



ein museum der **wienholding**

Media information, June 28, 2022

Awarding of the Austrian Ecolabel to the Jewish Museum Vienna

The Jewish Museum Vienna has been awarded the Austrian Ecolabel in the Green Museums category. The museum received certification because it consistently pursues climate-conscious museum operations. In doing so, it assumes social responsibility and is committed to sustainable management.

“It’s great that the Jewish Museum Vienna is already the second Wien Holding museum to be awarded the Austrian Ecolabel. Because operating sustainably was and is one of the foundations of Wien Holding and its companies,” says Wien Holding Managing Director Kurt Gollowitzer.

“Especially with the current temperatures, the urgency for climate and environmental protection is clearer than ever before. Therefore, it is an important task of the Jewish Museum Vienna to take measures to protect the climate and to act in a sustainable manner,” explains Director Barbara Staudinger.

Measures for climate protection

Several measures have already been implemented to obtain the Ecolabel. Visitors are encouraged to use public transport or bikes to get there. Moreover, greater attention is paid to the reuse of exhibition architecture. Future goals primarily concern the area of technical infrastructure, e.g., optimizing the energy efficiency of the Jewish Museum Vienna. In addition, complete digitization is to take place at the administrative level.

The Austrian Ecolabel, the independent seal of approval for the environment and quality, has been awarding environmentally friendly products and companies since 1990, and museums since 2018. The logo was designed by the Austrian artist and environmental activist Friedensreich Hundertwasser (1928–2000).

Queries

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Photos and press material for the current exhibitions are available on the Jewish Museum Vienna website at www.jmw.at/en/press.

