

## **Sustainability Concept**

### **MAK – Museum of Applied Arts**

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#### **Our Commitment to Sustainability and Climate Neutrality**

The MAK is fully committed to sustainability and, to the full extent of its capabilities, to campaigning effectively to help overcome the general ecological and climate crisis. It communicates this commitment to its staff members, to its stakeholders, and especially to its Austrian and international visitors, both in the museum itself and in digital space. It makes this clear positioning the basis of fulfilling the museum's six functions of communicating, collecting, preserving, documenting, researching, and exhibiting. The MAK makes every effort to achieve climate neutrality as early as possible, at the latest by 2040.

#### **Fostering an Eco-Certification, Circular Economy, and Consciousness-Raising as a Mindset**

The MAK pursues a holistic eco-social approach that goes beyond climate neutrality and decarbonization. It focuses on protecting the biosphere and biodiversity, on preserving and restoring ecosystems, and on assuming social responsibility. A central concern of the museum is presenting complex eco-social questions in an understandable manner.

In addition the MAK commits itself to social sustainability and considers fostering inclusion and diversity to be an essential aspect of its work. Actively reducing barriers—physical, social, and structural—is a central goal. Diversity is not only recognized but consciously fostered and valued.

To this end, the MAK has developed the foundations of a new mindset that is continually supported by interactive programs. Training for staff members now more strongly emphasizes eco-social themes in order to actively instill sustainable, inclusive, and conscientious work habits.

#### **The Austrian Ecolabel for the MAK**

The Austrian Ecolabel firmly anchors sustainability in the MAK's structural organization. Applying wide-ranging criteria, the certificate ensures sustainable reduction of the museum's ecological footprint and, through regular follow-up controls, continually motivates us to do better.

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These controls include an annual accounting of the greenhouse gases emitted by the museum as well as of the precise measures being taken to reduce the same. A further central aspect is cementing strong partnerships with other organizations for whom sustainability is also a central concern. Such cooperations create synergies for further developing sustainable practices and bringing about long-term positive change.

### **A Circular Economy Approach and Sustainable Supply Chains**

Integrating a circular economy mindset into the museum's daily operations is essential in conserving resources, minimizing waste, and establishing sustainable processes for the long term. Transparent, sustainable supply chains are here essential, since they ensure that ecological and social standards are upheld. By cooperating with responsible partners who share the same values, the MAK is able to effectively realize and continually develop its strategy of sustainability. Such cooperations allow us to promote innovative solutions and make a positive contribution to eco-social transformation.

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### **Emphasizing Sustainability in Our Exhibition and Education Programs**

In its exhibitions and programs, the MAK continually addresses the general ecological and climate crisis as well as solutions thereto, through both permanent installations—such as the MAK Design Lab and the accompanying MAK Lab App—and special exhibitions, temporary projects, educational programs, and discussion formats.

A central concern of the MAK is encouraging designers, architects, and artists to engage intensively with the problem of sustainability and at the same time to promote social responsibility and sustainability in the socioeconomic and sociopolitical spheres.

In order to communicate such concerns to a wider public, the MAK offers a varied educational program in formats featuring age-appropriate, suitable topics for children, young people, and adults. These programs facilitate easily accessible engagement with ecological and social topics and foster a deeper understanding of sustainable developments.

### **Barrier-Free Visits**

Barrier-free access to the museum has been considerably improved by a barrier-free entrance at Stubenring 5. A new (wheelchair-accessible) elevator allows all visitors to access the Columned Main Hall, the MAK Design Shop, and the Restaurant Salonplafond from the cloakroom. All floors open to visitors on the MAK's main building and MAK exhibition building may be reached by elevator. As regards the museum's contents too, barrier-free access is the rule. A wide-ranging educational program is on offer and is continually being developed while at the same time fostering the inclusion of diverse communities.

