



## 1. Background

Wales, almost alone among nations, adopted the principles of sustainable development as the underpinning principle of Welsh Assembly Government. The Government of Wales Act 1998, section 121, placed a duty on the Welsh Assembly Government to promote sustainable development in the exercise of its functions. This required the Welsh Assembly Government to draft a scheme setting out how it proposed to implement this duty. Following consultation, the Assembly Government adopted its first sustainable development scheme 'A Sustainable Wales – Learning to Live Differently' in 2000. This stated:

*'The Assembly is committed to the principles of sustainable development. We subscribe to the view that our current way of living is unsustainable and that real progress can no longer be measured by economic growth.....This means that we should treat the Earth as through we intend to stay'.*

In 2003, The Assembly published 'Starting to Live Differently', a consultation review of its Sustainable Development Scheme, which states

*'Over the past 3 years, Wales has become an internationally respected advocate and champion of sustainable development, leading networks of best practice in Europe and internationally.'*

The Welsh Assembly Government has now published its Sustainable Development Plan 2004-2007 and has also released a consultation on its Environment Strategy for Wales.

As an Assembly Sponsored Public Body which encompasses research on environmental matters and dissemination of this knowledge to the public, AC-NMW fully supports the adoption of sustainable practices and this policy framework outlines our commitment. As stated by Rhodri Morgan AM, First Minister for Wales **"Sustainable development is not an option that will go away - it is the only way forward"**.

## **2. Amgueddfa Cymru – National Museum Wales’ policy for sustainable development**

The policies of the Welsh Assembly Government have given us the lead in the writing of this document. In doing so AC-NMW has adopted the following definition of sustainable development which at its simplest is

*development that meets the needs of the present without compromising the ability of future generations to meet their own needs’*

and in some more detail

*as “ a dynamic approach which enables all people to realise their potential and to improve their quality of life in ways which simultaneously protect and enhance the Earth’s life support systems”. Sustainable Development Policy should include long-term planning consideration of impacts beyond the local area and the integration of social, economic and environmental issues.’*

In 2004, an Amgueddfa Cymru – National Museum Wales Sustainable Development Forum was convened to drive forward the development of policy and action in relation to sustainable development issues. This policy framework is the outcome of the initial work of this Forum.

This policy framework for Sustainable Development was approved by Directorate on 20 09 2005 and by the Museum’s Council (Board of Trustees) on 27 10 2005. It will be reviewed on an annual basis by the AC-NMW Sustainable Development Forum and the AC-NMW Directorate.

In 2005, as a result of developing its Vision for the future, AC-NMW made a commitment to champion sustainability as an organisational value.

### **AC-NMW will work towards progress in two major directions**

- ❖ **The development of sustainable practices in the operation of all its sites.**
- ❖ **The promotion of the public understanding of sustainable development through its learning programme**

## **3. Amgueddfa Cymru – National Museum Wales’ policy framework for promoting Sustainable Development**

In order to deliver AC-NMW’s sustainable objectives it will be necessary to draft a series of related, but more detailed strategy documents: this document provides the context and justification for these strategies. In order to initiate the process of improvement key operational and learning objectives have

been identified. The completion of the strategy documents will guide the review of this document.

## **Operations**

To achieve more sustainable working in its operations the museum will:

- 3.1 Adopt an environmental management system based on ISO 14001 and achieved through the Green Dragon Environmental Standards System.
- 3.2 Adopt a sustainable development procurement policy.
- 3.3 Promote the use of environmentally friendly and safe products.
- 3.4 Use environmentally safe and sustainable energy sources and seek to eliminate unnecessary waste and use of energy throughout the organisation.
- 3.5 Minimise and avoid waste where practicable, and promote re-use and appropriate recycling of all resources at AC-NMW.
- 3.6 Minimise and avoid the release and emission of pollutants that may cause environmental damage to air, land or water and minimise and eliminate noise pollution where practicable.
- 3.7 Maintain and continuously improve the Museum built infrastructure and estate so that it is a sustainable resource for decades to come.
- 3.8 Comply with the relevant environmental legislation requirements.
- 3.9 Protect, conserve, enhance and restore the diverse natural, semi-natural and man-made features of the AC-NMW estate and promote their sustainable use, re-use and development.
- 3.10 Communicate to our visitors and users the areas in which we have set standards for environmental impact.
- 3.11 Promote and encourage the use of environmentally friendly modes of transport during working hours including car sharing and public transport and support ways which reduce the need for staff to travel between sites (e.g. through appropriate use of video-conferencing).
- 3.12 Encourage and support Museum sites to support local businesses and provide local people with local services and jobs.

## **Learning**

The collections and sites of the museum offer a variety of opportunities for the public understanding of sustainable issues as well as opportunities for research pertinent to these issues.

Where appropriate we will

- 3.13 Include sustainable development issues in our interpretation of all subjects including biodiversity, geology, history, industry and the arts.

- 3.14 Encourage the conservation of biodiversity and geodiversity at local and global scales.
- 3.15 Value and protect social diversity and local distinctiveness and strengthen local community and cultural identity.
- 3.16 Encourage participation by visitors in the Local Agenda 21 process and raise awareness of their environmental responsibilities to improve their 'quality of life' without causing damage for future generations to come.
- 3.17 Undertake research which contributes to the regional and global understanding of biodiversity as outlined by the Convention on Biological Diversity.
- 3.18 Undertake research which contributes to our understanding of the social and environmental changes caused by agricultural and industrial processes.

#### **4. Creating a culture of commitment to sustainability within Amgueddfa Cymru - National Museum Wales**

The greatest challenge for the museum is to make the connections between the mainstream decision-making processes and the key-policy drivers with attaining the goal of sustainable development.

To ensure that the policy framework is implemented throughout the organisation, it is important to create a culture of commitment to the process of sustainable development. In order to do this we will:

- Raise awareness of the concept of sustainable development and its importance to all of us, both now and in the future
- Provide accessible information on sustainability issues to enable people to gather knowledge, understanding and feel confident in participating in sustainability initiatives.

The message of sustainable development can be complex and for managers within the museum, in-depth support is required to ensure a better knowledge and understanding of the issues.

In order to communicate sustainable development, the message needs to be kept clear and concise. At the initial stage of awareness-raising about sustainable development, we need to ensure that we generate and build on the sense of stewardship and citizenship that most of us, to some degree, already feel. Integral to this is the creation of a 'feel good' factor on how we are making a positive difference (as individuals and as an organisation) to our own lives, the lives of others and the eco-system of the planet as a consequence of 'buying into' the concept of sustainable development.

This will be achieved through an awareness-raising campaign that:

- Uses accessible language for everyday use. This is particularly important as the term 'sustainable development' suggests complexity and may create a barrier to many people. It is suggested that 'sustainability' is adopted as the common language and that an eye-catching 'stamp' logo and a strap line are formulated and used whenever sustainability issues are being promoted.
- Consistently sell the same positive message.
- Highlights good practice examples – which not only rewards staff involved but also creates an impetus for others to achieve at the same level. This positive approach can create a sense that we are all striving towards sustainability, rather than sustainability being confined to the Sustainable Development Forum or one or two individuals /departments.
- Provides opportunities for staff involvement and feedback

### **Actions to achieve this:**

- 4.1 Produce plan of how SD issues can be promoted throughout the organisation.

## **5. Measuring our performance**

Owing to the multi-faceted nature of the work of the organisation, improvement to the Museum's sustainability and environmental performance must be monitored and evaluated through a variety of mechanisms.

**Operations: - An Environmental Management System** – AC-NMW has committed to the Green Dragon Environmental Standard System. During 2005, each Museum site will be audited and certified to one of the levels within this EMS. The system is a stepped environmental management standard based on ISO 14001 which incorporates the following key principles for environmental management:

- Continual environmental improvement
- Compliance with environmental legislation
- Prevention of environmental pollution
- Communication on environmental issues

There are five stages within the Green Dragon Environmental standard, each incorporating the key elements of planning, taking action, checking progress and reviewing achievements to realise continual environmental improvement. The standard includes a checklist of appropriate activities that require improvement. The table below sets out a timescale within which each site will aim to attain Green Dragon Level 5.

Site	2005/6	2006/7	2007/8	2008/9
National Museum Cardiff	Green Dragon Level 2	Green Dragon Level 3	Green Dragon Level 4	Green Dragon Level 5
St Fagans –	Green Dragon Level 2	Green Dragon Level 3	Green Dragon Level 4	Green Dragon Level 5
National Roman Legionary Museum	Green Dragon Level 3	Green Dragon Level 4	Green Dragon Level 5	Retain Green Dragon Level 5
Big Pit	Green Dragon Level 2	Green Dragon Level 3	Green Dragon Level 4	Green Dragon Level 5
National Wool Museum	Green Dragon Level 2	Green Dragon Level 3	Green Dragon Level 4	Green Dragon Level 5
National Slate Museum	Green Dragon Level 2	Green Dragon Level 3	Green Dragon Level 4	Green Dragon Level 5
National Waterfront Museum Swansea		Green Dragon Level 2/3	Green Dragon Level 4	Green Dragon Level 5
National Collections Centre		Green Dragon Level 2/3	Green Dragon Level 4	Green Dragon Level 5

### **Learning – Measuring performance in our Learning and Research activities.**

The initial stage of monitoring performance in the area of learning and research will be to establish a baseline of current activity. This might be based on:-

- The % of interpretation projects with a SD message
- Interpretation projects that have considered SD issues
- The number of, publications, presentations, workshops/seminars etc. containing research relevant to sustainable development issues
- The number of staff involved with research contributing to the understanding of biodiversity
- The number of staff trained to impart SD information at a particular level (operational information to the general public, technical information by specialists etc.)

From this information a more specific target for enhancing the sustainable development content of museum interpretation and competence of staff can be established.

## 7. Creating the Future Together – An action plan for issues under section 3

Action Number	Action	Who is responsible?	Resource implications	Target date
<b>Operations</b>				
<b>1.</b>	<b>Attain Green Dragon award status at all NMW sites at the following levels :</b>			
	1.a NMC -GD Level 3	agreed site representative		2006/2007
	1.b. SF-NHM - GD Level 3	agreed site representative		2006/2007
	1.c. NRLM - GD Level 4	agreed site representative		2006/2007
	1.d BP - GD Level 3	agreed site representative		2006/2007
	1.e. NWM - GD Level 3	agreed site representative		2006/2007
	1.f. NSM - GD Level 3	agreed site representative		2006/2007
	1.g. NWMS - GD Level 3	agreed site representative		2006/2007
	1.h. NCC- Nantgarw - GD Level 3	agreed site representative		2006/2007
	<b><i>This will be achieved by:</i></b>			
	1.i. The creation of an Environmental Legislation Register for all sites	agreed site representative		2006/2007
	1.j. Revising and implement an Energy Policy for all sites	agreed site representative		2006/2007
	1.k. The completion of waste audits for all sites	agreed site representative		2006/2007
	1.l. Initiating a SD awareness programme at all sites.	agreed site representative		2006/2007
<b>2.</b>	<b>Produce and implement a SD Procurement Strategy for AC-NMW</b>	John Sheppard/Mike Evans/SD Group		2006/2007

3.	Ensure the AC-NMW Trading Co. has a procurement policy in place	Head of AC-NMW Enterprises		2006/2007
2.	Review use of ITC facilities, and staff training needed to access them	Arabella Smith & HR		2006/2007
3.	Produce a mechanism to evaluate SD component of all event and exhibition proposals	Mike Tooby / SD Group		2006/2007
4.	Ensure AC-NMW stance on SD is inserted in all appropriate written and virtual communications	Robin Gwyn / SD Group		2006/2007
5.	Produce an action plan to promote SD issues and information throughout AC-NMW	Arabella Smith/SD Group		2006/2007
<b>Learning</b>				
5.	Undertake a baseline survey of current SD-related learning activity	Mike Tooby/ Arabella Smith		2006/2007