

# CREATIVE CLIMATE CENSUS

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

**SUMMARY BY SECTOR:  
VISUAL ARTS**

**MARCH 2018**

In partnership with

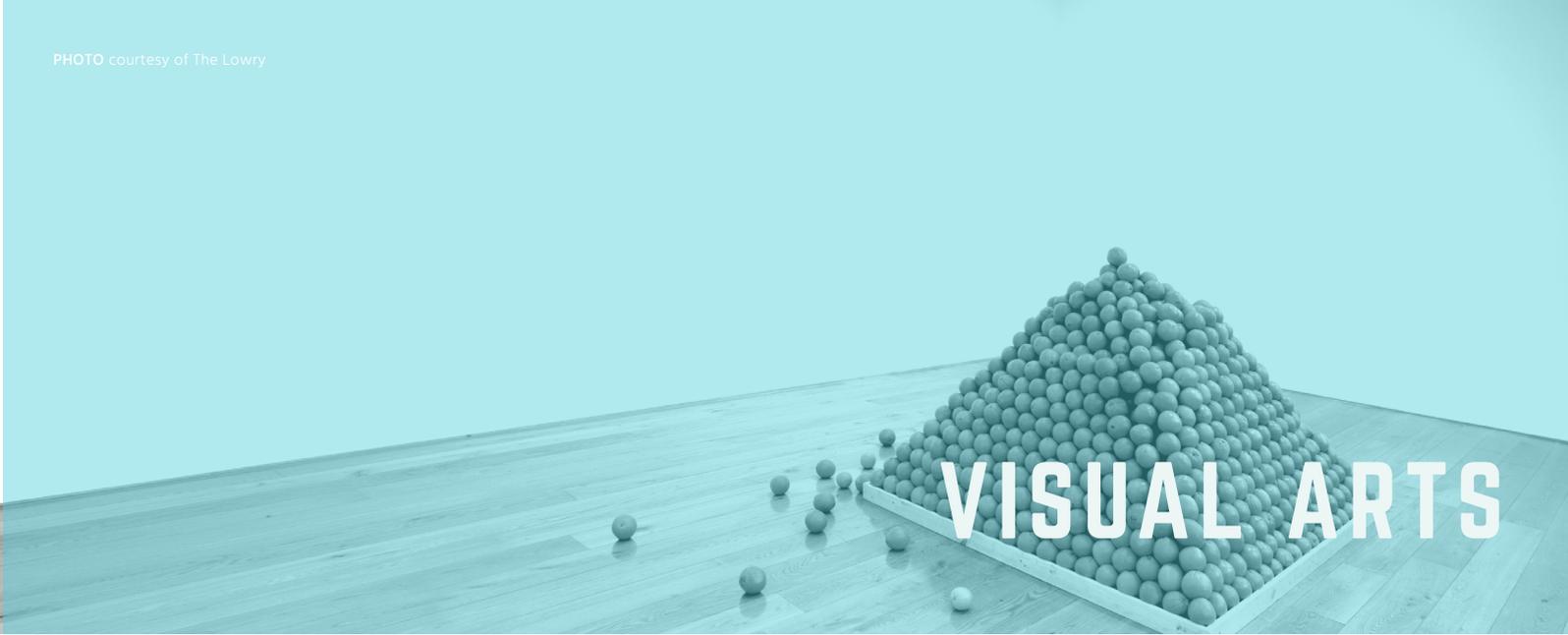


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**Nine in 10** respondents from Visual Arts organisations consider environmental sustainability to be relevant to their organisational vision and mission.

## 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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The responses indicate that it is an issue that has very quickly climbed the agenda: two-thirds or **69%** of respondents think that environmental sustainability has become more important to their organisation over the last few years (this is significantly higher than the average across the other sectors, where it is half of respondents).

This attitude is reflected in reported day-to-day actions: almost all have an up-to-date environmental policy (**97%**) and are measuring their environmental impacts (**94%**), just under half have a dedicated green team or green champion (**41%**), and one in three are on a green energy tariff or buying energy from a 100% renewable energy supplier.

## ACTION

**97%**

have an up-to-date environmental policy

**94%**

measure their environmental impacts

**75%**

have collaborated on environmental sustainability

**36%**

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

**41%**

have a green team or green champion

**6%**

generate their own renewable energy

## ATTITUDES

**91%**

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

**69%**

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

**69%**

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

## BENEFITS

**84%**

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
- Compliance with regulations or funders
- Reduced costs

**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
- Programming/creating work
- Organisational strategy

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

- Capacity
- Embedding environmental actions into day-to-day operations
- Accessing external funding

**Visual Arts organisations identified the following as their top three support requirements:**

- Accessing external funding
- Skills or knowledge
- Availability of/access to appropriate green services/suppliers

## 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.

**11%** of respondents identified themselves as working in Visual Arts.

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.