



















The 17x17 initiative is designed to demonstrate that museums take the SDGs seriously and can make a contribution to their implementation.

- It aims at awareness-raising and visibility, both internally with respect to the museum staff themselves and externally with respect to the public, in other words the visitors and stakeholders.
- It will make accessible to as many people as possible the vision by the international community of an optimistic future for all in the field of culture, since museums and art institutions are important societal actors with a wide impact.
- It will strengthen relationships with internal and external stakeholders and communities through information, discourse, lobbying and a common language and aims.

Finally, through the initiative ICOM Austria itself makes a specific contribution to the implementation of the SDGs and supports the key role of museums in shaping and developing our society.

We hope that this publication will provide information and inspiration for follow-up projects.

Bettina Leidl  
President, ICOM Austria

DORIS ROTHAUER

# AN INTRODUCTION TO THE WORKING PROCESS OF THE SDGs

The first SDG Dialogue Forum in Austria took place at the Naturhistorisches Museum in September 2021 to discuss the implementation of the United Nations SDGs in Austria. This annual event is intended as a platform for more intensive collaboration between civil society, the government and administration, business and the art world with a view to safeguarding the future of our society.

The importance of art and of museums as platforms for the new Dialogue Forum is not self-evident and clearly demonstrates the status of museums in our society.

The event is one of many results of the 17 Museums × 17 SDGs initiative. The Naturhistorisches Museum also made an important contribution by co-organising and holding the event, in that way illustrating the principle of partnership for achieving targets.

**“With our jointly elaborated vision we clearly demonstrate that, given our detailed knowledge of evolution and nature, our museum is aware of its responsibility for a successful relationship between mankind and nature. The SDGs offer an international framework in that regard.”**

**Katrin Vohland, director general and head of research, NHM Vienna**

**“The SDGs play a specific role in terms of pragmatic action by institutions. By extension, the exhibition and discussion programmes need to examine the systemic causes and roots of the state of affairs which the SDGs address.”**

**Nina Tabassomi, director, Taxispalais Kunsthalle Tirol**

**“How can we heighten awareness through art of an environmentally and socially just world? We face up to this responsibility. This is reflected in the principles of reuse, green events and discussion of sustainable action in our programme.”**

**Stella Rollig, director general, Österreichische Galerie Belvedere**

## WHAT ARE THE SDGs?

The abbreviation stands for Sustainable Development Goals, adopted in 2015 by the United Nations as a wide-ranging agenda for the sustainable transformation of our society by 2030.

In many ways they represent an unusual and important milestone in the UN's history. For the first time, they are not restricted to a defined number of issues, but demand progress in all dimensions of sustainable development: environmental, economic and social. They are also a call to everyone, institutions and individuals, to contribute to their implementation.

“We are the first generation that can end poverty and the last with a chance to save the planet,” said the UN Secretary-General Ban Ki-moon when the SDGs were adopted in 2015.

A chance also for art and cultural institutions.

The seventeen Sustainable Development Goals offer an ideal and key contextual and strategic framework for helping to shape and develop our society.

**“As creative artists we see it as our social role to link our actions systematically, explicitly and visibly to the challenges of the future. The SDGs are outstanding instruments both internally for our staff and externally for visitors to our exhibitions.”**

**Ruth Swoboda, scientific director, inatura – Erlebnis Naturschau**

**“We see our museum as a place of dialogue for discussing contemporary socio-political issues. How do people want to live in the future? This question has many facets. A commitment to environmental protection is probably the most urgent to enable us to live and survive together on this planet. Museum der Völker would like to play its part.”**

**Lisa Noggler-Gürtler, director, Museum der Völker**

## WHAT IS THE CONNECTION BETWEEN SDGs AND MUSEUMS?

It is not possible to be neutral about the SDGs. Whatever people do, their actions have consequences and an impact, be it positive or negative. This makes it all the more important to explain and raise awareness of ways of minimising the negative effects and enhancing the positive ones. Many people are unaware of the impact of their actions against the background of modern-day social challenges. Many have never heard of or considered the development aims. They were not always well known, even among the staff of the museums participating in the 17x17 initiative.

**“As a museum and place of discourse, we have a sociopolitical responsibility. This includes familiarising visitors with the SDGs and working in a resource-sparing manner!”**

**Katrin Knaß-Roßmann, museum director, Steirisches Feuerwehr museum**

The SDGs can be closely linked with the role and core task of museums. Museums are educational institutions and value producers, places for social discourse, encounter, learning, playing and experimenting. They perform awareness-raising and enlightenment tasks, offer orientation and entertainment, promote dialogue and reflection, link traditional and specialist knowledge, and observe and talk about the present from a historical perspective – all with a variety of activities, programmes and formats.

**“Museum exhibitions and events involve consideration on a daily basis of resources and our attitude to them, including the reuse of exhibition architecture and the overall management.”**

**Andreas Rudigier, director, Vorarlberg Museum**

**“A museum is a place where history is ‘recorded’. From the past we learn how to shape the present to ensure a viable future for all.”**

**Theresia Gabriel, head of the museum and gallery department of Kultur-Betriebe Burgenland**

**“The core tasks of museums of collection, safeguarding and communication call for a more comprehensive consideration of sustainability standards and an increase in social awareness through education. As a bridge between the past and the future, the Roman City of Carnuntum has the responsibility of analysing complex historical developments from a historical distance and against this background of highlighting the significance of the SDGs.”**

**Markus Wachter, managing director, Roman City of Carnuntum**

# 17x17 – A UNIQUE INITIATIVE

The board of ICOM Austria nominated seventeen museums to devise measures and activities for each of the seventeen SDGs as a contribution to their achievement. This was an internationally unique pilot project which was undertaken with great commitment and energy by all participating museums and produced outstanding results. A playful approach with great impact: never have so many museums worked together to shape our future.

**“Sustainability is a question of culture. We are investigating ways of better integrating the economic and environmental, social and cultural dimensions of sustainable development in the work of the Salzburg Open-Air Museum. This is naturally a joint process – working together is without a doubt the key to success.”**

**Michael Weese, director, Salzburg Open-Air Museum**



Geographical distribution of the museums and their SDGs in Austria

Attention was paid in the selection of museums to diversity in terms of size, location, content and collection focus. The fact that all of the museums approached immediately agreed was a satisfying confirmation of the project idea and aim.

The next step was to allocate the various goals. Should it be connected with the museums' particular competences? No, because the challenge of the seventeen Sustainable Development Goals is to draw attention on a daily basis to the less obvious aspects, beyond specific tasks, areas of responsibility and disciplines on both a small and a large scale. We therefore decided to draw lots in the belief that this would encourage creativity, stimulate thought and produce unusual ideas. It was hoped that commitment to a goal would not only be seen by visitors but would also influence the work and thinking of the staff and organisation.

**"Everyone is saying 'save the planet,' and most people connect that with climate change. But the SDGs show that sustainable global improvement is not conceivable without a critical appraisal of aspects such as food, healthcare, education, humane working conditions, innovation and peace policies."**

**Otto Hochreiter, director, Graz Museum**

**"Not least, we are looking to examine our own behaviour with regard to food purchasing and waste – after all, sustainability begins with the individual!"**

**Thorsten Sadowsky, director, Museum der Moderne Salzburg**



# PROCESS AND EXCHANGE – A GUIDELINE

In each of the participating museums, interdepartmental teams were formed, with a total of around 70 staff members in all being involved. Workshops were held to support the teams in devising and implementing their strategies, measures and activities.

The SDG Compass developed by the UN was used as a guideline for the process architecture, with the individual steps adapted to the museum situation:

1. **Understanding**
2. **Establishing relations**
3. **Developing specific ideas and planning measures**
4. **Defining goals and target groups**
5. **Implementing and integrating in all areas of the organisation**
6. **Communication and story-telling**
7. **Evaluation**



The exchange of ideas and open reflection at the various levels was important for us. The mixture of work procedures and workshop formats helped to achieve this and to make the process more dynamic:

- Interdepartmental exchange within the museums
- Exchange with other museums
- Exchange with key stakeholders

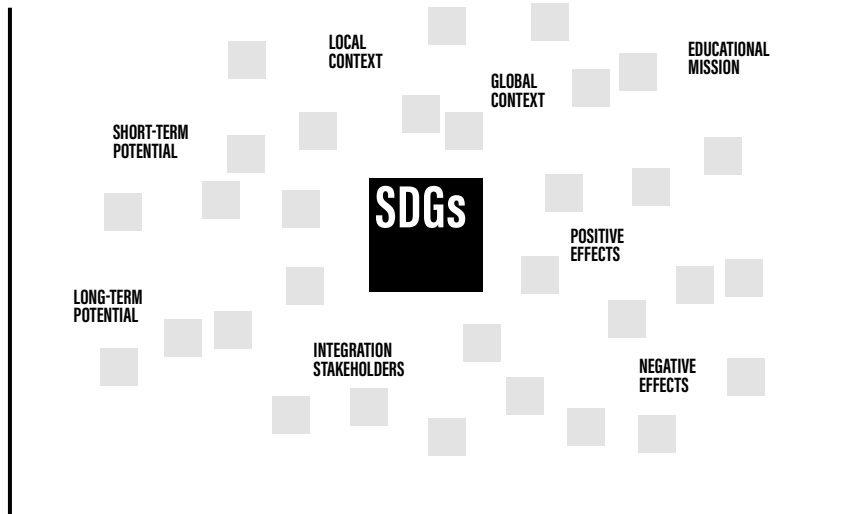
For the first time in cultural institutions, this process offered a standardised stepwise approach as an incentive and best-practice model for follow-up SDG initiatives and projects.

# PHASE 1: UNDERSTANDING

What this phase involves:

- Learning the goals and sub-goals
- Understanding the interaction between the goals
- Understanding the different dimensions and effects (short, medium and long term / local, national, international, global)
- Understanding the potential for museums

WORK TEMPLATE:  
UNDERSTANDING



Mindmap: Chances, potential and relevance of the SDGs for museum work and environment

To understand the dimension of the SDGs and to better measure their achievement, the UN has developed a catalogue of 169 sub-goals and 229 indicators. They offer a purely optional additional source of information and are not universally applicable. They help to promote a fundamental understanding and to provide and pass on information, but they have to be adapted to the particular situation and context. Many sustainability NGOs and foundations in every country provide locally relevant data and figures.



## PHASE 2: ESTABLISHING RELATIONS

What this phase involves:

- Considering the museum's work and its organisation in all departments along the entire added-value chain from the perspective of the SDGs
- Placing it in a relevant context

### WORK TEMPLATE: ESTABLISHING RELATIONS

SDGs				
COLLECTION	■	■	■	
EXHIBITIONS	■	■	■	■
EVENTS	■	■	■	
EDUCATION	■			
VISITOR SERVICE	■	■		
COMMUNICATION	■	■	■	■
ADMINISTRATOIN	■			
INFRASTRUCTURE	■	■	■	

Generating ideas placed in the context of the collection and all internal and external activities

Useful questions:

- What is the relevance of the SDGs to our institution and collection?
- What development stories can we show? What findings, information and traditional knowledge can we make available and communicate?
- How does the problem refer to our country, our community, our target groups and stakeholders and what relevance does it have for them?
- What programme activities contribute to enlightenment and discussion and inspire imitation?

- **How can we lobby stakeholders and partners?**
- **What types of cooperation will assist us and with which partners? Do synergies exist?**
- **How can we safeguard and expand access to our resources for everybody and in what ways can we innovate and improve our range of services?**
- **How can we make a positive contribution in our internal operation, infrastructure and procedures?**
- **How can we avoid undesirable or negative effects in our internal operation?**



Staff brainstorming on SDG 2  
in Museum der Moderne Salzburg



© inatura, Vorarlberg

### Support measures:

- **Interviews with stakeholders**
- **Research and data on relevance, scope and developments**
- **Determination of the current situation with our own activities**

# PHASE 3: FORMULATING MEASURES, TARGET GROUPS AND TARGETS

What this phase involves:

- **Prioritising ideas**
- **Determining activities and measures**
- **Defining target groups**
- **Formulating impact aims**

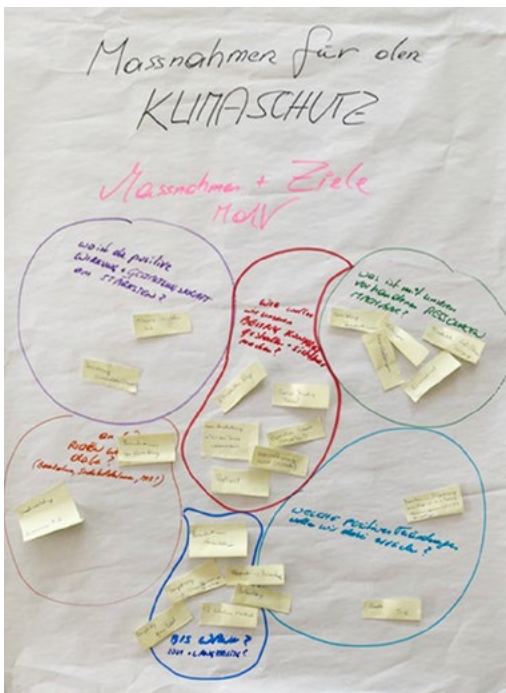
**WORK TEMPLATE:**  
**FORMULATING MEASURES,**  
**TARGET GROUPS AND TARGETS**

		PRIORITIZE IDEAS	MEASURES	TARGET GROUPS	TARGETS	SCHEDULE
<b>SDGs</b>	COLLECTION	■	■	■	■	■
	EXHIBITIONS	■	■	■		■
	EVENTS	■		■		■
	EDUCATION	■				
	VISITOR SERVICE	■	■			
	COMMUNICATION	■	■	■	■	
	ADMINISTRATOIN	■				
	INFRASTRUCTURE	■		■		■

Evaluation and prioritisation of ideas with respect to specific measures, goals, target groups and timetable

Useful questions:

- Where are the positive effects and potential for change and influence most strongly felt?
- What can we achieve with the resources at our disposal?
- How can we fine-tune our contribution and make it visible?
- Who are our target groups? What are we doing for our own staff? What are we doing for our visitors and who are they? What are we doing for other stakeholders, and who are they?
- What impact do we want to see?
- What timetable are we setting for achieving our aims?



© Museum der Völker, Tirol



© vorarlberg museum

# IMPACT TARGETS

The aim of impact targets is to achieve a positive change in the target group.

Distinguishing operational aims and impact targets is already useful in the planning phase as a way of verifying whether the planned activity will in fact have an impact and positive influence on the target group. Impact targets thus also prevent “SDG washing”.

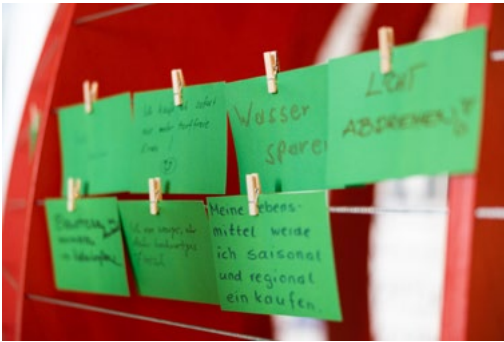
## IMPACT STAIRCASE: DISTINCTION BETWEEN PERFORMANCE AND EFFECT



Indicators help to evaluate the extent to which the desired outcome is achieved. Impact targets and indicators are important instruments for communicating not only the targets set but also the impact of measures.

The “impact staircase” is a useful instrument for formulating impact targets. Steps 1–3 show the activities and results of a project at the operational level. These steps form the basis for ensuring that the following steps 4–6 have an impact and produce positive change in the target groups. Step 7 shows the social impact produced not directly within the target group but more widely in a community or society.





© Museum Niederösterreich



© Museum der Moderne Salzburg

**“The biodiversity crisis presents a real threat. In the Museum Niederösterreich we communicate species knowledge, an understanding of ecological interactions and suggestions for personal action. We are preparing SDG 15 Life on Land with the aim of encouraging even more sustainability.”**

**Matthias Pacher, managing director, Museum Niederösterreich**

**“SDG 2 Zero Hunger is a global issue and aim that calls for communal action. (...) We are seeking in our surroundings and to the best of our ability to support those who experience hunger and deprivation on a daily basis and are reliant on our help and solidarity.”**

**Thorsten Sadowsky, director, Museum der Moderne Salzburg**

# PHASE 4: IMPLEMENTATION AND COMMUNICATION

An accompanying communication campaign in the social media and within the museums themselves made the 17x17 initiative visible and provided information about all activities. The highpoint was the seventeen focus weeks highlighting the SDG of one museum per week for seventeen weeks. A workshop on story-telling was also organised to discuss how to package complex themes and challenging impact targets in interesting, emotive and easily understandable stories.

An important and relatively new aspect of external communication was the communication of internal actions in favour of sustainability along with tips and indications to other sustainability projects and initiatives.

The communication of sustainability issues also had a positive impact not only in terms of visitor numbers but also in the observable influence on the target groups.

STELL DIR VOR, die Natur gibt es nicht umsonst!...

### 17 Museen x 17 SDGs

Wir verstehen unser Museum als Ort des Dialogs, um aktuelle gesellschaftspolitische Themen zu diskutieren. Wie wollen wir Menschen in Zukunft leben?

Diese Frage hat viele Facetten – das Bekenntnis zum Klimaschutz ist dazu wohl das dringlichste, um hier auf diesem Planeten gemeinsam (über-)leben zu können. Wir wollen im Museum der Völker dazu einen Beitrag leisten – und es gibt immer etwas zu tun, intern wie auch nach außen!

In den nächsten 17 Wochen finden Sie hier jede Woche eine Aktion des MdV zum Thema  
**MASSNAHMEN ZUM KLIMASCHUTZ.**  
Zum Nach- und Mitmachen!

**mdv** museum der völker

Museum der Völker, Tyrol, social media campaign



Landesmuseum Burgenland project team

## SUMMARY

The initiative, process, activities and measures had not only a great external impact but were also an important influence for change within the institutions.

Many museums took the opportunity of their confrontation with the SDGs to seek the Austrian Ecolabel qualification. The idea of a “green museum” was clearly a commonly held ambition. The process steered established internal structures into a new direction and led to the questioning of the museums’ own actions and attitudes.

Despite the different issues addressed by the SDGs, similar ideas were developed, interactions and overlaps identified, and synergies exploited. Some of the museums will pursue more permanent cooperations in the future. Most of the activities will be continued and expanded with a view to confronting other SDGs.

The initiative was also used to involve and question major and sometimes new stakeholders and communities – from expert associations and clusters to disabled communities, rural youth and local artisanal businesses. Even the smallest museums with the least resources developed impressive innovative, subversive, impactful and flexible capabilities.

Even though 17×17 as an initiative by ICOM Austria only ran for the year 2021 as documented in this publication, the impact will be lasting and the exchange an ongoing process and priority issue, as the following statements from the workshops illustrate.

**"It was very interesting and valuable to learn about the approaches by other institutions."**

**"Thank you for the frank communication, which is not always a matter of course."**

**"I found the question as to what all this has to do with me and my personal reality to be very interesting. This was the first time that an exchange of this nature has taken place in our museum."**

**"Today's workshop was valuable not only for our museum and project but also for me personally."**

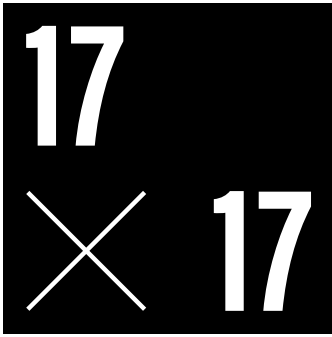
**"We have to perform this uncomfortable relativisation and not just act with slogans but question every development for its positive and negative effects. We should never lose sight of this critical appraisal."**

**"Talking leads to action."**

**"We are always very good at the operational side, checking our to-do lists, with the result that we don't always pay attention to the impact our actions have. We would no doubt approach things quite differently if the question of impact was always at the forefront."**

**"It shows that the noble aim that appears so remote is actually quite attainable. Small steps will take us to our great destination if only we have the belief"**

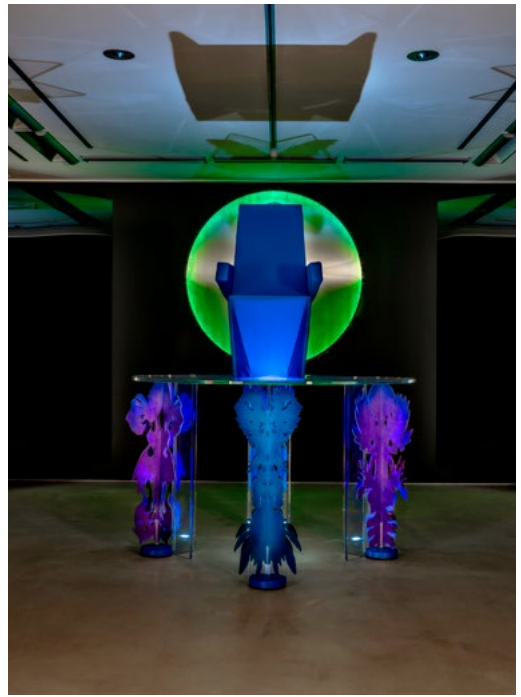
**"We are very quick with operational activities, but we need to think more intensely about their impact. We don't know how to measure it and are far from thinking things through to their conclusion. We need to consider the impact that an increased focus and on and attention to sustainability and inclusion would have on our team."**



**17 MUSEUMS**  
**17 SDGs – SUSTAINABLE**  
**DEVELOPMENT GOALS**

## TAXISPALAIS KUNSTHALLE TIROL INNSBRUCK, TYROL

TAXISPALAIS IS AN ART MUSEUM WITH INTERNATIONAL EXHIBITION ACTIVITIES THAT INVESTIGATE PRESENT-DAY REALITY AND STIMULATE DISCUSSION THROUGH CONTEMPORARY ART. AMONG THE DIVERSE EXHIBITIONS ARE CONVERSATIONS WITH ARTISTS, TALKS, PERFORMANCES AND PODIUM DISCUSSIONS.



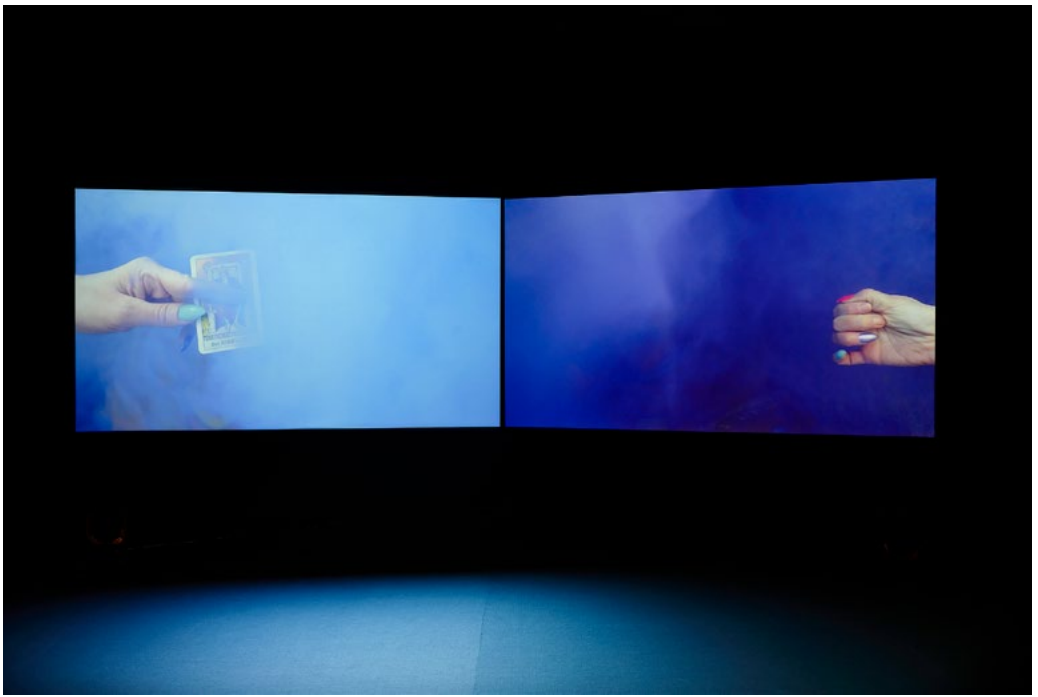
### CHALLENGE, CONCEPT, TARGETS

The SDGs have a specific role to play in pragmatic institutional action. In a wider sense, the exhibition and discussion programmes should focus more on an examination of the systemic causes and roots of the shortcomings that have given rise to the SDGs.

The factors that cause poverty give rise to questions relating to:

- imperialism / colonialism
- capitalism / neoliberalism
- controlling nature
- patriarchy





## PROGRAMME

### WITCHES exhibition (June – October 2021)

There are no witches. Although the realisation that witches are a social construct is not new, the reasons for this construct are as relevant as ever. As Silvia Federici demonstrates, the violence unleashed by the Church and nation states in sixteenth- and seventeenth-century Europe was aimed at “breaking the resistance of women to the spread of capitalism”. The power of women needed to be crushed as society transitioned to a capitalist way of thinking and their bodies, their sexuality and their knowledge were controlled to ensure that they would devote themselves to reproducing the workforce. Thereafter, this activity was divorced from wage labour and downgraded.

As a result, this suppressed community was not only dispossessed but also divided. The persecution and extermination of “witches” was used as an instrument for this purpose, and the associated violence spread in many directions. Using installation, video, sculpture, performance, photos, public intervention and film, in some cases devised specifically for the WITCHES exhibition, the artists investigated the ideological and economic infrastructures behind the historical witch hunts and asked how they continue to reverberate today.

With works by Angela Anderson & Ana Hoffner ex-Prvulovic\*, Pauline Curnier Jardin, Joachim Koester, Neda Saeedi and Esther Strauß, curated by Nina Tabassomi



### WITCH DISCUSSION with Angela Anderson & Ana Hoffner ex-Prvulovic\*

The artists Angela Anderson and Ana Hoffner ex-Prvulovic\* and the curator Nina Tabassomi discussed the large-scale installation “Witches cauldron (the witch rarely appears in the history of the proletariat)” designed specially for the exhibition with a twin-track video. What is the present-day attitude to historical witch hunts? How do economic and ideological infrastructures reverberate today? What is the situation with rural capitalism and the right to abortion? What instances of feminist revolt are there in Tyrol and to what extent has the idea of witches been appropriated? What kind of reaction would be appropriate to such an incisive act of violence as the historical persecution of witches, which even today is trivialised in the official European historiography?

→ <https://youtu.be/swi2hpnv24>

### WITCH DISCUSSION with Neda Saeedi

The artist Neda Saeedi and the exhibition curator Nina Tabassomi discussed how the ideological and economic infrastructures underlying the historical witch hunts are reflected today. In the exhibition, Saeedi shows the two masters of ceremonies of the historical persecution of witches in the framework of two installations looking at two structures: the Church and the emerging capitalism. In her new work, *Ezekiel Dreams Beyond Repair*, created for the exhibition, the Church and its vision of a single origin and centre of life and justice was set against contemporary European global politics. What is missing from these scenes of salvation, what damage is caused and what needs to be exploited or destroyed so that its throne emerges? The vision of institutionalised heroism implodes. The result is an urgent call for a course correction. This also applies to the second multimedia installation by Saeedi illustrating the other cornerstone of the historical persecution of witches, namely the establishment of capitalism, by looking at a case from the recent past: the expropriation of land, the forced settlement of a nomadic tribe and the creation of a new labour force.

→ <https://youtu.be/3KsWh96PaZs>

### CHILDREN'S WORKSHOPS AND MAGAZINE

→ on the SDGs and the first goal

→ design of a utopia in the form of a magazine for a better future without inequality

[www.taxispalais.art](http://www.taxispalais.art)



## MUSEUM DER MODERNE SALZBURG SALZBURG

THE MUSEUM DER MODERNE SALZBURG COLLECTS, STORES, RESEARCHES, SHOWS AND COMMUNICATES THE ART OF THE TWENTIETH AND TWENTY-FIRST CENTURIES. IT CULTIVATES INTERDISCIPLINARY DIALOGUE IN THE ARTS AND SEES ITS TWO SITES ON THE MÖNCHSBERG AND IN THE RUPERTINUM IN THE OLD TOWN AS PLACES OF ENCOUNTER AND DISCUSSION.



### CHALLENGE, CONCEPT, TARGETS

As part of the 17×17 initiative, the Museum der Moderne Salzburg organised events, discussions, actions and film projections to investigate SDG 2, Zero Hunger. The central focus was to look at what could be done at the individual level by museum staff and at the institutional level by the museum itself to support sustainable global development. The museum took its nomination as a role model very seriously and saw it as a wake-up call and an opportunity to set a good example. Director Thorsten Sadowsky explains: "The role of art is to show the way. This is something we are committed to. We share the vision of the international community of a good future for all."





## TARGETS

- Creating awareness of the seventeen SDGs on the basis of SDG 2 Zero Hunger
  - Internal reflection and assessment of the team's attitude to food and on ways in which every staff member can make a valuable contribution to this issue
  - Establishing the museum as a place of encounter and discussion of socially relevant issues
  - Drawing attention to the issue and highlighting it from different sides with cooperation partners such as Caritas Salzburg, Das Kino and Salzburg Open-Air Museum
- Developing cooperation with partners focusing on food security, nutrition, sustainable farming and use of leftover food, such as foodsharing Österreich, ABZ Itzling, Caritas Salzburg and Biohof Achleitner.
  - Designing the museum more sustainably and using SDG 2 as a starting point for the Ecolabel to be applied for in the near future



## Museums for Future: protest workshop

The museum took part in the worldwide Fridays for Future climate strike. In a protest workshop in the inner courtyard of the Rupertinum, demonstrators were able to design protest signs to highlight their climate demands.

## Nachhaltig. Bewusst. Machen. World Food Day, Saturday, 16 October 2021, Mönchsberg

On World Food Day, the Museum der Moderne Salzburg and the Salzburg Open-Air Museum, organised a diverse interactive programme in conjunction with the One Ticket – Two Museums offer.

- Information stands on the issue of nutrition
- Presentation of “Kunstvoll verkochen” recipe collection
- Presentation of Zero Hunger fund-raising campaign with Caritas Salzburg
- Podium discussion: How can the supply of food be adequately safeguarded and food production made sustainable?

## PROGRAMME

### Press conference at the project launch

With Thorsten Sadowsky, director of the Museum der Moderne Salzburg, and the cooperation partners Michael Weese, director of the Salzburg Open-Air Museum, and Johannes Dines, director of Caritas Salzburg

### Zero Hunger fund-raising campaign

Together with Caritas Salzburg, the museum launched a fund-raising campaign in Austria and other countries to raise money for food packages. On 25 April 2022, a total of €1,600 was handed over to Caritas Salzburg.

### “Kunstvoll verkochen” recipe collection

To draw attention to the issues of food waste, the museum launched an internal campaign called “Kunstvoll verkochen” with a view to collecting recipes on the use of leftover food and the avoidance of waste. A digital reference work has been created online containing the contributions and recipe ideas submitted by staff members.

### Film series in the museum

In cooperation with the Salzburg cultural film centre DAS KINO, the museum organised a film series in the auditorium in September and October 2021 on the subject of hunger, nutrition and sustainable farming. The films aimed at raising awareness of the seriousness of the situation and inciting the public to take action

## FOLLOW-UP

The Museum der Moderne Salzburg is using the experience gained through 17×17 to apply for the Austrian Ecolabel.

[www.museumdermoderne.at](http://www.museumdermoderne.at)

## VORARLBERG MUSEUM BREGENZ, VORARLBERG

VORARLBERG? TOURISM, COWS,  
FESTIVALS, LAKE CONSTANCE,  
ARCHITECTURE, GLOBAL MARKET  
LEADER. HOW TO PACKAGE THIS  
PROVINCE IN A MUSEUM? IN OUR  
EXHIBITIONS WE TELL STORIES THAT  
MAKE VORARLBERG AND ITS IN-  
HABITANTS UNDERSTANDABLE AND  
TANGIBLE. THE VORARLBERG  
MUSEUM IS NOTABLE NOT ONLY FOR  
ITS EXHIBITIONS BUT ALSO FOR  
ITS UNUSUAL PRIZE-WINNING  
ARCHITECTURE ON FOUR FLOORS.



## CHALLENGES & PROCESS

What are SDGs? What can our museum contribute to the 17x17 initiative? What emerges when we look at our work from the perspective of SDG 3 Good Health and Well-Being?

A core team with members from the collection, education, communication, events, exhibition/project management and research departments developed an internal process. A staff survey on SDG 3 Good Health and Well-Being was conducted with the following questions:

- Inventory of the museum as a workplace – What is already in place?
- Wishes regarding the museum as a workplace – What do I want? What should the museum address?
- For our visitors – What ideas and suggestions do you have for museum and collection activities, projects, programmes and events?

## 3 GOOD HEALTH AND WELL-BEING





**An implementation team with members from the education, communication, events and project coordination departments developed and implemented the activities.**

**The basis for the development of activities was the staff survey. The entrance area on the ground floor was repurposed for three weeks as an internal ideas wall where staff could post feedback, ideas and input. From this the implementation team developed a wide-ranging programme that also used existing education and event formats. At the same time everyone was able to see what was required for a good workplace and how the museum could be improved.**

**Awareness was also raised of the role of SDG 17 partnerships for achieving goals. The future importance of the SDGs for the region and municipalities was outlined in exchanges with local partners. Our partners were JUBOS – Jugendbotschafter der Caritas, FEB – Büro für Freiwilliges Engagement und Beteiligung der Vorarlberger Landesregierung, SDG Forum Vorarlberg, and SDG Forum Bodensee.**



## PROGRAMME

### MuZen – Meditation in the Museum

The museum becomes a place of tranquillity and repose for a moment – meditation led by Johannes Bechtold, Heinz Hammerschmidt and Markus Jamer.

### Talk by Judith Rollinger: Old healing knowledge – devilish, disused or distained?

Judith Rollinger is fascinated by old healing knowledge. At the University of Vienna she uses modern methods to determine if and how old formulations work.

### ORF Long Night of the Museums

Various activities on the SDG Health and Well-Being

### Creative Saturday workshop: made from herbs

Creative activities for children aged six to twelve years

### Generational tour: medicinal plants – a cure for everyone

Guided tour of exhibitions with follow-up creative workshop

### Story Café: old healing agents

At the Story Café visitors can tell their stories, moderated by Manfred Welte

### #psycheistsichtbar

Workshop by adolescents (Young Caritas youth ambassadors) for adolescents (school classes, ages fourteen to eighteen years)

### The importance of the unseen: what a museum can contribute to sustainability and well-being

Architecture guided tour of Vorarlberg Museum



## COMMUNICATION

The project and all events were communicated through the Vorarlberg Museum website and newsletter. An article also appeared in the 30/2021 issue of the *Museumsmagazin des Vorarlberger Landesmuseumsvereins*. The page on SDGs on the museum website will be updated through follow-up events.

## INTERNAL MEASURES

- Training for attendants / ticket office: strategies for resolution of conflicts with visitors
- Folding chairs for visitors in the exhibitions
- Internal communication: more possibilities for interdepartmental exchange
- Yoga for staff members
- Office greening

## FOLLOW-UP

- Austrian Ecolabel for museums and exhibition sites
- Further training / SDG workshop for all staff
- Change? But how? Talk and event series on the transformation of society

[www.vorarlbergmuseum.at](http://www.vorarlbergmuseum.at)

## **SALZBURG OPEN-AIR MUSEUM GROSSGMAIN, SALZBURG**

**SALZBURG OPEN-AIR MUSEUM IS THE LARGEST OPEN-AIR MUSEUM IN THE GERMAN-SPEAKING WORLD, WITH OVER 100 HISTORICAL MUSEUM BUILDINGS COVERING AN AREA OF MORE THAN 50 HECTARES. AS IT IS LOCATED IN A NATURA 2000 AREA IT SAFEGUARDS FOR FUTURE GENERATIONS NOT ONLY THE ARCHITECTURAL HERITAGE BUT ALSO A SPECIAL NATURAL HERITAGE. THE MUSEUM ENVIRONMENT ALONE ABSORBS 340 TONNES OF CARBON DIOXIDE PER YEAR.**

## **CHALLENGE, CONCEPT, TARGETS**

Salzburg Open-Air Museum sees the safeguarding of resources for future generations and the passing on of knowledge about these resources as the challenge facing it in connection with sustainability and SDG 4 Quality Education.

Quality education is not only the focus of the museum's global sustainability agenda but is also in line with the its own aims:

- Showing historical development trends and asking questions about the present and future on that basis
- Offering education as an inclusive process with a view of reaching out to marginalised or disadvantaged persons

To achieve these aims, Salzburg Open-Air Museum connects with partners from various disciplines and orientations, including local farmers, fruit growers, gardeners, environmental agencies and landscape historians, kindergarten teachers, technical colleges and universities, artisans, architects and contemporary artists. The education work takes account of local traditions and expert knowledge in a lifelong learning approach.

**4** QUALITY  
EDUCATION







## PROGRAMME & ACTIVITIES

### World Food Day 2021

In cooperation with the Museum der Moderne Salzburg and Caritas Salzburg a series of events and guided tours were held in the Salzburg Open-Air Museum, along with a cookery workshop with left-over food as a way of pointing to the need for a resource-sparing attitude to food.

### World Food Day / performance

Bodo Hell, Fritz Moßhammer and Peter Angerer offered a multi-course music and text menu. Their audio and food-related programme was called "Einverleib", in which the three artists created a performance out of a mix of recipes, spice extracts and herbal medicines.

### Promotion of fair-opportunity learning

The fund-raising campaign by the Open-Air Museum together with Caritas Salzburg supported the Learning Cafés in the city and province of Salzburg. Learning Cafés are a free facility for school pupils from six to fifteen years of age. They help children and adolescents with their homework, make learning fun and assist with the German language where necessary. They also offer a diverse leisure programme and excursions. In early 2022, for example, 130 children and their teachers spent two fascinating days in Salzburg Open-Air Museum.



## Sustainability research grant

The museum offered a sustainable agriculture grant for a master's degree in cultural and social studies with an analysis of food consumption and waste in Salzburg province from the pre-modern era to the present day, along with the development of an education programme for Salzburg Open-Air Museum.

## Development of a barrier-free education programme

- Exchange of experience with RollOn Austria – Wir sind behindert
- Television production in cooperation with ORF III, RollOn Austria, Großgmain municipality, Raiffeisenverband Salzburg
- Ideas workshop with Focal Point, Salzburg province, Lebenshilfe Salzburg, Provinzenz, Verein Knackpunkt, Verein anderskompetent, Blinden- und Sehbehindertenverband Salzburg

## Investigating alternative knowledge systems

Passing on of local traditional knowledge through the production of a short film series entitled *100 Sekunden Handwerk*. It offers a review of traditional crafts passed down over generations with explanations of the individual steps and processes to the finished products. These skills are often linked with local knowledge of the natural surroundings and with great attention to sustainability.

## FOLLOW-UP

Sustainability and quality education remain the core agendas of the museum. Apart from Austria Ecolabel certification in 2022, work continues on extending the barrier-free education programme. The cooperation with Museum der Moderne Salzburg and Caritas Salzburg will be continued.

<https://www.freilichtmuseum.com/en/visitors-information.html>

## WERNER BERG MUSEUM BLEIBURG, CARINTHIA

THE WERNER BERG MUSEUM OPENED IN 1968 AS THE WERNER-BERG-GALERIE DER STADT BLEIBURG. THE PERMANENT EXHIBITION PRESENTED SINCE THEN HIGHLIGHTS THE ARTIST'S ŒUVRE - OIL PAINTINGS, WOODCUTS AND SKETCHES SUPPLEMENTED BY SPECIAL EXHIBITIONS EVERY YEAR - IN A UNIQUE INTERACTION BETWEEN ART AND THE ENVIRONMENT.



### CHALLENGE, CONCEPT, TARGETS

The Werner Berg Museum used its special exhibition *Doma / Home - In Search of the Carinthian Slovenes* from May to October 2021 as the basis for its contribution to SDG 5 Gender Equality.

The aim of the various events in connection with the exhibition was to raise awareness and promote discussion of the subject of gender equality with the involvement of all genders.

The exhibition showed the changing gender role model over the past ninety years as reflected in the works of Werner Berg and Karlheinz Fessl. The discussion of gender equality was also extended to the different native language groups in Carinthia.





## PROGRAMME

Apart from readings, book presentations, concerts and a "Fest des Miteinander", students from Austrian and Slovene secondary schools interacted with the portraits by Berg and Fessler, investigated past and present gender roles, expanded to include the colourful rainbow of equal opportunity, tolerance and enriching diversity. The workshops provided a basis for a voyage of discovery by the students on their own and during art classes at school. The results were presented on 30 October 2021 in the form of an exhibition of the students' work in the museum.

**"Art means creativity. Creativity is engendered through diversity and uniqueness – building bridges together through equal opportunity."**

Arthur Ottowitz, director  
Werner Berg Museum

[www.wernerberg.museum](http://www.wernerberg.museum)



# ÖSTERREICHISCHE GALERIE BELVEDERE VIENNA

**WORLD CULTURAL HERITAGE, BAROQUE JEWEL WITH PALACES AND GROUNDS, MODERN PAVILION AND SCULPTURE GARDEN. ART FROM EIGHT CENTURIES UP TO THE PRESENT, SHOWN AT THREE SITES: THE BELVEDERE IN VIENNA, WHOSE FAMOUS COLLECTION CONTAINS WORKS FROM THE MIDDLE AGES TO THE PRESENT, INCLUDING THE WORLD'S LARGEST COLLECTION OF PAINTINGS BY GUSTAV KLIMT. CONTINUOUS DEVELOPMENT AND DIGITISATION WILL SAFEGUARD THE BELVEDERE'S STATUS AS A MAJOR INTERNATIONAL MUSEUM.**



## CHALLENGE, CONCEPT, TARGETS

The architects of the Baroque ensemble were already fascinated by water as a natural resource. Their approach at the time was highly decorative: fountains, cascades and a reflecting pond adorn the grounds surrounding the two palaces. Beautiful references to water can also be found in the museum's art collection, not least as it was associated for a long time with melancholy, the power of nature and beauty.

With the increased urgency of sustainability themes, our awareness of water has changed over the past few decades. It has become a sought-after resource but also a hazardous one. Climate change has caused drought and flooding, and many people in the world are going thirsty. Sanitation is not always self-evident and reflects social hierarchies and marginalisation. The Belvedere's contribution to the 17x17 initiative aimed to draw attention through art to these problems and challenges, to let the pictures speak and demonstrate the history of water over the centuries.

## 6 CLEAN WATER AND SANITATION





## **PROGRAMME**

In its programme on the SDG Clean Water and Sanitation, the Belvedere took visitors on a tour of waterways. The card set of that name (“Wege des Wassers”) provided a guide to the Upper Belvedere, Belvedere 21 and the palace grounds and a voyage of discovery of (art) historical approaches to water. The museum visit also provided food for thought for future action.

The public programme in Belvedere 21 gave the artist Thomas Baumann a platform for an Artist Talk and his multimedia performance on the noise of the sea and climate protection. In October and November 2021 the Blicke Kino showed *Planetary Waters, Unsound Conditions #3 / #4*.

The Belvedere took a modern approach to sanitation. The introduction of gender-neutral toilets in the Upper Belvedere drew attention to the issue of diversity and social inequality.

Finally, the Austria Ecolabel demonstrates the museum’s commitment to sustainable action for a safe future.

## **VISIBILITY, COMMUNICATION**

As an introduction to the theme, a trailer was shown on the Belvedere’s social media channels and on-site screens to arouse general interest.

## AM 22. 3. IST WELTWASSERTAG!



Activities taking place and leaflets printed during the programme had the SDG logo.

A green museum website was established and will be updated in future with all of the museum's activities and progress.

In autumn 2021 the museum was awarded the Austrian Ecolabel.

## PROJECT TEAM / INTERNAL COMMUNICATION

In order to cover all aspects of SDG 6 Clean Water and Sanitation, an interdisciplinary project team was formed within the Belvedere. It devised the programme and also looked at future aspects of sustainability and environmental protection in the museum. The team was made up of Alexandra Guth / Public Relations, Doris Hofer / Marketing, und Roland Skreta / Building Management. Christiane Erharter as curator for Community Outreach in Belvedere 21 and Susa Wögerbauer and Michaela Höß / Art Education were responsible for implementing the programme.



## FOLLOW-UP

The "Wege des Wassers durch das Belvedere" card set will be available in the museum shop and was distributed at all three sites on World Water Day on 22 March 2022. Guided tours were also offered on that day.

The trailer will continue to be shown as the occasion arises to draw attention to future activities devised by the project team.

The museum will continue to devote attention to the United Nations SDGs.

[www.belvedere.at](http://www.belvedere.at)



## AZW ARCHITEKTURZENTRUM WIEN VIENNA

THE AZW IN THE MUSEUMSQUARTIER IS THE AUSTRIAN ARCHITECTURE MUSEUM. IT SHOWS, DISCUSSES AND RESEARCHES THE WAYS IN WHICH ARCHITECTURE AND URBAN DEVELOPMENT INFLUENCE AND SHAPE THE DAILY LIFE OF EACH ONE OF US. THE BROAD PROGRAMME IS SEEN AS A BRIDGE BETWEEN THE SPECIALIST WORLD AND EVERYDAY EXPERTS. THE AZW PRESENTS INTERNATIONAL THEME-RELATED EXHIBITIONS, THE PERMANENT EXHIBITION HOT QUESTIONS - COLD STORAGE THAT OFFERS AN OVERVIEW OF AUSTRIAN ARCHITECTURE OF THE TWENTIETH AND TWENTY-FIRST CENTURIES, AND OVER 500 EVENTS DURING THE YEAR. IT LOOKS TOWARDS A FUTURE IN WHICH KNOWLEDGE IS NOT ONLY COLLECTED BUT ALSO COMMUNICATED. WHAT CAN ARCHITECTURE DO? THIS QUESTION AFFECTS US ALL.



### CHALLENGE, CONCEPT, TARGETS

In its programmes, the Architekturzentrum Wien looks closely at how architecture can repair the future and keep the planet and its inhabitants alive.

- Care: sustainability and resource-sparing
- Ecological justice
- Combating and adapting to climate change
- Alternatives: energy concepts, building and production methods, green and blue infrastructures
- Land policy: awareness and strategies for resource-sparing land use

**7** AFFORDABLE AND  
CLEAN ENERGY



Exhibitions, research projects, symposiums, workshops, talks, discussions, excursions in the urban space and guided exhibition tours all focus on these issues.

## PROGRAMME

In 2019 the AzW staged the exhibition *Critical Care: Architecture for a Broken Planet*, which for the first time applied the concept of care to architecture and urbanism. It compared twenty-one international case studies on ecological and social justice in architecture. During the exhibition the inner courtyard was also greened, offering a pleasant and cooling climate within the building but also considerably improving the atmosphere in the inner courtyard. The exhibition is currently on tour in Europe.

The AzW exhibition *Land for All (2020-22)* shows the dramatic effects of the enormous amount of land used for the climate, food security and social cohesion and presents the requirements for a responsible approach to land as a finite resource. This exhibition has also been on tour throughout Austria since May 2021 as a means of promoting discussion in smaller communities and of showing alternatives.

The new permanent exhibition *Hot Questions – Cold Storage* has a special section on ways of ensuring the survival of the planet. It offers sustainable solutions and visions from the past and present.



## VISIBILITY, COMMUNICATION

The AzW was awarded the Austrian Ecolabel in January 2022, and a section on the Green Museum has been included on the website.

## INTERNAL MEASURES

Sustainability and resource-sparing are important features of the museum's organisation and daily work. It is sparing with water, energy, packaging and office material, and exhibition design is guided by the slogan "reduce, reuse, recycle", with repair as the method of choice. Purchasing gives priority to Ecolabel products, and certified partners are preferred.



## FOLLOW-UP

The AzW is a member of the advisory board for the European Union Prize for Contemporary Architecture – Mies van der Rohe Award and has been instrumental in increasing the focus on the most sustainable architectural practice, namely renovation and restoration.

It takes every opportunity to foster dialogue and send out signals. Since 2020, it has been a member of #MuseumsForFuture as part of #FridaysForFuture and since 2021 part of the 17x17 initiative. The Austrian Ecolabel certification in January 2022 is a further systematic step towards a green museum and a sign of the AzW's commitment to sustainability.

[www.azw.at/en](http://www.azw.at/en)

## **INATURA: ERLEBNIS NATURSCHAU DORNBIEN, VORARLBERG**

**INATURA: ERLEBNIS NATURSCHAU IN  
DORNBIEN IS THE VORARLBERG NAT-  
URAL HISTORY COMPETENCE CENTRE  
AND A MODEL FOR A NEW TYPE OF  
NATURAL HISTORY MUSEUM. AS A CUL-  
TURAL INSTITUTION IT IS COMMITTED  
TO THE ACTIVE VISUALISATION OF THE  
FUTURE.**

## **CHALLENGE, CONCEPT, TARGETS**

The topic of sustainability affects all areas of work of a natural history museum. With their well-defined criteria of ecoprofit (since 2010) and the Austrian Ecolabel (since 2021) the programmes at inatura provide a guideline for the museum's own development work. The SDGs serve as specific tools and road maps.

The inquiry about participating in the 17x17 initiative came at just the right time. Alongside the Austrian Ecolabel submission in 2021, it enabled the first visible steps to be taken in the exhibitions and in the museum's own development work.

The following areas have been singled out and included specifically in the inatura sustainability concept:

- Staff development
- Building management
- Purchasing and shop
- Exhibition
- Education and communication
- Collection

## **PROGRAMME AND MEASURES**

**Workshop Day for the entire inatura team  
focusing on SDGs and the Ecolabel**

In the morning session, youth ambassadors from Caritas Auslandshilfe Vorarlberg offered an introduction to the SDGs. The results of the workshop provided the basis for devising the sustainability concept and the Ecolabel activities.

**8 DECENT WORK AND  
ECONOMIC GROWTH**





### Results in relation to “Decent Work”

- Training requests from the team
- Desire for transparency (annual reports, results and figures, but also work processes in the different jobs)

### Consolidation of inatura sustainability concept

- Exchange and further development assured through an annual meeting of the entire team
- Sustainability report attached to the annual report
- Annual report on developments in energy and water consumption and waste management

### Annual natural history education programme of excursions, talks, seminars and symposiums

- Environmental and climate protection more prominent within the programme and visualised through the SDGs
- Starting times and venues adapted more to public transport timetables

### Education programme

This forms the link between the exhibition and the children and juvenile groups visiting the museum. The main focus is on school classes of all ages and specialisations. The education programme (jukebox) focuses every year on environmental and climate protection, MINT and BNE. The SDGs are visualised prominently.



## VISIBILITY, COMMUNICATION

„Laber net! Tua was!“

This is the motto of the Caritas Auslandshilfe Vorarlberg youth ambassadors – actions speak louder than words. In summer 2021, Clarina Kaufmann, a design student and one of the ambassadors, implemented a project on SDGs at inatura. She completed an internship in the SDG Challenge organised by the SDG Forum Vorarlberg and integrated the SDGs as the thread linking museum work, communication and daily activities. Since then, the SDGs have been incorporated as “stepping stones” within the exhibition.

It is not just a question of acquaintanceship with the seventeen SDGs but even more so of providing food for thought to take away and try out as suggested by the motto “Laber net! Tua was!”



## AN EXAMPLE WITH REFERENCE TO SDG 8

Did you know that 263 million children and juveniles between the ages of six and seventeen years worldwide have no access to education?

In many countries, children and juveniles are victims of forced labour, modern slavery and the worst forms of child labour. Find out about production conditions and choose fair-trade companies.

[www.inatura.at](http://www.inatura.at)

## **MAUTHAUSEN MEMORIAL MAUTHAUSEN, UPPER AUSTRIA**

**FROM 1938 TO 1945 MAUTHAUSEN CONCENTRATION CAMP WAS THE MAIN SITE AND THE CENTRE OF THE POLITICAL, SOCIAL AND RACIAL PERSECUTION BY THE NAZI REGIME ON AUSTRIAN TERRITORY IN A SYSTEM COMPRISING OVER FORTY SATELLITE CAMPS. AT LEAST 90,000 OF THE 190,000 INMATES WERE MURDERED. THE MAUTHAUSEN MEMORIAL IS A UNIQUE MEMORIAL SITE, CEMETERY FOR THE MORTAL REMAINS OF THOUSANDS OF INMATES AND A PLACE OF POLITICAL AND HISTORICAL EDUCATION.**

## **CHALLENGE, CONCEPT, TARGETS**

The Mauthausen Memorial drew SDG 9 Industry, Innovation and Infrastructure. It took the SDG as an opportunity to show what had been implemented in these areas and what future ideas were still to be put into practice. In terms of infrastructure, the museum has the ambitious aims of using only electric vehicles. The first step in this direction is the Goupil transporter, which is particularly popular with young people performing their compulsory community service. In terms of digitisation, the pandemic has shown the importance of digital content as a supplement to actual visits to the Memorial.

“We are focusing on the enlargement of our digital inventory so as to fulfil our task as an international memorial effectively and through innovative story-telling to pass on our message to as many people as possible. In that regard, sustainability is an important consideration for us. The Memorial has recently been connected to the local public transport system, and a charging station for electric vehicles has been installed.”

Barbara Glück,  
Director Mauthausen Memorial





- Innovation: development of an app for Gusen concentration camp
- "Lebenswege nach Mauthausen" project for young visitors
- Presence and regular contributions on the Memorial by a communicator on TikTok as part of the TikTok - Shoah Education and Commemoration Initiative, a cooperation between the American Jewish Committee Berlin, the Hebrew University of Jerusalem and the communications agency werk21 Kommunikation, networking with memorials in Germany
- New education format: In the wake of the COVID-19 pandemic, the Mauthausen Memorial has developed several digital education modules for schools. Following a successful pilot phase, a new online workshop format is now being offered. "Gedenkstätte digital: Mit Abstand!" is designed for year 8 pupils. Groups in the classroom or at home can be addressed via video conference. In addition to a visit to the Memorial, it supports the confrontation with the various aspects of the concentration camp history and associated (contemporary) questions.

## PROGRAMME

- Infrastructure: installation in cooperation with Linz AG of two charging stations for electric vehicles in the Mauthausen Memorial car park
- Replacement of the car pool by electric vehicles and increased use of car-sharing providers
- Inauguration in cooperation with the Province of Upper Austria and OÖ Verkehrsverbund of a bus route in the high season (April - November) from Linz main railway station to the Mauthausen Memorial
- Planned: charging station for e-bikes
- Avoidance of fossil heating fuels
- Further development of Gusen Memorial





## **VISIBILITY, COMMUNICATION**

Reports on the SDGs are posted regularly on the Memorial website and on the social media platforms Facebook, Instagram and TikTok. There are also press releases and newsletters.

## **FOLLOW-UP**

A greater focus is now being placed on the SDGs. In the areas of infrastructure and digitisation in particular the SDGs still play a role in the development and planning of many ideas.

[www.mauthausen-memorial.org/de](http://www.mauthausen-memorial.org/de)

## CARNUNTUM ROMAN CITY CARNUNTUM, LOWER AUSTRIA

FROM THE FIRST TO THE FOURTH CENTURIES OF THE COMMON ERA, CARNUNTUM WAS THE CAPITAL OF THE PROVINCE OF PANNONIA SUPERIOR AND AN IMPORTANT CITY AT THE NORTHERN BORDER OF THE ROMAN EMPIRE. THE AIM OF CARNUNTUM ROMAN CITY IS TO BRING THIS ERA TO LIFE, TO CREATE A FEELING AS IF THE ROMANS HAD JUST LEFT. THERE ARE SEVERAL SITES AT WHICH VISITORS CAN DISCOVER ROMAN ANTIQUITY IN CARNUNTUM: THE ROMAN CITY QUARTER WITH REBUILT OLD HOUSES, THE AMPHITHEATRES AND FINALLY CARNUNTUM ARCHAEOLOGICAL MUSEUM CONTAINING A VAST ARRAY OF ARCHAEOLOGICAL FINDS.



### CHALLENGE, CONCEPT, TARGETS

SDG 10 Reduced Inequality prompted Carnuntum Roman City to address language barriers of all kinds:

- Dismantling of language barriers among staff with diverse linguistic backgrounds
- Dismantling of language barriers for visitors
- Visitors from other countries and from Austria whose native language is not German, people with restricted linguistic capabilities ("simplified language"), language for people with impaired linguistic capabilities (sight- or hearing-impaired)
- Language in culture communication
- When is language an aid in understanding the past and when is it a barrier to it?
- Language in Antiquity and its documentation

The aim is to make Carnuntum Roman City a journey into the past accessible to all.

10 REDUCED  
INEQUALITIES





## PROGRAMM

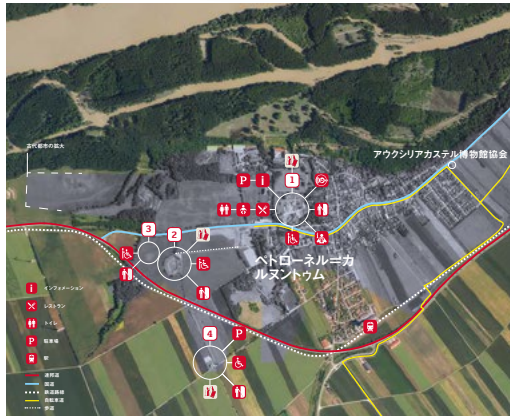
- Language in Antiquity: How people spoke and what language inequalities existed (Events, Festival of Late Antiquity and Roman Festival)
- Guided tours in different languages (Education): public holidays in Slovakia, the Czech Republic and Hungary will be covered by native-speaker guides from those countries
- Guided tours for Austrian groups whose native language is not German (Education)
- Guided tours in simplified language (Education)
- Guided tours for persons with disabilities (Education)
- Websites in several languages (Visitor Service)

- Information material (folders) in several languages (Visitor Service)
- Contents in simplified language (Communication)
- Access, signs and information panels adapted to persons with disabilities (Infrastructure)

## VISIBILITY, COMMUNICATION

- Information is provided via folders
- Information is shown constantly on info screens
- New information is shown on the website
- Information is provided in the newsletter
- Information can be obtained at short notice via social media

## ローマ時代の カルヌントゥム



- Language and inequality in Antiquity (Exhibitions)
- The (Danube) Limes as a language barrier (Exhibitions)
- The (Danube) Limes as a welfare and language barrier

## INTERNAL MEASURES

The cooperation between various cultures and nationalities within the company (Administration) facilitates access to multilingualism in daily work and makes for diversity within the team in terms of origins, gender, age and education.

## FOLLOW-UP

The dismantling of language barriers and the communication of language in Antiquity will be continued in 2022 in the new exhibition with the following focuses:

Cooperation with the ERC project “MAP-POLA – Mapping out the poetic landscape(s) of the Roman Empire” is also planned. The aim is to explain inscriptions and make the classical lifestyle accessible to the general public.

Example: A video in which experts from partner projects present a metrical grave inscription for a dog and explain the context.

[www.carnuntum.at](http://www.carnuntum.at)

## STEIRISCHES FEUERWEHRMUSEUM KUNST & KULTUR GROSS SANKT FLORIAN, STYRIA

THE UNIQUE CONCEPT OF THE STEIRISCHES FEUERWEHRMUSEUM HAS ENSURED IT A PROMINENT PLACE IN THE STYRIAN MUSEUM SCENE AND HAS ATTRACTED ATTENTION THROUGHOUT AUSTRIA. THE IDEA OF DOCUMENTING THE STYRIAN FIRE BRIGADES IN ACTION AND OF REACHING OUT TO THE PUBLIC BY WAY OF ART EXHIBITIONS UNDER THE SLOGAN "FIRE AND ART" HAS PROVED TO BE AN EFFECTIVE MIX.



### CHALLENGE, CONCEPT, TARGETS

How can the quality of life in towns and communities be preserved? How can we consume sustainably and lead a good life with as little waste as possible? How can we improve the appreciation for local products and services? These are just some of the questions that the Steirisches Feuerwehrmuseum asked itself and its visitors.

The aim of all museum activities was:

- to establish the museum as a platform for discussing the sustainable development of community
- to serve as a catalyst for local knowledge transfer so as to pass on the sustainability idea within the community
- to install resource-sparing and sustainable working methods in the museum and to promote the involvement of regional partner businesses

Numerous focal events were held during a summer of sustainability, supplemented by cooperations and internal measures.

11

SUSTAINABLE CITIES  
AND COMMUNITIES





## PROGRAMME

- Ideas competition for young citizens in cooperation with the market town Gross Sankt Florian. On the basis of the slogan "Our Florian - staying local"; juveniles were invited to make suggestions for the community's sustainable future. The best ideas were presented and prizes awarded during an evening event.
- Talk by Sandra Krautwaschl who fundamentally changed her family's lifestyle by completely renouncing the use of plastic.
- Repair Café in cooperation with the Kompetenzzentrum Weststeiermark and Mosaik TAB Deutschlandsberg showing how objects could be reused through simple repair.

- Exchange and gift market with the possibility of exchanging or giving away objects that were no longer used without any money changing hands.

"Great idea, lots of friendly encounters, lots of nice old things to take home. What a great afternoon. Thank you so much!" wrote one visitor on Facebook.



## INTERNAL MEASURES AND FOLLOW-UP

The confrontation with the SDGs also had some internal consequences. For example, we reused old panels and materials for the new exhibition and concentrated in our events more on local products from the community and cooperation with regional providers.

The museum's great commitment to sustainable operation in all areas will continue after the 17x17 initiative.

[www.feuerwehrmuseum.at](http://www.feuerwehrmuseum.at)

## VISIBILITY

School classes and children from the region and the Deutschlandsberg mosaic workshop were invited to design posters for the seventeen Sustainable Development Goals. They were hung on the façade of the fire station as a way of drawing the attention of citizens to Agenda 2030 and the social commitment of the United Nations.

## ARS ELECTRONICA CENTER LINZ, UPPER AUSTRIA

SHOWING HOW ARTIFICIAL  
INTELLIGENCE CAN INFLUENCE  
THINKING, TRAINING SELF-DRIVEN  
CARS, PROGRAMMING ROBOTS  
AND 3-D PRINTING - AT THE  
ARS ELECTRONICA CENTER IN LINZ  
VISITORS CAN SEE HOW NEW  
TECHNOLOGIES, ABOVE ALL  
ARTIFICIAL INTELLIGENCE, ARE  
CHANGING OUR LIVES.



### CHALLENGE, CONCEPT, TARGETS

The sustainability week at the Ars Electronica Center was devoted entirely to the SDGs. The main focus was SDG 12 Responsible Consumption and Production. The event was designed in cooperation with Lebensmittelcluster OÖ and the Kunststoffcluster OÖ. The programme was rounded off with the exhibitions *Global Shift* and *There is No Planet B* as a basis for confronting SDG 12.

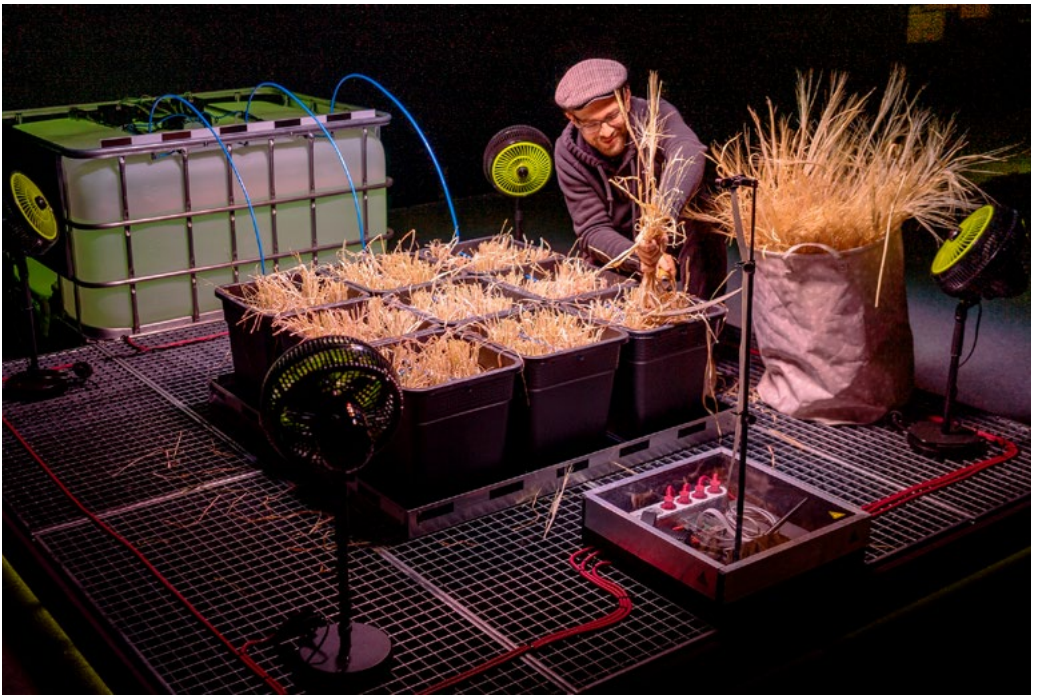
The basic aims of the SDG week were:

- Reaching out to as large a target and age group as possible
- Raising awareness of sustainable consumption and production both within the museum and in the general public
- Taking inspiration from the sustainability week for a more intensive personal and corporate focus on the SDGs
- Encouraging links between research institutions, businesses, cultural facilities and the general public

12 RESPONSIBLE  
CONSUMPTION AND  
PRODUCTION







## PROGRAMME

- Sectoral event in cooperation with Lebensmittelcluster OÖ, including talks and workshops
- *There is No Planet B* event in cooperation with Lebensmittelcluster OÖ, Kunststoffcluster OÖ and Business Upper Austria, including podium discussion and talks for the general public
- Guided tours of the exhibition *There is No Planet B*
- Picture Commons workshop on civic involvement in the Citizen Lab
- Solar Bugs workshop for children inviting them to discover solar energy

- The Sound of Tea workshop for juveniles on the manufacture of kombucha leather as a sustainable alternative and its use in building a loudspeaker
- Special Deep Space presentations

## VISIBILITY, COMMUNICATION

The special week was announced in the press and reported on various social media channels.



## FOLLOW-UP

An internal interdepartmental working group was established to discuss the SDGs on a regular basis. Given the fact that sustainability, renewable energy sources and responsible consumption are so important for the Ars Electronica Center and are a feature of the ongoing exhibition programme, the SDGs will continue to play a prominent role in the future.

[ars.electronica.art/center/en](https://ars.electronica.art/center/en)



## MUSEUM DER VÖLKER SCHWAZ, TYROL

HOW DO PEOPLE REMAIN UNFORGOTTEN? WHAT DOES FEAR LOOK LIKE? HOW DO PEOPLE BELIEVE AND WHAT DO THEY BELIEVE IN? WHO PLAYS WHAT ROLE? WHERE IS MY PLACE AND WHAT PLACE DO I GIVE TO OTHERS?

THE MUSEUM DER VÖLKER WAS FOUNDED IN 1995 AND UNDER THE DIRECTORSHIP OF LISA NOGGLER-GÜRTLER HAS DEVOTED ITS ATTENTION INCREASINGLY SINCE 2017 TO CULTURAL THEMES. THE EXHIBITION OF WEST AFRICAN, SOUTHEAST ASIAN AND CENTRAL EUROPEAN OBJECTS ENCOURAGES VISITORS TO CONSIDER ALL KINDS OF HISTORICAL AND MODERN SOCIAL STRUCTURES AND MORAL ISSUES SUCH AS RACISM, CLIMATE CHANGE AND THE PROVENANCE OF OBJECTS.



### CHALLENGE, CONCEPT, TARGETS

Participation in the 17x17 initiative and allocation of SDG 13 Climate Action prompted the MdV team to give thought to ways of fostering the SDGs. Awareness raising and visibility are major building blocks within the MdV, implemented in various ways and in cooperation with stakeholders in the city and region.

The collection of measures helped formulate aims within the museum - how it could promote the climate goals - and also outside - how to raise the awareness of a diverse public. The following aims and measures were implemented:

- Communicating internal goals to incite the public to participate and launching of a seventeen-week social media campaign
- Focusing on climate change in a planned exhibition (*Weltbilder erzählen*)
- Organising a workshop ("Wer spricht dafür?") on the climate targets during an SDG 13 week



**STELL DIR VOR, Du änderst Dein Verhalten...**

## 17 x 17 Klimaschutz



Es gibt in unserem Leben Verhaltensmuster, von denen wir wissen, dass sie dem Klima, der Umwelt, den Menschen und damit im Grunde uns selbst schaden. Trotzdem behalten wir sie bei. Andererseits gibt es Verhaltensweisen, von denen wir wissen, dass sie dem Klima und uns guttun würden. Was hindert uns? Ab jetzt gibt es dazu Workshops mit SpectACT: schau auf unsere Homepage und komm vorbei!



- Sustainable office materials and environmentally friendly cleaning agents aimed at inciting imitation, and a fair-trade Christmas market focused on sustainable consumption

The exhibition *Weltbilder erzählen* offered an interactive forum featuring education programmes for different age groups. Two workshops were organised (and will continue in 2022) whose sociopolitical themes were reinforced in the exhibition and education programme.

“Climate protection measures” workshop for adults – SDG week:

During this week, participative workshops for adults were organised with the political scientist and theatre pedagogue Armin Staffler (spectACT, Verein für politisches und soziales Theater). Entitled “Wer spricht dafür? – Verhaltensmuster nachhaltig ändern”, it encouraged reflection on behaviour patterns in connection with climate and the environment. The workshops will continue until the end of 2022.

## PROGRAMME

**Participation in a workshop series in Innsbruck on climate culture:**

A website was set up with blog entries by the participating artists and institutions. Museum der Völker presented SDG 13 together with ideas on how it could be incorporated in the museum's work.

**DIY ideas: Large and small events were organised regularly to communicate the MdV's internal goals to the public as a way of encouraging participation. Examples included:**

- The idea of reusing furniture – the MdV began in 2017 to recycle its exhibition architecture
- A bike stand encouraged visitors to come by bike, with a free cup of coffee as a reward
- Film evenings in the MdV dealt with democracy and gender equality
- Workshops in the exhibition and a talk highlighted the unfair global access to resources and education

## VISIBILITY, COMMUNICATION

The MdV developed a posting line for the seventeen action weeks inviting the public to participate, visit the museum and adopt the suggested measures.

[www.museumdervoelker.com](http://www.museumdervoelker.com)

## GRAZ MUSEUM GRAZ, STYRIA

GRAZ MUSEUM IS THE CITY'S HISTORICAL CULTURE MUSEUM WHOSE COLLECTIONS AND EXHIBITIONS HIGHLIGHT BOTH THE HISTORY AND THE PRESENT-DAY AND FUTURE SIGNIFICANCE OF THE CITY. TOGETHER WITH THE SUBSIDIARY GRAZ MUSEUM SCHLOSSBERG AND THE GRAZ CITY ARCHIVE, GRAZ MUSEUM IS A CENTRE FOR STUDYING THE CITY'S HISTORY. APART FROM A FOCUS ON INCLUSION, SUSTAINABILITY PLAYS A MAJOR ROLE IN THE MUSEUM'S WORK.



### CHALLENGE, CONCEPT, TARGETS

#### "Graz is on the Sea"

What does marine pollution have to do with Graz? Graz is on the sea – or is at least connected indirectly with the Black Sea via a river extending over 1,000 km. The inland region therefore shares responsibility for ensuring that the sea stays clean. At the same time, the pollution of urban waterways is a great problem.

Various activities, measures and interventions were organised under the slogan "Graz is on the Sea" with the aim of

- raising awareness of the dangers of water pollution
- placing present-day challenges in a historical context
- promoting a creative and experimental approach to the issue
- offering stimulus for a positive contribution to a solution

The permanent exhibition *360 GRAZ: Eine Geschichte der Stadt* added a focus on pollution of the river Mur. The Gothic Hall was transformed into a workshop area, with the *HomeShop* installation by Joanna Zabielska highlighting the problem of marine pollution with (micro)plastics.

There was also a series of themed guided tours and workshops for adults and children.





## PROGRAMME

### **Awareness-raising – edible and microplastic-free cosmetics**

Workshop with influencer Gabriele Zach during the ORF Long Night of Museums

### **Rescuer in a time of need? Enzymes for plastic recycling**

Talk by the Austrian Centre of Industrial Biotechnology

### **“Graz is on the Sea” holiday workshops**

For children aged six to twelve years

### **Litany for the whale**

Multimedia concert by the Internationale Gesellschaft für neue Musik (IGNM) Styria section

### **Zero waste**

Workshop with Katharina Lierzer

## VISIBILITY UND COMMUNICATION

Apart from Graz Museum’s social media channels, an advertising column in the city advertised the “Graz is on the Sea” project.

Six newspaper articles were published in regional media (*Woche Steiermark, Kleine Zeitung, BIG Graz, Der Grazer*).

“Graz is on the Sea” was also presented to the Austrian State Secretary for Art and Culture Andrea Mayer on the occasion of her visit on 7 October 2021.

The Deutscher Museumsbund education magazine *Standbein Spielbein* included a report on the “Graz is on the Sea” project.



## FOLLOW-UP

Graz Museum is continuing its commitment to the SDGs beyond the 17x17 project. The interventions on the subject of pollution of the river Mur remain a new focus of the permanent exhibition and will be included in the online exhibition. The exhibition programme will continue to focus on sustainability goals either directly or indirectly through themed temporary exhibitions. The current exhibition *Hätte, hätte Fahrradkette* deals with SDG 11 Sustainable Cities and Communities and the measures taken by Graz city council to promote cycling.

The cultural education department also contributes through its programme design, aware-raising and sustainable and resource-sparing method of working. The workshop "Graz is on the Sea" is a permanent feature of the programme, and children's worksheets on the history of the city will focus on water pollution.

[www.grazmuseum.at](http://www.grazmuseum.at)

## INTERNAL MEASURES

The collaboration of all departments of Graz Museum (including the city archive and archaeology department) in the participative project gave rise straightaway to some initiatives – plastic-free packaging and exhibition material, plastic-free children's workshops – with particular attention in addition to the sustainability targets in general.

Major plans, such as a new central depot for the city archive and Graz Museum collection, also take account of sustainability.

Große Vorhaben, so die Planung eines neuen Zentraldepots für das Stadtarchiv und die Sammlung des Graz Museums, sind unter dem Aspekt der Nachhaltigkeit projiziert.

## MUSEUM NIEDERÖSTERREICH ST. PÖLTEN, LOWER AUSTRIA

IN THE IMPOSING DESIGN BY STAR ARCHITECT HANS HOLLEIN, MUSEUM NIEDERÖSTERREICH IN THE CULTURE DISTRICT OF ST. PÖLTEN COMBINES THE HAUS FÜR NATUR AND THE HAUS DER GESCHICHTE, TWO PLACES OF ENCOUNTER WITH SCIENCE AND RESEARCH. THE AMBITIOUS EXHIBITIONS ARE ACCOMPANIED BY A WIDE-RANGING EDUCATION PROGRAMME FOR ALL AGE GROUPS.



### CHALLENGE, CONCEPT, TARGETS

Ten to one hundred times as many species are becoming extinct in the world today as in the previous ten million years. The loss of biodiversity destabilises the ecosystem and threatens our livelihood. This crisis is a genuine danger and calls for rapid action – but what needs to be done and how can we participate actively in species conservation?

The Haus für Natur has wide-ranging expertise in communicating knowledge of species and understanding for ecological connectivity. As part of the 17×17 initiative, Museum Niederösterreich created further possibilities for different target groups to learn about life on land and its fragile composition and offered suggestions as to how every individual can help preserve biodiversity.

15 LIFE  
ON LAND







## PROGRAMME

Since November 2021 the museum has offered a two-part workshop entitled "Life on Land – Biodiversity in Danger" for years 4 to 8. Teachers can book sessions lasting 50 or 100 minutes on MS Teams in which our educators explain the sustainability goals of Agenda 2030 and life on land.

In 2022 the established discussion series "Erlebte Natur" will be devoted to SDG 15. Four events will be held focusing on biodiversity in the city and the importance of species conservation.

On two days in April and May 2022, the Haus für Natur invited local environmental and species conservation organisations to the Biodiversity Days in the grounds of the museum. With a reduced admission price, experts and families were offered talks, interactive stations and guided tours enabling them to discover more about local nature initiatives.

## VISIBILITY, COMMUNICATION

A display case in the entrance of the Haus für Natur draws attention to SDG 15 Life on Land. Every two months new objects are presented in connection with the subject of biodiversity. The first such object was the European green toad, whose existence is threatened as a result of the cutting up of its habitat through road building and soil sealing. Museum Niederösterreich is supporting the Naturschutzbund in managing the amphibian barriers along hiking trails. Animals are carried across roads to enable them to access spawning grounds in safety.

[www.museumnoe.at](http://www.museumnoe.at)

## LANDESMUSEUM BURGENLAND EISENSTADT, BURGENLAND

LANDESMUSEUM BURGENLAND IS A GENERAL MUSEUM SHOWING THE HISTORY OF THE REGION OVER THE PAST 10,000 YEARS. IT FORMS THE CULTURAL AND HISTORICAL MEMORY OF THE PROVINCE. BURGENLAND'S HISTORY AND TRADITIONS ARE BROUGHT TO LIFE AND EXPLAINED CREATIVELY AND RELEVANTLY. LANDESMUSEUM BURGENLAND IS A PLACE OF LEARNING FOR YOUNG AND OLD, A PLACE FOR DISCOVERING TRADITIONS AND A PLACE FOR TELLING LIVING HISTORY AND STORIES.



### CHALLENGE, CONCEPT, TARGETS

Landesmuseum Burgenland drew SDG 16 Peace and Justice Strong Institutions. It rapidly became clear that this SDG could best be addressed and communicated through Burgenland's 100-year history. Austria's youngest province was founded in the course of the peace process of 1919/21. This particular historical background formed the basis for the museum's approach to SDG 16.

**16** PEACE, JUSTICE AND  
STRONG INSTITUTIONS





## PROGRAMM

- Peace table in the auditorium of Landesmuseum Burgenland. The kick-off event took place in August 2021 as part of the Ferienspiel Eisenstadt children's programme. Around eighty primary school pupils were asked to build, draw, paint or present a city of peace. The peace table remained for weeks in the auditorium as an incentive for visitors to continue to work on the city of peace.
- Guided tours on the SDG Peace and Justice during the anniversary exhibition *Wir sind 100: Burgenland schreibt Geschichte* at Friedensburg Schlaining, a partner institution of the Landesmuseum Burgenland.
- Podcast series *Stimmen für den Frieden* with people for whom peace and justice play a particular role. Participants included experts from the Österreichisches Studienzentrum für Frieden und Konfliktlösung (ASPR) at Friedensburg Schlaining and young inhabitants of Burgenland.

### Main aims:

- Confronting Burgenland's history in particular
- Raising visitors' awareness in virtual and real space of peace and justice in general - particularly in times like these



## FOLLOW-UP

- Guided tours for adults, juveniles and children through the new permanent exhibition *Das Burgenland: Land in Bewegung, Land der Begegnung* will look at the role of peace and justice in a border region, as Burgenland has always been, in the past and present.
- *Stimmen für den Frieden* podcasts will be integrated in the new permanent exhibition *Das Burgenland: Land in Bewegung, Land der Begegnung* and presented to visitors as a multi-media installation.
- The “Regle den Staat” workshop series in cooperation with the Legal Literacy project will present the basic structure of the Austrian state. What is the role of the Constitution? How are laws made? How established is democracy in the Western world? How can we contribute to peace and justice?
- The 17x17 initiative and our participation in it will be communicated on the Landesmuseum website.

[www.landesmuseum-burgenland.at](http://www.landesmuseum-burgenland.at)

## VISIBILITY, COMMUNICATION

- Press release to media partners before the theme week
- Project communication on the Landesmuseum Burgenland website during and after the theme week
- Communication on social media of the project and measures during the theme week
- Daily publication of new *Stimmen für den Frieden* podcasts on the Landesmuseum's website and social media pages during the theme week

## NATURHISTORISCHES MUSEUM WIEN VIENNA

THE NATURHISTORISCHES MUSEUM WIEN, A RESEARCH MUSEUM WITH A 270-YEAR HISTORY, HAS OVER 30 MILLION OBJECTS, MAKING IT ONE OF THE MOST IMPORTANT NATURAL HISTORY MUSEUMS IN THE WORLD. IT SHOWS THE DIVERSITY OF NATURE, THE EVOLUTION OF THE PLANET EARTH AND LIFE ON IT, AND THE CULTURAL DEVELOPMENT OF MANKIND, AND SERVES AS AN INSPIRING PLACE OF ENCOUNTER FOR AN EXCHANGE BETWEEN RESEARCH INSTITUTIONS AND SOCIETY.



### CHALLENGE, CONCEPT, TARGETS

The greatest challenge for the NHM's SDG team in implementing the most wide-ranging and inclusive goal was without a doubt to make the diverse partnerships at various levels and the museum's long tradition visible and comprehensible to outsiders on the basis of specific topical examples.

Four focuses were eventually chosen:

- **SDG Dialogue Forum and 17x17 closing event:**  
The focuses here were SDG goals, their significance, social relevance and political and cultural implementation.
- **Theme week at the NHM:**  
The focuses here were new, modern, collaborative communication and education formats, that are already enjoying great success.





→ **Design and implementation of *Brazil: 200 Years of Relations* exhibition (from June 2022 to January 2023)**

The exhibition will offer a platform for a concentrated network of partnerships:

- involvement of representatives of Brazil so as to integrate their point of view
- long-standing research cooperation as an essential condition for the growth of the collection and global strategies for research-based problem-solving
- indigenous inputs regarding the conservation of unique natural habitats and an alternative approach to resources

## **PROGRAMM**

### **SDG Dialogue Forum on Deck 50**

The aim of the first SDG Dialogue Forum in Austria on 28 September 2021 entitled "Building Forward Better with Agenda 2030" was to discuss and devise strategies for sustainable development after COVID-19. SDG innovation pools considered achievement of the SDGs in connection with digitisation, climate protection, inclusion and Austria in a global context. A high-level discussion was then held on the former ORF Club 2, with contributions by video link with UN Secretary-General Ban Ki-moon and top politicians.



## FOLLOW-UP

The cooperations featuring in *Brazil: 200 Years of Relations* will remain as an element in the NHM programme after the exhibition has closed – in research, communication and sociopolitical terms.

An example of the partnerships reflecting other SDGs is the Austrian Ecolabel certification since July 2021 and the associated commitment to climate protection and sustainability.

Science shows, discussions, citizens' science activities and a wide range of participatory events, particularly in the new Deck 50 experimental space, offer an ideal long-term framework for confronting the various SDGs and their cooperative implementation.

[www.nhm-wien.ac.at](http://www.nhm-wien.ac.at)

### Planning of closing 17×17 event on Deck 50

A closing event was planned for 29 November 2021 to draw attention to the various ideas and activities developed through the 17×17 initiative and also to present it to visitors at various public info points. Unfortunately the event had to be cancelled because of the COVID-19 pandemic.

### SDG theme week in the NHM with the new format "Meet a Scientist" on Deck 50

An adapted version of the SDG theme week was held. The "Meet a Scientist" format allowed researchers to present their personal stories, provide insight into their daily work and share their knowledge directly with visitors. The secrets of coral mucus were revealed, a food check looked at preserves, and textile art from the Hallstatt period was shown as an alternative to today's fast fashion.

**1 TAXISPALAIS KUNSTHALLE TIROL  
SALZBURG 3 VORARLBERG MUSEUM  
MUSEUM GROßGMAYN 5 WERNER  
PLIBERK 6 ÖSTERREICHISCHE GALERIE  
ARCHITEKTURZENTRUM WIEN 8 IN  
SCHAU 9 KZ-GEDENKSTÄTTE MAUT  
MEMORIAL 10 RÖMERSTADT CARNIUM  
WEHRMUSEUM KUNST UND KULTUR  
CENTER 13 MUSEUM DER VÖLKER 14  
NIEDERÖSTERREICH 16 LANDESMUSEUM  
HISTORISCHES MUSEUM WIEN**



<sup>2</sup> MUSEUM DER MODERNE  
<sup>M</sup> <sup>4</sup> SALZBURGER FREILICHT-  
BERG MUSEUM BLEIBURG/  
ERIE BELVEDERE <sup>7</sup> Az W—  
ATURA—ERLEBNIS NATUR-  
HAUSEN/MAUTHAUSEN  
<sup>J</sup> NTUM <sup>11</sup> STEIRISCHES FEUER-  
JR <sup>12</sup> ARS ELECTRONICA  
GRAZ MUSEUM <sup>15</sup> MUSEUM  
SEUM BURGENLAND <sup>17</sup> NATUR-

# IMPRESSUM

## 17 Museums x 17 SDGs — Museums as Pioneers of Social, Ecological and Economic Development.

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Carnuntum Roman City  
Steirisches Feuerwehrmuseum  
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Affairs

Against the background of the present-day ecological, economic, social and political challenges and crises, the key role played by museums in the shaping and development of our society is particularly evident. But how can their contribution to a sustainable social transformation be presented and communicated on a broad scale?

The Sustainable Development Goals adopted by the United Nations in 2015 offer an ideal framework. ICOM Austria therefore asked seventeen museums to design specific measures and activities for each of the seventeen SDGs as a contribution to their achievement and as best-practice examples.

This guide gives an insight into the planning process, offers useful tips and checklists and documents the seventeen museums and their contributions.

**#17×17**  
**#SDGs**  
**#ICOM AUSTRIA**  
**#BMKOEES**