

18 MAY | 18 MAYO | 18 MAI



# INTERNATIONAL MUSEUM DAY 2023

Press release - 22/03/2023

The theme for the 2023 International Museum Day edition, which takes place on May 18th, will focus on the theme of «**Museums, Sustainability and Well-being**». This annual event celebrates museums and their importance in society and encourages museums to promote cultural exchange, mutual understanding, and sustainable development.

This year **ICOM** wishes to highlight the vital role that museums play in promoting sustainable development and well-being. As we face significant **global challenges** such as climate change, biodiversity loss, and social inequality, museums can help educate the public on these issues and encourage action towards **positive change**.

There are many ways in which museums can contribute to achieve the **Sustainable Development Goals**: from supporting climate action and fostering inclusivity, to tackling social isolation and improving mental health. Museums around the world will participate in the **International Museum Day** by hosting events, exhibitions, and activities that explore the theme of sustainability and well-being. These events will showcase how museums are working to reduce their **environmental impact**, promote sustainable practices, and educate the public on the importance of sustainability.

Every year, ICOM puts together a **communications kit** to help museums in participating in International Museum Day.

This kit includes:

- **Information** about this year's theme, "Museums, Sustainability and Well-being"
- **Advice and tips** on how to organise an International Museum Day event
- **Examples** of activities to engage different publics
- The **objectives** and mission of International Museum Day

For more information on International Museum Day and to find events near you, please visit the **ICOM website**.

## ABOUT

The International Council of Museums (**ICOM**) established **International Museum Day in 1977** to increase public awareness of the role of museums in cultural exchange and to promote their importance in the development of society, it has been steadily gaining momentum ever since. ICOM is an international non-governmental organisation made up of over **45.493 museum professionals in 123 countries and territories**.



## PRESS CONTACT

ICOM

Communications and PR

[icom.network@icom.museum](mailto:icom.network@icom.museum)

[imd.icom.museum](http://imd.icom.museum)

