Culture for the Planet

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PRESS RELEASE

From commitment to collective action: Launch of the Culture for the Planet Alliance

Lausanne, Switzerland – June 2025

A major step forward in the sustainability transition of the arts and cultural sector on a global scale is taking place: **Culture for the Planet Alliance has officially launched and revealed its Founding Members.** This milestone marks the establishment of an international community of practice committed to a shared vision: **accelerating the sustainability transition of the arts and culture through co-developed sector-specific tools, capacity building and collaborative governance**.

A strategic spin-off rooted in cutting-edge research and action

Rooted in a four-year research-for-action project led by the University of Lausanne (UNIL) and the Zurich University of Applied Sciences (ZHAW) and supported by the Swiss BRIDGE Discovery Grant[1] — Culture for the Planet is a global alliance that bridges academic excellence with real-world application. It combines rigorous research with practical innovation to respond to urgent environmental, economic and social challenges faced by arts and cultural organisations. The Culture for the Planet Alliance brings together museums, theatres, opera houses, networks, sector associations, funders and policymakers worldwide. It presents the first synchronized response of the sector to the urgent need for a coordinated approach in sustainability, sharing a commitment to innovation, peer learning and systemic change. Through five interconnected action pillars — **connect, manage, certify, qualify and disseminate** — Culture for the Planet co-develops and implements a suite of tools and services, tailored to the realities and needs of arts and cultural organisations:

- A Community of practice to consolidate fragmented efforts into a cohesive, global movement.
- A Sustainability Management System based on a set of indicators forming a dedicated framework.
- A Sector Standard for international recognition to validate institutional efforts through rigorous criteria.
- A Qualification Programme to equip professionals with the required skills and competencies.
- A Strategic Vision to boost visibility, link stakeholders and foster engagement.

Designed for and with the sector, these tools and services enable institutions to integrate sustainability into governance, operations and artistic practice. At the heart of the Culture for the Planet Alliance lies the vision of **One Sector, One Voice: to align fragmented sustainability initiatives and strengthen the sector's impact on global action in the sustainability transition.** Each Founding Member brings distinct actions, insights, and expertise, shaping a strategy that reflects both global ambition and practical realities.

This year the work is focused on co-developing the indicator-based sustainability framework and management system. Culture for the Planet researchers will be working closely with the Founding Members and additional experts from around the world through iterative surveys, interviews, discussions, and focus groups.

The Declaration of Lausanne: Uniting arts and culture in the sustainability transition

The official launch of the Alliance will take place during the Inaugural Culture for the Planet Summit, from 8 to 10 October 2025 in Lausanne, Switzerland. This three-day event will bring together Alliance members, arts and cultural practitioners, and academic partners for a series of workshops, masterclasses and strategic discussions. **A highlight of this international gathering will be the public presentation of the Declaration of Lausanne, representing the shared vision of all Founding Members to sustainability in the arts and culture worldwide.** The ceremony will be attended by institutional representatives and public authorities.

Further updates and developments will be shared through the Culture for the Planet website, newsletter and LinkedIn page!

linkedin.com/company/culture-for-the-planet cultureforthepLanet.org

[1] *Culture for the Planet Alliance is a strategic spin-off of the research project Culture Goes Sustainable funded by the Swiss BRIDGE Discovery Grant, created in collaboration between the University of Lausanne and the ZHAW School of Management and Law, and based on a pilot study involving over 200 organisations across 43 countries (Müller & Grieshaber, 2023).*

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Included as attachments:

1) *5 key takeaways from the press release.*
2) *List of the Founding Members of the Culture for the Planet Alliance.*
3) *For use of the image, indicate* – Image: Fondation Plateforme 10.