

# 7 tips for advocating the sustainable transition of your museum

The [Network of European Museum Organisations](#) (NEMO) offers the following 7 suggestions to help museums advocate their potential in contributing to the sustainable transition of Europe. These suggestions are based on national (EU) and local climate and sustainability policies presented in NEMO's recent report: [Museums, Climate and Politics: Taking political action in the sustainable transition](#). The report shares initiatives that contribute to the sustainable transition, but also reveals a considerable lack of environmental policies that are directly inclusive of the cultural and creative sectors. In combination with the report, NEMO offers these suggestions to support museum professionals and their institutions' sustainable transformation while connecting with the ambitions of local, regional or national policies.

## 1. Awareness and Acknowledgement

**Acknowledge** that many museums use huge amounts of energy, may benefit from polluting funds, can employ wasteful practices, and might exist in a structure reluctant to change.

**Recognise** that climate change requires rapid action across all sectors, including museums, and that the current pace of transformation is not nearly fast enough.

**Recall** that a sustainable transition means more than environmental impact measurements and energy management. Gender equality, social inclusion, decent working conditions, access to education, etc., are also elements of a just and sustainable transition.

## 2. Putting the institution on the map for stakeholders

**Analyse** existing policies and targets in terms of climate protection, reducing greenhouse gas emissions, and other sustainable goals. Consider how you can incorporate local, national or global goals into your practices and the value chain you create.

**Engage** with your community and consider how to prioritise actions based on local needs while expanding public awareness on the topic of climate change. The impact of your project and campaign can extend beyond exhibition walls and benefit your local community.

**Research** how to contact policymakers in your area, particularly those with profiles relevant to cultural policy, urban development and sustainability. Plan to reach out to local, regional and national representatives, and any other actor or funder with potential impact on your museum.

**Get inspired by** initiatives and best practice from the cultural sector and beyond, and benchmark progress with examples and guidance shared by national museum organisations.

**Collaborate** with other museums, cultural organisations and institutions, companies, and community stakeholders who are interested in the sustainable transition and climate action.

**Join** a network already dedicated to the cause and act collectively with museum professional colleagues. With local partners, you could form an alliance to advocate necessary changes. A successful sustainable transition requires everyone to get involved!

## 3. Networking and learning from each other to grow

## 4. Investigating and restructuring museum operations

**Evaluate** what your museum is already accomplishing when compared to relevant sustainable development policies or climate adaptation ambitions. Build on the exemplary educational or social inclusion programmes that your museum may already have in place.

**Integrate** the sustainable transition with an official manifesto and accompanying strategic/action plan, and extend responsibility to a 'green team' or other representative. Ensure that employees, board of directors, founders, financiers, partners, and friends of the institution are all informed about this.

**Determine** what else your institution can do to contribute to the sustainable transition while maintaining the standards of its offers and responsibilities. For example, organise workshops or public forums to discuss the link between heritage and sustainability.

## 5. Taking the next steps

**Act** on your findings: get started with a project (big or small) that adheres to the values of your institution and supports the sustainable transition of your community.

**Apply** existing assessment frameworks to measure your efforts and justify your demands.

**Identify** key areas of improvement and arguments for your project and campaign. For example, if performing an energy audit, determine the best ways to enhance energy efficiency or transition to renewable energy and determine the cost to make that transition.

## 6. Advocate your position to stakeholders

**Present** your results to decision-makers and funders while telling the story of your institution, its value to the community and its ongoing commitment to the sustainable transition.

**Highlight** what your museum is already doing well and share your assessment of how to improve by combining your requests with existing data and a good story about the museum.

**Demonstrate** the need to make changes on a systemic level and integrate your findings into existing policies or future funding programmes.

**Incorporate** the media in the process by organising media briefings and distributing timely press statements to inform the public of your initiative and its progress.

**Share** your progress with your network to continue the cycle of inspiration and collective action in the sector!

## 7. Inspire others!