

# International Addendum 2019



THE INSTITUTE OF CONSERVATION

The International Addendum was agreed by the Icon Board of Trustees in July 2019.

## This Addendum supplements *Icon's Strategy 2017-2021*.

It recognises that although most of our members are UK-based, a substantial contingent (17.5% of the membership in 2019) are based outside the UK. In addition, large numbers of international students come to the UK to study, to undertake research and to develop their conservation skills.

There is also a positive ongoing exchange of knowledge, as UK-based conservators frequently take part in overseas conferences as well as welcoming international speakers to events in the UK. These activities all contribute to strengthening the conservation skills-base and professional expertise internationally.

Icon already benefits from an international presence and outlook and, at a time when international co-operation is becoming increasingly necessary to tackle global challenges, it is important that this is highlighted and celebrated in our Strategy.

Adding an international element to our Strategy will help us to respond positively to opportunities for international engagement. It will support Icon's work with other international conservation bodies; set out our strategic priorities for international activities; and expand our reach to deliver on Icon's vision - *for cultural heritage to be valued and accessible and for its future to be enhanced and safeguarded by excellence in conservation.*

**Icon therefore has a significant role to play at a global level. Key benefits of fostering Icon's international engagement include:**

- growing our membership and increasing the number of Icon accredited conservator-restorers supporting the care of cultural heritage across the globe
- identifying opportunities for existing members to develop their skills through travel and exchange and fostering access to an international pool of innovation and best practice
- identifying opportunities for members to access international markets to support and grow their commercial practices
- fostering domestic support by demonstrating the value of conservation and its ability to support national priorities such as soft power and tourism
- unlocking the potential to collaborate with new and existing partners to facilitate the development of effective and innovative solutions to common challenges for the benefit of our shared global heritage
- cultivating widespread appreciation and understanding of conservation through actively engaging with a global audience
- increasing the diversity of the Icon membership, partnerships and collaboration at an international level to ensure that conservation maintains its relevance to contemporary society and future generations.

# Icon will embed international engagement within our existing Strategy by adding the following strands to our strategic priorities:

## Advocacy

Raising the profile of the conservation sector's international work and its contribution to domestic agendas with decision-makers and the public.

## Excellence

Contributing to the development of knowledge and high standards worldwide by supporting the exchange of information and expertise with new and existing partners.

## Engagement

Encouraging people from across the globe to value and engage with heritage and conservation by making use of the opportunities presented by a more connected world.

