



Exhibit performance evaluation system

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Most industries are required to establish management control systems that allow for the evaluation of both company performance and product quality. Acquario di Genova has been certified in terms of accreditation systems regulating environmental management (ISO 14001), quality management (ISO 9001) and occupational health and safety (OHSAS 18001). This combination of certification systems ensures effective evaluation of every aspect of organizational management.

The visitor's path is our main "product" and includes the live exhibits, educational and recreational activities, gift shop products, restaurants and parking. Key performance indicators (KPIs) were identified in order to analyse the different activities involved in running an exhibit, from conception, through building, to implementation. This analysis considers parameters such as building costs, running costs, visitor experience, educational aspects, technical innovation and success, energy saving, etc. Parameters are measured either quantitatively (e.g. costs, time on task, energy consumption) or qualitatively (e.g. visitor satisfaction, education and conservation impact, biological sustainability).

Results are compiled in an objective evaluation file, which helps management identify whether or not the exhibits are fulfilling their original objectives. This supports decision-making about routine management, renovations and new investments.