

# Green Visual Arts

Helping London's visual arts sector  
take action on climate change

**FRIEZE  
ART  
FAIR**

JULIE'S BICYCLE 

**MAYOR OF LONDON**



## Foreword by Boris Johnson, Mayor of London

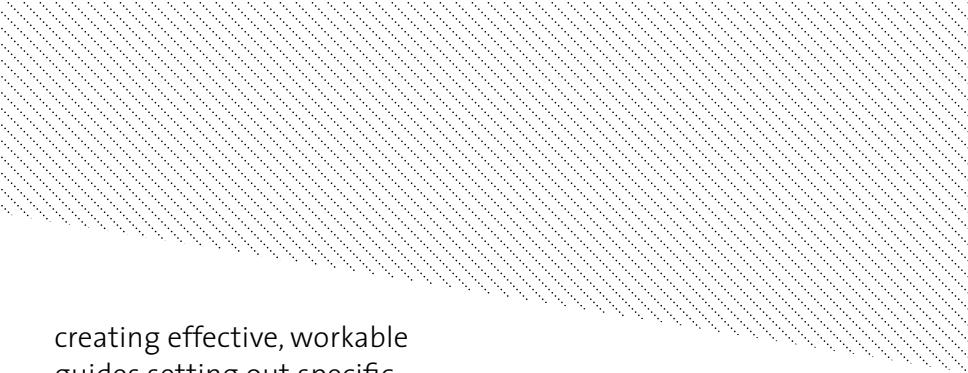
I want London to be the best big city on the planet. Already our great capital boasts the most diverse, stimulating and pioneering cultural offer which contributes not only to our quality of life but injects hundreds of millions into the economy every year. My vision is for London to also become the leading low carbon city, harnessing the opportunities – environmental and financial – that come with becoming drastically more energy efficient.

This is an exciting time for London. We are transforming the look and feel of the city through our programmes to improve the environment – the Barclay’s public bike hire scheme is one very visual example. But we are also using the galvanising power of the Olympic and Paralympic Games to usher in a wave of new green ideas and enterprises, not least

those stemming from the development of a vibrant new metropolitan quarter in the east of the city.

I am delighted that our creative industries are ready to help take on this challenge. London’s artists, galleries and fairs are recognised around the world as leaders in their field. They also directly employ over 8200 people and in 2008, arts organisations in London contributed £827 million of gross value to the UK economy. These industries can also put across a powerful message to their audiences here in London and across the world, extending the impact of their good practices.

Noble aspirations for the environment are of course, no use unless accompanied by tangible, practical measures. We have already collaborated well with London’s music, theatre and screen industries,



creating effective, workable guides setting out specific areas where the creative sector can make a vital contribution to the city's carbon reduction targets and save money at the same time in tough economic times. These templates have been adopted with enthusiasm by scores of organisations and indeed, are now being replicated across the world.

I applaud the creative organisations that have already come on board, using their clout to help us meet our environmental goals. I have no doubt this latest guide will unleash even more inspiring ways to make our capital a less polluted, environmentally caring city.



**Boris Johnson**

Mayor of London



## Matthew Slotover

### Co-director, Frieze Art Fair

The visual arts sector in London spans many different types of organisation – large and small, public and private, established and new. Some are peripatetic, others inhabit permanent spaces, in buildings both modern and decades old. Amongst this diversity, there is much mutual support and common cause. In that spirit it has been a great pleasure for Frieze to coordinate this guide.

The arguments around climate change and the need for reduction of carbon emissions do not need rehearsing here. As a sector the visual arts in London is responsible for over 200,000 tonnes of CO<sub>2</sub> each year. The aim of this guide is to survey where the emissions lie, and to begin to outline some tangible and realistic steps organisations can take to reduce them.

Julie's Bicycle ran Frieze's first carbon audit in 2007. They

identified our use of generators running diesel at Frieze Art Fair as a major source of emissions. We have worked with our suppliers this year to run the fair on 100% recycled vegetable oil biodiesel, reducing the Fair's footprint by 60%.

This guide has been tailored to the specifics of organisations who work in the visual arts. Some of the suggestions are one-off actions that can be completed quickly and could save our organisations money; others are long-term and require planning and investment. I hope it proves useful for all.



**Matthew Slotover**  
Co-director, Frieze Art Fair



## Thank you

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- Tate Modern
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- Workplace Co-operative 115
- Zoo Art Fair



## Context

### Why have we produced this guide?


The visual arts sector in London is made up of world renowned artists, publicly funded institutions, commercial galleries and art fairs. It is of vital importance to the capital, directly employing over 8,200 people and involving many more as volunteers. In 2008, visual arts organisations in London contributed £827 million of gross value to the UK economy, yet the sector has an impact far beyond what any statistics can convey. Even this assessment of economic productivity underestimates the sector's wider impacts, particularly in community development and bringing visitors to London.

The visual arts sector in London generates 220,442 tonnes of greenhouse gas emissions per year. Whilst this may be a relatively small proportion of London's total emissions, because of its influence the sector has a

key role to play in reducing London's overall emissions and making us a low carbon capital. In the current economic climate the imperative for taking such action is clear.

### Why act now?

The measures set out within this guide will help you save money in both the shorter and longer-term. Adopting energy efficiency measures, renewable technology and linking up to decentralised energy will reduce reliance on increasingly expensive and potentially unreliable energy supply. It could also help you make money by taking advantage of initiatives like the government's Feed In Tariff. The creation of a low carbon creative sector in London will enable business to attract new investment from 'green' investors. This is at a time when traditional public sector funding streams are becoming harder to access, freeing up money to be recycled back into the arts. All of this is over and above the



comparative advantage of being seen to respond to a discerning global audience. So there is a great opportunity for the visual arts to use their unique wider influence and contribute to meeting London's target to reduce CO<sub>2</sub> emissions in London by 60 per cent by 2025.

### **The leading low carbon city**


The Mayor's vision is that by 2025, London is one of the world's leading low carbon cities, with a thriving low carbon economy, some of the world's most energy efficient buildings, a secure and efficient energy supply, and world class low carbon transport.

In support of that vision, the Mayor has published the Draft Climate Change Mitigation and Energy Strategy for consultation. This Strategy aims to set out the policy framework and key delivery programmes in London which will work to make this transition a reality. It brings together Mayoral actions that are already under

way and further proposed measures. It has been developed with a number of aims: to reduce CO<sub>2</sub> emissions to mitigate climate change; to maximise economic opportunities from the transition to a low carbon capital, to ensure a secure and reliable energy supply for London; and to meet national and international climate change and energy objectives.

The Mayor will also publish his Draft Municipal and Business Waste Strategies for public consultation in autumn 2010. Both strategies set out plans to reduce London's waste, increase reuse and recycling rates, and use any remaining waste as fuel to generate energy. The strategies have been developed primarily to reduce the environmental impact of London's waste (particularly on climate change) in the most cost effective way.

The advice in this guide is consistent with the Mayor's climate strategies and if you



follow all the guidance you'll be able to play your part in helping London to achieve its target of a 60% reduction in CO<sub>2</sub> emissions by 2025.

### **Taking action**

The guide starts by working out the carbon footprint of the visual arts on London. This was made possible by data contributions from over 50 organisations covering over 1000 individual museums, galleries, studios and art fairs. This estimate of the footprint is simply the first stage to help you understand your relative role and inform the action you could take.

The guide contains practical advice to help you reduce the impact of your own activities. The most important advice is to start doing something now. Often the global scale of this challenge, the assumption that it will cost money, sourcing trusted information or simply the demands of every day life, inhibit

action. However doing nothing about your environmental impact is not the solution. This document provides some simple actions for all those involved in the visual arts, and maps a carbon reduction journey from now to 2025.

By working together to improve efficiencies, explore joint-working and to influence public awareness, the visual arts sector has the opportunity to make a difference far beyond the sum of its parts - taking the small steps outlined in this booklet really can make a huge difference.

The following sections set out the scale and main causes of carbon emissions from the sector. This is an important first step in identifying the main areas where savings can be made.

**For an explanation of terminology and jargon used in this report, please see the glossary in the supporting document.**