

Looking Ahead: **Embracing** Sustainability and Resiliency for a Better Tomorrow

Museums are...

"Implementing Climate Actions"

"Co-creating with Communities"

"Providing Innovative Cultural Spaces"

A Global Webinar on Museum Action during the UN Climate Week 2021 by:





American
Alliance of
Museums

Environment and Climate



“The Environment and Climate Professional Network of the American Alliance of Museums is a volunteer community working to establish museums as leaders in environmental stewardship, sustainability, and climate action.”

Resources:

-  Improve Performance of Museums
-  Museums and the Sustainable Development Goals: A Guide

“ Climate Change is not another layer of action but it increasingly becomes a part of the mission on how it is reframing culture, the objective and how institutions measure their own value. ”

Andrés Roldán

Executive Director,
Parque Explora,
Colombia



Overview

Why are we having a museum leadership conversation today? Because museums are pillars in the community, educating and empowering people while providing a promising platform for mutual communications and self-reflection on climate change. Museums which pioneer in sustainability assessment and actions could onboard those just learning about the sustainability language. As we are on the climate tipping point for humanity, museum leaders must act now with urgency and commitment to climate goals.



Joyce Lee

Chair, American Alliance of
Museums Environment Climate
Network
September 22, 2021

Watch the Event Recording
English Spanish



Moving forward from our conversation on Sustainability Development Goals (SDG) with Asian-Pacific museum leaders last year, we partnered with Parque Explora this year to expand the conversation to **Latin America and beyond**. Museum leaders Francis Morris, Leonardo Menezes, and Andres Roldan will walk the talk on their best practices in building climate and cultural resiliency. Massimo Bergamini will give his perspectives on a national front.

Environment Climate Network at the American Alliance of Museum has been expanding the conversations on climate and sustainability through a cultural lens to hold the museum sector responsible for its part in the **Climate Action** for a green recovery and a Net Zero future.

Frances Morris is the director of Tate Modern. Since its opening in 2000 Frances has led the transformation of Tate's International Collection, strategically broadening and diversifying its international reach and addressing its gender balance, as well as curating landmark exhibitions including large-scale international collaborations.

Frances Morris

Tate Modern

London, U.K.



Leonardo Menezes

Museu do Amanhã
Museum of Tomorrow

Rio de Janeiro, Brazil

Leonardo Menezes is the Knowledge and Creative Director of the Museum of Tomorrow (Museu do Amanhã) and a curator and partner at Guarana Conteúdo. A winner of the Leading Culture Destination Awards 2016 and 2018, he has curated various exhibitions at the LEED Gold certified museum.



Massimo Bergamini is the Executive Director and interim CEO of the Canadian Museums Association. He is an accomplished, results-oriented association and public affairs executive. Over a 25-year career, his policy development, advocacy, and government relations work has advanced the interests of numerous sectors of Canadian society.

Massimo Bergamini

Canadian Museums
Association

Canada



Established as a contemporary art museum, Tate Modern has, since its inception, **worked closely with artists, community, and neighborhoods as major constituents.** Tate Modern has been **a pioneer in climate and sustainability action within the museum sector.** This has been achieved by listening to and working closely with artists and local stakeholders.

Physically located in the heart of central London, Tate Modern is **partly funded by the UK government** and **supported by** a range of local, national, and international **stakeholders**, while generating the **majority of its income from its own programs**, including major loan exhibitions. Tate Modern's commitment to climate action was in advance of UK governmental agendas. The Museum started **benchmarking carbon emissions from 2007** when planning for its new extension began. Opened in 2016, **the Blavatnik Building's** design reflected a commitment to exceed the existing legal guidelines on sustainable building. This commitment was followed by a wide range of measures – from using 100% renewable energy, to harvesting rainwater and diverting waste from landfill – which has put Tate Modern on track to meet **its goal of a 50% reduction in carbon emission by 2023.**

Meanwhile, **Tate Modern has been listening to its audiences carefully and shaping programs designed to build a wider conversation around a common future.** Frances reflected that through art and the work of living artists, Tate has a unique potential to explore the intersection of people and planet, using story-telling and vivid imagery to engage and grow constituency understanding and agency. Consequently, Tate Modern **has willingly hosted climate activist and artist groups** in order to **open up a space for discussion.** In 2019 Tate responded to pressure from artists by making a public declaration of



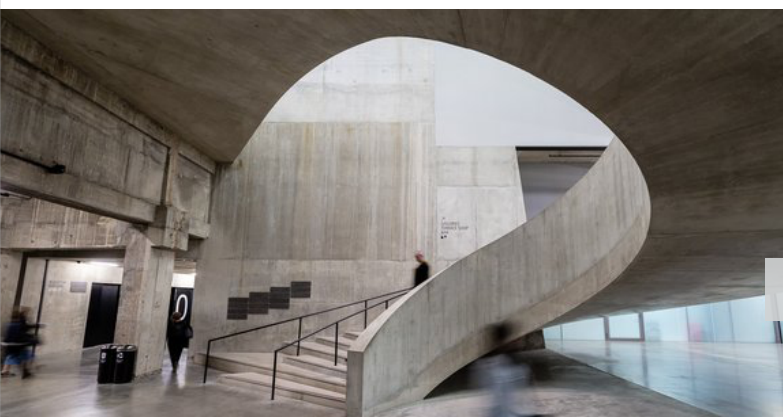
FRANCES MORRIS



Tate Modern Museum.
External View.

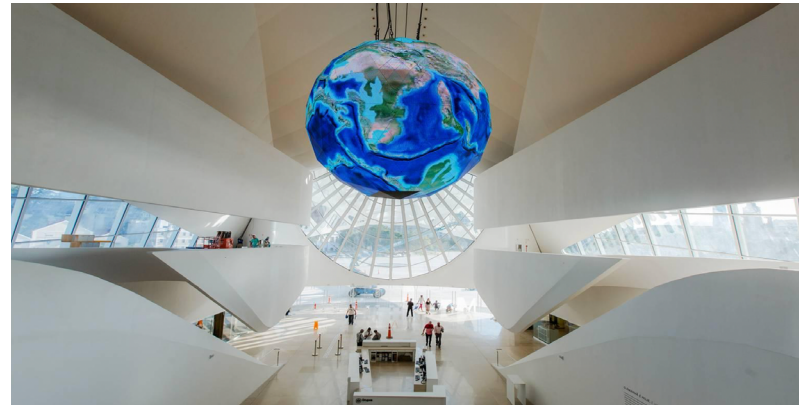
Climate and Ecological Emergency. Since then, Tate has continued to innovate and adapt while demonstrating **clear and visible leadership** within the sector.

Now Tate Modern is learning about sector synergy and seeking collaboration with global colleagues. Going forward the sector needs to work hard to **deconstruct hierarchies and boundaries** that work against innovation and adaptation, **addressing the values that underpin culture** and **finding new formats** through which to engage audiences in culture. **Frances described this as an ecological approach** seeking change often in small, discrete and sometimes unexpected ways, seeking interconnections and communities of interest, working with existing resources in collections and buildings. **She argued that museums need to be more sensitive to the needs and interests of their constituencies and invite collaboration internally and externally.**



Museu do Amanhã, or **Museum of Tomorrow**, is a science museum located in Rio de Janeiro, Brazil. It offers an innovative cultural space for people to **imagine a sustainable world**. It has many good practices to offer for museums on climate actions.

First, it **commits to net zero emission** and aligns with the UN 2030 agenda for sustainable developments. The museum achieves these goals mainly through building design and programs. Second, it strategically **communicates the urgency of climate actions**. It educates its audience through exhibitions with a diverse range of topics from Technology Innovation in Brazil to the Future of Amazon Forest Community. Leonardo described the museum's **hybrid approach**: use arts and information to create emotional triggers and rational features. This approach would not only bring the exhibitions to life but also induce behavior change towards a sustainable lifestyle. Meanwhile, the museum builds durability in these changes through a vision of long-term benefits and healthy growth for the planet. Third, the museum **envisions with its audience on how to make a social transformation**



for a more sustainable society. Museum of Tomorrow has a Scientific Committee which has been advising the museum operation with high-tech-society information. However, the museum has recently rebranded this committee to **"the Scientific and Knowledge Community"** to include more indigenous knowledge and voices. These voices and knowledge then inspired a diverse range of museum initiatives, which then attracted diverse audience groups. The Amazon Forest Community exhibition was such a case where curators worked directly with indigenous people to understand their perspectives on the Amazon community's past and future.

Leonardo pointed out that **the real challenge is to deal with loss while working towards sustainability.** Responding to this challenge, Museum of Tomorrow has adopted digital installations and creative programming. In the museum, visitors can practice guided laboratory thinking with digital tools. The museum also established an initiative to provide a 6-month workshop for 10-year-old girls to inspire their interest in science and social equity. Then, an annual seminar will reunite workshop alumni to reflect on perspectives from different time periods and celebrate growth from the same learning experience .

Leonardo said that **Museum is essentially a hub of tools, people, and connections to grow opportunities to make a difference.** Museum of Tomorrow provides such a hub for Brazilians to reflect on best practices and methodologies while finding a supportive ally to become more resilient together.



In Closing

Why are we having a museum leadership conversation today? Because museums are pillars in the community; they are socially responsible; and they are educational institutions. Artists, historians, and scientists can communicate effectively about climate and all its complexity. Museum leadership can also empower.

Some museums have even completed the Scope 1, 2 and 3 assessments while others are just learning the sustainability language. Climate change is a challenge, both physical and cultural. It is also an opportunity to recognize the regeneration of culture in an adaptive environment so that the museums' mission could embrace social transformation.

While co-creation with the community is key, museums can also create space for negotiation among different communities for different voices to be heard. While pillars, museums exist not in isolation, but as part of a network. This interdependency of culture is requisite to sustain life. We need ecological thinking to further creativity.



Looking ahead EMBRACING SUSTAINABILITY AND RESILIENCY FOR A BETTER TOMORROW

Sept 22
at 11:30am ET;
10:30am Colombia;
4:30pm United Kingdom

**Register Online
Zoom**

Opening remarks:

Joyce Lee, *Chair AAM Environment
Climate Network.*

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Andres Roldán
Parque Explora, Colombia

Frances Morris
Tate Modern, United Kingdom

Ricardo Piquet
Museum of Tomorrow, Brazil

Massimo Bergamini
Canadian Museums Association, Canada

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Supporters: **UN Climate Week Event, World Green Building Week, Green Museums Community Network**



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Museu do **Amanhã**



Green Museums
Community Network



**WORLD
GREEN
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COUNCIL**



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Environment Climate Network

Contact Us

environmentandclimate@aam-us.org