

ROCK

Cultural Heritage
leading urban futures



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730280.

FACTSHEET N°2

GREEN OFFICE GUIDANCE

ENVIRONMENTAL POLICY

What is an environmental policy?

An environmental policy is a public statement of your organisational commitment and ambition. It provides a unifying direction and purpose that will guide the actions of your employees, management, stakeholders, audience and suppliers.

Disclaimer: The sole responsibility for the content of this publication lies with the ROCK project and in no way reflects the views of the European Union.

Introduction to ROCK

ROCK aims to support the transformation of historic city centres afflicted by physical decay, social conflicts and poor life quality into Creative and Sustainable Districts through shared generation of new sustainable environmental, social, economic processes. ROCK develops and apply an innovative circular systemic approach to connect different actors, places of cultural heritage value and systems, at a European level as well as at a local level, facilitating the innovation process and the adoption of environmentally and socially sound solutions to achieve sustainable growth.

Cultural heritage at risk

In 2014, the International Union for the Conservation of Nature's IUCN World Heritage Outlook declared climate change to be the most serious potential threat to natural World Heritage sites worldwide. The effects of climate change – from sea-level rise and higher temperatures to increasingly frequent extreme weather events such as floods and droughts – all threaten to rapidly degrade the natural and cultural heritage of humankind.

There is an urgent need for environmental support and resources to encourage cultural heritage leaders and practitioners to take action on climate change and the environment in order to safeguard cultural heritage and protect wider society from the effects of environmental breakdown. The safe-guarding of cultural heritage not only aims to protect heritage (including crucial habitats and biodiversity) – but also heritage as a driver for new and greener products, services, skills, and finance that can enhance the economic, social and cultural value which cultural heritage brings.

Introduction to the ROCK 'Green Office' series

These guides will equip cultural heritage professionals to start their journey in taking environmental action – they are focused on developing good practice and include key steps for both organisational governance and operations. The 'ROCK Green Office' series covers the following topics:

1. Environmental governance
2. Environmental policy
3. Green procurement
4. Waste Management

Who should read this guide?

This guide is for directors, managers and practitioners of cultural heritage organisations who are looking to integrate environmental governance and practice within their buildings and sites.

WHY HAVE AN ENVIRONMENTAL POLICY?

An environmental policy is a public statement of your organisational commitment and ambition. It provides a unifying direction and purpose that will guide the actions of your employees, management, stakeholders, audience and suppliers. Organisations may decide to have an environmental policy for the following reasons:

- To make a public statement & commitment;
- To unify direction, enshrine good practice and support decision making;
- To provide evidence for funding;
- To use as a tool for effective engagement: staff, audiences, suppliers, etc.;
- To demonstrate relevance and ensure public support for arts and culture;
- To help maintain regulatory compliance.

There is no one-size-fits-all approach for an environmental policy – the most meaningful and successful environmental policies are those which are:

- Specific to your business activities and impacts;
- Genuinely supported and signed by your director or top-level management;
- Developed with your team - this will help encourage staff ownership and buy-in from senior management.

WHAT DO YOU NEED?

Your environmental policy should include your over-arching environmental aims, objectives and key targets, and outline what environmental good practice means for your organisation. It should be based on an understanding of your environmental impacts and what the most significant impacts are given the nature, size and scale of your organisation and activities.

- Start with **scoping** (understanding) your organisation, for example who are you what do you do and where, who uses your office/-venue/site/attraction/event/exhibition, the type of goods, services and materials you use, the main types of travel and transport related with your activities, etc.
- Decide which **activities** you want to look at in more detail in terms of understanding impacts (for example: buildings, exhibitions, offices, productions, events, travel, transport, procurement, etc.)
- Identify what environmental **data** you have, and what activity you are already doing. Start gathering information on the activities and impacts you've identified, such as:
 - Energy and water bills and waste invoices
 - Ask your waste company for weekly or monthly results, or work with your cleaning contractor and key staff to estimate volumes and types
 - Business travel information can be captured through expenses claims, diaries or travel agent records
 - Audience or visitor travel information can be estimated or based on real data from an audience travel survey
 - If you are leasing or renting a building, office or space within a building, ask the landlord or building management company for informa-

tion (you can work out your approximate percentage of overall energy, water and waste if you know the total building figures and the percentage of space you use, for example in m²)

- When you have developed at least some understanding of your impacts, prioritise what you think are the most important ones and why. For example, you may consider:
 - Buildings/office/events: energy, water use and waste
 - Procurement: office supplies, printing, equipment, furniture, etc.
 - Travel and transport: business travel; visitor travel, vehicle fleet, etc.

It is important you also consider and define the following:

- Who is **responsible** for developing, approving and implementing the policy
- Who holds the appropriate resource and **budget**
- How you will **monitor and review** progress on implementing your policy, so you will be able to see what is working, what isn't and why
- Which **stakeholders** (internal and external) will be involved in developing, or affected by the environmental policy (including management, operations staff, visitors, funding organisations and your supply chain)
- How and to whom you will **communicate** your policy, plans and progress

KEY POINTS TO INCLUDE IN AN ENVIRONMENTAL POLICY

- What your organisation does, where it is, who it works with etc. Start your policy by providing key information on your organisation:
 - Who you are;
 - What you do;
 - Ownership;
 - Funding;
 - Mission;
 - Size and scope of activity (employees, number and size of events/visitors/attractions etc.);
- State why an environmental policy is important to your organisation (for example: the 'right thing to do', saving/managing costs, meeting funding/client/visitor requirements, enhancing your reputation, using audience reach to bring about positive environmental change, etc.)
- State your level of environmental ambition: where you are starting from and what you want to achieve
- List your main impacts, specific to the nature and size of your activities, for example:
 - Buildings: energy use and carbon emissions;
 - Production/events: materials use and waste, transport;
 - Office activities: printing, IT, supplies and services, waste;
 - Catering: food, water, energy, waste
Business and/or audience travel: fuel use and carbon emissions;
- List your key environmental commitments given the nature and level of your impacts, for example:
 - Reducing building energy use and related emissions;
 - Using low or zero carbon energy sources;
 - Reducing travel and related emissions;
 - Greening your events/exhibition-s/productions/attractions etc.;
 - Avoiding waste, increasing reuse and recycling, reducing waste sent to landfill;
 - Greening procurement of supplies and services;
- Identify what other key environmental commitments you have, for example:
 - Ensuring compliance with environmental legislation;
 - Communicating with, engaging and training staff on environmental issues;
 - Engaging external stakeholders on environmental issues;
- Clearly set out who is responsible for reviewing your environmental policy
- Make sure your policy is signed by top management, and dated.