



# Sustainability Ambassador Program:

## FAQs

### ***When does the Sustainability Ambassador Program start?***

The Sustainability Ambassador Program will officially begin on 1 January 2021, but you can register at any time.

### ***I am a cultural heritage professional/volunteer working at an institution and I want to be an Ambassador, how do I begin?***

Congratulations! The desire to make change is the first step to contributing to a better world. If you would like to become an Ambassador, the first step is to register your interest online at [kiculture.com](http://kiculture.com). Once you have registered, we will contact you to find out more about your institution's needs and next steps.

### ***I am a Private Practice/Freelance professional. Can I still participate?***

Yes. The program is open to all practitioners and professionals globally. The first step is to register your interest online at [kiculture.com](http://kiculture.com). Once you have registered, we will contact you to find out more about your needs and next steps.

### ***Do I need my institution's support and how do I get it?***

The Sustainability Ambassador Program requires your institution to officially participate. This includes a yearly contract and a subscription fee. If your institution is already committed to becoming more sustainable, you are in good shape! If your institution is hesitant to participate in the Program, we are here to help. Our "[Buy-in Guide: How to Get Your Institution on Board](#)" is designed to help answer questions and showcase the Program's benefits. Still need some encouragement? Ki Culture's Founder and Executive Director, Caitlin Southwick, is always happy to take meetings to discuss the benefits and reasons to enroll. Please contact us at [info@kiculture.com](mailto:info@kiculture.com) for help getting your institution's support.

***I am part of the upper management team at my institution and I want my institution to have an Ambassador Team. How do I begin?***

The first step is to recruit/appoint a Team Leader. The Team Leader can then register your institution at [kiculture.com](http://kiculture.com). Once they have registered, we will contact them to find out more about your institution's needs and next steps.

***Can I be an Ambassador on my own or do I need to be part of a team?***

Both are welcome! It is entirely possible to work alone, but usually after you start your colleagues will want to join in! If you continue as a single Ambassador, you are still not alone. You can connect with other Ambassadors in your area via your local Ambassador Network and monthly Regional Mentor calls. If you are a team, it is usually helpful to have a captain or two to attend these meetings and coordinate work within your institution.

***How much does the Sustainability Ambassador Program cost and where does the money go?***

The Sustainability Ambassador Program is offered for a subscription fee. The fee is determined by the operational budget of the institution. This money goes to the maintenance of the Program, including creating and updating the Ki Books, Regional Mentors, and providing support for institutions who cannot afford to participate.\*

*\*Graduates from the 2020 Ki Culture Professional Development course are eligible to receive an additional 10% discount off of the first year's subscription.*

|   | OPERATIONAL BUDGET (€) | PRICE MONTHLY (€) | PRICE ANNUALLY (€)* |
|---|------------------------|-------------------|---------------------|
| 1 | Private practitioners  | 25                | 250                 |
| 2 | < 30,000               | 200               | 2,000               |
| 3 | 30,000 - 100,000       | 240               | 2,592               |
| 4 | 1000,00 - 1,000,000    | 324               | 3,499               |
| 5 | 1,000,000 - 5,000,000  | 486               | 5,249               |
| 6 | 5,000,000 - 10,000,000 | 802               | 8,660               |
| 7 | > 10,000,000           | 1,443             | 15,589              |

\*SUBSCRIBE ANNUALLY AND RECEIVE A 10% DISCOUNT  
PRICES EXCLUDE 21% VAT, IF APPLICABLE. INVOICES ARE PROVIDED IN LOCAL CURRENCY. MODEL FOR SUBSCRIPTION COSTS AVAILABLE UPON REQUEST.

### ***What if my institution can't afford it?***

We offer sponsorships from larger institutions as well as grant writing support to find funds to include every institution in the program. Contact us at [info@kiculture.com](mailto:info@kiculture.com) to find out whether your institution qualifies for assistance.

### ***How long does the Program last?***

Each Ambassador (or Ambassador Team) makes a commitment of at least one year. There is no maximum commitment. Contracts for participation automatically renew annually unless terminated by the institution.

### ***What are the benefits of the Sustainability Ambassador Program?***

Many institutions have sustainability policies, but don't know how to implement their ambitions. Similarly, many cultural professionals would like to be more sustainable in their workplace, but don't know where to begin. The Sustainability Ambassador Program is designed to provide individuals and institutions with everything they need to achieve your sustainability goals. Ambassadors will benefit from step-by-step guidance and support to help them succeed, including easy to use tools, simple solutions, additional resources, regional mentorship, and a network of other Ambassadors committed to achieving sustainability.

### ***What additional information and resources are included in the Sustainability Ambassador Program?***

The Sustainability Ambassador Program includes:

- Introduction to Sustainability Ambassador Program
  - Sustainability in Conversation: How to communicate what you are doing to your peers and colleagues
  - Forming Your Team: A guide on how to create a Sustainability Ambassador Team at work
  - PR Kit: How to communicate your success to the outside world
  - Let's Talk about Climate: A guide to communicating about climate change
  - Social Sustainability Glossary
- Themed Ki Books
- Self-assessment forms (two per Ki Book)
- Regional Mentors and Ambassador Network
- Sustainability Ambassador Training Program and Accreditation
- Information and Resources
- Access to the Ki Culture network

### ***What's the difference between the Ki Books and the Sustainability Ambassador Program?***

The Ki Books are the step-by-step guides for how to implement sustainable actions at your institution. They are freely available online to download and use. The Sustainability Ambassador Program is the comprehensive support system to help you succeed. The Program gives you access to our Sustainability Ambassador Training Program, Ambassador Network and Regional Mentors, as well as additional tools and resources to help Ambassadors use the Ki Books to achieve their sustainability goals.

### ***What are the self-assessment forms for?***

Two self-assessment forms are provided with each Ki Book - a before and an after - to allow you to document your sustainability journey. We recommend that you fill out a self-assessment before and after each activity, as well as at the start and end of each year of the Program to help you track your progress internally. The self-assessment forms are also a great way to share your successes publicly. We provide a PR Kit to help you do this. We are always excited to share the great work of our Ambassadors!

### ***What is a Regional Mentor?***

A Regional Mentor is a local sustainability consultant who is there to answer your questions and help you find the right partners and resources to make your Program successful. They are the facilitator of your local Ambassador Network and host meetings and gatherings for Ambassadors in their area. They are also the connectors to the global Ambassador Network where they can share your progress and successes and find collaboration and partnership opportunities around the world.

### ***The Sustainability Ambassador Program includes access to the Ki Culture network. What does that mean?***

Ki Culture is an international non-profit organization based in the Netherlands. We work with partners on every continent from both within and outside of the cultural sector including the largest international organizations, institutions, corporate and nonprofit entities, individuals, and communities. We are happy to connect you to any of our partners to help with your research, programs, sustainability initiatives, or simply to expand your own network.

### ***What does the PR Kit include?***

The PR Kit includes everything that you need in order to communicate what you are doing to the outside world and showcase your successes - giving your institution a reputation for being sustainable and demonstrating your commitment to a sustainable future. The Kit includes a guide

to creating your PR strategy, templates for writing press releases, social media support, and examples.

### ***What is the Sustainability Ambassador Training Program and what is Accreditation?***

All Ambassadors are eligible to participate in the Sustainability Ambassador Training Program. Courses included in the Program are outlined below:

- Introduction to the Sustainability Ambassador Program
- How to Use the Ki Books
- How to get the most out of your Regional Mentor and Ambassador Network
- Introduction to Tools and Resources
- How to get started at your institution
- Ki Culture Professional Development series:
  - Introduction to Sustainability
  - Energy
  - Waste and Materials
  - Social Sustainability

Ambassadors who participate in the entire training series and implement one action from the Ki Books - measured by the completion of self-assessment forms (one before and one after) and a written case study - will become a Ki Culture Accredited Sustainability Ambassador.

Accredited Ambassadors are required to continue participating in new courses annually in order to maintain their accreditation.\*

Institutions can become Accredited if they have at least one Ki Culture Accredited Sustainability Ambassador and have been participating in the Program for at least one year.\*\*

*\*If an Accredited Ambassador at an institution leaves, the institution can retain their Accreditation as long as they have a new Ambassador who obtains Accreditation within six months after the first Ambassador leaves.*

*\*\*New courses will be developed annually in relation to new themed Ki Books or updates on existing Ki Books.*

Still have questions? Feel free to contact us at:

[info@kiculture.com](mailto:info@kiculture.com)