



## The Art of Communicating Sustainability Carbon Literacy 101: Arts Council England webinar 9<sup>th</sup> July 2020

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# House Keeping

- Raising hands
- Asking questions
- Recordings
- Audience



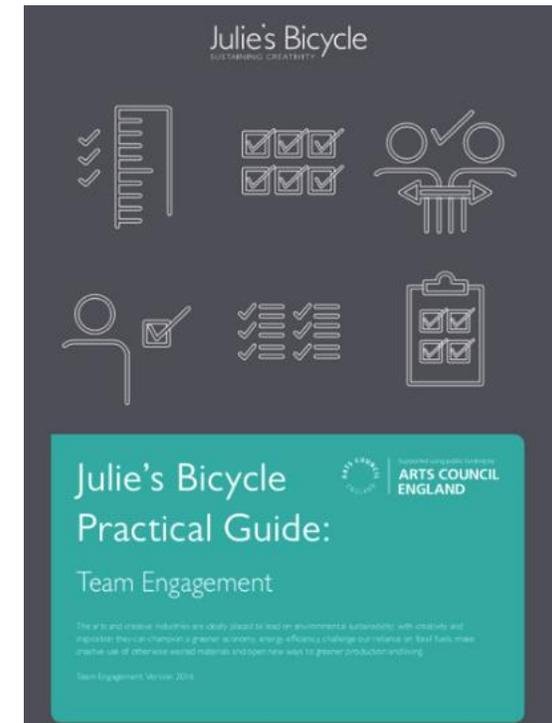
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# Agenda

- About JB and the ACE programme
- Communicating sustainability:
  - effective, transparent messaging
  - organisational branding
  - sustainable production and signage
  - covid19 and sustainability messaging
  - Q and A



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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





Environmental  
sustainability

Arts &  
creative  
industries

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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

# The importance of effective communications:



Inspire action

Spread the word

Encourage  
collaborations

Celebrate successes

Spark dialogue

# Why is communicating CLIMATE CHANGE so hard?



It's long-term and unfolds over large timescales.  
It's really big, and we feel really small.

It's distant....

It's full of uncertainty.

It's really complex.

We see it as an 'environmental' or a 'science' problem,  
not a 'people' problem.

We've solved other environmental challenges.

It's someone else's problem.

We don't like feeling guilty.

...AND WE'RE REALLY GOOD AT BLOCKING IT OUT.

## Where to begin?

- Be clear on your purpose and what you want your messaging to achieve:

Who	Info on practical sustainability actions	Environment related programming	Environmental policy and progress updates – e.g. stats	Awards, certifications, large investments or projects
Core staff	x	x	x	x
Temp staff	x			
Audiences	x	x	( x )	x
Visiting artists	x	x		
Suppliers and partners	( x )		x	x
Press		x		x

# Positioning Content: Channels of engagement



- On-site signage – FOH, backstage, office, toilets, catering/restaurant
- Social media
- Website sustainability page or news
- Emails
- Tickets and booking confirmations
- Industry press or events
- Intranet or staff newsletter
- Meetings

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# Channels of engagement: internal

- Action plan
- Briefing documents
- On-Site briefings and training
- Contracts, incentives, and penalties
- Post-event report
- Programme
- Campaigns at the event



Digital vs paper?



## Do

Tell stories that speak to the values and interests of the people you're speaking to.

Use facts, data, and figures where RELEVANT, and CONTEXTUALISE them.

Be honest, transparent, precise and have facts to back up claims.

Frame sustainability as something you're working *towards*.

Explain why something matters to you.

Be solutions-focused.

Use positive framing, e.g. "thank you for using the recycling bins"

Find opportunities to link your environmental initiatives to your creative programme.

## Don't

Use technical language just because it's science, or rely on big, abstract concepts.

Use data and figures for the sake of it and without context.

Greenwash, talk vaguely, or make unsubstantiated claims.

Say "we're green now".

Assume that people will just 'get' it.

Give people only negative stories with no call to action.

Use negative messaging, e.g. "don't drop your litter"

# Effective Messaging: Using Facts and Data

- “We reduced our energy use by 4.6%” → “We saved enough energy to pay an apprentice for a month.”
- “We reduced our emissions by 13%” → “We reduced our carbon emissions 13% last year, which means we’re keeping track with Greater Manchester’s ambition to becoming zero carbon by 2038.”

**Find the ‘So what’ to your statement**

“Eco-friendly”

“We’re green now”

“Planet Friendly”

“Environmentally friendly”

# Avoiding Greenwash

“Green”

“Bio”

“Biodegradable”

# Don't assume people will just 'get it'!

- “Our new living roof is an important tool in helping to fight the urban heat island effect.” → “Our new living roof is a much-needed green oasis for people and insects.”
- “All our food is now eco-friendly!” → “Did you know that animal agriculture is responsible for nearly a fifth of global carbon emissions? We're really proud of our delicious new vegetarian and vegan menu, with lots of locally sourced produce.”
- “Take public transport for the planet!” → “Air pollution kills an estimated 900 people in Birmingham every year. Take public transport.”

## CASE STUDY: Shambala Festival

Meat- and Fish-Free:

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



Photo: Shambala Festival, by Carolina Faruolo

# Don't assume people will just 'get it'

## HOW DOES THIS DECISION AFFECT CHOICE ONSITE AND VALUE?

We are working alongside our traders to provide a genuinely exciting and diverse menu. It's worth noting that about 70% of our food offering on site was meat free prior to this decision anyway. We also continue to work on improving value for money and affordability – essentially, meat is more expensive. It's a challenge, and sometimes there's more preparation involved in more interesting menu options, but we will work hard with our cafes to move in this direction.

## WHERE CAN WE FIND OUT MORE ABOUT THE IMPACTS OF AGRIBUSINESS?

We have found a few sources, which we think are worth watching or reading, which you can make your own mind up about. Over the year, we will be exploring the many specific issues relating to food, and working with various existing projects and partners to explore more sustainable approaches. As we go, we will share many more sources between us, so please share!

### [Cowspiracy](#)

[Five Things Would Happen If Everyone Stopped Eating Meat](#) (Independent Article, Feb 2016)

[Ed Gillespie 'You are what you eat' TEDx](#)

[George Monbiot's Guardian blog](#)

[WRAP Resource Map](#)

[People, Plate, Planet Report \(2014\)](#) – part of the Zero Carbon Britain project, Centre for Alternative Technology

## IF FARMING/AGRICULTURE IS THE PROBLEM – WHY BAN FISH TOO?

With three quarters of the world's fisheries exploited or depleted, the current model for fishing sadly is clearly no longer sustainable. For every pound of fish caught by large scale operations, up to five pounds of unintended species are caught too, and then discarded as by-kill. However, we fully accept that there are sustainable ways to fish, and

# Use Positive Messaging and focus on solutions: DGTL festival



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## Branding



NEW/ADVENTURES

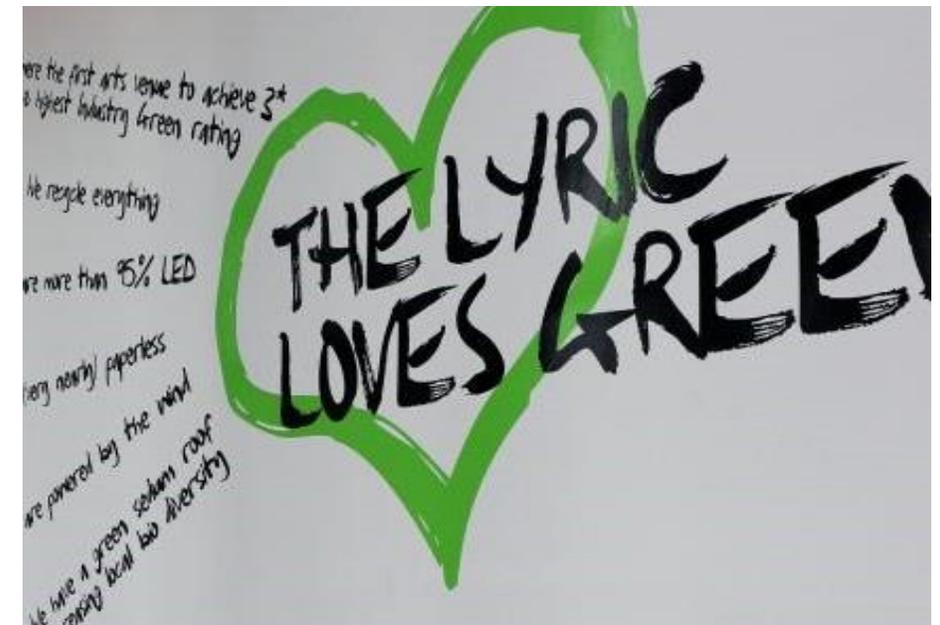
ABOUT US

GREEN ADVENTURES



### Empowering the Earth: Live Nation Environmental Sustainability Charter

Live Nation Entertainment is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, Festival Republic, Academy Music Group, C3 Presents, LN Media and Sponsorship, and Artist Nation anagement.



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deviant

read backwards don't consume backwards

DrdakaSbvrtsr

PLASTIC FREE & RE-USE INITIATIVES

# Campaigns

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#OneLess - Because everything we do touches the ocean



# Lyric

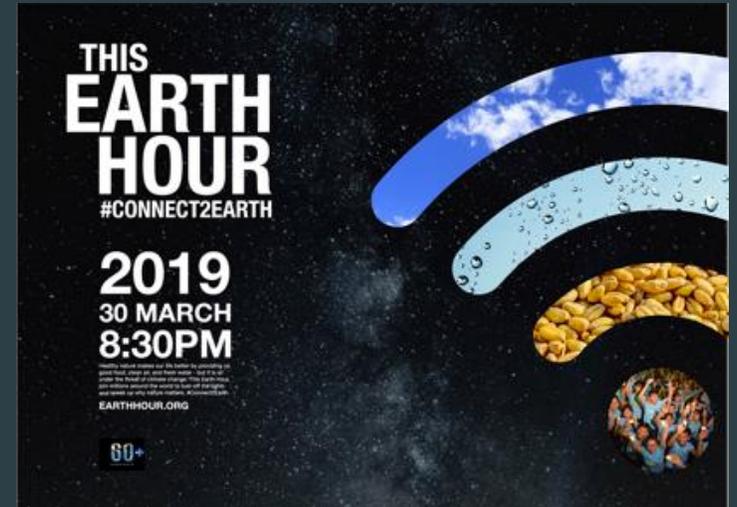
Campaign of Plastic Free Lyric



# Opportunities to link into other moments:



Earth Day



## Climate Lab and Climate Control: Audience Participation



# Material choice and production: demonstrate alternatives



**SOLUTIONS FOUNDED IN NATURE**

# Examples: material use

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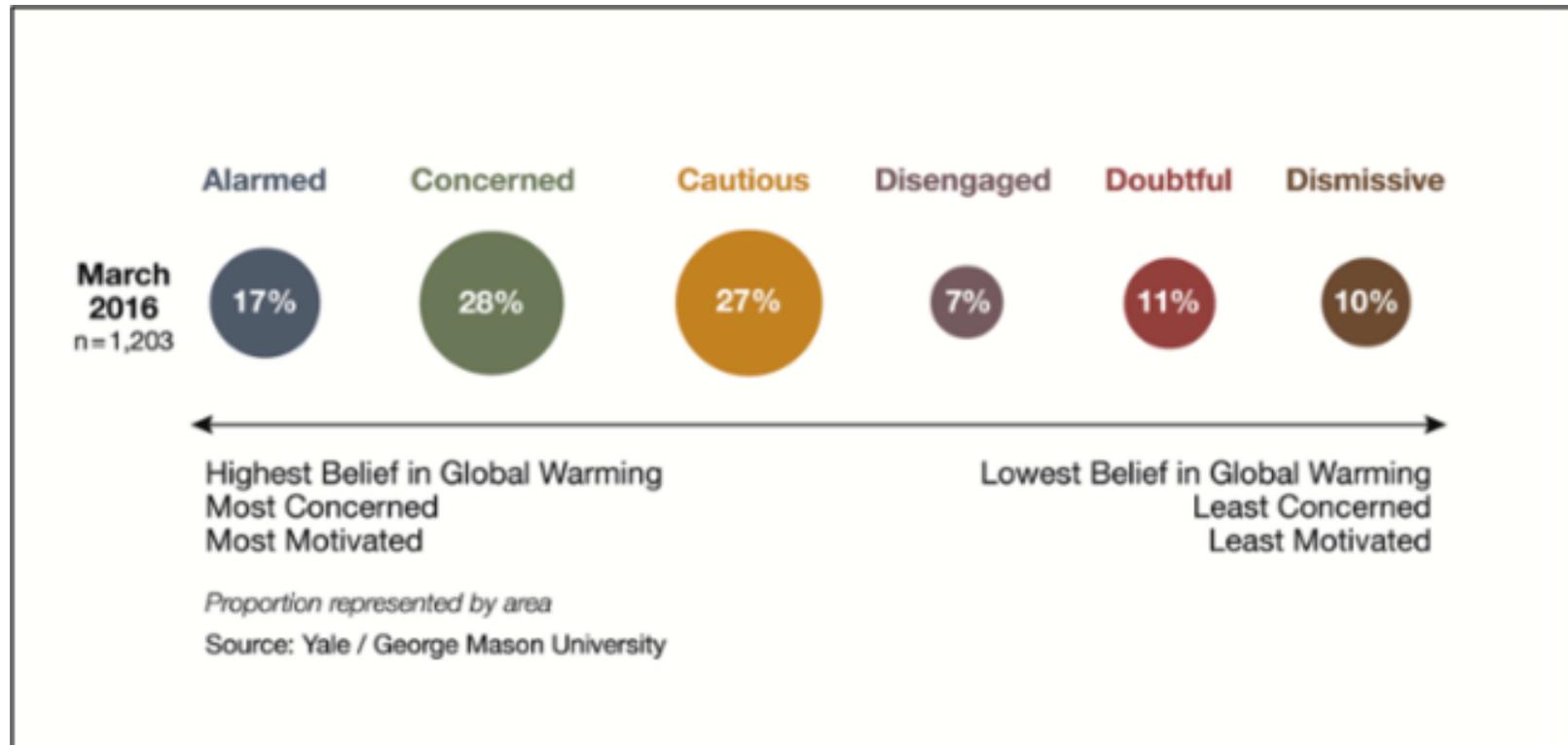
WOMAD Festival worked with Green Hat to create sustainable messaging including a donor board for their 2019 Festival



Design for re-use:



# Dealing with resistance?





## Communicating sustainability during Covid

1. Get the timing right and consider your audience
2. Don't stop talking about the impacts of climate change - but be aware that public perceptions may be shifting.
3. Speak to altruistic community values
4. Embed lifestyle change in the longer term
5. Emphasise resilience, preparedness and support rather than 'going back to normal'.
6. Build efficacy.
7. Highlight individual change as a part of wider social change
8. Bring trusted voices to the fore
9. Use narratives around 'fairness'
10. Show images of real people working together and be careful of protest imagery

# Final Top Tips:

- **Make it real and make it personal:** connect through people and stories- bring the issue to life (we are visual beings)- creative programming –audience participation
- **Keep it simple but not too simple (contextualise)!** “If you can’t explain it simply, you don’t understand it well enough” Albert Einstein
- **Make it positive,** showcase solutions, make sustainability **fun, easy and creative.** Frame problems as challenges to be solved through discovery and creativity.

# Final Top Tips:

- Build **togetherness**, new social norms, campaigns and collaborations. Show your audience they are part of a wider movement and connect to the bigger picture.
- **Honesty, transparency, facts and data** are key. Avoid greenwash and don't feel like you have to know all the answers or be 100% sustainable to communicate- we're all on a journey where we can share challenges, solutions and successes.
- Don't be afraid to fail- learn from mistakes, understand why the message didn't resonate with your audience and their values and try something new.



**“Tell me, and I’ll forget. Show me, and I may remember. Involve me, and I’ll understand.”**



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## Q&A

Please write questions in Q&A



Supported using public funding by  
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