

Museums and Csr: Environmental Impact and Strategies in Corporate Social Responsibility Policies

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Abstract : The definition of corporate social responsibility policies is a central topic in contemporary museology, as the role of museums in developing social, cultural, and environmental impact strategies has become increasingly prominent. An overarching perspective in this domain can be provided by the publication of the primary tool for impact verification and reporting in the CSR field: the Social Report. The study, based on an international and national theoretical and regulatory assessment, focuses on the operational significance of structured social reporting for Italian museums. It analyzes the quality of some of the most important Social Reports published by leading Italian museums, examining both the strengths and weaknesses in order to offer a comprehensive overview of the phenomenon of social responsibility in the national context. That said, the contribution aims to analyze the strategies of the main Italian museums regarding their environmental impact on the territory. Through the analysis of the Social Balance Sheets published by a group of museums from the north to the south of Italy, we will highlight the relations that museums have established over the years with the territory and the environment, their sensitivity to climate change, and the strategies proposed to mitigate their environmental impact. Starting from a general analysis, the talk will help to highlight best practices and management models to be followed for sustainable growth, analyzing best practices, case studies and strategies applied to the museological field.

Keywords : museums, social report, sustainable development, footprint

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