

## **Strategic Plan of the Bouclier bleu France**

March 2021

### **1. Identity of the Bouclier bleu France**

#### **Our objectives**

The Blue Shield France (BbF) was created in 2001 under the status of an association of 1901' law and recognized of public utility the same year. It is the relay in France of the International Committee of the Blue Shield (ICBS, today Blue Shield International, BSI), created in 1996, in order to protect and safeguard the world's cultural heritage in case of armed conflicts or major catastrophes.

The objectives of the BSI, and therefore the BbF:

- To protect the heritage from the consequences of armed conflicts and disasters of all types;
- To promote the ratification of the Hague Convention and its protocols;
- To promote the consideration of cultural heritage in crisis situations;
- To promote and organize training;
- To promote the involvement of communities in the protection of cultural property;
- To encourage the cooperation between actors in crisis situation

#### **Our missions**

- to carry out preventive actions, i.e. to encourage the elaboration of all measures that protect cultural heritage from the effects of disasters;
- to facilitate the exchange of "cultures" between the specialists of the rescue, who are used to the respect of a line of command, and the specialists of the physical protection of the cultural heritage, who know better the materials of creation and their sensitivity to the external agents;
- to encourage transversal cooperation between specialists in the different fields of cultural heritage, helping them to recognize common problems in the preparation for the fight against the effects of disasters;
- to make the population and the institutions aware of the fragility of cultural heritage by using all technical information's;
- to do training in disaster response.

#### **Our means**

- Local chapters;
- Project groups and commissions;
- Scientific events;
- Publications and production of media (written, audiovisual, digital, etc.).

#### **Our Values**

- integrity; - independence ;
- impartiality; - volunteering ;

- neutrality;

- unity ;

## **Our charter**

- Professionalism
- Independence
- Respect for cultural identity
- Common actions
- Non-profit objectives.

## **BbF today**

In 2020, the BbF has:

- 186 individual members (137 in 2019, 126 in 2018), spread across the various heritage sectors;
- 74 institutional members (78 in 2019, 89 in 2018). Institutional members can be heritage institutions (archives, libraries, museums, monuments, sites, etc.), but also local authorities (cities, intercommunities, departments, universities, etc.).

The Blue Shield France strives - among other things - to develop the sector of institutional memberships, because it is one of the signs that they or their supervisory authorities take into account the problem of risks and their impact on the conservation and sustainability of the various cultural heritages.

The components of the members of the Blue Shield France are important to understand the strategic axes that it has given itself since 2015, because the BbF focuses as closely as possible on the reality of the field in France and the needs of the different actors concerned by these issues.

## **2. Governance at Blue Shield France**

As an association of general interest, the BbF is subject to the French regulations in force for this type of structure. Its statutes and internal rules have been registered at the Prefecture of Paris. The last important reform of its statutes dates from 2010. An update was carried out in 2020, following a vote of its general assembly, in particular to record its change of name, from Comité français du Bouclier bleu to Bouclier bleu France.

It is managed by an executive board, led by the president of the association, assisted by a general secretary and a treasurer.

This office is completed by a national board of directors composed of members of right (4 representatives designated by the following international organizations: the International Council on Archives (ICA), the International Council of Museums (ICOM), the International Council on Monuments and Sites (ICOMOS), the International Federation of Library Associations (IFLA), and associate members representing the following French ministries the Ministry in charge of Defence and the Armed Forces, the Ministry in charge of Civil Security, the Ministry in charge of Major Risk Management, the Ministry in charge of Foreign Affairs, the Ministry in charge of Culture, the Ministry in charge of National Education and Higher Education, the Ministry of Scientific Research, and elected members.

The president is elected by all the members.

Each year, a moral and financial report of the previous year is presented for approval to the general assembly, as well as a provisional plan of the budget and projects for the coming year.

The Blue Shield of France does not receive any operating subsidy and therefore lives only on the contributions of its members and some specific subsidies that are granted on specific projects, mainly by the Ministry of Ecological Transition.

The strategic plan and the axes of development are defined by the president, in agreement with the National Board of Directors. The current president, Jocelyne Deschaux, elected in 2015, ends her

second term in spring 2022. The strategic directions will therefore be subject to change by the new governance team.

The strategic plan presented in the document is therefore the current one.

### **3. The Blue Shield France Strategic Plan**

As a relay in France of Blue Shield International, the BbF has set itself the general objective of developing the interconnection between the world of risk management and the cultural heritage one. To this end, its vocation is to encourage, support and promote all preventive and emergency actions for the protection of cultural heritage during disasters or natural catastrophes.

Since 2015, the beginning of the mandate of the current presidency, Blue Shield France has been developing its activities towards the following objectives:

- **Prevention of major risks;**
- **Emergency response.**

The privileged **means** implemented to achieve these objectives are:

- **Development of partnerships and voluntary work;**
- **Networking of the territory (local chapter).**

The actions carried out are aimed at the greatest number of people: cultural heritage professionals and students; elected officials, decision-makers; emergency services, civil security, and risk management services, the general public.

#### **3.1. The objectives**

##### **3.1.1. Prevention of major risks**

One of the main axes of the Blue Shield France action plan is the prevention of major risks. In France, the culture of risk is still not widespread in the field of cultural heritage. It is therefore necessary to work in several directions:

- raising the awareness of the managers of the different types of cultural heritage, of their owners, to the existence of risks, natural or anthropic, major or everyday, to their inescapable impact on the heritage and to the importance of their prevention;
- the sensitization of risk management professionals to the existence, fragility and vulnerability of cultural heritage, especially in case of disaster and natural catastrophe, for the integration of cultural heritage in prevention plans;
- the sensitization of rescue and emergency professionals to the existence, fragility and vulnerability of cultural heritage, particularly in the event of disasters and natural catastrophes, so that it can be taken into account in emergency procedures.

##### **3.1.1.1. Raising awareness of risks in the world of cultural heritage**

Within this framework, the BbF is working to develop:

- *Raising awareness among heritage professionals of the importance of Cultural Property Protection Plans (PSBC)* in heritage institutions or conservation heritage structures: presentations, on various occasions, interventions at conferences, posts on social networks (Facebook, Twitter, LinkedIn), etc.

- *The training:*

- setting up a catalogue of continuing education courses (Awareness of major risks, Writing a PSBC, The Emergency Plan in 10 steps, Safeguarding collections in the event of an emergency (in 2

modules), etc.), and designing tailor-made courses.

- Initial training: awareness of major risks and their impact on heritage in various initial training courses: INP, ENSSIB, Universities, etc.

- Conception and realization by a volunteer of BbF of games as pedagogical tools for trainings.

- *Design and execution of fire/flood simulation exercises*, life-size, in close collaboration with the SDIS (Departmental Services of Major Risks), with fake heritage: Muret (31) in 2011, Mirepoix (09) in 2019, Auch (32) in 2019, Toulouse (31) in 2021; exercise in preparation in Paris for September 2021. Production of a 13-minute documentary film "A pied d'oeuvre" shot during the disaster simulation exercise in Ariège in 2019 (available on the website [www.bouclier-bleu.fr](http://www.bouclier-bleu.fr)).

- *The drafting of specific documents on the subject:*

- "Toward a Cultural Heritage and Major Hazards Plan: Masterplan," 2013 (update in progress);

- The 10-Step Emergency Plan, 2017 (posted at [www.bouclier-bleu.fr](http://www.bouclier-bleu.fr) );

- Health watch, safety and security in containment situations, 2020;

- The National Legal Framework for the Protection of Heritage in the Event of a Disaster in France (2020):

Objective: to bring together legislation and regulations in order to understand the legal issues of heritage protection in crisis situations. It proposes a synthesis between the legal framework related to the protection of cultural heritage and the management and prevention of crises. This reference document covers all types of heritage (archives, historical monuments, cathedrals, churches, religious buildings, museums, libraries, etc.).

- *The organization of symposiums*: The last one was held on January 29, 2020 on the theme: "*Bouncing back after the tragedy: cultural heritage and resilience*": 150 participants; video capture put on the website [www.bouclier-bleu.fr](http://www.bouclier-bleu.fr).

- *The Memory of Disaster Project*: In order to better prevent disasters, their knowledge is essential to better understand the starting process, development, and to be able to propose measures to reduce their impact on the cultural heritage.

This project records the disasters that have affected French cultural heritage. An annual statistical report is established and a map of the disasters on heritages will be realized with the indication of the existence or not of PSBCs in the concerned establishments or sites.

This inventory started in 2015. In 2020, a boost was given with two dedicated people. To date, 276 events have been listed, and a scale of severity of damage to assets has been created and applied to the incidents where possible. In 2020, 28 incidents were recorded (4 level 5, 2 level 4, 9 level 3, 9 level 2, 5 level 1).

- ***Photolibrary***: creation of a royalty-free photo library, hosted by a French photo storage and sharing platform (Jooméo): 1,000 photos, 27 albums, 8 videos currently stored, indexed and listed; drafting of a *Vademecum* to allow use and searches by keyword, thesaurus or by album

### **- 3.1.1.2. Raising awareness of cultural heritage in the risk management community**

- *Participation in regional and national flood risk prevention organizations*:

The BbF is an integrated member of the Adour-Garonne Basin Flood Commission (about 4 meetings per year), and of the Joint Flood Commission at the national level (about 4 meetings per year).

The role of the BbF: to ensure that the cultural heritage is systematically integrated into the prevention measures implemented by the projects of Action Plans for Flood Prevention (PAPI) and by the Flood Risk Management Plans (PGRI), and that their managers or owners are systematically integrated into

the alert schemes. These objectives are achieved by raising awareness of cultural heritage among risk prevention professionals, and by raising awareness of cultural heritage professionals of the flood risk prevention approach: to this end, a Vademecum on Heritage and Flooding was drafted in 2020.

- **The Mapping / "Heritage and Flooding" project:**

A GIS-type mapping tool was developed in 2015 by the French Committee of the Blue Shield in order to map cultural heritage and major risks (one layer per type of heritage and one layer per type of risk): the objective is to constitute within the BbF a competent group of volunteers on "heritage and flood" issues in France, and to set up tools allowing the investment of more volunteers in the Flood Commissions.

- Participation in national or international projects :

- *CHEERS project: (Cultural HERitageE. Risks and Securing activities: safeguarding cultural heritage in the face of major risks).* Its objectives are to promote, for the Pôle Alpin Risques naturels, the good information of the services in charge of the national and transnational governance of emergency intervention, by involving the main actors engaged in the management of cultural heritage, and to provide innovative approaches and tools to secure and safeguard cultural assets against risks. The BbF is fully integrated in this project.

- The organization of symposiums :

Organization of the IDRIM (*Integrated Disaster Risk Management Society*) side-event in partnership with AFCPN (*French Association for the Prevention of Natural Disasters*) and supported by Unesco, on the management of risks threatening cultural heritage (18 October 2019, Nice).

### **3.1.1.3. Raising awareness of cultural heritage among rescue and emergency professionals**

- Design and execution of fire/flood simulation exercises. Cf. 2.1.1.

- Participation in national projects :

- *Notre-Dame Mission: the BbF participates in the Notre-Dame Mission, led by the Fédération Nationale des Sapeurs-Pompiers de France, commissioned by the Renault Foundation to improve fire safety in French heritage sites.*

*It should be noted that several Blue Shield projects are aimed at several targets (heritage professionals, risk management professionals, rescue professionals).*

### **- 3.1.1.4. Raising public awareness of risk prevention in the heritage field**

- The organization of stands to present the BbF and the theme (for example, during the European Heritage Days).

## **3.1.2. Response to the emergency**

The second axis of the Blue Shield France strategic plan is that of emergency response.

If this strategic orientation has, around the year 2000, constituted an important axis of work, with the objective of constituting, in a way, the "Red Cross of the heritage", it quickly appeared that with the number -increasing, certainly-, but limited, of its members, it was not able to meet the expectations of this objective. Indeed, the BbF does not have enough members, the distribution is very variable according to the regions, these members lack training, and there are great difficulties to develop it in a national way because of the small number of existing trainers and their lack of availability of time for that (since all of them work in the Blue Shield on a voluntary basis and on personal time). In addition,

there is a lack of funding to establish a group of paid staff to develop this goal.

This is why in 2016, it seemed important to stop communicating on this term "Heritage Red Cross", and on the underlying idea of direct intervention in times of crisis, and to direct the efforts of this strategic axis on the development of local sections (and in particular on the realization of disaster simulation exercises, see below), and training.

- *Local chapters*: development of inter-institutional partnerships at the local level for a more relevant emergency response (see below).

- *Trainings* :

- training provided by expert members of the BbF, offered to non-BbF members according to a training catalogue in this theme (Handling of damaged objects, Gestures and practices during a disaster, etc.);

- training courses followed by members of the BbF: e.g. First Aiders training (in emergency procedures, organized by ICCROM);

- training courses offered to BbF members: e.g.: "Climate crisis and first aid for heritage" (28/08/19); "Handling textiles damaged by a disaster" (05/12/19), etc.

- *Disaster simulation exercises* (see above 2.1.)

- *Links with the French military*:

- Participation in the seminar "Armed Conflicts and Heritage" (2019);

- Collaboration with the delegation of the French Army Heritage.

- Creation of a fund for interventions on damaged heritage in France (exclusively from donations).

- Constitution of reserves of intervention material (e.g. kept at the C2RMF in the Paris region, at the Petites écuries du roi in Versailles), resulting from a donation from the Cinémathèque in 2018.

- Design in collaboration with the SDIS, production and marketing of *Blue Shield retro-reflective logos* ensuring the marking and location by firefighters of priority works to be evacuated in the event of a disaster.

To date, and since they went on sale in 2017, 180 kits sold in about 50 heritage institutions in France (21% in archive centers, 31% in heritage libraries, 31% in museums, 15% in other types of institutions).



The growth of interest in these retro-reflective logos is a sign of both a clear need for simple and functional identification for firefighters, and the implementation of CBSPs in more and more heritage facilities.

- Toward the general public, and family heritage, writing the guide *Saving Family Heritage After a Flood* (2016).

### 3.2. The means

### 3.2.1. Partnership and volunteering development

The Blue Shield France cannot conceive of working on its different strategic axes and objectives without developing a tight network of partnerships. The diversity of the areas of work it has chosen is reflected in the diversity of the fields in which Blue Shield France is looking for partners to establish close links. This axis of development of partnerships can only be envisaged within the framework of a development of voluntary work, since the BbF cannot afford to employ any full-time employee.

#### 3.2.1.1. Development of partnerships

The development of partnerships reflects the orientations of the first strategic axis (the prevention of major risks).

##### 3.2.1.1.1. Partnerships in the heritage sectors

Some examples (non-exhaustive list)

- partnerships with training institutions: National Heritage Institute (INP); Ecole Nationale Supérieure des Sciences de l'Information et des Bibliothèques (ENSSIB), Ecole du Louvre, etc. (e.g.: round table at the INP on heritage actors and risks, February 2020; or the INP-Ecole du Louvre seminar on Heritage in danger in war-torn countries (January 2021).
- partnership with ICCROM: assistance in the proofreading of the French translation of the Heritage First Aid Manual (2020)
- partnership with ICOM France: ethical debate evening in 2018 (partnership with INP-: "Facing risks: how can museums improve their organization? "
- partnerships with various professional associations in the cultural heritage sector: Aprévu, FFCR, etc.
- partnership with the Ministry of Culture. In this context, we can mention the reference made to the Blue Shield France in the Guide to the management of heritage documents published in 2020 by the Ministry of Culture, to assist in the implementation of emergency plans and safeguarding plans for cultural property, or the BbF symposium on Heritage and Resilience in 2020.

##### 3.2.1.1.2. Partnerships in the risk management sectors

- Partnership with IRMA-Grenoble (Institut des Risques Majeurs): writing of the tab "Heritage and major risks" in the "Mémento des maires et des élus locaux" (to be published in 2021); collaboration in progress for the census by press review of the risks and disasters affecting cultural heritage; writing of an article on "Cultural assets in flood-prone areas: what strategy to ensure their preservation" (IRMA website, 2020.
- partnership with AFCPN (French association for the prevention of risks and natural disasters): e.g. organization of the IDRIM side-event in October 2019; cross-membership between AFCPN and BbF.

##### 3.2.1.1.3. Partnerships in the help sector

- *Notre Dame Mission: partnership with the FNSPF (see above).*
- *Partnership with the SDIS (Services départementaux d'Incendie et de Secours) throughout France.*

##### 3.2.1.1.4. Other partnerships

- partnership with the Malian Blue Shield Committee: three meetings online since the end of 2020.

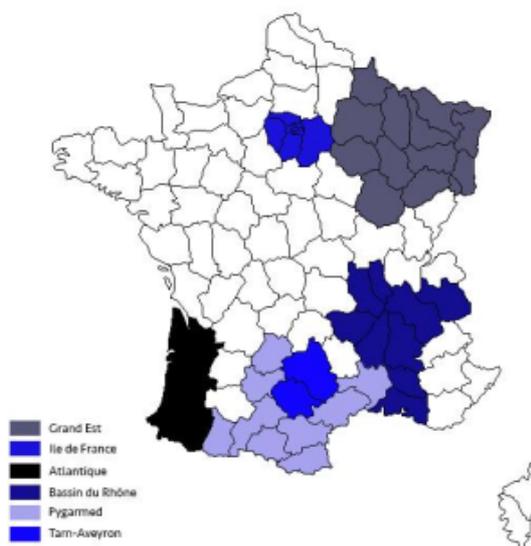
#### 3.2.1.2. Volunteer Development

For a few years, the need to set up a mission of development and follow-up of the voluntary work has been felt, in front of, on the one hand, the number of needs in volunteers for the various missions to be distributed, and on the other hand the number of requests of investment in the association and the thematic, of new members. This strategic axis becomes major for the Blue Shield France, in order to face all the needs that the theme of the protection of the cultural heritage in front of the various risks includes.

- Establishment of a "volunteer development" mission in 2020 to better welcome volunteers and guide them to specific and appropriate missions within the BbF.
- Drafting of a welcome booklet for BbF volunteers.
- Publication, 3 to 4 times a year of an Info-letter, Your Blue Shield, distributed to all Blue Shield France members.

### 3.2.2. Networking of the territory (local chapters)

Since its creation in 2001, the networking of the territory has been one of the major strategic axes of development within the Blue Shield France. The objectives of the creation of local sections are multiple: to be closer to local issues, to better understand the geographical configurations and specific risks, to identify the needs in the territory for disaster prevention, to identify possible resources, and to promote transversal cooperation between professionals in a territory.



- The first local section, **Sud-Ouest**, was created in 2006; it became "Grand-Sud Ouest" by integrating the Aquitaine region. In 2013, the "Atlantic" section was created, followed in 2014 by the "Tarn-Aveyron" section. The original South-West section was then reduced and renamed "PyGarMed" in 2017 (Pyrenees, Garonne Mediterranean).

PyGarMed counts today about five active people. For 2021, the projects of the PyGarMed section are to continue the workshops on the management of disaster collections, the setting up of Emergency Plans workshops, the setting up of partnerships with the SDIS 09 and the departmental council of Ariège, the preparation of an inter-SDIS meeting day, and the continuation of the participation in the Adour-Garonne basin Flood Commissions.

- The **Ile de France** section was created in 2007; it was dormant between 2017 and 2020, but is now very active (15 people participate). For example, in 2020, the Paris-Ile de France section wrote the document *La veille sanitaire, sûreté et sécurité en situation de confinement* (Health, Safety and Security Watch in Containment Situations), worked on an online training course on the first step of a safeguarding plan for works of art, on the presentation of Health Watch during an ICOM webinar, and on the preparation of an evacuation exercise of the collections (planned for September 2021, Musée des Arts décoratifs).

- The **Rhone Basin** section was created in 2010.

- The **Eastern section** was created in 2011 (under the name Moselle-Alsace). Dormant between 2018 and 2020, it is currently undergoing a redevelopment phase.

- The **Atlantic** section was created in 2013.

- The **Tarn-Aveyron** section was created in 2015. It worked on the realization of an evacuation

exercise of priority works in a library, and on workshops for writing Emergency Plans. 12 people are active in it.

To find out more : <http://www.bouclier-bleu.fr/blog/category/actualites-des-sections/>

