



Putting a price on carbon: from offsets to true value

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26th November 2020

House Keeping

- Raising hands
- Asking questions
- Recordings
- Audience



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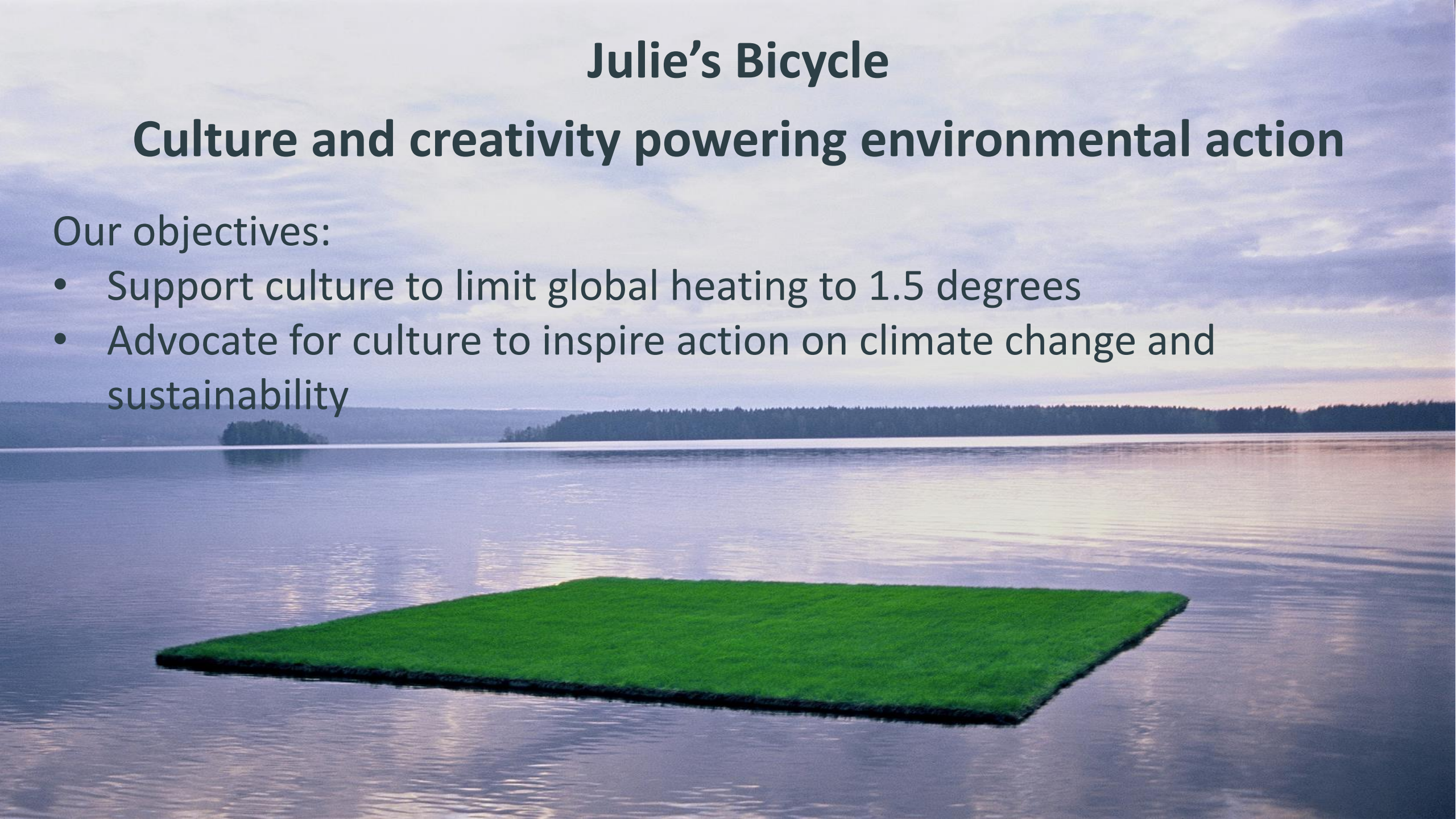


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Culture and creativity powering environmental action

Our objectives:

- Support culture to limit global heating to 1.5 degrees
- Advocate for culture to inspire action on climate change and sustainability





Environmental
sustainability

Arts &
creative
industries

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- Energy efficiency & carbon reductions
- Resilience
- Benefits beyond carbon savings – creativity, team morale, strategy, collaboration, reputation



Sustaining Great Art and Culture

Environmental Report 2018/19

POLL: Does your organisation have a net zero strategy?



What is offsetting?

- Offsetting is a way of 'balancing' emissions or addressing your production of emissions by investing in a project or initiative that reduces emissions elsewhere.



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What are climate damage costs?

- Attempts to calculate the 'real' cost of the damage greenhouse gas emissions cause to ecosystem services, livelihoods, and future generations.



The creation of carbon markets and offsetting

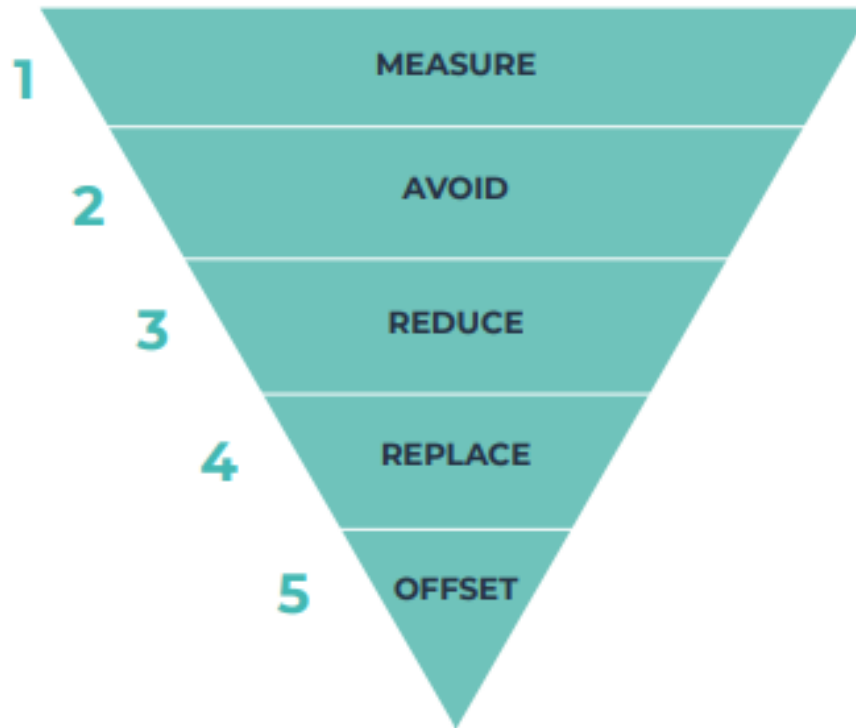


- **Mandatory carbon markets** e.g. Kyoto Protocol, the Clean Development Mechanism and EU Emissions Trading Scheme- legally binding emissions caps on governments and heavy polluting industries
- **Voluntary Carbon Markets**- used by individuals, organisations often to meet net zero commitments

Understanding the role of offsetting in your environmental strategy

Offsetting IS:

- A last resort in your carbon strategy
- A method of accounting for emissions you can't avoid using existing technology or solutions.
- An engagement opportunity



Offsetting IS NOT:

- A reliable means to reduce carbon tonne for tonne
- A substitute for action to avoid or reduce emissions at source
- An excuse to carry on with Business As Usual

The value of offsetting

“Carbon offsets are an intangible good, and as such their value and integrity depend entirely on how they are defined, represented, and guaranteed. What the market lacks are common standards for how such representations and guarantees are made and enforced “ (Broekhoff, 2007)

Different approaches to carbon offsetting



Step 1
Calculate
your
emissions

Step 2
Assign a
price per ton
of CO₂e

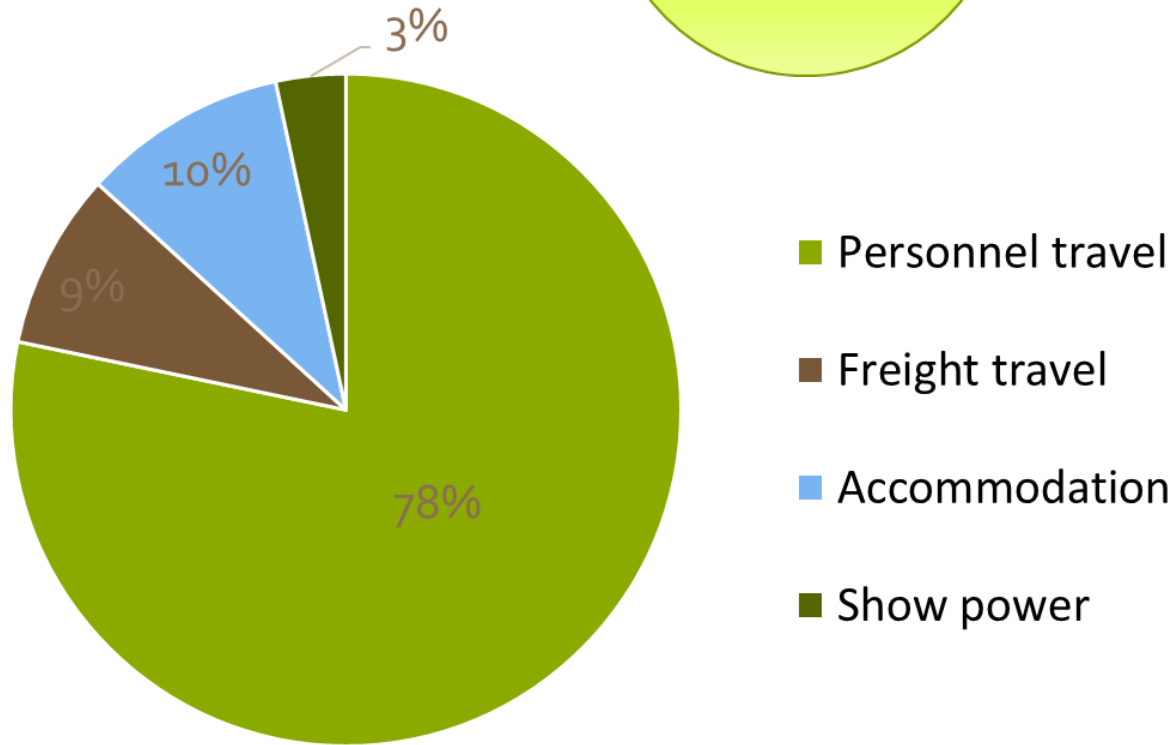
Option 1
Choose a
project or
charity to
donate to

Option 2
Choose an
existing offset
provider

Option 3
Ring fence
funds/'inset'
for your own
sustainability
projects

Step 1
Calculate
your
emissions

Step 1- measuring your carbon footprint



- Scope or scale of your measurement
e.g. organisation wide, a specific project, tour, production or art work
- Use the Julie's Bicycle IG tools to calculate the carbon footprint.

Step 2
Assign a
price per ton
of CO₂e

Step 2 Assign a price per tonne of carbon

Reference Table: Cost of CO₂/tonne (various methods)

Publication or organisation of origin.	£ per tonne of carbon
Royal Academy of Engineering (UK)	74
Renewable Obligation, University of Central London (UCL)	68
Gold Standard Verified – various	10- 30
Defra Evidence and Analysis Series*	30
International Renewable Energy Agency	54

Step 2
Assign a
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Deciding on your offsetting aims- considerations beyond carbon reduction

What are your aims?	What do you want the outcomes to be?	Where you want to make an impact?
Engage staff and build enthusiasm internally	Developing your environmental programme	Emissions reductions
Create internal budgets for environmental action	Supporting a project that directly resonates with staff/audiences/stakeholders	Energy only
Engage and demonstrate action to external audiences and partners	Making net-zero/carbon neutral claims	Nature/biodiversity benefits
		Social/educational co-benefits
		Health/wellbeing benefits
		Local vs international

Step 3- Deciding your approach-Types of offsetting project



Direct absorption of carbon



Reduce long term production of carbon



Campaigns/Education



Sustainable Development



Direct carbon capture at source



Buy and retire carbon credits

Option 1
Choose a
project or
charity to
donate to

1) Do-It-Yourself

- Donate to an environmental project or charity of your choice that works to conserve biodiversity, reduces emissions, fights for climate justice or supports sustainable development goals.



Option 2
Choose an
existing
offset
provider

Offsetting providers...



Option 2
Choose an
existing
offset
provider

Using an existing provider: carbon credits

Things to consider:

- Different platforms will use different methodologies for calculating both carbon and the number of credits to invest in off-setting.
- Look for projects which are independently verified and use an accreditation such as 'Gold Standard'
- Spend time researching where your offset investments go, how projects are delivered, measured and whether this is a cause you want to support



Option 3
Ring fence
funds/'inset' for
your own
sustainability
projects

Insetting and internal investments

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What should a 'good offset' look like?

- **Proving additionality**- an additional benefit that wouldn't have occurred without money from the carbon offset fund e.g. would the project have happened anyway?
- **Permanence** – ensuring your investment remains in place long enough to make an impact e.g. trees don't get chopped down after 2 years
- **Leakage**- e.g. protecting land in one area only leads to deforestation or destruction in another
- **Transparency**: How are emissions calculated? Do they reflect actual levels of CO₂
- **Registered**: as part of the carbon market- no double counting

Pros and Cons of offsetting



Pros

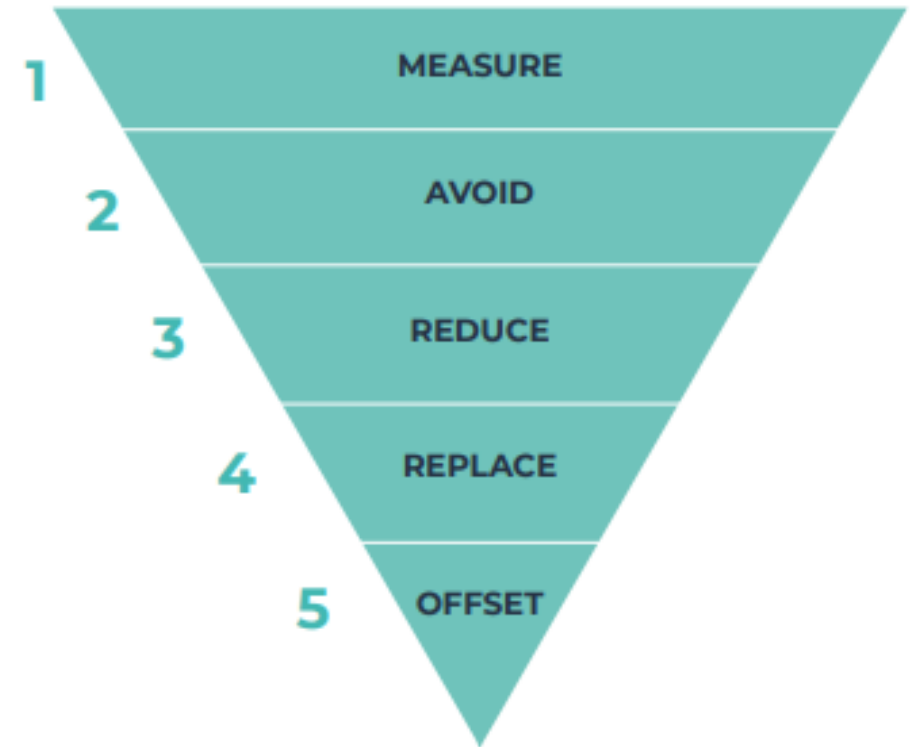
- Better than doing nothing (?)
- Encourages people to consider and understand their impacts
- Researching offsets and projects engages people in different environmental solutions and sustainable development issues
- Projects can support sustainable development and biodiversity conservation goals.
- Voluntary offsets can test innovation and inform future policy interventions

Cons

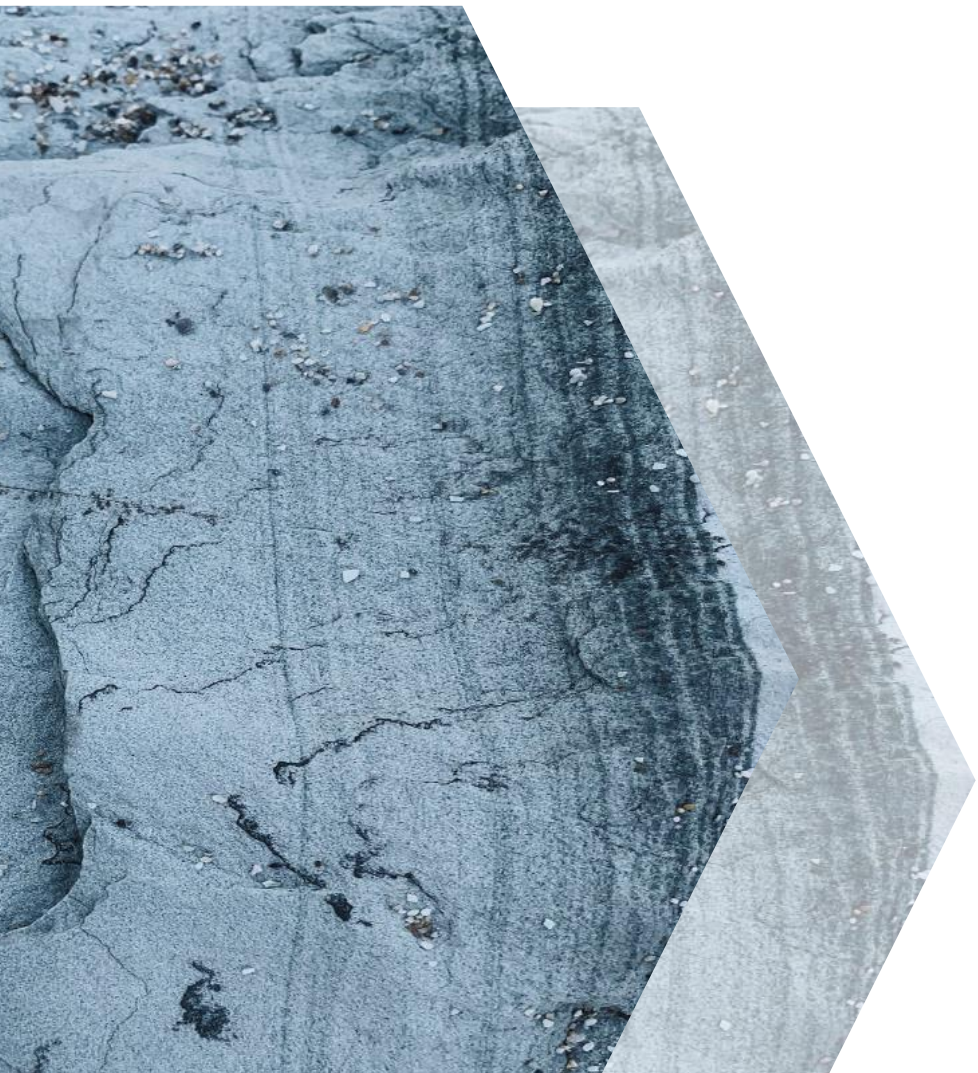
- Complexity- choosing a transparent offset method where investment goes to a viable project with positive environmental and social impacts
- Offset prices may not reflect true carbon costs
- Projects don't un- do the damage caused by emitting carbon and can take a long time to absorb carbon
- Encourages a mentality of continuing with BAU/ rebound effect

Summary Top Tips

- Offsetting should never replace action to avoid and reduce emissions
- Research, consult, engage and take time to decide your approach
- **Be transparent** and clear on what reductions you've achieved through action and offsetting
- Consider a **combination of approaches**, depending on budget and ambition
- Consider ways to **incentivise emissions reductions** as part of the way you price emissions
- **Engage your stakeholders**: consider giving colleagues, customers and audiences a say in which project you choose to support.
- You can also split any offset, investment, or donation across **multiple causes**



POLL- Which approaches have you used within your organisation?



ICE WATCH

- Ice Watch London: public artwork by Olafur Eliasson and Minik Rosing outside Tate Modern & Bloomberg London HQ in December 2018 to mark the UN COP24 climate talks
- Julie's Bicycle & Ice Watch London team calculated the exhibition carbon footprint: **55 tonnes CO2e** total, or 1.8 tonnes CO2e per block of ice transported from Greenland to the UK.
- Studio Olafur Eliasson made a **donation** to the Woodland Trust, the UK's largest woodland conservation charity, in excess of what it would have cost to buy offset credits

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FEAT. (Future Energy Artists) :

- Australian project working with Future Super, an Australian fossil-fuel-free superannuation fund, to support touring artists to invest in solar power projects in Australia (with returns going to the artists) as a way to account for the carbon emissions of their touring.
- Participating artists include Midnight Oil, Cloud Control, and Vance Joy

“Offsetting won’t get us out of this mess; we needed a complete overhaul of our entire energy system, and a rapid transition to solar and wind-powered energy sources. This is where the idea for FEAT emerged. What better way for artists to take ownership over a renewable future, than to actually build it?”

Heidi Lenffer, Cloud Control and FEAT. Co-Founder

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MASSIVE ATTACK & THE TYNDALL CENTRE

In 2019 touring artists Massive Attack decided that instead of continuing offsetting through offset projects, they would commission the Tyndall Centre for Climate Change Research to analyse the carbon footprint of their previous tours, and create a route to decarbonisation on band travel and production, audience transport, and venues.

“The concept of offsetting creates an illusion that high-carbon activities enjoyed by wealthier individuals can continue, by transferring the burden of action and sacrifice to others – generally those in the poorer nations in the southern hemisphere.”

Robert del Naja in The Guardian, 2019



- For every ticket sold, Orchestra for the Earth work with the Eden Reforestation Project to plant one tree.
- Orchestra for the Earth have also collected donations at their performances to work with the Naturpark Attersee Traunsee to create a new nature reserve in Austria: the Gustav Mahler Field of Flowers, a wildflower meadow near Mahler's composing residence in Austria, inspired by one of the movements of Mahler's Third Symphony - *"Was mir die Blumen auf der Wiese erzählen"*

"It's a chance for music to give back to nature in a place where nature has given so much to music."

John Warner, Orchestra for the Earth

BURBERRY

- The 'Burberry Regeneration Fund': a carbon insetting approach to reducing the environmental impacts of their supply chain through agroforestry/tree-planting (while also improving climate resilience)
- First project: working with the Certified B Corporation PUR Projet to introduce regenerative agricultural approaches with some of Burberry's wool producers in Australia, focusing on improving soil carbon capture, watershed and soil health, reducing dryland salinity, and promoting biodiversity.
- Exists alongside Burberry's SBTi approved Scope 1, 2, and 3 commitments to reduce greenhouse gas emissions



An individual action, multiplied by millions, creates global change.

- Musician Jack Johnson has a comprehensive approach to managing the environmental impact of his touring, which includes initiatives on eliminating single use plastics from venues, using ground and sea freight rather than air freight, supporting local food initiatives, and engaging his audiences to take action (including linking with local environmental NGOs, travelling by more sustainable means, and making environmental commitments).
- Alongside this, remaining carbon emissions are offset: for his 2017/18 world tour, nearly 2,400 Tonnes of CO2 were offset directly by the Jack Johnson tour, while 8,643 fans offset a further 3,900 Tonnes of CO2 by purchasing an 'offset sticker' at the shows, and 12,493 fans donated directly through a Ticketmaster Opt-In to offset a further 1,100 Tonnes of CO2.¹⁰

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- Founded from within festival sector
- Energy Revolution: turning donations (from e.g. audiences, suppliers, music companies) into renewable energy investments as a way of 'balancing' travel emissions
- Trees+ : tree planting + forest protection
- Donations to balance event audiences' travel carbon can be collected at point of sale, while some events, including Boomtown, Download and Reading Festivals have added £1 to every car parking pass sold to collect funds.
- Projects that have benefited from the Energy Revolution programme include Solar for Schools, a project supporting primary schools close to the festivals to install solar panels that will provide them with clean renewable energy.

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COMMIT:

- Include environmental considerations on the agenda for all planning meetings and embed in **decision-making** processes.
- Shared understanding of this as a priority
- Green champion(s)
- Create a designated budget?
- Influence: engagement for artists, partners, audiences, suppliers

UNDERSTAND:

- **What are your targets? What do you want to achieve and why?**
- Measure and monitor impacts
- Where you can make a difference
- Your work in the context of big picture
- Ask questions

IMPROVE:

- Translate into action
- Hierarchy of action: *avoid, reduce, reuse, replace with better alternatives*
- Consider what will happen during every stage: design, build, event, post-event teardown.

COMMUNICATE:

- Talk about what you're doing on website, in programmes, pre-show talks, signage, social media
- Share with others and include some key things THEY can do – audiences, artists, partners
- 'Green riders' to make asks of host venue or event
- Post-production debrief





Guest Speaker: Peter
Quicke, Ninja Tune



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The Offsetting Briefing will
be released in January!

Q&A

Please write questions in Q&A



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