



Culture for the Planet

Memorandum of Understanding

This Memorandum of Understanding (“MOU”) is entered into on [Enter date] by and between:

Culture for the Planet Alliance (“Alliance”), a global platform and part of the research-for-action project *Culture Goes Sustainable* led by Prof. Dr. Martin Müller, Department of Geography and Sustainability, University of Lausanne (“UNIL”), and Prof. Dr. Leticia Labaronne, Center for Arts Management, School of Management and Law, Zurich University of Applied Sciences (“ZHAW”).

[Name of organisation], (“Member”), represented by [First and Last Name, Director (or other title, as appropriate)] and [First and Last Name, Sustainability Lead (or other title, as appropriate)].

1. PURPOSE

This MOU sets forth the terms of collaboration between founding members and the Culture for the Planet Alliance.

The Culture for the Planet Alliance is a global platform that aims to harnesses the unique potential of the arts and culture, empowering all relevant stakeholder groups to accelerate the sustainability transition. As a founding member, the Member will actively contribute to shaping the Alliance’s initiatives and co-creating the research results. Founding Members will benefit from the collaboration with leading academics, tailored support to shape global standards, expanded network and engagement with stakeholders, enhanced visibility and recognition, and access to tools for financial and environmental impact.

2. SCOPE OF COLLABORATION

The collaboration involves:

Research: Through the partnership led by UNIL and ZHAW, the Culture for the Planet team will conduct research into the project’s main innovation objectives:

- (i) An indicator framework and sustainability management system for arts and cultural organisations.
- (ii) An international sustainability standard with global recognition.
- (iii) An executive education programme.

Alliance structures: The Culture for the Planet Alliance will be a community of practice in which its Members can connect and exchange ideas and practices. The Alliance will act as the vehicle for co-developing, validating, and implementing the project’s three main research and innovation objectives described above. Members



will contribute to the design of governance frameworks, working groups, and other foundational elements of the Alliance.

Co-creation of the Declaration of Lausanne: The Declaration will be collaboratively developed as a foundational document and manifesto of commitment to sustainability in arts and culture. This document will formally launch the Alliance in 2025.

Promotion and engagement: The Alliance will actively engage and mobilise relevant stakeholder groups, positioning itself as a leading global platform to accelerate the sustainability transition in arts and culture. The Alliance intends on bridging the gap between organisations and stakeholder groups, mobilising resources to help accelerate the sustainability transition in the arts and culture. Members will play a key role as ambassadors, promoting the Alliance’s mission, vision, and initiatives within their networks and fostering broader engagement across the sector.

3. COMMITMENTS OF THE ALLIANCE

The Alliance agrees to:

- Facilitate and coordinate all collaborative processes and activities.
- Provide transparent communication and regular updates to all members.
- Share research insights, tools, and frameworks developed during the initiative.
- Acknowledge and highlight the contributions of founding members in public communications.

4. COMMITMENTS OF THE MEMBER

The signing Member agrees to:

- Act as a co-development partner by providing input and feedback during research and co-creation activities.
- Participate in scheduled meetings and workshops (virtual or in-person).
- Share needs and challenges related to advancing sustainability strategies.
- Test and validate prototypes generated by collaboration.

6. NON-BINDING NATURE

This MOU is non-binding and does not create legal or financial obligations for either party. It reflects the mutual intention to collaborate in good faith towards the Alliance’s objectives.

7. TERMINATION OF THE COLLABORATION

While this MOU is non-binding, the project carries responsibilities and obligations towards its funding body. Consequently, any withdrawal from the collaboration requires written notice to the other party. A notice period of 30 days must be provided before termination of the agreement.



8. SIGNATURES

By signing below, the undersigned agree to the terms outlined in this MOU:

Member

Organisation: [Enter name]

Date: [Enter date]

Name and Title:

Signature:

Name and Title:

Signature:

Alliance

Culture for the Planet

Date:

Name and Title: Martin Müller, Project Co-Lead

Signature:

Name and Title: Leticia Labaronne, Project Co-Lead

Signature: