SOCIAL SUSTAINABILITY

A Step-by-Step Guide for Sustainable Action

VOLUME I

Ki Culture

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Ki Book Legend

We've created this legend to help you navigate through the information you'll find in the book!

KI TIP	KI FACT	KI VISION	KI STUDY	KI ACTION
tips and advice	*interesting facts*	*envisioned futures*	*case studies*	*actionable items for sustainability*
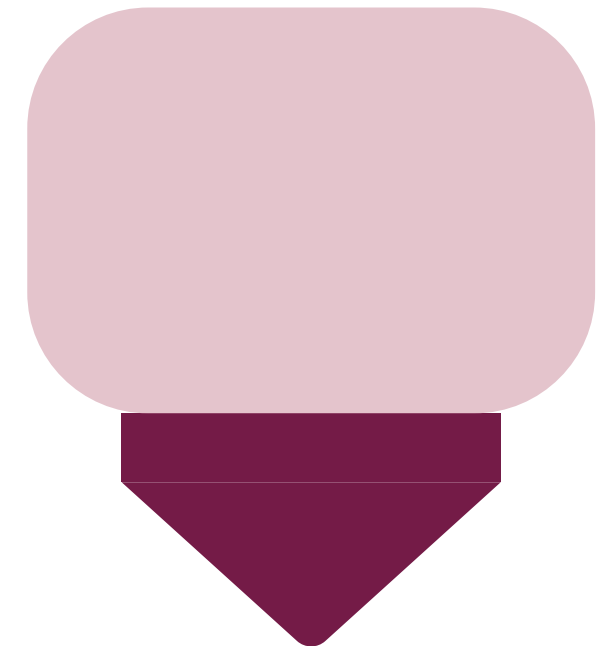
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Click on the headings to jump to different sections!

INTRODUCTION

ABOUT THIS KI BOOK

This Ki Book is informed by best practice in the cultural sector and brings together ideas, actions, and case studies in one handy resource.

Throughout the Ki Book, we have used "museum" as an inclusive term to refer to virtual and physical cultural destinations, organizations, and collections that include, but are not limited to; museums, galleries, libraries, botanical gardens, archives, and historic buildings.

We hope this first edition of the Social Sustainability Ki Book inspires you to take action. We'd love to hear about the changes you make, what you found helpful, and any suggestions or feedback you have for future editions. Sign up to Ki Futures to join the Ki Network, access additional case studies and resources, and find out how you can become accredited!

We understand that we have readers at every level of social sustainability work. Therefore, we created a Social Sustainability Glossary that lives in the back of this book to define potential new terms. The Social Sustainability Handbook (coming late 2021) will explore topics covered in this Ki Book in greater detail - **sign up to our newsletter for updates.**

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Photo by Markus Spiske, 2019

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SOCIAL SUSTAINABILITY & MUSEUMS

WHAT IS SOCIAL SUSTAINABILITY?

Social sustainability is all about people: their relationships with each other and the environment. It's about taking a people-centered approach, caring for others, considering a multitude of interconnected perspectives, and creating an equitable future for everyone. Ethics and morals are central to social sustainability, and the process of becoming socially sustainable requires us to advocate for empathy, accountability, and solidarity.

SOCIAL SUSTAINABILITY & KI CULTURE

The Social Sustainability Ki Book advocates for museums as spaces that benefit people, places, and the planet. It provides the tools for you to become more socially sustainable in your work and help your organization be more diverse, inclusive, equitable, accessible, and relevant to your community.

WHY IT'S RELEVANT TO MUSEUMS

The ongoing climate crisis and recent events including the coronavirus pandemic, the Black Lives Matter movement and political events have underlined and deepened many existing inequalities. The combination of these crises has increased calls for museums to address social justice and human rights issues and forced museums to pause and consider what role they play in society, if they are effective at it, and how they can adapt for the future.

Visitor expectations are changing and, to stay relevant, museums must too. This means addressing social and environmental issues as well as recognizing that as trusted public institutions with the potential to inspire change, they must support communities and build resilience. The process of becoming socially sustainable asks museums to be engaged and activist, and work to create positive change in local communities and in global society.

Photo by Life Matters, 2020

LEARNING RESOURCES

There is a growing body of literature about museum activism. International organizations, individual museums and emerging museum professionals have all contributed to this. Click on the links to access a small selection of blogs, articles, and videos about museum activism and social sustainability.

Human Rights

UNESCO

Museum Activism

The US Climate Museum

Human Rights Museums

ICOM Code of Ethics

Social Justice & Museums

Museums & Climate Crisis

CHALLENGING YOUR OWN ASSUMPTIONS & BIASES

Unconscious biases are learned stereotypes that are automatic, unplanned, and deeply ingrained within us. They are shaped by our personal experiences, age, gender, culture, religion, sexual orientation, and/or physical abilities. Our biases can result in subconscious stereotypes and negative attitudes toward people who are different from us in any way.

Increasingly polarized politics, combined with a growing distrust in the media and rise in "fake news," means we need to challenge our assumptions and biases more than ever before. This is particularly important in the face of economic, environmental, and humanitarian issues that cross national borders and can lead to more segregated and less tolerant societies.

LEARN MORE

Read about cognitive biases and how they can distort our thinking and influence the decisions we make.

Click for full article

Photo by iSAW Company, 2018

KI ACTIONS

- Challenge, address, and question your own views, ideas, and beliefs. Take the privilege quiz and reflect on your own assumptions and biases.

- Be empathetic. Read this guide about how you can be more empathetic and try their tips.

- "Critical thinking" means questioning ideas and assumptions instead of accepting them as facts. In today's information society, it's important to know that not everything you read is true and that "fake news" is a global problem. Learn more about critical thinking skills.

- Use inclusive language. Identify words and phrases in your vocabulary that you can replace with more inclusive ones. Don't worry if you sometimes use an old phrase automatically, but why not try using language that is universally understood as inclusive? There's nothing to lose and so much to gain! Look at these guidelines for tips and suggestions.

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RECOGNIZE YOUR INFLUENCE

Whether you know it or not, your words and actions have power. Your impact on the people you interact with is significant - don't underestimate your ability to influence. Whether you're a volunteer, an emerging professional, or a senior leader in your museum, you have the potential to effect change and create a positive impact.

A small change you make might encourage a visitor to think differently or inspire colleagues. Your actions have a ripple effect. But how can you make the ripples bigger?

MISSION, VISION, & VALUES

Find out if your museum has published their mission, vision, and values. These guiding principles state your museum's purpose, goals, and responsibility to the public and its collections.

Consider how the mission, vision, and values relate to social sustainability and keep them in mind when you're reading the Ki Book. How can you use these policies to advocate for more socially sustainable ways of working?

Learn more here

ACTIVISM WORKS

Photo by Vanessa @nwstv, 2020

MAP YOUR IMPACT

Me
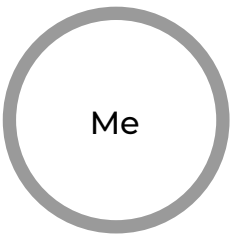
Step One:

Draw a small circle in the middle of a page. Put your initials in the circle.

L.B

Me

E.P

C.S
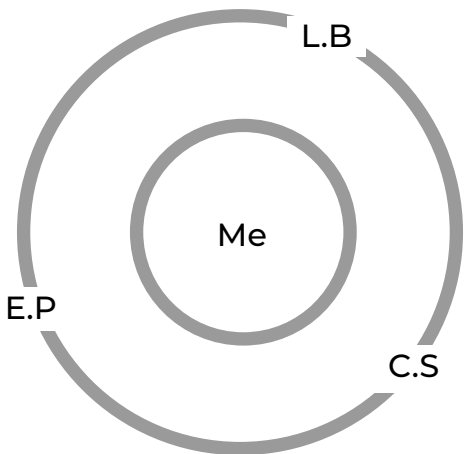
Step Two:

Draw a circle around the first circle. Identify the colleagues you work with most frequently and put their initials in this circle.

N.S

L.B

A.S

L.P

Me

E.P

C.S

P.E

E.S
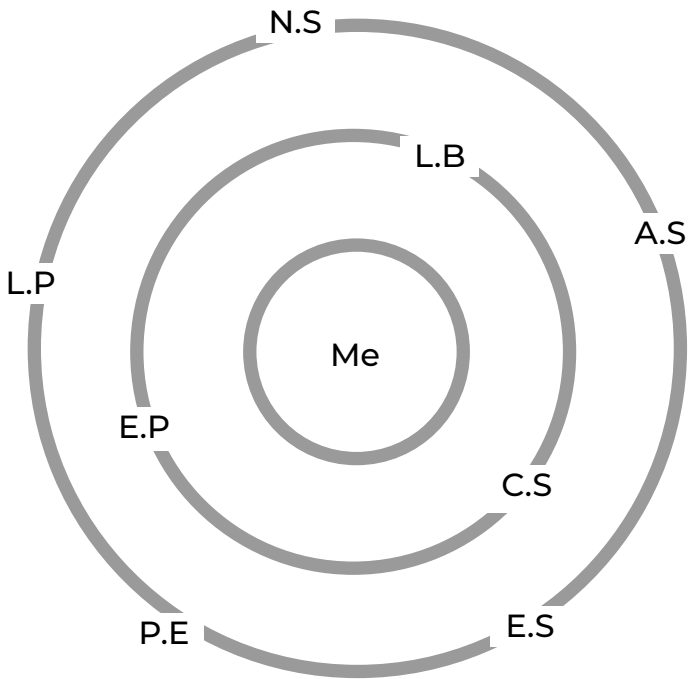
Step Three:

Draw a larger circle around both circles. Place the initials of colleagues and teams you work with less often in this circle.

KI ACTIONS

• Everyone has something to bring to the table. Are you well-organized, skilled at writing, drawing, using the museum's IT system, or talking to visitors? Reflect on your strengths and abilities and how you can use them for change.

• To better understand how your impact ripples outwards, try this exercise (Steps 1 - 3)

• Look at your circles and consider how you can promote change, big or small, within your institution. Then ask yourself questions such as:

▫ Could you use inclusive language and encourage colleagues to do so as well?

▫ Are there ways to make sure accessibility has been considered for all new projects?

▫ Can you use your voice to amplify and support marginalized voices in meetings?

SELF-CARE

Creating a socially sustainable museum requires you to create a safe space where you can be heard and then advocate for marginalized voices and champion change. Museums are often slow to change, and you may encounter resistance when taking action or feel that you are perceived as "difficult" by some colleagues.

This can be emotionally and physically draining, and it is easy to feel isolated or overwhelmed. However, know you're not alone. Every time you take action to be more socially sustainable you are supported by a global network of Ki Champions.

Take advantage of this network and the support structures you have in your life to look after yourself physically and mentally.

LEARN MORE

Listen to Self-Care for Museum Professionals with Seema Rao here

Subscribe to Ki Futures

Photo by Carolyn V, 2020

KI ACTIONS

- Check out the National Museum of African American History and Culture's resource for looking after yourself when doing equity and social sustainability work.

- Activism is a marathon, not a sprint. Set yourself quarterly reminders to look back and reflect on what you've achieved. Changes might not always seem big, but remember that every conversation or small change adds up and is something to be proud of!

- Take time off. Rest is vital. Find an activity that allows you to completely switch off. The Ki Culture team enjoys baking, yoga, long walks, and dancing in the kitchen.

- Create your own support network. This could include colleagues, friends, family members, and other Ki Champions. Regularly check in with your network for emotional support and to share experiences, learn from one another, and stay motivated.

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What is Social Sustainability & Why is it Important to Museums?

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CREATING A MUSEUM FOR EVERYONE

Creating a museum for everyone requires us to recognize who our museum's current audiences are and what we offer them. It also requires us to understand who isn't visiting and the barriers that might be stopping them.

Barriers are often hidden and can be shaped by a museum's history and activities. This could include factors such as people not knowing that the museum exists, being unable to afford the entry fee, or feeling uncertain whether it is a safe space for someone like them. It is possible that your museum historically may have stopped some communities from entering, either inadvertently or on purpose. For example, some museums have had segregation policies or were physically inaccessible to anyone using a mobility device.

Overcoming these barriers requires hard work and a thorough approach that includes every aspect of social sustainability. This section explores how museums can better serve their audiences, become more representative, inclusive, and relevant, and a more resilient and successful organization.

CREATNG A MUSEUM FOR EVERYONE

Being an Active Member of the Community

Words Matter - Use of Language

Engaging with Migrant & Refugee Communities

Digital Inclusion

Everyone in Mind

Being Socially Sustainable on Social Media

BEING AN ACTIVE MEMBER OF THE COMMUNITY

Museums both have neighbors and are neighbors. By learning about your museum's neighborhood and developing meaningful relationships, your museum can work toward becoming an active part of its communities - whether that's with people who live nearby or in shared online spaces.

How can your museum become an active and valuable community member? How can you support and be supported by your neighbors? How can this make your institution a more resilient organization?

LEARN MORE

Read the *Art of Relevance* by Nina Simon

Read about how the National Museums of Kenya engaged with their local communities with diverse cultures, environments, and traditional practices.

Read Art Of Relevance

Read about museums & community involvement

💡 KI TIP

Think about *why* you're doing what you're doing. Can you relate your work back to your museum's vision, mission, and values? Making sure you know why you do what you do will make your work stronger, more relevant, and will help you make the case for change to museum leaders.

Photo by Ahnaf Tahsin Rafi, 2019

KI ACTIONS

- Look at your existing audiences. Figure out why they like your museum, what your reputation with them is, and how you can deepen your relationship with them. Identify who isn't coming to your museum. Identify any barriers that are stopping them from visiting, including if your museum has actively excluded them in the past.

- Identify and develop relationships with underserved audiences. Reach out to leaders of local community groups, old people's homes, primary schools, or places of worship. Consider what you have to offer these audiences and make sure the relationship is mutually beneficial. Could you provide these groups with space for meetings and events or access to programs that empower and support participants?

- Meaningful relationships take time to build, and you won't be able to foster relationships with every community at once. Be patient. Start with manageable actions and develop your relationship over time. Continue to show up and build trust. Set yourself regular reminders to check in with people. Attend events or organize a quarterly coffee catch-up.

- Reflect on the demographics of your museum's local area. If there is a dominant second language (verbal or sign language), does your museum offer information and interpretation in this language?

ENGAGING WITH MIGRANT & REFUGEE COMMUNITIES

Migration is part of humanity's past and present. It is a complex concept and carries numerous hardships and challenges for those forced to move. With flows of migration increasing, we must ensure effective social inclusion, community engagement, and support.

Museums should be safe, welcoming, and inclusive spaces that attract newcomers and repeat visitors alike. Our museums need to be places to gather, create common ground, celebrate diversity, undo barriers, and strengthen feelings of togetherness.

KI STUDY

The Egyptian Museum in Turin, Italy, has a series of Special Projects focused on cultural exchange and training programs.

Click to learn about the project

KI TIP

"Migrant," "refugee," and "asylum seeker" are not interchangeable terms. Each word has a distinct meaning. "Displaced people" is a better umbrella term, but this may also change as our understanding and experiences of moving evolves. Check out *Words Matter - Use of Language* to learn more.

Words Matter - Use of Language

Photo by Terence Faircloth, 2006

KI ACTIONS

- Are there refugee and migrant groups in your community? Could you reach out to them? Engage with these communities and explore their needs while considering what the museum can offer (for example, opportunities to meet other people, volunteering, work, or training possibilities, or spaces for events and dialogue).

- Contextualize migration. Show its universality both historically and contemporarily through collections and storytelling and by increasing public awareness. Demonstrate how migration and the movement of people has shaped places, cultures, and communities throughout history. Create a safe space for dialogue, promoting inclusion and intercultural communities, while challenging ignorance and intolerance.

- Look at your collections with a fresh eyes and ask others for their perspectives. What opportunities are there for co-curation? Think about how this could bring life and new perspectives to your collection.

- Get involved with local, national, or international initiatives that raise awareness and promote positive understanding of migration. Refugee Week has great ideas and a step-by-step guide.

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EVERYONE IN MIND

Museums promote knowledge and are a space for learning and engagement. They should exemplify inclusive, diverse, pluralistic societies. They must move beyond sharing one-sided perspectives and unconscious biases and provide a space representative of all audiences they want to attract.

When museums evaluate how they are interpreting, who they are representing, and which perspectives are being left out, they take the first steps to develop strategies for making their space more inclusive and relevant.

KI STUDY

Take steps towards becoming a place of, by, and for the community. OF/BY/FOR ALL methods help organizations connect with their local communities in effective and authentic ways.

Click here for OF/BY/FOR ALL

Photo by Katie Moum, 2018

KI ACTIONS

- **Acknowledge that faults exist and look at your collection with fresh eyes. Question the narratives being told and consider whose perspectives are included and whose are left out. Identify areas of contested histories, underrepresented audiences, or colonial and imperial narratives, and consider how you can introduce more perspectives.**

- **Draft a statement of intent indicating what you aim to work toward. Make an active and specific effort to include perspectives that are excluded. Explore this how-to guide on creating your own equity and inclusion statement.**

- **Cater to your target audience by offering programming at times that work for them. Senior citizens might have more time during the day, while young professionals might prefer evenings. Families often have time after school or over the weekend. Make sure you get feedback, ask open questions, be an active listener, and create a space that allows people to be critical and honest with you and the museum.**

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WORDS MATTER - USE OF LANGUAGE

Languages are alive: they are shaped by communities and societies and constantly adapt to the needs of our world. Our audiences get to know our museums through the words we use, be that in exhibition text or via our website and marketing materials. Our word choices, deliberate or not, represent our world views and perspectives.

Because of this, we must reflect on the words our museums use to describe our work as an organization, our relationships with communities, and the objects of our collections (and our stewardship of them). Museums must regularly review terminology and consult with experts and relevant community groups to ensure that language stays relevant, reflects modern society, and makes a positive impact on audiences.

Language is a powerful tool - are you using it to make your space inviting and welcoming?

LEARN MORE

Read *Words Matter,* published by the National Museum of World Cultures in The Netherlands. This text aims to promote greater awareness of the meaning behind certain words. Here, terms that are offensive, outdated, and otherwise inappropriate are addressed and alternatives are presented.

Check out Te Papa Tongarewa, Museum of New Zealand and see how they use Māori words with English translations to better describe and show their respect for Māori culture.

Read about the Labelling Matters project at the Pitt Rivers Museum.

Words Matter

Te Papa Tongarewa

Labelling Matters

Photo by Jacqueline Brandwayn, 2020

KI ACTIONS

- Always ask: whose story are we telling? Whose perspective are we sharing? What language is being used to tell these stories? Analyze the perspectives shared and the language used: is it insulting, dated, or inappropriate? Does it exclude people or does it replicate offensive colonial language? (This is explored in more depth in Decolonizing & Recontextualizing Museums & Their Collections)

- Use native language terms where possible. By framing text in the original language and providing explanations in a second language, you avoid content becoming lost in translation, provide better heritage interpretation, and empower native language speakers.

- Language evolves with our understanding and experiences. Regularly reflect on the language you use and learn where you can make it more inclusive, especially when describing people.

- Ask for input! Ask your audiences; particularly people from local diaspora communities, Indigenous Peoples, and subject experts, for feedback on the language, terms, and narratives used in your interpretive texts and labels.

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ACCESSIBLE DESIGN IN EVERYTHING

Accessible design is a process in which the needs of people with disabilities are specifically considered. In a museum setting, accessible design encompasses every part of the museum experience, including the building, outdoor spaces, facilities, programming, online content, and marketing. It requires us to expect and welcome people who are neurodiverse, people who have mobility disabilities, people who are d/Deaf or hard of hearing, people who are blind or have low vision, and people with invisible disabilities.

While thinking of how you can make your museum more accessible, remember that accessibility is not a box to be checked. It is a continuous conversation to have with the disability community.

KI FACT

The United Nations estimates there are over one billion people with disabilities and an additional two billion who are directly affected by disability (spouses, children, caregivers etc.), representing almost a third of the world's population[1].

KI VISION

This section of the Ki Book was written in person-first language when talking about disability: a person with this disability. Depending on what country you live in you may use identity-first language when talking about disability: a disabled person.

Similar to how we use pronouns when talking about or with people, if you don't know what language someone uses to describe themselves, you should always ask. Check out this resource for other disability terms and language.

Photo by Nicole Smith, 2018

LEARN MORE

Check out Cards for Inclusion and challenge yourself to think outside the box. Get WHAT, WHERE and BARRIER cards and see how you could help potential visitors.

Read the guide below on how to make your museum website accessible.

Cards for Inclusion

Making your museum website accessible

Learn about embracing neurodiversity in the creative industries and how to create a social story for your institution below.

Embracing neurodiversity

How to create a social story

KI ACTIONS

- Connect with a local disability organization and set up a staff training on disability awareness. Make sure they have multiple speakers with disabilities to hear first-hand stories. Build this relationship and invite them to give feedback on accessibility in your museum and suggestions for improvements. Don't forget to offer something in return, like a consulting fee, free membership, etc.

- Check out the Smithsonian Guidelines for **Accessible Exhibition Design.** It's a great example of how to make museums more accessible and outlines guidelines and standards, as well as advice for realizing these in practice.

- Find out if your museum has a checklist for making online content accessible. Are videos captioned? Do images have image descriptions/alt-text? Do you have enough contrast between colors? How can you bring this checklist into your online programs? Ask for this checklist to be used for all new content and for updating existing content.

- Think about accessibility for your in-person events and make sure you always budget to have accessibility features. Check out these **accessibility tips** and see how you can add them to your event checklist.

- Find a company led by people with disabilities to run a web accessibility audit. See if you can build **these web accessible tips** into your museums' social media accounts.

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DIGITAL INCLUSION

Digital inequality is a growing form of inequality which tends to reflect existing social inequities. This generally means having limited access to technology (hardware, software, and/or the internet), as well as a lack of important digital skills or confidence in using them. As more public services transition online, it is increasingly apparent how digital inequality can shape life chances.

With the gap between the connected and the unconnected widening, museums have an important role to play in promoting digital inclusion and reducing digital inequality. Ensure your museum's online and offline activities align with your mission and meaningfully serve your communities.

KI FACT

Museums often hope that by making content available online they will reach more diverse audiences. A 2018 study that looked at digital media and cultural participation in the UK found that museums' online offers tend to reproduce and enlarge existing inequalities instead of diversifying audiences.

LEARN MORE

Read about organizations addressing digital inequality. A great example is **Plan International,** who are bridging the gender digital divide.

Read about Digital Social Innovation and the evolving role of digital in museums. The tables in this article give helpful responses for overcoming some of the obstacles you might encounter when advocating for digital change.

Check out the Carnegie Trust's article **"Learning from lockdown: 12 steps to eliminate digital exclusion."**

Photo by Adam Nieścioruk, 2020

KI ACTIONS

- How can you support and improve the digital literacy in your institution? Can you organize or ask for training to improve digital confidence and skills for everyone in your organization, even if they don't often use digital technology in their role?

- Find and partner with local and national organizations that help address digital inequality. How can you provide support? Could you provide a space for meetings or offer access to museum laptops or other digital resources to teach people new skills and grow confidence?

    Need help making friends or organizing an event? Ask your Ki Coach for help!

- Explore collaborative projects with local schools, libraries, and online learning platforms to incorporate digital cultural resources into education programs.

- Look at your museum's digital resources. Do they align with your museum's mission? Talk to your communities and get their feedback on your digital resources and find out how they can be more useful.

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BEING SOCIALLY SUSTAINABLE ON SOCIAL MEDIA

Done well, social media is a useful tool for reaching outside of your museum's four walls and telling the world who you are and what you do. It can be used to engage new audiences, help form stronger relationships within your community and internationally, turn digital engagement into physical visits, and share news and updates - including the changes your museum is making to become more sustainable.

LEARN MORE

The Museum Association of Saskatchewan put together a helpful guide with suggestions and case studies for managing a museum's social media presence.

View the guide here

KI ACTIONS

- Check if your museum has social media accounts for the most popular platforms in your country. Speak with colleagues who manage marketing and social media about setting up accounts.

- Make sure your social media is accessible through this #SocialGov Summit on Accessibility guide.

- Look at other museums and cultural organizations' social media presence. Which accounts do you think are successful? Can any lessons be learned for your institution? Get further inspiration from the ultimate social media for museums guide. Need more help getting started? Check out our PR and Engagement Guide in the Ki Futures Toolkit.

- Connect with other museums and organizations on social media and become part of local, national, and international networks.

- Are you using social media to present multiple perspectives or to make your museum feel more equitable? Consider offering behind the scenes tours or profiling members of staff in different departments.

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Photo by Nathan Dumlao, 2020

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FURTHER RESOURCES

Creating a Museum for Everyone

Introduction

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Being an Active Member of the Community

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PEOPLE MAKE CHANGE

Understanding how to make museums equally accessible to all has taken a long time and is still a work in progress. By being conscious of the way systems and structures work in museums, we are now more aware of the existing biases that can be removed with the right changes. This chapter explores the potential every individual has to make their museum a better, more inclusive, and equitable place to work.

Creating a better work environment will not happen overnight, nor is it something that you can achieve alone. It requires long-term commitment from individuals and teams working at every level: from volunteers and colleagues in entry level roles to the museum's most senior staff members.

Apart from fostering a good work culture through creative and informal means, it is also important to back it up with museum policy. Transparency in management can be a huge motivating factor for staff to contribute individually to a better working environment. Creating robust internal procedures is necessary for achieving equity among all museum workers.

People Make Change

Making Change
From the Bottom Up

Being an Inspiring
Leader

Inclusive &
Equitable Hiring

MAKING CHANGE FROM THE BOTTOM UP

Leaders and change-makers don't have to be managers or in positions of power. We celebrate everyone's potential as a change-maker and the importance of change - both big and small.

Titles don't always mean power, but knowledge does. Museums started with one person saying "this object is important and I want more people to be able to experience it." Voice your ideas to make your museum that much stronger. Recognize the impact your individual actions have and find ways to make your and your colleagues' collective voices stronger.

KI TIP

The importance and value of informal leadership is well documented in the business world. This Forbes article shares five ways to influence without authority.

Click here for the five ways

Photo by RF._.studio, 2020

KI ACTIONS

- Form a Social Sustainability Club. Start small and find allies who are also interested in this topic. Each month choose a different article, podcast, or video that's short and easily accessible, encourages introspection and new perspectives, and supports people in appreciating and understanding the strength in our differences.

- Find out who represents staff in meetings with your museum leaders. If there isn't someone, could you help set up meetings or become a representative yourself?

- Does your museum have a social committee? Join in or start one! Social events are a good way of getting to know your colleagues better, making work more fun, and helping you find allies for making change.

- Celebrate your colleagues! The Explainer Team at the Science Museum in London has a box for adding notes that celebrate when a colleague handled a situation well, went above and beyond for a visitor or another colleague, or was especially kind. These are shared each week in a team meeting. Could you start something similar at your institution?

Subscribe to Ki Futures here

Ki Culture

BEING AN INSPIRING LEADER

There is no one-size-fits-all approach to staffing and managing museums. Approaches will vary depending on a museum's size, available funding, and institutional interests, among other factors.

Despite these variables, there are many commonalities and shared opportunities for managers at every level of responsibility. How can you, as an existing or future manager, use your power to be a more inspiring and engaging leader?

LEARN MORE

The Alberta Museum Association has a mentorship program or emerging and mid-career museum professionals with established and senior level peers. Read the **program overview and guidelines** for recommendations and a sample mentorship plan.

Consider joining Polaris, the free museum mentoring network, as a mentor or mentee.

Alberta Museum mentorship

Polaris mentoring network

Photo by Byrle 3gp, 2020

KI ACTIONS

- Read this article on how the coronavirus pandemic has underlined the importance of leading with empathy and understanding. Reflect on what we can learn from working in a pandemic. Make a list of the new things you want to keep and those you want to stop. Then, list the old things you want to bring back and the old things you want to drop.

- Spend time in your museum's galleries, get to know your staff, take part in programming, and learn about your audiences.

- Foster a more open working culture. Hold regular drop-in sessions to get to know staff, answer questions, or ask for feedback from staff.

- Develop a mentoring program across your organization where more senior staff members can mentor junior staff and vice-versa. Read the Harvard Business Review's article on Reverse Mentoring.

- Support the well-being of your staff. Could you develop a health and well-being strategy? Consider what might be included in it. For example: free exercise classes, flexible working hours, mental health support, or a set amount of time each week for physical outdoor activity. Get inspired by the Wheel of Well-being.

Ki Culture

INCLUSIVE & EQUITABLE HIRING

Maybe it was an easy road for you to realize you wanted to work in culture. Perhaps it was equally easy for you to find a job. There is, however, evidence showing that this process is an uphill battle for people of color, women, non-binary, LGBTQ+, people with disabilities, and individuals from lower socioeconomic backgrounds. Think of how you arrived at the museum where you work today. How might that path be different for the groups listed above? How can you be an ally and help remove barriers?

Having people with a range of experiences and backgrounds involved in decision-making processes helps museums reach many high-level goals and increases innovation.

KI FACT

Diverse teams perform better! According to a 2019 Forbes article, "Inclusive teams make better business decisions up to 87% of the time. Teams that follow an inclusive process make decisions twice as fast with half the meetings. Decisions made and executed by diverse teams delivered 60% better results."

Learn more about inclusive teams

LEARN MORE

Read "Hard to Find: Hiring Diverse Museum Staff"

Read Income disparities in cultural institutions

Fair Museum Jobs' manifesto

Photo by Olivier Collet, 2017

KI ACTIONS

- Does your museum have a HR policy? Is there a commitment to diverse, inclusive, and accessible hiring practices? Ask for one to be added and acted upon if there isn't.

- Consider what might be limiting diversity in recruitment. Can you remove these barriers? Could you ask candidates to demonstrate relevant experience and skills instead of requiring a degree or a specific number of years of experience? Or could you potentially change the language you use? Read this article about barriers to entry by Elise Couture-Stone.

- The United Nations estimates there are over one billion people with disabilities. That is a massive amount of people to leave out of the hiring process due to unintentional barriers. Read "How to Make the Hiring Process Accessible" by the Accessibility for Ontarians with Disabilities Act.

- Look at the diversity in your organization's senior and middle management with regards to gender, race, ethnicity, disability and socioeconomic backgrounds as well as other indicators that are relevant to your local context. What barriers are there to more diverse managers and how can you overcome them? Consider the job description, interview process, working hours, salary, and internal working culture.

Ki Culture

FURTHER RESOURCES

People Make Change

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Ki Culture

DECOLONIZING & RECONTEXTUALIZING MUSEUMS & THEIR COLLECTIONS

In recent years, there have been growing calls for museums to decolonize, actively address social and environmental injustices, and become more representative of their communities. The question and art of relevance is at the heart of all of these issues.

Relevance asks how museums can meaningfully address the interests and concerns of local and global communities. It also requires museums to commit to change.

Change is courageous, and museums must be brave, self-critical, and not shy away from difficult conversations. Traditional structures and the history of many museums have excluded many voices over time. This exclusion has shaped our perceptions of what museums are and what they do today, from who visits or who works there to how collections are cared for, described, and displayed.

Decolonizing a museum asks us to recontextualize the colonial roots of collections and reframe a museum's activities in collaboration with the descendants of those who were colonized or are unrepresented. This process not only helps give voice to those previously unheard, but helps museums become more equitable, relevant, and resilient organizations for the future.

Decolonizing & Recontextualizing Museums & Their Collections

DECOLONIZING MUSEUMS

How a museum should be decolonized isn't always clear or easy, but a vital first step is recognizing that museums aren't neutral. This applies both to the preservation of collections and presentation of narratives. Historically, museums have told the stories of dominant cultural groups and powerful people, typically with a western worldview. This practice has excluded many perspectives and resulted in an incomplete understanding not only of collections and their stories, but of history itself. Additionally, preservation of collections is typically done according to wetern values and ideas of what conservation is - discounting the originating communities' wants. Even today, some museums continue to be non-representative or unwelcoming to large sections of the communities they serve.

Decolonization is an ongoing process and requires long-term commitment from museums to be empathetic, expand perspectives, and engage with Indigenous Peoples and local communities. Museums must also recontextualize, repatriate, and restitute collections.

There is no one way to decolonize your museum, but change is at the core of decolonization - and change starts with you.

KI FACT

Decolonizing a museum requires buy-in from senior leadership. The museum's history and every aspect of its work today needs to be re-evaluated. New practices must be developed to help the museum address its past and create a better and more equitable future.

Decolonization can be challenging and requires a collective effort. Even if you are still working on getting people on board, there are still effective changes you can make in your own practice!

Photo by Billie Grace Ward, 2017

KI ACTIONS

- What changes can you make in your role? Look at this list of the top 10 tips to start decolonizing your practice for inspiration. Could you expand collections information to include wider perspectives or adapt a workshop to include information about minority people who might otherwise be left out of the story?

- Listen to the Wonder House podcast, which shares innovative approaches to decolonizing museums that empower and inspire us all to experiment.

- Be critical about your practice. Museums should promote the sharing of knowledge, documentation, and collections with communities. Do you feel your museum accomplishes this? Find out about your museum's mission, vision, values, and ethical guidelines. Does your museum need to create or review these documents? Can you be involved in this process? The ICOM Code of Ethics is a useful starting point.

- If you come from a colonized country, you have power to encourage decolonization practices! Get in touch with museums in other countries and start dialogues and conservations. Open doors for communication and maybe you will enlighten someone as to why repatriation is important, which may lead to collections or objects being returned.

Ki Culture

KI STUDY

Birmingham Museums collaborated with activists to bring new perspectives and voices into the gallery. Watch their story here: "How Can You Decolonize Museums."

How can museums work together with local communities to redefine and reshape their role in those communities? Read more about the incredible work at The District Six museum in Cape Town, South Africa.

LEARN MORE

Museums Are Not Neutral

Reconnecting & Recontextulizing Collections

INCLUDING INDIGENOUS PEOPLES' KNOWLEDGE & PERSPECTIVES

While being major repositories of Indigenous Peoples' sacred and culturally important items and human remains, museums have not accurately presented Indigenous histories, and Indigenous Peoples perspectives remain underrepresented or absent in many museums today.

We need to to develop new frameworks, processes, and protocols for respectful dialogue and rights-based, culturally appropriate outcomes. We must make sure the ways in which we display and describe Indigenous materials and cultures, or store objects, is sensitive, respectful, and aligned with the beliefs and cultures of Indigenous Peoples. We must include a process for Indigenous Peoples' representatives to view and correctly identify their sacred items and human remains currently archived at museums and to carry out cultural protocols as needed. It will enable museums to begin dialogue with Indigenous Peoples regarding items that are not appropriate for public display and/or which require repatriation in accordance with their respective rights, laws, traditions, and customs.

This practice requires us to form genuine and mutually beneficial relationships with Indigenous Peoples. These relationships offer more than just an opportunity to learn - they are the building blocks for enabling understanding and respect. Museums must also employ more Indigenous Peoples and challenge colonial legacies, finding ways to rebalance power and create more honest and morally complex narratives. This will empower the right next steps, whether that's updating collections information, developing a new display, or repatriating or restituting materials.

Photo by Joe Brusky, 2014

KI ACTIONS

- Knowledge is vital. Find out if your museum is in Indigenous territories or on Native land, and learn about the Peoples who lived there in the past and today. Recognize Indigenous Peoples' rights to their lands, territories, and resources. Research Indigenous Peoples items in your museum and learn about the cultures they are from. Advocate for use of Indigenous Peoples languages in your museum and unbiased displays.

- Build long-term relationships with Indigenous Peoples to whom your museum has a connection. This may be in diaspora communities local to your museum or in places around the world where collection items came from. Invite these Indigenous Peoples to share their perspectives; respect and include them in your museum. Promote reconciliation and decolonization, even if this presents uncomfortable truths.

- When using Indigenous Peoples' collections, ensure Indigenous Peoples' representatives are included as collaborators and co-curators/co-creators in equal partnerships. Make sure that Indigenous Peoples' knowledge systems are always present in the care, conservation, storage, and display of collections. Learn more about the exhibition and interpretation of Indigenous Peoples' artefacts.

- Find ways to celebrate Indigenous Peoples' knowledge and cultures through activism and by celebrating traditional knowledge and contemporary stories in your museum. Look at the case studies on the next page for examples.

Ki Culture

KI THOUGHT

Many think returning collections is a matter of loss. In reality it's a huge gain for both communities and museums; an opportunity to form stronger relationships, learn more about cultures, and demonstrate your commitment to decolonization. Learn more about repatriation in the Indigenous Repatriation Handbook.

View the handbook here

KI STUDIES

Read about the exhibition "When I Remember I See Red: American Indian Art and Activism" featuring Native California artists who have used their work as a means of cultural resistance and renewal.

Learn about a two-way learning project between Indigenous Peoples Traditional Knowledge masters and conservators from Australian cultural institutions by the Association of Northern Kimberley and Arnhem Aboriginal Artists.

LEARN MORE

Learn about Ethical Stewardship where museums steward collections rather than owning them, and UNESCO's Local and Indigenous Peoples Knowledge Systems program.

Read the interview with an Indigenous Artist about repatriation and finding win-win solutions when we work together.

Ethical Stewardship

Local & Indigenous Peoples Knowledge Systems

Read the interview

Ki Culture

MAKING COLLECTIONS RELEVANT FOR TODAY

To stay relevant, museums need to be a living part of their community. Relevance asks us to understand what our audiences care about and connect these issues with our collections, programming, and museum spaces. It also requires us to engage regularly with our communities to learn about the issues they're interested in or concerned about.

By highlighting connections between our collections and contemporary issues, we can help audiences learn from history, feel more connected, and gain new perspectives.

KI STUDY

Check out how the Bainbridge Island Museum of Art partners with artists based in the city to showcase and combat social issues.

View this case study here

LEARN MORE

Pride of Place is a project that uncovers and celebrates places of LGBTQ+ heritage across England, ranging from the frontiers of Roman Britain to the gay pubs and clubs that remain important in our lives today.

View the Pride of Place website here

Photo by Justin Pickard, 2014

KI ACTIONS

- Object handling is a great way to actively engage visitors with collections and stories. Find out if you have a handling collection or if you can develop one. Consider how you can use object handling to start discussions with visitors about social sustainability issues such as decolonization or challenging perceptions of people with disabilities. Read this article by the Wellcome Collection for ideas.

- Find ways to link your museum's collection with contemporary environmental and social justice issues such as the Black Lives Matter movement, the climate crisis, or LGBTQ+ rights. Could you add an additional label, create an alternative visitor trail that explores these topics, or introduce a rapid response collecting strategy?

- Build long-term relationships with local diaspora and Indigenous Peoples. Work with them to learn more about and rethink collections and to develop context-based programming that is responsive to community needs and interests. Read this Museum Scholar article for inspiration and examples.

- Explore different ways of engaging audiences with your collection. Can you develop new programs that speak to audiences you wish to attract or offer new perspectives on a subject?

Ki Culture

CREATING AN ONLINE COLLECTION

A digitized collection can be hugely beneficial. An effective collection can help museums form new relationships and strengthen existing relationships with communities, other museums, research institutions, and educators, both locally and globally. It can also provide opportunities to gain new perspectives and insights on collections and safeguard them for future generations. A publicly-available digitized collection can also expand your museum's reach, making it accessible outside its four walls, 24 hours a day, anywhere in the world.

🔍 KI STUDY

The Lyme Museum is a virtual museum that creates exhibitions to make the invisible visible. They use the social model of disability and storytelling to address the question of body normality and healthiness and to give a platform to those who have been rendered voiceless.

View this case study here

LEARN MORE

Check out **Europeana,** a network of thousands of libraries, archives, and museums in Europe that share cultural heritage for enjoyment, education, and research. It provides access to millions of books, music, and artworks, and has sophisticated search and filter tools to help you find what you're looking for. If you're based in Europe, find out if your museum is involved.

This article gives an overview of digitizing collections, including where to start, best practice, and things to consider.

Photo by U.S. Embassy and Consulates in Canada, 2012

KI ACTIONS

• **Find out if your organization has already digitized part or all of its collection. Do you have a digitization plan? If not, can you help create one? If your museum is new to digitization, look at Culture24´s Digital Pathway to digitizing collections.**

• **If you do have digital content, find out how it's being used. Is the collection accessed by staff and the public? What people are looking at? Try out new ways of expanding or creating new content tailored to these users' interests. This could be adding new descriptions or perspectives, or including interactive content, such as a video or links to teaching resources.**

• **Explore how the collection's reach can be extended. Could you write a blog that connects objects with other museums' collections or develop teaching resources that link your collection to the school curriculum? Don't forget to let teachers know about it!**

Ki Culture

FURTHER RESOURCES

**Decolonizing & Recontextualizing Museums
& their Collections**

Decolonizing Museums

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**Including Indigenous Peoples Knowledge
& Perspectives**

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Ki Culture

PEOPLE & THE PLANET

Many societies around the world are facing unimaginable suffering as a result of the climate crisis. This is as much a social issue as it is an environmental one. It affects us all - no matter who we are or where we live.

Human activity and natural disasters are changing environments around the world, impacting communities and peoples' abilities to carry out traditional practices which have long been recognized as sustainable.

Tackling the climate crisis will require local, national, and global change. As museum professionals, we have a vital role to play in supporting and leading our communities. We can educate, advocate, and encourage action and change to benefit people and the planet, locally and globally.

People & The Planet

Sustainable Develoment Goals & Museums

Championing Local & Indigenous Peoples' Values & Practices

SUSTAINABLE DEVELOPMENT GOALS & MUSEUMS

The United Nations' Sustainable Development Goals (SDGs) aim to "end extreme poverty, fight inequality and injustice, and protect our planet"[2]. Ki Culture is adapting the Sustainable Development Goals to make them specific to the cultural sector. These "Culture & Heritage Goals" are coming in 2021 and will help your museum identify ways to promote and practice sustainability.

Museums interact directly with communities and are powerful, trusted voices. This creates opportunities to lead by example and inspire audiences to adopt sustainable behaviors with you.

LEARN MORE

Check out Henry McGhie's guide to learn more about how museums can support the sustainable development goals.

Sign up to our newsletter for updates on the CHGs.

View Henry McGhie's Guide here

Sign up to our Newsletter

Photo by United Nations, 2015

Ki Culture

KI ACTIONS

- Make sure your colleagues know about the SDGs and CHGs. Work together and across departments to come up with ideas about how you can achieve the goals. Don't forget to celebrate your successes!

- Take it easy on yourself and don't get overwhelmed. Remember you can't tackle everything at once. Identify the SDGs most relevant to your institution or where you can have the most impact and start there. For example, museums with natural history collections might begin with SDG 15, which focuses on Life on Land.

CHAMPIONING LOCAL & INDIGENOUS PEOPLES' VALUES & PRACTICES

While museums can provide wonderful insights into other cultures, traditions, and practices through their collections, we must also represent and celebrate our local community's history, knowledge, and work today.

Engaging with and celebrating the traditions and practices of local communities and Indigenous Peoples can increase involvement, improve relationships, and create long-term benefits for communities and the environment.

Social and climate justice are interconnected. Museums should advocate for people and the environment and can look to local communities and Indigenous Peoples values and knowledge systems to support this work. Museums must also appreciate and accept their community's expertise and role in holding the museum accountable.

Subscribe to Ki Futures here

KI ACTIONS

- Get to know your local community and Indigenous Peoples. Learn about their traditions and practices that positively impact our world. Organize community events and activities that celebrate local heritage and values. Invite members of your community to share their stories, skills, and experiences, and encourage others to try them too.

- Collaborate with local communities and Indigenous Peoples to understand the environmental issues affecting them. Get involved and engage your audiences - encourage active participation and dialogue to co-create solutions and build resilience to the climate crisis. How can your museum help prevent behavior that is damaging to the environment? How can your museum empower local stewards and demonstrate best practice?

- Childhood activities can have a profound and lasting impact, which is why many institutions have school and family programming. How can you incorporate local practices into some of these activities?

- Find ways to champion your community's heritage and practices on a larger scale! Write articles, work with artists, and join museum networks (such as Ki Futures). Share your community's positive work and find inspiration from other communities around the world. Make sure you make space for local community members and Indigenous Peoples' representatives to tell their own stories.

Ki Culture

KI FACT

Indigenous Peoples make up less than 5% of the world's population, but they safeguard 80% of the world's remaining biodiversity. The knowledge systems and values of Indigenous Peoples are being increasingly recognized as a key resource in building long-term resilience to the climate crisis.

Learn more here

KI STUDY

Museums in Botswana are fighting the climate crisis by celebrating and preserving local tangible and intangible heritage.

Listen to the story of how people in Samoa are replacing plastic bags with traditional woven baskets.

LEARN MORE

Read about how the World Monuments Fund works with local partners and builds capacity in communities to care for cultural heritage sites.

Read about Brazil's First Indigenous Curator, Sandra Benites of the Guaraní Ñandeva people, who is using art to bring new visions and voices to the museum world.

Learn how the Māori water resource management value system is now recognized in New Zealand legislation, known as Te Awa Tupua.

Learn how International Indigenous Peoples are coming together with a common voice to address Climate Change.

World Monuments Fund

Brazil's First Indigenous Curator

The New Zealand Legislation

International Indigenous People' Forum on Climate Change

Photo by Amy Rollo, 2018

YOU ARE PART OF THE CHANGE

Every part of the world is affected by the devastating consequences of the climate crisis. It is fueling environmental degradation, natural disasters, weather extremes, food and water insecurity, economic disruption, conflict, and terrorism.[3] It is both a social and environmental crisis which will affect everyone on this planet.

YOU ARE PART OF THE CHANGE

Systemic change doesn't usually happen through one revolutionary event. Instead, it comes about collectively as a result of many small actions adding up. Any action we take, big or small, is part of a global movement for change.

Throughout this Social Sustainability Ki Book, we have suggested ways you can take action today. We hope they inspire you and we'd love to hear about the changes you make, what you found helpful, and any suggestions or feedback you have for future editions. Let us know through Ki Futures!

💡 KI TIP

Don't forget to take care of yourself and reach out to your network for support and advice when things are tough. Consider joining a union or museum association in your country - they can often give advice on problems at work. Check out Self-Care for tips.

LEARN MORE

Join networks of cultural change-makers:

Subscribe to Ki Futures

View We Are Museums

View Museum Next

View Climate Heritage Network

View Site of Conscience

KI ACTIONS

- Continue to learn. The more you know, the easier it is to see ways to make change. Take the time to go through the "Learn more" resources and case studies in this Ki Book.

- Speak up and be an active listener. How can you show up, be an ally and change the status quo at your institution every day?

- Find allies in your museum. Join committees and networks. Share good work being done in your museum, as well as others. Being part of a bigger movement, such as Ki Futures, helps keep your momentum going and will inspire you with new ideas.

- Find ways to incorporate these practices into your personal life. Talk to your friends and family about the topics you have learned through this process. Prejudice is usually rooted in lack of information. Start sharing accurate information rather than trying to change someone's mind on a topic in one conversation.

- Make time to celebrate the changes you've made! Be proud of your accomplishments and share them.

- Plan ahead. Think about what you can accomplish in one month, six months or a year's time.

FURTHER RESOURCES

People and the Planet

Sustainable Development Goals & Museums

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Ki Culture

WHAT'S NEXT?

Thank you for joining us in creating sustainability in culture! We hope that you found the first edition of the **Social Sustainability** Ki Book helpful. We will continue to update this Ki Book with new ideas and all of the latest information so that you can always be up to date and find new actions. Stay tuned for our Social Sustainability Handbook coming in late 2021, as well as the **Indigenous Peoples & Traditional Knowledge** Ki Book coming in 2022.

If you are interested in finding out more ways you can improve your sustainable practices, check out our **Waste & Materials** and **Energy** Ki Books. And if you are looking for additional support, tools, and resources, as well as a global network, take another step forward in your sustainability journey by joining our Ki Futures Program!

GLOSSARY

Accessibility: Creating or adapting products, devices, services, programs, or environments to be available to as many people as possible.

Activism: The effort to promote, impede, direct or intervene to create social, political, economic, or environmental change. Activism can take many forms, including signing petitions, writing letters, choosing to use or boycott a business, and attending rallies and protests.

Bias: A favoring of some ideas or people over other ideas or people.

Black Lives Matter: A decentralized and non-violent political and social movement dedicated to fighting racism against Black people.

Climate crisis: A term used to describe the serious problems being caused or likely to be caused by changes in the world's weather, in particular the world getting warmer as a result of human activity increasing the level of carbon dioxide in the atmosphere.[4]

Co-creation: The practice of working collaboratively with and involving external parties in the making of anything produced by the museum, including exhibitions, events, educational resources, interpretation, websites, etc. They might include individuals, schools, community groups or other organizations but must be outside of the museum's staff or governing structure.[5]

Co-curation: See co-creation. Co-curation can be used to refer to the co-creation of exhibitions or programs. These terms are often used interchangeably.

Decolonization: A practice that negates colonial supremacy but fosters equality in power sharing and authority. The act of removing colonial supremacy in a community/museum's narratives/exhibition.

Diaspora communities: A community of people who live outside their shared country of origin or ancestry but maintain active connections with it. A diaspora includes both emigrants and their descendants. [6]

Digital inclusion: Helping people to become capable of using and benefitting from the internet. This includes having access to computers, smartphones, and the internet as well as digital skills and the confidence to use them. This also means ensuring services are designed to meet all users' needs.

Digital social innovation: bringing together people and digital technologies to tackle social and environmental challenges. The term digital social innovation overlaps with other terms such as tech for good, social tech and civic tech.[7]

Disability: a condition or function judged to be significantly impaired relative to the usual standard of an individual or group. The term is used to refer to individual functioning, including physical impairment, sensory impairment, cognitive impairment, intellectual impairment, mental illness, and various types of chronic disease.[8]

Displaced people: people who have had to leave their homes as a result of a natural, technological, or deliberate event. Displaced people include internally displaced people (people who remain in their own countries) as well as refugees (people who cross international borders)..[9]

Diversity: Any dimension that can be used to differentiate a range of things and people from one another.

Equitable hiring: A hiring process which takes into account that individuals start from different positions and privileges in life, with varying access to resources. In order to be equitable, it is necessary to view individuals holistically when hiring them. Additionally, all individuals must be treated equally during hiring, and evaluated on their ability to perform the duties of the position without regard to race, color, religion, sex, national origin, age, exceptional abilities, veteran status, sexual orientation, or gender identity.

Equity: Justice and fairness in the relationship among individuals in a society; and between individuals and the state in terms of distribution of services. Being equitable also recognizes that sometimes people may need differing treatment to make their opportunities the same as another's.

Ethical stewardship: A power sharing relationship where museums are stewards/managers of collections rather than owning them.

Good quality of life: Good healthcare, good housing, good transportation, good employment opportunities, safety, and security.

Human rights: A right entitled to everyone irrespective of age, sex, religion, nationality, and ethnicity.

Identity-first language: Puts the disability (identity) first in the phrase. Examples: D/deaf person, blind person, autistic person, etc.

Inclusion: Giving every group/individual equal

Inclusion: Giving every group/individual equal opportunity.

Indigenous Peoples: There is no official definition of Indigenous Peoples, however a "working" definition has been used since the United Nations began its work with Indigenous Peoples in the 1970s and states that Indigenous Peoples are the descendants of peoples whose lands and territories were invaded and occupied by others. They are peoples which may have distinct cultures, languages, ways of life, means of subsistence, and social organizations to the wider society in which they find themselves. They are non-dominant and generally face exclusion and discrimination. Despite their cultural differences, the World's Indigenous Peoples share common concerns related to the recognition of their rights to maintain their distinct identity, culture, and way of life as distinct peoples. [10]

Invisible Disabilities: Any physical, mental, or emotional impairment that goes largely unnoticed. An invisible disability can include, but is not limited to: cognitive disability, brain injury, the autism spectrum, chronic illnesses like multiple sclerosis, chronic fatigue, chronic pain, and fibromyalgia; d/Deaf and/or hard of hearing; blindness and/or low vision; anxiety, depression, PTSD, and many more. The body is always changing, so disability and chronic illness may be unstable or periodic throughout one's life.[11]

Inclusion: Involving every member of the society in social development irrespective of gender, sex, background, or ability/disability.

Intergenerational equity: Justice and fairness to the access of resources between past, present, and future generations.

Labor rights: Freedom of association and collective bargaining at every place of work.

LGBTQ+: LGBTQ is an acronym for lesbian, gay, bisexual, transgender and queer or questioning. These terms are used to describe a person's sexual orientation or gender identity. [12]

Museum activism: Engagement of museums as social institutions to vigorously campaign against social justices, inequalities, and environmental crises.

Neurodiversity: the virtually infinite neuro-cognitive variability within Earth's human population. It points to the fact that every human has a unique nervous system with a unique combination of abilities and needs.[13]

Person-first language: Describes a disability as something a person has rather than as who they are. Examples: a person who is blind, a person who is D/deaf, etc.

Rapid response collecting: Contemporary objects or stories are collected/acquired in response to major events in recent history.

Repatriation of cultural property: Return of cultural property to its Indigenous nation on request (by an Indigenous government).

Restitution: Return of stolen cultural objects to the individual or community that owns them.

Social capital: Shared identity, norms, and values that allow people in a group to work together for a common purpose.

Social cohesion: Connectedness and bonding among members in a community/society with the aim of reducing inequality and fostering fair sharing of resources in diversified society.

Social development: Improving the well-being or quality of life of the citizenry and removing barriers to social development.

Social justice: Possession of equal social, economic, and religious rights by every member of a society.

Social model of disability: A model that says physical, cultural, or educational barriers in society make people disabled, not people's temporary or permanent impairments or diagnosis.

Social story: Are short descriptions of a particular situation, event or activity, which include specific information about what to expect in that situation and why. [14]

Socially sustainable museum: A museum which, through its activities, promotes well-being and better life for society based on equity.

Social sustainability: An inclusive practice that fights for equity and everyone's voice to be heard. It requires us to actively seek out and listen to multiple perspectives, particularly those who are underrepresented or marginalized. Social sustainability advocates for there to be an inclusive society where everyone has a good quality of life and individuals can maximize their potential without jeopardizing such opportunities for future generations.[15]

Social well-being: Having prosperity and an improved quality of life.

Sustainable Development Goals: The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal callto action to end poverty, protect the planet, and ensure that all people enjoy peace andprosperity by 2030. [15]

Sustainability: Meeting our needs without compromising the ability of future generations to meet their own needs.

Unconscious Bias: Also known as implicit biases, are the underlying attitudes andstereotypes that people unconsciously attribute to another person or group of people that affect how they understand and engage with a person or group." [16] These biases are often shaped by our personal experiences, social constructs, history and culture.

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