

Strategy 2030 for the Natural History Museum Denmark

Natural History – Curiosity, Knowledge, and Empowerment for the Future

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Life on Earth is changing drastically: Climate change is a reality, many species and habitats are under threat, and there is a critical shortage of some raw materials needed for the green transition.

However, tomorrow is not predetermined. We can still influence the future and find new solutions – solutions that use resources more effectively, make room for nature, and preserve species both locally and globally.

Success requires insight into the present and an understanding of the past. This is precisely our expertise at the Natural History Museum Denmark.

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As the main national museum for natural history and part of the University of Copenhagen, we undertake several responsibilities on behalf of the Danish people:

Denmark's Natural History Collections

We maintain and develop the national geological, botanical, and zoological collections so that the over 14 million items collected over more than 400 years of complex history remain accessible for the future.

Denmark's Natural History Research

We attract and conduct collection-based research and ensure knowledge at the highest level, providing authorities, institutions, and the public with access to natural history data and expertise crucial for a sustainable future.

Denmark's Natural History Engagement

We engage people within and beyond the museum's walls, granting more individuals access to knowledge about nature and its diversity, thereby enhancing their ability and desire to act sustainably in their daily lives.

The background of the slide is a photograph of the interior of Antelope Canyon. The walls are made of smooth, undulating sandstone that has been eroded into flowing, wave-like patterns. The lighting is dramatic, with warm orange and red tones on the left and darker, purplish-brown tones on the right. A bright opening at the end of the canyon reveals a clear blue sky.

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Our vision is to strengthen the connection between people and nature, giving everyone the opportunity to enjoy, understand, and protect nature's diversity.


In the upcoming strategic period, we will focus on three overarching goals that contribute to this mission. Across the museum's activities, we will:

1. Strengthen curiosity for nature
2. Strengthen knowledge about nature
3. Strengthen empowerment for nature

“ In short, our strategy is to enhance *natural history – curiosity, knowledge, and empowerment for the future.*

We will activate our collections, research, and communication, focusing on providing more people with the means to contribute to safeguarding nature's diversity and promoting a sustainable world.

We hope you will join us.



Strategy 2030

Natural History – Curiosity, Knowledge, and Empowerment for the Future

1. Strengthened Curiosity for Nature

Goal: Across the museum's activities, we aim to strengthen the connection between people and nature and increase the desire to engage in natural history, natural sciences, biodiversity, and sustainability.

To achieve this goal by 2030, we will work towards the following outcomes:

Collections	Research	Public Engagement	Prerequisites
1.1 Engaging Collections	1.3 Remarkable Collaboration	1.5 Inspirational Insights	1.7 Prominent Museum
1.2 Living Biodiversity	1.4 Renowned Experts	1.6 Planned Relevance	1.8 Exceptional Guest Experience

Collections

1.1 Engaging Collections: We will share our collections and their fascinating, sometimes complex history through physical exhibitions and digital platforms.

1.2 Living Biodiversity: We will develop and highlight the Botanical Garden as Denmark's largest collection of living biodiversity, inspiring our guests to learn even more about the museum and the nature we all share.



Research

1.3 Remarkable Collaboration: We will showcase and promote the enthusiasm and synergy involved in creating natural history knowledge – among our staff and external stakeholders.

1.4 Renowned Experts: We will enhance the visibility of our researchers and their work so that more people become aware of and utilize their knowledge, expertise, and findings.



Public Engagement

1.5 Inspirational Insights: We will develop innovative public engagement methods in the new museum building, the Botanical Garden, and online, measurably strengthening the connection between people and nature for users with diverse backgrounds, interests, and needs.

1.6 Planned Relevance: We will long-term plan annual thematic public engagement initiatives across the museum's expertise while addressing current issues and contributing to the public discourse on nature and natural history.



Prerequisites

1.7 Prominent Museum: We will strengthen our communication efforts so that awareness of the museum and our activities increases significantly, attracting more guests nationally and internationally.

1.8 Exceptional Guest Experience: We will continuously analyse and improve key elements of the guest experience, ensuring visitors find their stay to be of high quality, enriching, and worth recommending.



2. Strengthened Knowledge about Nature

Goal: Across the museum's activities, we will advance scientific knowledge of the world's natural history as a whole, with a particular focus on Denmark's nature.

To achieve this goal by 2030, we will work towards the following outcomes:

Collections

- 2.1 Modern Preservation
- 2.2 Digital Accessibility

Research

- 2.3 Collection-Based Knowledge
- 2.4 Mapping Denmark's Nature

Public Engagement

- 2.5 Museum in the Media
- 2.6 Targeted Learning Opportunities

Prerequisites

- 2.7 Diverse Workplace
- 2.8 Healthy Economy

Collections

2.1 Modern Preservation: We will ensure the long-term preservation of the national collections by establishing sustainable, purpose-built storage facilities, optimally preserving and developing them for future generations.

2.2 Digital Accessibility: We will continue digitizing our collections to make them globally accessible, thereby enhancing their value for research and education.



Research

2.3 Collection-Based Knowledge: We will strengthen our contributions to international research on geodiversity, biodiversity, and sustainability by leveraging our unique collections for more publications, projects, and grant applications.

2.4 Mapping Denmark's Nature: We will continue to document and name Denmark's flora, fauna, and geology, creating a solid knowledge foundation for understanding, managing, and protecting Danish nature.



Public Engagement

2.5 Museum in the Media: We will strengthen our presence across the diverse media platforms used by our target groups, enabling more people to gain knowledge about natural history, science, and the human-nature relationship through their preferred channels.

2.6 Targeted Learning Opportunities: We will develop educational resources and programs for daycare institutions, schools, universities, and the general public, helping more people understand natural history and science.



Prerequisites

2.7 Diverse Workplace: We will attract and develop staff by valuing diversity and using it as a foundation for cross-disciplinary collaboration and focused skill development.

2.8 Healthy Economy: We will diversify the museum's income sources and manage resources efficiently to continue the stable development of the museum's finances.



3. Strengthened Empowerment for Nature

Goal: Across the museum's activities, we will equip more people with the abilities, resources, and courage to work for biodiversity and nature conservation in a sustainable future.

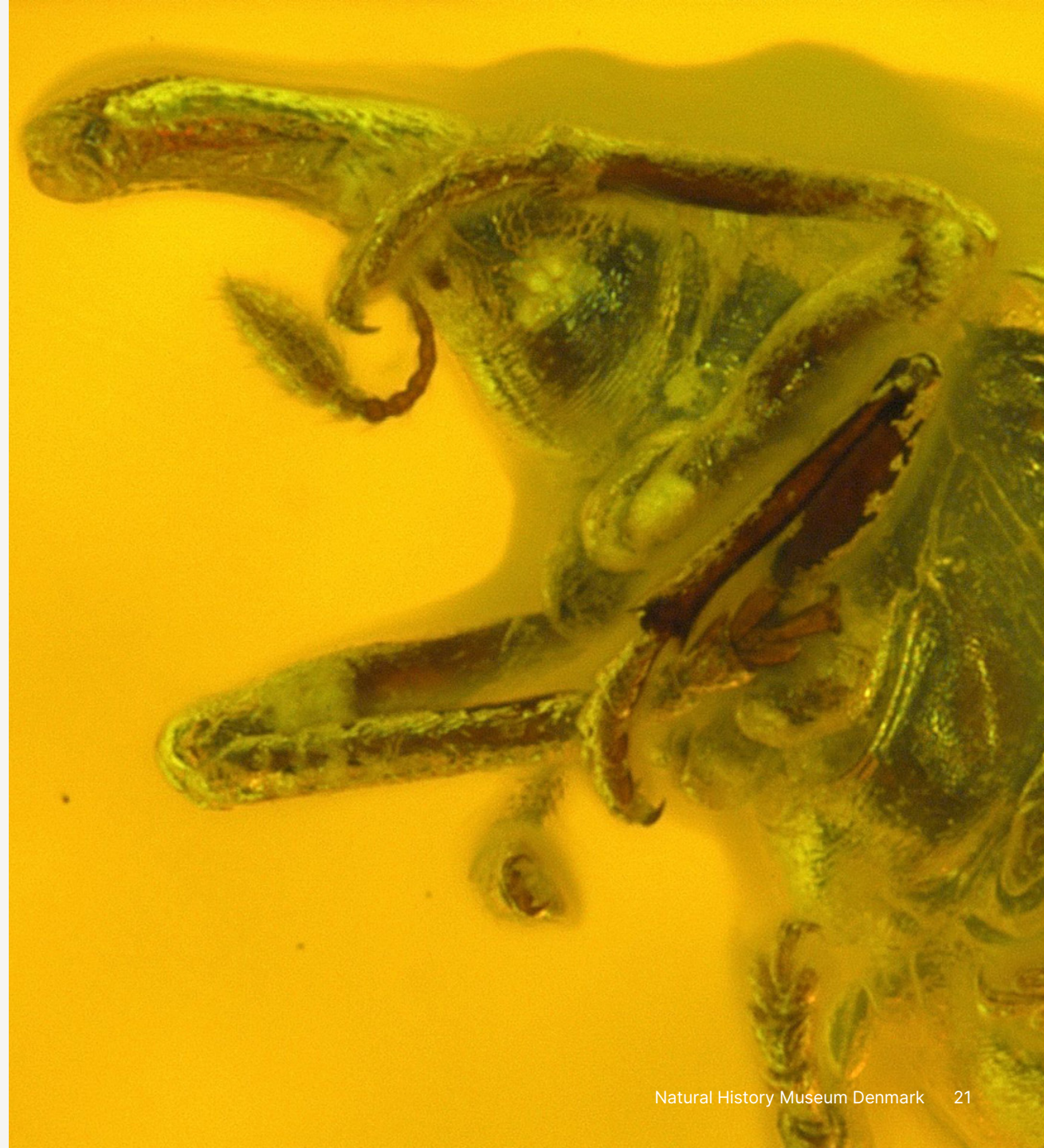
To achieve this goal by 2030, we will work towards the following outcomes:

Collections	Research	Public Engagement	Prerequisites
3.1 Local Decision-Making Foundation	3.3 Research for the Community	3.5 Coordinated Learning Activities	3.7 Green Transition
3.2 Global Nature Conservation	3.4 Citizen-Involved Research	3.6 Engaging Student Collaborations	3.8 Strategic Partnerships

Collections

3.1 Local Decision-Making Foundation: We will make relevant collection data easily accessible so that authorities and organizations developing policies and environmental initiatives have a better knowledge of how their decisions can impact and transform Danish nature.

3.2 Global Nature Conservation: We will actively use the museum's collections – which, in some cases, are among the world's most significant for threatened and endangered species and areas – in efforts to protect, adapt, and conserve nature both domestically and internationally.



Research

3.3 Research for the Community: As part of our international research, we will focus on possibilities and solutions that can secure Danish biodiversity, nature conservation, and nature connectedness.

3.4 Citizen-Involved Research: We will enable more citizens to contribute to research by participating in our Citizen Science programs and by reporting data to publicly accessible databases.



Public Engagement

3.5 Coordinated Learning Activities: We will unify and enhance our activities aimed at children, youth, and their educators, providing a single point of entry to our cohesive offerings.

3.6 Engaging Student Collaborations: We will provide students with more opportunities for project collaborations, internships, and jobs, enabling them to gain hands-on experience in natural science and effectively engage others in sustainability and biodiversity.



Prerequisites

3.7 Green Transition: We will strive for a more sustainable museum that meets the standards of Green Attractions and the Charter for the Green Transition of Danish Museums.

3.8 Strategic Partnerships: Across the museum, we will work with public and private entities to turn research in Danish natural history into action.



