

Greening Practices for BRIDGE

This action plan establishes objectives and commitments to reduce environmental impacts and integrate environmental sustainability throughout our project. To lay out our strategy, we are referring to the **eight areas** where environmentally mindful practices can be embedded suggested by the “Quality Assessment of Green Aspects in Creative Europe Projects”.

The BRIDGE project strives to achieve significant progress in sustainable practices among its partners, including reducing carbon footprints, promoting responsible resource management, and adopting eco-friendly exhibition design. Furthermore, BRIDGE aims to influence audience attitudes and behaviors, encouraging a shift towards more sustainable engagement with art and culture. By minimizing physical travel through digital collaboration, favoring reusable and recyclable materials in exhibition design, actively promoting sustainable practices, and building upon the Kunsthau Graz's existing sustainable framework, BRIDGE seeks to align with the EU's environmental objectives and foster a greener cultural sector.

1. PROJECT PLANNING TOOLS	
Key question	To what extent does the project mainstream environmental sustainability in its design and planned activities?
Measures	<p>The BRIDGE project is deeply committed to environmental sustainability, with the Kunsthau Graz leading these efforts through a dedicated green team and building upon its existing commitment to ecological and social responsibility.</p> <p>City of Women embarked on a mentoring process <u><i>Green Skills Accelerator in Culture</i></u> led by Motovila / CED Slovenia, supported by local environment experts, with the aim of greening the festival. We are also among local participants of <u>Greenstage</u> Creative Europe project activities led by our local co-producers Bunker.</p> <p>AWARE is committed to eco-responsibility, notably through the new “Common Ground” programme promoting ecofeminist artistic practices, via web publications and events. At the same time, the NGO is taking steps to improve its own environmental impact, by measures like reducing printing, sorting waste and using public transport, bicycles and trains for long-distance travel. Learning from Kunsthau Graz’ strong experience will be a welcome opportunity to continue and expand these efforts.</p> <p>Kunsthau Graz already demonstrates leadership in this area (www.museum-joanneum.at/en/kunsthau-graz/about-us/green-museum), being one of the first museums in Styria to receive the Austrian Eco-label (https://www.umweltzeichen.at/en/home/start), integrating sustainable</p>

	<p>technologies like photovoltaic panels, reducing its carbon footprint through various measures, and actively engaging in climate awareness through exhibitions, events, and participation in the Museums For Future movement (https://nachhaltig-in-graz.at/museums-for-future). Kunsthaus Graz is committed to implementing the 17 Sustainable Development Goals (SDGs) of the United Nations' Agenda 2030 and integrates the symbols into projects, wall texts and printed materials to create greater visibility and awareness.</p> <p>Throughout the project all project partners will strive to follow the guidelines of the Austrian Eco-Label and Green hospitality standards.</p> <p>A core component of the BRIDGE project is knowledge transfer and sharing, which will be integrated into project events to disseminate best practices among partners (e.g. through coffee chats, posters and leaflets, tours and presentations). Partner meetings will also be used as an opportunity to look into the strengths of each BEN and Kunsthaus will share their approach to the implementation of SDGs with an emphasis on sustainability (T1.2).</p>
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2. ENERGY CONSUMPTION

<p>Key question</p>	<p>To what extent will the project adopt measures to reduce the energy consumption generated by buildings, venues, events and other activities?</p>
<p>Measures</p>	<p>Not all partners in the BRIDGE project can equally contribute to the reduction of energy consumption.</p> <p>In 2021 Kunsthaus Graz installed a photovoltaic system on the roof of the Needle as part of Onur Sönmez's art intervention "Sunscriber". This project aims to address energy consumption by having the BIX media facade powered solely by the solar energy generated by the new panels. The project seeks to promote a more conscious approach to energy use. As a result of the exhibition by Hito Steyerl, who created a 'black square' of solar panels for this purpose, these panels were added to the photovoltaic system in 2022.</p> <p>The exhibition lighting has also been converted to LED which has had a major impact on energy consumption. Even so, Kunsthaus still needs a certain amount of energy to maintain its exhibition activities</p> <p>Within the BRIDGE project all partners will commit to:</p> <ul style="list-style-type: none"> • using more energy efficient equipment or technology (e.g. low-consumption equipment, with energy saving mode, etc.); • turning off equipment when not in use;

	<p>Despite the fact that we (CoW, Aware) are temporary users of venues for the events, we still can influence daily consumption of energy by educating our team and encouraging them to use the energy (light, heat) responsibly with simple actions like turning off all energy users, manipulating temperature with responsible airing (e.g. cooling the room overnight instead of using air conditioning).</p> <p>We do have influence on energy consumption in our office spaces.</p>
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3. WASTE MANAGEMENT

Key question	To what extent will the project adopt measures to manage waste sustainably and minimise the environmental impacts of waste resulting from buildings, venues, events and other activities?
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Measures	<p>All partners of the BRIDGE project will adopt measures to manage waste sustainably and minimise the environmental impacts of waste resulting from events and other activities by:</p> <ul style="list-style-type: none"> ● Reusable and recyclable materials in exhibition design <p>Preventing waste, by using less material where possible, and choosing recyclable or sustainable products, e.g. using paper rather than plastic where possible, reuse and repurpose, by ensuring that products can be reused in future activities (e.g. sets, electronic equipment, banners, signs), renting or borrowing material or equipment, recycle, by choosing materials that can either be used in the same way or can be converted into new substances or materials.</p> <p>Guidelines: Nachhaltig Ausstellen – Ein Leitfaden für Museen, Stuttgart, 2025 / Sustainable exhibiting - A guide for museums, Stuttgart, 2025 https://www.landesstelle.de/fileadmin/Daten/Downloads/Nachhaltigkeit/LSM_Leitfaden_17_online.pdf</p> <p>Partner of Kunsthaus Graz: www.circularart.at</p> <ul style="list-style-type: none"> ● Catering of events <p>Minimizing single-use plastics by switching to reusable cups, cutlery, and plates, segregating waste streams by providing properly labelled bins for recyclables, compostables, and landfill waste</p> <ul style="list-style-type: none"> ● Online materials <p>implementation of QR codes for interactive engagement, reducing the need for printed materials, prioritizing digital resources like online guides, handbooks, and programmes whenever feasible. This also allows us to</p>
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	explore digital accessibility features that also offer opportunities to reach a broader audience and incorporate features like simple language.
4. GREEN PROCUREMENTS	
Key question	To what extent will the project adopt measures to ensure that goods and services purchased externally are provided as sustainably as possible?
Measures	<p>Recognizing the importance of environmental responsibility, all project partners will prioritize sustainable purchasing options when acquiring goods and services within their respective areas of project activity.</p> <ul style="list-style-type: none"> ● Catering of events serving vegetarian or vegan menus; avoiding non-seasonal products; sourcing food as locally as possible; Partner in Graz: Kunsthaus Café ● Hotels and accommodation Choosing providers with commitments to environmental sustainability. Choosing venues with strong environmental credentials (e.g., LEED certification, green practices). Partner in Ljubljana: B&B Hotel Park, which is an urban green hotel. Food provided in their restaurant is purchased from local farmers at the local food market. ● Green printing Use of recycled and FSC-certified paper to conserve natural resources, adoption of plant-based inks without harmful solvents, implementation of biodegradable printing substrates for environmentally friendly applications, utilization of water-based coatings to reduce chemical emissions Partners in Austria: Print Alliance, Medienfabrik Graz (https://www.umweltzeichen.at/de/produkte/b%C3%BCro-papier-druck) ● Green exhibition design: giving preference to providers using recycled, reused or reclaimed materials. Cow will apply practices from the mentoring process under the project <u>Green Skills Accelerator in Culture</u> aimed at reducing the carbon footprint of the CoW festival. <p>Guidelines: Nachhaltig Ausstellen – Ein Leitfaden für Museen, Stuttgart, 2025 / Sustainable exhibiting - A guide for museums, Stuttgart, 2025</p>

	https://www.landesstelle.de/fileadmin/Daten/Downloads/Nachhaltigkeit/LSM_Leitfaden_17_online.pdf
5. MOBILITY	
Key question	<p>To what extent will the project adopt measures to reduce journeys among staff, partners and audiences, or to promote greener mobility?</p> <p>To what extent will the project adopt measures to reduce journeys among staff, partners and audiences, or to promote greener mobility?</p>
Measures	<p>To truly minimize the environmental impact of travel for the BRIDGE project adopts these approaches:</p> <ul style="list-style-type: none"> <p>● Strategic Meeting Planning</p> <p>Every in-person meeting has a clear agenda and objectives that are demonstrably more effectively achieved in person than virtually and is combined with other project-related activities (e.g., workshops, training sessions, site visits) into a single trip.</p> <p>If in-person meetings are necessary, we choose locations that are easily accessible by public transportation and centrally located for the majority of participants. We prioritize locations with excellent train connections over those requiring air travel and encourage and incentivize train travel.</p> <p>● Prioritizing Virtual Collaboration</p> <p>We embrace video conferencing, collaborative online platforms (e.g., Miro, Google Workspace), and project management tools to facilitate remote collaboration.</p> <p>● Local Transportation and mobility needs for audiences</p> <p>We encourage the use of public transportation, walking, or cycling for local travel within the meeting location. We consider incentives to audience members using public transport, cycling or walking.</p> <p>● Measurement and Improvement</p> <p>We track the number of trips, distance traveled, mode of transportation, and carbon emissions associated with project meetings. We regularly review travel data and the effectiveness of the travel policy. We adapt the strategy as needed to further reduce the project's travel footprint.</p> <p>On the Move - Sustainable travel policy of On the Move – Decision making tool for the choice of locations of events and/or meetings' attendance</p> <p>OTM_sustainable-travel-decision-tools.pdf</p>

6. TRAINING AND CAPACITY-BUILDING

Key question	To what extent will the project contribute to building green skills and capacities among culture and creative professionals?
Measures	<p>A core component of the BRIDGE project is knowledge transfer and sharing, which will be integrated into project events to disseminate best practices among partners . Partner meetings will also be used as an opportunity to look into the strengths of each BEN and Kunsthaus will share their approach to the implementation of SDGs with an emphasis on sustainability (T1.2).</p> <p>Especially Partner Meeting 2 at Kunsthaus will be dedicated to Greening. The education team will offer a guided tour through the building focussing on the Austrian Eco-label measures, followed by a presentation on the SDGs and a coffee chat. These experiences will be shared at Partner Meeting 5 through posters and information materials as well as on our online platform.</p> <p>By implementing these strategies, the BRIDGE project can create a robust knowledge sharing ecosystem that enhances partner collaboration and accelerates the adoption of sustainable practices across the network.</p> <p>New tools, such as guides and good practice collections will only be developed if we identify gaps in the set of tools that are already available.</p> <p>e.g.:</p> <ul style="list-style-type: none"> ● Climate protection in museums guidelines, Deutscher Museumsbund e.V. / NEMO - Network of European Museum Organisations Nemo-working-group-sac-climate-protection-in-museums-1223-1.pdf ● On the Move's Environmental Sustainability Policy https://on-the-move.org/about/sustainability-policy ● SHIFT Eco-Guidelines for Environmental-Sustainability SHIFT Eco-Guidelines Environmental-Sustainability.pdf ● Nachhaltig Ausstellen – Ein Leitfaden für Museen, Stuttgart, 2025 / Sustainable exhibiting - A guide for museums, Stuttgart, 2025 https://www.landesstelle.de/fileadmin/Daten/Downloads/Nachhaltigkeit/LSM_Leitfaden_17_online.pdf

	<ul style="list-style-type: none"> • Carbon Footprinting in Cultural Institutions. Documentation of the Pilot Project and Work Materials, Kulturstiftung des Bundes Carbon-Footprinting-in-Cultural-Institutions.pdf • ICOM Arbeitsgruppe zur Nachhaltigkeit in Museen / Working group on sustainability in museums Nachhaltigkeit im Museumssektor voranbringen
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7. AWARENESS-RAISING

Key question	To what extent will the project contribute to raising audiences' awareness on climate change and other environmental issues?
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Measures	<p>Cultural projects have significant potential to raise awareness about environmental themes. By adopting and showcasing sustainable practices, BRIDGE can inspire audiences to follow suit. By implementing good waste management practices we will engage attendees of our events in recycling and sustainable behaviors. We also consider incentives to audience members using public transport, cycling or walking.</p> <p>Art can powerfully reflect on nature and the climate crisis, raising public awareness through exhibitions and installations that offer spaces for dialogue and reflection on climate issues. All BRIDGE Partner already engage in such actions:</p> <p>Kunsthaus Graz actively embraces its ecological and social responsibility as a cultural institution. Through its programming, Kunsthaus creates spaces for dialogue and reflection on climate issues. It regularly integrates climate-related themes into its exhibitions and events to raise awareness of environmental concerns. Complex climate issues are made accessible through artistic approaches in order to reach a broad audience and encourage reflection. The BIX media façade is used to draw attention to climate actions, such as participation in global climate strikes. As part of the "Museums for Future" network, Kunsthaus Graz supports climate strikes and is committed to educating about the climate crisis. In addition to raising awareness, Kunsthaus sets concrete goals for sustainability and climate protection in its own operations. Through these diverse approaches, Kunsthaus Graz harnesses the power of art to create public awareness, evoke emotions, and inspire action for a sustainable future.</p> <p>City of Women recently embarked on the first carbon footprint estimation of the festival. We have also appointed the Green Manager of our organization. In 2025 we will monitor several parameters, which will also result in</p>
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	<p>awareness raising among the artists and audiences. We will collect data about mobility of local audiences and encourage them to use green ways of mobility in our communication about the festival events. We will also prioritize train travels, where sufficient infrastructure is accessible, for the international artists. Our commitment to green transition will be part of the communication strategy.</p> <p>Through the “Common Ground” programme, AWARE features artists whose work intersects with ecofeminism, sustainability, and climate justice, thereby inviting audiences to reflect on the interconnectedness of environmental and social challenges. Web publications and public events will provide accessible content for professionals of the culture and education sectors that can be freely used for new projects. BRIDGE will help AWARE to further foreground ecological questions in a more structured and sustained way, positioning them as a central axis of its curatorial and editorial strategy.</p> <p>The cornerstone of our sustainable impact strategy is the development and dissemination of the 'BRIDGE Guidelines for CCS Professionals'—a comprehensive framework that provides actionable pathways for institutions to embrace diversity while implementing socially and environmentally sustainable practices (SDGs and Greening). These guidelines will serve as a practical toolkit for cultural professionals seeking to amplify marginalized artistic voices, particularly those with diasporic backgrounds, ensuring that European cultural heritage authentically reflects our shared, multifaceted identity.</p>
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8. MEASUREMENT AND MONITORING

Key question	To what extent will the project measure the environmental impact of its activities and take steps to reduce it?
Measures	<p>The BRIDGE Project will utilize the Creative Climate Tools (CC Tools) developed by Julie's Bicycle to monitor its environmental impact. This free carbon calculator and Beyond Carbon impact tracker will allow the project to:</p> <ul style="list-style-type: none"> ● Measure and record various environmental impacts, including energy use, water consumption, waste generation, travel, and materials. ● Track progress over time and identify areas for improvement. ● Make strategic decisions based on the collected data to enhance sustainability. <p>Kunsthau Graz, as part of its ongoing sustainability initiatives, will be responsible for tracking the BRIDGE Project's impact. The project will</p>

leverage the expertise gained from Kunsthaus Graz's multi-year sustainability project launched in 2024 within the Universalmuseum Joanneum association. This initiative aims to develop and implement sustainable processes in line with the EU Corporate Sustainability Reporting Directive (CSRD).

Key aspects of the monitoring process include:

- Establishing a baseline: As no prior data exists, the project's initial measurements will serve as the baseline for future comparisons.
- Regular assessment: The project team will continuously monitor environmental impacts using the CC Tools.
- Adaptability: If the monitoring reveals areas requiring improvement, the project team will discuss potential changes during project meetings.
- Flexibility: Adjustments to the project plan will be implemented when feasible and beneficial to the overall goals.

By integrating the CC Tools and Kunsthaus Graz's sustainability expertise, the BRIDGE Project aims to maintain a strong focus on environmental responsibility throughout its duration.