

## **OUR ECO-FRIENDLY PRACTICES**

**List of specific actions implemented on a daily basis and adopted within the framework of the exhibition *reGeneration*<sup>4</sup>**

# Declaration of intent

The exhibition *reGeneration*<sup>4</sup>, the last one organized at the Musée de l'Elysée before it closes, provides the opportunity to take stock of current thinking about our everyday practices. Even if some actions to promote sustainable development are already part of these practices, it is of utmost importance today to think about the ways in which we work and to assess them in order to improve them and to produce eco-designed exhibitions after the move to PLATE-FORME 10. Likewise, each eco-responsible action carried out during the production of *reGeneration*<sup>4</sup> will be carefully documented in order to assess its ecological impact and to allow us to pursue realistic work improvement strategies in the future.

By adopting these practices and as a symbolic gesture of this first step towards our eco-responsible approach, the Musée de l'Elysée plans to plant a native *reGeneration* tree in its gardens.

**Our aspirations** – the regeneration of our environment; the implementation of sound practices within our team and with our partners; the diffusion of knowledge of the appropriate actions to be adopted; efficient, balanced and responsible management of our resources and our work.

**Our vision of the museum** – a public service whose core consists of its visitors; a forum for exchange, sharing and innovation; a site devoted to experimentation with and dissemination of new practices; a committed, responsible, exemplary, curious and comprehensive player who gives priority to artistic quality; a mirror of contemporary society and its major concerns.



# Our actions

## HOW THE INSTITUTION WORKS

### Administrative management

- Insofar as possible, avoid printing work documents or reduce their size;
- Use recycled paper for all routinely used printed materials. Non-recycled paper, whose conservation is more sustainable, is only to be used for documents to be archived;
- Rationalize the use of energy resources and digital storage;
- Use environmentally-friendly consumables and cleaning products.

### Partners and service providers

- Share our list of actions in the appendix of our contracts with all of our partners and service providers;
- Initiate a discussion with our cleaning and maintenance service on the use of environmentally-friendly products and materials.

## PRODUCING THE WORKS

### Photographic prints

- Make prints at the exhibition site in order to limit transportation;
- Give preference to local printers in order to limit transportation;
- Whenever possible, give priority to in-house printing at the Musée de l'Elysée;
- Share our list of actions with service providers upstream of all services, and give precedence to those that adhere to these principles and that take an eco-responsible approach:
  - Initiate a joint and forward-looking reflection about the choice of materials for the purpose of preventive conservation;
  - Advocate the use of environmentally-friendly inks;
  - Encourage the use of environmentally-friendly papers (local production (Switzerland & Germany); avoid chemical treatment of the water used to produce paper; use FSC or PEFC-certified raw material; reduce CO2 emissions; choose electricity and natural gas over other sources of energy; etc.);
  - Accompany the printing process in order to find the best trade-off between environmentally-friendly production and the crucial need for conservation (choice of paper, ink, type of mounting).

### Framing

- Initiate a joint and forward-looking reflection about the choice of materials for the purpose of preventive conservation;

- Encourage the use of framing procedures that adopt the best compromise between presentation, preventive conservation and eco-design;
- Give priority to the use of recycled frames available to the Museum in order to scale back the production of new ones.

### Involvement of artists and partners

- Share our list of actions with both the artists and our partners and contribute to developing awareness about the ecological footprint linked to activities in the cultural sector;
- Encourage both artists and partners to contribute to this shared reflection by suggesting that they adopt the list of actions and contribute to its development.

## PRODUCING THE EXHIBITIONS

### Scenography and signage

- Within an experimental and forward-looking context, assess the eco-responsible measures that are part of the production process for the purpose of evaluating, communicating and developing them;
- Share our list of actions with service providers upstream of all services, and give precedence to those that adhere to these principles and that take an eco-responsible approach:
  - Advocate the use of environmentally-friendly paints;
  - For signage, encourage the use of an economical typeface;
  - Reuse the materials and furnishings from the displays.
- Whenever possible, upgrade and recycle waste materials from the exhibitions;
- Look for a compromise between the visitor's experience and eco-design.

### Travel for curators, artists and partners

- Encourage the use of transportation with a limited carbon footprint:
  - By limiting, whenever possible, the airplane travel of artists and curators, encouraging them to take trains;
  - By sharing the list of actions with all of our partners and patrons, encouraging them to use public transportation.

### Traveling exhibitions

- Make our partners aware of our approach by sharing the list of our actions with them prior to all projects;
- Encourage our partners to adhere to our policy concerning the travel of artists and exhibition curators;
- Initiate a joint reflection with our partner institutions that are host to our traveling exhibitions in order to limit, as much as possible, the transportation of original works that cannot be produced on site.

## CONSERVING THE COLLECTIONS

- Initiate a joint and forward-looking reflection about the choice of materials for the purpose of preventive conservation;
- Reduce and rationalize the use of conservation materials;
- Reuse scrap paper/storage boxes;
- Recycle conservation materials whenever possible.

## DIFFUSION

### The public & Outreach

- Explain our approach and raise the public's awareness:
  - By the creation of outreach content and the programming of educational and cultural actions that deal with the museum's eco-responsibility;
  - By the diffusion of this message via the museum's reception staff.
- Organize targeted events around precise issues:
  - Target the public: reduce the number of events but aim for more visitors;
  - Target programming and address a clearly defined global strategy;
  - Optimize communication (e.g., "the 1st weekend of each month", instead of "A guided tour on Saturday" + "A Sunday behind the scenes") to avoid the multiplicity of supports.
- Sustain existing partnerships;
- Extend actions developed for the exhibition to other occasions (e.g., reusing workshops and outreach support in the PhotoMobile by adapting them to the circumstances);
- Encourage the use and reuse of recycled, recovered and/or second-hand materials in the creative workshops;
- Use eco-responsible materials or a digital format for outreach supports (e.g., the discovery booklet for children made of recycled paper);
- Institute the reuse of printed outreach material that is returned at the end of a visit so that it can be used again (e.g., the guidebook to the exhibition *in situ* is deposited at the end of the visit in a box reserved for this purpose, to be used again by other visitors).

### Communication and editing

- Print exhibition flyers on recycled paper;
- Establish rational estimates when ordering printed catalogues.

## CAFÉ ELISE AND CATERING

### Catering/events

- Share our list of actions with caterers and suppliers upstream of all services, and give precedence to those that adhere to these principles and that take an eco-responsible approach:
  - Choose local firms with added social value that contribute to the improvement of the quality of life and to the economic and social development of the populations and territories impacted by the firm;
  - Use seasonal, local and fair trade products;
  - Avoid red meat or endangered fish species.
- Encourage the use of reusable cups and compostable or sustainable dishware;
- Whenever possible, set up a waste sorting system at exhibition openings.

### Café Elise

- Emphasize the eco-responsible actions of the Café Elise, already in place for several years now, and encourage their development:
  - Give priority to local producers and suppliers that normally (but not exclusively) propose certified organic and artisanal products;
  - Give precedence to minimal and/or eco-responsible packaging, while ensuring the highest standards of hygiene;
  - Encourage our customers and our associates to recycle packaging;
  - Pursue waste sorting (PET, cartons, glass, cardboard).
- Pursue and enhance the partnership approach undertaken with Opaline:
  - Through the distribution of a positive impact booklet;
  - Through the organization of a roundtable discussion to raise awareness about the challenges of sustainable development;
  - Through networking between the MEL and the company's partners committed to an eco-responsible approach.