

CREATIVE CLIMATE CENSUS

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

**INNOVATION &
GREENING THE SUPPLY CHAIN**

MARCH 2018

In partnership with



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INNOVATION & GREENING THE SUPPLY CHAIN

There is an emerging vision of the creative space as a laboratory for a low carbon future. This is particularly relevant in the context of the UK's new low carbon economic strategy. The creative industries, contributing almost £90 billion net to the UK's GDP, should be recognised for the key role they can play in making this a reality.

RECOMMENDATIONS

- The sector should proudly communicate its achievements in the area of innovative low carbon solutions and the way the entrepreneurial spirit, creativity and investment of the sector combined can be harnessed to find new technologies
- There is an opportunity for more and better frameworks to enable collaboration between investors, Universities, R&D, funders, start-ups, and the creative sector in shaping the technologies of tomorrow
- For day-to-day operations, there is a need for external support and/or better professional development and training to undertake due diligence on the 'green' technologies and solutions on the market

KEY FACTS

37% of respondents identified 'developing collective procurement options for greener products and services' as a key collective action that would accelerate engagement with climate change across the cultural and creative sector.

Simultaneously, 'access to and availability of green services' was reported as a key challenge by many organisations.

Green supply chains are not as well developed as they could be, both for sector-specific services and for suppliers also serving other sectors or industries in which sustainability is not high on the agenda.

In some instances, the quality of green products was also found to be lacking.



Improved access to environmentally sustainable suppliers, especially in the north, and more competitive pricing compared with traditional technologies would help tip the balance of the sector to one focusing more on sustainability.

Organisations also identified a lack of knowledge and/or available and accessible expertise as a challenge, compounded by sometimes misleading or difficult to understand information from suppliers and other external stakeholders.

CREATIVITY & SOLUTIONS

Some organisations nevertheless used their creative resources to develop new or custom technologies and solutions for their needs.



Developed an outside broadcast vehicle whose specialist audio/broadcast equipment has been 100% powered by solar and kinetic energy stored in a battery bank (...it has never been plugged into mains electricity).

Additionally, some organisations reported that insisting on environmental sustainability credentials actually improved the services they received from their suppliers.



Improved service and dedication from supplier.

INVESTMENT OPPORTUNITIES

Organisations in the creative and cultural sector are making significant capital investments into environmental sustainability where they are able to, and where appropriate services, partners and suppliers are available.



Investing over £12m in more efficient plant and machinery with lower energy use and reduction of carbon.



Built our office building from recycled shipping containers with PV panels, sensor lighting, etc.

There is also a vision for collective procurement and investment in the sector. These two things together, alongside the growing importance of collaboration in creative action on climate change and environmental sustainability, signify that there is fertile ground for better co-investment between industry, R&D and the sector.



Collective investment in low-carbon technology, especially energy.

BENEFITS

Collective procurement and investment should be an opportunity for the arts and creative industries to be beacons of good practice/early adopters, while simultaneously allowing businesses, start-ups and service providers to develop new markets and products both within and beyond the sector.



The first solar-powered recording studio in Europe.



We're a national organisation and should be a showcase for real and genuine change.



More circular economy activity. To lead the way for other sectors of the economy. To become torch-bearers.



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

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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

