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**ARTS COUNCIL
ENGLAND**

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CREATIVE • CLIMATE • ACTION



Sustainable Cultural Mobility

Becky Hazlewood, Julie's Bicycle

23rd July 2020

House Keeping

- Raising hands
- Asking questions
- Recordings
- Audience



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Culture and creativity powering environmental action

Our objectives:

- Support culture to limit global heating to 1.5 degrees
- Advocate for culture to inspire action on climate change and sustainability





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



Sustaining Great Art and Culture

Environmental Report 2018/19

A Just, Green, Cultural Sector:



- Decarbonisation i.e. an immediate, rapid and urgent reduction in greenhouse gas emissions to net zero;
- Circularity i.e. a regenerative economy decoupled from resource use
- Justice i.e. no person or place is left behind in the transition



**THE GREEN
NEW DEAL
FOR EUROPE**



Webinar Series Topics

Energy- climate
action and science
based targets

Sustainable
Mobility

Biodiversity and
Natural Heritage

Clean and Green
Buildings

Sustainable
Food Systems

Sustainable
Industry- Digital

Pollution and the
Creative
Industries

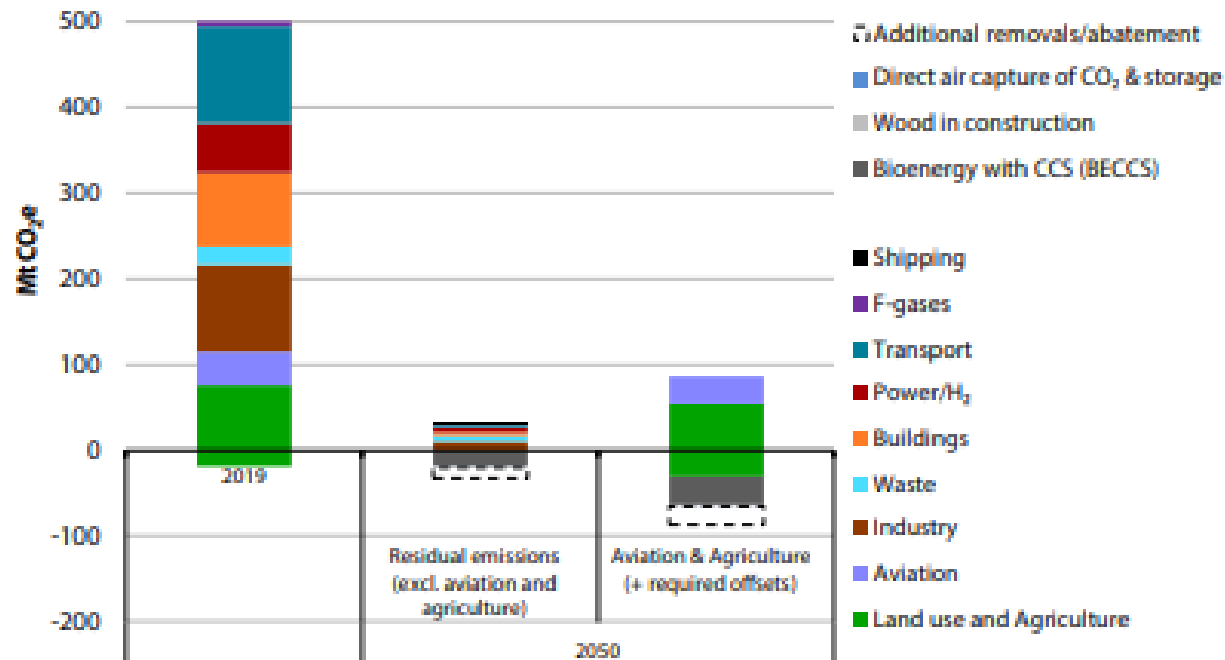
Decarbonisation

Justice

Circularity

Why Sustainable Cultural Mobility?

Figure 1.2. Net Zero means close to zero emissions for most sectors, with any residual emissions requiring the equivalent amount of emissions removals



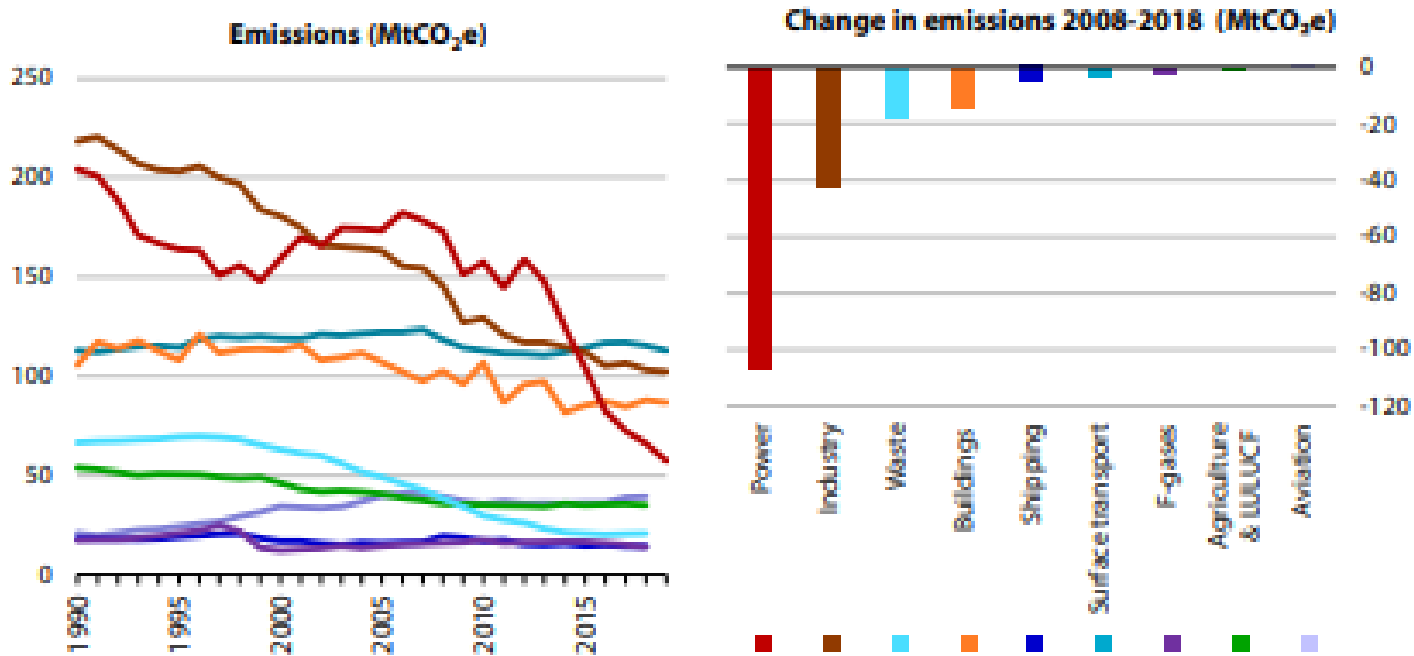
Source: CCC (2019) *Net Zero: The UK's contribution to stopping global warming* and BEIS (2020) *Provisional UK greenhouse gas emissions national statistics 2019*.

Notes: Sectoral emissions and contributions from removals presented for the Further Ambition scenario. The contribution from 'additional removals/abatement' refers to the options to go beyond the Further Ambition scenario and achieve net-zero emissions, which can be achieved with additional removals and/or further reductions of positive emissions. Since our Net Zero advice, estimates for the Further Ambition scenario have been updated to take account of revised bioenergy soil carbon impacts. The current inventory captures less than 1.5 MtCO₂e of peatland emissions in the UK, but all sources of peatland emissions will be included in the inventory by 2022 at the latest. Estimates of all peatland emissions for 2019 are included in this chart.

- Surface transport accounted for 24% of 2019 emissions- more than any other sector.
- On a European scale transport emissions need to reduce by 90% by 2050.

Where are we now?

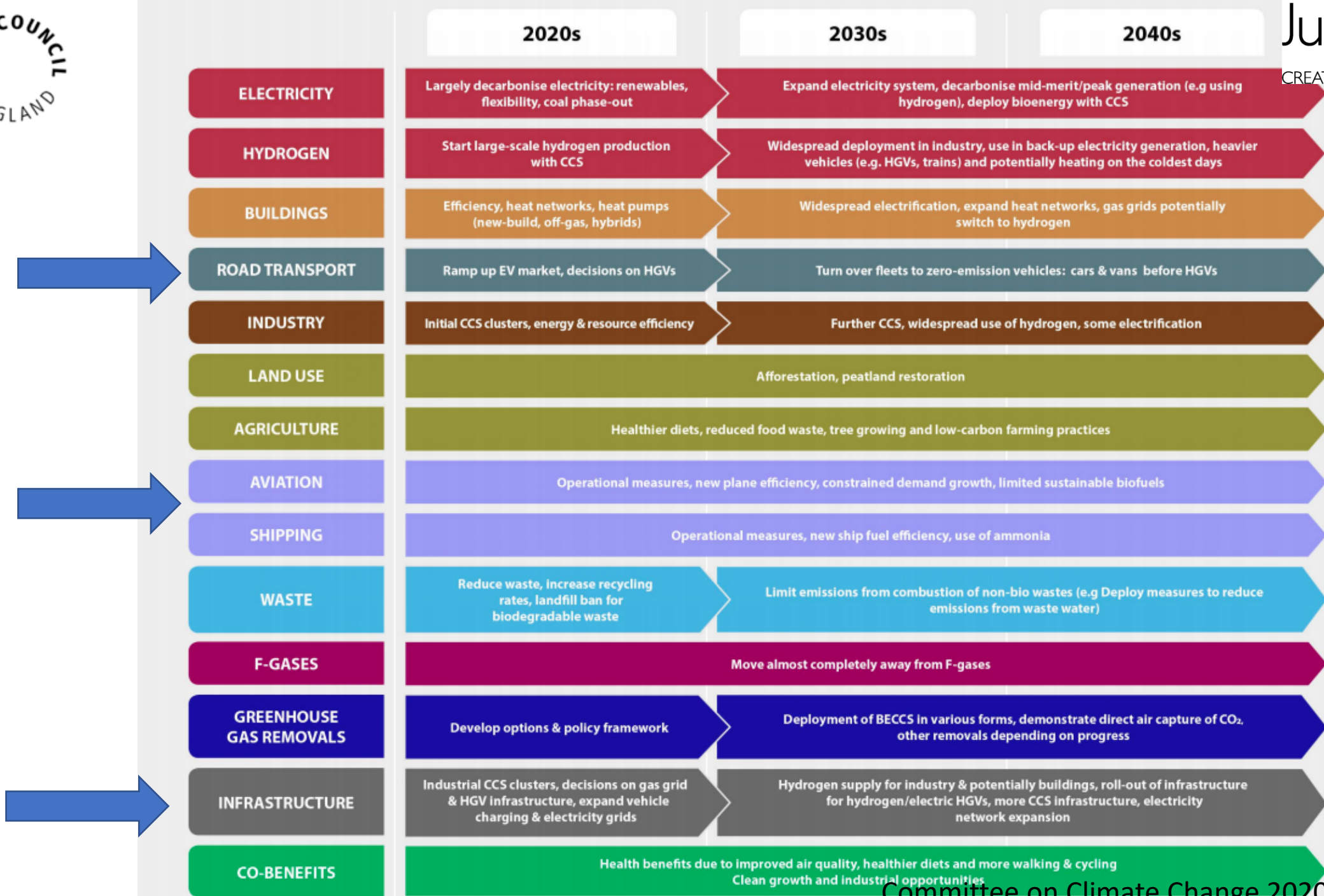
Figure 2.3. UK greenhouse gas emissions by sector 1990-2019



Source: BEIS (2020) 2019 UK Greenhouse Gas Emissions, Provisional Figures; BEIS (2020) 2018 UK Greenhouse Gas Emissions, Final Figures; CCC analysis.

Notes: The chart on the right-hand side shows changes in sectoral emissions between 2008 and 2018 for all sectors. Data are not temperature-adjusted.

Little to no progress made so far in reducing emissions from transport...



Shared Challenges

- Public transport falling out of favour
- Increasing car ownership as people wary of using public transport
- Aviation rebounding- bail outs with insufficient green strings attached.
- Speed of infrastructure roll out- availability and cost of charging points for EV
- Uncertainty over viability of future tours and exhibitions
- Creating adaptable and fluid programmes for audiences and artists
- Understanding impacts of alternative fuels
- When and how to offset?
- Technology limitations
- Time zones

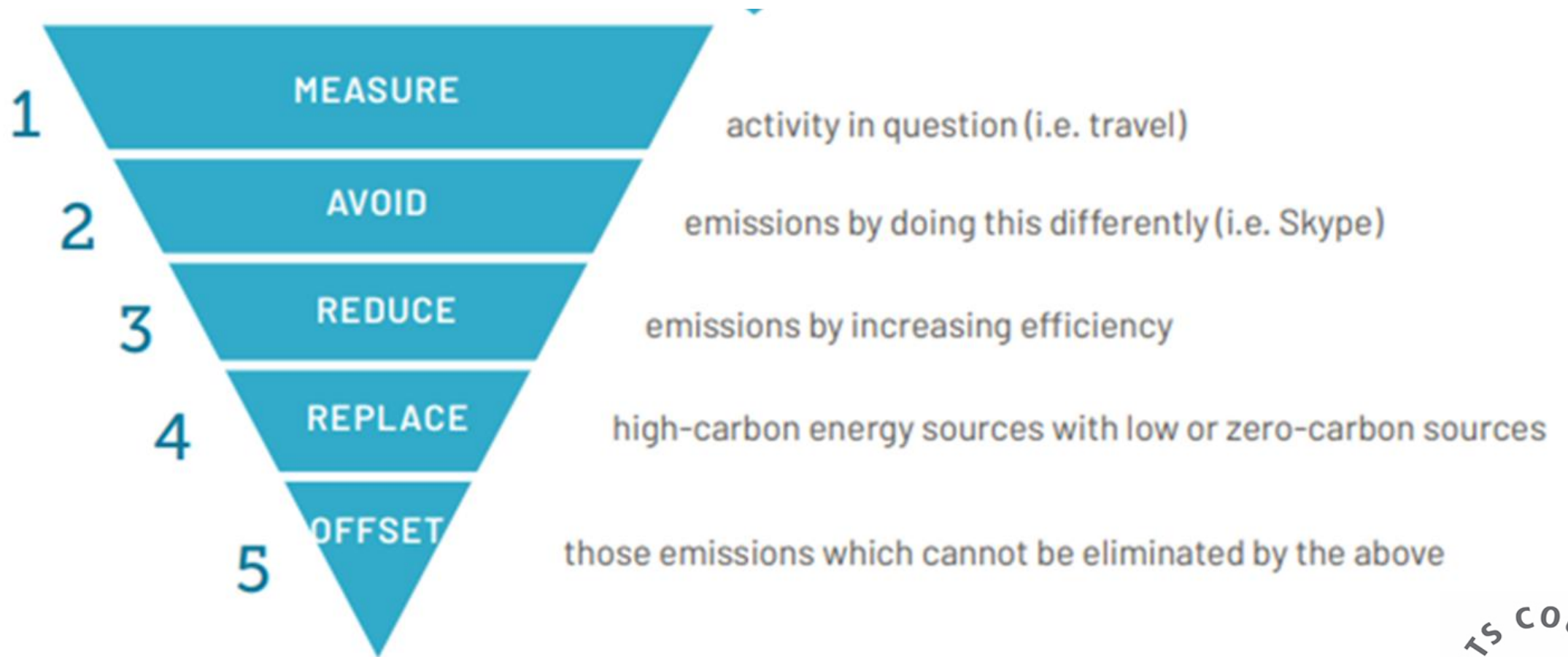


Cultural Mobility: Sector impacts

- Travel 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.



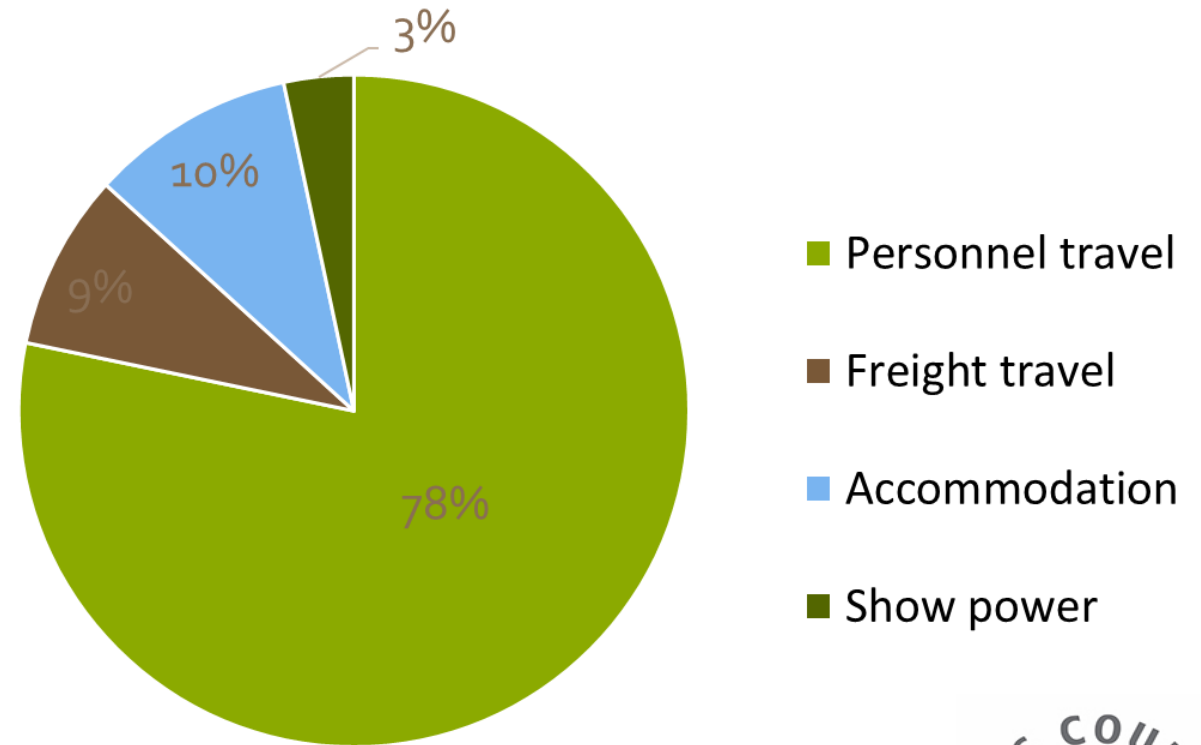
Five steps for reducing impacts of travel and touring



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

Date range covered

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

Contact name

Contact number

Job title

[More information about the tour](#)

Six fields for data entry:

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

New project

What's being measured?

Sector

Project name

Cancel **Create new project**



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

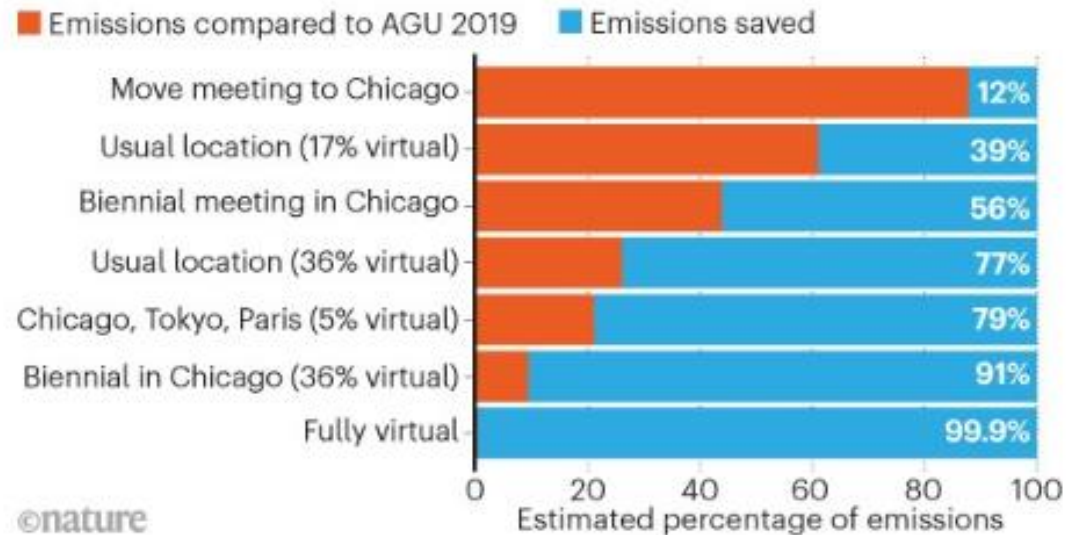
- Find ways of doing things differently!

- Maximise virtual meetings
- Accessibility
- Collate
- Frequency of event



SHRINK THE FOOTPRINT

The travel-related carbon footprint of the American Geophysical Union (AGU) annual meeting is equivalent to the average weekly emissions of Edinburgh, UK (80,000 tonnes of CO₂ equivalent). It is the largest yearly conference in the field, usually held in San Francisco, California. Emissions could be cut by relocating the event; increasing virtual participation; holding meetings every two years; or connecting three venues using live-streaming.



©nature

Source: M. Klöwer <https://doi.org/10.5281/zenodo.3553784> (2019)

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.

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2

AVOID



Kinetika
Design That Moves



3

REDUCE

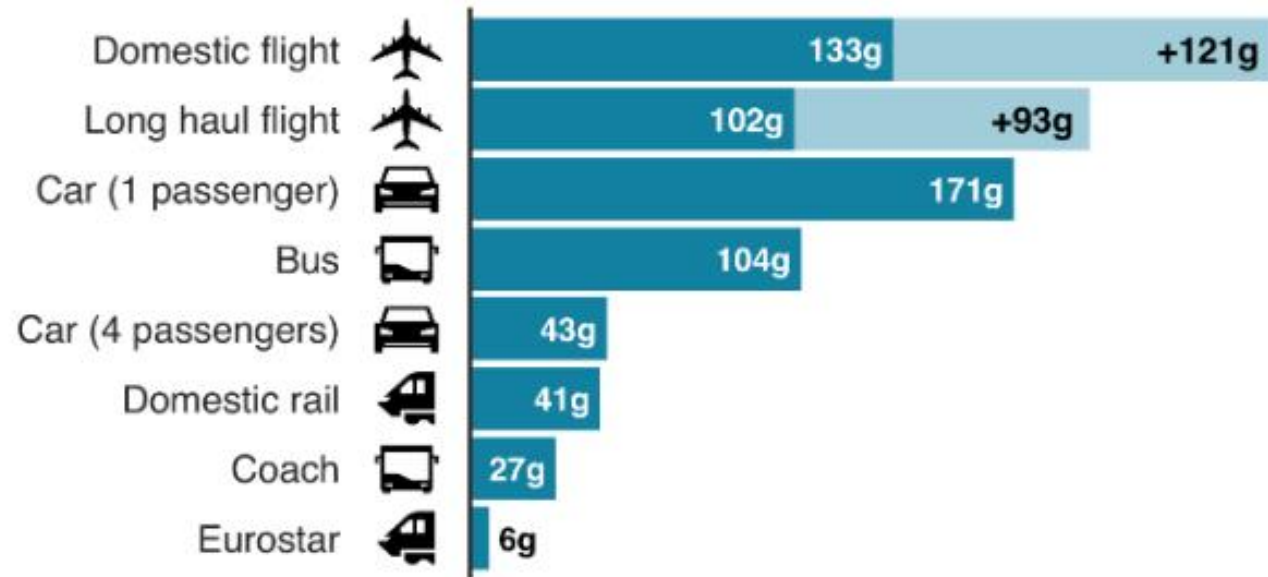
emissions by increasing efficiency



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



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Green Riders

Areas to consider:

- Audience travel
- Catering
- Energy
- Waste
- Production

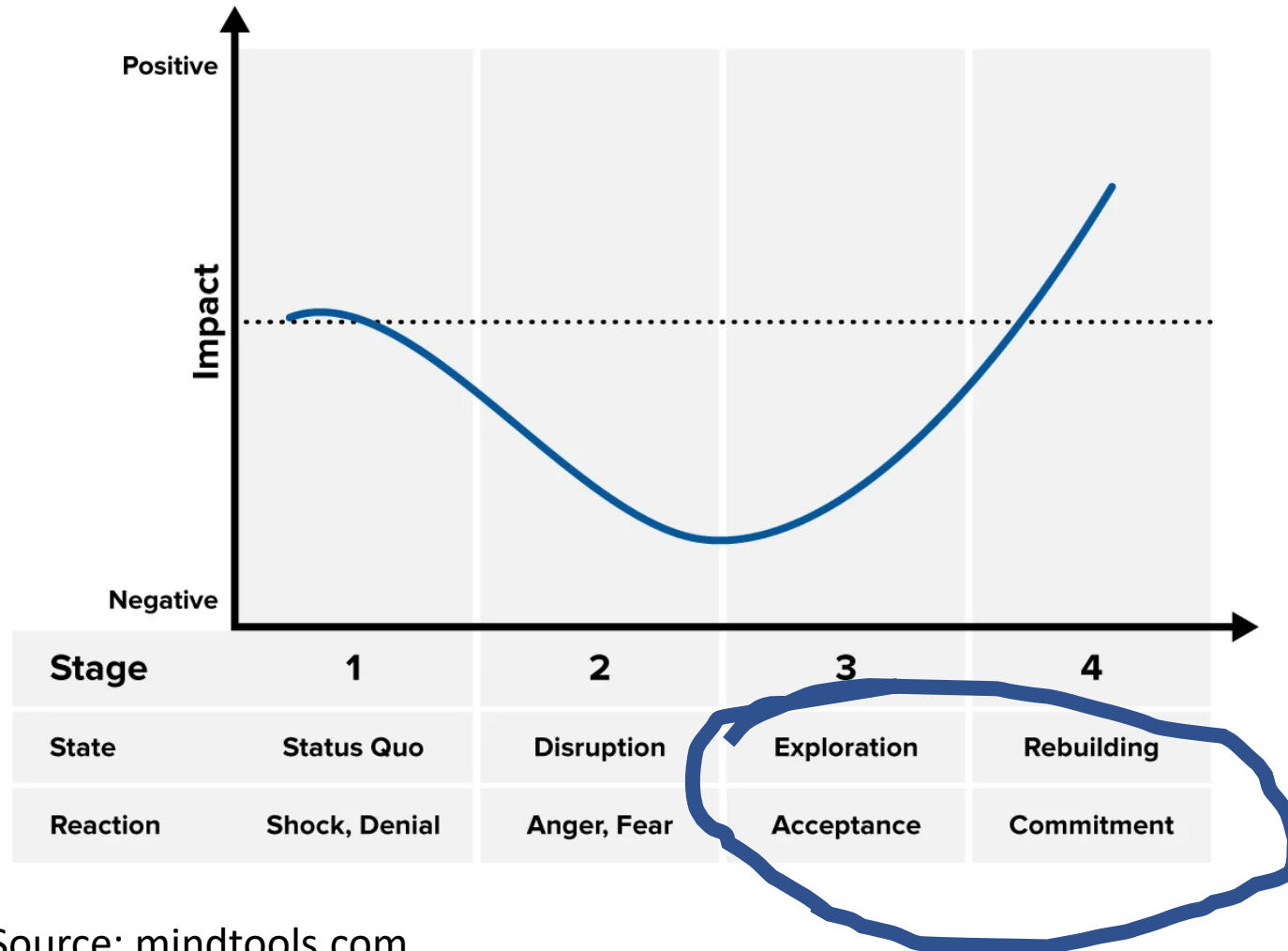


TOP TIPS!

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



Mobilising Wider Societal Change



- Linking with LA/city programmes
- Creative programming that supports active travel
- Support and encourage long term sustainable behaviour change



fresh
AGENCY



(LIVE)
MUSIC CLUB

PRESENT

Bike in[®]

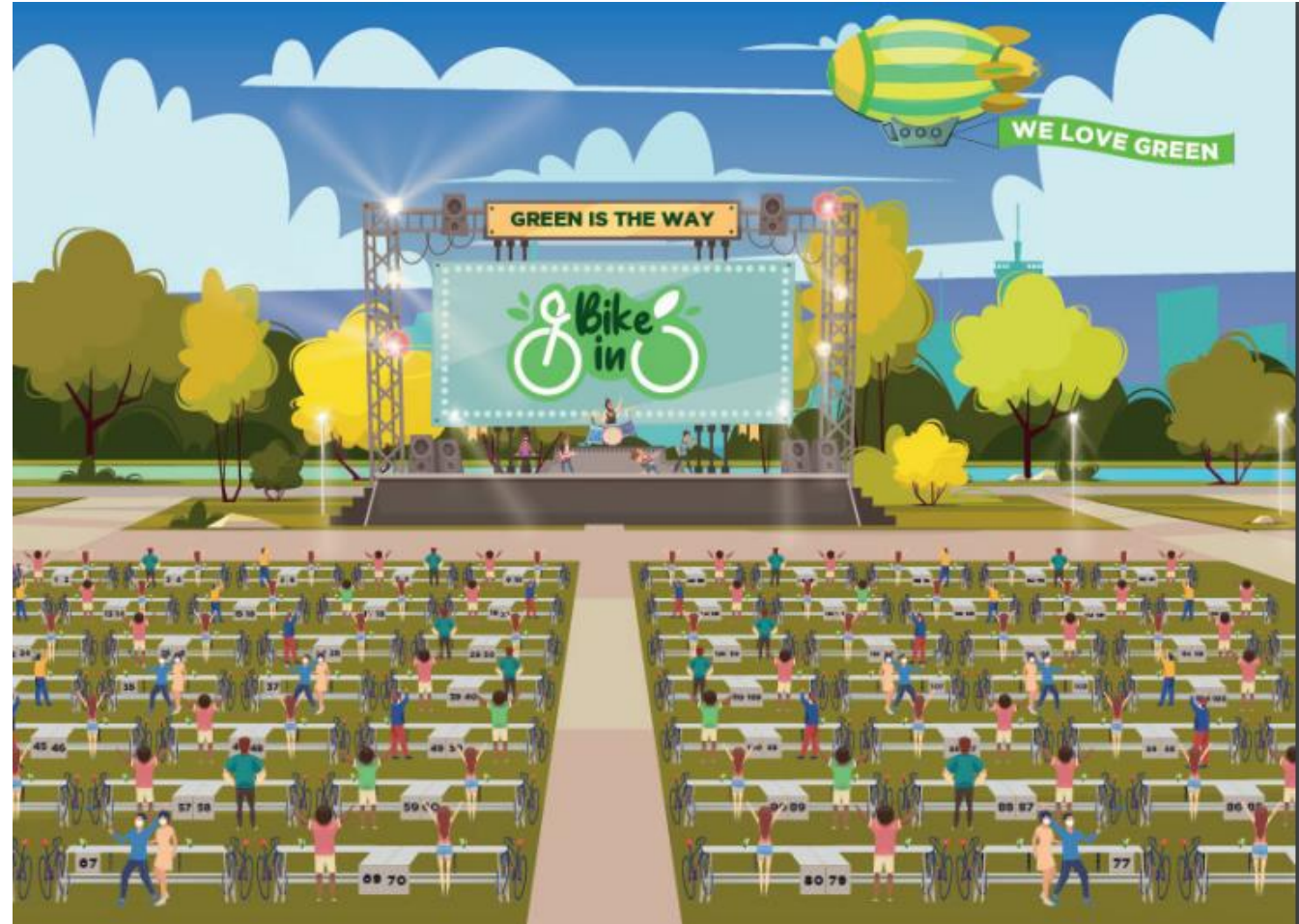
THE DRIVE-IN
...BY BIKE!

GREEN — SAFE — SMART — SOCIAL



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Use your Voice: Engage your audience!

GLOBAL
CITIZEN.



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



@max_westwell

Did you know that over 214,000 tonnes of batteries were sold in the EU last year but only 93,000 tonnes (43%) of these were recycled.

New Adventures Insta Takeover



Ask me a question

Any tips for being eco friendly on tour?

- Make reusable cutlery, bottles & keep cups your best friend (whilst saving a few £)

- Ask your venues where the recycling bins are if they haven't told you.

- Think about how you get to each stop on the tour: can you use public transport or share the journey with others rather than going on your own in a car 🚗 ❌

New Adventures Insta Takeover



GLASTONBURY
Festival of Contemporary Performing Arts

**BOOK YOUR COACH
TRAVEL NOW...**



- 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

Home / News / Audience travel issues revealed

Audience travel issues revealed

4th August 2016

Like 0 Tweet



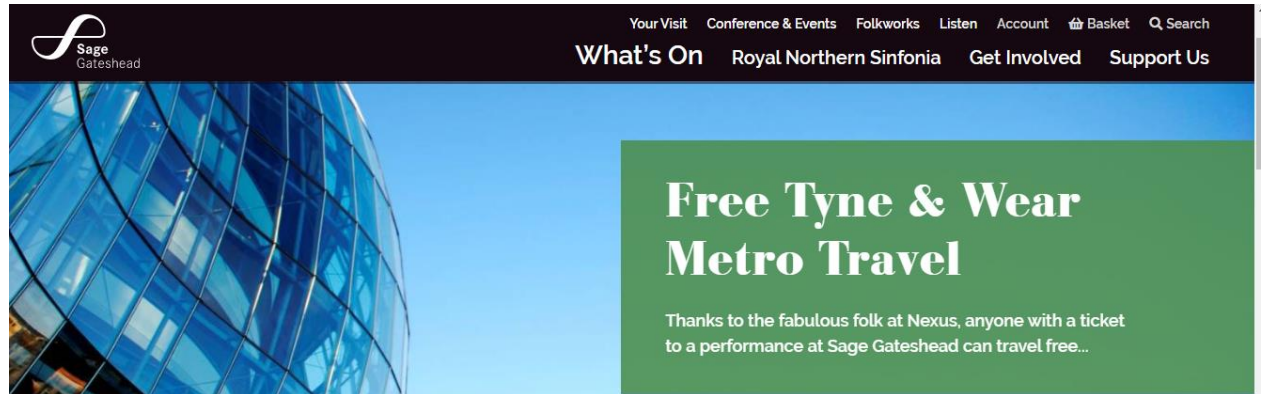
Recent News

[TWAM's Green Team](#)

5th August 2019

[10 Years of Science!](#)

5th August 2019





Artist Residencies: Saari Residence

- Support slow travel
- Ecological focus created in the residency through workshops, discussions and participatory activities

“Saari Residence will support slow travel while taking into account the considerations and challenges of accessibility. We will also consider ways of updating the everyday solutions applied at the Saari Residence so that they will support modern perspectives.”



Step Travel Grant: prioritises sustainable land travel in grant criteria

3

REDUCE

emissions by increasing efficiency

Tour routing and logistics



4

REPLACE

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



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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.



Case Study: Fuel Theatre

- Local partners
- 2 day travel windows
- Geographical planning
- Taking the work to the audience
- Cultural shift and behaviour change 'it's OK to be late'
- 2 electric vans
- Sets redesigned to fit vehicles
- Sparking a dialogue on sustainability with transport companies
- America by boat- a research experiment



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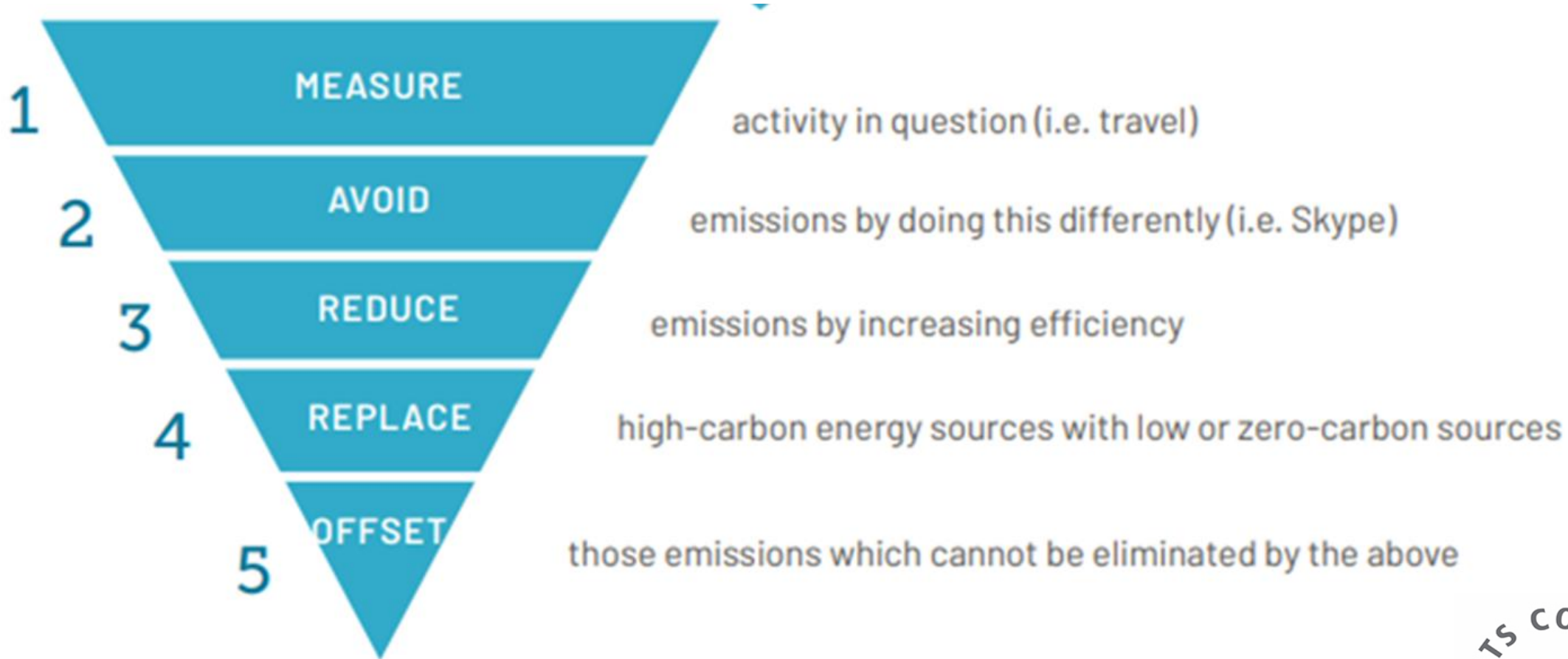


What is offsetting?

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



Five steps for reducing impacts of travel and touring



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

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 undo the damage caused by emitting carbon and can take a long time to absorb carbon
- Encourages a mentality of continuing with BAU/ rebound effect

Looking Ahead: Technological Development



Summary Top Tips

- Measure and measure again!
- Embed your approach- policy
- Look for efficiency opportunities (vehicles, design, logistics)
- Mobilise your business model: experiment and create
- Be proactive- approach partners
- Speak to your audiences- gather data, engage, support change
- Do your research- especially for offsetting





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Next Webinar: Digital
Creativity, Tuesday 25th
August

Q&A

Please write questions in Q&A



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