

PILLAR 3 MEG ECONOMIC COMMITMENT

Actions taken

Governance

- MEG's **vision** is oriented on the **long term** (more than 5 years) through the Strategic Plan 2020-2024.
- The **Strategic Plan** (SP) is phased and correlated with a commitment to continuous improvement that includes a political dimension. CSR thematic projects by unit and by service are included in the SP, such as the banning of plastic or common themes annual themes.
- As a municipal museum, MEG is committed to following the objectives of the City of Geneva and reduce its greenhouse gas emissions by 60% by 2030 and to achieve **carbon neutrality** by 2050.
- The **governance** of the Museum is strong, organized and structured horizontally and vertically. MEG has participated in the development of the “**museum**” sector, as well as the “**cultural**” sub-sector of the CSR – THQSE approach
- In January 2023, MEG was awarded the **THQSE Gold label**, certifying its CSR (Corporate Social Responsibility) approach.
- The Museum has undertaken to structure its **CSR approach** by implementing a blank audit, with a view to obtaining the THQSE (Very High Health, Social, Societal and Environmental Quality) Environmental Quality) by the end of 2022.
- A “**responsible digital**” **strategy** is being implemented in all MEG sectors.
- In order to support the **change in corporate culture**, MEG offers conferences and training courses to all staff members in relation to the conferences and trainings related to sustainability.
- MEG **regularly communicates** on the eco-responsible actions implemented in the framework of its activities (capsules on social networks, newsletter, articles).
- The museum integrates societal and environmental themes in its **artistic programming** the exhibitions, the cultural mediation program, the subjects of conferences, workshops, visitsconferences, workshops, visits, debates, etc. Example: the Rendez-vous to think and act, the workshops (sustainable food, trees, Rhône...).
- MEG has opened an exhibition in its garden on its **eco-responsible actions related to the 17 SDGs** (Sustainable Development Goals established by the UN).
- MEG has signed the **Mom'Art Charter** (<https://mom-art.org/la-charte/>) as well as the Charter of **Charter of Artists, Cultural Actors and Actresses for the Climate** (<https://charteclimatculture.ch/>)
- MEG has put its **decolonial collections policy**, its **cultural programming policy** and its as well as its **plan for the protection of cultural assets**.
- MEG is co-constructing **partnerships with the source communities** from which its collections originate for The institution takes into consideration the issues of the community and the needs of the community.
- The institution takes into consideration the **ethical issues** surrounding the acquisition of cultural property by cultural goods by questioning the provenance of objects in its collections.

- MEG has optimized the **management of intellectual property** by verifying the compliance of copyrights in current and future partnerships.
- The institution collaborated with WIPO to develop and apply the principles of **cultural property and indigenous peoples' cultural rights** for each project involving project involving co-construction with representatives of the source communities in relation to The institution has collaborated with WIPO to develop and apply the principles of cultural property and indigenous peoples' cultural rights for each project involving co-construction with representatives of the source communities in relation to objects from the MEG collections.
- MEG has appointed a **CSR coordinator** to steer and coordinate organisational social responsibility (OSR) within the institution.

The budget

- The institution applies ethical principles in the management of its budget through **transparency** in its activity report, which is available online.

Responsible purchasing

- Purchases made directly by MEG outside of public contracts meet the following criteria according to the **5Rs cycle**: reuse, repair, recycle, reduce give up.
- A **dashboard for consumables, waste and energy** allows us to monitor consumption and manage it responsibly through the use of indicators. indicators.
- Monitoring indicators related to **responsible digital technology** will allow to follow the evolution of practices and adjust them if necessary.
- The MEG Café uses products with local labels (**GRTA label**) and participates in the annual and participates each year in the Taste Week.
- MEG has integrated in March 2023 a binding **charter of social and ecological responsibility** into its calls for tenders and ecological responsibility **of the scenographies**: local suppliers, respect of the rights of materials, use of sustainable and local materials.
- MEG prefers to choose **companies** or organizations with a low carbon footprint.
- An **eco-responsible purchasing manual** and a procedure for finding suppliers who respect CSR principles are available to MEG employees.

The quality

- In the selection of the scenographer for the exhibitions, the evaluation criterion concerning the eco-responsible aspect is **weighted at 20%**.
- MEG **optimizes** its **purchases** to make them sustainable: calls for tender, price renegotiations, analysis of the price renegotiations, analysis of the quality-price ratio, pre-purchase tests, testing of technical equipment, etc.
- MEG is internationally recognized and has received **numerous awards** (Red Dot Design Award 2015, Multi-Media Art Innovation Award 2015 European Museum of the Year Award EMYA 2017, IDA Design Award 2019, etc.).
- The institution considers all human rights in its operations of the City of Geneva's **HR policy**, which is very committed to taking these of these aspects.
- The materials are valorized within the framework of the **social and solidarity economy**: elements made by associations, schools, donations to other organizations, collaboration with the with the association Matériuum, reintegration of people into professional life, etc
- The **circular economy** is applied in various fields, for example by working with eco-responsible providers and/or suppliers, developing sharing, lending, renting, extending the duration of use, recycling and valorization of materials and materials and equipment.
- MEG designs its cultural offer (exhibitions, mediation program, etc.) in an **ecological**
- The museum ensures that its suppliers are not only **environmentally friendly** but also respectful of the **health** of the population.

- The Museum ensures that its suppliers and service providers **respect human rights** through the City of Geneva's purchasing office.
- MEG is **prepared to deal with any risks** it may face: fire, weather, intrusion, civil unrest, terrorism, hacking, building failure, epidemic risks, and regular training is organised for its staff: PBC (Protection of Cultural Assets) rescue plan, crisis unit, etc.
- MEG has implemented **the 5Rs principle** (Reuse, Repair, Reduce, Recycle, Renounce) in **all areas** of the institution.