

# CREATIVE CLIMATE CENSUS

Attitudes and actions of **UK cultural leaders**  
on climate change and environmental sustainability

**A ROLE FOR JULIE'S BICYCLE**

MARCH 2018

In partnership with



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**ARTS COUNCIL  
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The Creative Climate Census is a pioneering piece of research on the attitudes and behaviours of cultural leaders on climate change and environmental sustainability and how these impact business decision-making and planning. The results of the first edition were published in May 2014. The survey was repeated in early 2017 to see what trends have emerged since then. The responses in 2017 highlight the vital role and impact of Julie's Bicycle at defining and re-defining the environmental sustainability agenda with the sector.

## RESPONDENTS HIGHLIGHTED THE IMPACT JULIE'S BICYCLE IS HAVING

**Setting the agenda for the sector**, allowing organisations to build, articulate or reinforce environmental sustainability as a strategic priority and ensuring it is recognised as such.

**Building a collaborative and mutually supportive attitude throughout the arts and creative community**, inspiring organisations to take action.

**Informative and inspiring events**, which were highly regarded by many respondents.

**Creating space for networking, information sharing and knowledge exchange** on environmental sustainability in the sector through events, and acting as a direct connector.

**Resources and support** through practical advice, assistance and services such as the Creative IG Tools, Creative Green Certification and webinars.

**Specialist sector-specific knowledge** – respondents praised the bespoke nature of the support, Julie's Bicycle's familiarity and experience of the sector, and the knowledge and expertise of staff, which mean that organisations can be directed towards the most appropriate resource or way forward.

**Monitoring and audit tools and services** – organisations remarked that the opportunity to self-monitor and audit organisational activities allowed for a clearer and more accurate understanding of organisational activities in relation to environmental sustainability.

**Maintaining links to other industries and countries** to facilitate greater sharing of expertise and signposting beyond the UK arts and creative industries.

**Advocating and lobbying** on behalf of the role of the arts and creative industries in how we address climate change as a society.



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*Environmental sustainability has been nagging on our shoulders for a while now. We've previously buried our head a bit. Julie's Bicycle helped to establish a baseline/benchmark of our carbon footprint – a tool to measure and hopefully reduce it. It's been enormously helpful and crucial hand-holding. Julie's Bicycle have been critical for us.*



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*We're very taken with Julie's Bicycle; they can zero in on the core of the issues.*

#### **MOST VALUABLE RESOURCES OR SUPPORT OFFERED BY JULIE'S BICYCLE:**



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*Learning how we can make a difference collectively and alone.*



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*Feeling of partnership, strength through collaboration and mutual support under extraordinarily difficult circumstances.*



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*Most valuable has been the steady and supportive encouragement from JB together with the gradually developing sophistication of the ACE relationship.*

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*The events that JB runs have proven invaluable in re-energising staff on the issue.*

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*Event at NT some time ago emphasised for me the value of JB being an advocate and lobbyist on behalf of The Arts.*

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*Knowing that we have access to a JB officer who absolutely understands our sector and the pressures on venues to tackle so many challenges every day, and seeks appropriate info to help the venues without trying to suggest that environmental issues are the most important thing they should be tackling.*

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*Networking or sharing of practice/contacts/suppliers, especially when there is also a financial benefit.*

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*Specialist knowledge, support, and global links.*

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*Benchmarking tools and detailed reporting which we can cycle back into our funding applications.*

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*Reporting to Julie's Bicycle is helpful for measuring our impact and seeing where we need to improve. Their resources/webinars/case studies help to find ways that might work for us.*

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*All the training has been high quality and practical.*

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*Very good events with knowledgeable staff and guest speakers, and excellent website with resources.*

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*Website is invaluable for resources and help with action plan.*

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*Practical tips; specific advice tailored to our own circumstances;  
Cumulative data from using IG over a number of years providing an  
incentive to keep improving.*



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*Availability of JB members of staff for help and advice.*

Julie's Bicycle will work on the strategic priorities, primary areas for support, and opportunities for further development identified by the sector throughout the rest of the survey to plan our programmes for the coming years.

We'd like to thank all of our supporters over the past three years for enabling our continued work, expertise and services in buoying and strengthening the arts and creative industries as they take action on environmental sustainability and climate change. We'd also like to thank all of the individuals and businesses who have worked with us, have put their trust in our expertise, and who have taken the time to respond to the survey.



## READ THE FULL REPORT

The Creative Climate Census is a rich research document running to 100 pages. Julie's Bicycle have synthesized the findings into a shorter report and created key summaries for:

- Funders and Sector Development Agencies
- Creative Sectors (Combined Arts, Dance, Literature / Spoken Word, Museums & Heritage, Music, Theatre, Visual Arts)
- Innovation & Greening the Supply Chain

to help readers quickly find the information of most interest to them.

These, alongside the full report written by Social Value Lab for Julie's Bicycle, can be found [here](#).

## ACKNOWLEDGEMENTS

Special thanks to all respondents to the survey for sharing their wisdom, vision, opinion, and good practice: both in 2014 and 2017. Also thanks to Tom Campell at Knowledge Transfer Network for his insights and support.

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This report is a synthesis of findings written by Julie's Bicycle. It is based on the full report written by Social Value Lab for Julie's Bicycle. The full Social Value Lab report can be found [here](#).

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## ABOUT JULIE'S BICYCLE

Julie's Bicycle is a London-based charity that supports the creative community to act on climate change and environmental sustainability. We believe that the creative community is uniquely placed to transform the conversation around climate change and translate it into action.

We provide the creative community with the skills to act, using their creativity to influence one another, audiences and the wider movement. We run a rich programme of events, free resources and public speaking engagements, which contribute to national and international climate change policy development.

Julie's Bicycle supports the Paris Agreement goal to limit global warming to well below two degrees Celsius by focusing on energy, the major source of carbon emissions for the cultural sector. More than 2,000 companies use the Creative IG Tools, our suite of carbon calculators, and our certification scheme, Creative Green, is the recognised benchmark for sustainability achievement within the creative industries.

We have a deep engagement with the arts and cultural sector, working with organisations and independent professionals across the UK and internationally to embed environmental sustainability into their operations, creative work and business practice.

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

