



Creative Green  
Awards

# Our Thanks



We are very grateful to our key sponsors without whom the Creative Green Awards would not have been possible:



## 2020 Partners

This year's 2020 Creative Green Awards are part of Season for Ex-Change and a precursor event to London Climate Action Week



We would like to thank our generous judges for the 2020 CreativeGreen Awards

Bella Sereno, Chris Johnson, Jonathan Badyal, Julie Godefroy, Juliet Davenport, Malini Mehra and Salome Wagaine.

Julie's Bicycle would particularly like to thank the ever-inspiring community of Creative Green organisations who are pioneering sustainable cultural practice.



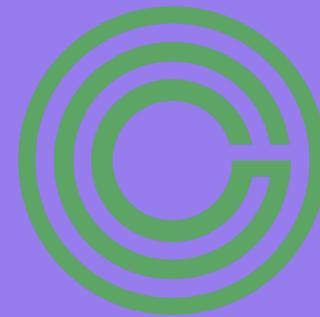
Julie's Bicycle

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- 16:45 – Interactive intervention: Metis Arts**
- 17:00 – Welcome: Hana Ayooob**
- 17:05 – Julie’s Bicycle and Season for Change Welcome:  
Graciela Melitsko Thornton and Salome Wagaine**
- 17:10 – Creative Climate Action - Why now?: Alison Tickell**
- 17:15 – Keynote: Gillian Burke**
- 17:20 – Awards presentations part 1**
- 17:30 – Spoken word performance: Kirk-Ann Roberts**
- 17:35 – Awards presentations part 2**
- 17:50 – Public awards presentations**
- 18:00 – Musical performance: Love Ssega**
- 18:15 – Ceremony closes**



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## Outstanding Achievement

Presented by Juliet Davenport

### Nominees

The Royal Court Theatre,  
The Unicorn Theatre, Donmar  
Warehouse, Norwich Theatre Royal

## Best Newcomer

Presented by  
Salome Wagaine

### Nominees:

Chichester Festival Theatre, Depot  
Cinema, The BRIT School,  
Watts Gallery Trust, The Marlowe

## Highest Achievement for Commitment

Presented by Jonathan Badyal

### Nominees

The Lyric Hammersmith,  
Sadler's Wells, OCC,  
Depot Cinema, Almeida Theatre

## Highest Achievement for Understanding

Presented by Julie Godefroy

### Nominees

Lyric Theatre Hammersmith,  
Unicorn Theatre, Norwich Theatre  
Royal, Sadler's Wells,  
The Gate Theatre

## Highest Achievement for Improvement

(sponsored by Good Energy)

Presented by Chris Johnson

### Nominees

Soho Theatre, Unicorn Theatre,  
Chichester Festival Theatre, Donmar  
Warehouse, Royal Court Theatre

## Creative Green Champions

Presented by Bella Sereno

## Pioneer Award

Presented by Esme Ward

## Best Campaign

Presented by Malini Mehra

### Nominees

Art Not Oil, Various, Green Nevis,  
Nevis Ensemble, Letters to the Earth,  
Culture Declares Emergency, My  
Treebute, Y-East & Artsforward, Zero  
Waste Festival Goer, Festival Republic

## Best Creative Programming

Presented by Lucia Pietrorusti

### Nominees

Little Voices, Amy Jackson Studio  
and various contributors, Picton  
Poets, Metal Culture, Singing with  
Nightingales, The Nest Collective,  
Sonik Kayaks, FoAM Kernow,  
The Den & Local Exchange,  
Royal Exchange Theatre

Our Nominees  
Our Nominees  
Our Nominees



## Keynote speaker Gillian Burke TV presenter and Biologist

Gillian Burke will be talking about the role of culture in climate leadership and how we can continue to push for the changes we need.

Gillian joined the BBC's much-loved Springwatch brand in 2018 alongside hosts Chris Packham, Michaela Strachan & Iolo Williams. She also recently presented the BBC's Blue Planet UK with co-host Steve Brown.

Having earned her Bachelor's Degree in Biology from Bristol University, Gillian pursued a career in natural history filmmaking, working her way up the ranks from Researcher to Producer/Director on several Animal Planet and Discovery Channel series.

Whether from the natural world or the human world, she is drawn to the rich vein of stories that are full of universal themes of awe and wonder, defeat and victory, struggle and survival. As a scientist, she is committed to tracking down and sharing evidence of hope. It's why she defiantly remains an optimist (on most days).



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Tonight's MC  
Hana Ayooob  
Science communicator

Hana Ayooob is an events producer, speaker and illustrator working in science communication. She's passionate about bringing people together to explore and challenge science. Hana's academic background is in zoology and she continues to indulge her interest in weird and wonderful animals by drawing and talking about them whenever she can.

@hana.ayooob



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# Julie's Bicycle would like to thank our judges



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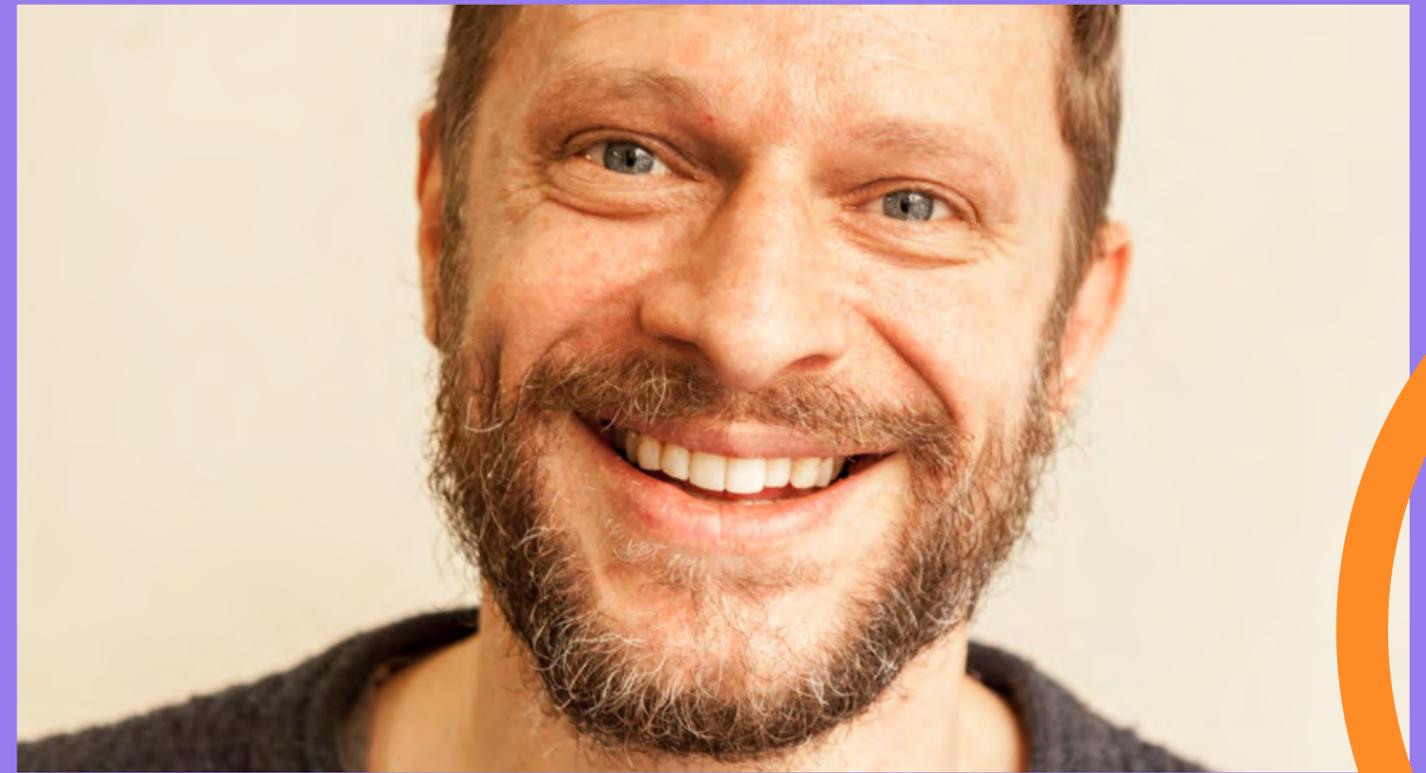
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## Bella Sereno

Bella Sereno is Environmental Sustainability Manager at Tate. She leads the staff and visitor experience through the gallery's innovative waste reduction programme. With nine years of experience in the waste management industry, her expertise includes providing innovative solutions to achieve and maintain corporate waste management and sustainability objectives.



## Chris Johnson

Chris is co-founder, Operations Director and Sustainability Lead of the pioneering festival Shambala, an environmental consultant to the events and music industry, Chair of UK events industry environmental steering group Vision:2025, co-founder and CEO of sustainable travel charity ecolibrium, columnist, speaker, activist. He driven by earth advocacy and the preciousness and beauty of life, and combines realism and a fierce optimism to lead and support climate action.

@CJ\_Consultant



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**Jonathan Badyal**

Jonathan Badyal is Head of Communications at Universal Music UK, the UK's leading music company. He works across all aspects of the company's internal and external communications. He is also on the Boards of the National Academy for Social Prescribing, Roundhouse, Black Country Living Museum and is an associate Board member of Julie's Bicycle.

[@JonathanBadyal](#)



**Julie Godefroy**

Julie is a chartered engineer, working as independent sustainability consultant and part-time CIBSE's Technical Manager. She has a particular interest in housing and in historic buildings. She is on the advisory group for UCL's MSc Health, Wellbeing and Sustainable Buildings, and sustainability adviser for the National Trust's Historic Environment Group. She is a member of the Creative Green Advisory Group.

[@JulieG\\_Sust](#)



**Juliet Davenport**

Juliet is founder and Chief Executive Officer of Good Energy – a renewable energy company with a mission to power a greener, cleaner future together with its customers. Juliet has been an innovator for over 20 years, working on ideas to fight climate change and transform the energy sector for the better. In 2013, she was awarded an OBE for services to renewables. She currently sits on the boards of The Crown Estate, Renewable Energy Association and Innovate UK; and is Vice President of the Energy Institute. In addition, she sits on the advisory boards of leading UK think tanks, including Energy Systems Catapult, Aurora, Oxford Energy, and LSE's Grantham Institute.

[@DavenportJuliet](#)



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### Malini Mehra

Malini is CEO of GLOBE Legislators, Commissioner to the Mayor of London on sustainable development and Ambassador for London Climate Action Week. She has 30+ years of global experience as a changemaker in NGOs, government, business and the UN. She has led campaigns for Friends of the Earth International & Oxfam; led the UK government's sustainability partnerships with China & India; served as adviser to UN Secretary General, Kofi Annan, and companies including Unilever & Hewlett Packard. An Indian citizen, she created India's first award-winning national campaign on climate change with cities & business in the mid-2000s. Her latest campaign Teach A Girl To Swim connects the climate crisis with the hidden pandemic of drowning & girls empowerment. She sits on multiple international boards & is a political scientist and gender specialist with degrees from Smith College (USA) and Institute of Development Studies (Sussex).

[@malinimehra](#)



### Salome Wagaine

Salome joined Julie's Bicycle in March 2020 to work on Season for Change, a nationwide programme of artistic and cultural events that celebrate the environment and inspire urgent climate action. Before this, she was Project Manager for Diverse Actions, a three-year initiative championing representation and cultural diversity in Live Art. As an independent producer, she has worked with a number of arts organisations in a freelance capacity, with a particular focus on developing new work for the stage and collaborating with early-to-mid career artists. She has a particular interest in climate justice and exploring the ways broader societal and economic factors influence how involved and empowered people feel to make sustainable changes in their lives. Salome is a trustee for contemporary music company, Filthy Lucre.

[@salomewagaine](#)



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### **Alison Tickell**

Alison established Julie's Bicycle in 2007 as a non-profit company helping the music industry reduce its environmental impacts and develop new thinking in tune with global environmental challenges. JB has since extended its remit to the full performing and visual arts communities, heritage and wider creative and cultural policy communities. JB is acknowledged as a leading organization bridging sustainability with the arts and culture.

Originally trained as a cellist, Alison worked with seminal jazz improviser and teacher John Stevens. She worked for many years at Community Music and at Creative and Cultural Skills where she established the National Skills Academy. She has been on many advisory and awarding bodies including Observer Ethical Awards, RCA Sustainable Design Awards, D&AD White Pencil Awards. She has been on the boards of the Music Business Forum, Live Music and Sound Connections, and is on the board of Energy Revolution.



### **Graciela Melitsko Thornton**

Graciela is the Creative Green Programme Lead for Julie's Bicycle. A sustainability and climate change professional with more than 20 years experience, her diverse skill set includes developing policy and delivering projects for low carbon cities, environmental management for the Arts and Leisure sectors, as well as the promotion of renewable energy in the UK, Europe and Latin America. Graciela has worked in a wide range of roles: as an environmental campaigner; project manager of an International NGO; consultant and trainer; researcher; University lecturer; and sustainability expert for a dynamic unitary local authority in the UK.

Graciela's work has included: developing environmental management systems for organisations of all sizes; sustainability and renewable guidance for statutory local planning; development of innovative multimedia training activities; the creation of a renewables social enterprise; energy management expertise to inform asset management strategies for the public sector; strategic advice to national government and international organisations. She holds a Masters Degree in Urban and Environmental Policy from Tufts University (Boston, USA) and is a full Member of the UK Institute for Environmental Management and Assessment (IEMA).





**Esme Ward**

Esme Ward is Director of Manchester Museum, at the University of Manchester with a commitment to lead the world's most inclusive, imaginative and caring museum. She is leading a £14 million transformative project, 'hello future' to extend the footprint and renew the creative and civic mission of the museum. Manchester Museum is urgently transforming its work and ecological action, committed to reframing how we care and take action to build understanding, empathy and love for our world and each other with 'Culture Declares Emergency'. Esme is the Environmental Sustainability Lead for the Manchester Cultural Leaders Group and is convening a cultural assembly to address the climate emergency. She is also Chair of the National Culture, Health & Wellbeing Alliance and is Honorary Professor of Heritage Futures and a Clore Fellow.

**@ward\_esme**



**Lucia Pietroiusti**

Lucia Pietroiusti is a curator based in London, working across disciplines at the intersection of art and ecology, mostly outside of the exhibition format. She is Curator of General Ecology at Serpentine Galleries. Ongoing projects include The Shape of a Circle in the Mind of a Fish (with Filipa Ramos) and Back to Earth. Lucia was the founder of the General Ecology project and network, and a co-founder of Serpentine Radio. Outside Serpentine, she is the curator of Sun & Sea by Rugilė Barzdžiukaitė, Vaiva Grainytė and Lina Lapelytė, the Lithuanian Pavilion at the 58th Venice Biennale. She is one of the Curators of the 2020-2021 Shanghai Biennale. Publications include More-than-Human (with Andrés Jaque and Marina Otero Verzier), forthcoming in late 2020.

**@lpietroiusti**



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## Interactive Opening Intervention

### High Carbon Culture

METIS is a UK performing arts company directed by Zoë Svendsen, creating interdisciplinary performance projects interested with maps, space, technology, travel and history. METIS will open the Creative Green Awards ceremony with 'High Carbon Culture' – an exercise for the imagination, exploring the contradictions of the world we are living in, and catalysing our energy towards transforming it.

### How to participate

High Carbon Culture is full of contradictions – it's the double binds we face every day about how to live well in the world as it is. We need your help – and your imaginations.

Please send us your examples of high carbon culture – post them now in the chat, here during the event,

or on  
Twitter: @metisprojects or  
Instagram: @metisprojectsuk.

We will be collecting these up to share together as our Love Letters to a Liveable Future.



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## Love Ssega

Love Ssega has carved a creative music career with that is vivid, artful, politically nuanced and astute. The founding frontman and songwriter of Clean Bandit – having written their signature breakout UK Top 20 hit Mozart’s House – Love Ssega left the band to complete his PhD in Laser Spectroscopy at Cambridge University. Since completing his PhD, he has appeared at Edinburgh Festival for the award-winning Shadwell Opera and been commissioned by the Department for International Trade and Creative Europe/European Union to create publicly-funded commissions.

Love Ssega has performed internationally. In 2018/2019 he was the British Council and PRS Foundation’s Musician in Residence for China. Support in the music industry has come from Annie Mac and Lauren Laverne, with international and national print features from Q Magazine, Notion, 1883 Magazine, Variety to Mixmag. His work has been performed by BBC Concert Orchestra and BBC Philharmonic.

Alongside mentoring for Stephen Lawrence Charitable Trust, Love Ssega was also invited by Brian Eno to join the soon-to-launch climate initiative EarthPercent.

@LoveSsega



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## Kirk-Ann Roberts

Kirk-Ann Roberts is a Caribbean-born, London-based playwright, theatre director, and spoken word poet. A Roundhouse Resident Artist and graduate of the Young Vic Directors and Almeida young producers programme, she has worked with theatre companies including Talawa, Pleasance, and Emergency Exit Arts. Innovation, honesty and inclusivity are at the heart of Kirk-Ann's work which often focuses on themes of identity and home and always reflects her commitment to championing under-represented voices.

@KirkannRoberts



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## Charlotte Kidger, Designer and Maker

Organisational award winners this year will all be being presented with a bespoke award designed by Charlotte Kidger, a London based maker. Kidger graduated from Leeds College of Art (2014) and Central Saint Martins (2018) and has a background in Colour and Material Design. Her practice is led with a hands-on approach to investigating how industrial waste materials can be reprocessed and transformed into sculptural and functional objects. As an experimental material-led designer her work is driven by the urge and curiosity to transform often unwanted and valueless materials into desirable and functional objects.

This year's awards are made from Charlotte's signature material which is a self-developed composite of waste polyurethane foam dust and hand-dyed resin. The PU dust is collected from CNC factories in the UK when it no longer retains any value and inevitably ends up in landfill or incineration.



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**Creative Green rebrand**

Two°Creative – Collaboration for Climate.

Director – Ryan McGill

You'll notice a fresh new logo for Creative Green this year, which has been expertly designed by Ryan McGill, founder and director of Two°Creative.

Two°Creative is a collaborative network for climate change solutions, engaging the creative industries through open briefs and design challenges.

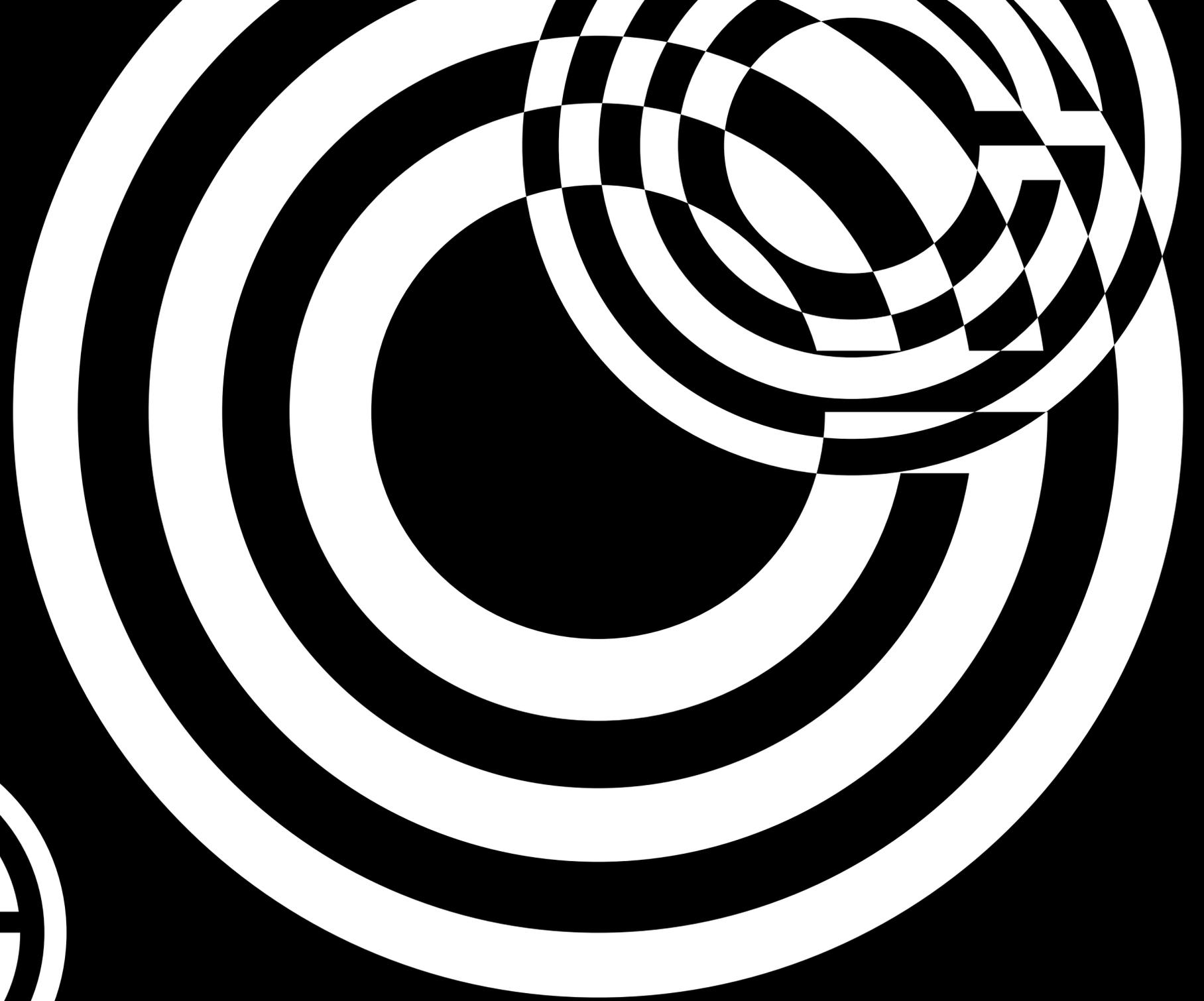
Created through pro-bono network initiative, Commit What You Can, a community of designers, dedicated to developing brands, organisations and campaigns within the climate conversation, to amplify their voice and impact.

Over 100 hours of design were donated to rebrand Creative Green from over 20 designers throughout the process.

For any enquiries please feel free to contact Ryan on instagram or by email below;

**@two\_degrees\_creative**

**info@twodegreescreative.com**



# Gift Packs

Award winners and Green Champions will also receive gifts including a handmade gift pack and signed book from the Craftivist Collective, community membership to Creative Industries Federation, a badge designed by our talented MC, Hana Ayoob, and a bottle of organic prosecco.

The two new awards this year which were open for public nominations, the Best Campaign and Best Creative Programming Awards, also win a full day's worth of expert consultancy to develop their Creative Climate Action projects, from across the JB team.

For our Creative Green Award winners, Craftivist Collective is providing beautiful gift packs including a copy of their book: 'How To Be A Craftivist: the art of gentle protest.'

Founded by award-winning campaigner, Ashoka fellow and author Sarah Corbett, the global Craftivist Collective offers more than an alternative use for craft. Their unique 'gentle protest' approach to craftivism has helped to change hearts, minds, policies and laws around the world through thoughtful and compassionate actions that provoke reflection and respectful conversation instead of aggression and division.

Craftivism is for everyone wherever you are: from skilled crafters to burnt-out activists, introverts, highly sensitive people, people nervous of activism, people struggling with anxiety and people who want to challenge injustice in the world but don't know what to do, where to start or how to prioritise their energies and time.

[craftivist-collective.com/](https://craftivist-collective.com/)

@Craftivists

**Craftivist**  
Collective

Creative Industries Federation have kindly gifted Community Membership for all winners, to become a part of the UK's biggest creative network spanning across the whole creative industries, with an online community, resources and events.



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# Thanks to our Sponsors



## Headline sponsor Good Energy

Good Energy is a generator and supplier of 100% renewable power and an innovator in energy services. It currently owns two wind farms, six solar farms and sources electricity from a community of over 1,600 independent UK generators. Since it was founded 20 years ago, the company has been at the forefront of the charge towards a cleaner, distributed energy system. Its mission is to support UK households and businesses generate, store and share clean power.

[goodenergy.co.uk](http://goodenergy.co.uk)



## Sponsor Seacourt

Seacourt are the Highest scoring B Corp printing company in the world. The B Corp community is a global movement of companies who are committed to changing how business operates, who believe business really can be a force for good. They believe it's no longer enough to do less harm, we all need to do more good. Seacourt are a net-positive printing business that gives more back to the environment than they consume – they call this Planet Positive Printing™

[seacourt.net](http://seacourt.net)



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Creative Green

## About Creative Green

**Creative Green is an exceptional community of creative climate activists dedicated to the planetary emergency.**

Creative Green is a Julie's Bicycle programme that offers a broad range of services that help organisations scope, understand, prioritise and advocate environmentally sustainable practices. A core part of this programme is the Creative Green certification scheme, which enables organisations to begin their sustainability journey to demonstrate best practice and leadership.

The Creative Green certification is a framework for sustainability action, representing a community of pioneering cultural organisations driving change. With 400 certificates awarded since its launch in 2009, Creative Green remains the only environmental certification designed specifically for the creative and cultural sector. It supports organisations' environmental impact reductions through its three strands: Commitment, Understanding and Improvement. Points are accrued within each strand and a one to five star certification is awarded based on the total number gained.

[juliesbicycle.com/creativegreen-certification](https://juliesbicycle.com/creativegreen-certification)  
Get in touch: [info@juliesbicycle.com](mailto:info@juliesbicycle.com).

## Julie's Bicycle

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## About Julie's Bicycle

The creative community is uniquely placed to respond to the climate and nature crisis. Founded in 2007 by the UK music industry, Julie's Bicycle mobilises direct action across the arts and culture, harnessing the creative sector's power to communicate the reality of the climate crisis, advocate for science based solutions and take bold practical action. Julie's Bicycle's freely-available resources are the most comprehensive library of good environmental practice for culture anywhere in the world.

[juliesbicycle.com](https://juliesbicycle.com)

## SEASON FOR CHANGE

## About Season for Change

Season for Change is a nationwide programme of artistic and cultural events that celebrate the environment and inspire urgent climate action. Throughout 2020, Season for Change invites artists and arts professionals to learn, share knowledge and talk about climate action and climate justice throughout a Toolkit of resources and Season for Exchange online events programme. Season for Change is led by Artsadmin and Julie's Bicycle, delivered in collaboration with over 30 partners and supported by Arts Council England and Paul Hamlyn Foundation.

[seasonforchange.org.uk](https://seasonforchange.org.uk)



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# Help Us Celebrate!

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Please help us celebrate tonight's Awards ceremony by spreading the word on social media.

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