

# WHAT IF...

## Sustainability and Environmental Concerns

- climate was seen as cool not like health and safety or the IT guy
- we use only heat-source pumps or district heating
- the shops didn't sell single use items
- every museum goes carbon zero
- circularity (circular economy) becomes a new business model
- museums put bees on the roof
- museums produce the food for their cafe in their garden
- museums were powered by local wind/solar only
- we turn some car parking to green spaces
- museum shop would sell only local sustainable products
- all museums become synonymous with climate action
- museums use solar panels to support electricity for collection storage
- all museum cafes go vegan
- sell only organic wine
- we re-used wee + poo as compost

## Resource Sharing, Collaboration, and Merging

- we share services like servers
- big museums fundraised for the benefit of small museums
- museums share physical resources + exhibitions + exchange + re-use
- collectors could collaborate with museums to either throw open their collections to the public or partner with museums to make them available to the public
- we ban work related flights and travel only by train or boat
- we build all our exhibitions, so they are climate neutral
- we develop a long-term plan to merge museums (planned exit strategies)
- reduce the number of museums

# WHAT IF...

## Community Engagement, Services, and Local Initiatives

- our donors thought this was amazing
- incentivize bike riding via free lunch
- museums only sell local products in cafe, shop, online
- museums use their green space for urban agriculture
- establish benefits for staff to give up driving (and do yoga)
- offer programs in hybrid formats
- museums become places of radical rethinking
- museums become places of radical doing
- museums become community hubs with community responsibility for cultural heritage
- every museum offers their spaces for communities
- museums shared/labelled CO2/food miles
- local museums ignited community cleaning of the neighbourhood
- museums parks/gardens were rewilded
- we bought all our canapes locally
- sell things made in our own towns only
- museum shops procured all locally made things from disabled artist communities

# WHAT IF...

## **Operational Changes, Policies, and Travel**

- we banned new builds + old unsuitable buildings
- used only ethical banks
- we banned resuscitating heritage buildings
- we changed our expectations around climate control
- gave away electric + pedal bikes to staff
- employees could use x percentage of work time for a charity they choose
- we introduced woolly jumper t-shirt days
- you could only visit if you don't have a passport
- we don't fly anymore as staff
- nobody travels

## **Digital Initiatives, Technology, and Communication**

- digital (all activity) is supported by renewable energy only
- Museum Leadership House was hosted online
- set a limit on / dramatically reduced / reimagined emails
- museum performance is not measured by attendance

## **Collection, Exhibition, and Space Management**

- we sold some of our collections to fund these "what ifs"
- we get rid of some of our collection and use the space to invite others to re-use it
- museums collections would be redistributed
- we stopped acquiring more and more objects
- we did not have to own everything we display
- every exhibition would be displayed at least for 11 months
- we stop touring exhibitions
- stop building any new facilities and do only repurposing

# WHAT IF...

## Education, Awareness, and Culture

- museums taught how to use less at home
- education included 2 week secondment/internship in a museums to learn about climate change
- local farms did museum school programmes
- we had 'tax incentive' theater (mock portrayals in museum)
- we put our museums on trains so they're more fun to travel on

## Funding, Financial Initiatives, and Incentive

- prizes and bonuses were organic food and not amazon vouchers
- we provided the criteria for funding (aligned to sustainable goals)
- there were tax incentives for genuine carbon improvement
- we convinced governments by our collective climate activism to de-fund fossil fuels and invest in renewable energy for all publicly funded organisations
- museums invested \$\$ creating multiplier effect cities
- we only collect objects that are made of used or recycled material
- one \$ spent per hundred \$\$ goes to community projects