

University of Cambridge Museums Environmental Sustainability Strategy and Action Plan 2018-22

Updated: January 2019

This document sets out the University of Cambridge Museums' (UCM) approach to increasing its environmental sustainability.

The [University of Cambridge Environmental Sustainability Vision, Policy and Strategy](#), launched in 2015, frames the work of the UCM. The Policy states:

'The University of Cambridge is committed to making a positive impact through outstanding environmental sustainability performance'

The University, and UCM as part of the University, will comply fully with environmental legislation and officially approved codes of practice, and will make continued efforts to reduce its environmental impact through the implementation of an Environmental Strategy which sets out a range of underpinning principles, priority areas, key impacts and supporting approaches, including:

Underpinning principles

- To build on academic excellence to enable positive change through research, knowledge-transfer, learning and education
- To maximise the wider positive impact of the University's environmental sustainability actions at local, national and international level through communication, collaboration, partnership
- To create a culture where the University community is engaged, empowered and supported in improving their personal and collective environmental sustainability practices
- To protect and enhance the natural environment by reducing our direct environmental impact.

Priority areas

- Reduce carbon emissions
- Positive impact through teaching and research
- Conserve natural resources.

The University's multi-step Environmental Strategy covers the management of; energy and carbon, water and waste; biodiversity and ecosystems, sustainable procurement; construction and refurbishment; travel; and environmental sustainability in teaching and research, and in partnership and engagement.

An Environmental Sustainability Strategy Committee provides strategic oversight of the University's commitment to environmental sustainability, with the implementation of the Strategy coordinated and undertaken by the Environment and Energy Section with the University's Estate Management Department. The University's Environment and Energy Section distributes a monthly sustainability newsletter, *Greenlines*, keeping University stakeholders informed. Bi-annual reports on key performance indicators are presented to the Committee, with performance benchmarked annually against national and international peer institutions.

The University's environmental management system (EMS), based on ISO 14001, strengthens the management of environmental issues throughout the University. The EMS is externally certified under the EcoCampus scheme and achieved the Silver Award level on 14 April 2016. The University runs a number of incentivisation programmes to encourage departments and staff to reduce their environmental impact including: Energy and Carbon Reduction Project; Electricity Incentivisation Scheme; a water conservation programme; and the University Travel Plan.

The whole University community is encouraged to take part in green initiatives through the 'Cambridge Green Challenge'. As part of this the University runs an annual Switch Off Week each year, working with staff, students and visitors to encourage efficiency and reducing waste through switching off unnecessary electrical equipment.

The UCM within the University's strategy

As part of the University, the UCM participates in, and contributes too, university-wide sustainability initiatives as outlined above. The work of the UCM is also framed by the UCM's own strategic priorities, expressed in the Strategic Framework:

Our Audiences: We remove barriers and stimulate curiosity, making people feel welcome and enabling them to access, engage, participate in and influence our work.

Our Communities: We strengthen and enrich communities and enable people to have greater opportunities to participate equally in society.

Our Organisations: Our staff are skilled and knowledgeable, collections are well cared for, organisations are appropriately resourced, sustainable, well governed and we have effective and mutually beneficial partnerships.

Our Excellence, Leadership & Reach: Our exceptional collections, Research, programmes and practice enable the UCM to have local, regional, national and global reach and impact.

UCM Environmental Sustainability Priorities 2018-22

In response to both the University's and the UCM identified priorities, the UCM has adopted the following priorities for its own sustainability work:

- A: Improve the environmental sustainability of our buildings, and work with partners inside and outside the University to encourage research into museum and heritage building environments which addresses environmental issues and reduces carbon footprint
- B: Contribute to raising awareness and understanding of environmental issues
- C: Encourage and enable staff and visitors to reduce their environmental impact
- D: Provide leadership and advocacy within the Museum sector for environmental sustainability.

UCM have adopted the University Museum Group Environmental Principles based on Bizot Group principles for environmental standards for exhibition loans. The Bizot Group agreed the updated Bizot Green Protocol in 2015.

As of April 2018, museums are recognised internationally as playing a key role alongside a broad range of stakeholders in ensuring Action for Climate Empowerment in the [Paris Agreement Work Programme](#).

UCM works in partnership with Julie's Bicycle, a London-based charity which monitors our environmental data and supports the arts and heritage community to act on climate change and environmental sustainability.

In November 2018, our innovative programming around climate change and its impact was highlighted in the [Sustaining Great Art and Culture](#) report by Arts Council England and Julie's Bicycle. Our Green Museums strand, originally a series of blog posts and web resources, has been developed in 2018 into Operation Survival, a live-action adventure game across four of the museums. The game, developed in partnership with Fire Hazard Games, challenges teams of players to compete to crack puzzles and clues in the galleries via a digital app, against the backdrop of environmental crisis.

We continue to raise the profile of environmental issues in our gallery spaces. The Climate Hack event in January 2018 piloted a rapid-prototyping method, in which teams of makers, digital specialists, storytellers and activists created prototype displays and interactives that explored climate change issues in four of our museums.

UCM Environmental Sustainability Action Plan 2018-22

The UCM Environmental Sustainability Action Plan identifies how the UCM will deliver on these four priorities over the period April 2018-March 2022. The Plan should be read alongside the UCM Activity Plan 2018-22, which shows these activities in the wider context of the UCM's work, and fully details annual targets.

The CMSG, with the support of the UCM Team, will review the plan annually and progress reported as part of the annual reporting cycle.

Year to Date Progress, January 2019

The UCM has delivered a range of programming around environmental issues, including 2 Facebook Live streams celebrating Green Great Britain Week (October 2018) and the Operation Survival digital adventure game (see above, 8.2). MAA's redeveloped Pacific Currents displays (completed in June 2018) highlight environmental challenges in the Pacific.

UCM Environmental Sustainability Action Plan 2018-22

| | Objectives | SMART measures | baseline | Lead |
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| A: Improve the Environmental Sustainability of our buildings | | | | |
| Env A1 Goal 3 | Monitor environmental impacts of our organisations using the IG Tools and of visitor travel to our museums | Working in partnership with University's Environmental Office, energy and water usage measured for each venue and submitted annually to IG Tools Waste figures submitted annually to IG Tools, in consultation with the University's current waste provider Use audience research to monitor visitor travel 3% increase in sustainable travel annually | Visitor travel 2016-17: 52% foot or bicycle, 34% public transport | UCM Programme Coordinator, in partnership with Environmental Office lead |
| EnvA2 Goals 1 & 3 | Museum redevelopments improve the environmental sustainability of our museums | Redevelopment of Museum of Zoology results in ongoing reduction in electricity usage 40% per year, with CO ₂ emissions reduced by 25% 'Green Roof' on Museum of Zoology provides habitats on at least 30% of the available roof area; habitats support at least 5 priority species identified in the Cambridge City Nature Conservation Strategy (opening 2018) Fitzwilliam Museum Masterplan includes feasibility study into improving environmental impact with the aim to be carbon neutral despite substantial growth in museum area Improved environmental conditions in MAA's newly displayed top floor Archaeology Gallery (2018) | (baselines and monitoring takes place within individual museums) | Leads for individual museums |
| Env A3 Goal 3 | Carry out planning for future organisational change and increased sustainability | Environmental sustainability is embedded as a core principle in the UCM Strategic Plan 2016-21 (reviewed annually) Assess and review external influencing factors and opportunities, including environmental policy, through annual PEST analysis review | UCM Strategic Plan and PEST 2016 | CMSG with Head of UCM Programmes |
| B: Contribute to raising audience awareness and understanding of environmental issues | | | | |

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| Env B1 Goal 1 | Our diverse, ambitious and multidisciplinary exhibition programme includes exhibitions that explore environmental themes | <p><i>Arctic Ice Melt</i> environment-themed exhibition at Polar Museum, Winter 2019</p> <p>BG new display about pollination in managed environments (2018-19); and crop plant diversity and food security (2019-20)</p> <p>FM: <i>Eat, Feast, Fast</i> exhibition (November 2019 – April 2020) includes exploration of food security</p> <p>Redevelopment of Pacific displays (MAA) explores themes of environmental change and its human impact (completed 2018)</p> <p>Museum of Zoology, Sedgwick Museum, MAA and Museum collections continue to be an important resource for Climate Change research</p> | | |
| Env B2 Goal 1 | We deliver diverse programmes that enable audiences to engage with environmental issues | <p>Deliver events exploring and debating environmental issues, building on Green Museum model (2 events in Years 1 and 2, 3 events in each of years 3 and 4)</p> <p>Develop new partnerships within and outside the University, enabling diverse views on environment</p> <p>Deliver Operation Survival adventure game and explore potential for annual reruns</p> <p>A second ClimateHack (or similar) builds on 2018 event to engage people in new ways with climate change and the Polar Museum collections and research (2019)</p> <p>Participate in annual Green Great Britain Week</p> | 2 events during 2017-18 | <p>UCM Engagement Coordinator with UCM Team</p> <p>Leads for individual museums</p> |
| C: Encourage and enable staff and visitors to reduce their environmental impact | | | | |
| Env C1 Goal 3 | Encourage sustainable travel to our venues and programmes | <p>UCM marketing material include information about public transport and about cycling routes and cycle parking (reviewed annually)</p> <p>UCM website contains information about sustainable travel to UCM venues and events (2019)</p> | | UCM Marketing & Communications Coordinator |
| Env C2 Goal 3 | Encourage and enable staff to reduce their own environmental impact | The museums are active participant in university-wide environmental sustainability incentivisation initiatives, including Green Challenge and Travel Scheme (4 initiatives per year) | Ongoing participation | Individual museum leads |

| D: Provide leadership and advocacy within the Museum sector for environmental sustainability | | | | |
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| Env D1 Goal 1, 3 and 4 | Continue to be signatories to UMG Environmental Principles | <p>Ensure all UCM Museums are aware of UMG Environmental Principles</p> <p>Keep loan conditions under review to ensure they meet these principles</p> <p>Consider environmental impact of incoming loans, procurement and other aspects of programme</p> <p>Provide support to other museums developing environmental principles and policies</p> | <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> | <p>Head of UCM Programmes and UCM Team</p> <p>Individual Museum registrars and collections managers</p> <p>Head of UCM Programmes</p> |
| Env D2 Goal 3 | Share best practice with the wider sector through conferences, blogs and sector publications. | <p>Maintain and develop Green Museums blog strand relating to environmental issues</p> <p>Encourage and support individual UCM to contribute to conferences on this theme</p> | <p>3 blogs a year</p> <p>As opportunities arise</p> | UCM Programme Coordinator |