



# Cultural Sustainability in Museums and Cultural Organisations

Global Sustainable Tourism Conference, Sweden

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# Professional experience

1990-2011

Founder and organiser

Stattreisen Hannover/  
City Tour Organisation



**ReisePAVILLON**  
International unique fair for sustainable tourism



Since 2011 CEO of



- A non-profit organisation based on
- international understanding
  - culture for remembrance
  - education for sustainable development

since 2018 I've been focussing on

Cultural Routes  
of the Council of Europe  
Itinéraires culturels  
du Conseil de l'Europe



**Cultural Routes**, inspired by the Council of Europe based on several criteria – in particular:

- \* involve a theme that is representative of **European cultural heritage** and common to **at least three countries** in Europe
- \* support **international understanding** and
- \* **develop** exemplary and innovative projects in the field of **cultural tourism** – fostering local economies

Approved routes: 1987: 1



Approved routes: 2024: 47

“Ask not what your country can do for you – ask what you can do for your country.” John F. Kennedy, 1963

I don't have any official mandate but the will and the opportunity to intervene flexibly in the world – creating sustainable projects and offering cooperation. So

- **I as a private person** started a kind of personal consultation for a regional Santiago de Compostela Pilgrims' Route
- **I as a multiplier** and as a „Zoon politikon“ in contact with relevant stakeholders initiated a sustainable tourism process in my hometown of Hannover, the capital of Lower Saxony, in 2013
- **I as a representative of a cultural institution** became a member of the European Jewish Heritage Routes – and head of its German branch in 2021



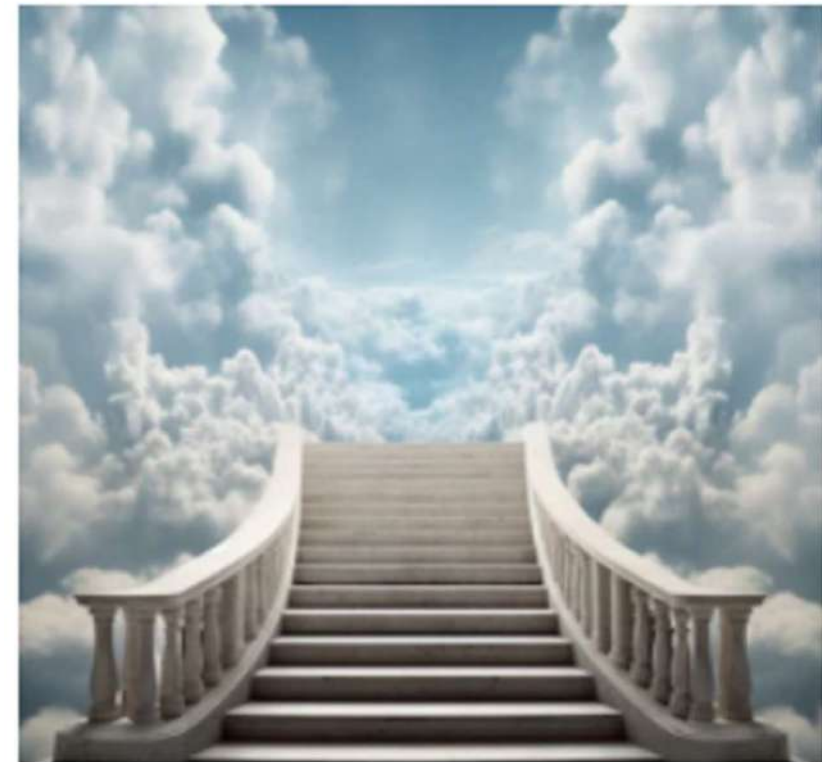
**We** as a team at Global Partnership Hannover and its partners recognized early on that cultural tourism does not necessarily include the ecological dimension - and often contradicts it.

## Awareness raising e.g.

### We particularly focused on

- **the power of creativity** within cultural routes and organisations
  - willing to make the 17 SDGs tangible
- **training courses** for staff and service providers of cultural tourism facilities to minimize the ecological impact of each process, device or consumable
- **traditional customs:** Informing how resources were used sparingly in the past & what we could learn from our ancestors
- **organising workshops** for the „cultural workers“ and their guests – including artists, cooks, herb experts, craftspeople etc.
  - to give creative suggestions for recycling, upcycling, saving and ‘doing it yourself’ within their radius of action
- conveying that **technical solutions** are great, but **frugality** is often more sustainable!
- => Incentives

### The stairway to heaven needs no



energy and is sportier than the lift !



## Catering e.g.

We recommended the following characteristics concerning food - that „keeps body and soul together“:

- **Increase the share** of locally, ecologically and fairly produced goods
- Intensify contact with providers and farmers and see them as **part of the joint project**
- More **organic and vegetarian food** on the menu
- **Avoid food waste** (in the kitchen; on the plate)
- **Provide information** on the menu about the origin of the food, production methods and interesting stories about food and drink
- **Reduce** packaging and the use of (throwaway) tableware or single-use paper items
- => Awareness raising

CO2 emissions depend on the ingredients



## Incentives

e.g.

### We present strong examples of win-win for both sides

- Giving a **discount** on **take-away** food and drinks when customers use the deposit system or bring their own reusable containers
- Offering bus or train travellers **discounts** on events, tickets for local transport or rental bikes if needed
- **Free** drinks for doing without the daily room service /change of towels at affiliated hotels
- **Direct benefits** for employees, service providers and guests who contribute ideas that help save water, energy and other resources or avoid waste
- **Chances of prizes** in a well-publicised competition for sustainable ideas
- => **Communication**



**Merchandising** e.g.

We proposed that the objects offered should ideally

- **typical** for the region
- **locally** and fairly produced
- ecological or **biodegradable**
- **little** or **no packaging**
- have a real **practical use**
- **fairly** priced
- made from **recycled material**
- suitable for **long-term use**
- **not increasing** the **amount of things** already in our possession

=>

Awareness raising



**Hannover cookies**



**Dental tablets**





## Communication e.g.

### We drew attention to the multi-faceted forms of expression & accompanying symptoms

- websites, flyers, press releases, menus, agreements, correspondence, personal conversations, social media...
- requesting a **clear statement** on why and how the planned actions and measures contribute to the social and ecological development goals
- asking for **(re)actions from the guests**: Which sustainability idea did you take with you and which one would you give to us?
- the appropriate quality and quantity of (printed) **information material**
- **developing stories** that motivate us to always be aware of the consequences of our lifestyle and help us turn around our wasteful lives



# Conclusion:

- **Being convincing** with our arguments and our own habits is a precondition for reaching stakeholders such as entrepreneurs, politicians and influencers.
- **Fulfilling and enjoyable** holidays do not have to involve excessive consumption.
- **Storytelling** is an excellent medium for steering the winds of change towards sustainability.
- **Flexibility** and **creativity** is needed to **make a difference** and to **create a snowball effect**.
- **Teaming up with other changemakers** increases the impetus towards binding criteria for a sustainable future.
- **Living, working and traveling sustainably is cool !**

