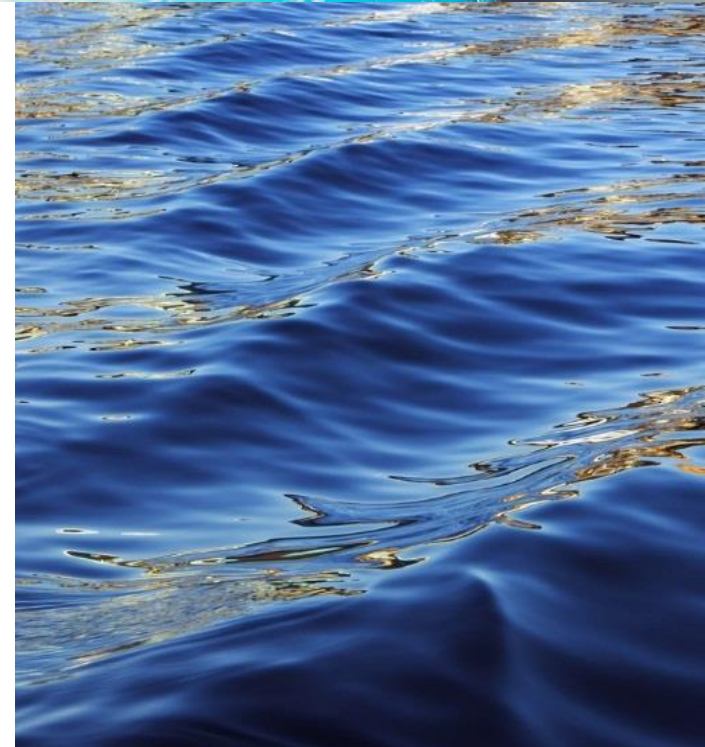




Art on the Move: Travel, Touring and Offsetting

Becky Hazlewood, Julie's Bicycle

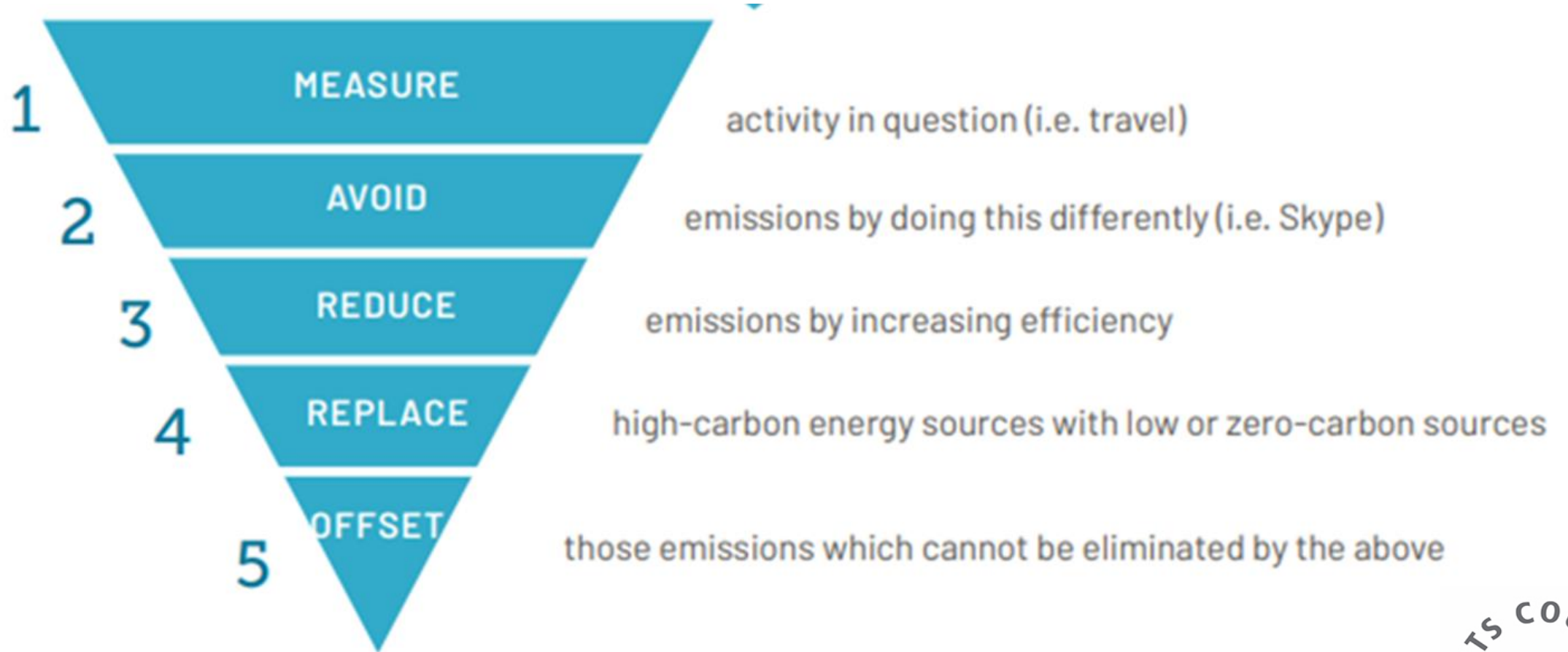


Intro: What are the impacts of travel and touring?

- Can form a significant part of a cultural organisation's overall footprint
- Audience travel can form a significant impact for some performances and events
- Emissions from air travel are particularly damaging for a number of reasons.



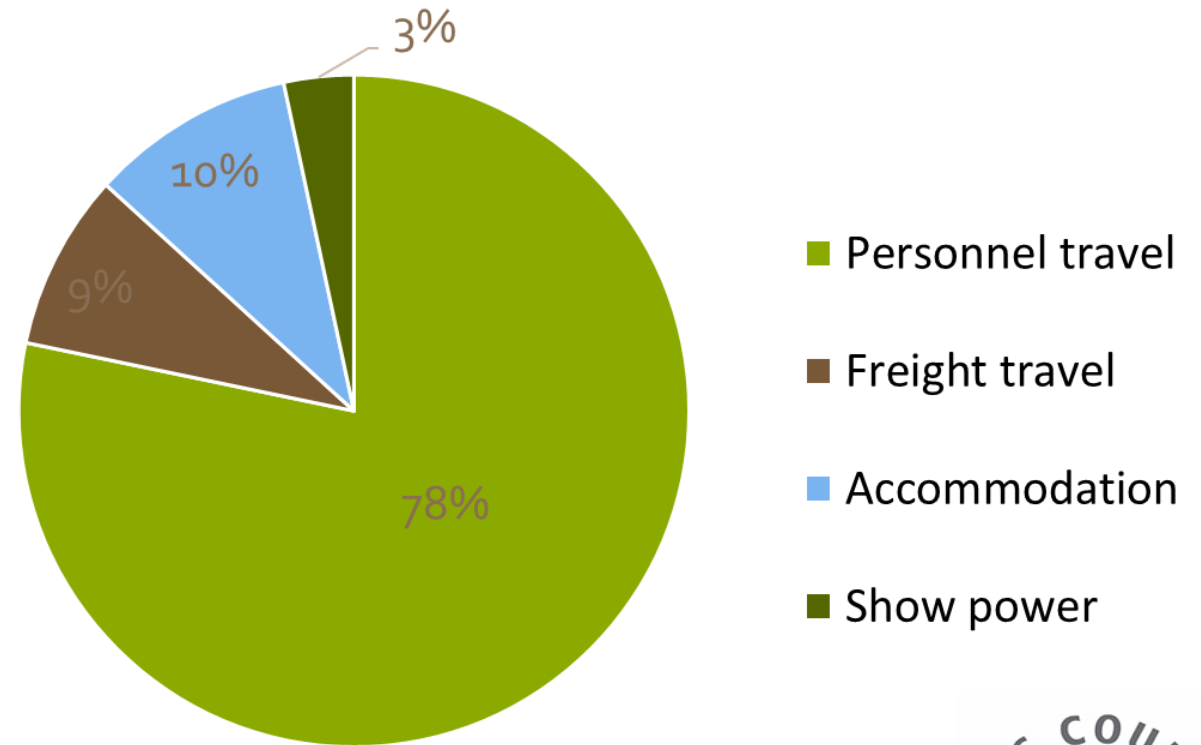
Five steps for reducing impacts of travel and touring



1. Understand your travel and touring footprint

- Collect quality data
- Understand high impact areas
- Look for opportunities to improve

Area	Carbon Footprint (kg CO ₂ e)
Personnel travel	15,436,149
Freight travel	1,310,099
Accommodation	1,526,046
Show power	519,651
Total footprint	15,436,149



a) Methods for measurement: CG tools for touring

Home Results Documents Certification + Data

Add Data Footprints

Tour: Tour Test 0.0 kg CO₂e

General Performances Accommodation Personnel Travel Production Greenprint Submit

Tour - General

Select the year 2019 ▼

Date range covered 1 ▼ April ▼ 2019 ▼
31 ▼ March ▼ 2020 ▼
Date range covers 366 days.

Please check the box if the data in this entry is actual values ☐

Please check the box if the data in this entry should be used for calculations ☒

Entry name

Main contact details

Select contact brianna@juliesbicycle.com ▼

Contact name

Contact number

Job title

More information about the tour

New project

What's being measured? Tour ▼

Sector Music ▼

Project name Demo Music Tour

Cancel Create new project

Six fields for data entry:

- General
- Performances
- Accommodation
- Personnel travel
- Production
- Greenprint



CREATIVE



GREEN

TOURING

Creative Green Touring Certification

Method 2) CG touring assessment



ASSESSMENT AREAS

COMMITMENT (PRE-TOUR)

- Environmental policy, green rider and action plan
- Integration of environmental sustainability in broader tour mission, strategy or design
- Environmental responsibilities
- Environmental procurement and sourcing
- Stakeholder communications and engagement

UNDERSTANDING (PRE-TOUR)

- Breadth and depth of understanding of environmental impacts
- Tour planning and efficiency
- Attitudinal insights

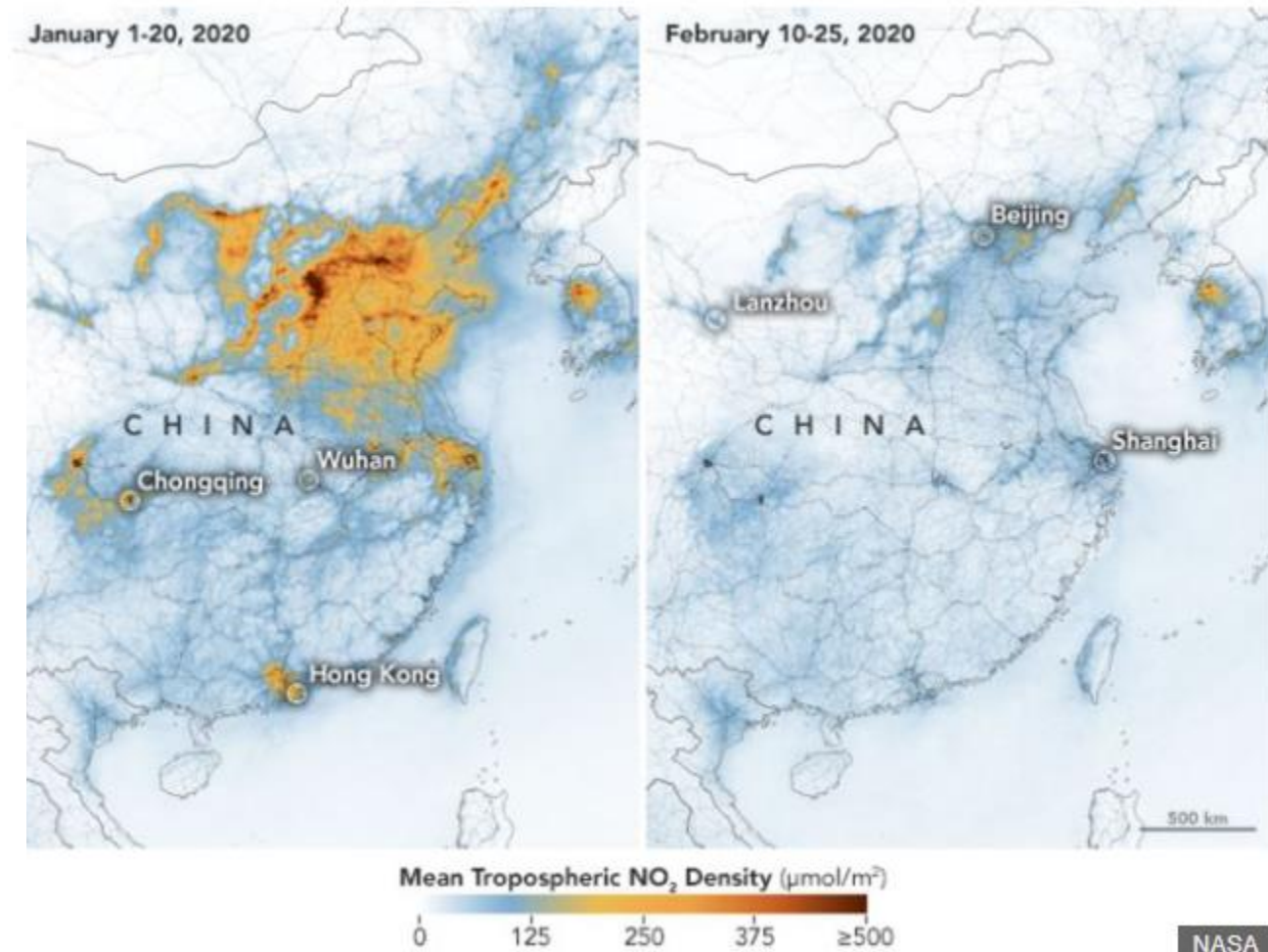
IMPROVEMENT (POST-TOUR)

- Post-tour carbon footprint
- Quantifiable reductions in direct environmental impacts
- Actions to address indirect environmental impacts
- Project evaluation

2

AVOID

- Find ways of doing things differently!



SCIENCE MUSEUM GROUP

BLUEPRINT PACK EXHIBITIONS
BY THE SCIENCE MUSEUM GROUP

Case Study: The Science Museum Blueprint Exhibition packs

- Exhibition content shared electronically
- Blueprint packs avoid high transportation and insurance costs
- Allows receiving museums to build and design exhibition in line with their own budgets
- Provides opportunity to work with local stakeholders to reproduce the exhibition and take it in new directions.

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

3

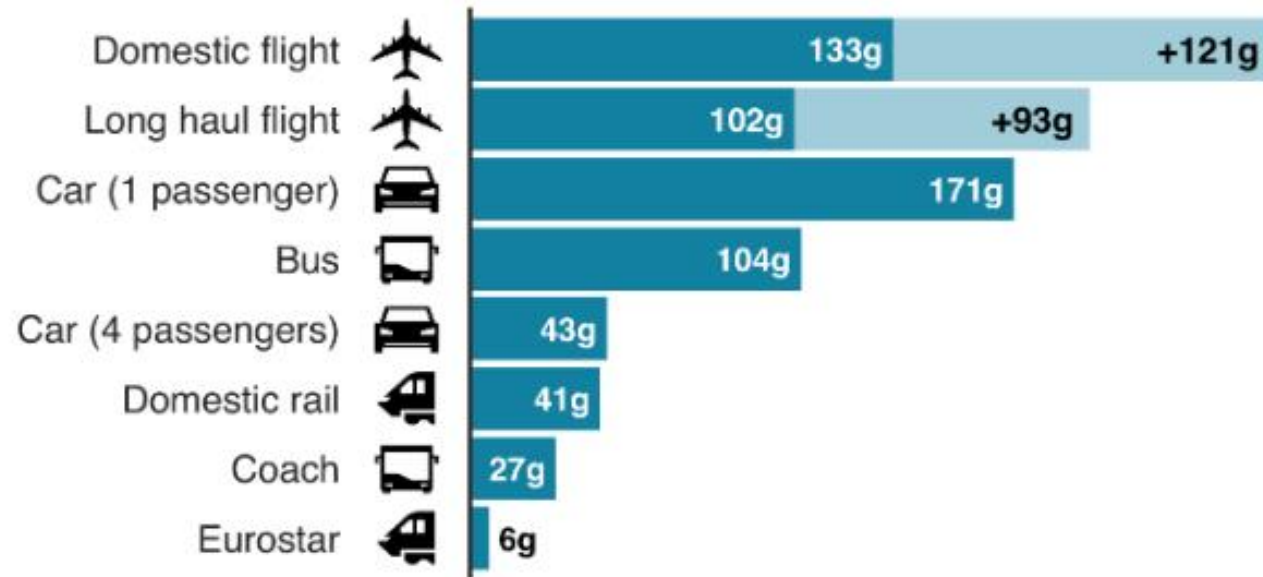
REDUCE

emissions by increasing efficiency

Emissions from different modes of transport

Emissions per passenger per km travelled

■ CO2 emissions ■ Secondary effects from high altitude, non-CO2 emissions



Note: Car refers to average diesel car

Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019

BBC



Julie's Bicycle

CREATIVE • CLIMATE • ACTION footer

ARTS COUNCIL
ENGLAND

Green Riders

Areas to consider:

- Audience travel
- Catering
- Energy
- Waste
- Production



TOP TIPS!

- Find the right person to engage
- Send info on environmental issues
- Work with venues to achieve environmental ambitions
- Share and celebrate successes!

Julie's Bicycle

CREATIVE • CLIMATE • ACTION



Use your Voice: Engage your audience!



GLOBAL
CITIZEN.

Take action for a more sustainable world.
Win tickets to Billie Eilish's sold out tour.



3

REDUCE

emissions by increasing efficiency



[Home](#) / [News](#) / Audience travel issues revealed

Audience travel issues revealed

4th August 2016

Like 0

Tweet

Recent News

[TWAM's Green Team](#)

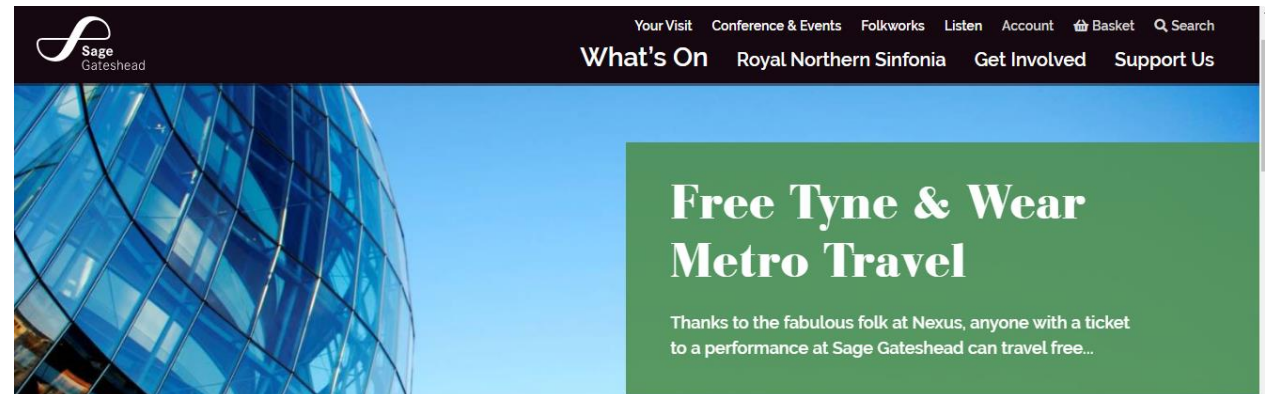
5th August 2019

[10 Years of Science!](#)

5th August 2019



- Surveys to understand audience barriers to using public transport
- Consider adjusting show times to fit with local public transport timetables
- Partner with service providers to offer incentives

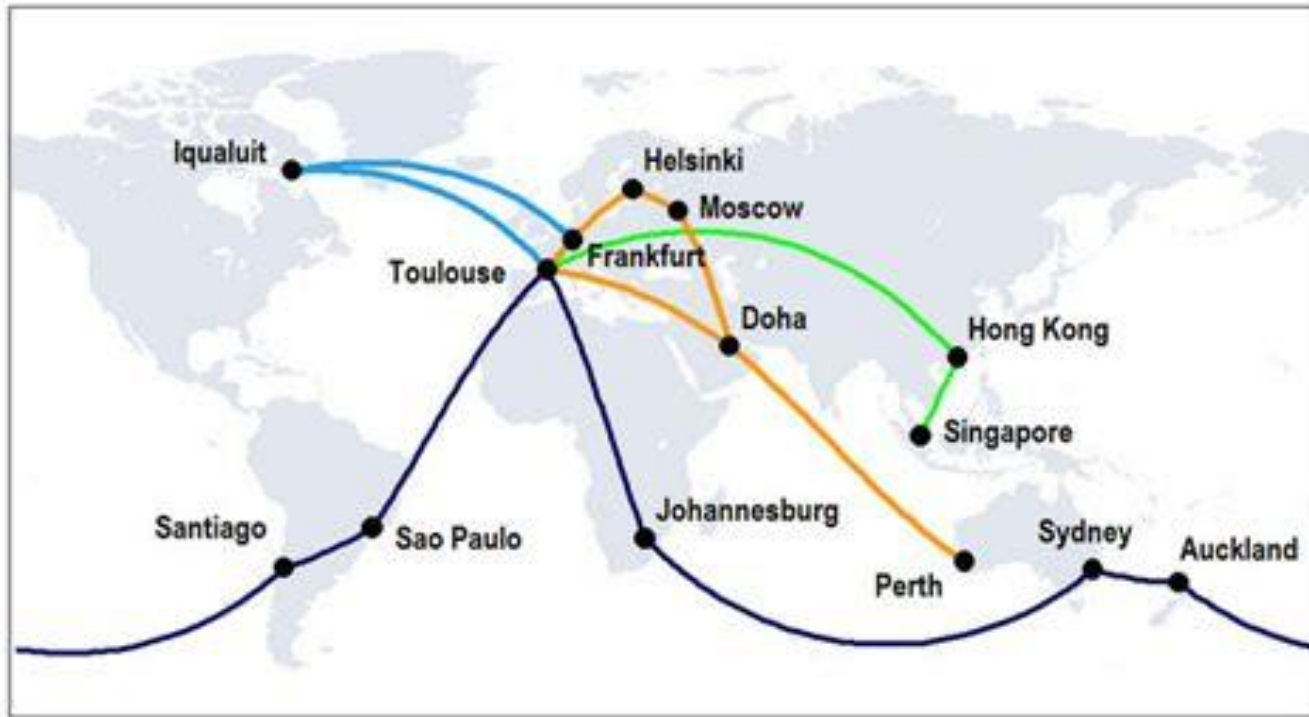


3

REDUCE

emissions by increasing efficiency

Tour routing and logistics



4

REPLACE

high-carbon energy sources with low or zero-carbon sources



Julie's Bicycle

CREATIVE • CLIMATE • ACTION



Jack Johnson- Sustainable Biodiesel

- 6000 gallons of local, sustainable biodiesel was used to fuel tour buses, trucks and onsite generators.
- Used Sustainable Biodiesel Alliance guidelines.





Offsetting



Julie's Bicycle
CREATIVE • CLIMATE • ACTION

What is offsetting?

- Offsetting is a way of 'balancing' emissions or addressing your production of emissions by investing in a project or initiative that reduces emissions elsewhere.



The value of offsetting

“Carbon offsets are an intangible good, and as such their value and integrity depend entirely on how they are defined, represented, and guaranteed. What the market lacks are common standards for how such representations and guarantees are made and enforced “ (Broekhoff, 2007)

Considerations and pitfalls

- **Proving additionality**- an additional benefit that wouldn't have occurred without money from the carbon offset fund e.g. would the project have happened anyway?
- **Permanence** – ensuring your investment remains in place long enough to make an impact e.g. trees don't get chopped down after 2 years
- **Leakage**- e.g. protecting land in one area only leads to deforestation or destruction in another
- **Transparency**: How are emissions calculated? Do they reflect actual levels of CO₂



Different approaches to carbon offsetting



Step 1
Calculate
your
emissions

Step 2
Assign a
price per ton
of CO₂e

Option 1
Choose a
project or
charity to
donate to OR

Option 2
Choose an
offset provider
OR

Option 3
Ring fence
funds for your
own
sustainability
projects

Ways to approach offsetting: Carbon Credits



- Use an existing offsetting platform to offset your impacts using verified carbon reduction credits
- Things to consider:
 - Different platforms will use different methodologies for calculating both carbon and the number of credits to invest in off-setting.
 - Look for projects which are independently verified and use an accreditation such as 'Gold Standard'
 - Spend time researching where your offset investments go and whether this is a cause you want to support



Gold Standard
for the Global Goals

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

Consideration: Offsetting providers...



2) Do-it-yourself offsets

- Calculate your own emissions by using an online calculator
- Decide on a price per ton of carbon- there is no exact science to this
- Donate to an environmental project or charity of your choice that works to conserve biodiversity or reduce emissions



Julie's Bicycle

CREATIVE • CLIMATE • ACTION

Consideration: Carbon pricing...

Reference Table: Cost of CO2/tonne (various methods)

Publication or organisation of origin.	£ per tonne of carbon
Royal Academy of Engineering (UK)	74
Renewable Obligation, University of Central London (UCL)	68
Gold Standard Verified – various	10- 30
Defra Evidence and Analysis Series*	30
International Renewable Energy Agency	54



Pros and Cons of offsetting



Pros

- Better than doing nothing (?)
- Encourages people to consider and understand their impacts
- Researching offsets and projects engages people in different environmental solutions and sustainable development issues
- Projects can support sustainable development and biodiversity conservation goals.
- Voluntary offsets can test innovation and inform future policy interventions

Cons

- Complexity- choosing a transparent offset method where investment goes to a viable project with positive environmental and social impacts
- Offset prices may not reflect true carbon costs
- Projects don't un- do the damage caused by emitting carbon and can take a long time to absorb carbon
- Encourages a mentality of continuing with BAU/ rebound effect

TOP TIPS for effective offsetting

1. Offsetting is a last resort!
2. Don't underestimate your impacts
3. Do your research
4. Look for a local project
5. Consider including an offset contribution in ticket prices
6. Align your inset approach with your overall environmental strategy goals
7. **Be transparent and share your learning!**

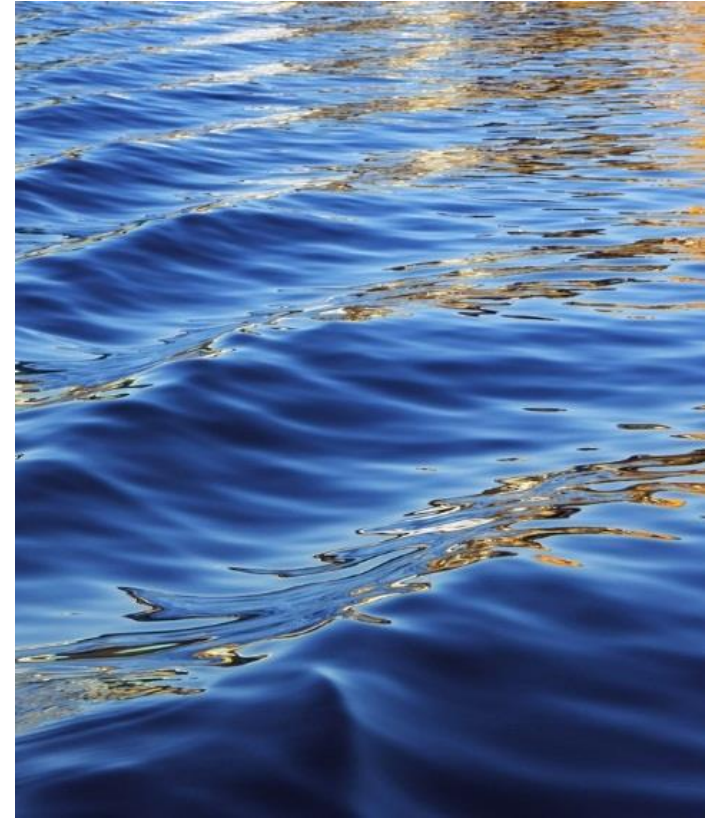


Julie's Bicycle

CREATIVE • CLIMATE • ACTION



Thank you for
attending! Any
questions?



Add a Slide Title - 4

