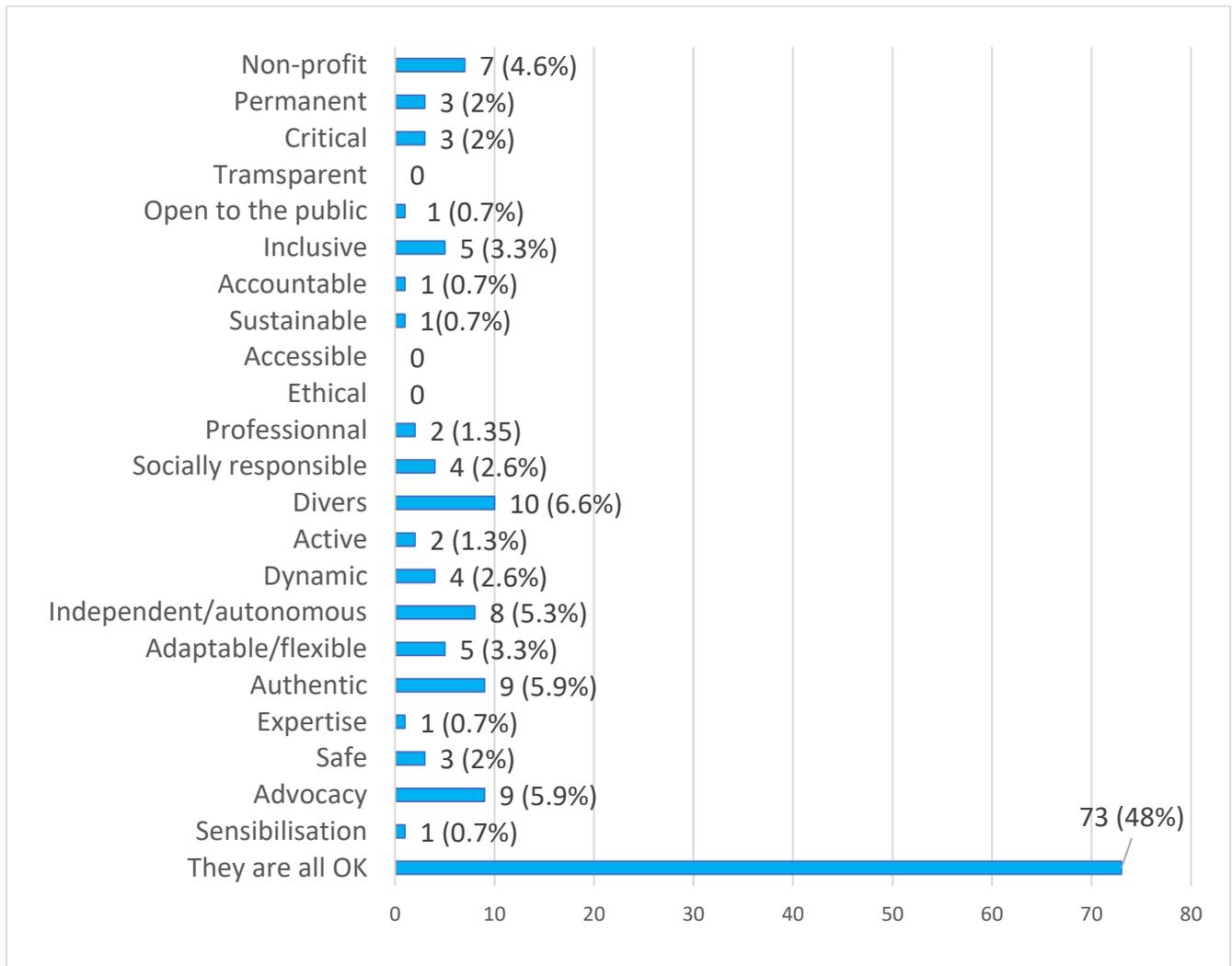
2.3. Additions: Would you suggest including any additional particular term among those that qualifies a museum ?

Some suggestions have been made:but they haven't been discussed. However some are proposed by several participants

- Educative
- Place/space of dialogue
- Research

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2.4. SUMMARY ICOM BELGIUM FLANDERS

Based on the weighed votes (first choice gets 5 points, …), this is the preference from the ICOM Belgium Flanders members:

1. Open to the public
2. Inclusive
3. Permanent
4. Non-profit
5. Expertise

The terms that received the most opposition are:

- Advocacy (12,7%): is seen as a contradiction with independent and neutral; advocacy can be dangerous, could be politically manipulated;
- Independent/autonomous (5,6%): dubious term, could be interpreted in the wrong way; a lot of museums are part of a greater structure (government, cultural organization, …)
- Non-profit (5,6%)
- Authentic (4,2%)

In conclusion, apart from non-profit, which is both a popular choice and also a concept that raises questions by a small group, the preferred concepts here are clear.

None of the ICOM Belgium Flanders members voted for the concept of' advocacy', and this is also the concept with the most opposition. It can be a valid mission for some museums, but we strongly feel that it should not be incorporated into the museum definition itself.

2.5. SUMMARY ICOM BELGIQUE WALLONIE-BRUXELLES

The French speaking participants favored clearly

1. Open to the public
2. Non-profit
3. Permanent
4. Critical
5. Either "responsible" (ranked by 1st, 2nd, etc choices) or "expertise" (weighed ranking)

It is surprising that "accessible" hasn't been chosen, but participants said that this notion is included in the previous question and choice of "open to the public" that means: without restriction nor discrimination.

There is no term that shows absolute limitations, but a couple of them seem to be somewhat problematic. Among them is the biased translation of the English word "advocacy" into "sensibilisation" in French that doesn't mean the same thing. When referring to the French meeting it is clear that "advocacy" is absolutely rejected as a concept for qualifying a museum

The terms that got the most opposition are those perceived as involving a political and social activism such as "socially responsible" "active", as well as those considered as unprecise such as "authentic", "adaptable", "diverse", "safe"; and finally those that are most of the time not applicable such as "independent".

2.6. SUMMARY ICOM BELGIUM

Choices are, ranked by weight

1. Open to the public
2. Permanent
3. Non-profit
4. Inclusive
5. Critical

However the group discussions in both ICOM Belgium sections show that most attendants criticized a lot the "socio-political" aspects of some terms, and preferred by far the concept of "expertise" to qualify a museum

The steering group of the Define process in ICOM Belgium proposes therefore the following words:

1. **Open to the public**
2. **Permanent**
3. **Non-profit**
4. **Inclusive**
5. **Expertise**

The terms that are getting most opposition are:

- Diverse (10%) which is unprecise (is it targeting the public, the exhibitions or the museum professionnals?) and redundant with "open to the public"
- Authentic (9%): authenticity is an illusion from a social or politicial point of view and most of museums do not display "authentic" objects...
- Advocacy (9%) again is perceived as "dangerous" and politically manipulated
- Independant/Autonomous (8%) for nobody, nor any organisation is "independant" nor "autonomous"...
- Non-profit (7%). This term is probably misunderstood for "unable to generate profit" wich is not the case, but any profit should be reinvested in the museun and cannot be shared by the owners... however this concept appeared already high in the second Belgian survey, so there is the possibility that Belgian professionnal envision in the future the inclusion of for-profit museums within the ICOM community.

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3. OBJECT/SUBJECT/ What are the museums' objects/subjects

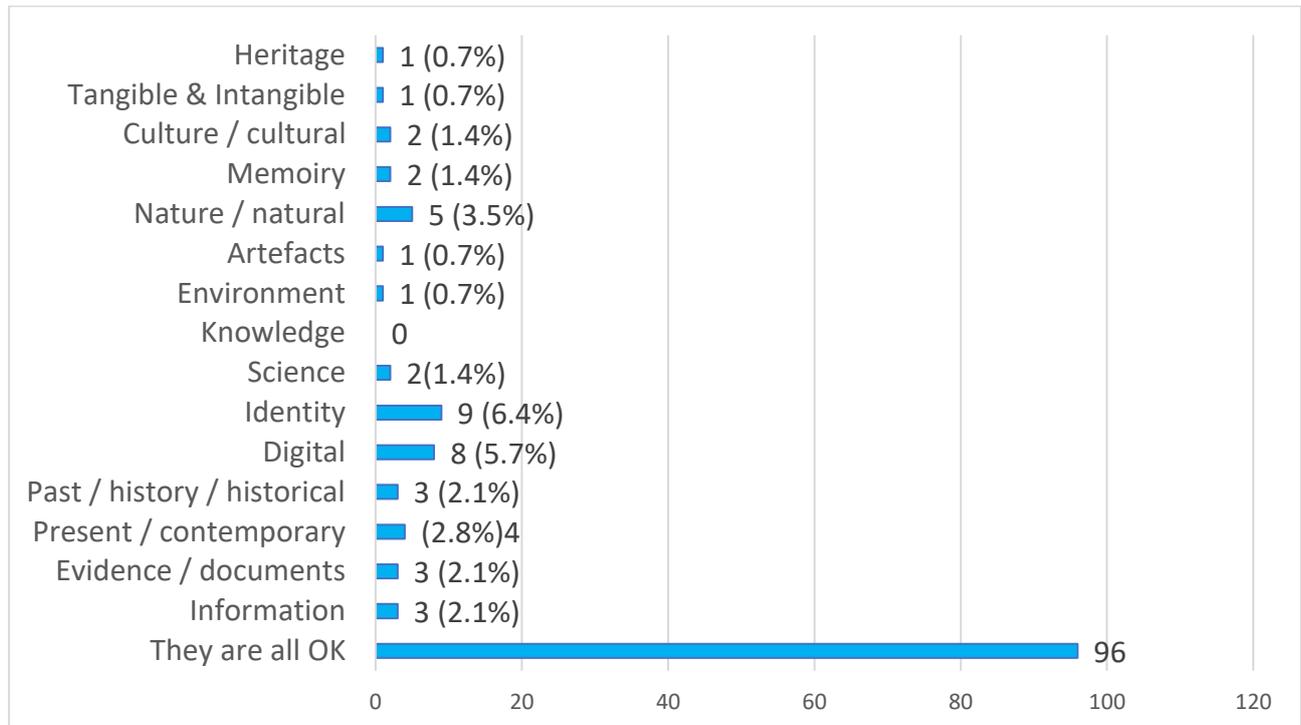### 3.1. Preferred key concepts. Please select FIVE that you find most appropriate

3.1.1. Ranking 1 to 5, by decreasing order

Rank/Number	1	2	3	4	5
Heritage	55	21	11	11	8
Culture / cultural	22	22	16	5	4
Tangible & Intangible	13	24	12	10	13
Knowledge	7	12	28	20	13
Artefacts	7	6	7	7	8
Information	4	3	4	14	12
Present / contemporary	2	1	2	13	6
Memory	1	11	14	10	17
Identity	1	5	5	2	8
Past / history / historical	1	3	6	9	4
Evidence / documents	1	2	3	2	4
Science	1	1	1	4	6
Environment	0	2	3	3	5
Nature / natural	0	2	1	5	5
Digital	0	0	2	0	2

3.1.2. Decreasing ranking 1 to 5, accoring to the weight of the answers (5 points to the first choice, 4 points to the second choice, etc)

Rank/Weight	1	2	3	4	5	
Heritage	275	84	33	22	8	422
Culture / cultural	110	88	48	10	4	260
Tangible & Intangible	65	96	36	20	13	230
Knowledge	35	48	84	40	13	220
Memory	5	44	42	20	17	128
Artefacts	35	24	21	14	8	102
Information	20	12	12	28	12	84
Past / history / historical	5	12	18	18	4	57
Present / contemporary	10	4	6	26	6	52
Identity	5	20	15	4	8	52
Evidence / documents	5	8	9	4	4	30
Environment	0	8	9	6	5	28
Science	5	4	3	8	6	26
Nature / natural	0	8	3	10	5	26
Digital	0	0	6	0	2	8

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3.2. Limitations and Applicability :are there any term that cannot be used, due to legal, bureaucratic or political reasons

A horizontal bar chart showing:
- Heritage: 1 (0.7%)
- Tangible & Intangible: 1 (0.7%)
- Culture / cultural: 2 (1.4%)
- Memoiry: 2 (1.4%)
- Nature / natural: 5 (3.5%)
- Artefacts: 1 (0.7%)
- Environment: 1 (0.7%)
- Knowledge: 0
- Science: 2 (1.4%)
- Identity: 9 (6.4%)
- Digital: 8 (5.7%)
- Past / history / historical: 3 (2.1%)
- Present / contemporary: (2.8%)4
- Evidence / documents: 3 (2.1%)
- Information: 3 (2.1%)
- They are all OK: 96

3.3. Additions: Would you suggest including any additional particular term among those that qualifies a museum ?

Some suggestions have been made but they haven't been discussed nor chosen by several participants, and some suggested terms are found elsewhere in the survey.

3.4. SUMMARY ICOM BELGIUM FLANDERS

Based on the weighed votes (first choice gets 5 points, …), this is the preference from the ICOM Belgium Flanders members:

1. Heritage
2. Knowledge
3. Tangible & intangible
4. Culture/cultural
5. Artefacts

The terms that got the most opposition were:

- Identity (6,7%): concept with a lot of connotations, very sensitive; it is perceived as a political concept; dangerous to incorporate this into the museum definition
- Science (2,7%): not applicable to all museums
- Nature/natural (2,7%): not applicable to all museums

3.5   SUMMARY ICOM BELGIQUE WALLONIE-BRUXELLES

The French speaking participants favored (ranked by weight):
1. Heritage
2. Culture / cultural
3. Tangible & intangible
4. Knowledge
5. Memory

However when ranked by 1st, 2nd, etc choices"memory" is replaced by "artefacts" showing then the same pattern as the Dutch speaking participants.

The terms with most oppositions are
- digital (10%) because it is a mean but not an object and scarcely a subject.
- identity(7%) because it is politically sensitive and dangerous, and not objective at all. It is a political term and is therefore manifold, used and abused by many and causes polarization

3.6.   SUMMARY ICOM BELGIUM

Choices are, ranked by weight:
1. Heritage
2. Culture / cultural
3. Tangible & Intangible
4. Knowledge
5. Memory

However the group discussions in ICOM Belgium Flanders shows that Memory was a complete "no-go" because of its potential political issues, such as in the "contested memories" discussions. For ICOM Belgique Wallonie-Bruxelles, Memory does not show such an opposition but it hasn't been chosen neither by the discussion group nor in the survey. Despite the fact that Artefact was perceived as exclusive for the natural sciences it is included in the numbered ranking and comes just after memory in wht weighed ranking

The steering group of the Define process in ICOM Belgium proposes therefore the following words:
1. **Heritage**
2. **Culture / cultural**
3. **Tangible & Intangible**
4. **Knowledge**
5. **Artefacts**

The terms that are getting by far most opposition are:
- Identity, because it is politically sensitive and dangerous, and not objective at all. It is a political term and is therefore manifoldm used and abused by many and causes polarisation
- Digital, because it is a mean but not an object and scarcely a subject

Other terms show some opposition from respondents, such as "science", "nature", "present", "past", etc because they cannot apply to all museums.

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4. ACTION / FUNCTION: What a museum does

4.1. Preferred key concepts. Please select SIX that you find most appropriate

There was a mistake in the French on-line survey for it was possibly to choose only 5 terms when it was actually asked to provide 6 terms. After a thorough analysis, it appears that this mistake didn't bring any biais in the overall results.

### 4.1.1. Ranking 1 to 5, by decreasing order

Rank / Number	1	2	3	4	5	6
Displays / Exhibits	20	24	19	11	7	6
Conserves	19	11	13	5	5	1
Preserves	19	10	11	6	4	4
Collects	12	17	8	6	11	5
Researches	10	15	17	22	12	12
Safeguards	6	6	5	4	0	2
Educates	4	9	9	22	16	6
Interacts	4	4	6	11	9	11
Interprets	4	3	4	5	6	1
Custodies/Stewards	4	1	0	0	1	0
Communicates	3	7	10	8	13	10
Sensibilise	3	2	5	2	5	0
Cares	3	1	0	0	4	4
Informs	2	3	0	6	9	5
Documents	1	0	3	3	4	3
Diffuses	1	0	3	0	4	0
Acquires	0	2	0	0	1	2
Disseminates	0	0	1	0	2	1
Advocates	0	0	1	0	0	2
Promotes	0	0	0	3	2	0
Manages	0	0	0	1	0	0

4.1.2. Decreasing ranking 1 to 5, accoring to the weight of the answers (6 points to the first choice, 5 points to the second choice, etc)

Rank / Weight	1	2	3	4	5	6	Sum
Displays / Exhibits	120	120	76	33	14	6	369
Researches	60	75	68	66	24	12	305
Conserves	114	55	52	15	10	1	247
Preserves	114	50	44	18	8	4	238
Collects	72	85	32	18	22	5	234
Educates	24	45	36	66	32	6	209
Communicates	18	35	40	24	26	10	153
Interacts	24	20	24	33	18	11	130
Safeguards	36	30	20	12	0	2	100
Interprets	24	15	16	15	12	1	83
Informs	12	15	0	18	18	5	68
Sensibilise	18	10	20	6	10	0	64
Documents	6	0	12	9	8	3	38
Cares	18	5	0	0	8	4	35

Custodies/Stewards	24	5	0	0	2	0	31
Diffuses	6	0	12	0	8	0	26
Acquires	0	10	0	0	2	2	14
Promotes	0	0	0	9	4	0	13
Disseminates	0	0	4	0	4	1	9
Advocates	0	0	4	0	0	2	6
Manages	0	0	0	3	0	0	3

4.2. Limitations and Applicability :are there any term that cannot be used, due to legal, bureaucratic or political reasons
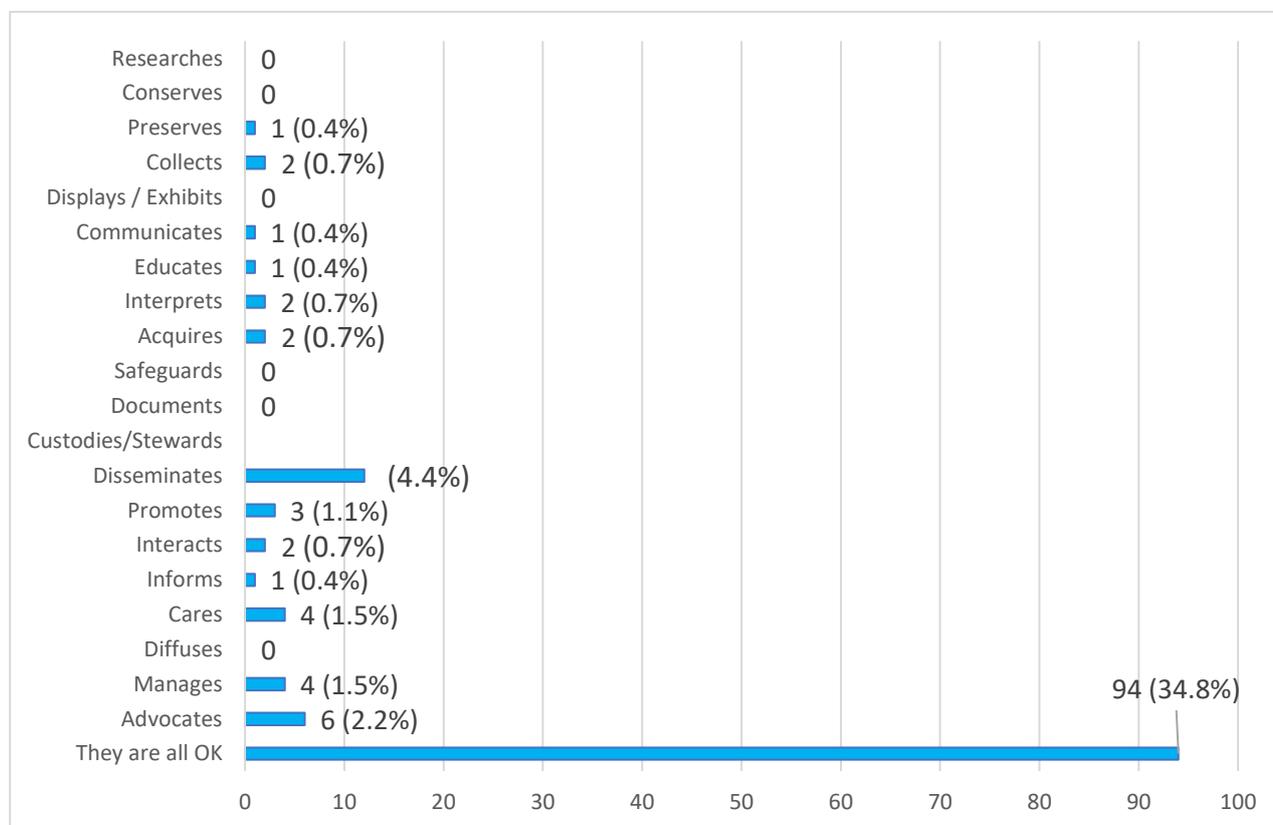
4.3. Additions: Would you suggest including any additional particular term among those that qualifies a museum ?

Some suggestions have been made but some haven't been discussed. However some are proposed by several participants:

- Transmits is better than interprete. Transmits englobes several actions: educates, promotes, raise awareness
- Enriches
- Vulgarizes (make accessible) / Valorizes
- Distributes instead of disseminates with a sens of sharing
- Mediates /engages / facilitate (x3)
- Participation
- Engage/invites instead of interacts

4.4. SUMMARY ICOM BELGIUM FLANDERS

Based on the weighed votes (first choice gets 6 points, …), this is the preference from the ICOM Belgium Flanders members:

1. Displays/exhibits
2. Collects
3. Researches
4. Preserves
5. Educated
6. Conserves

The term that got the most opposition was 'advocates' (8%): some museums should be politically neutral, this is a big no from them

4.5. SUMMARY ICOM BELGIQUE WALLONIE-BRUXELLES

The French speaking participants favored (ranked by weight):

1. Displays/exhibits
2. Conserves
3. Researches
4. Preserves
5. Advocates
6. Communicates

But because of the translation mistake, the choice of advocate should be understood as "raise awareness", "make aware of"

The term that got the most opposition is :

- disseminates (21%), probably because few participants understood its real meaning.

But it was clear during the discussion that "advocate" was a completely rejected term because of its subjective political implication.

4.6. SUMMARY ICOM BELGIUM

Choices are, ranked by weight:

1. Displays / Exhibits
2. Researches
3. Conserves
4. Preserves
5. Collects
6. Educates

However the group discussions in both ICOM Belgium sections show that most attendants criticized the proximity of the meanings of some words, such as conserves, preserves and safeguards.

The steering group of the Define process in ICOM Belgium proposes therefore the following words:
1. **Displays / Exhibits**
2. **Researches**
3. **Conserves/preserves**
4. **Collects**
5. **Educates**

And as sixth word, suggests to add "mediates / engages / facilitates" that received support by several respondents.
6. **mediates / engages / facilitates**

The terms that are getting by far most opposition is "disseminates", probably because of an understanding issue of the term, and because it is a synonym of communicates. Then "advocates" and finally "manages" are somewhat rejected.

V- EXPERIENCE: What do people experience at the museum

5.1. Preferred key concepts. Please select FIVE that you find most appropriate

### 5.1.1. Ranking 1 to 5, by decreasing order

Rank / Number	1	2	3	4	5
Knowledge	19	14	5	4	4
Discovery / curiosity	18	9	8	16	2
Education	15	5	12	4	4
Enjoyment / Entertainment	9	7	9	7	13
Reflection	8	7	9	10	10
Enrichment / enlightnment	8	7	6	5	5
Dialogue	8	7	4	2	8
Experience / experiential	7	4	1	3	5
Learning	5	6	2	4	6
Inspiration	5	4	6	9	6
Wellbeing	3	5	2	5	3
Emotion / emotional	3	4	8	5	2
Transmission	2	7	3	3	4
Empathy / understanding	2	5	5	8	3
Community/Social	1	5	5	7	7
Participation	1	2	4	6	7
Sharing / share	1	2	2	2	0
Critical	0	5	6	6	4
Exchange	0	4	3	1	3
Creativity	0	3	4	3	4
Interaction	0	2	2	1	4
Transformation	0	1	1	0	2
Inclusivity	0	0	6	2	3
Engagement	0	0	2	1	6
Collaboration	0	0	0	1	0

5.1.2. Decreasing ranking 1 to 5, accoring to the weight of the answers (5 points to the first choice, 4 points to the second choice, etc)

Rank / Weight	1	2	3	4	5	Sum
Discovery / curiosity	90	36	24	32	2	184
Knowledge	95	56	15	8	4	178
Education	75	20	36	8	4	143
Enjoyment / Entertainment	45	28	27	14	13	127
Reflection	40	28	27	20	10	125
Enrichment / enlightnment	40	28	18	10	5	101
Dialogue	40	28	12	4	8	92
Inspiration	25	16	18	18	6	83
Learning	25	24	6	8	6	69
Emotion / emotional	15	16	24	10	2	67
Experience / experiential	35	16	3	6	5	65
Empathy / understanding	10	20	15	16	3	64
Community/Social	5	20	15	14	7	61
Transmission	10	28	9	6	4	57

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Wellbeing	15	20	6	10	3	54
Critical	0	20	18	12	4	54
Participation	5	8	12	12	7	44
Creativity	0	12	12	6	4	34
Exchange	0	16	9	2	3	30
Inclusivity	0	0	18	4	3	25
Sharing / share	5	8	6	4	0	23
Interaction	0	8	6	2	4	20
Engagement	0	0	6	2	6	14
Transformation	0	4	3	0	2	9
Collaboration	0	0	0	2	0	2

5.2. Limitations and Applicability :are there any term that cannot be used, due to legal, bureaucratic or political reasons
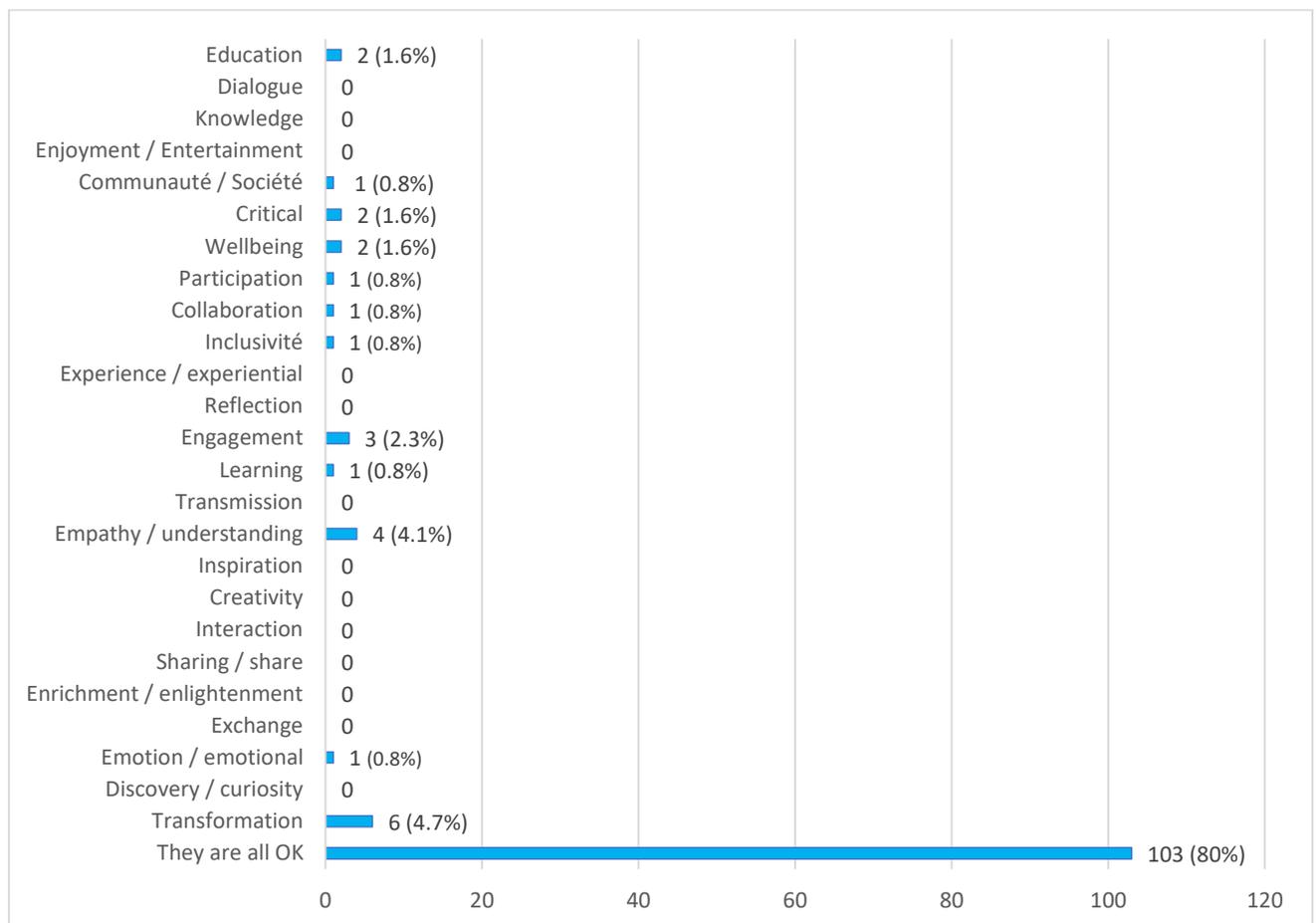
5.3. Additions: Would you suggest including any additional particular term among those that qualifies a museum ?

Some suggestions have been made but haven't been discussed nor proposed by several participants.

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5.4. SUMMARY ICOM BELGIUM FLANDERS

Based on the weighed votes (first choice gets 5 points, …), this is the preference from the ICOM Belgium Flanders members:
1. Discovery/curiosity
2. Reflection
3. Knowledge
4. Education
5. Enrichment/enlightenment

A great majority stated that all terms were ok (97,3%). There were no clear issues with the terms above.

5.5. SUMMARY ICOM BELGIQUE WALLONIE-BRUXELLES

Choices of the French participants are, ranked by weight:
1. Knowledge
2. Education
3. Discovery/curiosity
4. Enjoyment / Entertainment
5. Emotion / emotional

The terms that got most opposition are:
- Transformation (11%) because participants did not understand what it means
- Empathy/understanding (9%): from whom, to whom. Vague-
- Wellbeing (4.5%) because a museum is not a SPA

5.6. SUMMARY ICOM BELGIUM

Choices are, ranked by weight
1. Discovery / curiosity
2. Knowledge
3. Education
4. Enjoyment / Entertainment
5. Reflection

However the group discussions in both ICOM Belgium sections show that most attendants rejected the term "enjoyment" for being problematic in some museums.

The steering group of the Define process in ICOM Belgium proposes therefore the following words:
1. **Discovery / curiosity**
2. **Knowledge**
3. **Education**
4. **Enrichment/enlightenment**
5. **Reflection**

80% of participants think that none of the proposed terms have a limitation, except maybe for "tranformation" (5%) and empathy/understanding (4%)

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6 VI- SOCIAL VALUES: What values shape museums
6.1. Preferred key concepts. Please select SIX that you find most appropriate

Two errors occurred in the French online questionnaire: 1) only 5 choices were possible to indicate while the survey asked for 6 terms. After analysis, the 6th choice is of such little importance that it does not influence the selection. 2) Two terms: "diversity" and "future" have been merged into one "Future diversity". Did this influence the answers? This is possible, but if we refer to the discussions and responses at the September 14 French speaking meeting, these two terms are neither commented, nor chosen, nor rejected. They therefore seem to have little importance in the choice of keywords. And their number account only for 40 on 135 answers.

### 6.1.1. Ranking 1 to 5, by decreasing order

Rank / Number	1	2	3	4	5	6
Service to society	31	11	10	9	6	2
Inclusivity	21	7	15	13	10	7
Accessibility	18	18	9	7	13	5
Authenticity	8	7	7	7	6	5
Accountability	6	7	3	8	5	2
Ethical	5	4	9	12	11	4
Sustainability	4	8	8	9	8	9
Respect	3	13	9	5	6	7
Diversity	3	7	9	7	9	5
Equity/Equality/equal access	3	6	3	6	7	2
Value / values	3	5	6	2	3	1
Development	2	1	2	10	8	5
Wellbeing	1	6	2	4	3	1
Future	1	5	4	4	5	6
Innovation	1	3	6	4	3	4
Democracy	1	3	5	2	2	1
Human rights	1	3	3	2	3	1
Social justice	1	1	1	0	1	2
Social	1	0	2	2	5	3
Eco-conscious	1	0	2	2	1	3

6.1.2. Decreasing ranking 1 to 5, accoring to the weight of the answers (5 points to the first choice, 4 points to the second choice, etc)

Rank / Weight	1	2	3	4	5	6	Sum
Service to society	186	55	40	27	12	2	322
Inclusivity	126	35	60	39	20	7	287
Accessibility	108	90	36	21	26	5	286
Respect	18	65	36	15	12	7	153
Authenticity	48	35	28	21	12	5	149
Ethical	30	20	36	36	22	4	148
Sustainability	24	40	32	27	16	9	148
Diversity	18	35	36	21	18	5	133
Accountability	36	35	12	24	10	2	119

Equity/Equality/equal access	18	30	12	18	14	2	94
Value / values	18	25	24	6	6	1	80
Development	12	5	8	30	16	5	76
Future	6	25	16	12	10	6	75
Innovation	6	15	24	12	6	4	67
Wellbeing	6	30	8	12	6	1	63
Democracy	6	15	20	6	4	1	52
Human rights	6	15	12	6	6	1	46
Social	6	0	8	6	10	3	33
Eco-conscious	6	0	8	6	2	3	25
Social justice	6	5	4	0	2	2	19

6.2. Limitations and Applicability : are there any term that cannot be used, due to legal, bureaucratic or political reasons
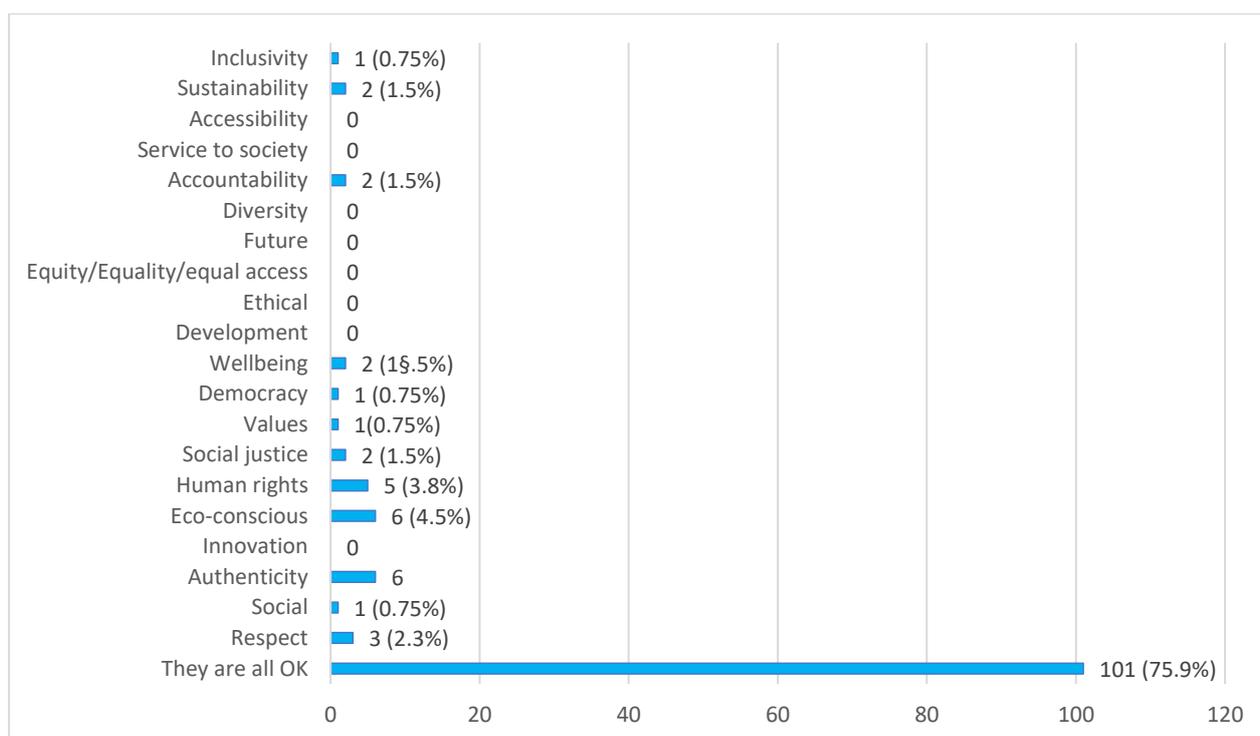
6.3. Additions: Would you suggest including any additional particular term among those that qualifies a museum ?

Some suggestions have been made but some haven't been discussed. However some are proposed by several participants:

- Multicultural/Multivoiced. This concept guarantees the voices of anyone who wishes to go to the museum, can go to the museum and feels recognized and welcome
- Critical / scientific thinking: the trust in museums lies in the fact that we are expected to be presented with the state of the art of knowledge, this cannot be done without a critical scientific work behind

6.4. SUMMARY ICOM BELGIUM FLANDERS

Based on the weighed votes (first choice gets 6 points, …), this is the preference from the ICOM Belgium Flanders members:

1. Inclusivity
2. Service to society
3. Accessibility
4. Diversity
5. Authenticity
6. Respect

A great majority stated that all terms were ok (97,3%). There were no clear issues with the terms above.

6.5. SUMMARY ICOM BELGIQUE WALLONIE-BRUXELLES

Choices of the French participants are, ranked by weight:

1. Service to society
2. Accessibility
3. Responsibility
4. Inclusivity
5. Ethical
6. Respect

The terms that got the most opposition are:

- Authenticity (9%), because it's a term that means different things to different people/culture/contexts
- Eco-conscious (9%) because it's included in "sustainable"
- Human rights (7.5%) because it goes to far, it is too philosophical, activist, Eurocentric

6.6. SUMMARY ICOM BELGIUM

Choices are, ranked by weight:

1. Service to society
2. Inclusivity
3. Accessibility
4. Respect
5. Authenticity
6. Ethical

However the group discussions in both ICOM Belgium sections show that most attendants rejected the term "Authenticity" because it's a term that means different things to different people/culture/contexts, and what if a museum shows something that is not "authentic" ? It's a very Bourdieusian question…. In turn "sutainability " in its three aspects (people, planet, profit) came forward systematically and is ranked ex-aequo with Ethical and just 1 point from Authenticity

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The steering group of the Define process in ICOM Belgium proposes therefore the following words:

1. Service to society
2. Inclusivity
3. Accessibility
4. Respect
5. Ethical
6. Sustainability

The terms that got the most opposition are:

- Eco-conscious (4.5%) because it's included in "sustainable"
- Human rights (4%) because it goes to far, it is too philosophical, activist, Eurocentric.

International Council of Museum **Belgium**

VII- TARGETS: Who museums work for and the nature of their relationship

### 7.1. Preferred key concepts. Please select FOUR that you find most appropriate

7.1.1. Ranking 1 to 4, by decreasing order

Rank / Number	1	2	3	4
Public / open to the public	67	11	7	8
Community / Society	29	42	13	12
Audience / visitors	12	18	16	17
Humanity	6	5	14	17
Participatory	1	17	27	15
Partnership / network		16	19	26
Collaborative		6	19	20

7.1.2. Decreasing ranking 1 to 4, accoring to the weight of the answers (5 points to the first choice, 4 points to the second choice, etc)

Rank / Weight	1	2	3	4	Sum
Public / open to the public	268	33	14	8	323
Community / Society	116	126	26	12	280
Audience / visitors	48	54	32	17	151
Participatory	4	51	54	15	124
Partnership / network	0	48	38	26	112
Humanity	24	15	28	17	84
Collaborative	0	18	38	20	76

7.2. Limitations and Applicability :are there any term that cannot be used, due to legal, bureaucratic or political reasons

![International Council of Museum Belgium logo]
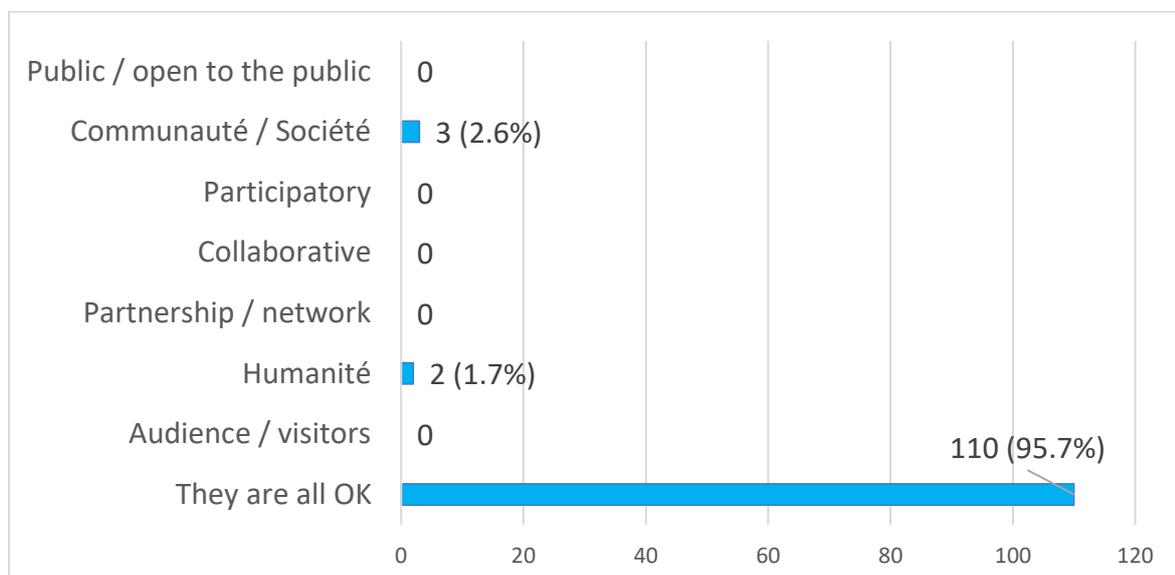
7.3. Additions: Would you suggest including any additional particular term among those that qualifies a museum ?

- Stimulation
- Engaging. It is not only a collaboration or participating you wish that people engage

7.4. SUMMARY ICOM BELGIUM FLANDERS

Based on the weighed votes (first choice gets 4 points, …), this is the preference from the ICOM Belgium Flanders members:

1. Community/society
2. Public/open to the public
3. Participatory
4. Audience/visitors

There were no oppositions to these concepts.

7.5. SUMMARY ICOM BELGIQUE WALLONIE-BRUXELLES

1. Audience/visitors
2. Community/society
3. Public
4. Humanity

Two terms were slightly controversial despite the fact that there were selected by the majority of the respondents:

- Community/society (7.5%): there is an opposition to these socially engaged terms to describe a museum.
- Humanity (5%) : too large, imprecise.

7.6. SUMMARY ICOM BELGIUM

Choices are, ranked by weight:

1. Public / open to the public
2. Community / Society
3. Audience / visitors
4. Participatory

There is no fundamental opposition to the suggested terms.

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