



# Museums go green

Towards a global environmental approach in the Reims city museums



(FR)

REIMS



181,194



Cultural heritage  
for sustainable development



## Challenge

The Reims city museums consist of five museums: The Museum of Fine Arts, the Saint-Remi History Museum, the Fort de la Pompelle Museum, the Museum of the Surrender and Le Vergeur Museum. The challenge for them is to integrate and promote the needs of an ecological transition and to develop a global strategy for sustainable development aimed at both their teams and visitors.



## Solution

The city museums developed an ambitious sustainable transformation plan (2016-2025) that includes work on the museums' infrastructure and collections, and awareness-raising activities such as artistic commissions and temporary exhibitions. In 2022, the Reims City Museums launched "Museums go green", a season aiming to show:

- how museums are places where nature and society meet;
- why cultural heritage bears witness to the close links between humans and their environment throughout history;
- how nature is present everywhere in the collections and offers inexhaustible resources for artistic creation;
- how history, social sciences and art can help better understand our role in a fragile ecosystem and think about the challenges ahead.



## How ?

- 1 Contemporary art was used to question and enrich the way we look at sites and collections (e.g. creation of art works outside the museums, highlighting the links between the buildings and their natural environment).
- 2 Enhancing the museums' green spaces by increasing an off-site policy (e.g. a tour using a digital application to discover the natural heritage around the Fort de la Pompelle museum; installation of beehives on the site; management plan for natural areas).
- 3 Collections were put together to better understand the links between humans and their environment (e.g. a fun and educational exhibition on the history of water and its uses in Reims; a series of lectures by historians and philosophers).
- 4 Environmental issues have been considered across the museum value chain (e.g. natural paint, re-use of elements, reduction of paper consumption).
- 5 Online and onsite information on the efforts made by museums for the ecological transition was available to visitors.
- 6 Environmental awareness has been integrated into the daily activities of museums (e.g. workshops on recycling, making meals with food leftovers, or eating organic products).

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## Budget/Financing

€ 183,000

The total budget was €183,000, 100% from the municipality, with:

- Exhibition on water: €70,000
- Cultural actions: €35,000
- Consulting mission (two years): €30,000
- Artistic commissions: €23,000
- Reusable scenography: €15,000
- Digital application: €7,000
- Beehives: €3,000

Renovations are financed : 50% City of Reims ; 25% DRAC (French ministry of Culture) ; 25% Grand Est Regional Council.



## Management

The museums of Reims benefit from the support of the Regional Directorate for Cultural Affairs (DRAC) Grand-Est and are overall managed by the city, with the support of several associations:

- The SAAM (Society of the arts and museums) offers conferences highlighting exhibitions of national importance as well as news from the Museum of Fine Arts and the Saint-Remi Museum.
- The SAVR (Society of Friends of Old Reims) strives to preserve, study and promote the heritage of the city of Reims; it owns the hotel Le Vergeur and its collections.
- The association for a Great Museum of Fine Arts in Reims supports the rehabilitation and extension of the Museum of Fine Arts in Reims. It accompanies the museum in its missions to educate and entertain the public.
- Reims city museums are also supported by the circle of patrons and corporate sponsors of the Museum of Fine Arts.



## Transferability

- Identify local actors working on sustainable development to establish partnerships and anchor the approach locally.
- Think long term, combining public promotion and internal alignment through a multi-year plan.
- Carefully choose the objectives and indicators, to be able to measure progress and ensure a sound internal management of the approach.



## Impact

The implementation of this season has demonstrated the real interest of the museums' teams in sustainability, beyond the different professions and generations, with the development of an internal dynamic. The wide range of activities (contemporary artworks, exhibitions, cultural programming, conferences) succeeded in attracting a different public from the traditional museum visitors, thanks to the support of partners in the environmental field. Local media covered the season, allowing for spin-offs in terms of communication.

The dynamic initiated by this 2022 season has made it possible to set in motion a longer-term approach, giving meaning to the environmental transition roadmap set for the museums over the next few years.



## Contact

Georges Magnier  
Director of Reims Museums  
[georges.magnier@reims.fr](mailto:georges.magnier@reims.fr)  
00 33 3 26 35 36 66



## Links

- [Reims museums website](#)
- [Digital museum](#)
- [Rausa exhibition](#)

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