7 TRENDS
A CREATIVE CLIMATE MOVEMENT
The cultural response on climate and environment is a continuation of a rich connection to landscape, nature and heritage. However, today the creative gaze has a wider view. A thoroughly current exploration of the worrying state of our environment which encompasses love, loss, wonder, witness, protest, grief and hope has taken hold, not just in artistic and curatorial work but in activism and actions too.

Over 11 years, Julie’s Bicycle has been tracking the movement which has marked this shift in perspective:

We have identified Seven Creative Climate Trends; key communities of practice that are already leveraging significant new cultural value. Sustainable work, new jobs, finance, energy, audience engagement, design and collaborations, these communities are creating a new cultural ecology fit for our changing world.

We invite all those in the creative community who are championing a new cultural ecology in tune with our planet to find themselves in these Seven Creative Climate Trends, or join the creative climate movement.
TRENDS

01 ART WORK
02 ACTIVISM
03 ORGANISATIONAL LEADERSHIP
04 DESIGN & INNOVATION
05 COLLABORATION
06 POLICY CHANGING
07 PATH-FINDING
Be it music, poetry, film, literature, spoken word, craft, dance, or documentary, creative work is exploring environmental themes from all angles. Aesthetics, politics, protests and possibilities are providing new and diverse creative narratives.
Artists and creatives publicly championing environmental causes. These people are uniquely placed to connect their audiences and fans, gather momentum, amplify calls for positive change, speak to power, and call on governments to act and raise ambition.
Trail-blazing organisations – the eco-systems for creative and artistic work – are demonstrating a new cultural value chain that aligns missions and visions to an environmentally sustainable world. These organisations are expressing an invigorated relationship to the spaces, events and communities they embody: day-to-day habits, audience campaigns, low carbon technologies, green procurement policies, artist commissions, governance and advocacy.
Creatives are rising to the challenges of sustainability with extraordinary ingenuity, innovating in material, social, cultural and economic ways that embrace environmental values and celebrate the exciting opportunities to remodel our world. Designers are turbo-charging the circular economy, artists are generating new community compacts, and cultural innovators are trialling new, values-led business models.
Creatives are coming together to be bigger than the sum of their parts, scaling action, accelerating learning, building communities of practice and demolishing outworn and unhelpful silos. This collaborative spirit, often reaching well beyond the sector, is generating new value based on a shared sense of purpose and possibility.
Individuals and organisations poised where culture and the environment meet, making the case, creating contexts for action, building bridges, setting the agenda, curating the conversations and demonstrating the possible.
Policy, a golden thread that binds together the values and narratives of the Seven Creative Climate Trends, creating the frameworks, investments, accountability, authority and pathways to drive progress and track change.

**ABOVE** Daughters of the Curry Revolution by Afreena Islam, SICK! Festival (Photo by Tamsin Drury)
Julie’s Bicycle is a pathfinder, a catalyst and curator of change. We understand that the arts and culture is a highly networked and diverse community that works best when each part is connected to the others.

Julie’s Bicycle has focused on the creative infrastructure, transforming the conversation with the companies, funders, policy-makers and influencers that make up the creative community. We provide the practical and conceptual tools for change, set the agenda, convene, and advocate for rapid and inspirational action.

**Ecology of Practice**

The Seven Creative Climate Trends map is by no means definitive. It’s an attempt to describe an ecology of creative practice in relation to our environment from across the globe. It’s also an invitation to connect to a rich cultural community at the forefront of positive global change.