



PRESS RELEASE

Sustainability is a commitment across all of the Museum's activities in 2023, in its ultimate objective to achieve climate neutrality in 2030

The Guggenheim Museum Bilbao presents its new Ecoalf staff uniforms made from recycled materials

As part of its sustainability plan, a pioneering endeavor within the museum sector that includes a commitment to achieve carbon neutrality in 2030, the Guggenheim Museum Bilbao has presented new uniforms by the brand Ecoalf and made from recycled materials; starting today, they will be worn by the staff attending visitors at the Admissions and Information desks, as well as Museum Store/Bookstore, and security.

In choosing the new uniform, beyond the quality of the design and comfort and versatility of the garments, the Museum considered sustainability a central factor, as a way to progress in its decision to minimize the environmental impact of its activities, at all levels. Accordingly, the Museum chose Ecoalf for the brand's commitment to circularity through innovation in materials.

In practice, this uniform collection has saved a total of 24.5 million liters of water (equivalent to 71% more than the market average) and a total of 1.3 tons of CO₂eq (equivalent to 39% more than the market average). These savings are because the garments are made from recycled, low-impact and mono-materials: 100% recycled polyester jackets, 100% recycled cotton T-shirts and sweatshirts, footwear made from recycled polyester and polo shirts made from recycled cotton, which at the end of their life cycle can be recycled again, thus moving towards the goal of circularity.

Inspired by the Colors of the Ocean

The Guggenheim Museum Bilbao uniforms are from the 2023 spring/summer "Lost Colors" collection, signaling the vibrant corals, pink-oranges, blues, and whites of the oceans that are disappearing due to rising temperatures and pollution.

In the words of the Guggenheim Museum Bilbao's Director General, Juan Ignacio Vidarte, "The uniforms presented today are a clear example of our decision to minimize the Museum's environmental impact, at all levels and in the short, medium, and long term. Since the presentation of our Sustainability Plan almost one year ago, we are focused on reducing our carbon footprint across all of our activities. To that end, we measure and reduce the emissions derived from our exhibitions and other processes by implementing sustainable energy solutions and orienting our operations towards eco-efficiency. Without a doubt, fellow travelers on this journey such as Ecoalf, whose values we fully share, help us to improve in our challenge and continue moving forward".



For his part, the President and founder of Ecoalf, Javier Goyeneche, declared that "It is a great honor for Ecoalf to be able to work on projects that share the same philosophy of sustainable lifestyle, led by an institution of great national and international prestige. The Guggenheim Museum Bilbao is a model of an institution that wants to be part of the change and is moving towards a more sustainable world that respects the planet's natural resources."

About the Museum's Sustainability Plan

The Guggenheim Museum Bilbao is making continuous progress in energy efficiency, and is committed to becoming 100% carbon neutral by 2030. This is a huge challenge for all of its areas, from the maintenance and air conditioning of the building to the organization of exhibitions and educational activities, as well as the Store and Restaurant.

It is one of the first museums internationally to measure its carbon footprint, including indirect emissions. Since 2019, the Museum has been calculating CO₂ emissions from the transport of works of art and the movement of its staff, and since 2021 it has also been measuring the fabrication of crates and the production of exhibitions. This calculation allows the Museum to know its impact on the environment and to establish the objectives of the annual sustainability action plans.

In addition to being at the forefront of an international movement to soften the parameters of temperature and humidity control, which leads to considerable energy savings, this year the Museum will implement other initiatives such as the installation of photovoltaic panels and charging posts for electric vehicles around the Museum.

For more information: <https://www.guggenheim-bilbao.eus/en/about-the-museum/sustainability>

About Ecoalf

Ecoalf was founded in 2009 with the mission to create a new generation of recycled products of the same quality and design as the best non-recycled products. Over the last ten years the brand has become synonymous with the slogan BECAUSE THERE IS NO PLANET B® and has developed more than 500 recycled fabrics, reusing more than 6.7 million plastic bottles, tons of discarded fishing nets, used tires, thousands of tons of post-industrial cotton and wool... saving more than 17.6 billion liters of water in its spring/summer 2023 collection.

In 2015, through its Foundation, Ecoalf initiated the *Upcycling the Oceans* project. Born on the coast of Spain, it has become a global adventure that helps remove marine debris from the bottom of the oceans thanks to the collective efforts of 4,300 fishermen who have recovered more than 1,000 tons of waste. Since 2018 Ecoalf is a proud member of the B Corp community of companies that meet the highest verified social and environmental performance standards.