

PILLAR 4 MEG SOCIETAL COMMITMENT

Actions taken

Territory

- The institution promotes **sustainable development** to the public and in particular to the young generations (future and young parents, primary and secondary schools, awareness generations (future and young parents, primary and secondary schools, awareness raising for the general public through public through the themes of the activities).
- The MEG has a **policy of educational partnerships** with the schools of the canton of Geneva. schools in the canton of Geneva.
- The organization interacts with the populations of its **territory** (service providers, hiring of The organization interacts with the populations of its territory (service providers, hiring of people in reintegration, contribution to the social and solidarity economy, etc.).
- The MEG co-organizes guided tours in Geneva around monuments in the public space highlighting controversial historical figures.

Stakeholders

- The MEG has developed a vast network by collaborating with some fifty **local cultural partners**.
- The organization regularly exchanges with its **external stakeholders** (suppliers and suppliers and subcontractors, users, other city departments, other cultural institutions, local cultural institutions, local actors).
- MEG stimulates its relations with external stakeholders. Depending on the project, its nature and nature and scope of the project, the stakeholders can be informed, consulted or consulted in (**co-construction, co-decision**).
- MEG **sensitizes** and engages its external stakeholders in writing in a process of sustainability and sustainability and social responsibility.
- The Museum **interacts** extensively with local populations (use of local service providers, development of employment employment, contribution to the social and solidarity economy, etc.).
- The organization supports **local professional artistic creation** by providing and resources, providing specific financial support for creation, organizing events with local by organizing events with emerging local artists.
- The Museum exploits its **tourist** and economic **potential** by distinguishing itself through its sustainable approach and developing its offer in an ecologically and ethically sound manner. ecological and ethical level.
- The Museum integrates societal themes into its **artistic** and cultural **programming** whether in exhibitions, library activities, performing arts, workshops projections, visits, conferences or debates.
- The MEG is **anchored in the territory** by collaborating with local service providers in almost all its fields of activity: mediation, exhibitions, exhibitions, conferences, lectures and debates.
- The MEG is anchored in the territory by collaborating with local service providers in almost all its fields of activity: cultural mediation, exhibitions, communication, etc.

- MEG is a department of the City of Geneva. It evolves in a political **context that is globally committed**: Long-term climate strategy of Switzerland, Cantonal climate plan 2030, Municipal Climate Emergency Strategy of the City of Geneva, Climate Action Program and Environment (PACE) of the DCTN (Department of Culture and Digital Transition).
- MEG has drawn up a Charter for **the Social and Environmental Responsibility of its Exhibitions** (CRESE) for its stakeholders.

Communication

- The Museum **communicates** daily **with its public** via its social networks, its website its social networks, its website, its newsletters, its network of ambassadors, its ambassadors, its relay partners, the media and its advertising campaigns.
- The organization communicates on its **social and environmental responsibility** actions.
- The Museum has implemented an efficient internal communication system with the **almost daily relay** of information on the life of the organization. information on the life of the institution.

Decolonization

- MEG **co-constructs** its knowledge with indigenous peoples and local communities in the communities in the context of the development of its exhibitions or research on its collections.
- MEG has identified objects in its collections whose export or acquisition was questionable. The **context of their provenance** is being examined in order to link them to their to their communities of origin.
- MEG has adopted a **decolonial collection management policy** that consists of The MEG is adopting a decolonial collection management policy that consists of collaborating with the culture bearers concerned.
- MEG has entered into a **partnership** with the Indigenous Peoples and Minorities Section of the of the Office of the United Nations High Commissioner for Human Rights, which carries out various activities in favour of indigenous peoples in order to empower them to promote and protect their promote and protect their rights
- MEG is a **partner of WIPO** (World Intellectual Property Organization) which promotes the protection of traditional knowledge and traditional cultural expressions.
- The MEG **listens to the demands of indigenous populations** to make its exhibitions evolve its exhibitions according to the status of the objects (sacred objects, secret objects status of living beings, human remains, ...): request to remove objects from the exhibitions, request for return, etc.

Wellness

- MEG organizes **yoga sessions** for its public and staff in ist permanent exhibition space.
- MEG has installed a **sound gallery** in the Foyer of its public building (1st basement) and invites an artist each year to create sound pieces inspired by its International Popular Music Archives (AIMP).
- The MEG proposes a **musical awakening** for the youngest and their companions in the heart of its permanent in the heart of its permanent collections.