

## Culture Over Carbon: Understanding the Impact of Museums' Energy Use

Please join us in spreading the word about Culture Over Carbon (COC).

This file provides materials and background information for your use including:

- Information about Culture Over Carbon's promotion
- Messaging and Facts
- Images, Sample Posts, and Credit Lines
- Links to websites and reports and factsheets
- List of Participants who opted to publicly share their institution's name

### CULTURE OVER CARBON REPORT AND FACTSHEET RELEASE

#### Publication of the Culture Over Carbon Report and Recommendations Factsheet

The COC Report and Recommendations Factsheet will be available to the public on the COC website (link below) beginning **Tuesday, September 5, 2023 at 12 PM (EST)**. The COC Codes and Policies Factsheet was released earlier this year. If you would like to issue your own press release, please share with the team once it is published by emailing [hello@ecprs.org](mailto:hello@ecprs.org).

### MESSAGING

- Too few cultural institutions feel they have the resources to manage their energy consumption, yet the need to track this information is critical to planning for and complying with upcoming or existing building codes and policies.
- Understanding the scale of the cultural sector's total emissions is important for defining the scope of change necessary, attracting funding for changes, and reporting on the success of both funding and effort.
- There is an opportunity for a great collective impact by the cultural sector—if all the cultural institutions in the U.S. reduced their energy use by 20%, the estimated annual carbon and other GHG emission reduction would be the equivalent of two gas-fired power plant's annual emissions or taking around 180,000 cars off the road.
- Participants included 130+ cultural institutions from five types of museums, zoos, aquariums, gardens, and historic sites. Institutions were located in diverse geographic regions across the U.S. and had varying sizes and types of buildings.
- With the data and momentum from Culture Over Carbon, New Buildings Institute, Environment & Culture Partners, and the Environmental Protection Agency are collaborating on a survey to create a building performance category for museums in ENERGY STAR® Portfolio Manager®. The survey will require 200+ participants.

## FACTS

- *Culture Over Carbon: Understanding Museums’ Energy Use* is funded by an Institute of Museum and Library Services National Leadership Grant. Partners include the New England Museum Association, New Buildings Institute, and Environment & Culture Partners.
- The Culture Over Carbon research study created the cultural sector’s first in-depth energy use analysis and the first estimate of the sector’s energy impacts on climate.
- Energy consumption from buildings accounts for ~40% of global greenhouse gas emissions ([Source](#): International Energy Agency (IEA). *Global CO2 emissions from buildings, including embodied emissions from new construction, 2022*)
- There are over 33,000 museums in the U.S. ([Source](#): United Nations Educational, Scientific and Cultural Organization (UNESCO). *Report on the implementation of the UNESCO 2015 Recommendation on Museums & Collections: Recommendation concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society, 2019*)

## CONTENT

Below please find supporting information including Images, Partner Usernames, Links, and Sample Posts. Users may adapt and format the samples to align with their branding and style. Communications will also be shared via platforms of Environment & Culture Partners and New Buildings Institute which we encourage you to re-post.

## Hashtags

We encourage users to use the hashtag **#CultureOverCarbon**.

## Images

Please include the COC images where possible. Images are located on pages 6-9.

## Partner Usernames

Please use the following usernames to promote COC.

Platform	ECP	NBI	NEMA	IMLS
Twitter	@EnvCulturePrs	@NewBldgsInst	@NEMAnet	@US_IMLS
Facebook	@EnvCulturePrs	@NewBuildingsInstitute	@New England Museum Association	@USIMLS
Instagram	@envcultureprs	@newbuildingsinstitute	@nema_conference	N/A
LinkedIn	@Environment & Culture Partners	@New Buildings Institute	@New England Museum Association	N/A

## Links

Culture Over Carbon website with report and factsheet

Long URL: <https://ecprs.org/engagement/culture-over-carbon/>

Short URL: <https://tinyurl.com/LearnCOC>

Culture Over Carbon Full Report

Long URL: <https://ecprs.org/wp-content/uploads/2023/09/Culture-Over-Carbon-Full-Report.pdf>

Short URL: <https://tinyurl.com/COCFullReport>

Culture Over Carbon Recommendations Factsheet

Long URL: [https://ecprs.org/wp-content/uploads/2023/09/Culture-Over-Carbon-Recommendations-Factsheet\\_v4.pdf](https://ecprs.org/wp-content/uploads/2023/09/Culture-Over-Carbon-Recommendations-Factsheet_v4.pdf)

Short URL: <https://tinyurl.com/COCRecommendations>

Culture Over Carbon Codes and Policies Factsheet

Long URL: [https://ecprs.org/wp-content/uploads/2023/06/Culture-Over-Carbon\\_CodesPolicies\\_factsheet\\_web.pdf](https://ecprs.org/wp-content/uploads/2023/06/Culture-Over-Carbon_CodesPolicies_factsheet_web.pdf)

Short URL: <https://tinyurl.com/COCCodesPolicies>

## SAMPLE POSTS

The Culture Over Carbon research study is advancing the cultural sector's understanding of museum's energy use and impacts on climate. Culture Over Carbon is funded by an Institute of Museum and Library Services National Leadership Grant. Partners include the New England Museum Association, New Buildings Institute, and Environment & Culture Partners.

Additional content:

- Monitoring energy use will help museums [plan/make decisions].
- Sharing this work is important to us because [insert].
- Discovering ways to become more energy efficient and decrease the sector's carbon footprint is important/impactful because [insert].
- Pursuing climate initiatives such as monitoring and reducing energy is a priority/a new priority because [insert].

## CREDIT LINE

Please always credit Environment & Culture Partners, New Buildings Institute, the New England Museum Association and Institute of Museum and Library Services when promoting your participation. Suggested credit lines:

Sample #1:

Culture Over Carbon was made possible by Environment & Culture Partners, New Buildings Institute, New England Museum Association, and Institute of Museum and Library Services.

Sample #2:

Culture Over Carbon was made possible by ECP, NBI, NEMA, and IMLS.

#CarbonInventoryProject

## CULTURE OVER CARBON PARTICIPANTS

The following institutions opted to share their names as participants in COC:

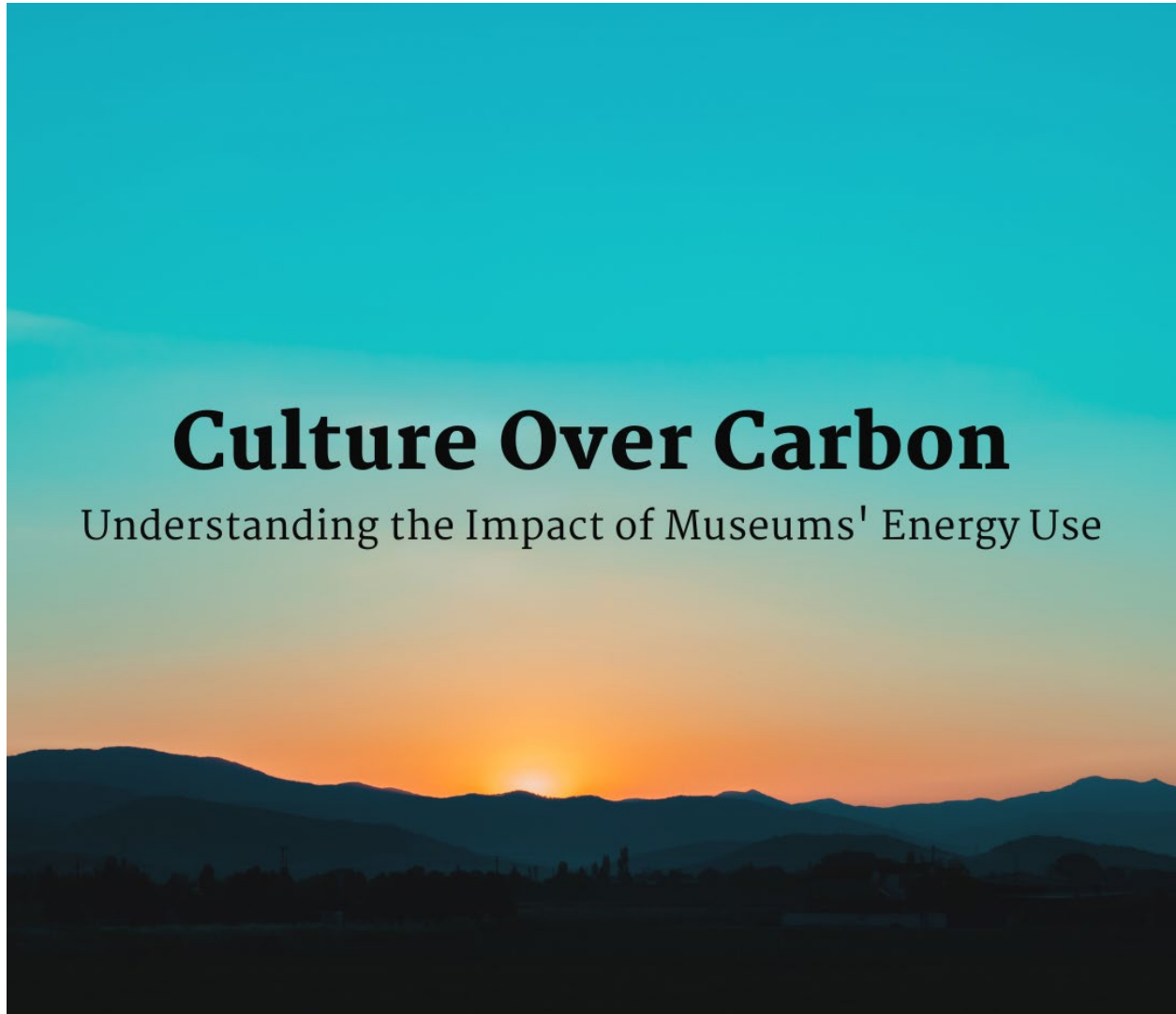
Adler Planetarium, Chicago, IL; Akron Zoological Park, Akron, OH; Alaska State Libraries, Archives, & Museums, Sitka, AK; American Swedish Institute, Minneapolis, MN; Ann Mary Brown Memorial, Brown University, Providence, RI; Aquarium of Niagara, Niagara Falls, NY; Art Museum of Southeast Texas, Beaumont, TX; Asia Society, Brooklyn, NY; Atlanta History Center, Atlanta, GA; Bell Museum, St. Paul, MN; Bellevue Arts Museum, Bellevue, WA; Berkshire County Historical Society at Herman Melville's Arrowhead, Pittsfield, MA; Bernheim Arboretum and Research Forest, Clermont, KY; Bernice Pauahi Bishop Museum, Honolulu, HI; Burke Museum of Natural and Cultural History, Seattle, WA; Carnegie Museums of Pittsburgh, Pittsburgh, PA; Center for Arts & History, Lewis-Clark State College, Lewiston, ID; Chicago Children's Museum, Chicago, IL; Children's Museum of Eau Claire, Eau Claire, WI; Children's Museum of Illinois, Decatur, IL; Chumash Indian Museum, Thousand Oaks, CA; Cincinnati Art Museum, Cincinnati, OH; Cincinnati Contemporary Arts Center, Cincinnati, OH; Cincinnati Zoo & Botanical Garden, Cincinnati, OH; Clark Art Institute, Williamstown, MA; Creative Discovery Museum, Chattanooga, TN; Customs House Museum and Cultural Center, Clarksville, TN; Detroit Zoological Society, Royal Oak, MI; Discovery Museum, Acton, MA; Dumbarton Oak Research Library and Collections, Washington, DC; Explora, Albuquerque, NM; Exploratorium, San Francisco, CA; Farnsworth Art Museum, Rockland, ME; Field Museum, Chicago, IL; Florence Griswold Museum, Old Lyme, CT; Frye Art Museum, Seattle, WA; Henry Vilas Zoo, Madison, WI; Hillwood Estate, Museum & Gardens, Washington, DC; Historic New England, South Berwick, ME; International Museum of Art & Science, McAllen, TX; John Ball Zoo, Grand Rapids, MI; John F. Kennedy Presidential Library and Museum, Boston, MA; John Hair Cultural Center, Tahlequah, OK; Kansas City Zoo, Kansas City, MO; Kelsey Museum of Archaeology, Ann Arbor, MI; Kentucky Museum at Western Kentucky University, Bowling Green, KY; KidCity Children's Museum, Middletown, CT; KidsQuest Children's Museum, Bellevue, WA; La Plata County Historical Society / Animas Museum, Durango, CO; Madison Children's Museum, Madison, WI; Madison Museum of Contemporary Art (MMoCA), Madison, WI; Memphis Museum of Science & History, Memphis, TN; Missouri History Museum, St. Louis, MO; Monterey Bay Aquarium, Monterey, CA; Mount Auburn Cemetery, Cambridge, MA; Mt. Cuba Center, Hockessin, DE; Museum of Contemporary Art, Chicago, IL; Museum of Discovery and Science, Ft. Lauderdale, FL; Museum of Russian Icons, Clinton, MA; Museum of Science, Boston, MA; National Gallery of Art, Washington, DC; Oklahoma City Zoo, Oklahoma City, OK; Oregon Museum of Science and Industry (OMSI), Portland, OR; Pacific Science Center, Seattle, WA; Paul Revere Memorial Association, Boston, MA; Phipps Conservatory and Botanical Gardens, Pittsburgh, PA; Pueblo Grande Museum and Archaeological Park, Phoenix, AZ; San Diego Natural History Museum, San Diego, CA; San Francisco Museum of Modern Art (SFMOMA), San Francisco, CA; Science Museum of Minnesota, Saint Paul, MN; Seattle Art Museum, Seattle, WA; Shedd Aquarium, Chicago, IL; Shelton McMurphy Johnson House, Eugene, OR; Smithsonian, Suitland, MD; Spencer Museum of Art at the

University of Kansas, Lawrence, KS; St. Louis Science Center, St. Louis, MO; Strawberry Banke, Portsmouth, NH; Tacoma Art Museum, Tacoma, WA; The Bakken Museum, Minneapolis, MN; The Henry Ford, Dearborn, MI; The Montshire Museum of Science, Norwich, VT; The Wild Center, Tupper Lake, NY; Thoreau Farmhouse, Concord, MA; University of Michigan Museum of Art, Ann Arbor, MI; Ute Indian Museum, Montrose, CO; Vermont History Center, Barre, VT; Vizcaya Museum & Gardens, Miami, FL; Western Spirit: Scottsdale's Museum of the West, Scottsdale, AZ; William J. Clinton Presidential Library, Little Rock, AR; WOW! Children's Museum, Lafayette, CO

## COC TEAM

For any questions regarding Culture Over Carbon, or other related inquiries, please contact [hello@ecprs.org](mailto:hello@ecprs.org).

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# Culture Over Carbon

Understanding the Impact of Museums' Energy Use

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