

# The Green Museum Programme in Estonia

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August 19, 2022

Tallinn

# The Green Museum Programme

What is it?

How did we  
make it?

## A selection of the United Nations sustainable development goals:

- 13 Climate action
- 11 Sustainable cities and communities
- 17 Partnership for the goals
- 4 Quality education

Source:

<https://www.un.org/sustainabledevelopment/>

## SUSTAINABLE DEVELOPMENT GOALS



# Sustainability in museum definition

## ***The present definition from 2007***

*A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.*

## ***The new definition to be decided on August 24, 2022 in Prague:***

*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.*

# The Green Museum – the environmental management system for museums in Estonia

- The goal – to help museums assess and reduce their environmental impact.
- Developed by ICOM Estonia in cooperation with Stockholm Environmental Institute in Tallinn.
- Managed by Estonian Association for Environmental Management.



# The Green Museum criteria – the questionnaire

- Flexible – voluntary, suitable for self-assessment or applying for a label on two levels.
- Fits for all museum, regardless of the type and size.
- The questionnaire is public: [ekja.ee/et/roheline\\_muuseum\\_3](http://ekja.ee/et/roheline_muuseum_3)

JUHTIMINE JA TÖÖTAJATE KAASAMINE		Tase	Kas kriteerium on täidetud?			Täpsustavad selgitused ja kommentaarid, mis kirjeldavad, kuidas nõuet täidetakse
			Jah	Osaliselt	Ei	
Eestvedamine	Kas muuseumi juhtkond on selgelt väljendanud ja toetab Rohelise Muuseumi põhimõtete ja süsteemi rakendamist?	1				
	Kas määratud/valitud on muuseumi keskkonnategevuse eest vastutav koordinaator ja töörühm (soovitavalt juhtkonna käskkirjaga kinnitatud)?	1				
Keskkonna/jätkusuutlikkuse põhimõtted	Kas muuseum on koostanud, dokumenteerinud ja avalikkusele kättesaadavaks teinud oma tegevuse keskkonna- ja/või jätkusuutlikkuse põhimõtted/politiika, mis kirjeldavad muuseumi keskkonna/jätkusuutlikkuse sihte ja eesmäärke?	1				
	Kas muuseumi juhtkond on keskkonna/jätkusuutlikkuse põhimõtted ametlikult kinnitanud?	1				
Keskkonnategevuse planeerimine	Kas muuseum on püstitanud enda keskkonnaalased/jätkusuutlikkuse eesmärgid ning koostanud igaaastasel ülevaadatava tegevuskava (sisaldab vähemalt plaanitud keskkonnategevusi, tähtaegasid ja vastutajaid) või on juba olemasoleva keskkonnategevuskava regulaarselt üle vaadanud ja uuendanud?	1				
Keskkonnategevuse hindamine ja seiramine	Kas muuseum on välja selgitanud oma tegevustest tulenevad peamised keskkonnaaspektid ja -mõjud?	1				
	Kas muuseum on kokku leppinud asjakohased mõõdikud oma keskkonnategevuse tulemuslikkuse mõõtmiseks (nt energiakasutus, kliima/süsinikujajälj, jäätmete liigiti kogumine, veekasutus, paberikasutus, keskkonnateadlikkuse suurendamisele suunatud tegevused) ja peab nende mõõdikute osas eraldi arvestust?	1				

# Applying for the Green Museum Label: meet the criteria, apply, host the audit

- Two levels.
- The fee is 200 or 400 euros, depending on no of visitors.
- Valid for three years.



# The questionnaire

- **Management and employee involvement:** leadership, coordinator, working group, personnel involvement; documents; environmental impact monitoring.
- **Co-operation with target groups and stakeholders:** conducting and publishing principles for sustainable action, co-operation with community, feedback.
- **Museums' main fields of activities:** exhibitions, events, collecting and preserving.
- **Daily environmental activities and building management:** energy, water, waste, cleaning, paper, procurement, catering, mobility management.
- **Social responsibility:** occupational health, ethical principles, equal treatment, accessibility.





# Museums' main fields of activities

## **Exhibitions:**

1. Has the museum assessed the environmental impact of its exhibitions and compiled guidelines for environmental friendly exhibitions?
2. Does the museum measure the carbon footprint of exhibition activities

## **Integrating environmental issues into activities:**

1. Does the museum organize or plan environmental activities?

## **Environmental management of events:**

1. Has the museum compiled guidelines for organizing events and related services environmentally friendly?

## **Collecting and conserving:**

1. Has the museum considered the environmental footprint in the principles of work with the collections?

# Creating the Green Museum Programme

- ICOM Estonia working group for sustainability established in February 2021. 20 members.
- A survey about Estonian museums' environmentally sustainable practices.
- Co-operation with Estonian Association for Environmental Management and Stockholm Environment Institute in Tallinn.
- Discussions of criteria. Webinar in December 2021. Launching the Programme in February 2022. The first label issued in March 2022.
- Training seminars coming in August 2022.

## Excerpts from the answers to the survey

### What has been done in museums?

#### **Management of buildings and outdoor areas – equal opportunities for both big and small museums**

- The dominating topic is waste management.
- Energy solutions from building automation with solar panels to own electricity production.
- Cleaning solutions from environmentally conscious cleaning procurement to reducing cleaning intensity
- Biodiversity to outdoor areas!

## Excerpts from the answers to the survey

### What has been done in museums?

#### Exhibitions, educating activities, events

- Successes and failures. Awareness of the need to increase recycling of materials.
- Avoiding plastic dishes and materials (balloons, etc.) has become common practice.
- Desire to co-operate with other museums.

## Excerpts from the answers to the survey

### What has been done in museums?

#### Communicating

- Garbage sorting in visitor areas
- Communication of non-use of disposable items
- The selection of goods in the museum shop

# Excerpts from the answers to the survey

## Strategy and planning

- No sustainability strategies in museums.
- Plans to apply for the Green Office Label.
- The Label of Environmental Tourism Product for educational programmes

Thank you!

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