

The InsightsLive! event "Mastering Sustainability Certifications" brought together experts in our field to share their experience in achieving green certifications in their science centres.

Experimentarium's talk focused on the Green Attractions certification, which was created by Experimentarium in collaboration with other science centres and museums. The speaker shared how the certification has helped Experimentarium reduce its environmental footprint and increase the engagement of visitors and staff in sustainability efforts. They emphasised the importance of having a sustainability policy in place, as it provides a framework for sustainable practices and helps guide decision-making. They also highlighted the need for staff buy-in and engagement in sustainability efforts. Certifications like the Green Attractions provide a framework for sustainable practices and help organisations set goals and measure progress. [Watch Experimentarium's presentation](#)

Hidrodoe's talk centred around the Green Key certification, which focuses on sustainable practices in the tourism and hospitality industry. The speaker highlighted the benefits of the certification, including improved environmental performance, cost savings, and increased customer satisfaction. They also discussed the value of the Green Key for science centres and museums, as it can help them showcase their commitment to sustainability and attract environmentally conscious visitors. The speakers also shared some of the challenges in obtaining green certifications, including the time and resources required for the certification process, as well as ongoing monitoring and reporting. It can be difficult to balance sustainability goals with other organisational priorities. [Watch Hidrodoe's presentation](#)

Heureka's talk focused on the Sustainable Travel Finland programme and the EcoCompass certification. The speaker shared how Heureka is working with a consultant to assess their practices and develop an action plan for sustainability. They also highlighted the benefits of the EcoCompass certification, including improved environmental performance, increased customer trust, and reduced operating costs. They emphasised that having a certification is just one part of a sustainability programme and that ongoing monitoring and improvement are necessary for long-term success. The speakers also shared some of the specific actions their organisations have taken to reduce their environmental impact, such as using renewable energy sources, reducing waste and water usage, and promoting sustainable transportation options. [Watch Heureka's presentation](#)

Take action:

- Research sustainability certifications for science centres and museums, such as Green Attractions, Green Key, and EcoCompass, and choose one that aligns with your goals and values.
- Learn from the experiences of other science centres and museums that have achieved the certification you're interested in.
- Engage your staff and visitors in sustainability efforts to demonstrate your commitment to sustainability.
- Identify areas where you can improve your sustainability practices, such as waste reduction, energy efficiency, and water conservation, and create an action plan with specific goals and timelines.
- Consider seeking assistance from a sustainability consultant if needed.
- Regularly monitor your environmental performance and seek feedback from visitors and staff to improve your sustainability practices.