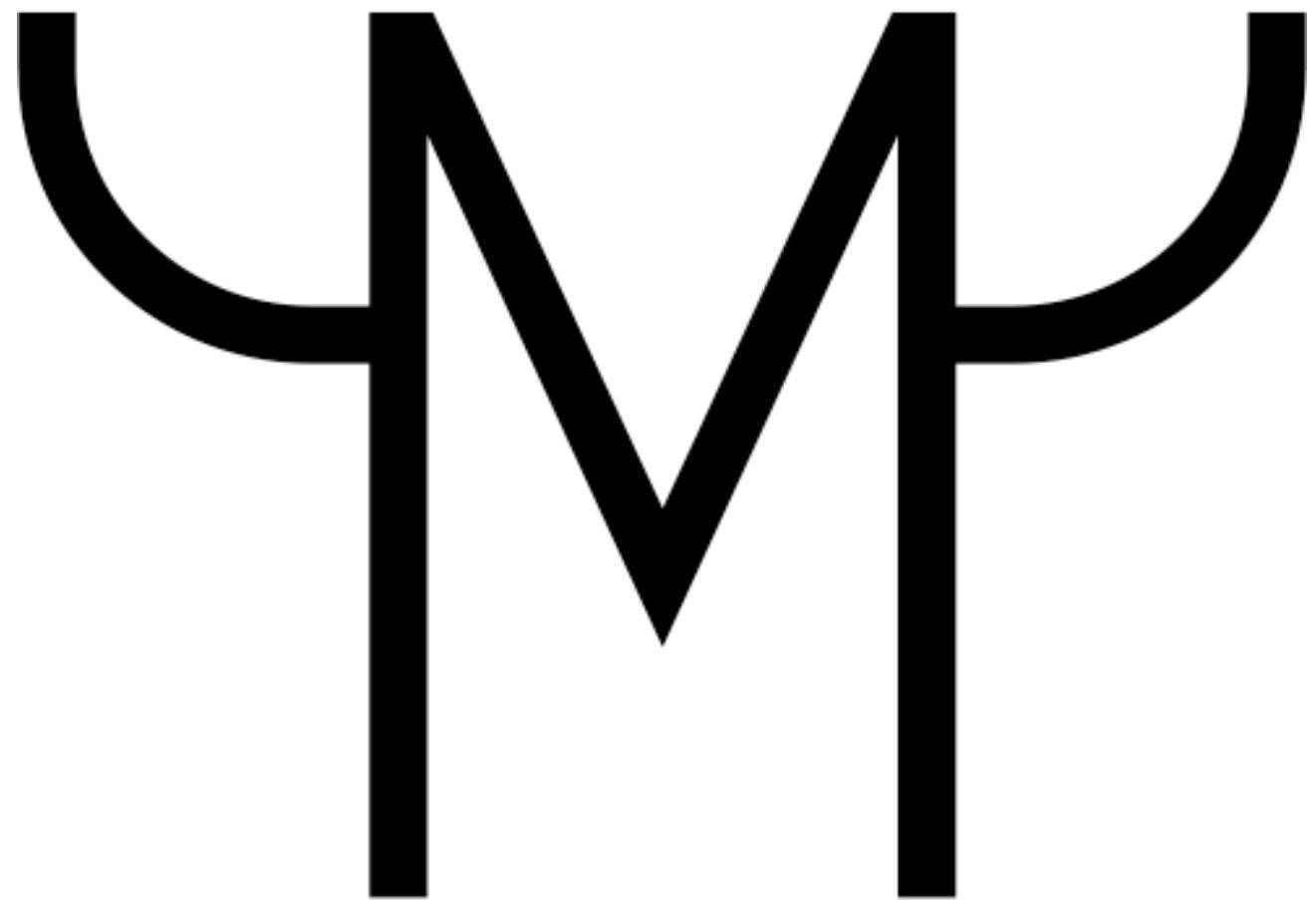


S U S T A I N A B I L I T Y
B Y D E F A U L T

T H E R I T E O F P A S S A G E



MUDEC

By:
Luca Barricelli
Renee Lavalle Lopez
Kirti Rankawat
Gianinna Spinzi



In cooperation with:
LePalette Collective

S
T
E
T
N
O
C

MUDEC: SUSTAINABILITY BY DEFAULT

MUDEC HERITAGE AND THE SUSTAINABLE DEVELOPMENT GOALS

MUDEC POSITIONING WITH THE SDGS

MUDEC VISITORS SEGMENTS AND THE SDGS

MUDEC MESSAGING : COMMUNICATION STRATEGY

MID TERM: VISITORS ENGAGEMENT WITH MUDEC FOR THE PEOPLE

MID TERM: CONTENT CREATION AND INTEGRATION (EXAMPLE: THE RITE OF PASSAGE)

LONG TERM: SUSTAINABILITY DISCLOSURES

MUDEC: SUSTAINABILITY BY DEFAULT

POSITIONING AND
VISITORS SEGMENTATION

MUDEC SDGS ROAD MAP



2015

Global Milan. The World Seen from Here (permanent).
This exhibition explores how different cultures interact and influence each other over time.
SDGs 4(.7) and 11(.4)



2019

It's Shoe Time!
offered a multimedia experience showcasing iconic footwear through the decades, from platform shoes of New York to Christian Louboutin stilettos
SDGs 4(.7), 9(.5) and 12(.2)



2020

MY BED IS A GARDEN - MI CAMA ES UN JARDÍN. The textiles of the women of Argentina's dry forest.
It sheds light on the artistic expression of personal space, identity, and nature
SDGs 4(.7), 5(.5) and 11(.4)

2021

A photography exhibition of refugees and asylum seekers, presenting stories that challenge stereotypes and promote inclusion.
SDGs 4(.7), 10(.2) and 16(.3)



May 2024

"Critical Minerals – Geography of Energy"
It examines the global shift to renewable energy and the essential minerals required, exploring the environmental, social, and geopolitical dimensions of this transition.
SDGs 7(.2), 13(.3) and 8



Sep 2024

The Deutsche Bank Artist of the Year 2023 award for La Chola Poblete
Focuses on colonialism, indigenous identity, and the empowerment of marginalized communities through her multidisciplinary art.
SDGs 5(.1), 10(.2), and 16(.3)

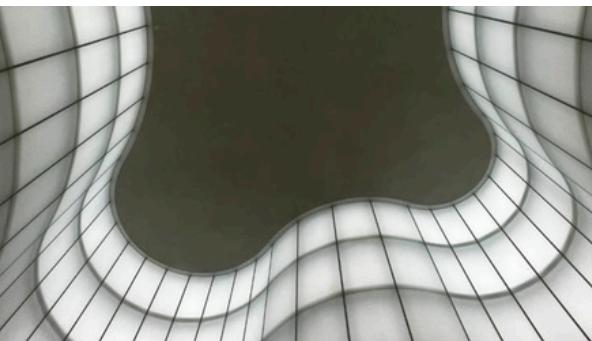


MUDEC HERITAGE AND THE SDGS

THROUGH VARIOUS ACTIVITIES AND INITIATIVES MUDEC HAS BEEN PLAYING A SIGNIFICANT ROLE IN SUPPORTING THE SUSTAINABLE DEVELOPMENT GOALS:



- Provides educational programs and workshops
- Vast collection of items dating as far back as 1200 BC
- Access to archives, research materials, and academic collaborations



- Redesign of unused buildings into a space for culture and education in an interactive community
- former industrial plant is now a masterpiece of modern architecture by Sir David Chipperfield

MUDEC POSITIONING AND THE SDGS



- Promoting understanding and awareness of different cultures
- Free admission to permanent exhibits
- Highlight contributions of women and marginalized groups in art and culture.

11 SUSTAINABLE CITIES
AND COMMUNITIES



- Space for culture, enhancing and safeguarding cultural and natural heritage,
- Making cultural experiences accessible to all
- Preserving and showcasing cultural heritage

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



- Strong commitment to sustainability practices across all areas that MUDEC offers
- Encourage sustainable tourism practices
- Use art to discuss climate challenges

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



- Celebrate local cultures and create inclusive spaces for dialogue
- Events or exhibitions addressing global challenges

MUDEC POSITIONING AND THE SDGS (CONT'D)

17 PARTNERSHIPS
FOR THE GOALS



- Global partnerships with other cultural institutions, artists, and educational organizations
- Strong commitment to achieving the SDGs and promoting culturally inclusive societies

Tourist: Domestic and international visitors exploring Milan cultural landmarks



Students and educators: School groups, university students and educators



Families: educational activities for different gen. (GenAlpha, X...)



Gift Shop Clients: Customers looking for unique gifts and souvenirs



Local residents: Individual and Families living in Milan and nearby areas



Art and culture enthusiasts: Individuals passionate about art, culture and history



Coffee Shop Clients: welcoming environment to have sustainable and ethically-sourced coffee and snacks



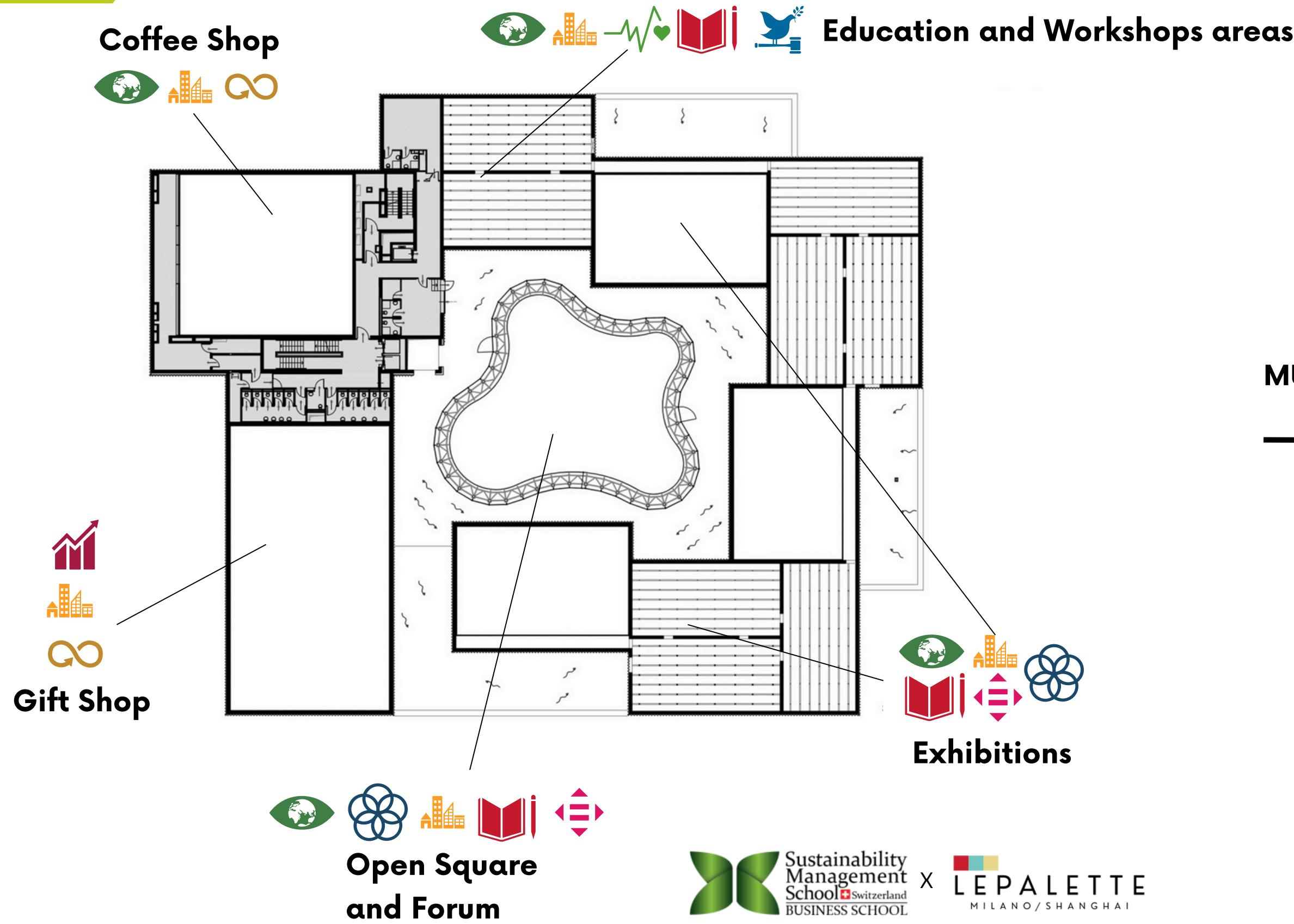
MUDEC VISITORS SEGMENTS AND SDGS

MUDEC: SUSTAINABILITY BY DEFAULT

CUSTOMER ENGAGEMENT &
COMMUNICATION STRATEGY

MID TERM

MUDEC AREAS OF ENGAGEMENT



OPEN SQUARE & FORUM

-  **Giving the choice** to visitors to not printing tickets and info material
-  **Interviews** at museum entrance/square:
 - What would you like to learn about the environment ?
 - What are the topics that you don't see represented enough about the environment?
-  Creating community "**Friends of the Mudec**"
 - Value tickets memberships (e.g., discounts for multiple visits to sustainability-related exhibits)
 - Monthly open forum in the Square (cooperation with BASE themes)

MUDEC FOR THE PEOPLE : ENGAGEMENT ACTIVITIES

EXHIBITIONS

-  Inviting to give **real-time feedback** at exhibitions
 - Interviews at the exit of exhibitions
 - Creating diaries, suggestion boxes, analogue installations (drawing, writing)
-  **Partnerships and loans** with other museums and Organisations for sustainability

COFFEE SHOP



Strengthen the identity of the coffee shop (cooperation with Nespresso):



- Informing boards on sustainable coffee consumption and plantations



- Choice of Fair Trade, Single Origin Certified coffee



- Training the staff in providing info about sustainable coffee to customers



- Focus on coffee-related interior design (real plants, coffee coloured palette)

GIFT SHOP



Promoting **sustainable consumption**:



- Developing a line of museums gifts with circularity criteria



- Supplier selection programme (materials, carbon footprints of the products)

WORKSHOPS



Promoting **sustainable living in Milan**:

- “How nature affects our mental health”
- “Understanding the SDGs”
- “Mending Clothes for beginners”

MUDEC FOR THE PEOPLE : ENGAGEMENT ACTIVITIES

MID TERM

CONTENT CREATION TIMELINE: VIDEO SUBJECTS

MONTH 1

MUDEC & CULTURAL HERITAGE: Permanent Exhibition & The Rite of Passage



Mudec Museum as a door to access cultural heritages that is protected and safeguarded

MONTH 2

MUDEC & ENVIRONMENTAL AWARENESS: Deloitte Photo Grant



“Critical Minerals – Geography of Energy” as narrative journey on the transformation in our global energy landscape towards renewable sources.

MUDEC MESSAGING : COMMUNICATION STRATEGY

MONTH 3

MUDEC & QUALITY EDUCATION: Mudec Podcast



Mudec Podcast as an innovative way to create accessibility to cultural heritage, art and creativity.

MID TERM

CONTENT CREATION TIMELINE: VIDEO SUBJECTS (CONT'D)

MONTH 4

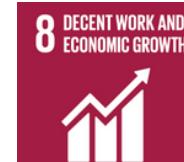
MUDEC & ARCHITECTURE INNOVATION: The Mudec Building



Mudec Museum and its location: integration in BASE, sustainable building and facility management, accessibility

MONTH 5

MUDEC & SUSTAINABLE CONSUMPTION: Nespresso Coffee Shop Quality Coffee



Coffee shop as a flagship of sustainable coffee consumption: transparent coffee origin and sustainable supply chain. (collab with Nespresso)

MUDEC MESSAGING : COMMUNICATION STRATEGY (CONT'D)

MONTH 6

MUDEC & LOCAL COMMUNITIES : Workshops for Equality & Inclusion



Mudec as a hub for cultural and gender Equality and Inclusions, creating and spreading awareness within local Milan communities

...MONTHLY RELEASES

MID TERM

CONTENT CREATION TIMELINE: A FIRST EXAMPLE

MONTH 1

MUDEC & CULTURAL HERITAGE: Permanent Exhibition & The Rite of Passage

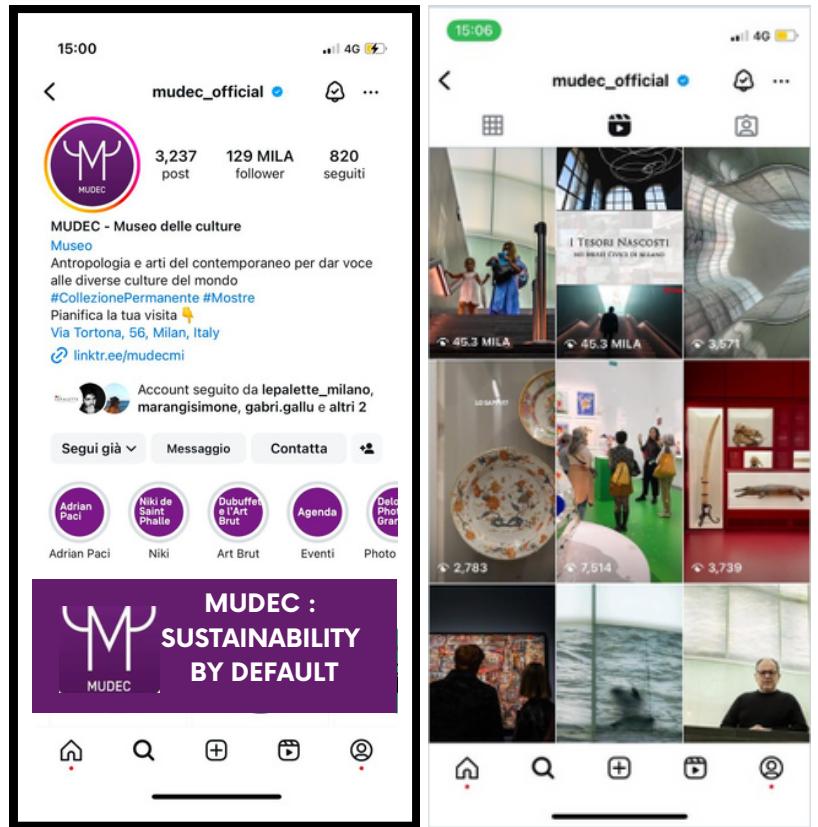


Mudec Museum as a door to access cultural heritages
that is protected and safeguarded

THE RITE OF PASSAGE

MID TERM

FROM VIDEOS TO MEDIA INTEGRATION



SOCIAL MEDIA:
DEDICATED REELS AND
POSTS

PRESS RELEASES:
FOR WEBSITE, PODCAST,
POSTS, ARTICLES

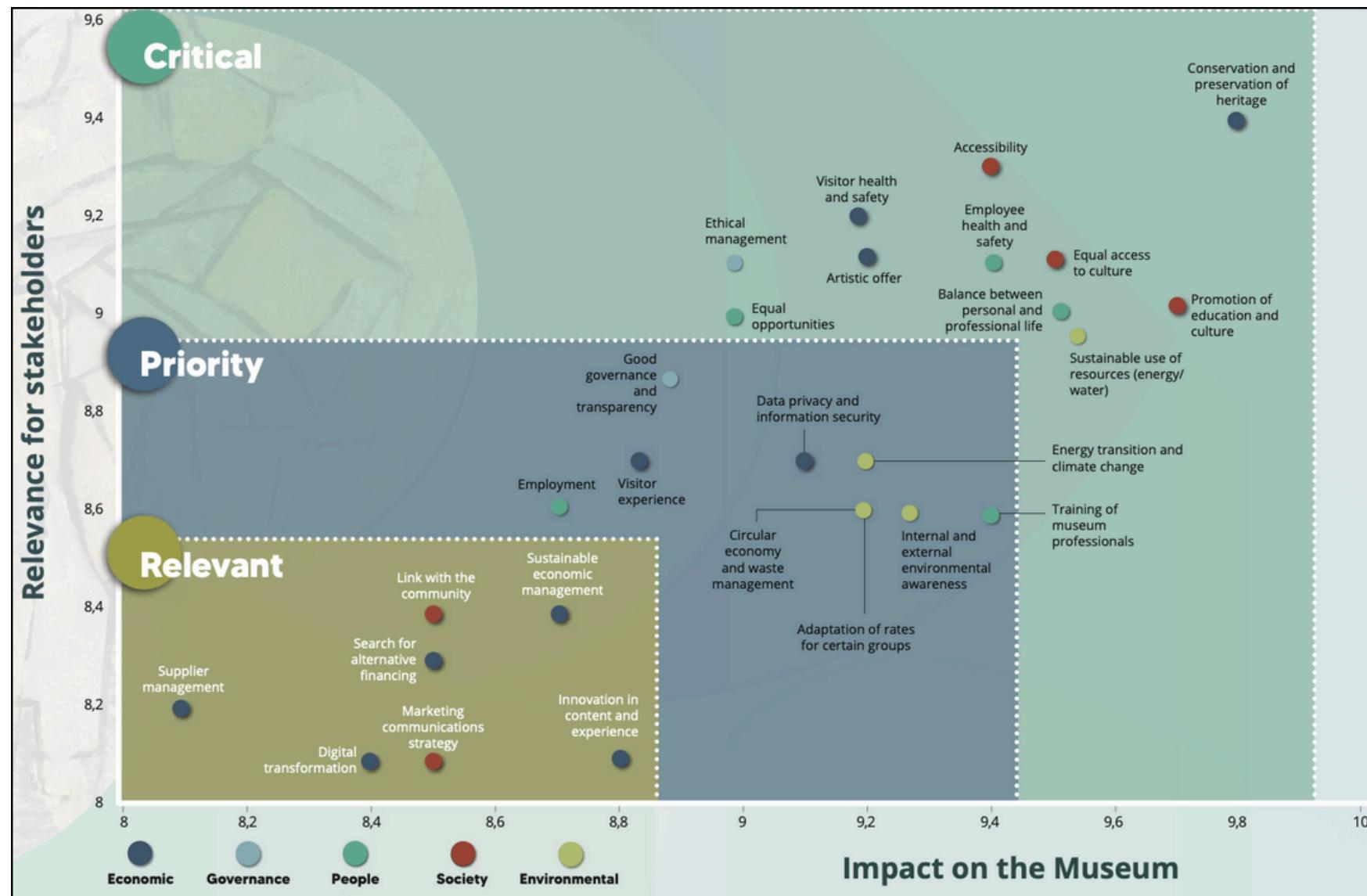


BILLBOARDS
FOR THE START OF THE
CAMPAIGN

MUDEC MESSAGING INTEGRATION

LONG TERM

SUSTAINABILITY DISCLOSURES



CONSERVATION
OF CULTURAL HERITAGE

EQUAL ACCESS TO CULTURE

ACCESSIBILITY

ARTISTIC OFFER

SUSTAINABLE USE OF
RESOURCES

EQUAL OPPORTUNITIES

ENERGY TRANSITION

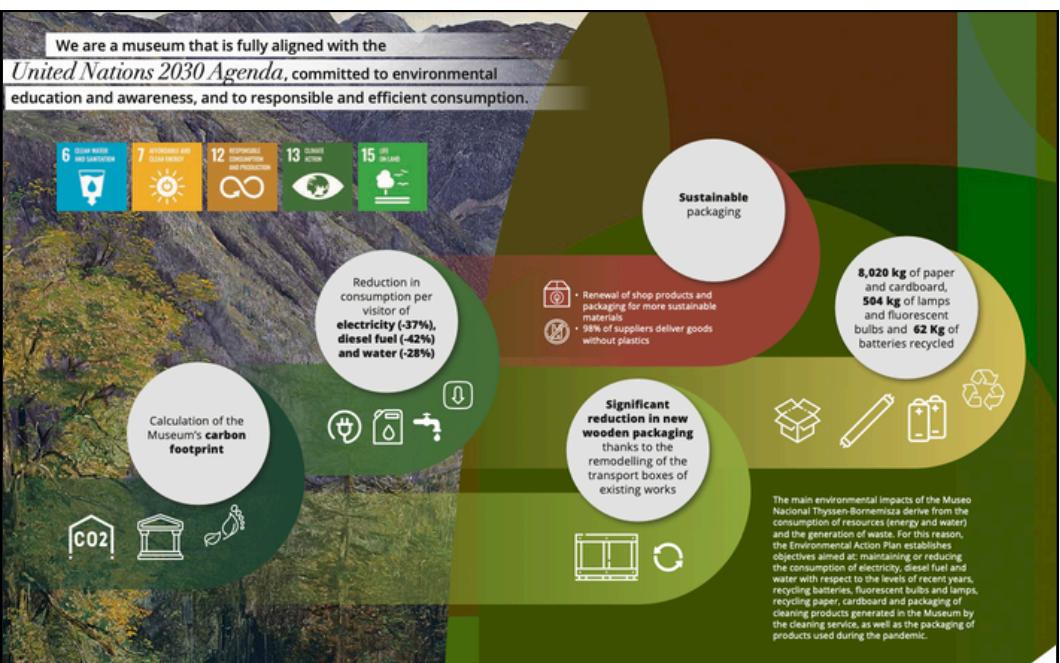
GOOD GOVERNANCE AND
TRANSPARENCY

MUDEC TRANSPARENCY: STAKEHOLDERS & MATERIALITY MATRIX

Source: <https://www.museothyssen.org/en/about-us/sustainability>

LONG TERM

SUSTAINABILITY DISCLOSURES



MUDEC TRANSPARENCY: SUSTAINABILITY REPORTING

T H A N K Y O U

L E P A L E T T E X S U M A S

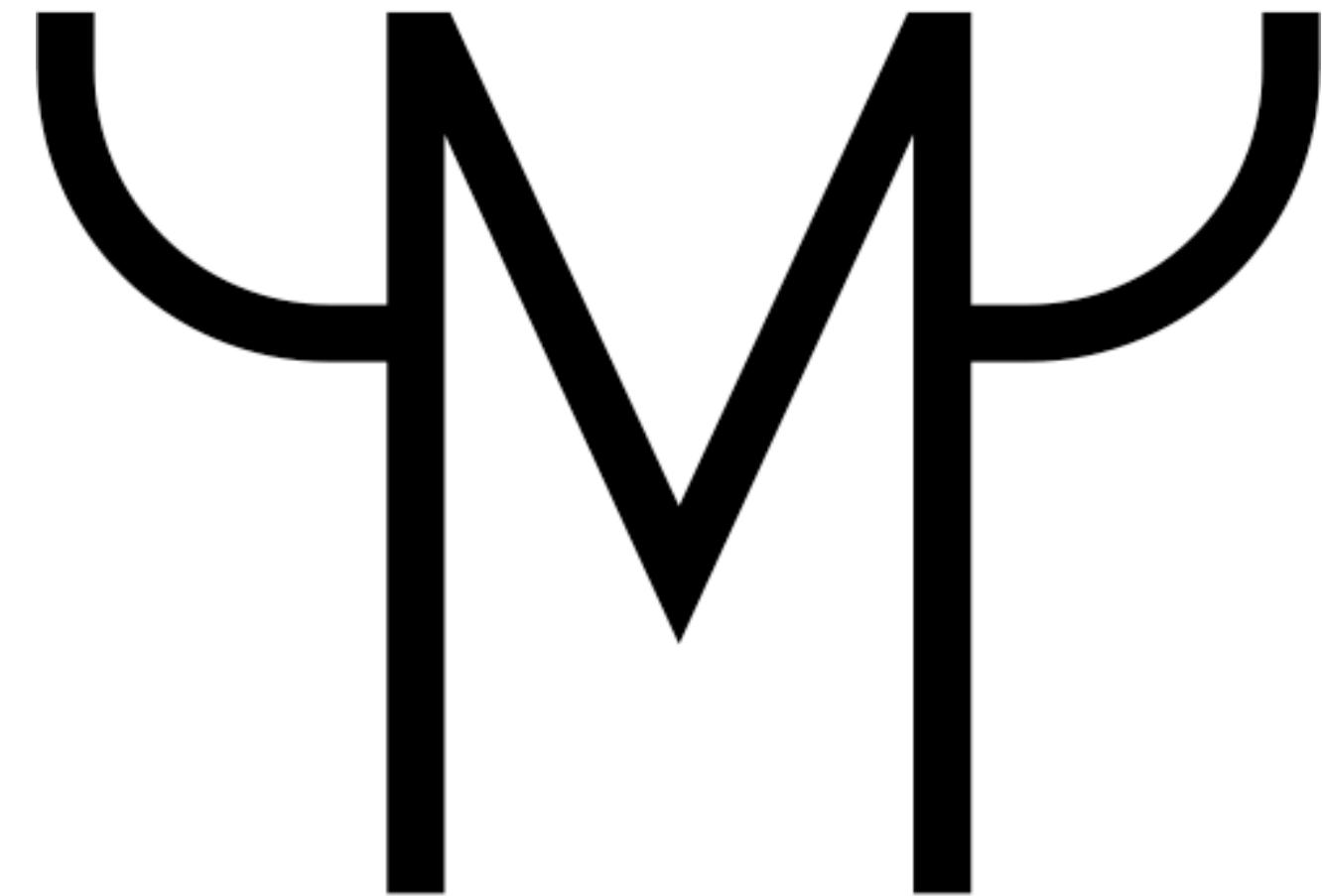
C O N T A C T @ L E P A L E T T E . I T



S U S T A I N A B I L I T Y
B Y D E F A U L T

T H A N K Y O U

C O N T A C T @ L E P A L E T T E . I T



MUDEC