

## Appendix (1) – Press Release, June 2025

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

### 5 Key takeaways from the Press Release

#### 1. **From cutting-edge research to collective action**

Culture for the Planet Alliance emerges from a four-year, research-for-action spin-off led by the University of Lausanne (UNIL) and the Zurich University of Applied Sciences (ZHAW). It bridges academic excellence and practical implementation to accelerate the sustainability transition in the arts and culture.

#### 2. **A global community of practice for the sector**

The Culture for the Planet Alliance brings together museums, theatres, opera houses, networks, sector associations, funders and policymakers worldwide.

#### 3. **A custom-designed approach, tailored to sector-specific realities**

The Alliance co-develops methodologies and tools adapted to the needs of arts and cultural organisations.

#### 4. **Structured around five interconnected action pillars**

The project operates through a comprehensive framework:

- *Connect*: build a global network for knowledge exchange and co-creation
- *Manage*: co-implement a sector-specific tool, with measurable indicators (*for e.g. to analyse and quantify water and electricity consumption, waste sorting, salary conditions, etc.*)
- *Certify*: validate institutional efforts through a global standard
- *Qualify*: equip professionals through executive and operational training
- *Disseminate*: promote collective engagement and sector visibility

#### 5. **One sector, one voice: The Alliance formalised through the Declaration of Lausanne**

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. A key moment of the event will be the public presentation of the Declaration of Lausanne, which embodies the shared vision of all Founding Members and affirms their collective commitment to accelerate the sustainability transition in the arts and culture worldwide.