
Museums and the Sustainable Development Goals

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My name is Jasper, and



with VISSCH+STAM, I tell stories



and build movements



to create a sustainable future.

How can museums contribute to a more sustainable, safe, and equitable world?



THE SUSTAINABLE DEVELOPMENT GOALS




If you had to choose one,
which one would you dedicate
the next decade of your life to?



Goal 1 .. Sustainable Development x +

sustainabledevelopment.un.org/sdg1

 SUSTAINABLE DEVELOPMENT GOALS KNOWLEDGE PLATFORM

HOME SDGS HLPF STATES SIDS UN SYSTEM STAKEHOLDERS TOPICS PARTNERSHIPS RESOURCES ABOUT

TARGETS	INDICATORS
1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day	1.1.1 Proportion of population below the international poverty line, by sex, age, employment status and geographical location (urban/rural)
1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions	1.2.1 Proportion of population living below the national poverty line, by sex and age
	1.2.2 Proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions
1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable	1.3.1 Proportion of population covered by social protection floors/systems, by sex, distinguishing children, unemployed persons, older persons, persons with disabilities, pregnant women, newborns, work-injury victims and the poor and the vulnerable
1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance	1.4.1 Proportion of population living in households with access to basic services
	1.4.2 Proportion of total adult population with secure tenure rights to land, with legally recognized documentation and who perceive their rights to land as secure, by sex and by type of tenure
1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters	1.5.1 Number of deaths, missing persons and persons affected by disaster per 100,000 people
	1.5.2 Direct disaster economic loss in relation to global gross domestic product (GDP) ^a
	1.5.3 Number of countries with national and local disaster risk

Understanding the goals:



[The Sustainable Development Knowledge Platform](#)

[SDG Tracker: Measuring progress towards the Sustainable Development Goals](#)

[SDG Fund: Case studies](#)

[ICOMOS: Cultural Heritage and Sustainable Development](#)

[Library Map of the World: SDG Stories](#)

[Museum and the SDGs](#)

GLOBAL GOALS, LOCAL ACTION



THREE TYPES OF ACTIONS:

Museums can lead the way

Museums can support others

Museums can change internally



Museums and the Sustainable Development Goals



1 No poverty	2 Zero hunger	3 Good health and well-being	4 Quality education	5 Gender equality	6 Clean water and sanitation	7 Affordable And clean energy	8 Decent work and economic growth	9 Industry, innovation, and infrastructure	10 Reduced inequalities	11 Sustainable cities and communities	12 Responsible consumption and production	13 Climate action	14 Life below water	15 Life on land	16 Peace, justice and strong institutions	17 Partnerships for the goals	
1.1	2.1	3.1	4.1	5.1	6.1	7.1	8.1	9.1	10.1	11.1	12.1	13.1	14.1	15.1	16.1	17.1	17.11
1.2	2.2	3.2	4.2	5.2	6.2	7.2	8.2	9.2	10.2	11.2	12.2	13.2	14.2	15.2	16.2	17.2	17.12
1.3	2.3	3.3	4.3	5.3	6.3	7.3	8.3	9.3	10.3	11.3	12.3	13.3	14.3	15.3	16.3	17.3	17.13
1.4	2.4	3.4	4.4	5.4	6.4		8.4	9.4	10.4	11.4	12.4		14.4	15.4	16.4	17.4	17.14
1.5	2.5	3.5	4.5	5.5	6.5		8.5	9.5	10.5	11.5	12.5		14.5	15.5	16.5	17.5	17.15
		3.6	4.6	5.6	6.6		8.6		10.6	11.6	12.6		14.6	15.6	16.6	17.6	17.16
		3.7	4.7				8.7		10.7	11.7	12.7		14.7	15.7	16.7	17.7	17.17
		3.8					8.8				12.8			15.8	16.8	17.8	17.18
		3.9					8.9							15.9	16.9	17.9	17.19
							8.10								16.10	17.10	

Lead the way
 Support others
 Change internally

Source: themuseumofthefuture.com

Street Art Museum Amsterdam leads the way (SDG 8, 11)



Billings Farm and Museum supports others (SDG 2, 9, 12)



Fashion For Good changed* internally (SDG 6, 9, 12)



* Actually, it was developed following sustainable guidelines.

YOUR CHOICE:

Museums can lead the way

Museums can support others

Museums can change internally



MUSEUMS LEAD THE WAY



MUSEUMS LEAD THE WAY

Leading the way on the Sustainable Development Goals is a strategic decision.



MUSEUMS LEAD THE WAY

Society: From **neutral**, to **curious**, to **conscious**

A conscious organization is astutely aware of developments in society. It seeks to address these developments in order to inform, debate, celebrate or comfort its audience and community. Such an organization takes active responsibility for the society it is a part of and for the people that live in it.

CHOOSE YOUR TOPIC AND COMMIT



Choose your topic



Choose your topic

CONSIDERABLE IMPACT IN
OUR COMMUNITY



Jamtli New Village



Raising a flag

AFFECTS OUR STORY

LIMITED IMPACT

AND COMMIT



Photo: Anders Hellberg

Commit to impact

Make it local

Make it specific

“Eradicate”, not “reduce”

Collaborate

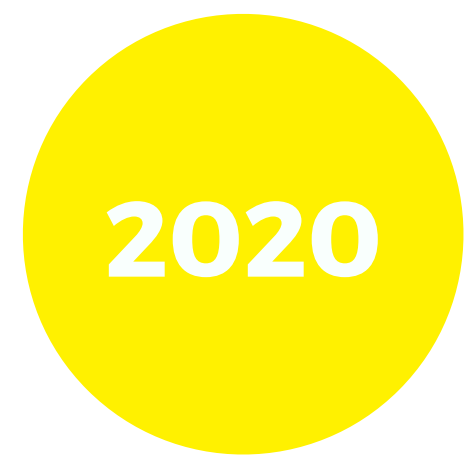
Tell the world



ORGANIZE FOR IMPACT



Organize for impact



Event



Exhibition



Movement and hub



Success and spin off ngo

#developments

#sustainability

You cannot change the
unspoken word.

#technology

#socialresponsibility

MUSEUMS SUPPORT OTHERS



MUSEUMS SUPPORT OTHERS

Supporting others with the Sustainable Development Goals is a strategic decision and a tactical choice.



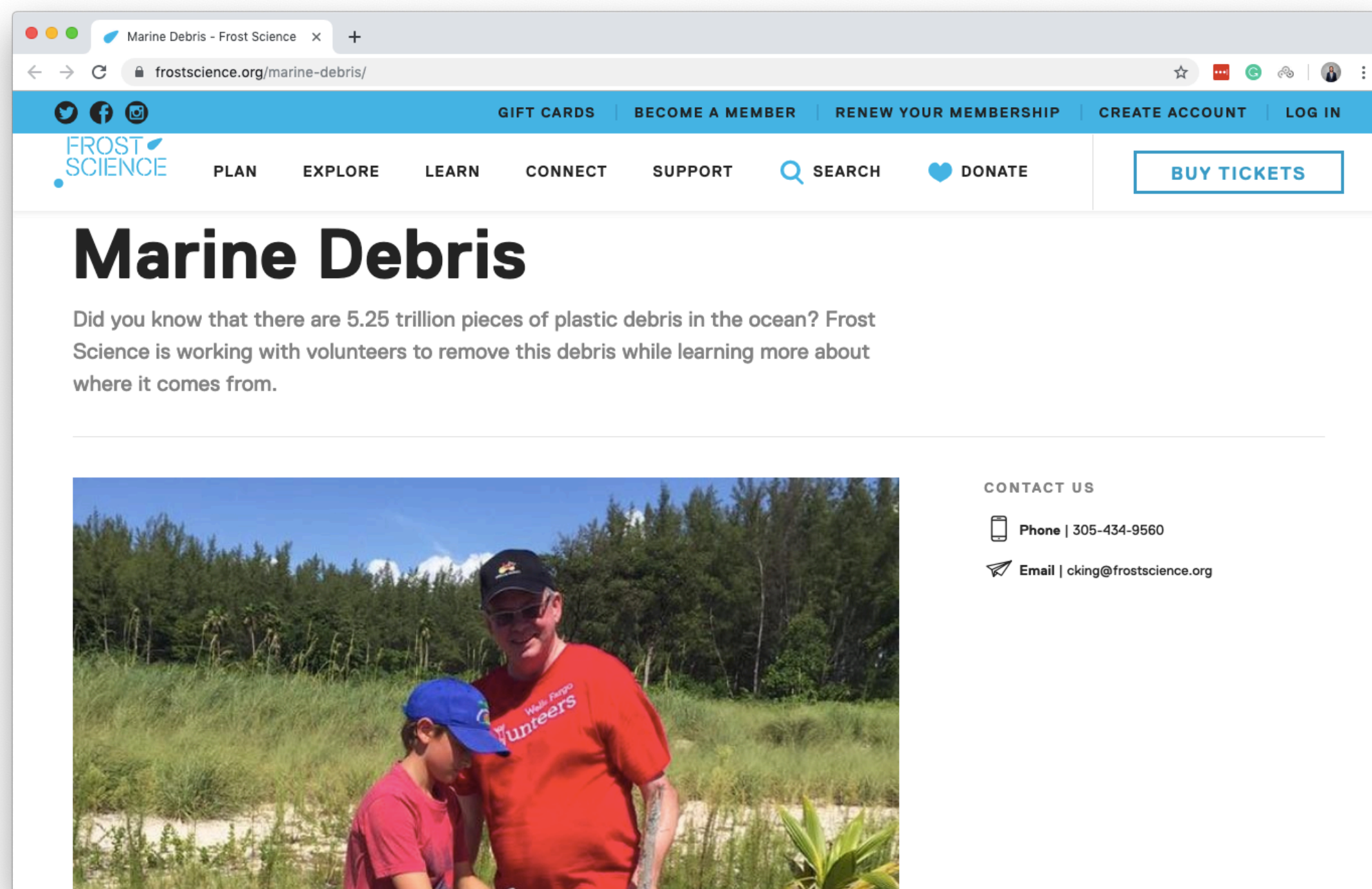
MUSEUMS SUPPORT OTHERS

Community: From **local**, to **platform**, to **embassy**

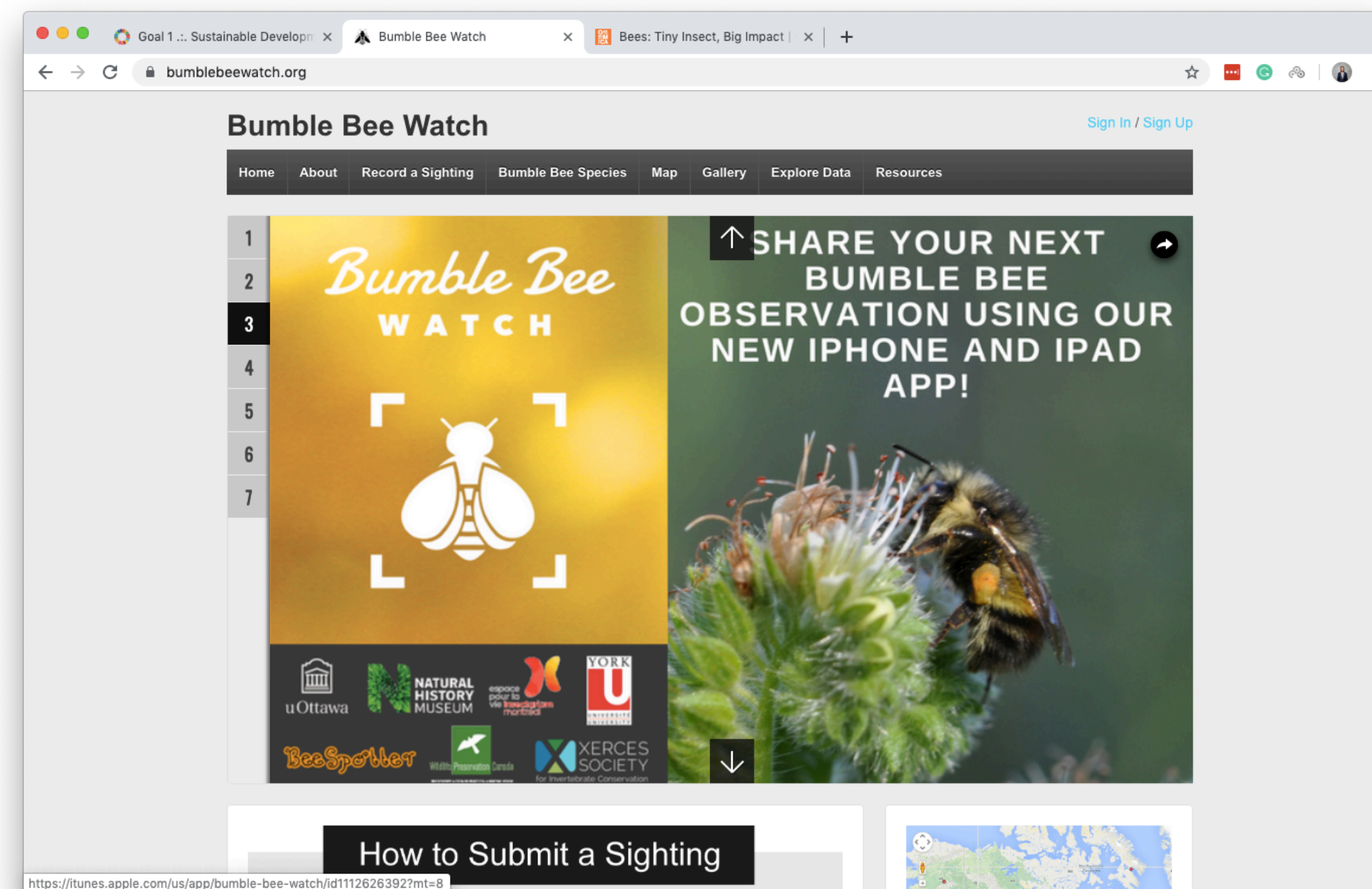
In an embassy, the organization becomes a community, a collective of many different, outwardly focused people who carry the story and the message of the organization into the world and throughout many aspects of their daily lives. They share the purpose and values of the organization. They support each other.

SOUTH AFRICA





Museums contribute to cleaning up



...and counting bees, for example.

DEFINE YOUR VALUE





food

urban
development

biodiversity

gender equality

water

migration

Hold your museum upside down to find all value



Relationships

Knowledge

Money

Education

People

Audiences

Networks

space

Technology

Collections

FIND YOUR PARTNERS



Finding partners

SDG meetups

Municipal meetings

SDG action and impact days

Local UN organisations

NGOs and charities

Citizen movements

...



A green speech bubble with a white outline and a tail pointing towards the bottom right. Inside the bubble, the text is written in a white, hand-drawn, uppercase font.

YOU DON'T BUILD
FRIENDSHIPS THROUGH
SOCIAL MEDIA. A RELEVANT
RELATIONSHIP IS BASED
ON SHARED, TANGIBLE
EXPERIENCES.

MUSEUMS CHANGE INTERNALLY



MUSEUMS CHANGE INTERNALLY

Changing internally to support the *SDGs* is a strategic decision, a tactical choice, and an operational attitude.



MUSEUMS CHANGE INTERNALLY


Resources: From **proprietary**, to **practical**, to **shared**

In a shared approach to resources, everything is owned commonly and collectively and shared purposefully with others who share similar values. The organization invests and shares in the active development and innovation of new and better technologies. Organizations with this approach are often early adopters and push the boundaries of innovation.








Ministerie van Buitenlandse Zaken

Amsterdam Museum | Amsterd x +
 amsterdammuseum.nl/en




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Search...

**KALVERSTRAAT 92
 AMSTERDAM**
 Open daily from 10 am until 5 pm.



AMSTERDAM DNA
 Discover the history of Amsterdam in one hour with the interactive **Amsterdam DNA** exhibition.

THE AMSTERDAM MUSEUM TO STOP USING TERM 'GOLDEN AGE'

ENTRANCE

amsterdammuseum.nl/en/amsterdam-museum-stop-using-term-'golden-age'

walkerartcenter
 Walker Art Center

[View Profile](#)



**ALL GENDER
 RESTROOM**

INVITE YOUR AUDIENCE TO BE THE AUDITOR



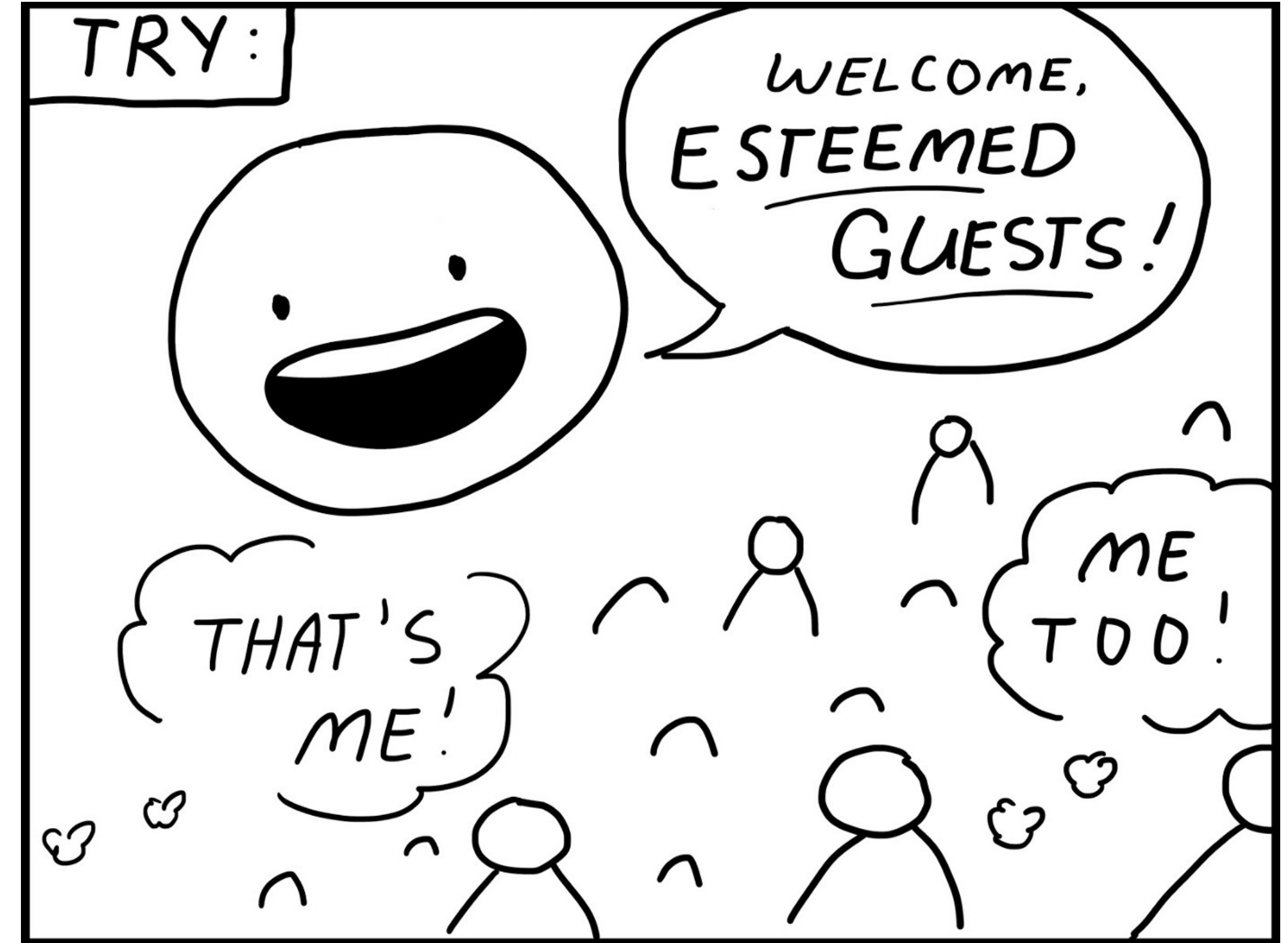
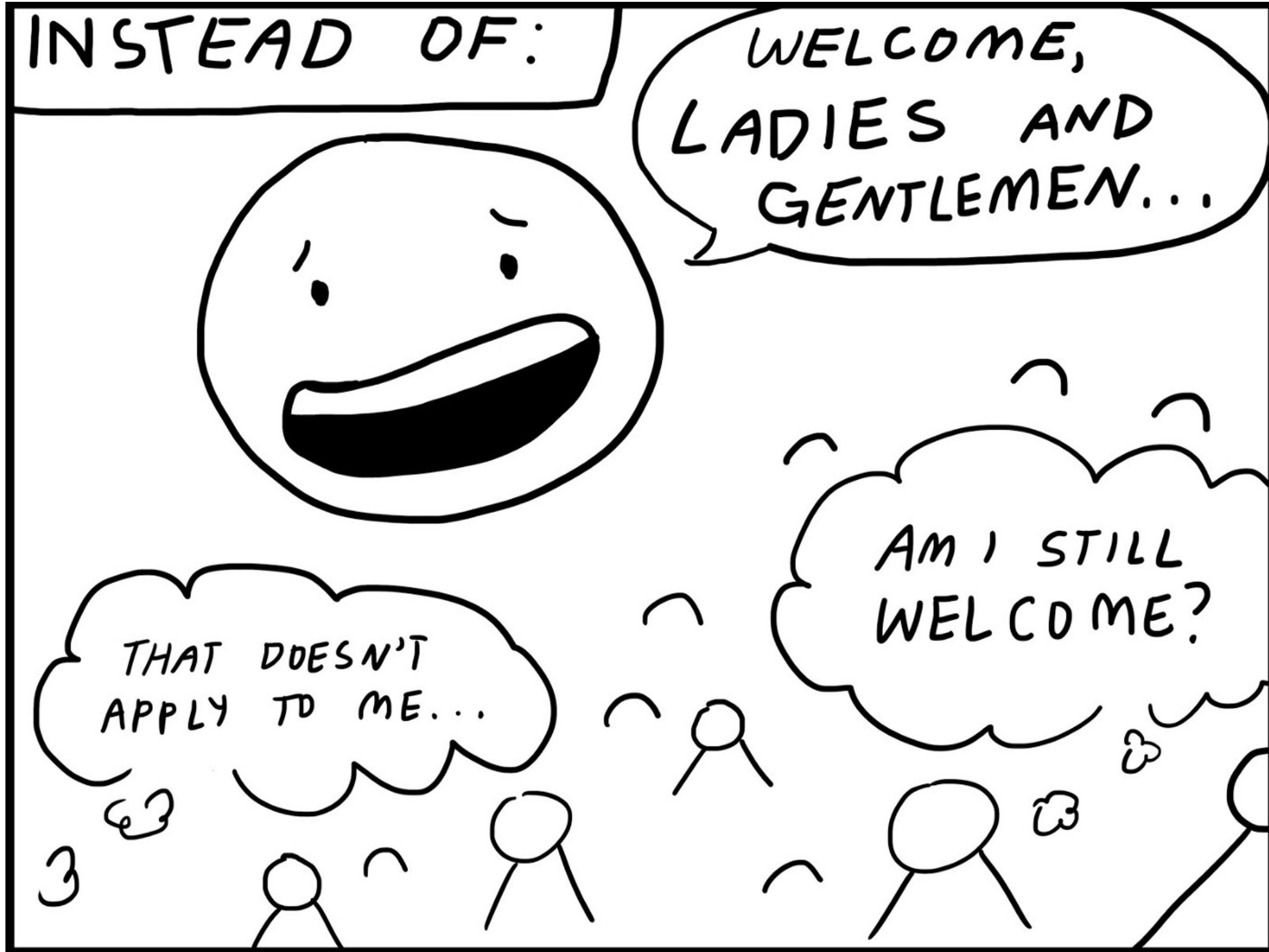


Use what we learned about participation

...or invite artists to help you in the process.

Some internal options:

- Prioritise local, plant-based food (2.4)
- Go smoke and alcohol free (3.5)
- Encourage visitors to use public transport (3.6)
- End all gender discrimination (5.1)
- Provide free drinking water (6.1)
- Use environment friendly cleaning materials (6.3)
- Use electricity from renewable sources (7.2)
- Employ youth and pay them fairly (8.5 / 8.6)
- Open up and 'green' your public space (11.7)



COMMIT TO ONE THING

Write in the comments what you will try to achieve internally in your museum after the webinar





DO MORE

DO MORE


DO MORE SHIT

DO


SHIT

DO

DO



***IF YOU WANT PEOPLE TO
CHANGE, YOU HAVE TO CHANGE
THE ENVIRONMENT THEY LIVE
AND WORK IN.***



IN SUMMARY

Museums can lead the way

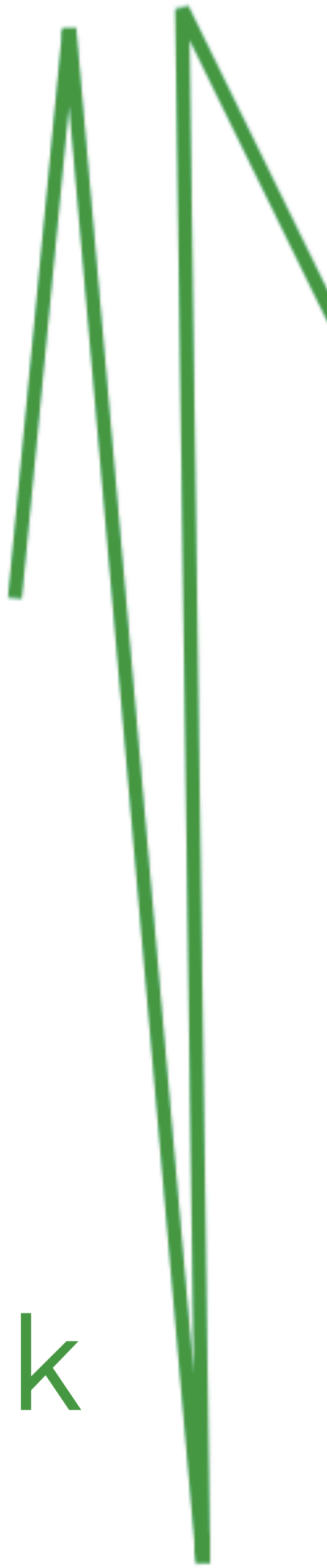
by choosing a topic and committing

Museums can support others

by defining their value and partnering

Museums can change internally

by walking the walk while talking the talk



Further resources:

Quotes and descriptions from Quantum Culture.

- Museums and the SDGs: Where to make a difference?
- Museums and the Sustainable Development Goals: A how-to guide for museums, galleries, the cultural sector and their partners
- Culture In The Sustainable Development Goals: A Guide For Local Action
- Culture In The Implementation Of The 2030 Agenda
- Intangible Cultural Heritage And Sustainable Development

Questions and comments:

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