MUSEUM DIGITAL SUSTAINABILITY TALKS FINAL CONFERENCE

How can museums use digital technologies in an environmentally friendly and sustainable way? How can digital inclusion be achieved? What significance does artificial intelligence have for museum work, and how can AI be used responsibly while adhering to legal and ethical principles?

These questions are addressed by the hybrid English-language conference taking place on October 16 in Turin under the title "Museum Digital Sustainability Talks," presenting the results of several online workshops.

The conference is part of the project with the same name, funded by the ICOM-SAREC Committee, and jointly conducted by ICOM Italy, ICOM Europe, and AVICOM.

Michael H. Faber, Chair of AVICOM

As the world moves towards the targets set by the 2030 Agenda, the intersection of green and digital transitions has become increasingly significant, particularly within the cultural sector. Museums and cultural institutions are at the forefront of this dual transformation, where digital innovation not only enhances accessibility and engagement but also plays a vital role in promoting environmental sustainability.

This conference delves into how the adoption of sustainable digital practices can serve as a powerful tool in reducing the ecological footprint of cultural institutions. By embracing the principles of the green transition, these institutions can contribute to the preservation of our cultural heritage in ways that are environmentally responsible and aligned with global sustainability goals.

Michele Lanzinger, Chair of ICOM Italy

PROGRAMME

Museo Diffuso della Resistenza - Turin, Italy | October 16th 2024, 10:00 a.m. - 4:30 p.m.

10:00 - 10:15 | *Welcome*

10:15 - 10:45 | *Institutional greetings*
Daniele **Jalla**, President of Museo Diffuso della Resistenza of Turin
Michael H. **Faber**, Chair of AVICOM
Giuliana **Ericani**, Chair of ICOM Europe

10:45 - 11:00 | *Project introduction*
Presented by **ICOM Italy**

11:00 - 11:30 | *Copyright and AI in virtual museum offerings*
Yasmin **Mahmoudi**, Lawyer
11:30 - 11:50 | *Q&A*

11:50 - 12:20 | *Emergent technologies, Museums and Sustainable Development*
Alan **Miller**, University of St. Andrews
12:20 - 12:40 | *Q&A*

12:40 - 2:40 | *Lunch break*

2:40 - 3:10 | *Inclusivity and digital accessibility for culture*
Federico **Borreani**, BAM! Strategie Culturali
3:10 - 3:30 | *Q&A*

3:30 - 3:45 | *Green Bytes: Harnessing Technology, AI and Digital for Sustainable Museums*
Michela **Rota**, Architect, ICOM Italy and ICOM SUSTAIN
3:45 - 4:00 | *Q&A*

4:00 - 4:30 | *Conclusions*
Anna Maria **Marras**, University of Turin, ICOM Italy and ICOM AVICOM

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