

# Sustainable Development

17th February 2026

10.30 - 12.30 (Paris Time)

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## AGENDA

| Time  | Titles                                                                                                                              | Speakers                                            |
|-------|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 10.35 | The international SAREC programme                                                                                                   | Burcak Madran, ICMAH                                |
| 10.40 | Introduction                                                                                                                        | Marie Grasse, National Sports Museum, France        |
| 10.50 | Presentation 1 : <b>"Sustainable Operation Practices of Sports Museums: A Case Study of Xiamen Olympic Museum"</b>                  | Yun Wu, Xiamen Olympic Museum                       |
| 11.10 | Presentation 2 : <b>"Museu Benfica : From Memory to Action, Building Social Sustainability through Accessibility and Education"</b> | Maria Ines Mata, Sport Lisboa e Benfica             |
| 11.30 | Presentation 3 : <b>"Title to be defined"</b>                                                                                       | Dr. Kyriaki Oudatzi, Olympic Museum of Thessaloniki |
| 11.50 | Presentation 4 : <b>"Leading the Development of Japan's Sports Museum Network"</b>                                                  | Sachiko Niina, Prince Chichibu Museum               |
| 12.10 | Questions and answers time                                                                                                          | All speakers                                        |
| 12.30 | Webinar ends                                                                                                                        |                                                     |

**Zoom link :**

**<https://us06web.zoom.us/j/81066569085?pwd=9b17xwUF6DqXlvqYrQmN1PCawsUzPr.1>**

## **Marie Grasse, Musée National du Sport**

### *Introduction*

Sustainable development in museums is based on a balance between their mission of conservation, their environmental responsibility, and their social role. It requires a rethinking of building management, exhibitions, and collection practices in order to reduce ecological impact while ensuring appropriate conservation conditions for artworks. Furthermore, a sustainable museum seeks to broaden accessibility by removing economic, physical, and cultural barriers and by promoting the inclusion of diverse audiences. This holistic approach encourages museums to act as responsible cultural institutions, attentive both to the preservation of heritage and to contemporary social and environmental challenges.

## **Yun Wu, Xiamen Olympic Museum**

### *“Sustainable Operation Practices of Sports Museums: A Case Study of Xiamen Olympic Museum”*

Since its founding in 2008, the Xiamen Olympic Museum has, through nearly two decades of exploration, gradually developed a sustainable operational model integrating the functions of “culture, sports, and tourism”. We have achieved systematic development through the following approaches: First, by closely focusing on Olympic hotspots and contemporary issues, we have promoted the activation of collection content, expanded research-based learning programs, effectively attracting public participation, facilitating cultural exchanges, and integrating resources. Second, we have constructed a new media communication matrix, combining live streaming, cultural and creative product sales to broaden service boundaries and revenue channels. Third, in response to the high-humidity coastal environment, we have established a low-cost collection conservation system emphasizing prevention and meticulous manual management. With limited resources, we have achieved the coordinated growth of stable accessibility, value dissemination, and institutional resilience.

## **Maria Ines Mata, Sport Lisboa e Benfica**

### *“Museu Benfica : From Memory to Action*

### *Building Social Sustainability through Accessibility and Education”*

In this presentation we will share how the Museu Benfica–Cosme Damião has been using heritage as a practical tool for education, inclusion and social responsibility since opening in 2013.

With more than 1,000,000 visitors to date, and around 11,500 children and young people visiting each season through their schools, the Museum offers a useful example of what social sustainability can look like when it is built into everyday practice rather than treated as an occasional project.

We will focus on three areas of work :

First, our school programmes across all education levels, where sport history and the museum’s collections help bring learning to life and support wider literacy.

Second, our long-term accessibility work with specialist partners, including tailored visits for specific needs audiences using clear interpretation, sensory approaches and, in carefully controlled situations, tactile engagement with selected objects.

Third, our wider network of partnerships with municipalities, schools and universities, which helps us widen access, host internships, support research and offer opportunities to diverse communities, including students facing economic barriers.

In the end, by recognising sport history as a powerful bridge between individuals and communities, sport museums can nurture respect, fair play and a shared sense of belonging, enabling memory to be collectively shared and continually developed.

**Dr. Kyriaki Oudatzi, Olympic Museum of Thessaloniki**

*"Title to be defined"*

**Sachiko Niina, Prince Chichibu Museum**

*"Leading the Development of Japan's Sports Museum Network : Initiatives of the Prince Chichibu Memorial Sport Museum"*

As a leading organization in developing a sports museum network in Japan, we have undertaken various experimental initiatives over the past seven years. These include surveys on the holdings of sports-related materials, online educational programs, workshops addressing preservation challenges, and symposia aimed at fostering collaboration among institutions. Through these preparatory activities, the most significant issue that emerged is the absence of a unified definition of "sports materials." Currently, each institution interprets the concept differently, making it difficult to establish a shared understanding across the network. This presentation reports on the outcomes of our initiatives and introduces specific examples of our efforts to address these challenges.

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# Workshop

## 17th February 2026

14.00 - 15.30 (Paris Time)

**Burçak Madran,**

*Workshop : "Preparation of a Museological Guide for Sports Museums"*

Following the presentations, an interactive workshop will be held. The workshop, planned to last one hour, will focus on defining the content of a guidebook that includes the essential basic information required for sports museums. It will discuss which topics—such as collection management, exhibition practices, communication methods, administrative arrangements, ethics, and rules—should be included in such a guidebook and how they should be written. Based on the program, content, and recommendations discussed during this workshop, the aim is to prepare a guide that will be transformed into a joint digital publication.

**Zoom link :**

<https://us06web.zoom.us/j/81066569085?pwd=9b17xwUF6DqXlvqYrQmN1PCawsUzPr.1>

## **Agenda**

### **ICMAH – Conference “Sustainable Development in Sports Museums”**

**Date :** February 17, 2026

**Location :** National Sports Museum – 6 Allée Camille Muffat – Allianz Riviera Stadium – 06200 Nice

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#### **10:00 – 10:30 : Welcome of participants at the museum**

- Welcome and coffee

#### **10:30 – 12:30 : Thematic sessions – Sustainable Development**

- 4 presentations (details of the presentations will be shared very soon)
- Discussion and Q&A session

#### **12:30 – 14:00 : Lunch**

#### **14:00 – 15:30 : Workshop : “Preparation of a Museological Guide for Sports Museums”**

#### **15:30 – 16:30 : Museum visit**

- Tour of the exhibitions
- Discovery of the storage areas and discussions around the collections

## **Ordre du jour**

### **ICMAH - Conférence « Développement durable dans les musées du sport »**

**Date :** 17 février 2026

**Lieu :** Musée National du Sport - 6 Allée Camille Muffat – Stade Allianz Riviera – 06200 Nice.

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#### **10h00 – 10h30 : Accueil des participants au musée**

- Accueil et café de bienvenue

#### **10h30 – 12h30 : Sessions thématiques, Développement Durable**

- 4 présentations (le détail des présentations vous sera transmis très prochainement)
- Temps d'échange et de questions – **All Speakers**

#### **12h30 – 14h00 : Déjeuner**

#### **14h00 – 15h30 : Atelier : "Préparation d'un guide muséologique pour les musées du sport"**

#### **15h30h – 16h30 : Visite du musée**

- Visite des expositions
- Découverte des réserves et échanges autour des collections