

Blue Shield Denmark Strategic Plan 2020

Areas of activity:

- Co-ordination of Blue Shield members and with partner organisations
- Capacity building activities, education and training
- Stabilisation, post-disaster recovery, & long-term /ongoing activities
- Emergency response
- Proactive protection and risk preparedness
- Legal compliance, policy, and their implementation

Below is the prioritisation as chosen by the Danish national committee with a list of activities planned for 2020 as well as preliminary objectives for the 2021-2026 strategy for the Danish Blue Shield. However, the ongoing Covid-19 related situation has of course affected our current, scheduled and future activities. This must be taken into account when reading the strategy. Note that the strategy for 2020 was written at the end of 2018 as a joint strategy for 2019-2020. Therefore, the overlap seen between this document (*Strategy for 2020-2026*) and *Annual report 2019*.

	Area of Activity	2020	2021-2026
1	Co-ordination of Blue Shield members and with partner organisations	<ul style="list-style-type: none"> - Establishing contact with other Nordic Blue Shield national committees in order to work towards collaborations and knowledge sharing. - Design a partnership agreement with The Danish National Commission for UNESCO. - Enter into the above said partnership with UNESCO Denmark. - Strengthen the Danish Blue Shield's business plan and communication strategy. 	<ul style="list-style-type: none"> - Developing networks with Nordic Blue Shield national committees. - Work on developing activities with The Danish National Commission for UNESCO . - Attend Blue Shield related meetings and activities as opportunities arise.



2	Capacity building activities, education and training	<ul style="list-style-type: none"> - Prepare and plan out annual Heritage Friday seminar day for November 2020. 	<ul style="list-style-type: none"> - Participating in meetings, conferences as networks in ICOM, IFLA and ICOMOS context. - Participate in the conference <i>Coping With Culture</i>. - Give introductory lectures about Blue Shield for students of conservation and tourism.
3	Stabilisation, post-disaster recovery, & long-term /ongoing activities	<ul style="list-style-type: none"> - Due to the Covid-19 outbreak and following lockdown, activities and task from this column is moved to the 2021-2026 strategy column. 	<ul style="list-style-type: none"> - Continue to be available an advisory body for political and military agents in matters concerning the protection, conservation and risk assessment of tangible and intangible heritage.
4	Emergency response	<ul style="list-style-type: none"> - Due to the Covid-19 outbreak and following lockdown, activities and task from this column is moved to the 2021-2026 strategy column. - 	<ul style="list-style-type: none"> - Work towards risk and crisis management plans for national, state owned, accredited and non-accredited museums and heritage sites in Denmark (same as below).
5	Proactive protection and risk preparedness	<ul style="list-style-type: none"> - Work towards creating a collaboration between the Danish Blue Shield and the Danish Military Academy. - Using Social Media to encourage alertness and inform the general public about current cases of cultural heritage at risk and to inform about our activities. 	<ul style="list-style-type: none"> - Work towards risk and crisis management plans for national, state owned, accredited and non-accredited museums and heritage sites in Denmark (same as above). - Enter a collaboration with the Danish Military academy in regards to the cultural heritage related curriculum in combat education. -
6	Legal compliance, policy, and their implementation	<ul style="list-style-type: none"> - Continue to create knowledge and awareness about the importance of the 1954 Hague Convention. - Take an active role in the implementation and policy making process in matters concerning heritage protection and crisis management development in peace time. 	<ul style="list-style-type: none"> - Assist when possible with suggestions and recommendations for implementation and policy making on both regional and national level regarding: <ol style="list-style-type: none"> 1) handling the potential destruction of cultural heritage before, during and after armed conflict, and 2) risk preparedness at cultural institutions.