

CREATIVE CLIMATE CENSUS

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

**SUMMARY BY SECTOR:
MUSEUMS & HERITAGE**

MARCH 2018

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MUSEUMS & HERITAGE

Almost all Museums & Heritage organisations consider environmental sustainability to be relevant to their organisational vision and mission (**94%**).

Additionally, **83%** or four in five think environmental sustainability will become more important over the next few years – by far the highest proportion of any respondent group (the next highest is Visual Arts at **69%**).

ABOUT THE CREATIVE CLIMATE CENSUS

The Julie's Bicycle Creative Climate Census is the longest-running attempt to track the attitudes and behaviours of cultural decision-makers in response to climate change and environmental sustainability.

The first survey, published as the **Sustaining Creativity Survey** in May 2014, captured almost 370 responses. This second survey, undertaken in 2017, attracted 476 responses representing an estimated cumulative business turnover of £1.1 billion. Some of the questions were the same to allow us to track progress, but many were new in recognition of the new directions work and thinking are exploring. Together, these research results give us insights that, we hope, will inspire the sector to do more, with even greater commitment and creativity, and inform national and organisational policy and strategy decisions in order to build a comprehensively sustainable creative ecology.

The Executive Summary, Summary of Findings, Sector Summaries, Full Report and more information about the methodology and profile of responses can be found **here**. This research was undertaken in partnership with Social Value Lab.

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This may be because in the context of a changing climate, museums in particular are having to re-examine their role as custodians, and what it means to strike a balance between preserving the past for preservations' sake, and preserving the past in trust for future society. 'Mission or creative vision' was identified by respondents in this group as one of their top three drivers towards environmental sustainability in the near future.

Many Museums & Heritage organisations also operate their own buildings, so may be more to be able to take action and experience operational paybacks from day-to-day actions: almost all of the respondents in this group (94%) say they have experienced benefits from their environmental actions. They were also the only group to identify capital development as one of their top three priority areas for investment of resources into environmental sustainability over the next three years.

Operationally, 65% of respondents have a dedicated green team or green champion – the highest of any group – and levels of day-to-day action such as measuring environmental impacts are relatively high.

Museums & Heritage organisations are also reporting the highest levels of partnership, with four in five saying they have collaborated with external organisations on environmental sustainability.

ACTION

88%

have an up-to-date environmental policy

81%

measure their environmental impacts

83%

have collaborated on environmental sustainability

31%

are on a green energy tariff or buying energy from a 100% renewable energy supplier

65%

have a green team or green champion

28%

generate their own renewable energy

ATTITUDES

94%

consider environmental sustainability to be relevant to their organisational vision and mission

44%

think environmental sustainability has become more important to their organisation over the last few years

83%

think environmental sustainability will become more important over the next few years

BENEFITS

94%

have experienced benefits from environmental actions

Primary drivers of environmental sustainability in the near future were identified as:

- The commitment of staff or senior management
- Mission or creative vision
- Compliance with regulations or funders

Respondents identified the following as primary areas where they will dedicate additional time or money into environmental sustainability in the next three years:

- Day-to-day operations and efficiencies
- Measuring and monitoring of impacts
- Capital development

...and identified the following as their top three challenges:

- Accessing external funding
- Capacity
- Skills or knowledge

Museums & Heritage organisations identified the following as their top three support requirements:

- Embedding environmental actions into day-to-day operations
- Effectively communicating environment-related work
- Accessing external funding

Literature / Spoken Word organisations were the only other group to identify 'effectively communicating environment-related work' as one of their top three support requirements.

NOTE ON METHODOLOGY

Respondents were asked to categorise themselves according to which category most closely describes their work: Combined Arts, Dance, Design, Fashion, Literature / Spoken Word, Media/Broadcast/Film/TV, Museums & Heritage, Music, Theatre, Visual Arts.

6% of respondents identified themselves as working in Museums and Heritage.

Small percentage differences in actions and attitudes in behaviour between different sectors should be treated cautiously due to the relatively smaller sample once data is split in this way.

The top three priorities in each area are identified based on the number of respondents in each sector that chose them. Individual organisations within each sector may have different priorities.