



# FRANCE MUSÉUMS – SOCIAL AND ENVIRONMENTAL RESPONSABILITY POLICY

## Introduction

France Muséums is a cultural engineering consultancy that uses its unique expertise and network to support the transformation of museums and heritage sites in France and around the world.

Our story began in 2007 with an extraordinary collective venture: the birth of the Louvre Abu Dhabi, the first museum in the Arab world to present a global approach to the history of art.

This document presents our social and environmental strategy and its execution. Initiated by the staff, these engagements have received the support of the management since the start of our sustainability journey in 2020. Recognising that our own operations and activities affect the environment, we are committed to reducing this impact by setting and achieving clearly defined objectives and targets, and by developing solutions for continuous improvement.

Thanks to our creative vision and methodology, we support museums and heritage sites in their transformation by increasing the awareness of professionals and visitors in the cultural sector, and by encouraging them to become the ambassadors of long-term actions.

## Our social and environmental commitments

In 2020, France Muséums committed to a strategic CSR policy. Considered from its origin as a milestone for the future of the agency, we have already jointly developed and shared our work on sustainable development with our multi-disciplinary team of 40 staff and our stakeholders.

We began by assessing all our activities to better understand our impacts and potential levers for improvement within our ecosystem. Based on the ISO 26000 standard, we then produced a materiality matrix to evaluate the risks and opportunities presented to France Muséums by its partners and clients in France and internationally. We solicited our stakeholders to identify some fifteen objectives related to France Muséums' environmental,



social and societal responsibilities. Identification of these core CSR issues allowed us to define our action plan in close collaboration with our partners and service providers. Since then, all team members have worked with the project leaders to examine the impact of their activities in terms of location, size and specific characteristics, and striven to adopt more sustainable solutions.

## **The power of art to raise awareness**

Two goals characterise our approach:

- continue our international museum consultancy actions while limiting as much as possible our impact on the environment;
- maximise the social and societal impact of culture on people's lives by creating encounters with art and a high-quality visitor experience.

Through inspiring storytelling, we want to make the museum into a vibrant place with popular appeal accessible to all, where people can come together and discover new things. The museum can thus become a tool to raise awareness on cultural, environmental and social issues and encourage the public to play an active role in their achievement. One of the purposes of a museum is to be an agency of sustainability, anchored in its territory.

### **A. Social and environmental impact: a core concern**

We are convinced that museums have an important role to play as we invent the world of tomorrow: a world that is more respectful of intercultural dialogue and more motivated to preserve our natural environment. We see societal impact as the backbone of the support and solutions we offer our clients.

One of our roles is to bring people face to face with the mystery of creation by highlighting the connection between nature and culture. The role of the museum is thus to bring as many people as possible into contact with artworks while at the same time encouraging them to learn and ask questions about the world around them. Our role is to address the social fragmentation that is taking place today and to build connections between cultures, historic periods and societies.

We believe that transforming a museum requires the delicate harmonisation of an enhanced visitor experience and the consideration and implementation of societal and environmental objectives.

### **B. Our action plan**



The year 2022 thus marked a strategic turning point, the basis for a profound and sustainable transformation of the agency. Our commitments are defined in a 2022–2026 action plan, based on the four ISO 26000 precepts outlined below. An annual report will monitor progress.

## **1. Cultural consultancy**

By making culture accessible to as many people as possible and offering our clients projects that are connected to major contemporary societal and environmental issues, we help to transform human societies.

In our consultancy and support programmes, we place the visitor at the heart of our concerns and strive to broaden access to art and culture wherever possible. We endeavour to create links between cultures and civilisations by offering an undivided vision of art history, in order to stimulate the interest of a public with little experience of culture.

## **2. Ethics, human rights and local and regional development**

Through our training programme and the sharing of our expertise, we contribute to regional development by building new local skills connected to the projects we implement for our clients. The impact of culture on a territory can be powerful, and our task is to bring together the different players in each ecosystem. Through the prism of a cultural institution, we make it possible to boost the image of an entire region, a heritage, a know-how, and a shared history.

We are actively developing strategies for the prevention and treatment of corruption and human rights abuses within our value chains.

## **3. Employer responsibility**

Beyond health and safety issues, we are developing a workplace wellbeing policy.

We are also attentive to all forms of discrimination via:

- a gender equality programme;
- an anti-discrimination programme;
- an anti-harassment programme.

## **4. Climate and nature**



In 2022, our teams received training to assess our carbon footprint and to define a low-carbon trajectory that includes carbon reduction goals for 2030 and 2050.

Our goal is to build the principles of the circular economy into the way we manage exhibitions and cultural engineering projects. To this end, our teams were trained in eco-design during the first quarter of 2023. In addition, we use the museum as a medium for transmitting knowledge to highlight these circularity issues. Digital frugality will be one of the strands of our low-carbon trajectory and our circular economy strategy.

### **C. Achieving our aims**

To ensure that our actions are effective and long-lasting:

- we have implemented an ambitious training programme for all our teams on the social and environmental issues touched upon;
- we have integrated CSR targets into the annual staff performance goals, on which a 5% bonus depends;
- we choose committed partners by integrating a CSR percentage in the selection criteria regarding our tender invitations; for the transport and mounting of artworks, this is at least 10%.

We still have to make progress on:

- defining and implementing a responsible purchasing policy;
- intensifying the engagement and collaboration of our partners across the whole value chain on our CSR commitments within the framework of our joint projects. Only collective action will achieve real change in the sector.

Paris, 23 February 2023

Hervé Barbaret, CEO