



Sustainability: The sixth 'S' to fight crisis

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Since Oceanogràfic opened in 2003, management has been based on a "Five S" philosophy: Safety, Smile, Service, Sales and Savings. Although the sixth S of Sustainability was not initially one of our goals, it has always played an important role in the management of several departments, and actions towards sustainability have contributed to the success of Oceanogràfic.

When the European financial crisis caused numbers to tumble, we needed new ideas to improve results. Sustainability became a useful tool, message and source of motivation for visitors and staff.

In this presentation a wide range of examples of sustainable actions by various departments at Oceanogràfic are reviewed. These sustainability measures have helped to improve business, motivate staff, and engage visitors. They have also helped to present a more coherent image of the aquarium as an institution involved in nature conservation. Achievements and failures in relation to sustainability measures will be explored, and prospective goals and ideas will be presented for discussion.