

# Are SDGs known to Museum visitors in Greece? The contribution of the Goulandris Natural History Museum

Danae Bisylla, Nafsika Papavlasopoulou, Sofia Massoura, Christina Giamali

## Background

The Goulandris Natural History Museum's (GNHM) mission is to research and study the country's bio- and geo-diversity, as well as to raise awareness through environmental education for the conservation and protection of the natural heritage. Recently, with environmental issues calling out, GNHM strives to promote the 2030 Agenda for Sustainable Development and to strengthen even more the Museum's role in society, in regard to the Sustainable Development Goals (SDGs) adopted by United Nations (UN). With its exhibitions, GNHM addresses the following Goals of UN: 7. Affordable and clean energy, 11. Sustainable cities and communities, 12. Responsible consumption and production, 13. Climate action, 14. Life below water, 15. Life on land and 17. Partnerships for the goals.

## Hypothesis & Methodology

We presume that the visitors are informed about environmental issues linked to SDGs, though they are unaware of the existence, purpose and meaning of the Goals. In order to investigate this hypothesis a questionnaire was applied to the general public. The structure of the questionnaire consisted of 19 questions. Eight (8) of them were directly linked to the SDG's, three (3) were of demographic information, whereas the rest helped us identify the background environmental knowledge of the sample. The questionnaire was built in Microsoft Forms, it was disseminated via QR-codes in the Museum premises, and it was also available in the Website. Data and charts were processed using Microsoft Excel.

## Results

The demographic profile of this research consists of 140 visitors (75% female, 24.3% male, 0.7% other) divided into 4 age groups (12-18; 22.9%, 18-30; 25%, 31-50; 36.4% and >50; 15.7%). The percentages of their knowledge in specific environmental terms are depicted in Chart 1. Eighty four percent (84%) know about the existence of a global scaled action combating humanity's problems. However, when asked how well they know the SDGs before their visit at GNHM, only 30% claimed to know a fair amount or even more about them (Chart 2), with internet and educational institutions (schools, universities) being their primary source of information. The same question was applied after their visit, and the percentage that claims to have learned about SDGs came up to 81% (Chart 3). In addition, the sample responded positively concerning enrolment in actions for disseminating and achieving the Goals (43% certainly and 51% probably). As suggested actions for the GNHM the most popular choices were educational programs, social media campaigns and temporary exhibitions. Finally, the 89% believes that cultural institutions are able to inspire citizens in taking action (Chart 4).

## Future Work

From the survey performed, it is clear that yet much has to be done regarding the knowledge of citizens on SDGs, and that cultural institutions and specifically the GNHM exhibition, play an important role towards this direction. In order to work on dissemination and achievement of the Goals, we intend to continue running this survey until the end of 2023 and publish all data collected. Furthermore, following the suggestions of the visitors we will include educational programs, social media campaigns, and temporary exhibitions on SDGs in our strategic plan.

## Research Question

According to Kataki et al., 2018, 47.5% of the citizens in Greece were unaware of the SDGs, reaching 63.5% when adding the percentage of citizens who were not sure about their content and meaning. Similar percentages (61%) were described in an international (24 countries) survey of Lampert and Papadongonas (2016). In addition, Dianeosis research (2022) depicted that Greek citizens believe that the responsibility on combating Climate Change, is governmental by 53.2% and up on UN by 11.7%. Based on the above mentioned, in this work, we intend to measure the awareness raised by the GNHM on environmental issues and precisely on the SDGs.

Chart 1

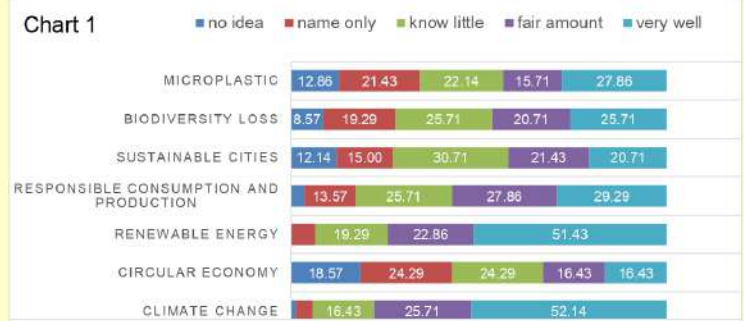


Chart 2



Chart 3

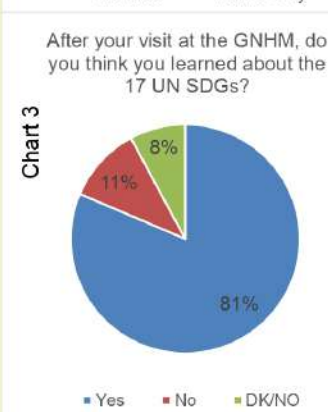
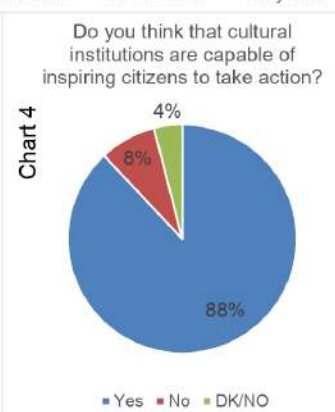


Chart 4



## Bibliography

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