FORMAT			
1. **Name of resource**	**Value Study of GLAMS (galleries, libraries, archives and museums) in Canada**		
2. Location	https://museums.ca/uploaded/web/New_Website_docs/announcements/studyglamscanada2020.pdf		
3. Alternative location			
4. Author[s]	Oxford Economics		
5. Publisher/producer/host	Ottawa Declaration Working Group		
6. Year	2019		
7. Suggested citation	Oxford Economics (2019). Value Study of GLAMS in Canada. Ottawa Declaration Working Group, available at https://museums.ca/uploaded/web/New_Website_docs/announcements/studyglamscanada2020.pdf		
8. Languages in which available	English		
9. Geographic area resource relates to	Canada, but with wider relevance		
10. Does the resource relate to a specific time frame?			
11. Type	Report		Yes
	Toolkit/Framework/Roadmap		
	Sign-post to other resource (database)		
	Case studies		
	Other		
12. If this is part of an initiative, what is the initiative?	Ottawa Declaration Working Group		
COLLECTIONS AND COLLECTIONS-BASED INSTITUTIONS			
13. Explicit links to collections	Yes		
14. Explicit links to museums/libraries/archives	Yes		
15. Types of institutions the resource covers	**Museums**		X
	Archives		X
	Libraries		X
	Other		X
16. Does the resource relate to specific disciplines?	**Arts, humanities and social sciences: philosophy, psychology, religion, social sciences,**	X	

	law, politics, language, arts and recreation, architecture, literature, history, geography and ethnology, anthropology, archaeology	
	Science, natural history, technology, medicine, engineering, manufacturing	
17. If no explicit links to collections, justification for inclusion		

HOW IT CONTRIBUTES TO SUSTAINABLE DEVELOPMENT

18. Collections-related activities the resource relates to (mark all that apply)

Develop collections to protect and safeguard wider cultural and natural heritage more effectively, and that support sustainable development for example by targeting collecting to threatened forms of heritage in strategic ways	
Use collections to promote learning and educational opportunities that contribute to sustainable development more effectively, for example education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development and/or skills development relating to collections	
Use collections to promote cultural participation/social inclusion more effectively, for example by reducing barriers to participation, to ensure no-one is 'left behind'	
Use collections to promote sustainable tourism more effectively, for example by developing new products based on local cultural heritage, and/or considering the rights of stakeholder groups in relation to collections	
Use collections to support research that contributes to sustainable development (including all forms of personal and self-directed research at all levels that make use of stored collections) more effectively, for example by providing effective facilities, collections and information to meet researchers' needs	
Make decisions around collections that contribute to sustainable development more effectively	
i. employment (recruiting, staff training, staff safety)	
ii. energy consumption, greenhouse gas emissions, reduction, monitoring and reporting	
iii. waste management and reduction of waste	
iv. transport (forms of transport, energy use)	

v.	commercial activities including copyright and IP	
vi.	governance and management	X
vii.	security, disaster preparedness and risk reduction	
Direct external leadership, partnerships and collaborations towards sustainable development more effectively, for example by developing impactful partnerships		
19. Does the resource relate clearly to any international conventions (mark all that apply)?		
Culture conventions:		
1952, 71 Protection of Copyright and Neighbouring Rights		
1954 Protection of Cultural Property in the Event of Armed Conflict		
1970 Fighting Against the Illicit Trafficking of Cultural Property		
1972 Protection of the World Cultural and Natural Heritage		
2001 Protection of the Underwater Cultural Heritage		
2003 Safeguarding of the Intangible Cultural Heritage		
2005 Protection and Promotion of the Diversity of Cultural Expressions		
Rio Conventions:		
Convention on Biological Diversity (CBD), Convention to Combat Desertification (UNCCD), Framework Convention on Climate Change (UNFCCC)		
AIMS AND CONTENT		
20. What issues does the resource aim to address?		"Collectively known as the GLAM sector, ours is an industry that regularly punches above its weight. Non-profit GLAMs, whether in large cities or small towns across the country, attract world-class exhibits and provide communities with essential educational and research opportunities they may not otherwise be able to access. For too long, members of the GLAM sector have largely operated in silos. Enter the Ottawa Declaration Working Group, comprised of sector representatives and co-led by Library and Archives Canada (LAC) and the Canadian Museums Association (CMA). We now recognize the importance of working together to increase the understanding of the value of our sector. We believe this first-of-its-kind study goes a long way towards that goal. An initiative of the Ottawa Declaration Working Group comprised of sector representatives and co-led by the Canadian Museums Association (CMA) and Library and Archives Canada (LAC), the study found that for every dollar invested in non-profit GLAMs, society gets nearly four dollars in benefits. This return is on par with government investments in transportation infrastructure projects.

	The study was conducted by Oxford Economics using metrics commonly employed by cultural institutions, as well as the results of a national survey of Canadians. It found users of GLAMs would be willing to pay $4 billion more per year to access them if required – a testament to the intrinsic value of GLAMs to Canadians. This is a value so great, that even non-users recognize the importance of GLAMS to society at large and to future generations. Non-users said they'd be prepared to contribute $22 per year for museums, $17 for galleries and libraries and $14 for archives as a donation towards the maintenance of these institutions. This amounts to an additional $2.2 billion per year. In all, 96% of respondents surveyed for the study said that museums contribute to our quality of life. Indeed, the study found that visiting GLAMs can be linked with improved health and wellbeing – equivalent to receiving a monetary bonus of $1,440 a year. GLAM visits are associated with many other important societal benefits including greater literacy, curiosity, innovation, knowledge and creativity, increased rates of volunteerism and a better sense of community. These are incredibly important qualities in an increasingly divisive world. Another way for users to interact directly with GLAMs is through their official websites, online catalogues and social media pages. The study pegged the value of these online visits at $1.6 billion per year. It also noted GLAMs generate significant educational benefits for Canada, including through school visits which provide children across the country with important learning opportunities. The value of these visits is estimated at $3.1 billion. It was further found that academic libraries contribute an additional $3.4 billion and are associated with higher student wages and income over the working lifetime of students. In all, it is estimated that society gains nearly $8.6 billion from GLAMs' existence every year. That is no small contribution to Canada's economic and social prosperity. Accordingly, the preservation, promotion and development of GLAMs should be of concern not just to those of us who work in the sector, but to all Canadians." (p.3-4)
21. Intended audience of resource	[Cultural sector]

22. Process of development	"In December 2016, the Canadian Museums Association (CMA), in partnership with Library and Archives Canada (LAC), held a summit in Ottawa exploring the value of Libraries, Archives and Museums (Taking it to the Streets: Summit on the Value of Libraries, Archives and Museums in a Changing World). The summit culminated with the creation of the Ottawa Declaration Working Group (ODWG), including a mandate to explore and study how Galleries, Libraries, Archives and Museums (GLAMs) bring value to Canadian society. The Summit and Declaration were the result of concerted work by Dr. Guy Berthiaume, Librarian and Chief Archivist of Library and Archives Canada, supported by LAC and CMA staff. The ODWG was co-chaired by Dr. Berthiaume and Dr. John McAvity, Executive Director and CEO of the CMA. Dr. Berthiaume, Dr. McAvity and the ODWG continued their efforts to explore the value of GLAMs, post-summit. Accordingly, in late 2018, the CMA, on behalf of the ODWG, commissioned Oxford Economics to undertake a national study looking at the value of all Canadian GLAMs. The study was made possible thanks to the financial contributions of Canadian Heritage, the McConnell Foundation and Ms. Rosamund Ivey." (p.14)
23. Organisation/structure/contents	Executive summary 7 **1. Introduction 14** 1.1 About this study 14 1.2 Benefits of GLAMs 14 1.3 Quantifying the benefits of GLAMs 22 **2. Operating costs of GLAMs 28** **3. Operating revenues of GLAMs 29** **4. Value to GLAMs' physical visitors 30** 4.1 Background 30 4.2 Travel cost models 30 4.3 Academic libraries 36 **5. Non-use value 40** 5.1 Background 40 5.2 National survey 41 **6. Online value 45** 6.1 Background 45 6.2 Estimating online value 45 6.3 Online value 48 **7. Formal education 49** **8. Wider benefits 53** 8.1 Background 53 8.2 Wellbeing effects 54 8.3 Social capital 62 8.4 Informal education 63

FRAMEWORKS	
24. Framework structure	
25. Relevant policy considerations	Yes
26. Resources for implementation identified	No
27. Specific assessment points/indicators/milestones/action plan for monitoring	No

28. ASPECTS OF SUSTAINABILITY COVERED BY RESOURCE (mark all that apply)	
People (social sustainability)	X
Planet (environmental sustainability)	
Prosperity (economic sustainability)	X
Peace	X
Partnerships	X

29. CROSS-CUTTING CONSIDERATIONS COVERED BY RESOURCE (mark all that apply)	
Gender perspectives	
North and South perspectives	

HOW THE RESOURCE CONTRIBUTES TO AGENDA 2030 AND THE SDGs	
HOW AGENDA 2030 AND THE SDGs FEATURE IN THE RESOURCE	
30. SDGs and Agenda 2030 specifically mentioned?	No
31. SDGs specifically mentioned?	No
32. SDG targets specifically mentioned?	No

33. SDG indicators specifically mentioned?	No
SDGs AND SDG TARGETS AND LINKAGES	
34. Comments on SDG linkages	The resource is closely linked to SDG 17.19 (developing measures of sustainable development beyond GDP), and can also support SDGs 16.6 (effective, accountable and transparent institutions) and 16.10 (protect public access to information and fundamental freedoms). Understanding the contributions of galleries, libraries, archives and museums to society can contribute towards SDG 12.6 (adopt sustainable practices and sustainability reporting). Providing sustainable infrastructure that supports economic development and human wellbeing is the basis of SDG 9.1
35. SDGs and SDG targets the resource helps advance	
SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation 9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all	Development of research-useful collections to support reliable, sustainable and resilient use by researchers and others. Number and proportion of collections facilities and stores that support economic development and human well-being. Number and proportion of collections facilities and stores that provide affordable and equitable access for all. Investment in collections facilities. Inclusion of collections information in regional and transborder initiatives, notably via digital access for discoverability.
SDG 12 Ensure sustainable consumption and production patterns 12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	Clear visions, strategies and plans in place for all aspects of sustainability – environmental, social and economic (people, planet, prosperity)- across all areas of activity. Visions, strategies and plans relating to sustainability to be publicly available and incorporated into planning documents. Commitments to be in line with local, regional, national and/or international targets and ambitions.

	Incorporation of sustainability into reporting for funders and other stakeholders, including the public. Reporting to include commitments and progress towards targets.
SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. 16.6 Develop effective, accountable and transparent institutions at all levels	***16.6.2 Proportion of the population [audience/users/non-users] satisfied with their last experience of public services*** Access to information, and accountability policies and mechanisms, in place. Effective institutional arrangements, both for own working and for working in partnership with other sectors, in place. Plans and arrangements in place for extraordinary circumstances such as natural and human-caused disasters. Effective arrangements in place to fulfil legal and social obligations and responsibilities. Effective arrangements in place for transparent communication and reporting of institutional performance. Effective arrangements in place for transparent decision-making and accountability.
SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. 16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements	Adopt and implement constitutional, statutory and/or policy guarantees for public access to information. Plans in place, and plans implemented to enhance public access to information relating to collections. Plans in place, and plans implemented to support fundamental freedoms, in line with human rights, national and international agreements and legislation. Plans and procedures in place for public access to information relating to the operation and management of collections-based institutions. Complaint mechanism in place for public to use where public access to information and fundamental freedoms not supported or fulfilled.

SDG 17. Partnerships for the goals 17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries		Identification and implementation of measures for sustainable development incorporating social and environmental considerations. Identification and implementation of both quantitative and qualitative measures of sustainable development.			
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	