

CULT MED

Sustainable Cultural Tourism
on the Mediterranean

Training Video Transcript

Module 3 – Video 5

Project 101174435



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MODULE 3: *Transforming cultural tourism entities like galleries and museums into green destinations*

VIDEO 5 – Sustainable Management for Museums & Galleries “What Makes a Museum Green?”

“A green museum integrates energy efficiency, waste reduction, and inclusive visitor experiences. Sustainable exhibitions use reusable materials and ethical sourcing”

Key points

1. **Energy & Water Audits:** Implementing smart systems for significant energy/water consumption reduction in buildings.
2. **Sustainable Procurement:** Choosing eco-friendly materials for exhibitions, gift shops, and administrative supplies.
3. **Internal Policy:** Developing and communicating a clear, measurable organizational sustainability policy for staff.

“Turning Sustainability into Daily Routines”

- Reduce resource use & risk without compromising conservation or visitor experience
- Tiered pathways: No-cost | Low-cost | Investment
- Emphasis on principles & decision paths, not prescriptive engineering
- Small & mid-sized institutions can start immediately

Sustainability in museums and galleries starts with everyday routines. Small actions can reduce resource use and risk, while protecting collections and visitor experience. It’s necessary use tiered pathways: no-cost, low-cost, and investment steps. This allows small and mid-sized institutions to start immediately and grow responsibly. Sustainability touches every part of the visitor experience: lighting, climate control, accessibility, and community engagement. A green museum reduces resource use while improving comfort and inclusion.

“Focus Areas for Impact”

- Energy: Align lighting & HVAC schedules, LED upgrades, check comfort
- Water: Low-flow fixtures, leak checks, efficient cleaning & irrigation
- Materials & Waste: Reuse, modular components, reduce single-use plastics
- Climate-Risk Preparedness: Simple risk scan, emergency plan, passive measures



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Four operational areas make the biggest difference.

Energy: Align lighting and HVAC with opening hours and seasonal patterns. Simple steps like adjusting set-points, avoiding simultaneous heating and cooling, and switching to LED bulbs where possible help save energy.

Water: Fit low-flow fixtures, fix leaks quickly, and adjust cleaning and irrigation routines to cut usage without affecting visitor comfort.

Materials and waste: Prefer reusable, modular, or repairable components. Reduce single-use plastics in staff areas, cafés, and shops.

Climate-risk preparedness: Conduct a simple risk scan for heat, humidity, water, or power issues. Draft an emergency plan, run seasonal drills, and use passive measures like shading and buffered microclimates. Green museums adopt efficient energy systems, choose sustainable suppliers, reduce waste, and design eco-friendly exhibitions. They promote environmental awareness, support local artists, and create healthier spaces.

“Connecting Actions for Maximum Effect”

- Interdependence: energy ↔ water ↔ materials ↔ risk
- Use Green Destination Checklist to identify no-regret measures
- Mini Action Plan: assign owners, set timelines & starter KPIs
- Visible, scalable results from small, simple interventions

Energy, water, materials, and risk are all connected. Smarter schedules reduce stress on collections, modular builds cut waste, and passive shading stabilises conditions. The Green Destination Checklist helps teams identify practical, no-regret measures, while the Mini Action Plan sets responsibilities, timelines, and starter KPIs, such as lighting hours reduced, low-flow fixtures installed, or emergency drills completed.

By taking small, visible, and consistent steps, museums and galleries can achieve real, scalable sustainability, benefiting both collections and visitors. Museums across Europe are adopting low-energy lighting, using recycled materials for exhibitions...Green museums inspire sustainable futures.



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