

Sustainability approaches of European contemporary art museums based on their mission statements

Zsuzsanna Fehér

Corvinus University of Budapest, Institute of Marketing

Katalin Ásványi

Corvinus University of Budapest

Cite as:

Fehér Zsuzsanna, Ásványi Katalin (2022), Sustainability approaches of European contemporary art museums based on their mission statements. *Proceedings of the European Marketing Academy*, 51st, (107330)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Sustainability approaches of European contemporary art museums based on their mission statements

Abstract

Museums and researchers require knowledge of how museums think about and practice sustainability to understand how they stand in relation to this issue, and how sustainability considerations can further be incorporated and institutionalized into museum practice. The aim of the research is to examine what sustainability approaches are typical for European contemporary art museums based on their mission statements? Using the method of qualitative discourse analysis, we analyzed what social roles are thematized, what role sets and discursive procedures are used by European contemporary art museums in their mission statements. Three types of museums were identified: democratic, community and sustainable. The existence and level of the four pillars of sustainability reflect the viability of museums and the importance of their role in society, so it is particularly important in their operation to relate to the environment that surrounds them and without which they cannot be sustainable. Track: Social Responsibility and Ethics

Keywords: *museum; mission statement; discourse analysis*

Track: Social Responsibility & Ethics