



Sustainability Ambassador Program

1. INTRODUCTION

Today, the world faces an unprecedented series of challenges: climate change, social injustice, loss of biodiversity, and increasing forced migration and refugees. The United Nations created a framework to address these issues in their Agenda 2030 “Transforming our World” which includes 17 Sustainable Development Goals (SDGs) to create an equitable and sustainable future. However, incorporating these goals on a global scale and engaging the public has proven difficult. With “fake news” and distrust in governments, the capacity to implement the SDGs has fallen short.

One resource that has been overlooked is that of the cultural sector. Museums and cultural institutions are inherently trusted sites of knowledge which present facts and truths. This offers a unique opportunity to effectively educate the public on sustainability by utilizing collections to create empathy amongst visitors, to generate understanding, and provide solutions. The transition to a sustainable future requires a change in perspective. Culture can help achieve this, however the sector first needs to educate itself.

2. BACKGROUND

Cultural professionals have the desire to be sustainable. However, as practitioners, academics, and researchers, we are not trained how and it is often overwhelming to figure out where to begin.

Ki Culture brings sustainability to culture by fostering cross-sectoral cooperation and partnerships, providing tools and resources, and uniting the sector to work together to find solutions.

2.1. RESEARCH

Surveys, focus groups, and interviews with key stakeholders have demonstrated an intention to shift to sustainable practices but a lack of knowledge. Many institutions include sustainability in their policies, and international organizations have created committees or working groups to address the issues. However, there appears to be a lack of information about basic sustainability,

including energy consumption or alternative options. In one of the surveys, respondents were asked what kind of tools would be helpful (Graph 1).

In another survey respondents were asked if they, or their institutions, were interested in participating in a pilot program for sustainability. 100% said yes.



Graph 1: Survey results on what tools practitioners would like to see from Ki Culture

Ki Culture designed the Sustainability Ambassador Program to provide a wide range of requested resources and a comprehensive support system to implement them. This Program is based on successful models from inside and outside the sector, including Sustainability in Conservation (SiC)'s Student Ambassador Program, The Broadway Green Alliance's Green Captains Program, and other universities, businesses, and youth groups.¹

Another similar model is the Aquarium Conservation Partnership (ACP), which has successfully shown that this type of network and collaboration can drive change at institutions, in communities, and at policy level.² Collectively, the ACP has been able to influence vendors and caterers, focusing on reducing plastics. They persuaded vendors to change plush toys from being filled with virgin plastic beads to recycled plastic and are now asking for biodegradable materials. The ACP committed to a plastic straw ban, which the NYC Aquarium then brought to local businesses and were able to get 120 restaurants and bars to join. They leveraged this momentum to get a bill in front of the city council to ban plastic straws city-wide.

¹ <https://www.sustainabilityinconservation.com/student-ambassador-program>
<https://www.broadwaygreen.com/green-captains>

² The ACP is a coalition of aquariums across the United States who have joined forces to implement sustainable practices.

2.2. SILOS AND BOTTLENECKS

One major bottleneck between sustainability and the cultural sector is the lack of expertise in the field. We tend to look internally to solve issues, forming internal committees and working groups run on a voluntary basis by cultural professionals. Ki Culture's Sustainability Ambassador Program aims to solve these issues by bringing in dedicated sustainable development experts and climate scientists to work with and translate sustainability into comprehensible and cultural sector specific content.

3. PROGRAM OBJECTIVES

The Sustainability Ambassador Program teaches cultural professionals how to be sustainable. Focusing on practical action, the Program gives opportunities to professionals who are already interested in becoming more sustainable and creates an influential community of leaders to drive transition at all levels. From grass-roots to top-down, the Sustainability Ambassador Program enables professionals to foster sustainability within their organizations and globally; inspiring colleagues, encouraging partners, and drawing the attention of other sectors and policy makers. Expertise and knowledge from a diverse range of specializations is used to find comprehensive and diverse solutions specifically for the cultural sector.

Program objectives:

- Show practitioners how to be sustainable.
- Empower practitioners at any level to incorporate sustainability into their everyday work.
- Build awareness and facilitate action.
- Enable practitioners to think critically and integrate a sustainable mindset into their profession.
- Promote international collaborations and sharing of information.
- Create an international network of engaged and inspirational individuals.
- Publicize sustainable practices, demonstrating the sector's commitment and action to the public.
- Leverage the sector's momentum and influence to inspire global change.

4. STRUCTURE OF THE PROGRAM

The Sustainability Ambassador Program provides practical tools and solutions, as well as a dynamic support system for putting sustainability into action. Steps to action are outlined in themed Ki Books, whilst the Program itself provides additional tools and resources to help implementation.

4.1. KI BOOKS

Each Ki Book offers step-by-step guidance on how to make your organization more sustainable. The content for the Ki Books is created collaboratively from existing knowledge with experts from various sectors, including indigenous communities, green engineers, climate scientists, museum professionals, and sustainability specialists. Contributors work together to create the content of the Ki Books which then undergo a rigorous editing and review process.³ The Ki Books are designed to be universally implementable, by any professional, anywhere in the world, in any capacity. Each Ki Book focuses on one specific theme, with a range of activities.

Themes include (year of release):

- Energy (2021)
- Materials and Waste (2021)
- Social Sustainability (2021)
- Exhibitions and Collections (2022)
- Education and Outreach (2022)
- Indigenous Relations and Traditional Knowledge (2022)
- Water (2022)

Each Ki Book includes practical instructions, case studies, and resources, as well as both simple and ambitious strategies for action. Activities start simple and work their way up - from posting energy saving stickers around the office to building retrofits and converting to renewable energy. Information is updated annually and successes shared. The Ki Books will be open source and available online in English. Other languages can be made available upon request.

4.2. SUSTAINABILITY AMBASSADOR PROGRAM

The comprehensive Sustainability Ambassador Program supports the implementation of activities from the Ki Books. The Program includes additional tools and support from Ki Culture's network, partners, and local specialists.

The Sustainability Ambassador Program includes:

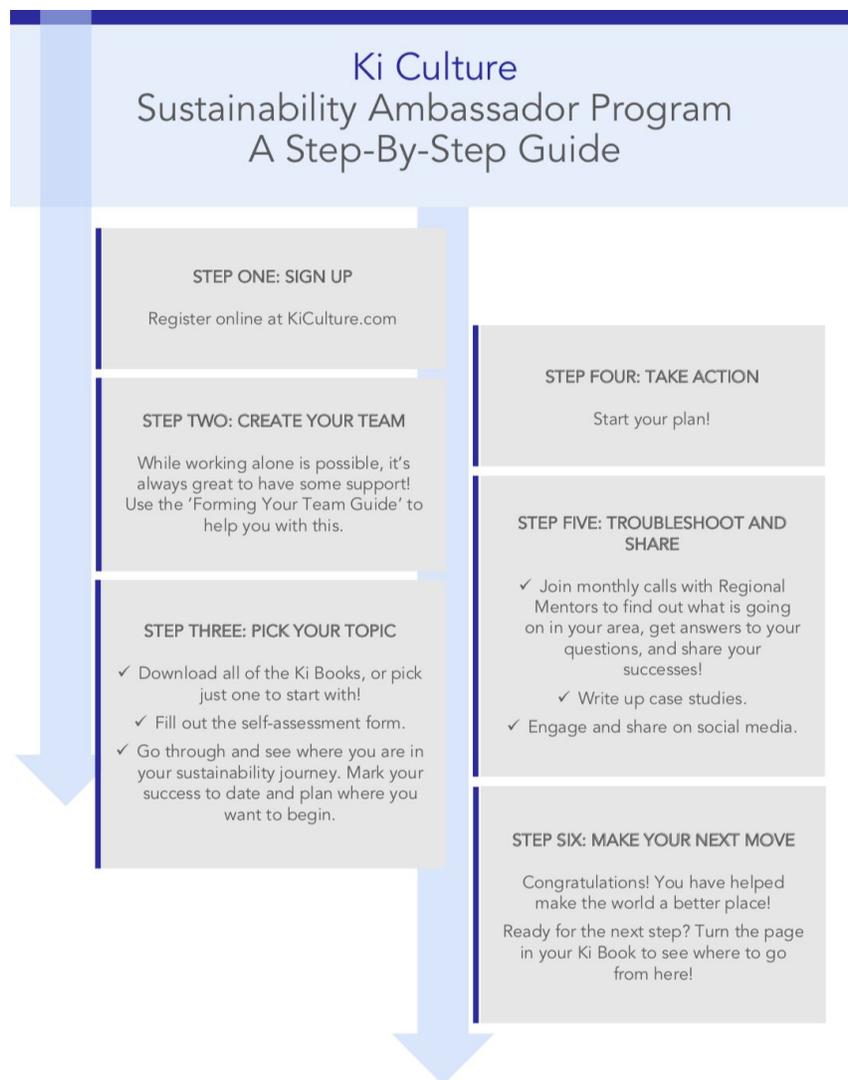
- Introduction to Sustainability Ambassador Program
 - Sustainability in Conversation: How to communicate what you are doing to your peers and colleagues
 - Forming Your Team: A guide on how to create a Sustainability Ambassador Team at work
 - PR Kit: How to communicate your success to the outside world

³ Edits and evaluations are conducted by expert advisors and focus groups.

- o Let's Talk about Climate: A guide to communicating about climate change
- o Social Sustainability Glossary
- Themed Ki Books (4.1.)
- Self-assessment forms (two per Ki Book)
- Regional Mentors and Ambassador Network (4.2.1.)
- Sustainability Ambassador Training Program and Accreditation (4.2.2.)
- Information and Resources
- Access to the Ki Culture network

Success and progress is profiled on the Ki Culture website, newsletter, and social media to share best practices and inspire others.

Participation is open to any institution. Participants can enroll as an Ambassador or an Ambassador Team. Each Ambassador (or Ambassador Team) makes a commitment of at least one year. There is no maximum commitment. Process for participation in the Ambassador Program is outlined in the following infographic:



4.2.1. REGIONAL MENTORS

Regional Mentors are local experts who host monthly calls for Ambassadors in their area to share successes, provide support, answer questions, and connect with local partners, specialists, companies, and resources. This monthly call gives Ambassadors the opportunity to connect with their local Ambassador Network, to solve regionally-specific problems, as well as inspire and encourage colleagues.

4.2.2. ACCREDITATION AND TRAINING

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.*

5. SUBSCRIPTION COSTS

The Ki Books will be free, open-source, digital resources that are available for download from the Ki Culture website from January 2021. The dynamic Sustainability Ambassador Program, which supports the implementation of the Ki Books, is offered for a monthly subscription fee.

	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.

Participation costs are tailored to the capacity of the institution, calculated based on the operational budget. Institutions that are unable to pay for participation may be offered sponsorship or grant-writing support.

Subscription includes:

- Full access to Sustainability Ambassador Program tools and resources (4.2)
- Eligibility for Accreditation as an institution

Revenue from the Sustainability Ambassador Program finances:

- Update and continued development of Ki Books
 - Additional themes
 - Specializations
- Remuneration for Regional Mentors
- Support and development of other Ki Culture programming and resources

Contracts for the Sustainability Ambassador Program are required for all participants. For full terms and conditions, please contact Ki Culture at info@kiculture.com.

To register please visit our website: www.kiculture.com