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Creative Climate Literacy 101



Housekeeping

- Technical help
- Asking questions
- Recording content

Creative Climate Literacy 101

Introductory webinars:

4 June 10:00 - 11:30 AM

11 June 10:00 – 11:30 AM

Subject 'deep-dives':

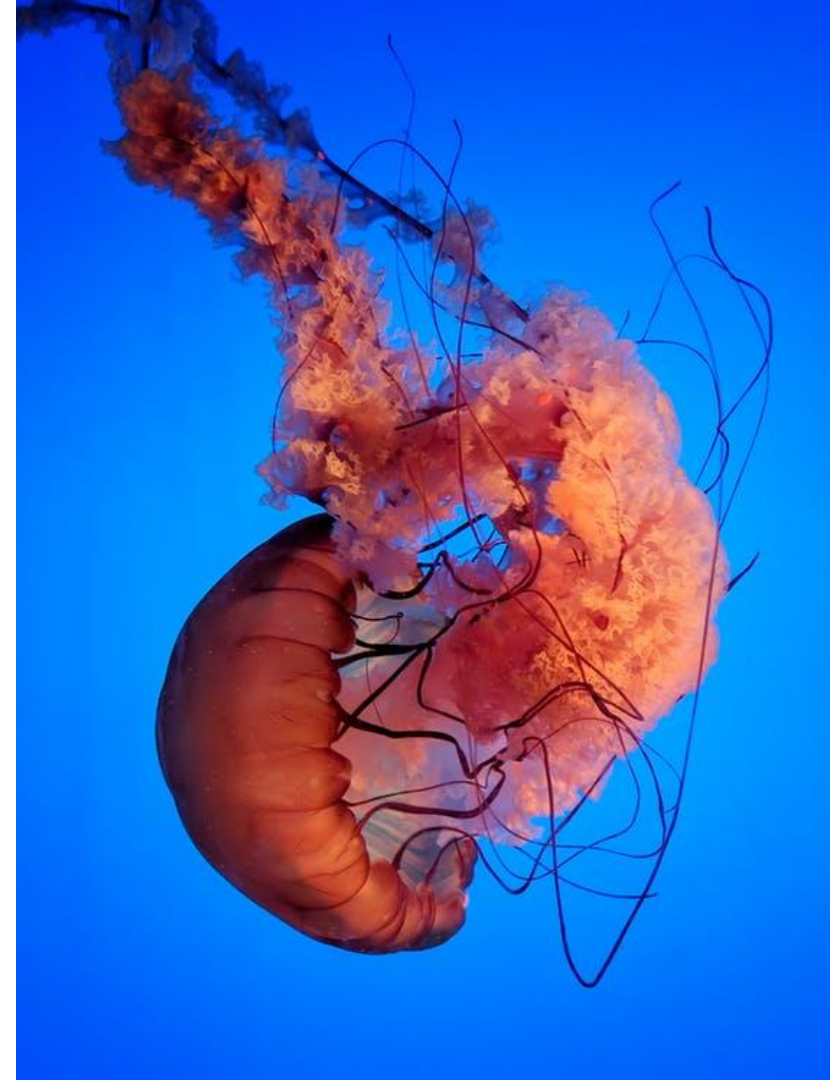
2 July 10:00 – 11:30 AM

9 July 10:00 – 11:30 AM



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#greenarts



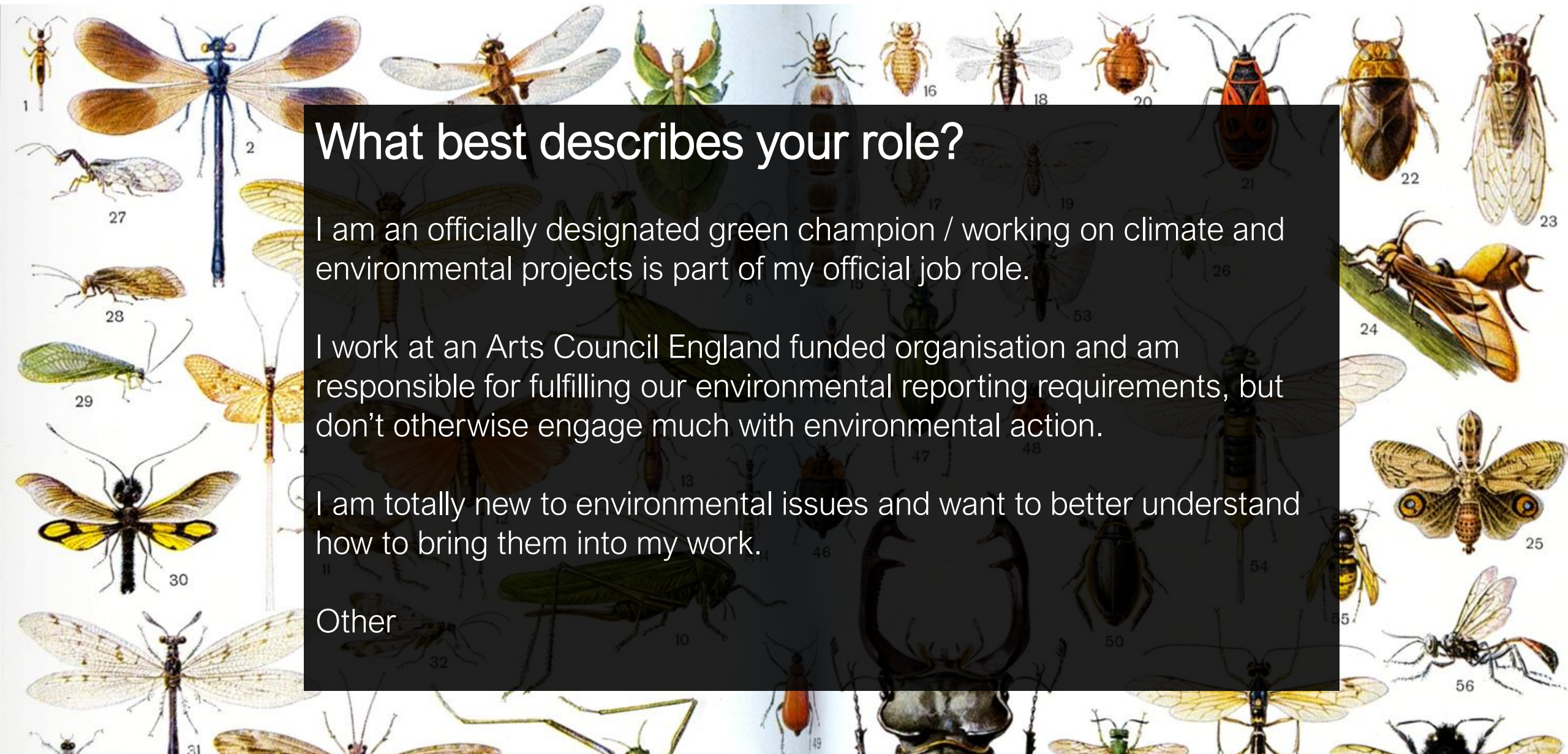
What best describes your role?

I am an officially designated green champion / working on climate and environmental projects is part of my official job role.

I work at an Arts Council England funded organisation and am responsible for fulfilling our environmental reporting requirements, but don't otherwise engage much with environmental action.

I am totally new to environmental issues and want to better understand how to bring them into my work.

Other



BUSINESS &
OPERATIONS

CREATIVITY



SKILLS

STRATEGY &
POLICY

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- Energy efficiency & carbon reductions
- Resilience
- Benefits beyond carbon savings – creativity, team morale, strategy, collaboration, reputation



Sustaining Great Art and Culture

Environmental Report 2018/19

WHAT IS A CARBON FOOTPRINT?

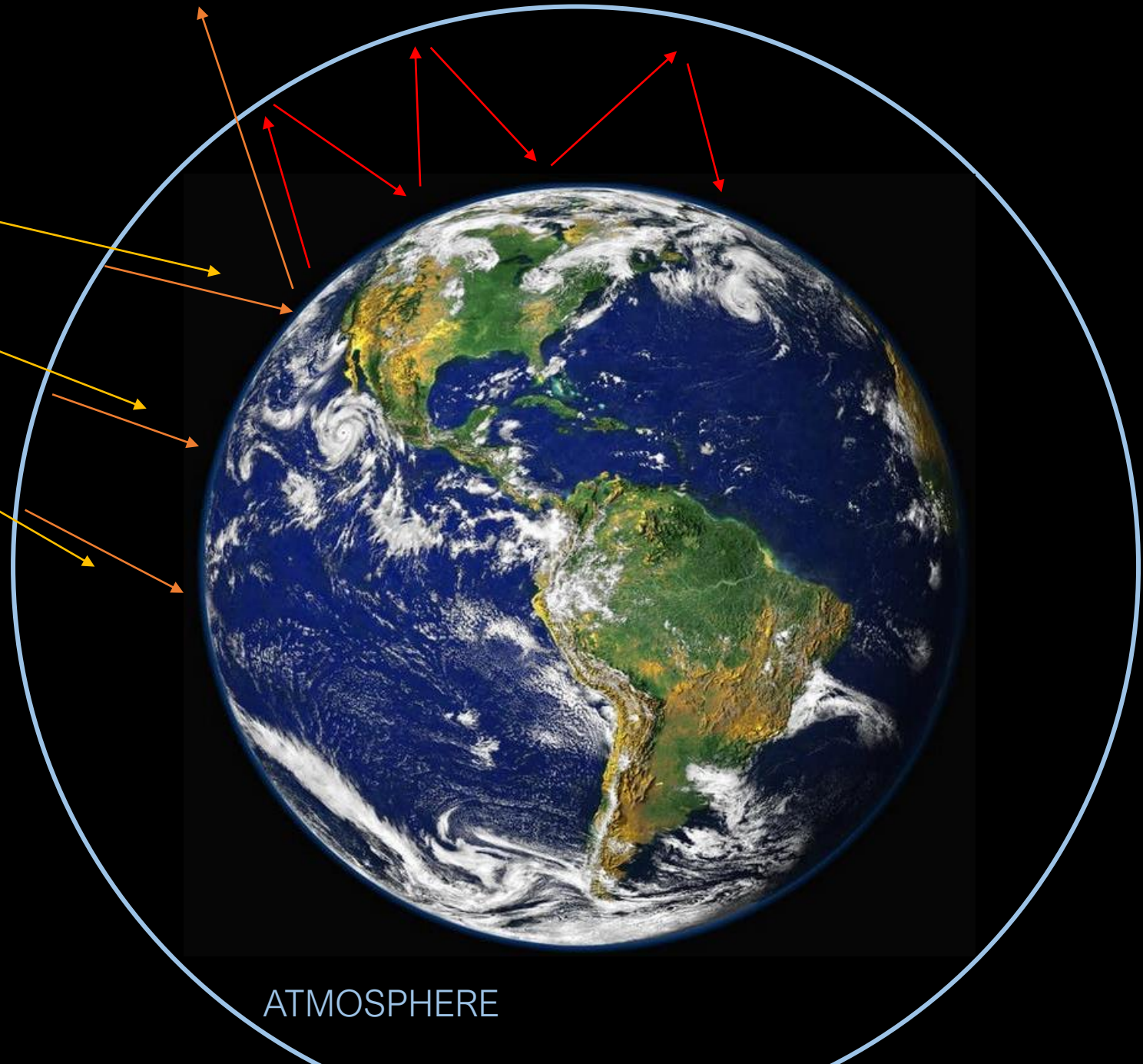
The measure of the climate change impact of an activity, product, person, country, venue, event etc.

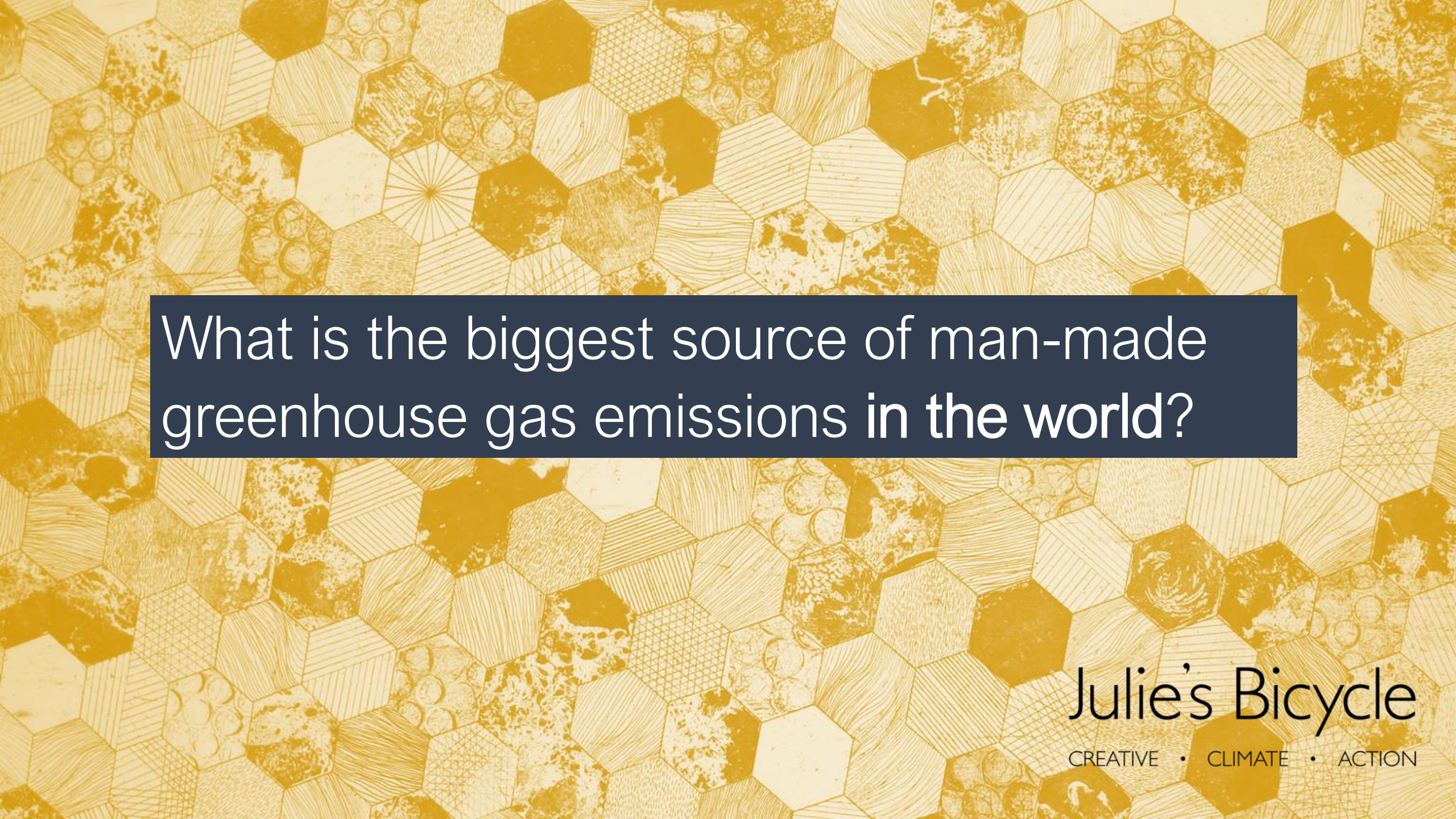




SUNSHINE → HEAT
SOME HEAT: REFLECTED BACK INTO SPACE
GREENHOUSE GASES:
TRAP HEAT IN THE ATMOSPHERE

MORE GREENHOUSE GASES
= MORE HEAT





What is the biggest source of man-made greenhouse gas emissions in the world?

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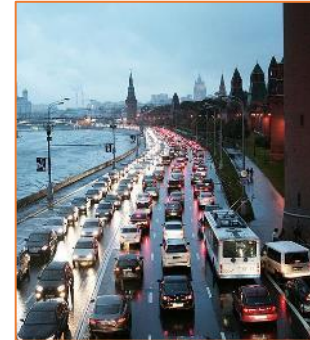
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GREENHOUSE GASES

Carbon Dioxide (CO₂):

Long-lived.

Burning of fossil fuels for energy.
Land use change (e.g. forest clearing)
Industrial processes (e.g. cement manufacture)



Methane (CH₄):

25x stronger than CO₂ but less long-lived.

Production of fossil fuels.
Livestock industry, agriculture, and landfill.



Nitrous Oxide (N₂O):

300x stronger than CO₂

Agricultural soil management inc. use of organic & synthetic fertilisers. Fuel combustion. Production of synthetic fertilisers



F-Gases:

Up to 23,000 times more impactful than CO₂,
some very long-lived.

Refrigerants (fridges, air conditioning), aerosols, solvents,
cosmetic & pharma industries, fire retardants



CO₂e

WHERE ARE WE NOW?

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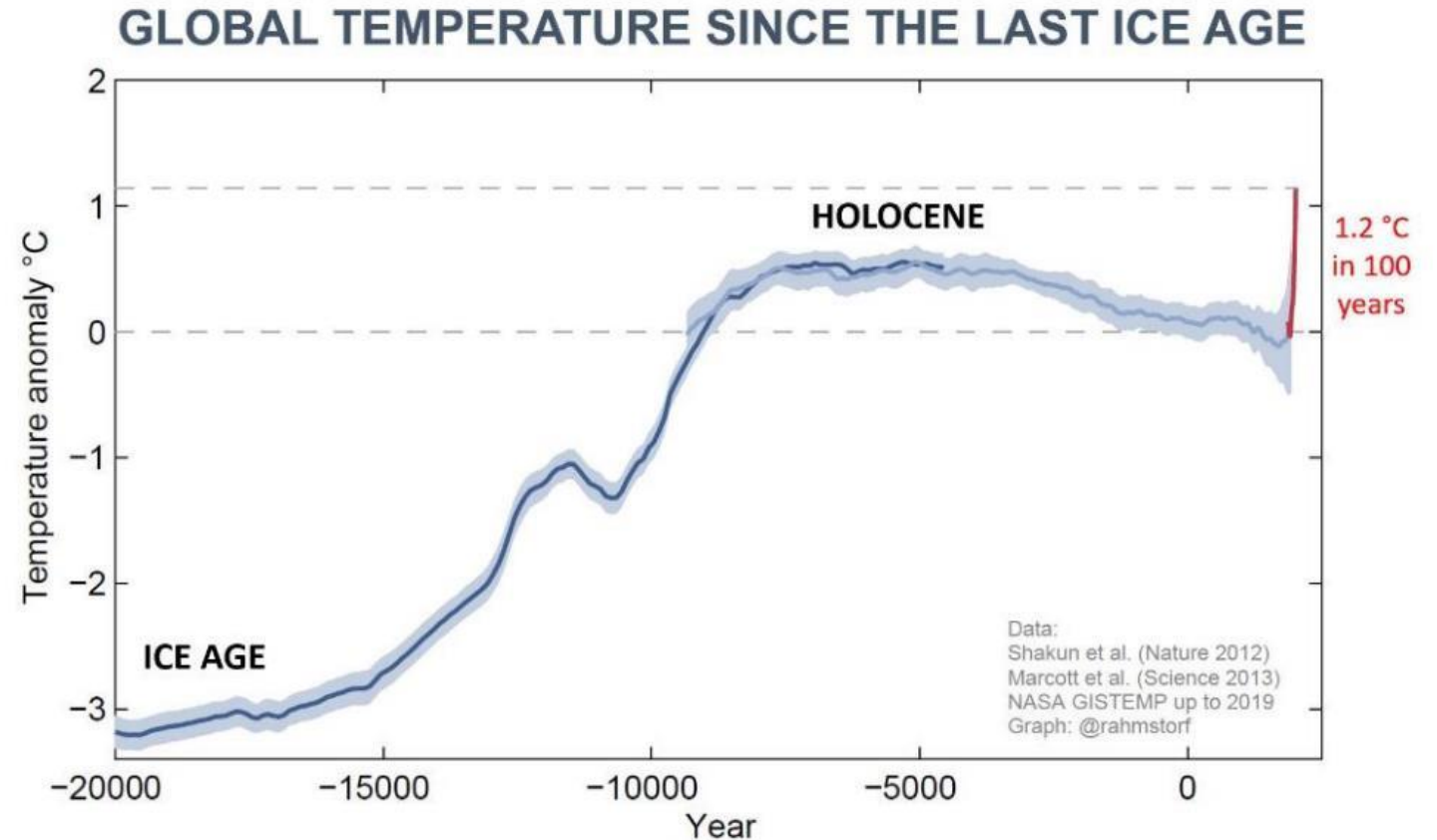
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Global heating has already reached
+1°C above pre-industrial levels.

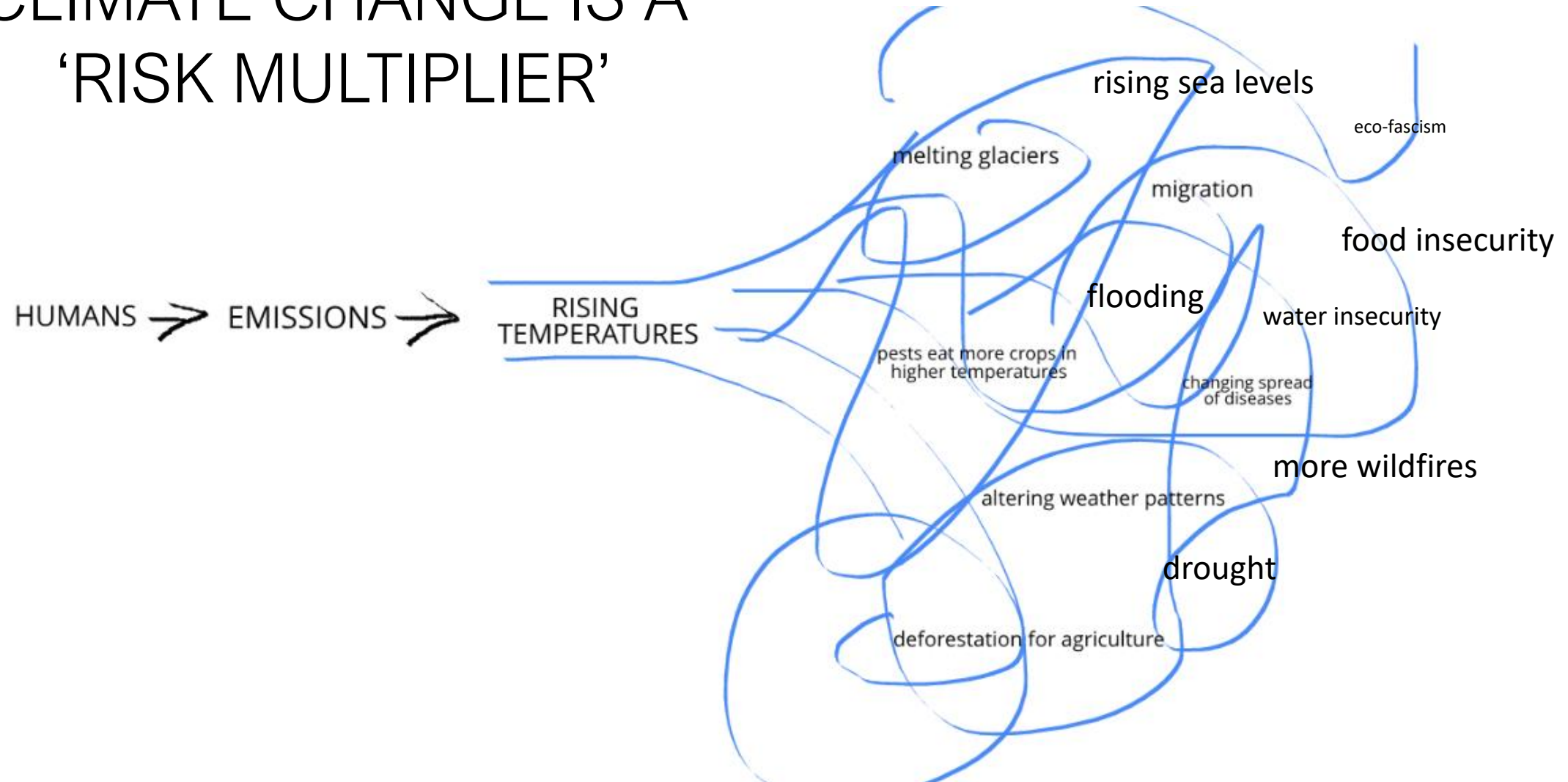
More than half of all CO₂ emissions
released in last 30 years.

Paris Agreement:

international agreement to limit warming
to 'well below' 2°C , aiming for 1.5°C.



CLIMATE CHANGE IS A 'RISK MULTIPLIER'



CLIMATE CHANGE IS A
POVERTY PROBLEM.

CLIMATE CHANGE IS A
HUNGER PROBLEM.

CLIMATE CHANGE IS A
HEALTH PROBLEM.

CLIMATE CHANGE IS AN
EDUCATION PROBLEM.

CLIMATE CHANGE IS AN
EMPOWERMENT PROBLEM.

CLIMATE CHANGE IS A
WATER PROBLEM.

CLIMATE CHANGE IS AN
ENERGY PROBLEM.

CLIMATE CHANGE IS AN
ECONOMIC PROBLEM.

CLIMATE CHANGE IS AN
INNOVATION PROBLEM.

CLIMATE CHANGE IS AN
EQUALITY PROBLEM.

CLIMATE CHANGE IS A
COMMUNITY PROBLEM.

CLIMATE CHANGE IS A
RESOURCE PROBLEM.

CLIMATE CHANGE IS A
COMMITMENT PROBLEM.

CLIMATE CHANGE IS A
SOCIAL JUSTICE PROBLEM.

CLIMATE CHANGE IS AN
OCEANS PROBLEM.

CLIMATE CHANGE IS AN
ECOSYSTEM PROBLEM.

WHERE ARE WE GOING?

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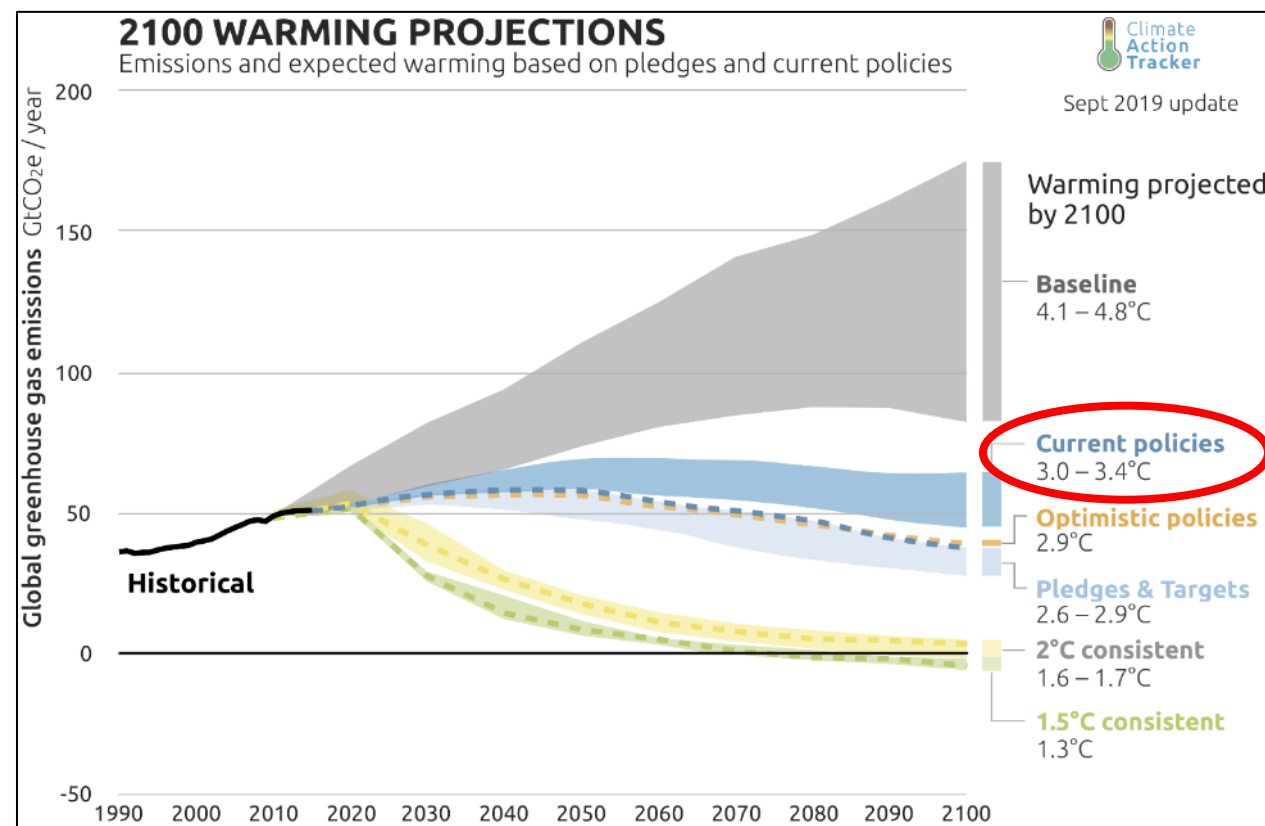
We are a long way from limiting warming to 1.5 °C or 2 °C

We are currently on a pathway to +3°C – and at current rates of warming will get to 1.5 °C well within the next 3 decades.

We have until 2050 (at the latest) to reach net zero carbon emissions globally.

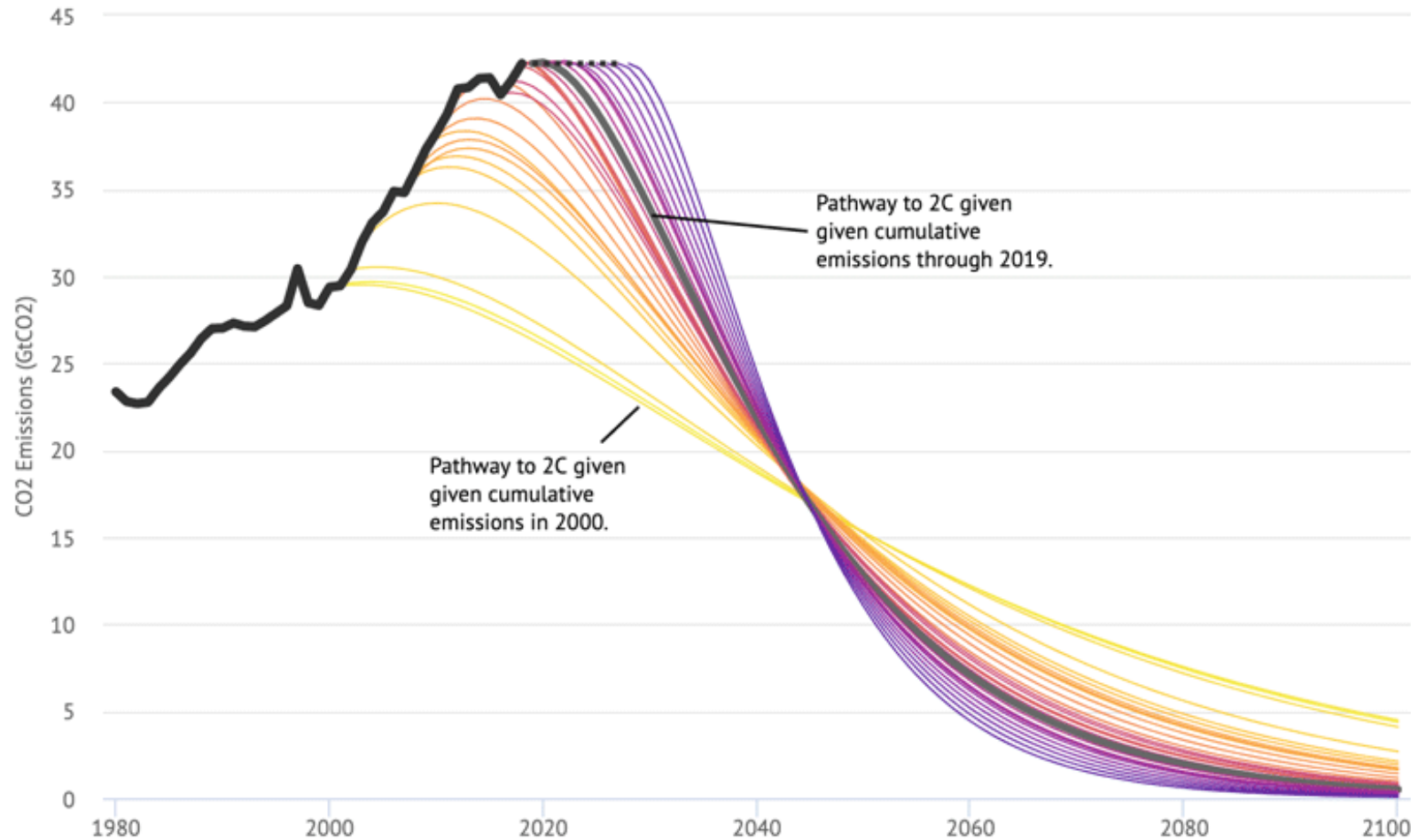
Getting us back on track is only possible if we start reducing now, and reduce by half by 2030.

The current 10 years are crucial.



WHY THE URGENCY?

The later emissions peak the harder it is to limit warming below 2C



Graph: Carbon Brief



CO₂ accumulates in the atmosphere over time.

Every delay means:

- > deeper and faster cuts will be needed (because we will have used up more of our remaining 'carbon budget')

- > we depend more on contested 'negative emissions' (capturing carbon through nature and technology)

- > higher risks of overshoot and setting off tipping points

- > adaptation is more difficult

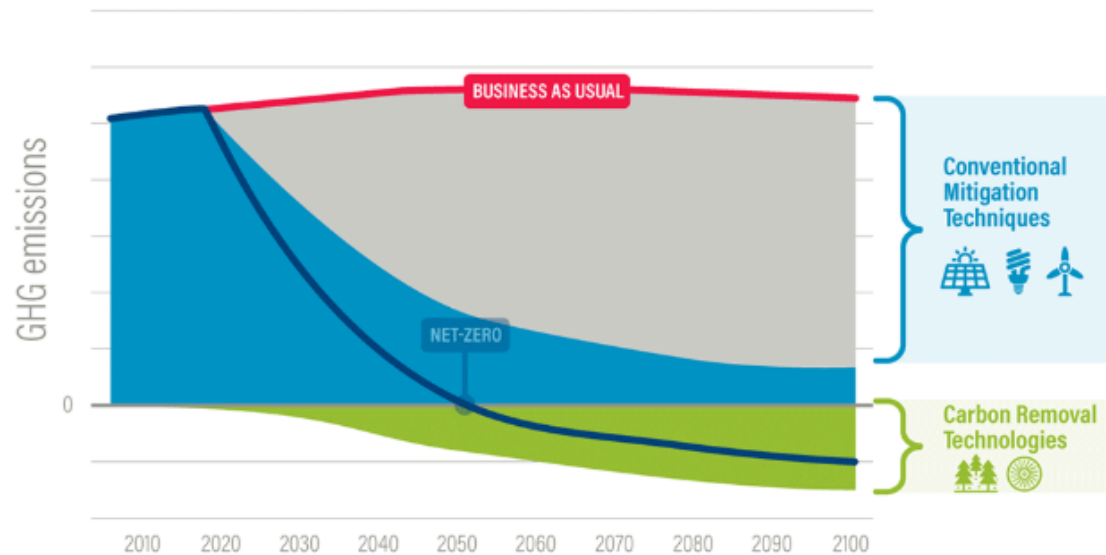
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WHAT DO WE MEAN BY 'NET ZERO'?

Reduce human-caused emissions and move to a low-carbon economy...

...and 'balance out' remaining human-caused emissions by removing greenhouse gases from the atmosphere.



TARGETS AND POLICY

UN Paris Agreement:
limit global warming to 'well below' 2°C,
aiming for 1.5°C



UK Climate Change Act: net zero GHGs by 2050

*"Tougher targets do not themselves reduce emissions.
New plans must be drawn up to deliver them."* – Committee on
Climate Change

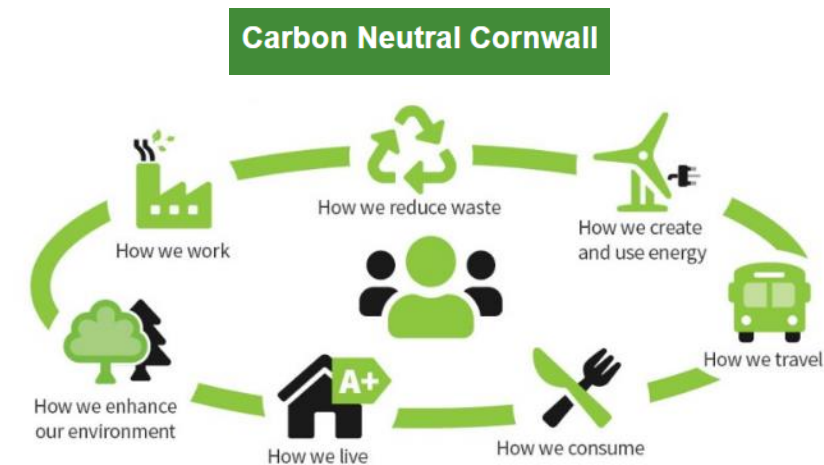


452 UK borough, district and county councils
have declared a climate emergency

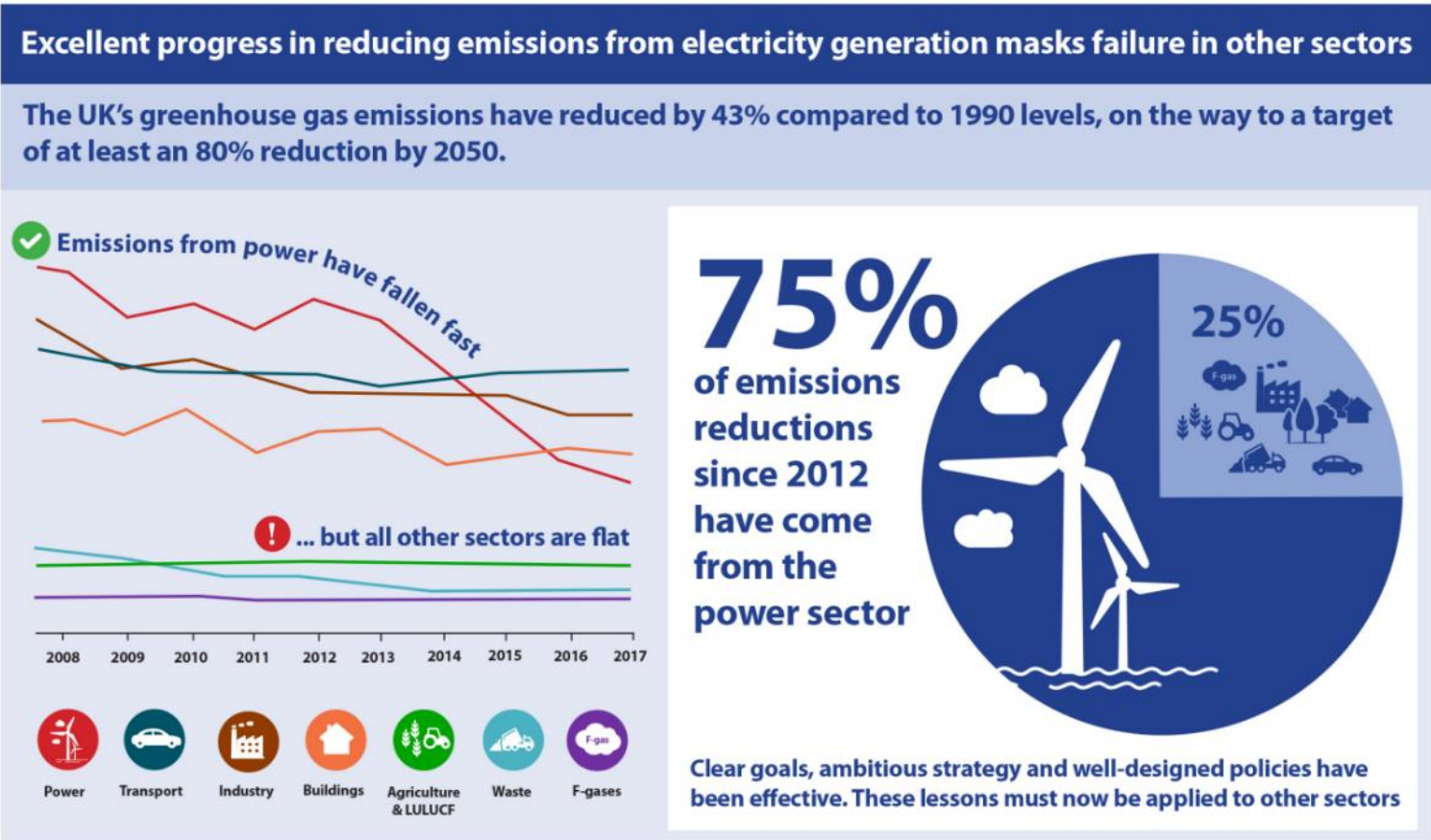
Just transition and Green New Deal

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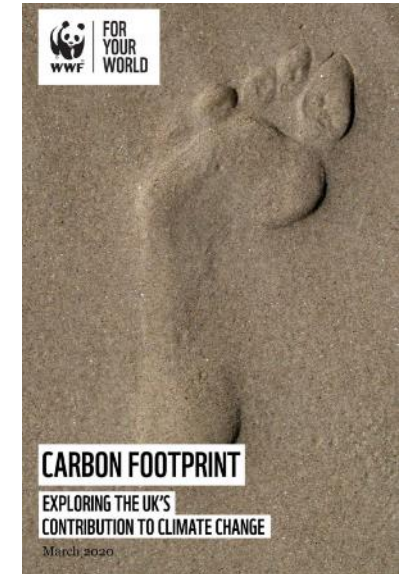
HOW IS THE UK DOING?



Source: Committee on Climate Change: UK progress (2018)

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AND....

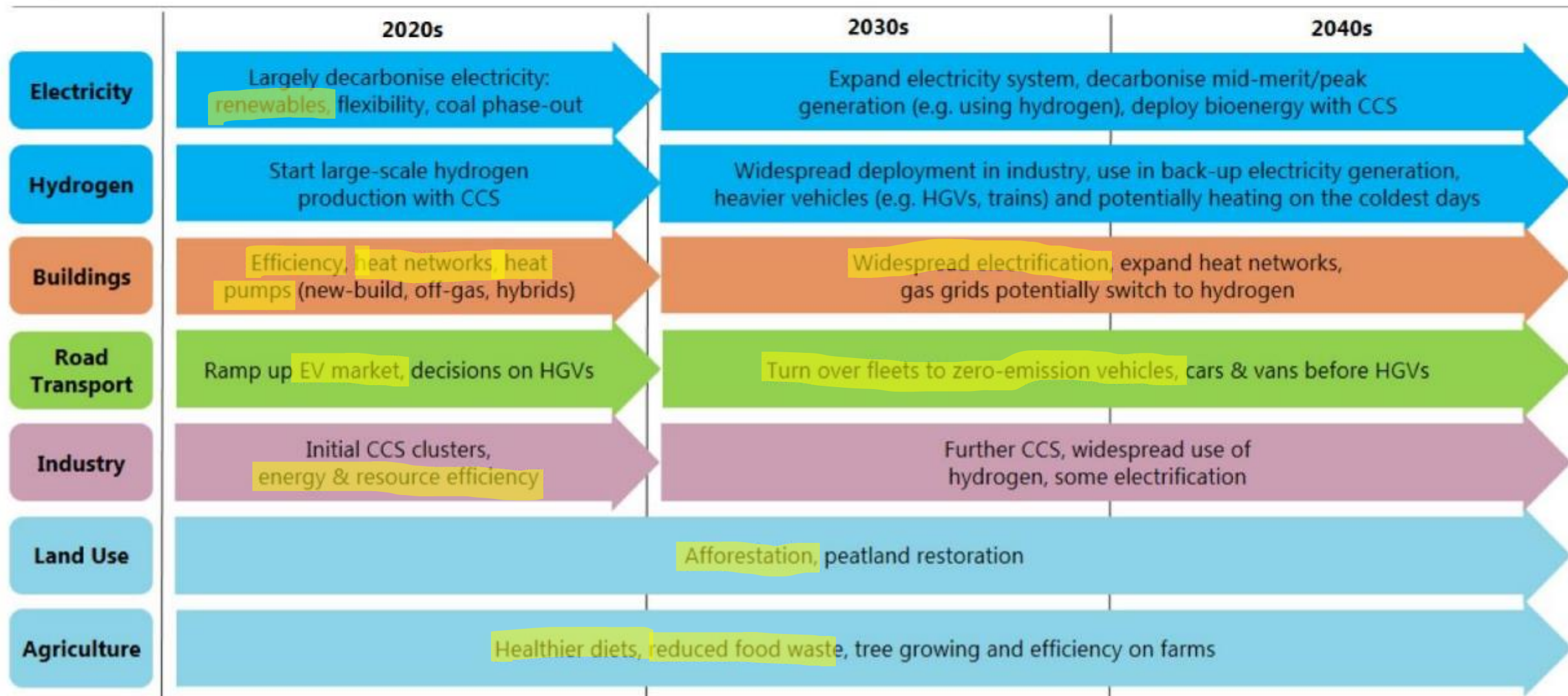
“Between 1990 and 2016 emissions within the UK's borders reduced by 41% but the consumption-based footprint only dropped 15%, mainly due to goods and services coming from abroad.”

Nearly half of the UK's carbon footprint comes from emissions imported through goods and services that aren't included in UK national figures, including aviation.

- WWF / University of Leeds

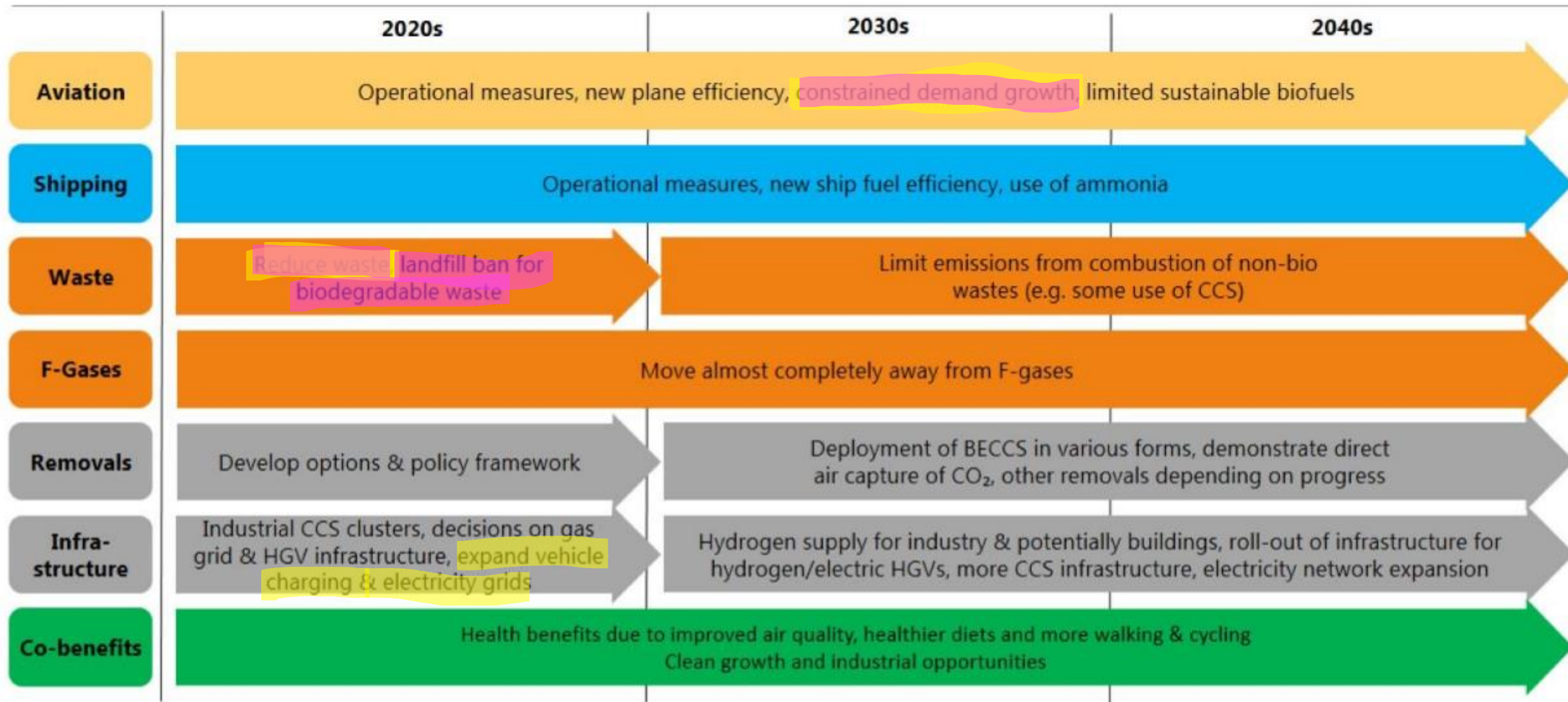
Reaching net-zero emissions in the UK

How UK net-zero scenarios can be delivered



Reaching net-zero emissions in the UK

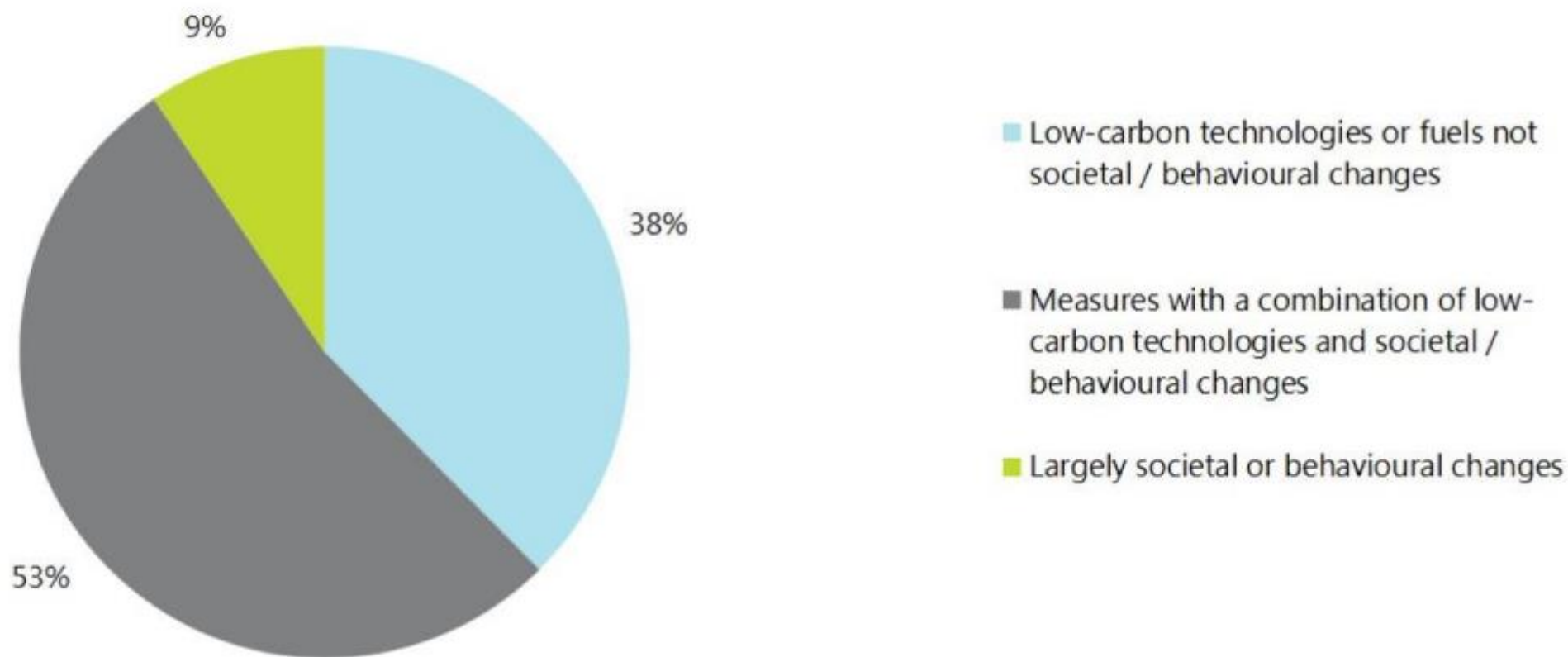
How UK net-zero scenarios can be delivered



Reaching net-zero emissions in the UK

Scenarios to reduce UK emissions to net-zero

Role of societal and behavioural changes



Source: CCC analysis

Why culture and the arts?

- Forms vital part of the human experience in everyday life
- Brings communities together
- Empowers, educates, and inspires
- Provides space to reflect, contemplate, critique, interrogate, debate, learn, make
- Motivates citizenship, activism and driving positive change
- Catalyst for innovation - testing ground for new models, tech etc.
- Key part of economy with potential to influence
- Aspirational and shapes values
- Repository of knowledge
- Venues, museums, libraries, events as physical hubs and spaces: reduce impacts and role-model low-carbon infrastructure

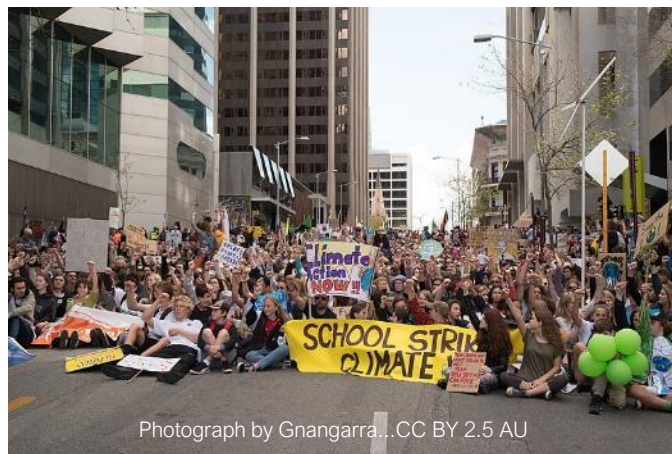
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Climate Change Act 2008

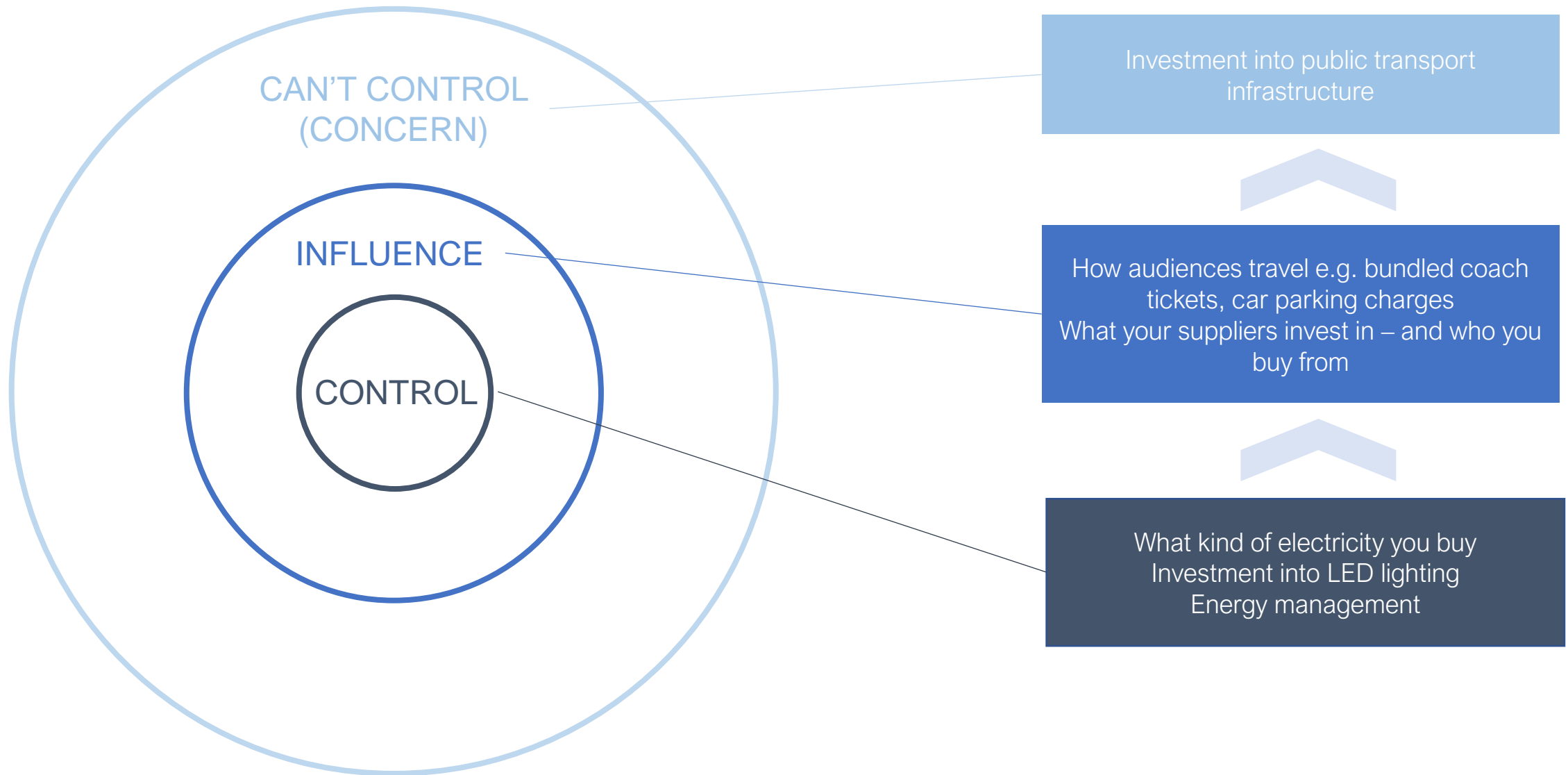


DRIVERS FOR CHANGE



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'ZERO CARBON CULTURE' MEANS....

- less energy and zero carbon energy sources for cultural buildings and events
- a circular creative economy replacing the “take, make, dispose” model with one which designs out waste and maximises resource value
- sustainable and zero carbon travel and transport
- less meat and dairy
- protecting and enhancing nature and biodiversity and adopting nature-based solutions
- divesting from fossil fuels – banking, investment
- a new creative ecology – green and sustainable products, services, models, skills etc.
- collaboration and partnerships to find better environmental solutions
- engaging audiences and visitors and inspiring action on climate and environment
- working with local and regional policymakers to support net zero plans

TOGETHER, WE ALL
MAKE A DIFFERENCE

Our carbon footprint is a measure of how much carbon dioxide we add to the atmosphere.

This comes from our food, the things we buy, the rubbish we produce, the energy we use and the way we travel.

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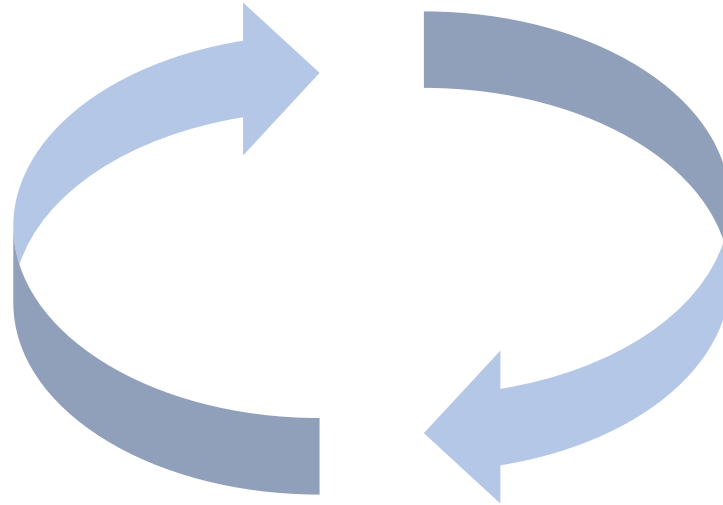
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COMMIT:

- Develop a policy and action plan
- Embed sustainability in decision-making processes
- Green champion(s)
- Create a designated budget?
- Influence: engagement for artists, partners, audiences, suppliers
- **What are your targets? What do you want to achieve and why?**

UNDERSTAND:

- Measure and monitor impacts
- Surveys
- Where you can make a difference
- Your work in the context of big picture



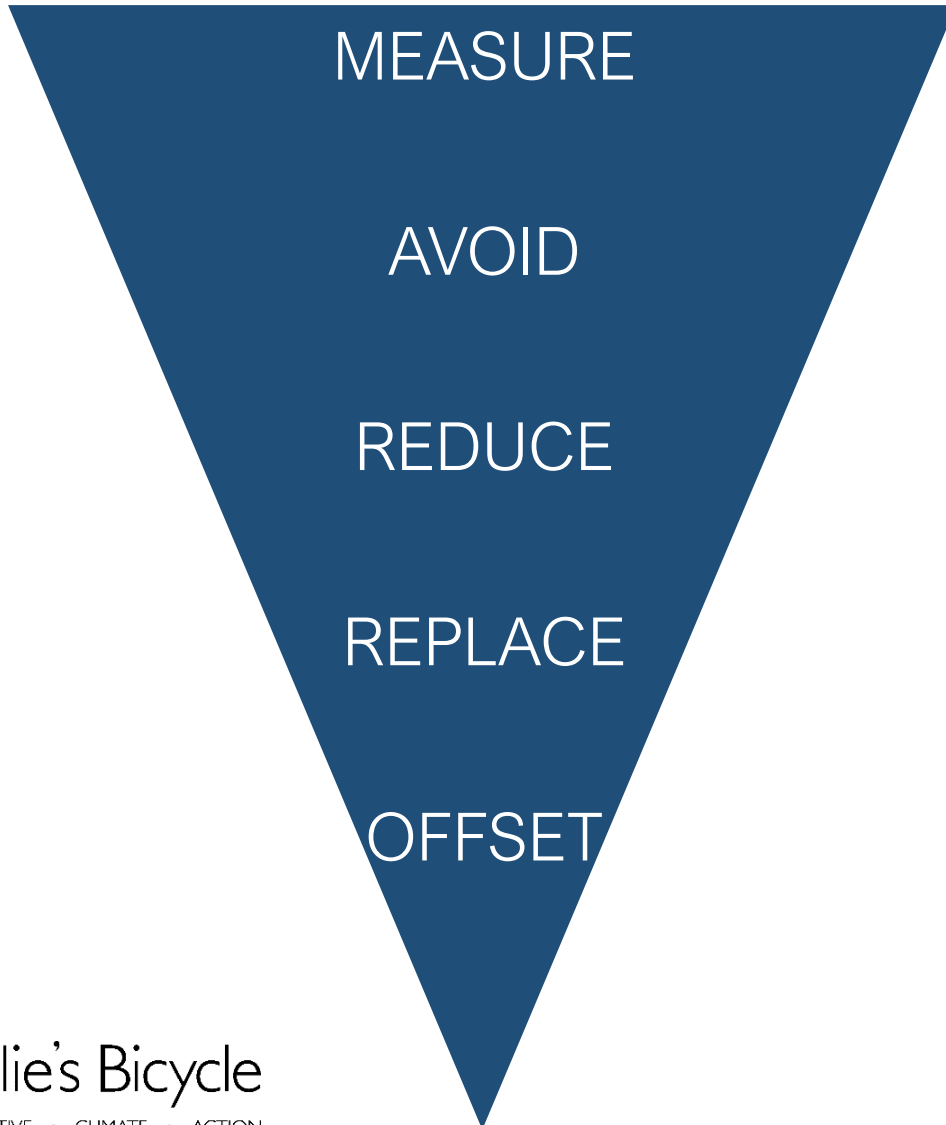
IMPROVE:

- Translate into action
- Achieve impact reduction
- Evaluate your performance against targets and plans

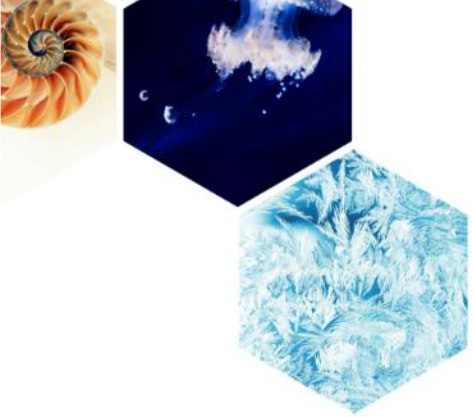
COMMUNICATE:

- Talk about what you're doing
- Make it visible and felt
- Activate people for action

THE 'CLIMATE STRATEGY' HIERARCHY



1. **MEASURE** to understand and report your impacts and track how you're doing year by year
2. **AVOID** emissions by doing things differently, including changing business models, avoiding unnecessary travel, etc.
3. **REDUCE** emissions by increasing efficiency e.g. energy efficiency, fuel efficiency
4. **REPLACE** high-carbon energy sources with low-carbon energy sources, for example shifting to renewable energy
5. **Offset...** emissions that can't be eliminated through one of the above, only as a last resort and if you're confident you're also managing and reducing your carbon footprint in other ways. Do this either through 'official' offsets, or through a DIY approach by making a donation or investment into a cause or project driving climate action.



EVERYONE HAS A ROLE TO PLAY

Senior management + Trustees

- Set policy and strategic plan and priorities
- Create budgets and resources - fundraising
- Work with policymakers and lobby for local investments in renewable energy, public transport, etc.
- Understand the drivers for action and legal frameworks e.g. Climate Change Act

Operations

- Action plans for day-to-day energy and resource management
- Data collection
- Pilot new technologies
- Share learnings with others inside and outside the organization
- Share policies with suppliers (including enforcement through contracts)

Creative programming

- Explore climate/environment themes in your creative programming - NOTE: this doesn't need to be a 'climate play'
- Create partnerships with environmental and climate organisations in your community
- Amplify voices not traditionally heard in the environmental movement
- Consider booking locally and/or creating relationships with similar organisations to 'share' the travel impacts of travelling artists

Production & Design

- Consider at the start what will happen at the end
- Reduce material usage and waste
- Design for reuse and disassembly
- Source second-hand, repurposed, refurbished

Food & Beverage

- Increase plant-based menu options
- Reduce / eliminate waste, especially organic waste to landfill
- Work with suppliers working to reduce their own emissions

Marketing & Communications

- Work with operations to activate people for action e.g. using public transport
- Tell your organization's environmental story
- Offer incentives and rewards
- Celebrate successes

YOU

SOME FOOD FOR THOUGHT....

Do do your research, but don't let perfect be the enemy of action.

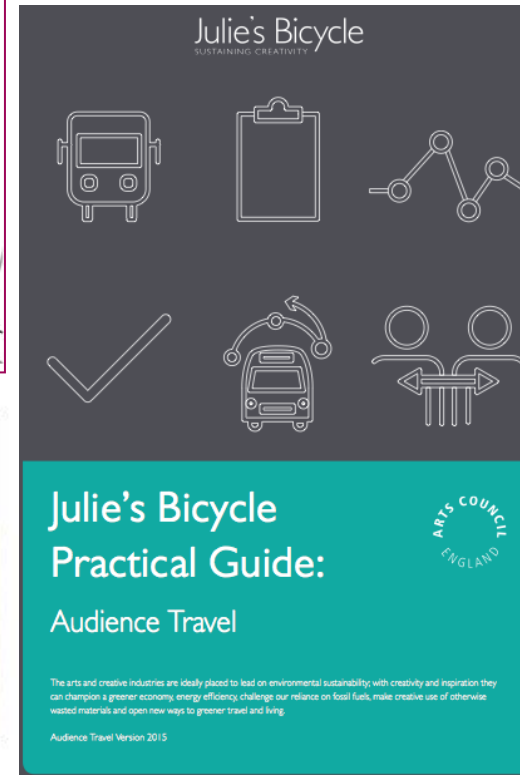
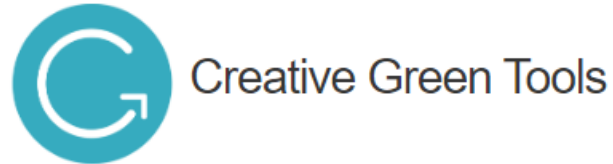
This is a process.

Ask follow-up questions to identify greenwashing. E.g. 'environmentally friendly' – how so? 'Biodegradable' – under what conditions? 'Recyclable' – commonly recycled? 'Better for the environment' – better than what?

Be honest, transparent, open, and accountable.

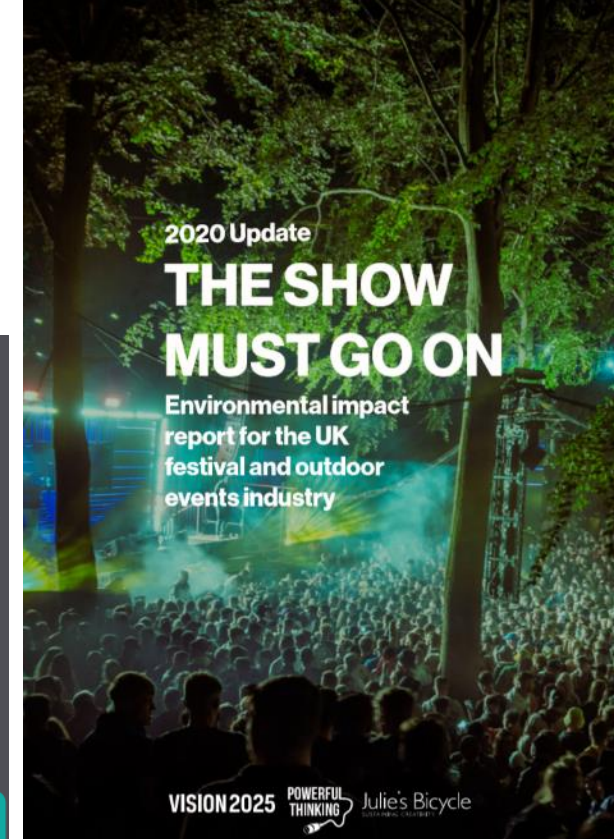
Align fundraising and budgets

MORE RESOURCES FOR ACTION



Webinar: Speaking Green: How To Share Your Environmental Story

This webinar shares ways of communicating your environmental initiatives: explaining why you're 'going green', creatively speaking about your environmental impacts, and celebrating your achievements.



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<https://juliesbicycle.com/event/creative-climate-chats/>



THE COLOUR GREEN

<https://juliesbicycle.com/podcast-the-colour-green/>



Season for Change is a UK-wide programme of cultural responses celebrating the environment and inspiring urgent action on climate change.

**ARTS
ADMIN.**

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Foundation

<https://www.seasonforchange.org.uk/>

STORIES FROM THE SECTOR



Royal Court Theatre: A credible plan for a just transition to carbon net zero through 2020

- Commissioned feasibility for on-site renewable energy and heat pumps: not feasible, so focus on reduction targets instead.
- Procure 100% renewable electricity from Good Energy and carbon-neutral gas from Ecotricity
- Energy efficiency target benchmarks for energy use reduction
- Reduce meat on menu from 47% to 25%, favouring least carbon-intensive meats and fish
- Commissioned carbon costing of menu items, which will be shared publicly alongside price and audience communications on food sustainability
- Zero waste to landfill
- No flights within mainland UK
- Decision-matrix for international travel for staff and artists to take into account price, time, carbon, and time spent at destination
- Electric taxis
- Slower production design & build timelines for circularity
- Progress to be evaluated in Dec 2020 with remaining emissions to be offset
- Public programme – Open Court: Climate Emergency originally planned for March 2020



TARGET: 'greenhouse gas neutral' by 2040

Switching to green electricity tariff within the year;
investigating greener gas supply options

"Nature and Love" project to redisplay natural history
and living collections around ecological & climate
themes

'Environmental Champions Club' to inspire visitors to
make their own changes

New role: climate and ecological action coordinator

New planting schemes for biodiversity in the gardens

"We believe the Horniman has a moral and ethical imperative to act now. As a much-loved and trusted institution and the only museum in London in which nature and culture can be viewed together, we feel we have a unique opportunity and responsibility to use our collections, our indoor and outdoor spaces, and our relationship with our visitors, to create a movement for positive environmental change."

Nick Merriman, Chief Executive of the Horniman

Energy Saving

Bottle fridges now fitted with timers

Impact

Overall, since we started on this journey in 2012, our carbon output has fallen by 29% from 180 tonnes to 127.9 tonnes

Carbon Footprint

Between last year and this, we have reduced our carbon footprint by a staggering 14%

Reducing Energy

We connected motion sensors to control lights

Reduced output

In our first year we reduced our carbon output by 8%

Reducing water

With the installation of flush controls on urinals, we have reduced the amount of water we use by 35%

Renewable Resources

100% of the electricity we use is from renewable resources

Energy Efficient

When we completed our refurbishment, and opened our new energy efficient offices and rehearsal space in 2015, our overall carbon output dropped by 7%

Saving Trees

The theatre aims to transfer a further 20% of its print production to digital downloads by 2022

Bright Idea

We installed low-energy lighting

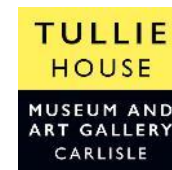


Environmental Programme Spotlight

A pathway to zero carbon cultural buildings:

- use energy as efficiently as possible
- electrify buildings – switching from gas to heat pumps
- use green electricity (on-site, local, procured)

Including...



MAST Roadmap to ZERO CARBON 2038

Accelerate Change

ETHICAL Banking, Sponsorship, Trust & Foundations
finances
JOINT FUNDING
NEW MODELS FUNDING
PENSION FUNDS
Social & Environmental Impact Projects

7 Trends
ART WORK
ACTIVISM
COLLABORATION
PATH-FINDING
POLICY CHANGING
DESIGN & INNOVATION
ORGANISATIONAL LEADERSHIP
LEAD the WAY

WHERE ARE WE GOING?
Know your audience
grow your audience
the menu will look different
REDUCED MEAT, DAIRY, FISH
MORE veggie + vegan
seasonal local
food
Bicycle
GREEN RIDERS
WE DANCED ON BROCCOLI & THEN COMPOSTED IT!

INCENTIVISE Walking & cycling
transport
MICRO-TOURING Taking productions out of buildings and into communities
INFLUENCE + LEADERS

ENERGY EFFICIENT
100% RENEWABLE
energy
all staff trained to appropriate level
Storage
Pay as you go
TARGETS
DESIGN & INNOVATION

GREEN CULTURAL SPACES
biodiversity
QUALITY of SOIL & FUNGUS
Community Farming
Health & Well-being
RAISE AWARENESS! SHARE the LEARNING!
where underways

resources & waste
CIRCULAR MODELS
REUSE MATERIALS
SHARED STORAGE SPACE
BUILD CAPACITY
tell our story
NO SINGLE USE PLASTICS
MATERIALS INNOVATION
ethical & sustainable SUPPLY CHAIN

SHARE BEST PRACTICE
SHARED STORE FOR ELECTRIC VEHICLES
CERTIFIED
making it a collective journey
NEW BUILDS ZERO CARBON
ON SITE ENERGY REGENERATION
telling our story

We are trying to achieve a BETTER WORLD for everyone

Drawn By @visualminutes
WWW.MORETHANMINUTES.CO.UK

New Carnival Company

- Isle of Wight Mardi Gras co-funded by the local AONB and themed around understanding and appreciation of the biosphere.
- 2019 theme for Mardi Gras parade was 'Biosphere Island'.
- All 28 participating schools required to partner with a local environmental organisation to learn about and then creatively present work, actively supporting the island's application to be recognised as only the third English designated UNESCO Biosphere Reserve. This designation was approved in June 2019.
- *'All along the Riverbank'*, a collaboration with local environmental and heritage organisations, animated a two mile stretch of the Easter Yar River with temporary installations, from water voles to emperor dragonflies and giant red squirrels, created by school and community groups



'Towards a Greener Carnival'
conference in Bristol in March
2020 and commission to trial work
with three national carnival
projects including Hasting, Milton
Keynes and the Isle of Wight.

Shambala Festival

Meat- and Fish-Free:

- FAQs
- Enhancing experience
- Frame as exploration
- Surveys to gage success



Photo: Shambala Festival, by Carolina Faruolo



- Use Julie's Bicycle tools to track impacts
- Signed up to Festival Vision 2025
- Promote and incentivise sustainable travel
- Reducing fuel use and using clean energy
- Sustainable procurement policy
- Work with food traders on sustainability and food standards
- Food waste donations to [FareShare](#)
- Waterless toilets and recycled waste

Setting standard for other country shows and Lambeth Council events

Lambeth Council's Social Value Policy will require all companies commissioned for events to demonstrate social value incl. environmental

TEST SITES

Arts Catalyst

- Bring together local community, artists, scientists, other experts at several different sites
- Explore flooding, pollution, species loss and their impact on local communities
- Water governance: impact on well-being and resilience in Yorkshire Calder Valley, which has a history of flooding and water pollution
- Bringing together artists, anthropologists, and academics from University Leeds
- Workshops, water-testing, walks, riverboat journeys to spark conversation about the role of local water systems – ‘People’s Water Policy’



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Toby Peach's Principles of Peach

Progress not Perfection

I will never be perfect, nor will you (sadly), but we can strive for progress. I hope our conversation can be part of that progress.

Building in time to support these principles will be needed to give them the care and responsibility that they need.

I appreciate any way you are able to incorporate these into our working relationship on this project and beyond.

“Green enforcement” – from access to tap water, to promoting public transport and ethical sourcing

and also....

Gender normalisation

Supporting diverse recruitment and voices

Accessibility

Supporting Fair & Equal Pay

Write down **ONE THING** you are going to do when you go back to work.

Write down **SOMETHING** from this presentation you are going to speak to someone about (and who).



What topic would you **most** like to see us address in a future 'deep dive' webinar?

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Q&A

Please write questions in Q&A



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