

# Key Messages

## 2020

### The Message

### In Our Voice

#### Who we are

The Institute of Conservation is a charity and membership organisation and the professional body representing and supporting the practice and profession of conservation. Icon champions excellence in conservation and promotes the value of caring for heritage.

Members are supported through skills development, networking opportunities, advocacy, education and training. We are the authoritative source of information on conservation practice, policy and the profession.

Icon's charitable objects are to advance the education of the public by research into and the promotion of the conservation of items and collections of items of cultural, aesthetic, historic and scientific value; and to preserve and conserve items and collections of items of cultural, aesthetic, historic and scientific value.

**Icon is [a charity and membership organisation/ the professional body] for conservation, seeking to create positive change for cultural heritage.**

**From the Magna Carta to your grandmother's jewellery to your favourite book - we aim to preserve the items that matter most and to advance public understanding of conservation.**

<b>What we do</b>	Icon is an ambitious advocacy body and thought leader for cultural heritage conservation. We represent the interests of conservation and conservators to government and policy makers on the issues that affect our cultural heritage most, from skills to education to funding.	<b>We represent the interests of conservation and conservators to decision makers on issues that affect cultural heritage, from skills to education to funding.</b>
	We lead and uphold the highest standards and ethics of practice through our widely-respected Professional Standards, rigorous Accreditation and publicly accessible Conservation Register. Through this work we bring confidence to the public that cultural heritage is protected for future generations.	<b>We give confidence to the public that cultural heritage is protected to the highest standard.</b>
	We encourage the exchange of knowledge and lifelong learning. Icon's events programme, accessible professional progression and access to information support a sustainable and skilled workforce resilient to today's challenges.	<b>Our programme of events and easy access to support and information drives excellence in the profession.</b>
	Icon's Internship Programme offers emerging professionals an invaluable opportunity to develop their careers. Our work on developing Apprenticeship standards ensured professional standards were embedded in new training from the get-go and entrants are supported into the profession.	<b>Icon's highly regarded Internship Programme and work on Apprenticeships supports entrants into conservation, making careers in the field more accessible.</b>
	Icon Accreditation is the quality assurance to the public that cultural heritage is cared for by fully qualified and capable professionals.	<b>Icon Accreditation is the quality assurance to the public that cultural heritage is cared for by fully qualified and capable professionals.</b>
	The Conservation Register provides a reliable way for members of the public and other clients to easily identify and contact an accredited professional to help them care for the objects they cherish. This helps to ensure that cultural heritage in	<b>The Conservation Register is our free tool for finding a professional conservator you can trust to help you</b>

	<p>private ownership is conserved to appropriate standards, so that the objects and collections can be enjoyed by future generations.</p> <p>Maintaining the Conservation Register ensures that Icon can fulfil its vision for cultural heritage to be valued and accessible and for its future to be enhanced and safeguarded by excellence in conservation.</p>	<p><b>care for your treasured possessions.</b></p>
	<p>Icon welcomes all individuals and organisations interested in supporting conservation. Our extensive network, professional development support, leading publications and influential advocacy enable our 2,500 members to establish a deeper connection to their interests and careers.</p>	<p><b>Icon welcomes everyone with a passion for cultural heritage and we help our members create a deeper connection to their interests.</b></p>
	<p>We promote the conservation of cultural heritage as a means towards a deeper understanding of our shared humanity and history. We encourage appreciation of cultural heritage by showcasing and celebrating the achievements and social impact of conservation.</p>	<p><b>We want everyone to see how cultural heritage helps us understand ourselves, our past and our future. That's why we do our best to celebrate and share the impact of conservation.</b></p>
<p><b>To what impact</b></p>	<p>Conservation preserves cultural heritage, facilitating public access and enjoyment and enabling cultural heritage to maximise its economic and social value.</p>	<p><b>Conservation helps us understand ourselves and our future by preserving our past.</b></p> <p><b>Conservators save the things that matter most - everything from national treasures to family heirlooms and collectables. Not to mention household items like books, furniture and plastic dolls!</b></p>

	<p>Conservation is a highly skilled and cross-disciplinary practice that links the arts, science, humanities, social science and technology.</p> <p>It delivers fundamental skills and learning, contributing to education, the advancement of knowledge and innovation across sectors.</p>	<p><b>Conservators are highly trained and use their knowledge, skills and experience to understand precious objects before suggesting ways to protect and preserve them.</b></p>
	<p>Conservation supports healthier and longer lives and contributes to the wellbeing of communities by facilitating meaningful engagement with our cultural heritage.</p>	<p><b>From looking after the dinosaurs in our museums to revealing the hidden stories in a painting - a career in conservation is exciting and ever changing.</b></p>
	<p>Conservation can support communities dealing with climate change through direct rescue and refuge but also by helping to inform environmental action by building understanding of materials and change and promoting principles of sustainability.</p>	<p><b>Conservation can help us live healthier and happier lives by allowing us to experience cultural heritage in meaningful ways.</b></p>
	<p>Conservation is a source of economic prosperity and growth, contributing to business, industry and employment. It is a highly interconnected sector with multiple economic activities dependent and embedded within it.</p>	<p><b>Conservation extends the lives of objects and encourages us to care for our possessions, favoring sustainability over throwaway culture.</b></p> <p><b>Conservation helps the economy by contributing to business, industry, growth and employment.</b></p>