

Framework for collaboration with external parties

As a museum, we work with a broad range of organisations that generate extra income for us, and thus help us to achieve our objectives for innovation, marketing and research, as well as making a positive contribution to society together. They include partners, sponsors, funds, support foundations, venue hire clients, suppliers and private benefactors.

When deciding who to work with, we are guided by our mission and vision:

Mission: We want everyone to feel at home at the Mauritshuis, to be moved and inspired.

Vision: To offer a sublime experience, presenting human stories and perspectives that prompt reflection and imagination.

We like to work with companies that are a match for our values and that strengthen the Mauritshuis brand. We believe in the power of collaboration between parties with similar commercial and social objectives. When choosing potential partners, we are primarily concerned with the benefits the collaboration will bring to both parties. For us as a museum, this might be financial (a large sponsorship sum), but we increasingly seek collaborations that allow us to exchange knowledge or use marketing opportunities through third parties. It is vital that we reach a diverse target audience. We are, after all, a museum for everyone. When considering whether to enter into or continue a collaboration, we also look at the partner's ESG policy.

The ESG (Environmental, Social and Governance) policy of partners, suppliers and companies is about finding a balance between financial results, transparency, social benefits and the environment. There are sectors that may be associated more than average with risks to society (such as environmental pollution) because of the nature of their products and services. If we have doubts about this balance at a particular company, we will conduct further research before deciding whether or not to enter into the collaboration.

The more closely a company is associated with us, the more strictly the criteria are applied. Any relationship with a potential partner is preceded by a thorough check of the impact that the reputation of the company might have on our museum (qualitative considerations). The Mauritshuis has a partner strategy that includes licence partners, project partners, domain partners and lead partners.

Venue hire / events at the Mauritshuis

Everyone is welcome at the Mauritshuis. We have, however, made the choice not to rent our venues to individual political parties, politically affiliated organisations or legal entities that represent the interests of political parties, in order to preserve the neutrality of the museum and to protect our collection and our people.

Nor do we wish to accommodate any parties that are more exposed than average to social risks, or parties that pose a direct or indirect security risk to the Mauritshuis.

When renting a venue, the Mauritshuis may ask about the theme of the event or the reason for the rental, and how guests will be invited, in order to be able to assess potential risks. The Mauritshuis reserves the right to refuse to rent to certain companies and/or guests. The Mauritshuis also reserves

the right to request the guest list for any event. This information will of course be handled confidentially.