







INSTITUT FÜR

# ZUKUNFTS- KULTUR

Strategic sustainability management in culture, education and media

# Institute for Zukunftskultur Sustainability in culture, education and media

 <p><b>Institutsleitung, Expertin für strategisches Nachhaltigkeitsmanagement</b></p> <p><b>Tabea Leukhardt</b></p> <p>Expertin für Nachhaltigkeitsmanagement in Kultur und Medien, Nachhaltigkeitspolitik, Wissenstransfer, Anwendungsbezug</p> <p>Vorträge, Workshops, Beratung</p> <p>in <a href="#">Kontakt</a></p>	 <p><b>Musikbranche, Veranstaltungen, Produktion, Kommunikation, Change Management</b></p> <p><b>Sarah Längen &amp; Katrin Wipper The Changency</b></p> <p>Nachhaltigkeits- &amp; Transformationsmanagement</p> <p>Workshops, Beratung, Konzeptionierung &amp; Strategie-Erstellung, Kommunikationskampagnen, Berichterstattung</p> <p>in <a href="#">Kontakt</a></p>	 <p><b>Veranstaltungen, Theater &amp; Bühnen, Festivals</b></p> <p><b>Diana Palm</b></p> <p>Nachhaltigkeits-, Transformations-, Kulturmanagerin und Autorin</p> <p>Beratung, CO2-Bilanzierung, Konzeptentwicklung, Begleitung von Zertifizierungsprozessen, Berichterstattung, Kommunikation</p> <p>@ in <a href="#">Kontakt</a></p>
 <p><b>Museum, Theater, Oper, Orchester, Stiftungen, Vereine, Architektur, Musikbranche, Veranstaltungen</b></p> <p><b>Petra Ronzani</b></p> <p>Nachhaltigkeitsmanagerin, Kommunikationsstrategien und -konzepte, Mediation, Kulturwandel</p> <p>Beratung, Externe &amp; Interne Kommunikation, Change-Prozesse, Berichterstattung, Mediation, Digitalisierungsprozesse</p> <p>in <a href="#">Kontakt</a></p>	 <p><b>Soziokulturelle Zentren und Initiativen</b></p> <p><b>Maxi Schneider</b></p> <p><b>Nachhaltigkeits- und Transformationsmanagerin</b></p> <p>Nachhaltigkeitskonzepte, Unternehmenskommunikation, Projektmanagement, Mediation, Berichterstattung</p> <p>in <a href="#">Kontakt</a></p>	 <p><b>Filmproduktion, Postproduktion, Veranstaltungen</b></p> <p><b>Carsten Schuffert</b></p> <p>Nachhaltigkeitsmanager, Green Consultant für Film &amp; TV</p> <p>Bedürfnisanalyse, Beratung, Prozessbegleitung, Kommunikation, Berichterstattung</p> <p>in <a href="#">Kontakt</a></p>

- ▶ **Collective for Zukunftskultur:** "Strategic sustainability management in culture, education and media".
- ▶ Expertise in political, strategic, implementing and performing sustainability topics with industry specifics
- ▶ **Academy for Zukunftskultur:** advanced training as a sustainability manager in culture and media
- ▶ **Dialog:** Project "Guidelines for strategic sustainability management in culture and media"
- ▶ Workshops, coaching, organizational and management consulting

## Our attitude for a successful transformation

---

60% of

Germans feel the need to do more to combat the climate crisis.

"Pessimism of the intellect – bringing urgency to the front. First, look at it honestly.

& Optimism of the will – finding solutions with human ingenuity, to rise above."

(Göpel 2021)

In-depth knowledge Creativity Interdisciplinary approaches Communication

# WHY WE WANT...AND NEED TO.

---

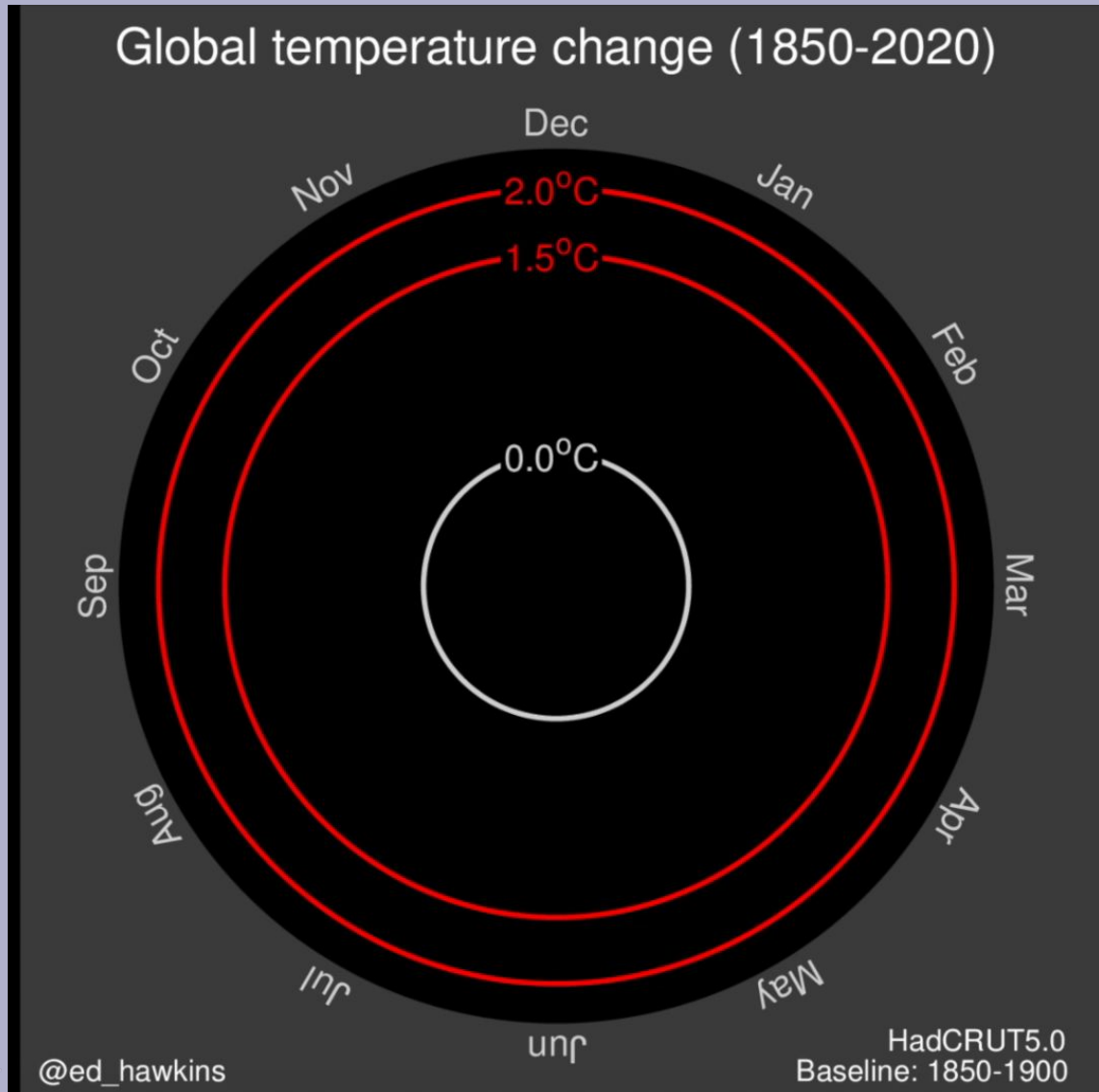


A life on our planet with  
David Attenborough

Trailer at:

<https://www.youtube.com/watch?v=64R2MYUt394&t=12s>

# THE EARTH IS WARMING UP: THROUGH OUR ACTIONS TOO



Spiralling global  
temperatures

Climate Lab Book

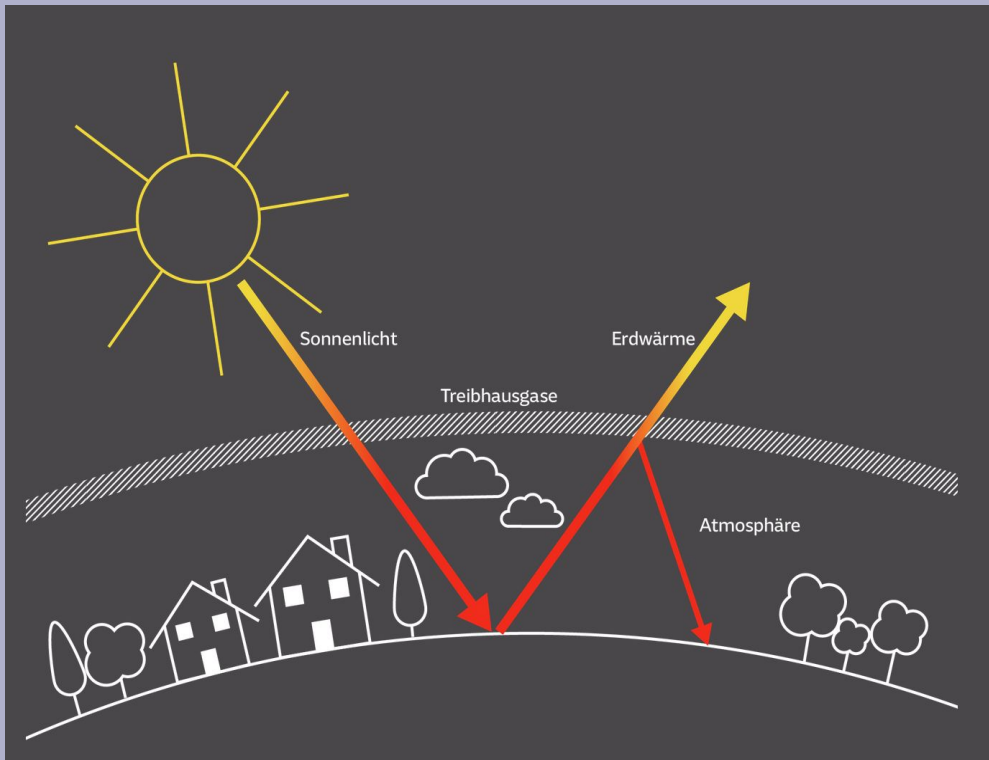
Animation at:

<https://www.climate-lab-book.ac.uk/spirals/>

# Genesis and consequences of global warming

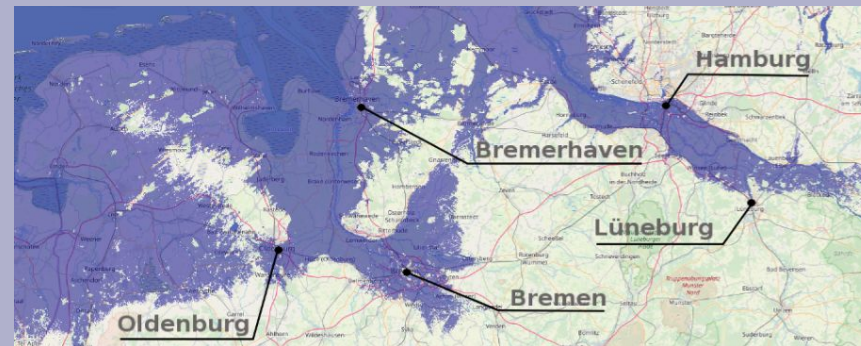
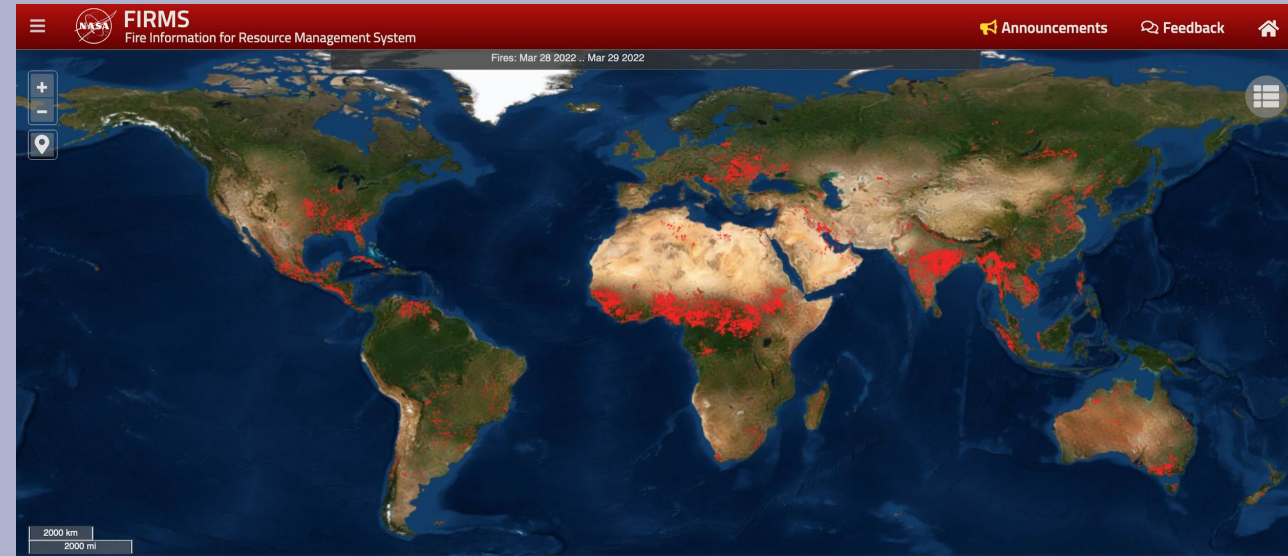
## Greenhouse Gases

Carbon dioxide in particular. A tiny little molecule with a huge effect.



## Fires

The number of fires increases due to the increased temperature.



## Floods

As the polar ice caps melt and the seas rise, areas are flooded.

# REPORT OF THE WORLD CLIMATE COUNCIL

- human influence has **definitely warmed** the atmosphere, ocean, and land surfaces.
  - **Widespread and rapid changes** have occurred in the atmosphere, ocean, cryosphere, and biosphere.
  - The **magnitude** of recent changes throughout the climate system and the current state of many aspects of the climate system are **unprecedented for many centuries to millennia**
  - Human-induced climate change is already affecting many **weather and climate extremes** in all regions of the world.
  - Many **changes** due to past and future greenhouse gas emissions are **irreversible for centuries to millennia**, especially changes in the ocean, ice sheets, and global sea levels
- At least net zero CO2 emissions must be achieved [...], along with large reductions in other greenhouse gas emissions.

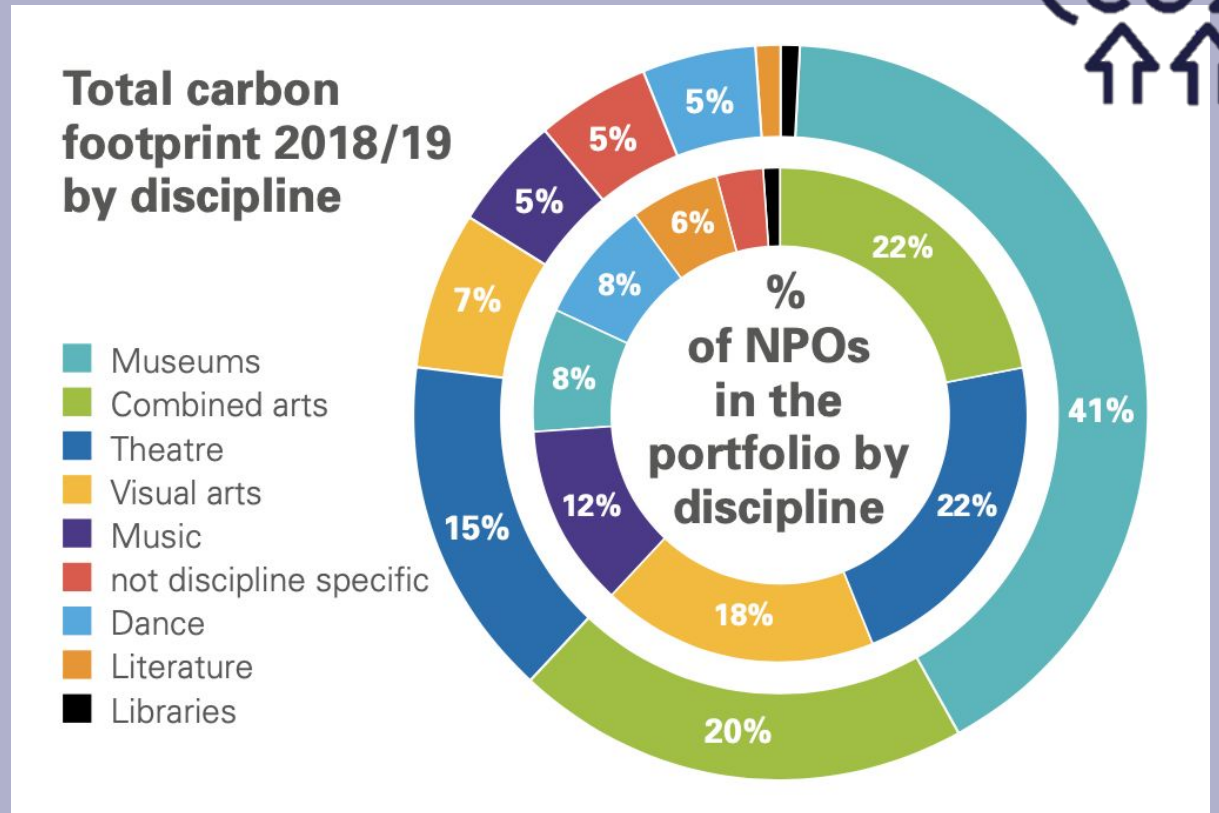
## Possible climate future

*"Increases in the frequency and intensity of heat extremes, marine heat waves and heavy precipitation, agricultural and environmental droughts in some regions, the proportion of severe tropical cyclones, and declines in Arctic sea ice, snow cover, and permafrost."*

# 1. Our attitude for a successful transformation: **Knowledge**

"Pessimism of the intellect – bringing urgency to the front. First, look at it honestly."  
(Göpel 2021)

Clearly, human influence has warmed the atmosphere, ocean, and land areas [...], changes are unprecedented for many centuries to millennia.  
(IPCC, AR6-WGI)



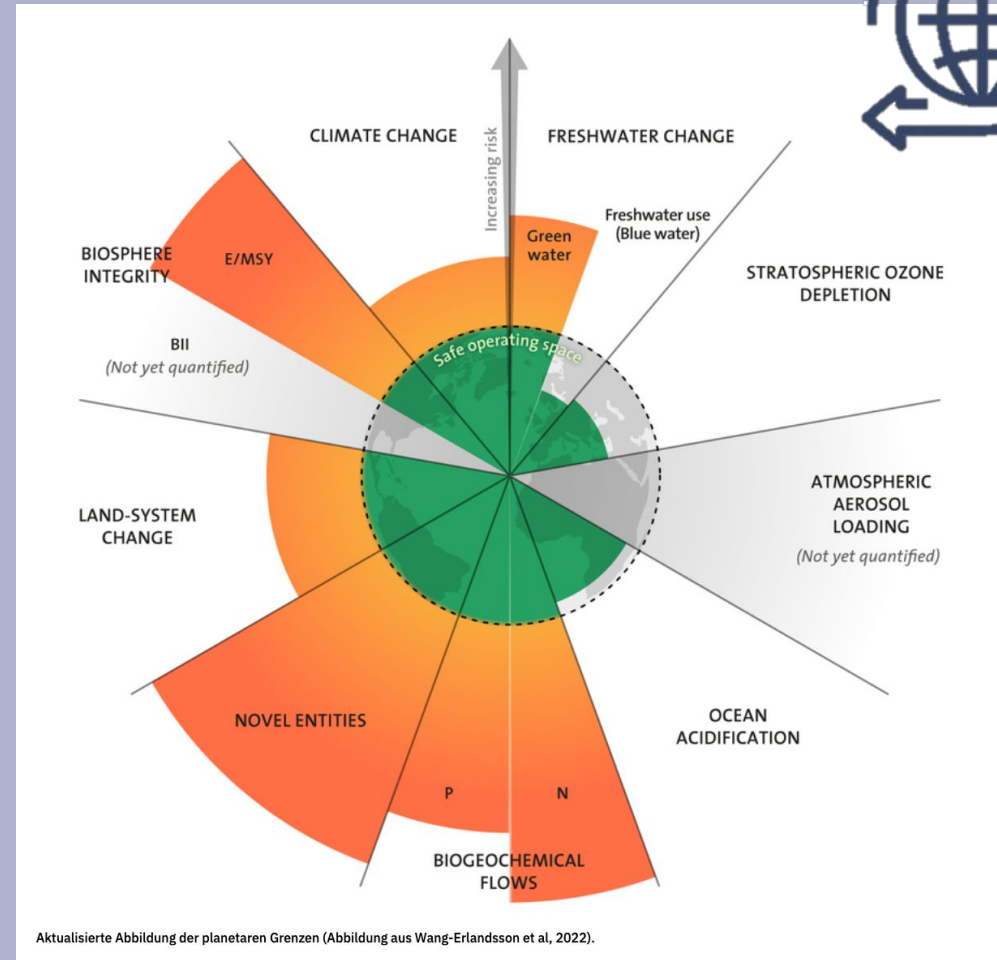
Quelle: Arts Council Environmental Report 2018/19



## 2. Our attitude for a successful transformation: Knowledge

"Pessimism of the intellect – bringing urgency to the front. First, look at it honestly."  
(Göpel 2021)

"Humans are interfering with closely interconnected processes, and **four of the nine limits have already been ominously exhausted.** [...] If they are reached, there is a risk of **irreversible damage** to the environment and thus to the **basis of human life.**"



# Political requirements/ laws



## UN Sustainable Development Goals

17 political goals (UN) for sustainable development at the economic, social and ecological levels. Drafted 2012 in Rio, entered into force 1.1.16, duration until 2030; Dt. title "The Transformation of our World: The 2030 Agenda for Sustainable Development".



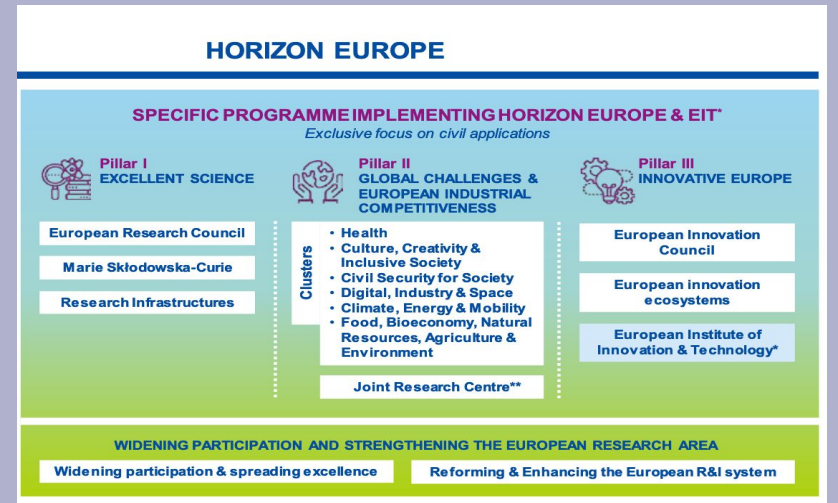
## European Green Deal

Measures in financial market regulation (sustainable finance), energy supply, transport, trade, industry, agriculture and forestry. Goal: Reduce CO2 by 40 percent by 2030, climate neutrality by 2050. 100 billion euros will be invested in the "just transition".

## CSRD

### CSR-Richtlinienumsetzungsgesetz

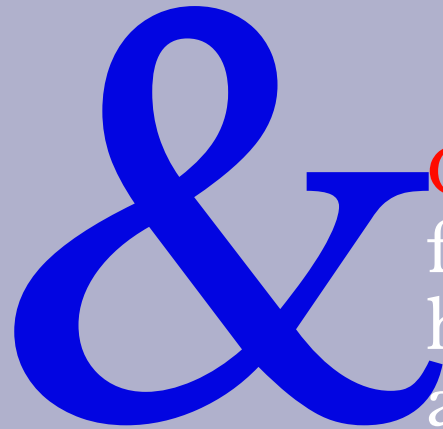
From 2025, medium-sized companies (>250 employees) are required to produce an annual sustainability report.



# Our attitude for a successful transformation

---

"Pessimism of the intellect –  
bringing urgency to the front.  
First, look at it honestly.

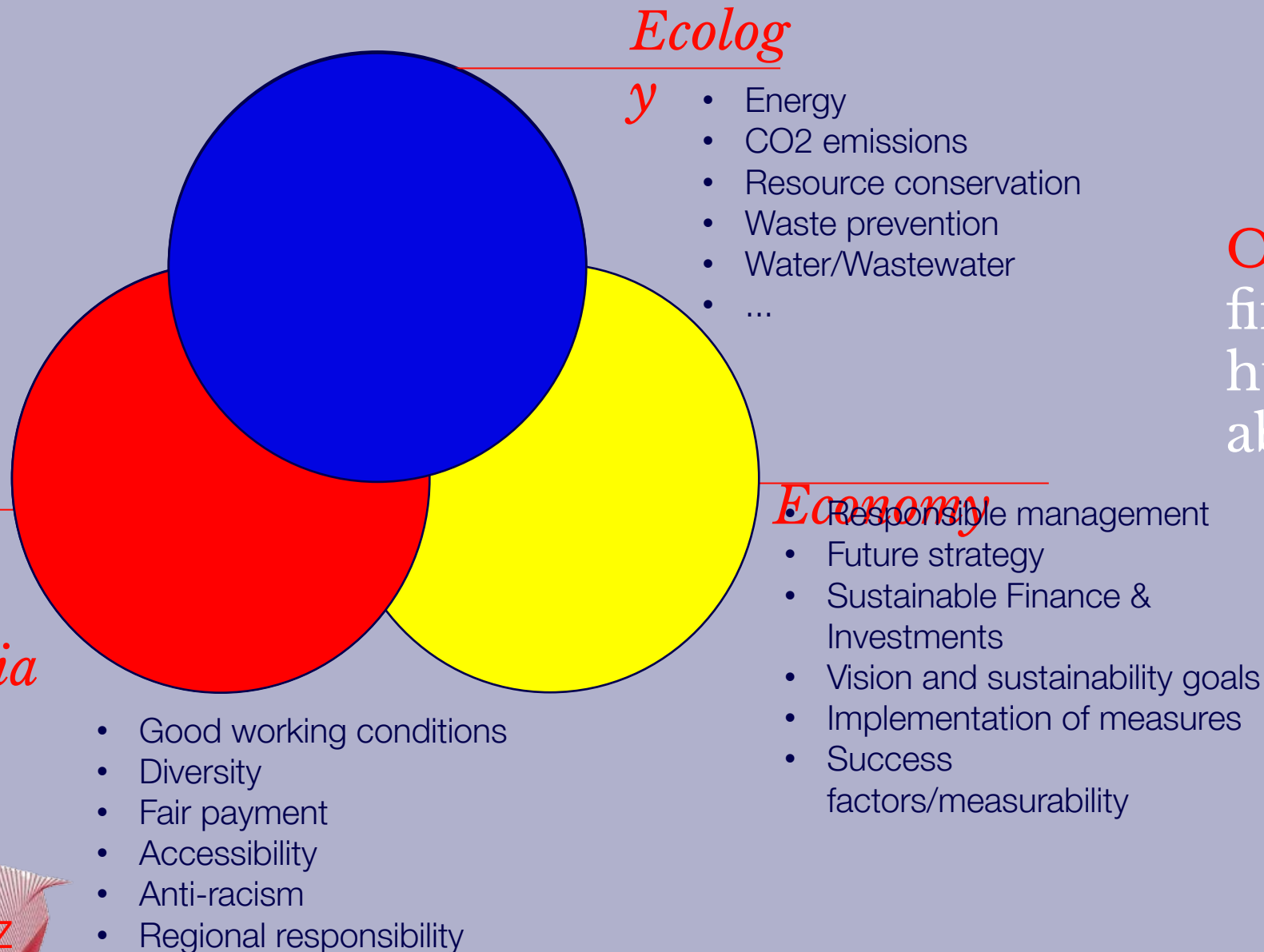
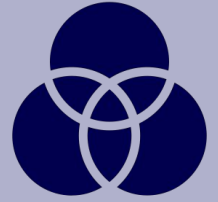


Optimism of the will –  
finding solutions with  
human ingenuity, to rise  
above."

(Göpel 2021)

In-depth knowledge Creativity Interdisciplinary approaches Communication

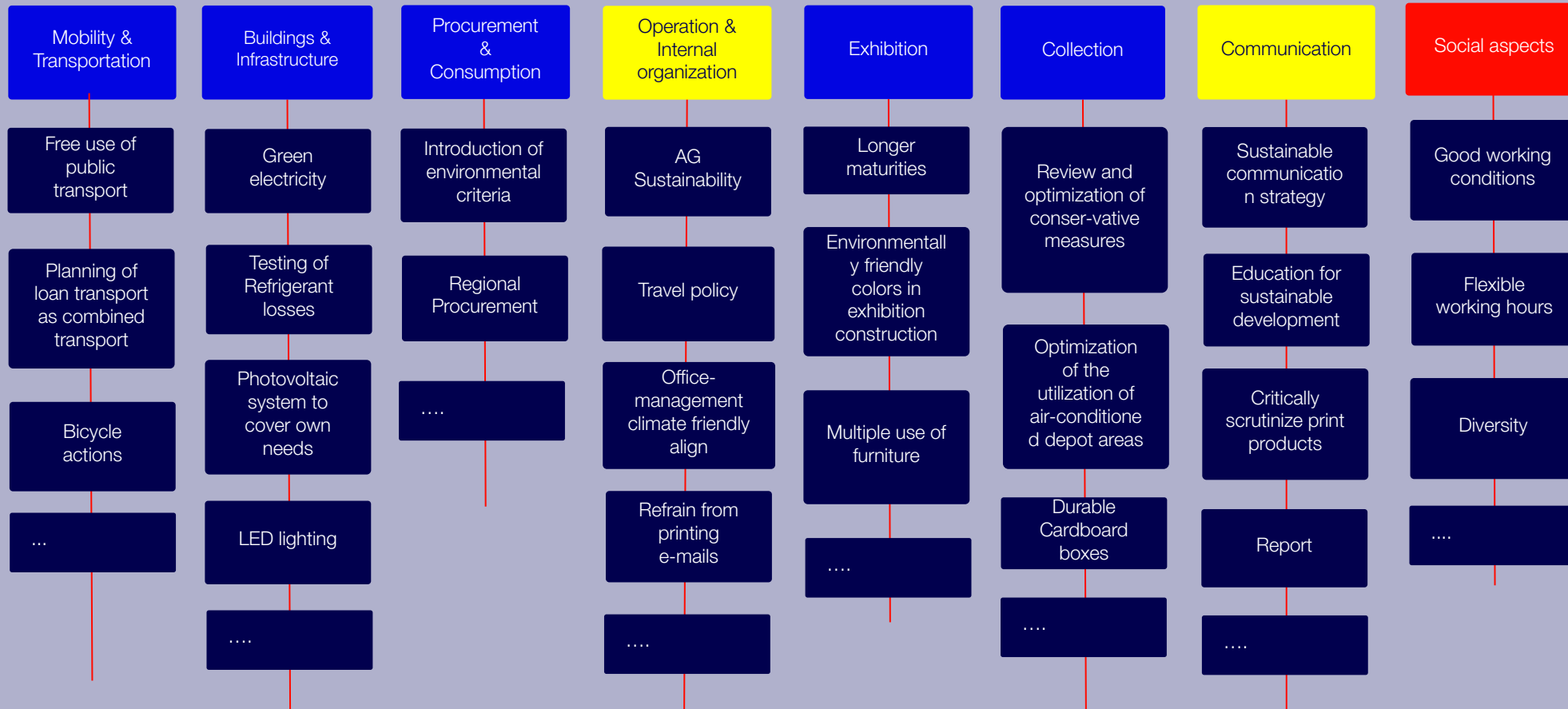
# 3. Our attitude for a successful transformation: Action



**Optimism of the will** – finding solutions with human ingenuity, to rise above."

(Göpel 2021)

# Fields of activity in the museum (exemplary)



*Cluster*

*Individual measures*

# Why **strategic** sustainability management?

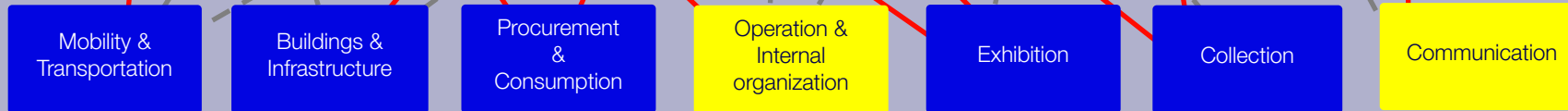
Sustainability concept  
What? Why? How relevant? How? Until when?

*Sustainability is management.  
It needs goals, budget, measures,  
coordination and team.*

*Fields of  
action*



*Acting responsibly means  
having all areas of  
organizational  
responsibility in view.*



*Measures*

*Uncoordinated individual  
measures strain nerves and  
capacities.*

# Fields of action in the museum

---

Mobility



Building



Sourcing



Company



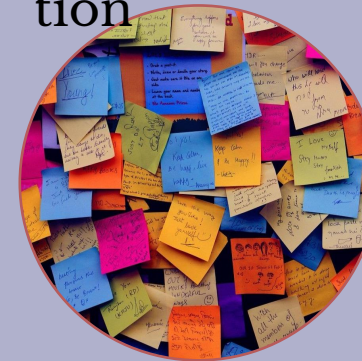
Exhibition



Collection



Communication



# ROADMAP FOR SUCCESSFUL SUSTAINABILITY MANAGEMENT

## Preparation

- Context analysis
- Legal clarification
- Establishment of a working group
- Proposals / ideas
- Status Quo:  
Recording of existing measures
- Vision / Mission Statement

## Measure

- Transfer content into fields of action & indicators
- Check: all legally relevant topics covered?
- Internal materiality analysis: operationally relevant methods
- CO2 balance

## Report

- Transfer measures and data into a recognized reporting structure
- Audit: all legally relevant topics covered?
- Audit process and publication

## Follow-Up

- Public relations
- Political work/  
lobbying
- Internal communication
- External communication

## Further development

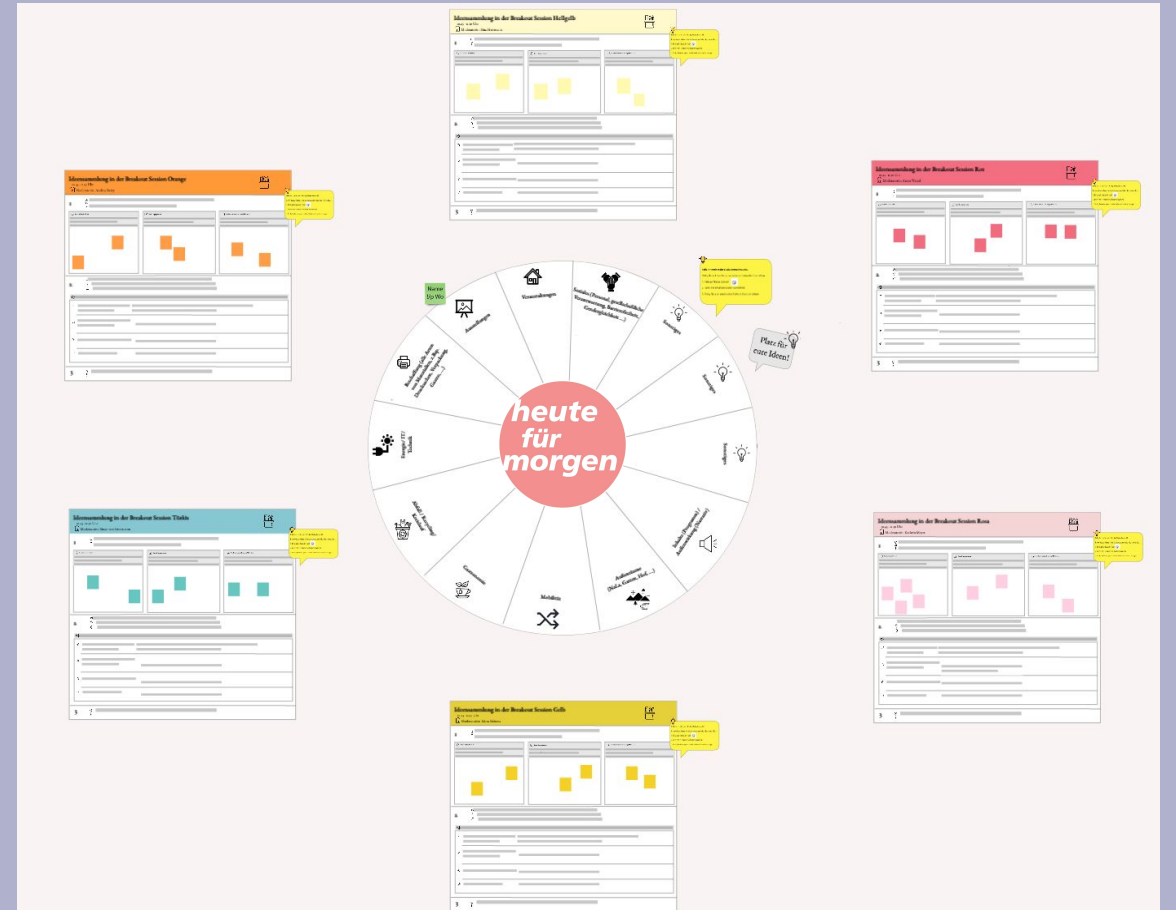
- Sustainability strategy
- Supplier management
- Sustainability management



# Action 1 (Workshop): INVOLVE AND COLLECT EVERYONE ONCE

## Guiding questions

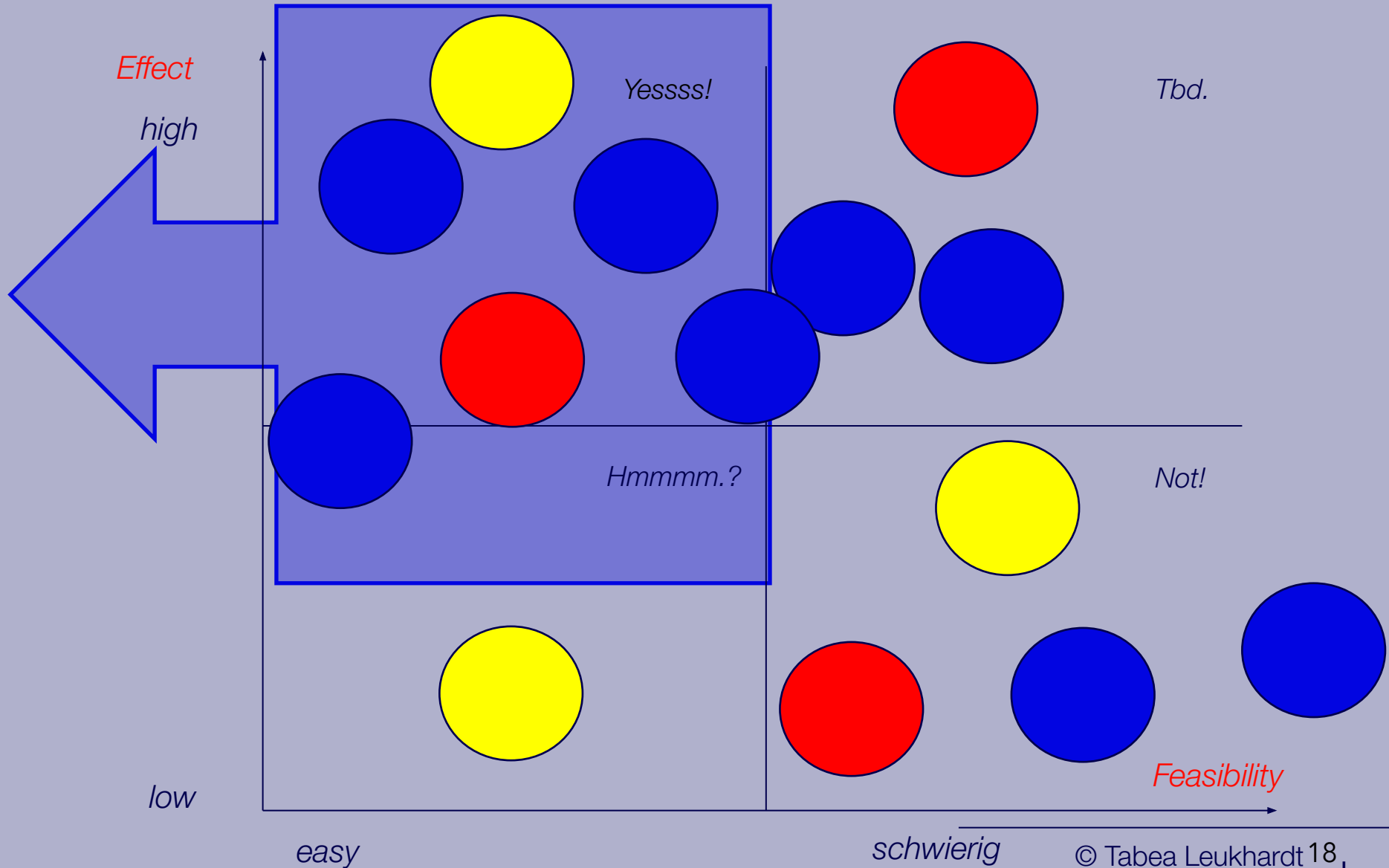
1. **Stocktaking:** Where in your daily work do you see room for maneuver that you want to work on, or optimization measures/progress that you want to expand? What have you noticed? What would you like to change or suggest directly?
2. **Your commitment:** What do you have? What do you need? What do you want to do? What are your goals?
3. **External perception and mission:** What are your external demands? How do we want to be perceived? Who do we want to have been? So how do we want to be able to look at our organization in a few years?



*What are our internal challenges? How are we perceived from the outside, how do we want to be perceived in five years?*

# CREATING PRIORITIZATIONS WITH THE MATERIALITY ANALYSIS

*Action strategies for the essential measures*



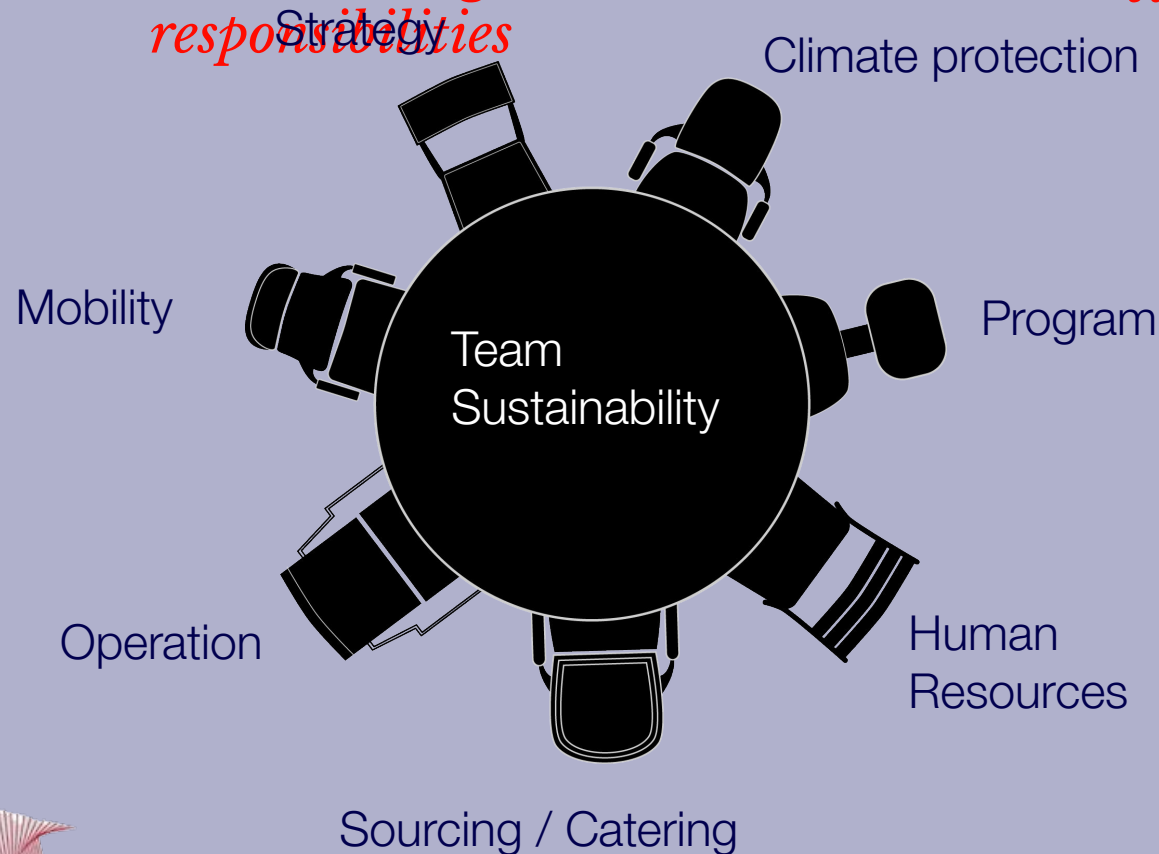
## Action 2: define responsibilities, check measures



### Implement

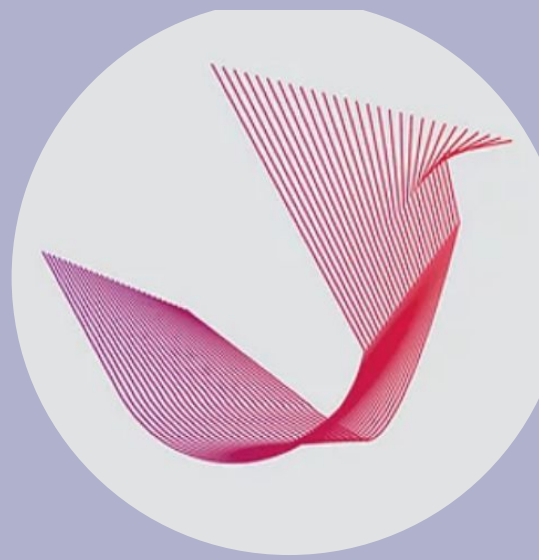
*Experience: it needs a mandate from the very top and a fixed structure*

*Process: bring all areas to the table, clarify processes and responsibilities*



#### Purpose and Objective:

- Establish cross-departmental coordination of CR issues, decide on standards.
- Discuss CR mission statement and systematics for CR fields of action, define responsibilities
- Identify and evaluate key figures
- Initiate process for CR report and website
- Determine further steps of cooperation



Institute for Zukunftskultur

Tabea Leukhardt

Workshops, Coaching, Consulting

[tabea@zukunftskultur.eu](mailto:tabea@zukunftskultur.eu)

Desire to deepen your knowledge?  
Get into contact for our qualification  
"Strategic Sustainability Management Culture,  
Education and Media" (more info at  
[www.zukunftskultur.eu](http://www.zukunftskultur.eu))

