



**Ki Culture**

# ACTIVITY REPORT 2021

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## **1. Executive Summary**

It is my pleasure to present the second annual Activity Report for Stichting Ki Culture. The purpose of this report is to give an overview of all activities of Ki Culture in 2021 with specific regard to organizational, operational, and financial aspects as well as deliverables.

Ki Culture was officially established as an ANBI Stichting in January 2020. The activities of the stichting in 2021 included brand and program development, recruiting volunteers, launching our updated website and first deliverables, as well as engaging with European Union funded programs.

### Recruitment

In 2021, Ki Culture worked with over 150 volunteers from around the world and hosted multiple internships, including a partnership with the Reinwardt Academie in the Netherlands, the Academy XI program in Australia and the Ellen MacArthur Foundation From Linear to Circular international program to help with the development of our deliverables and programs.

### Fundraising

Ki Culture participated in the GlobalGiving Projects to limited success, due to the COVID-19 pandemic and a lack of resources. As a result, Ki Culture created a new sponsorship deck and email templates in order to attract and pursue opportunities at philanthropic organizations, high net worth individuals and other donation streams.

### Grant-Funded Projects

Ki Culture received its first disbursement from CHERISHED, an Erasmus+ project.

### Public profile

In 2021, Ki Culture launched a new version of the website, kiculture.org, increased newsletter subscribers, and participated in a number of podcast interviews, and publications.

### Deliverables

In 2021, the Ki Books officially launched. Ki Culture developed several step-by-step guides for cultural institutions on how to be more sustainable. They were co-created with leading sustainability experts from around the world in collaboration with cultural professionals.

Additionally, we piloted the Ki Futures Program, which brings together resources and actions empowering institutions and individuals to bring about sector-wide change in sustainability. The pilot program provided 30 participants with a comprehensive training program on how to become sustainable, offer everything from tools and guides to training and mentoring, as well as networking opportunities

I am excited and humbled by Ki Culture's growth this year. We look forward to continuing our support of the cultural sector in its transition to a more sustainable future.

A handwritten signature in black ink that reads "Caitlin Southwick". The signature is written in a cursive, flowing style with a long horizontal tail on the final letter.

Caitlin Southwick  
Executive Director, Ki Culture

## **2. ANBI Status**

Stichting Ki Culture was granted ANBI status from the Dutch Tax Authorities as of 1st January 2020. The application for ANBI status from the Dutch Tax Authorities was prepared by Maguire Ltd. The Oprichting (Articles of Incorporation) can be found [here](#). The Policy Plan can be found [here](#).

## **3. Organizational Management and Internal Operations**

As per the Articles of Incorporation, the stichting is composed of a Raad van Toezicht (Supervisory Board) and a Bestuur (Operational Board). Additionally, the organization has an Advisory Board and Honorary Board. In 2021, the Bestuur hired multiple part time employees and recruited over 150 volunteers. 2022 will see the appointment of additional employees, full-time, and volunteers.

### **3.1. Raad van Toezicht**

The Raad currently comprises of two members who were recruited based on their expertise and interest in the mission of the stichting. The Raad is currently seeking additional members. Full biographies of the members can be found [here](#).

### **3.2. Bestuur**

The Bestuur comprises a Chair, Treasurer, and Secretary. The three functions are currently held by the acting Executive Director of the Stichting. The Stichting is actively seeking additional members for 2023.

### **3.3. Advisory Board and Honorary Board**

Ki Culture maintains two additional boards to include and recognize specific individuals who have contributed to the development of the organization.

The Advisory Board is composed of professionals with expertise ranging from business and economics to cultural heritage and climate science who provide input and advise on the content and direction of the organization. A full list of Advisory Board members can be found [here](#).

The Honorary Board is composed of established professionals who show their support of Ki Culture by lending their names and network to the Stichting. Members are recruited based on their expertise and standing in the cultural heritage community. A full list of Honorary Board members can be found [here](#).

### **3.4. Hiring of Employees**

The organization employed 3 part-time positions in 2021 and worked with several freelance contractors.

Additionally, our volunteer and intern team continues to grow. A full list of Team Members can be found [here](#). Volunteers are recruited through our network, in our newsletter, and through posts on international volunteer job platforms.

Interns are selected through partnerships with specific universities/training programs and apply for positions directly through our website.

#### **4. Key Activities and Results**

In 2021 Ki Culture's activities focused on the following deliverables:

##### **4.1. Ki Futures**

The Ki Futures is an international coaching and training program. In 2021, Ki Futures piloted two versions of the program. The first offered Ki Futures *à la carte*, testing each feature of Ki Futures individually (Coaching, Training, and the Ki Port). The results from the first tests indicated that the program worked more effectively if offered as a package. Therefore, the second Pilot offered the full program to assist institutions in becoming more sustainable including:

1. Coaching: Ki Coaches are specialists in sustainability and culture. They are personal mentors available to offer advice, share solutions, review sustainability strategies, action plans, policy documents, assist in decision-making processes and facilitate regional networks.
2. Training: provides foundational knowledge for developing an understanding of sustainability
3. Ki Port: a customized online platform that powers Ki Futures. Here, participants and Coaches can connect, share successes, and get inspired by sustainability pioneers around the world. The Ki Port houses all Ki Futures guides, resources, and recorded trainings. With all the necessary resources centralized in one place, participants are always able to find what they need.

The second version of the pilot was a great success. 30 participants from around the world joined and the success of the program resulted in the launch of the full program in January 2022. More information about Ki Futures, including Pilot participants, can be found [here](#).

Additionally, during 2021, Ki Futures developed various assets for a toolkit, which included guides and resources for Ki Futures participants. Toolkit resources included:

- *Forming Your Team Guide*
- *Climate Communication Guide*
- *PR and Engagement*
- *Sustainability in Conversation*
- *The Climate and Heritage Goals* (a translation of the United Nations Sustainable Development Goals for the cultural sector)

## **4.2. Ki Books**

In 2021, the Ki Books were officially launched. These step-by-step guides on sustainability are themed and provide practical actions for cultural professionals at any level, anywhere in the world. The first three Ki Books (Waste & Materials, Social Sustainability, and Energy) were published as PDF resources available for free to download from our website and released in January 2021. The Ki Book teams combine sustainability experts and cultural professionals to provide appropriate content and accessible language. Continued themes of Exhibitions, Education & Engagement, and Sustainable Tourism are planned for development in 2021-2022.

We received feedback that the Ki Books be made available in a more accessible format. Working with Academy XI in Australia, we developed a prototype wireframe for the Ki Books to be converted from pdfs to a website.

## **4.3 Public Profile**

Ki Culture has steadily increased its public profile over the course of 2021. This has consisted of the following:

### **4.3.1. Newsletter**

In 2021 Ki Culture continued to send its monthly newsletter, which is now distributed to over 4.000 subscribers. The main purpose of the newsletter is to promote Ki Culture's activities, and those of our partners, and to reflect on current events in the context of our work.

### **4.3.2. Website**

The second version of the Stichting's website was launched in 2021. The new iteration of the website included Ki Culture branding and design and outlined the activities and administration of the organization. The website is continuously updated as Ki Culture develops.

### **4.3.3. Social Media**

In 2021 Ki Culture continued to build engagement and audiences on our social media platforms, including [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and the specialist platform [We Don't Have Time](#). Combined the organization had a following of over 4.000 individuals by the end of the year. The social media team continues to grow.

#### **4.5. Sustainability in Conservation (SiC)**

SiC is a recognized “branch” of Ki Culture. In 2021 SiC focused on the development of their Green Solvents Project and the Student Ambassador Program, now in its fourth year with over 35 universities participating worldwide. The Energy Handbook was created for the 2021-2022 academic year.

The Greener Solvents Handbook was written and published by Archetype Publications in December 2021. The PDF is available for download for free from the SiC website. The next phase of the program will include recruiting partners for the international collaborative research platform and developing methodologies for testing greener solvents on various materials.

SiC was involved in several conferences and publications, including Youth Professional Forum, a partnership with La Venaria Reale. SiC participated in presentations and granted the Sustainability Award to students in conservation for the most sustainable project.

SiC also launched international branches of the organization – SiC Portugal, SiC Italia, SiC Polska. These international branches run local specific projects and programs.

Finally, SiC launched a new website: [siconserve.org](http://siconserve.org) and continued to grow our social media and digital platforms.

#### **4.6. Other Activities**

##### *Voices of Culture*

Ki Culture was selected as one of 45 organizations in Europe to participate in a structured dialogue on how the European Commission can better support culture and sustainability. Caitlin Southwick participated on behalf of Ki Culture and was an active member of the SDG 8 group, participating in developing solutions for funding limitations and job insecurity in the sector. In 2021, the report was finalized and a presentation on SDG 8 on new funding models and economic models for the cultural sector was presented to the Commission.

##### *Ellen MacArthur Foundation*

Ki Culture was asked to provide a scenario for the From Linear to Circular Program for the Ellen MacArthur Foundation. Ki Culture provided four different situations in the cultural sector for EMF participants to propose circular solutions to. Eleven groups chose to work on Ki Culture’s propositions.



## Podcasts, Webinars, Conferences and Publications

Ki Culture continues to be active through participating in conferences and webinars. Our presence included:

Stories for the Future - Podcast -8 January  
Series on Solutions (ongoing) - include dates/people/organizations  
Interviews with Coaches, Champions and other Ki Team members  
Practicing Sustainability - nextmuseum.io Online Talk on [Crowdcast.io](https://www.crowdcast.io) - Feb, 25 2021  
18:00-19:00 CET  
Article for WDHT  
ICOM France Conference “Solidarities/Museums” 16 March  
CIMAM conference 25 march Sustainability Seminar  
Green Museum Podcast - 22 March  
Sustainability for Conservation Publication  
ENCoRE Publication  
Redaktion article  
NY Design Presentation - 7 July  
[Conservators Combating Climate Change](#) Podcast - 31 March - Natalya Swanson and Marie Desrochers, podcast series sponsored by the American Institute for Conservation’s Emerging Conservation Professionals Network (AIC-ECPN)  
SOPHIA conference: presentation “culture and sustainability and why it matters”  
ICOM WGS Earth Day Webinar - Host  
NEMO Training April - May - 4 part series for NEMO  
ICRI training and presentation  
ICON Environmental Sustainability Network: Social Sustainability  
Latvian Museum & Library Association  
Impact Art News Interview  
Culture Hive 1 - [Think Piece: Sustainability is not sustainable unless everyone is involved - CultureHive](#)  
MuseoSpace: <https://museospace.org/interview-caitlin-southwick>  
West Dean Student Conference - 30 June-1 July  
PACT Article - Annabel Keenan  
BAPCR Presentation  
2nd Arts and Sustainability International Forum - Respira El Arte 2021  
Austrian Museums Association Annual Meeting Keynote - Austrian Museums Association Annual Meeting  
Climate Conversations in the lead up to COP26 in Scotland - museum and heritage highland 2 November 2021  
Brazilian Museums and the Sustainable Agenda / The Curatorship of the Artistic-Cultural Collection of Governmental Palaces of the State of São Paulo - 4-5 November 2021  
Finnish Association of the Nordic Conservatives' Association - Sustainable Solutions for the Cultural Heritage Sector 12 November 2021  
APOYOnline 4th Regional Conference: “Connect, Empower, Transform: a Virtual Conference for Students and Emerging Professionals in Cultural Heritage” 13 November  
Lorentz Center - Green Conservation Materials for European Heritage 22-26 November 2021  
ICOM-IMREC - The role of museums in sustainable development and in achieving the Sustainable Development Goals published by the UN 22 November 2021  
INP Paris Sustainability Session 2 Dec

## 4.7 Networks

[Museums for Future](#): Ki Culture is a founding member and supports the organization's launch and development.

[PACT](#): PACT is an international coalition of organizations within the visual arts engaged in collaborative efforts to accelerate the sector's broad adoption of collective climate action. Together with international partners, PACT aims to align with the Paris Agreement and support immediate action in the visual arts sector by providing a central network on establishing key targets and promoting cross sector initiatives and scalable solutions Ki Culture participated in monthly meetings with other organizations in the coalition.

International Green Cultural Tools Meet-up: a bi monthly network of sustainability actors in the performing arts to share knowledge, resources, tools and programs

[Climate Heritage Network](#): Ki Culture was a founding participant in the CHN launch and development of the network. In 2021, Ki Culture participating in the Communications Working Group to support dissemination of CHN information to the wider cultural community.

FORMS: Future Oriented Museum Synergies is an international network of museums and cultural players involved in Futures Literacy. Ki Culture has been an active member of the network since it's launch in 2019.

[We Are Museums](#): Ki Culture hosted a community on the We Are Museums platform to help continue conversations with Ki Futures training participants.

Materials Mapping Project: To get a better understanding of the current organizations and projects surrounding sustainable and alternative materials for the cultural sector, Ki Culture hosted an international meeting to map out the various actors and programs as well as create a network for collaboration.

## **5. Financial Overview**

2021 financials are outlined in the Annual Report here.

## **Action Plan for 2022**

Ki Culture will continue to endeavor to create meaningful change in the cultural sector and procure financial security for the organization through its projects and programs.

### **2022 Projects and Programs**

#### Ki Futures

- Launch of the full Ki Futures Program January 2022
- Pilot the Ki Futures Program for the performing arts sector in collaboration with the European Theatre Convention

#### Ki Books

- Development of next three themes: Education & Engagement, Exhibitions, and Sustainable Tourism
- Translation of PDF Ki Books to website
- Updates on 2020 themes

#### Sustainability in Conservation

- Sustainability Ambassador Program will continue to run in its current format
- Greener Solvents Project will start forming the international coalition of research universities for next steps of the project
- SiC's Digital Resource Center will continue to develop

#### Conferences and Webinars

Ki Culture will continue to accept invitations to present at conferences globally to increase visibility and disseminate Ki information.

#### Digital Platforms

Ki Culture will continue to update and develop digital platforms and outreach using our website and social media.

#### Employees

Ki Culture plans to expand its paid staff from 2 to 5 by the end of 2022.

#### Volunteers and Interns

Ki Culture plans to continue accepting and working with volunteers and interns around the world to enable students and emerging professionals and any other interested parties to contribute to a sustainable cultural field while gaining real world experience and developing marketable skills.

#### Financial Plan

Ki Culture as an entity will reassess its financial models after the initiation of Ki Futures to ensure the financial stability of the organization and explore pathways for securing sustainable revenue streams.