

ReInHerit WEBINAR

“How to manage museums sustainably?”

10 February 2023 | 11:00-12:00 am (CET)





To meet the needs of the population through socio-educational projects in the field of visual arts and culture to promote social and environmental sustainable development

Arte
Sostenible



HOW TO MANAGE MUSEUMS SUSTAINABLY?



Provide guidance and tips on basic principles of sustainability for professionals working in museums and cultural heritage sites



"To propose a **sustainable** model of heritage management"



Clarify ideas about the concepts of museum and sustainability, and to understand how they are linked

Reflect on the role of the 21st century museum and its challenges and opportunities to create more public value in a context of social and environmental sustainability

Offer guidelines and recommendations to encourage cultural heritage professionals to implement sustainable practices in their museum management

HOW TO MANAGE MUSEUMS SUSTAINABLY?

SUSTAINABILITY

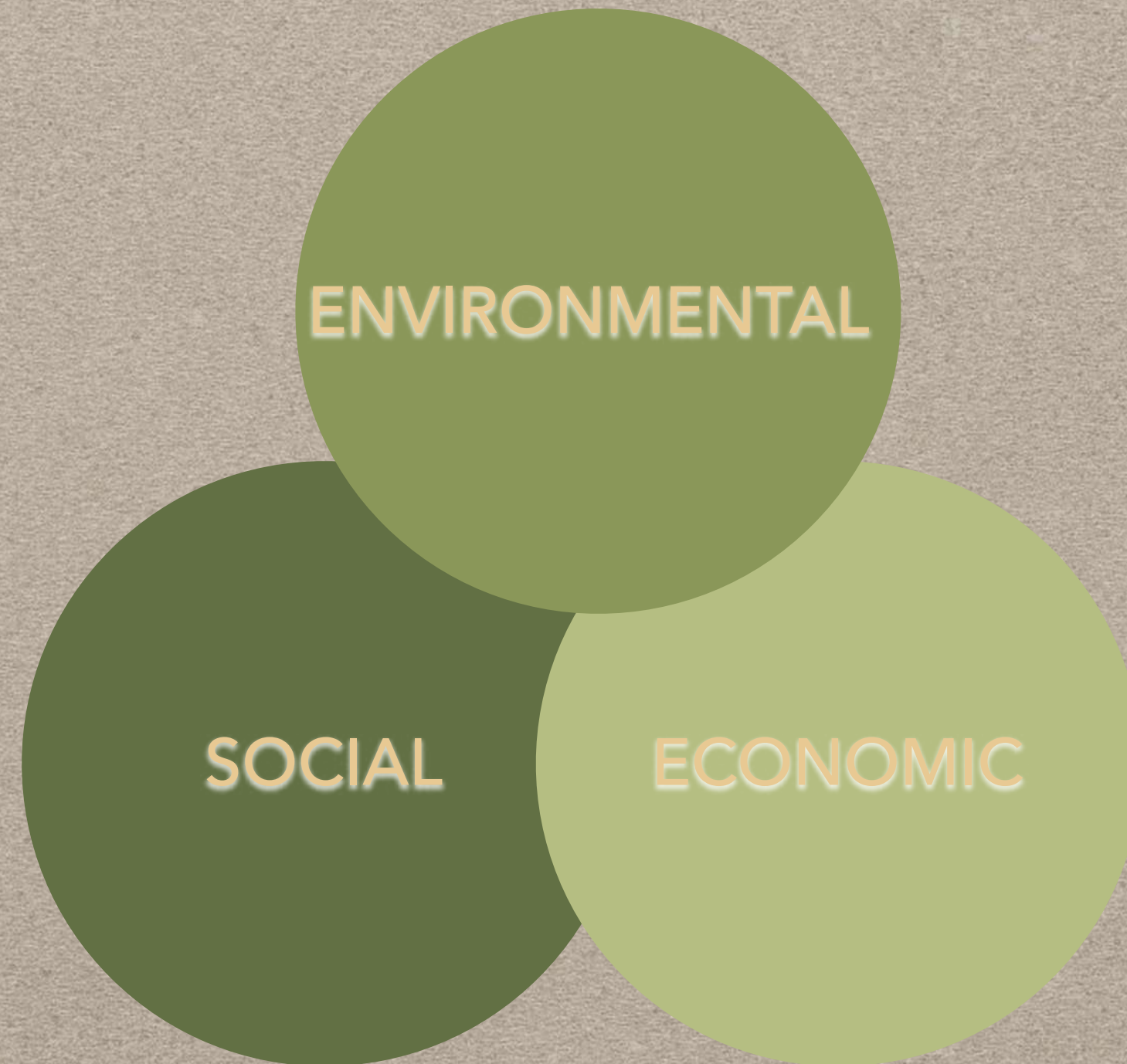
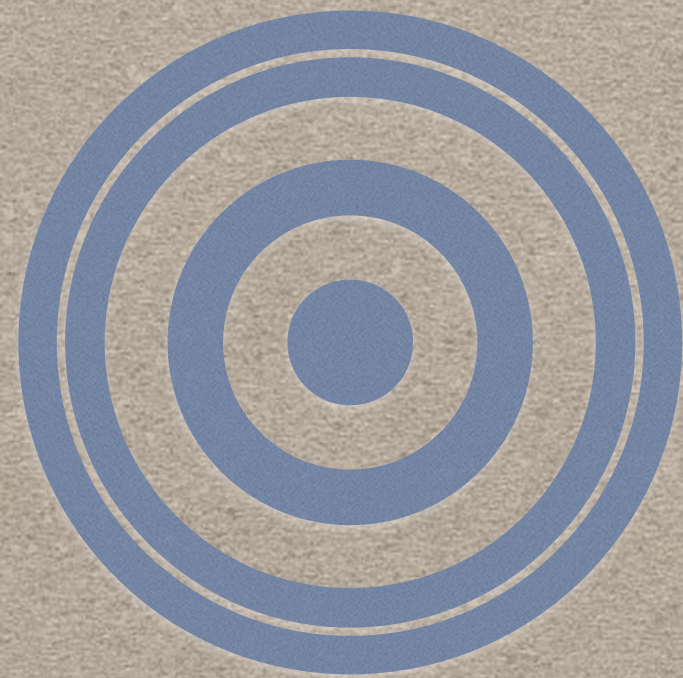
MUSEUM

SUSTAINABILITY



BALANCE

GOAL



Quality of life on EARTH

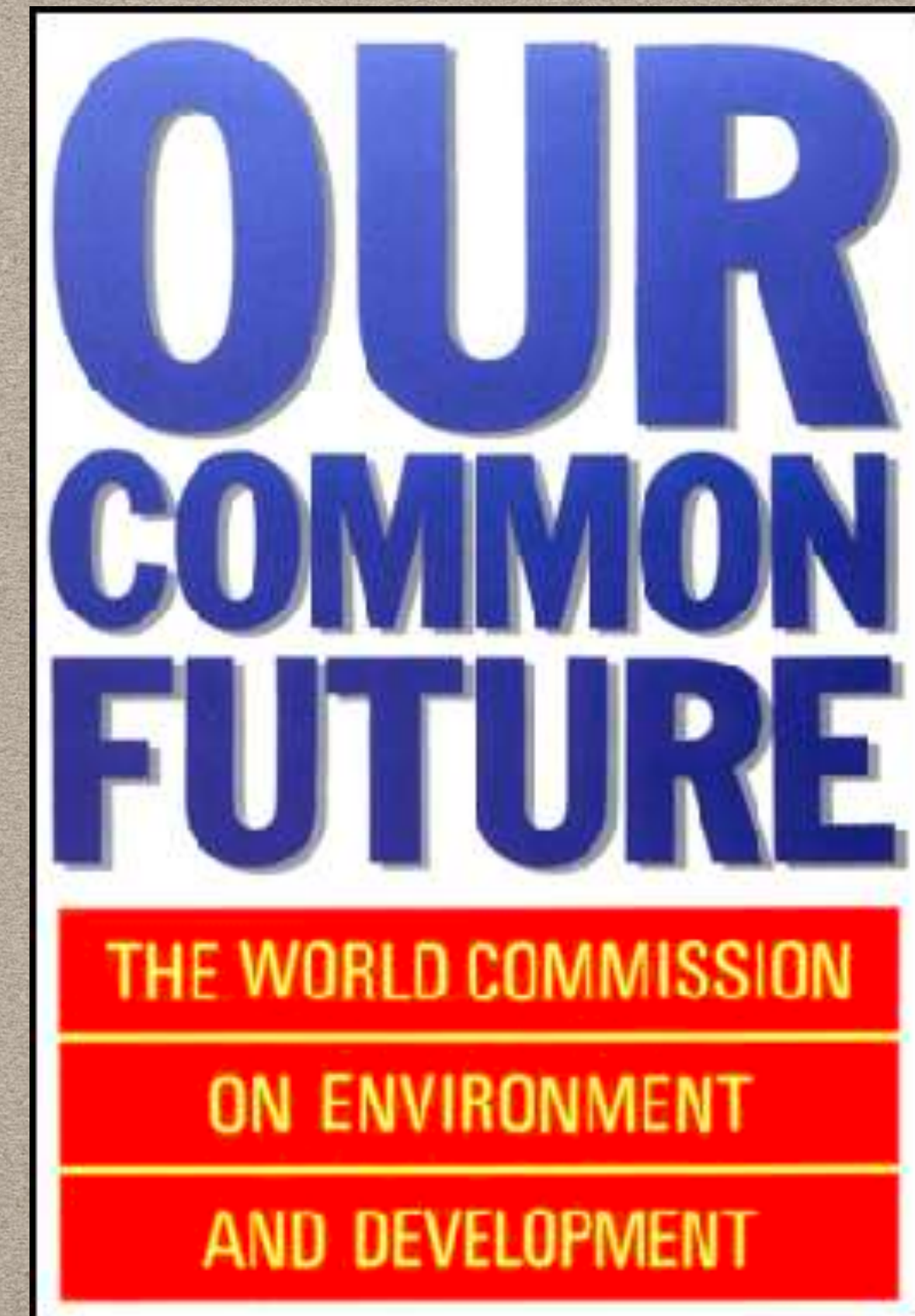


S USTAINABLE DEVELOPMENT

"development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Brundtland Report 1987)

S USTAINABLE
PROCESS

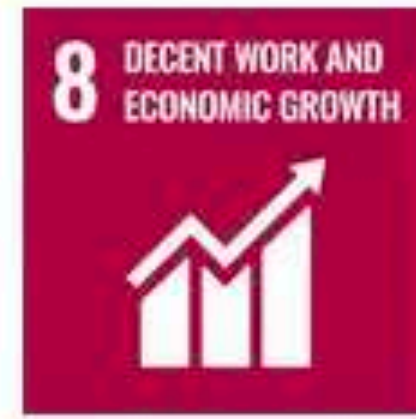
P ARTICIPATORY
DEVELOPMENT



People



Prosperity



Planet



Peace



Partnership



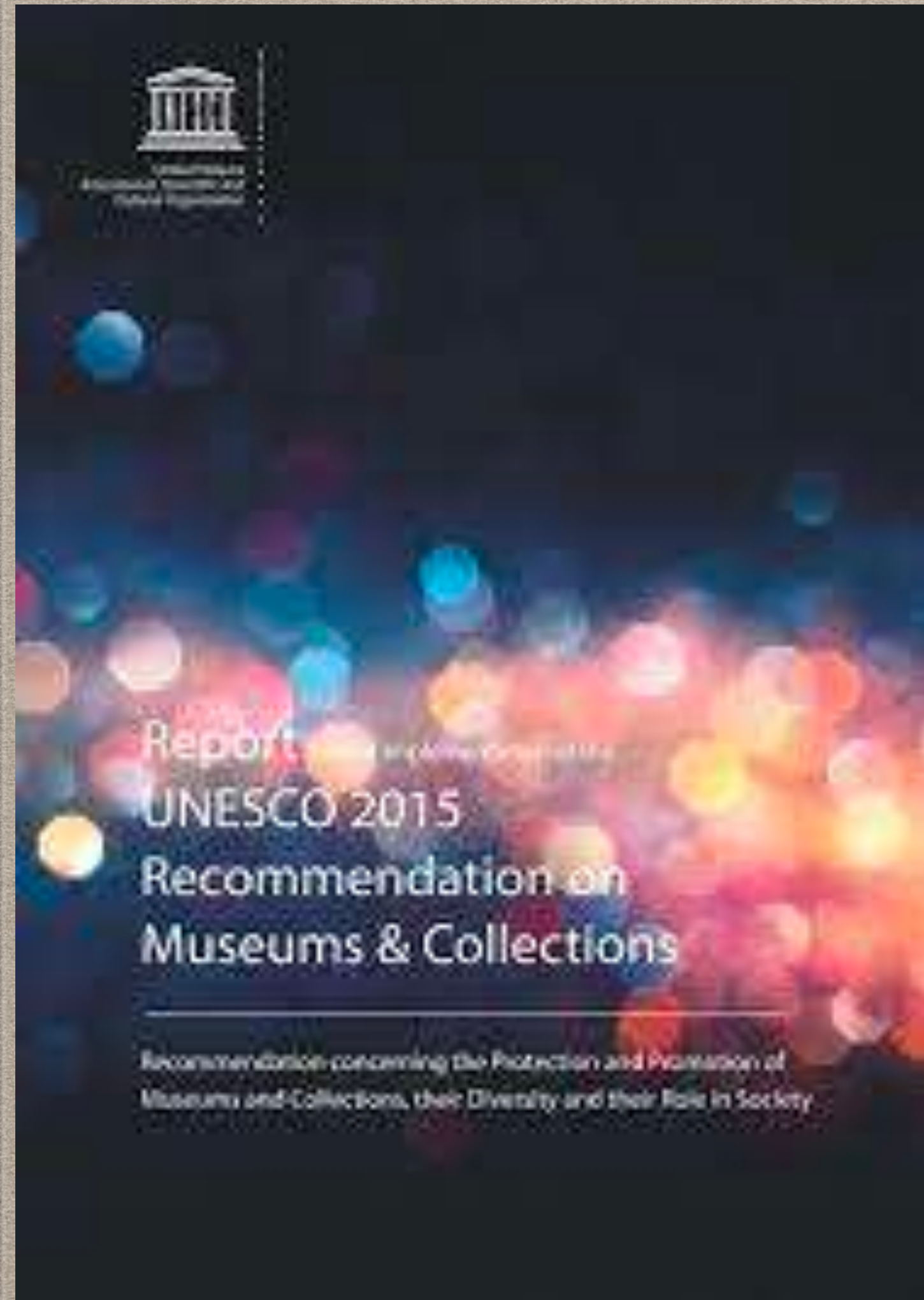
Environmental
Social
Economic
challenges

MUSEUM DEFINITION

"A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage.

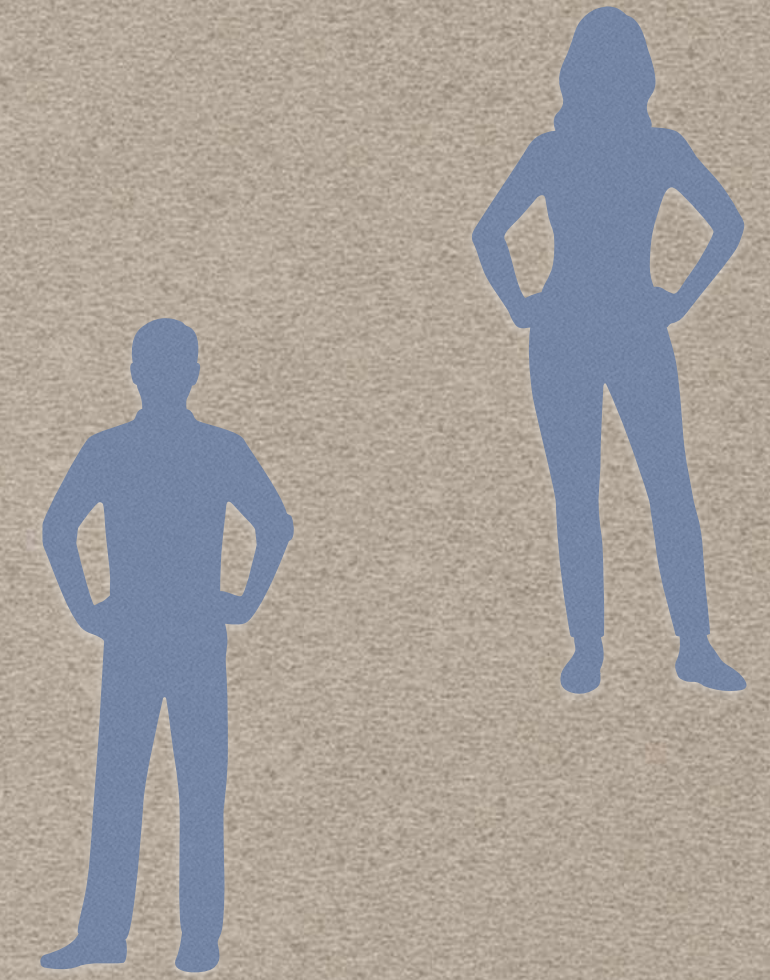
Open to the public, **accessible** and **inclusive**, museums foster **diversity** and **sustainability**. They operate and communicate **ethically**, professionally and with the **participation** of **communities**, offering varied experiences for education, enjoyment, reflection and knowledge sharing."

ICOM international
council
of museums



UNESCO Recommendation concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society: "Museums have great potential to raise public awareness of the value of cultural and natural heritage and of the responsibility of all citizens to contribute to their care and transmission. Museums also support economic development, notably through cultural and creative industries and tourism"

P eople come first



P articipatory



I nclusive

E co-friendly



D iverse



A ccesible

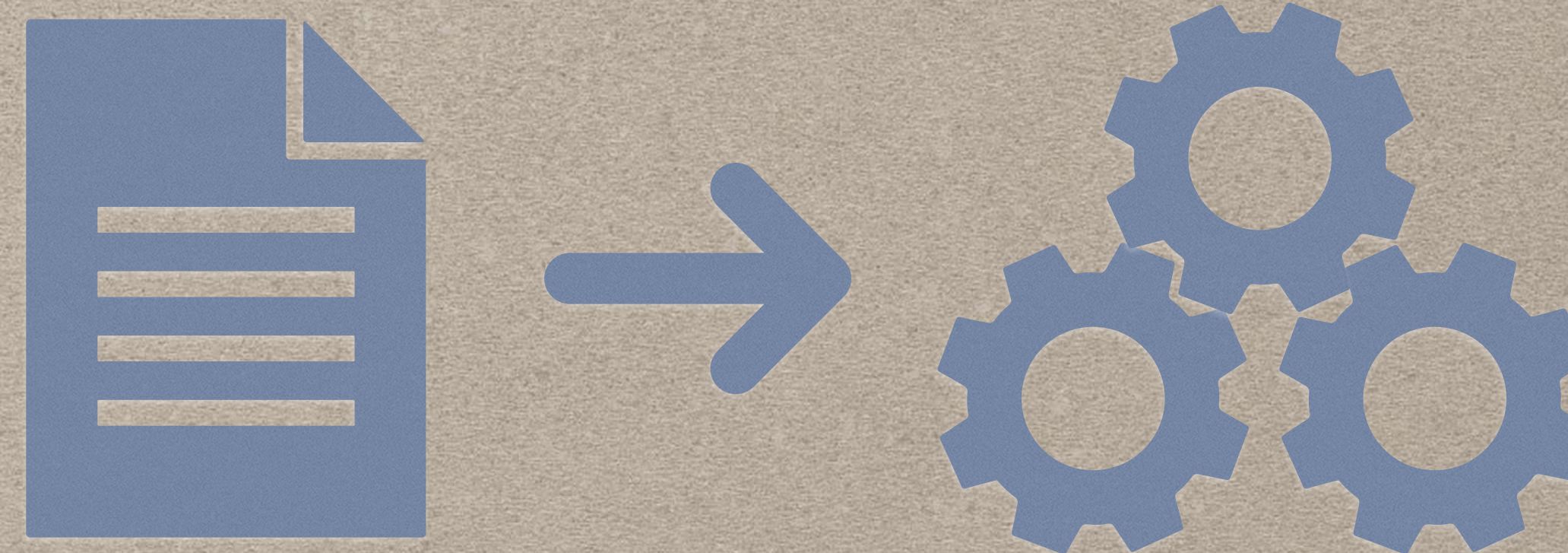


A



Sustainable
Values

T RANSFORMATION



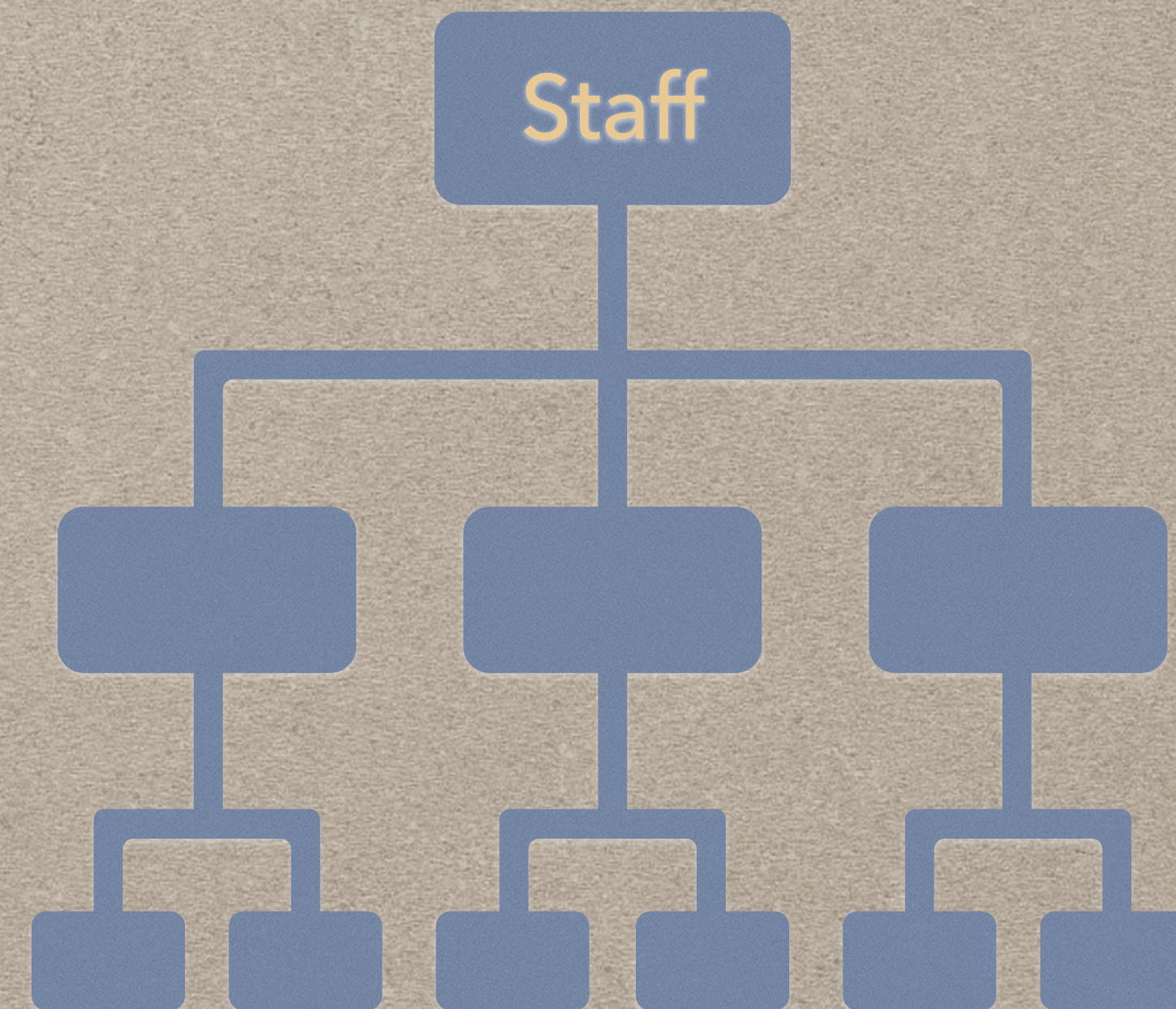
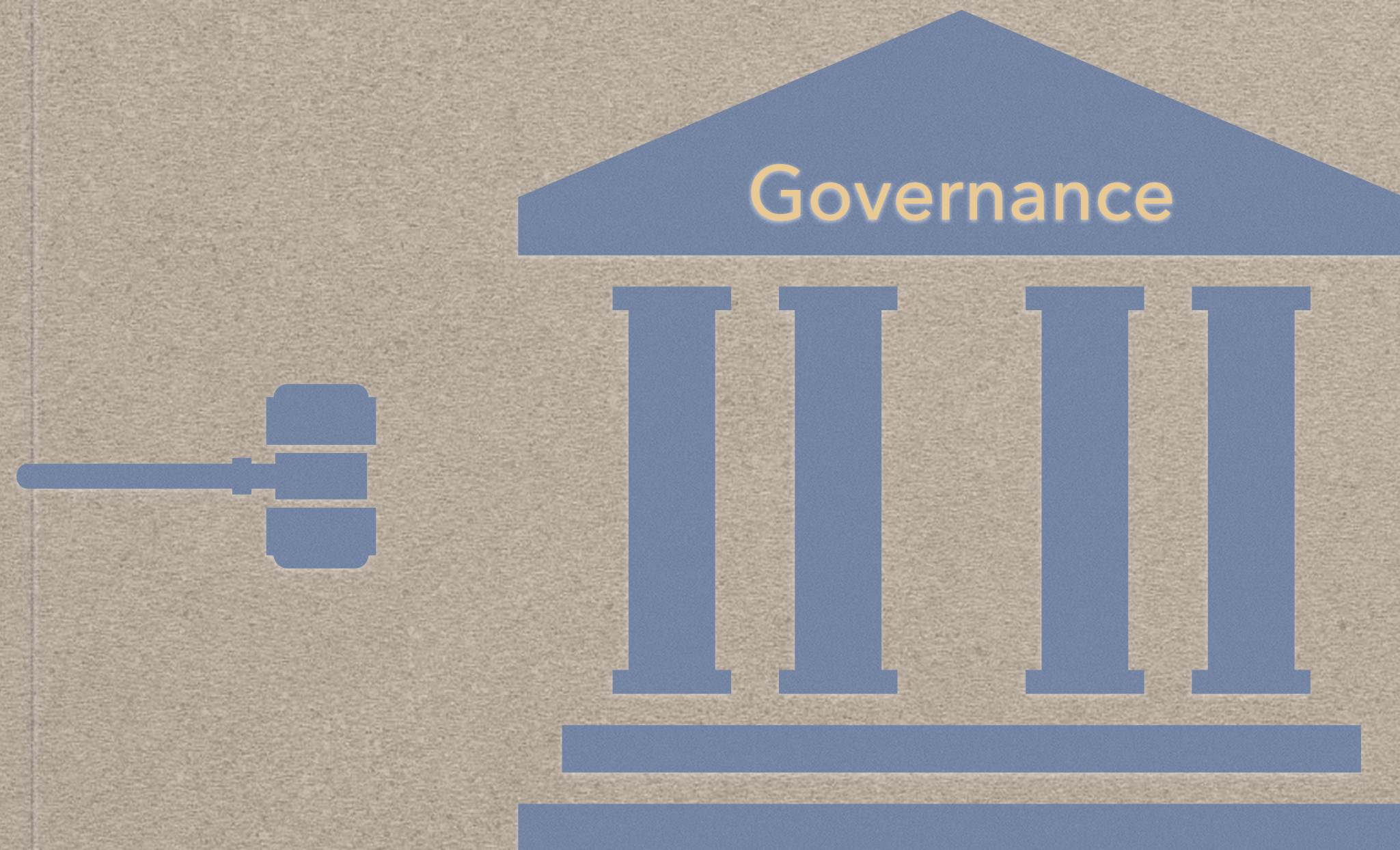
Who?

How?

Who?

Managers

Training



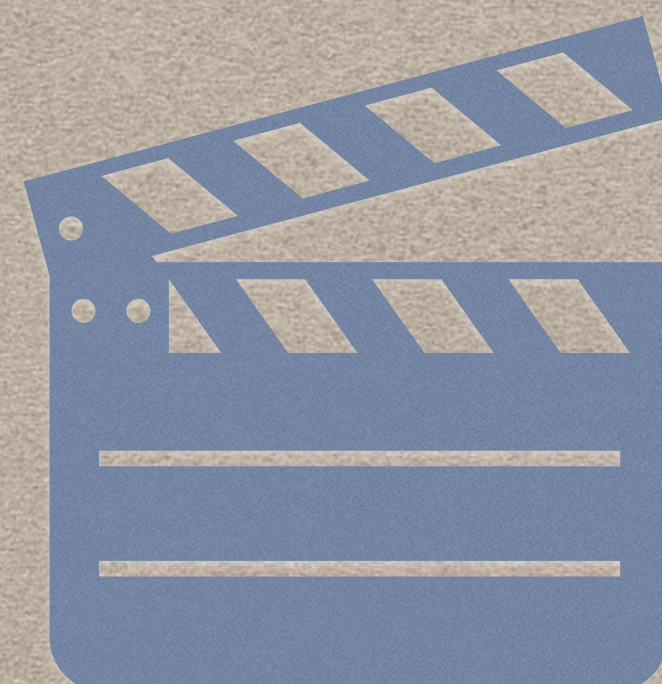
Mission Vision

Commitment

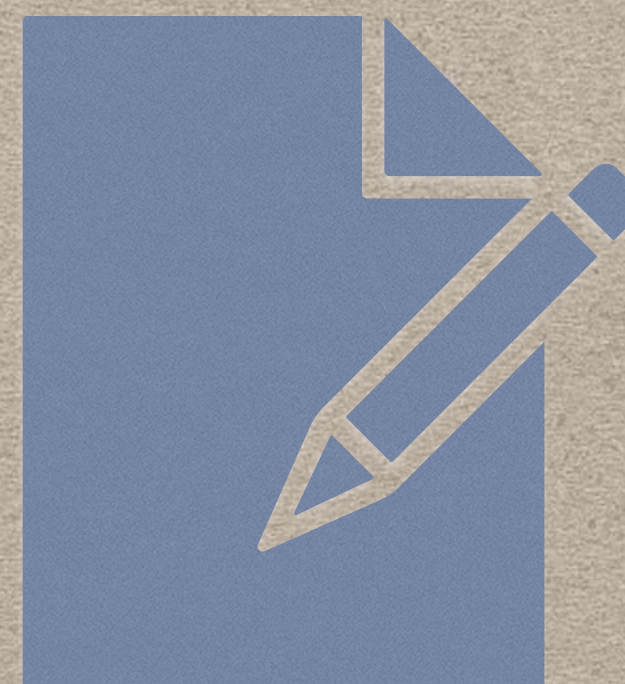
HOW?



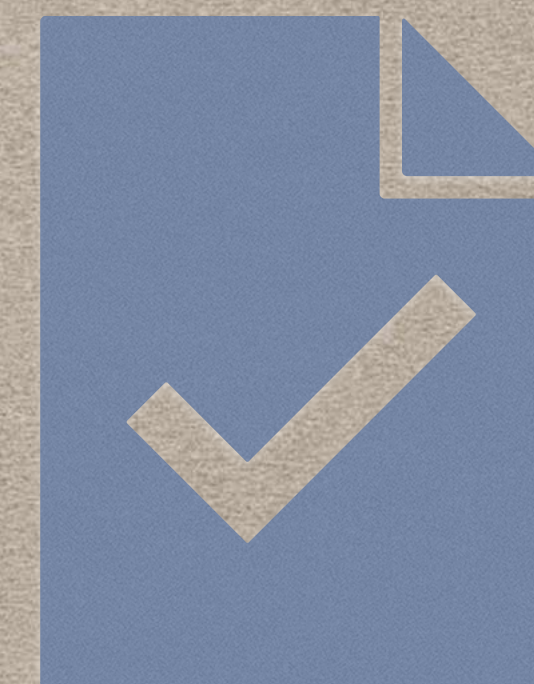
Set



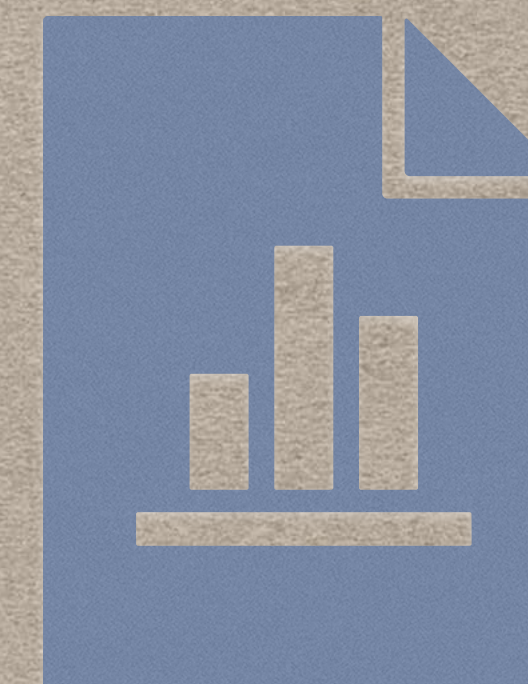
Implement



Monitor

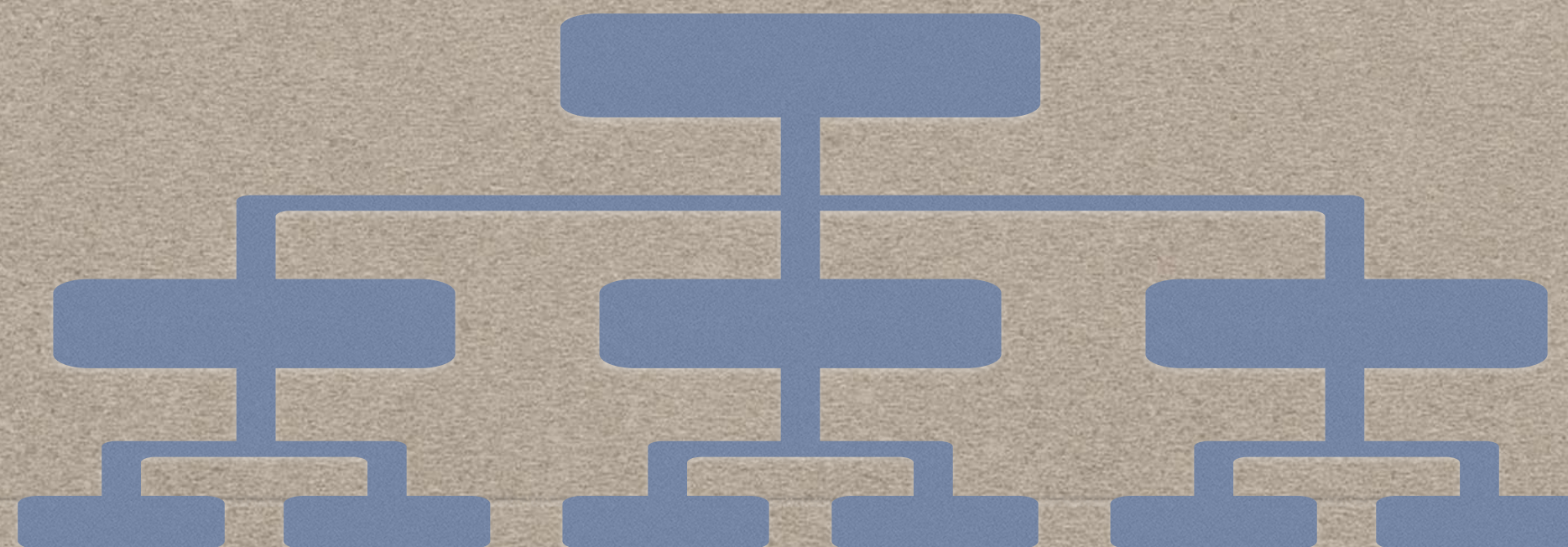


Assess



Report

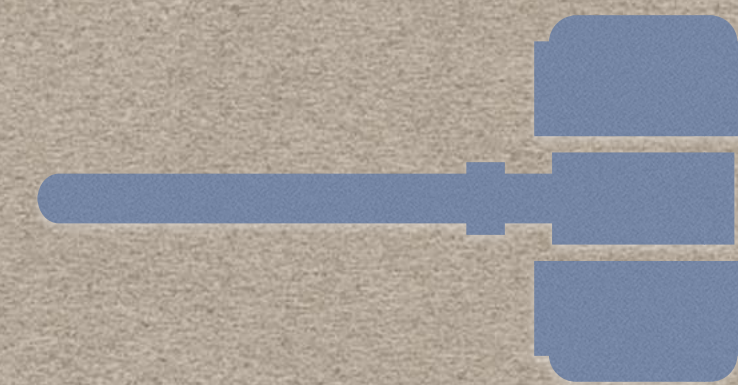
Museum Areas / Departments



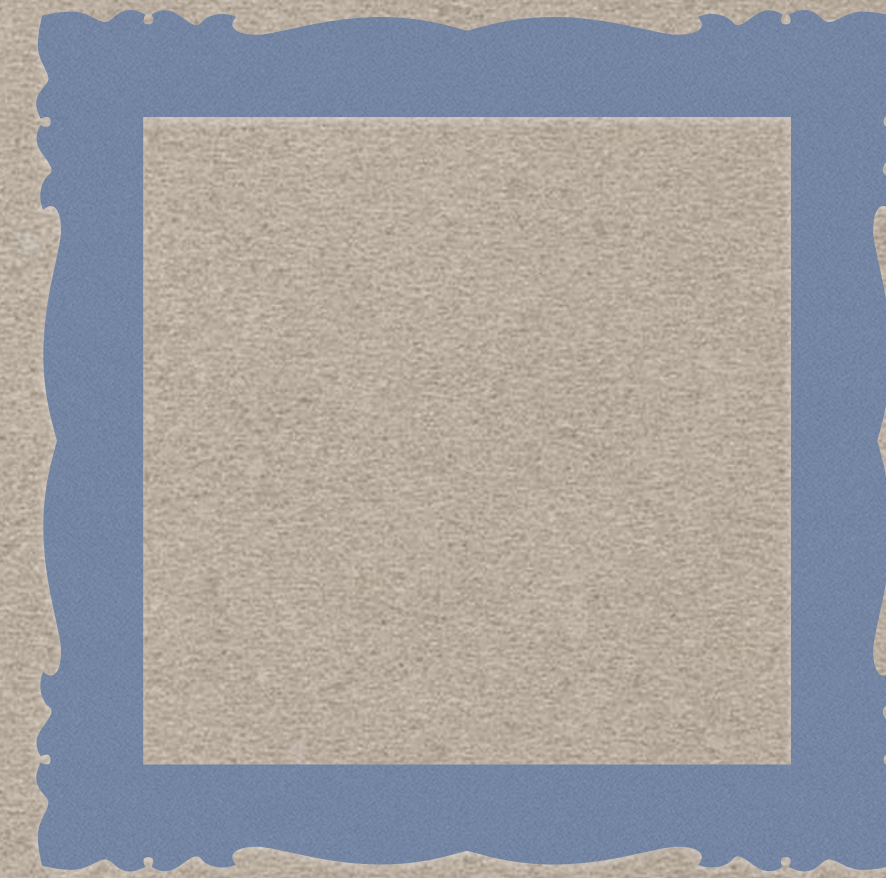
SUSTAINABILITY
ACTION PLAN

- * Make the Museums's Building efficient in Sustainability
- * Encourage museum staff in sustainable aspects
- * Get Certificates and comply with laws and conventions in sustainability
- * Diversify sources of income following Ethical Standards on Fundraising
- * Develop collaboration between museums
- * Establish Equality policies for staff to promote diversity and inclusion
- * Enhance the local economy

GOVERNANCE &
ADMINISTRATION



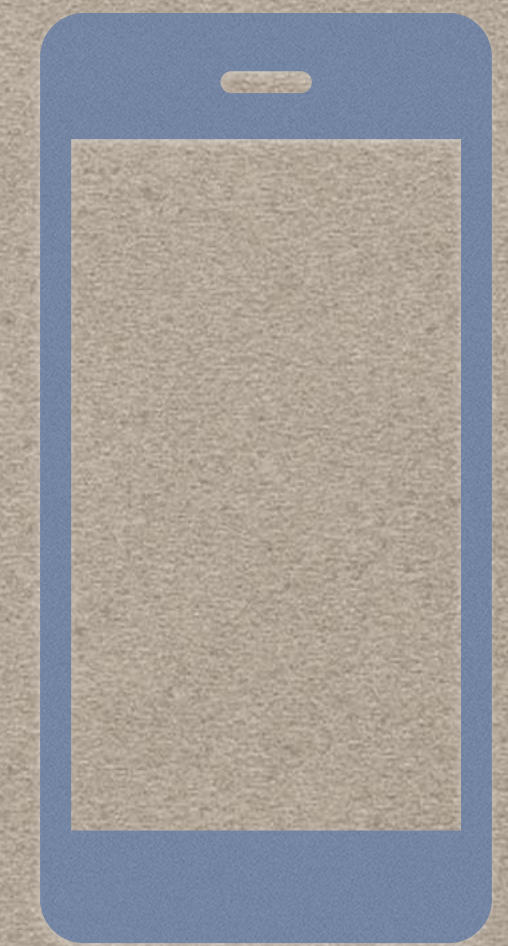
COLLECTIONS MANAGEMENT & CARE



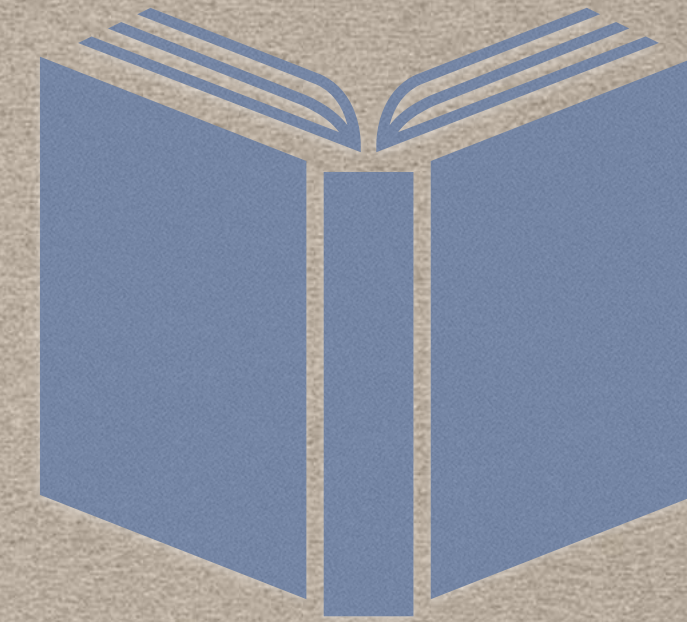
- * Curate collections following sustainable and ethical principles
- * Apply sustainability principles in cultural heritage conservation / preservation
- * Follow Ethic Standards on Accessioning / Deaccessioning museum objects

- * Teach digital skills and competences in museum's staff for digital transformation
- * Use digital innovation to make museums more accessible and engaging
- * Assess the environmental impact of digitalization in museums

DIGITALIZATION



E DUCATION & PUBLIC PROGRAMMING



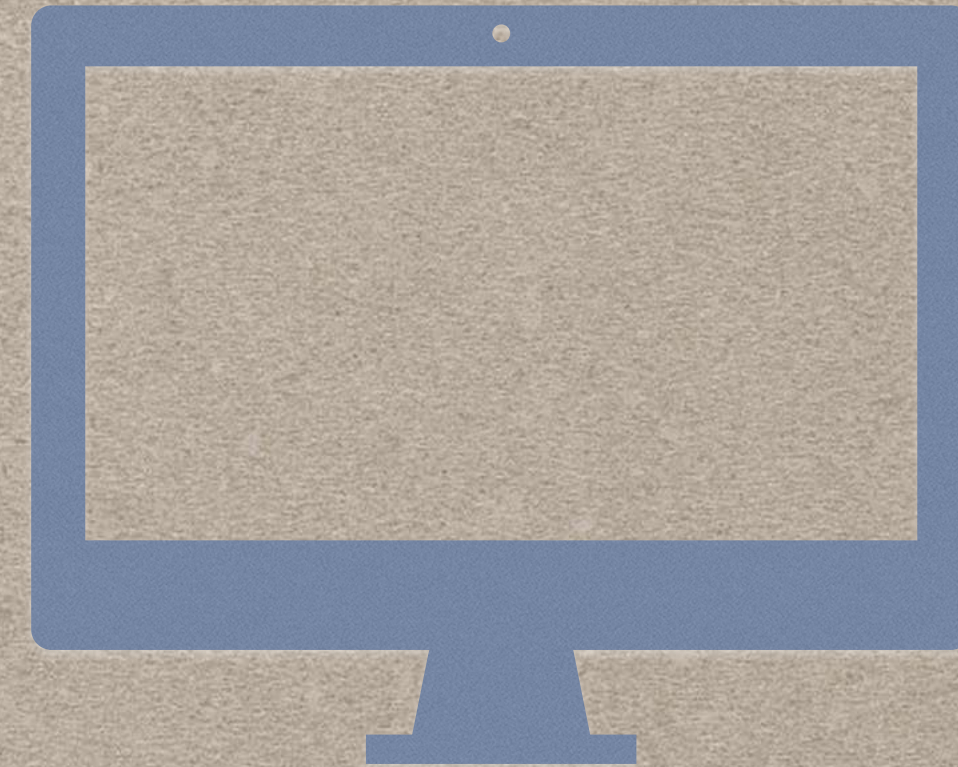
- * Implement innovative educational programs centered on the visitor
- * Foster long-term relationships with audiences (local and global)
- * Offer programs and services that are accessible to everyone

- * Design environmentally sustainable exhibitions
- * Apply effective evaluation methodologies to exhibitions
- * Incorporate new technologies and tools to make exhibitions accesibles

E XHIBITION DISPLAY
& DESIGN

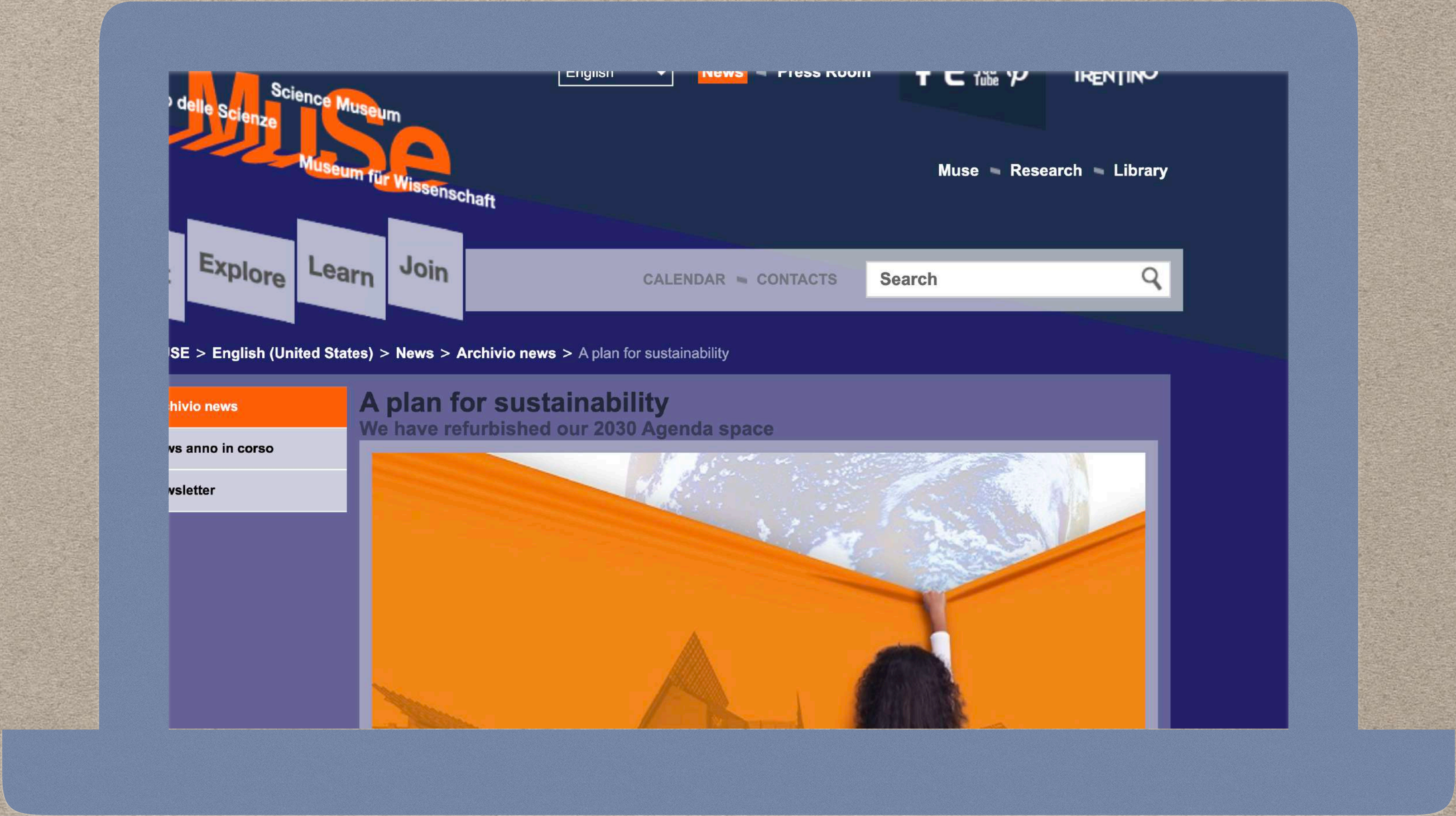


MARKETING & COMMUNICATION

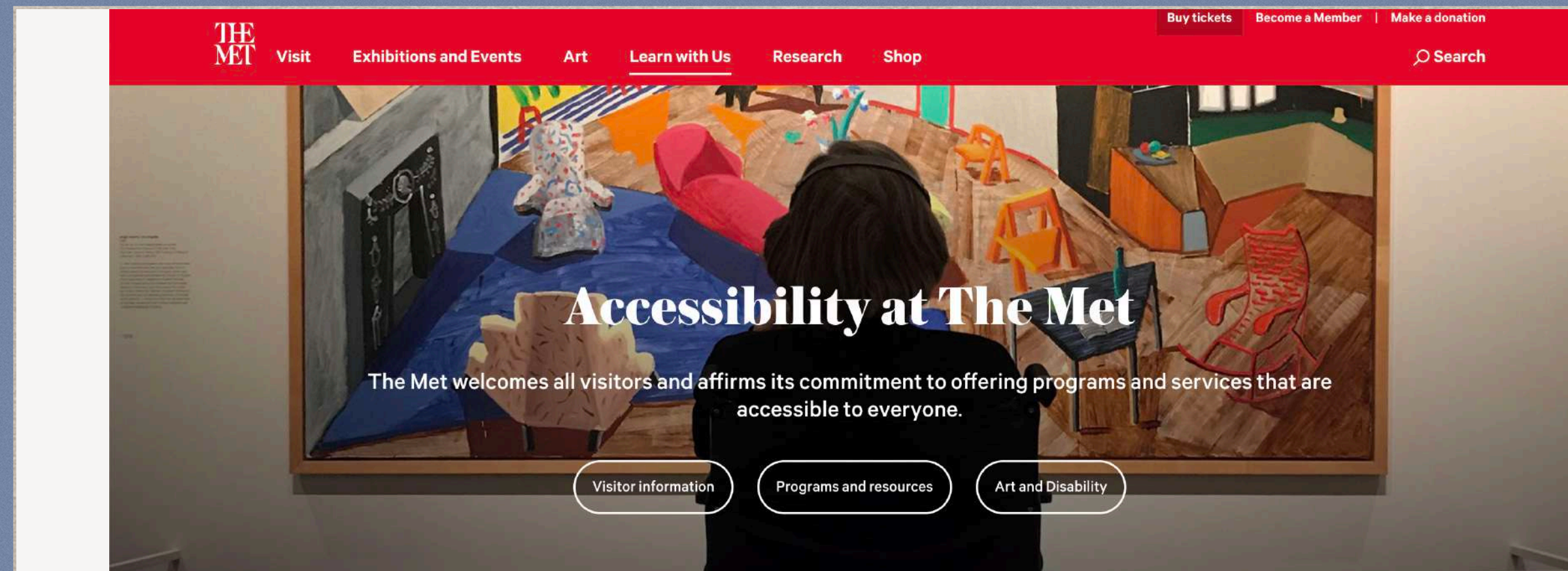


- * Design green marketing campaigns
- * Establish sustainable communication principles for museums
- * Encourage public participation through social networks

ENVIRONMENTAL AWARENESS



A CCESSIBILITY



Programs and resources

Make The Met yours! Choose from a variety of resources and programs tailored to meet the needs of visitors with disabilities.

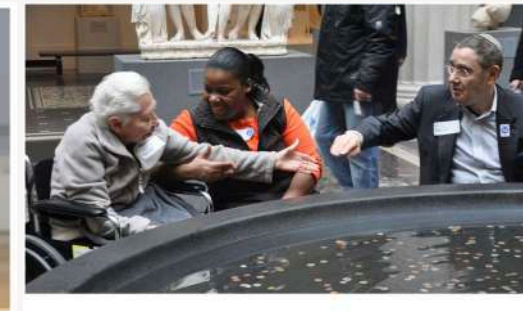
Program times, audiences, and topics vary.



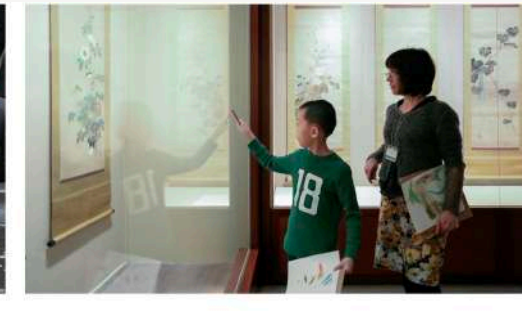
Visitors who are Blind or Partially Sighted



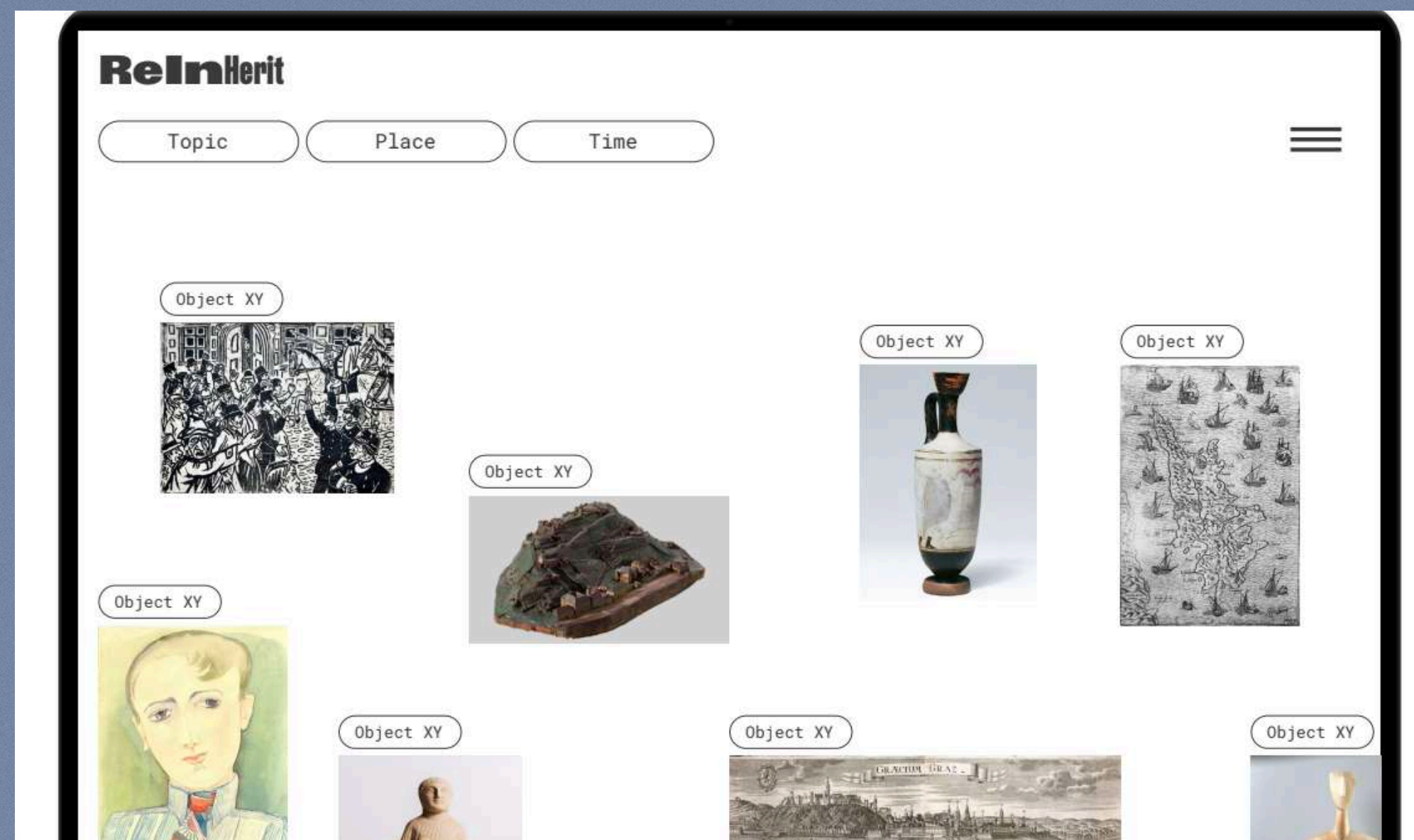
Visitors who are Deaf



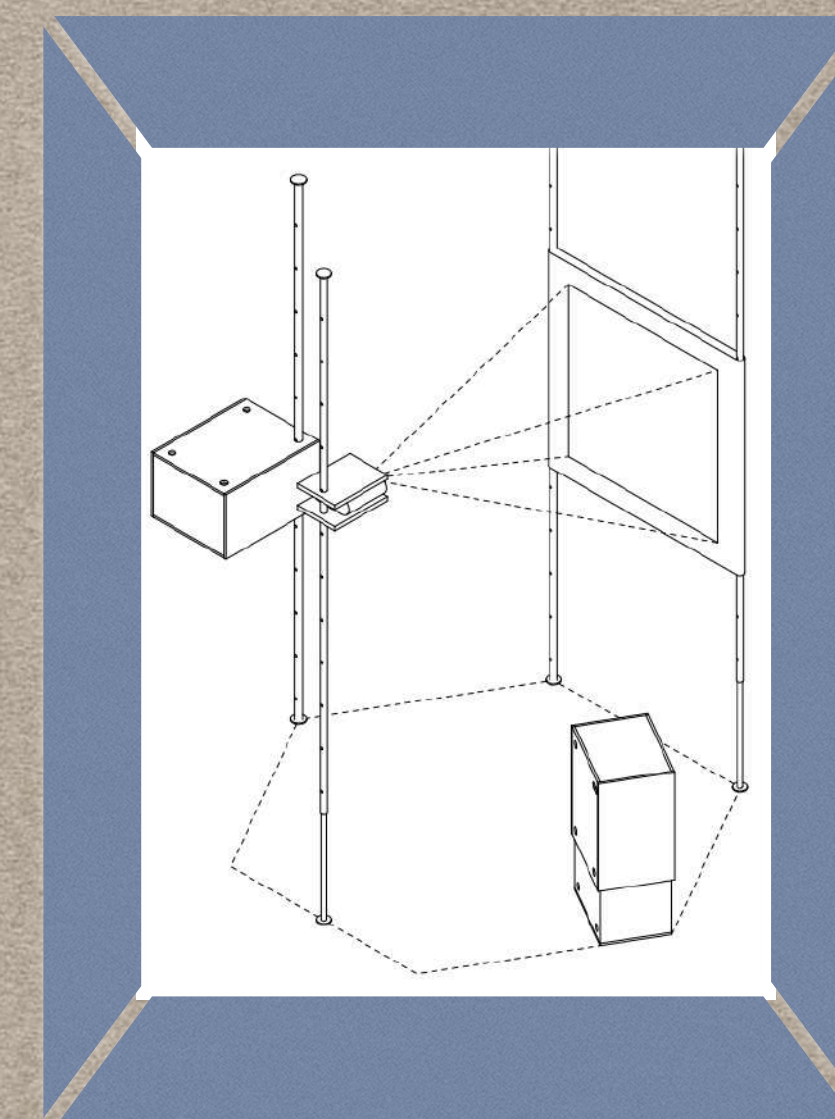
Visitors with Dementia and Their Care Partners



Visitors with Developmental and Learning Disabilities and Those on the Autism Spectrum



C O-CREATION



DIGITALIZATION

& SUSTAINABLE EXHIBITION DISPLAY



graz
mus
eum



Bank of Cyprus
Cultural Foundation

Buxton Museum and Art Gallery



DEACCESSIONING / DECOLONISING
MUSEUMS

Brooklyn Museum

Art Events Shop Visit Learn Donate

Get Tickets

Become a Member

We are open today from 11 am to 6 pm. **Masks are optional.**

Current Upcoming Collection Past Touring Exhibition Archives



Click! A Crowd-Curated Exhibition

June 27–August 10, 2008

Click! is a photography exhibition that invites Brooklyn Museum visitors, the online community, and the general public to participate in the exhibition process. Taking its inspiration from the critically acclaimed book *The Wisdom of Crowds*, in which New Yorker

C
COMMUNITY
ENGAGEMENT &
PARTICIPATION

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Current Upcoming Collection Past Touring Exhibition Archives



GO: a community-curated open studio project

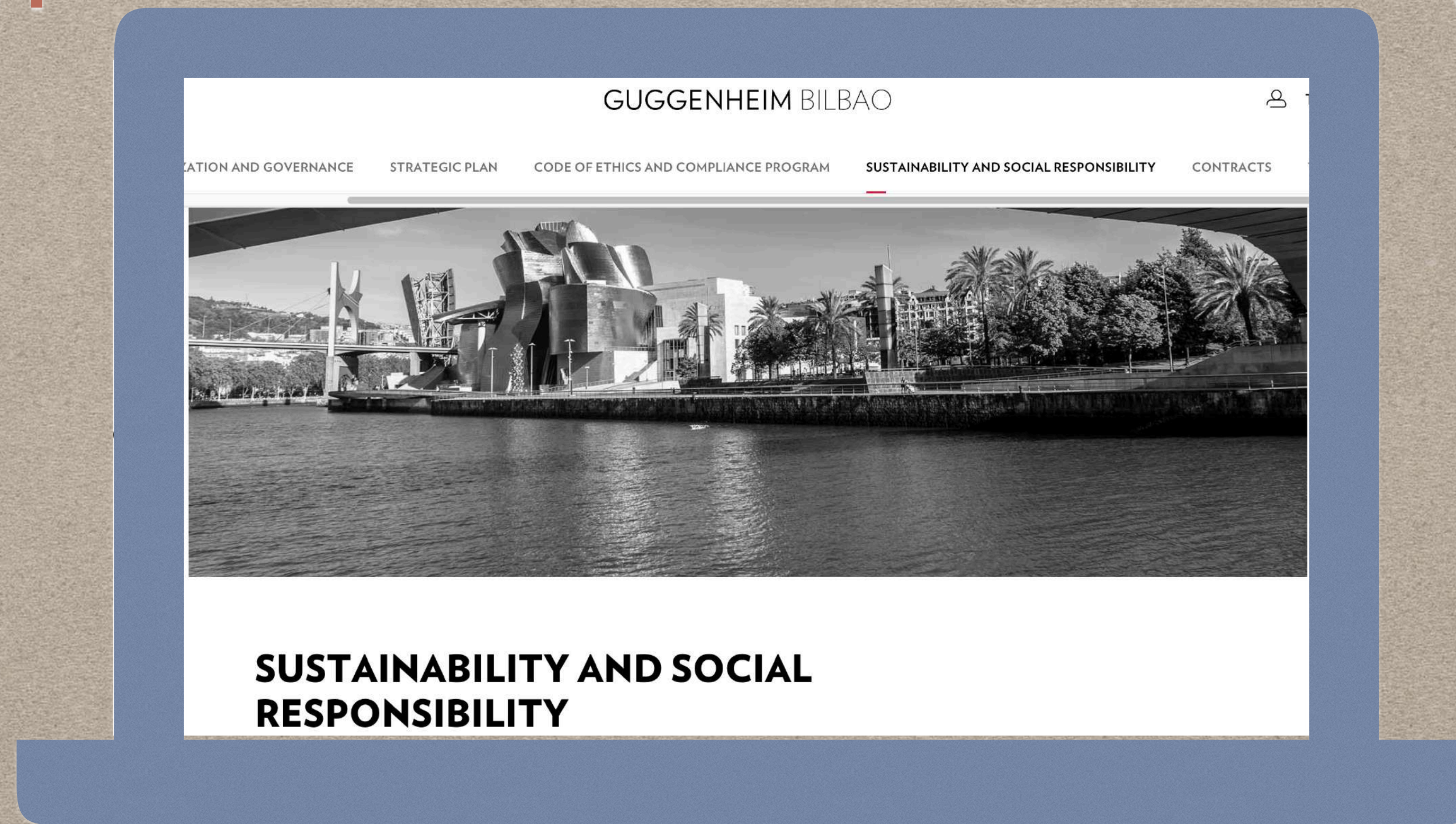
December 1, 2012–February 24, 2013

Brooklyn is home to more artists than anywhere else in the United States, making it the creative capital of the art world. GO: *community-curated open studio project* is a borough-wide project designed to foster personal exchange between Brooklyn-based artists, their communities, and the Brooklyn Museum.

During GO, 1,708 Brooklyn-based artists opened their studios for the public. GO was held from December 1, 2012, to February 24, 2013.

COMMITMENT
TO SOCIETY

ECO-EFFICIENT
WORKING
ENVIRONMENT



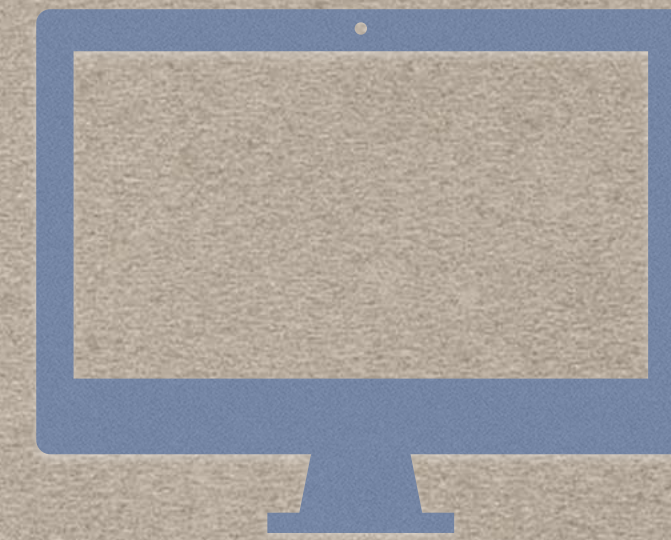
DIVERSITY AND
EQUAL OPPORTUNITIES

INTEGRATION
WITH THE ART
COMMUNITY

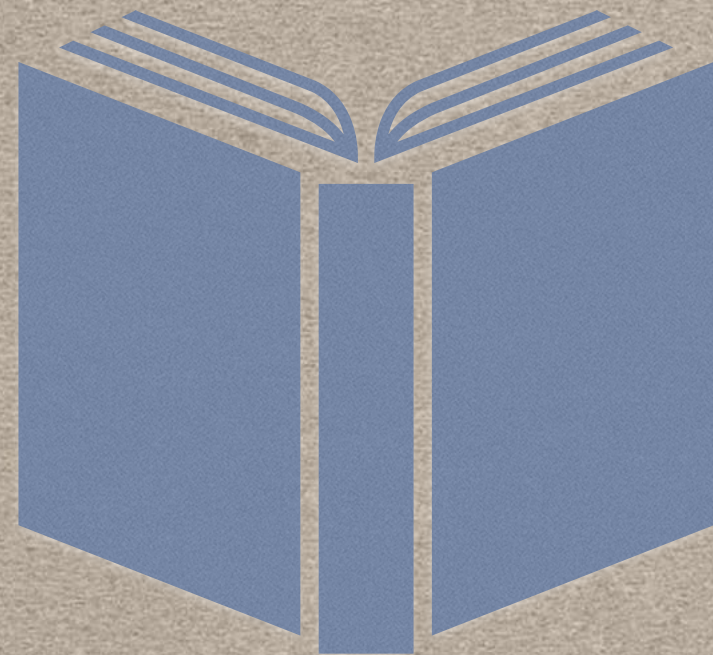
REINHERIT
RESOURCES



reinherit_

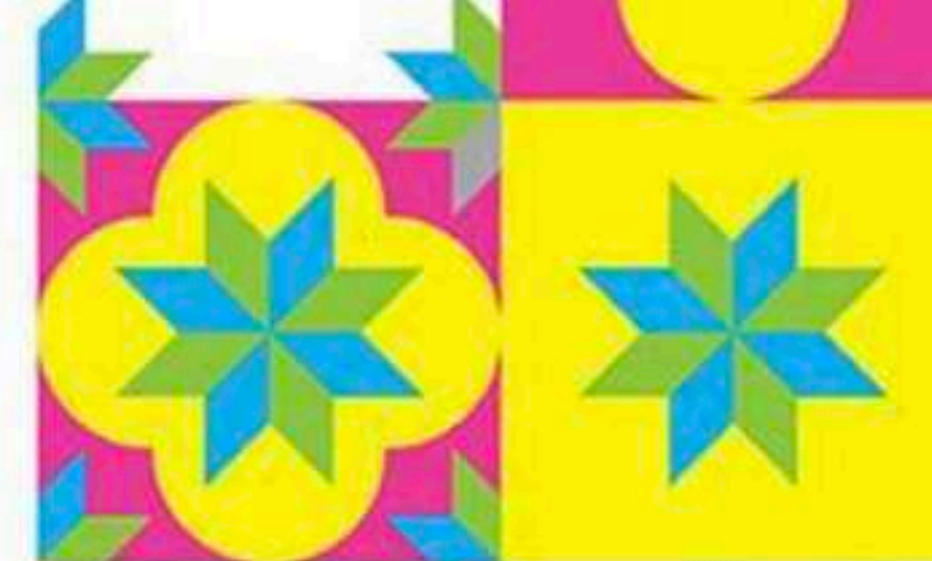


<https://reinherit-hub.eu/>



- * ReInHerit Digital Hub (Webinars, Forum...)
- * "Museums Up" Podcast
- * Handbook on Museum Collaboration
- * Best Practices Guide





ReInHerit

Redefining the Future
of Cultural Heritage

#make it
your own

*This project has received funding from the European Union's Horizon 2020
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No 101004545*

