



## KEYNOTE LECTURE

JOÃO FALCATO

### EcoCulture in Public Visitation Institutions

It is difficult to imagine the possibility of a future where the natural capital does not play a central role in our societies.

Adapt or lead in this regard, will be the choice we all will need to make, in relation to both our personal lives and the institutions we serve in our professional lives.

With millions of visitors, museums, aquariums and alike are very well positioned to become influential leaders in the transition to an Ecoculture based society.

By having the capacity to trigger human emotions reaching their hearts, institutions may inspire them to think and act in different ways by showing them new possibilities.

For that to happen coherence between speech and action is needed.

In Oceanário we believe this type of positioning will not only make our institutions more sustainable but also more relevant for the future to come.

The strategy applied over the last 4 years in Oceanário is explained and debated in this presentation.