



TRENDS
A CREATIVE
CLIMATE MOVEMENT



FOREWORD

The cultural response on climate and environment is a continuation of a rich connection to landscape, nature and heritage. However, today the creative gaze has a wider view. A thoroughly current exploration of the worrying state of our environment which encompasses love, loss, wonder, witness, protest, grief and hope has taken hold, not just in artistic and curatorial work but in activism and actions too.

Over 11 years, Julie's Bicycle has been tracking the movement which has marked this shift in perspective:

We have identified Seven Creative Climate Trends; key communities of practice that are already leveraging significant new cultural value. Sustainable work, new jobs, finance, energy, audience engagement, design and collaborations, these communities are creating a new cultural ecology fit for our changing world.

We invite all those in the creative community who are championing a new cultural ecology in tune with our planet to **find themselves** in these Seven Creative Climate Trends, or join the creative climate movement.

The Seven Creative Climate Trends

A MOVEMENT OF CHANGE

7

TRENDS

COLLABORATION

POLICY CHANGING

ART WORK

01

05

07

02

06

ACTIVISM

03

PATH-FINDING

ORGANISATIONAL LEADERSHIP

04

DESIGN & INNOVATION



ART WORK

01 Be it music, poetry, film, literature, spoken word, craft, dance, or documentary, creative work is exploring environmental themes from all angles. Aesthetics, politics, protests and possibilities are providing new and diverse creative narratives.



ACTIVISM

02

Artists and creatives publicly championing environmental causes. These people are uniquely placed to connect their audiences and fans, gather momentum, amplify calls for positive change, speak to power, and call on governments to act and raise ambition.

ORGANISATIONAL LEADERSHIP

03

Trail-blazing organisations – the eco-systems for creative and artistic work – are demonstrating a new cultural value chain that aligns missions and visions to an environmentally sustainable world. These organisations are expressing an invigorated relationship to the spaces, events and communities they embody: day-to-day habits, audience campaigns, low carbon technologies, green procurement policies, artist commissions, governance and advocacy.



DESIGN

& INNOVATION

04

Creatives are rising to the challenges of sustainability with extraordinary ingenuity, innovating in material, social, cultural and economic ways that embrace environmental values and celebrate the exciting opportunities to remodel our world. Designers are turbo-charging the circular economy, artists are generating new community compacts, and cultural innovators are trialling new, values-led business models.

COLLABORATION


05

Creatives are coming together to be bigger than the sum of their parts, scaling action, accelerating learning, building communities of practice and demolishing outworn and unhelpful silos. This collaborative spirit, often reaching well beyond the sector, is generating new value based on a shared sense of purpose and possibility.



PATH FINDING

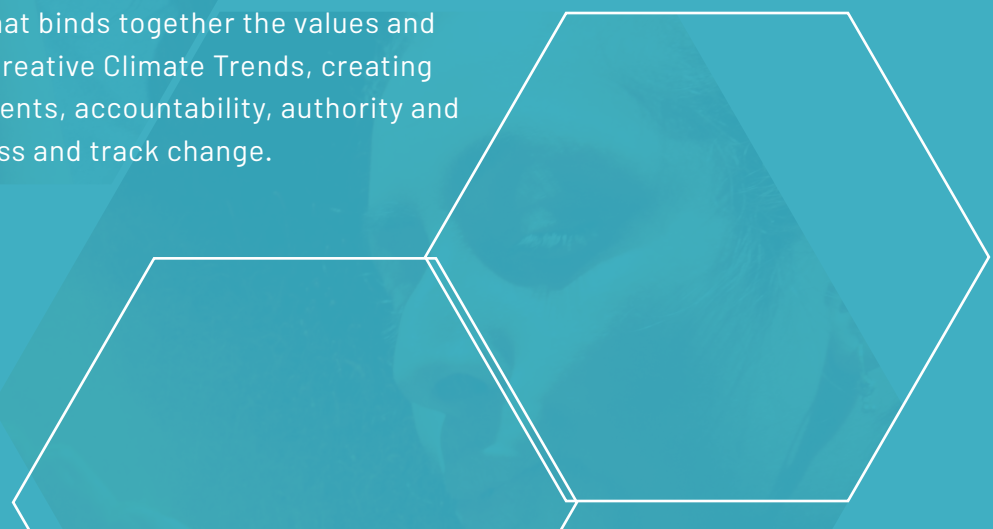
Individuals and organisations poised where culture and the environment meet, making the case, creating contexts for action, building bridges, setting the agenda, curating the conversations and demonstrating the possible.



POLICY CHANGING

07

Policy, a golden thread that binds together the values and narratives of the Seven Creative Climate Trends, creating the frameworks, investments, accountability, authority and pathways to drive progress and track change.





HOW JULIE'S BICYCLE SUPPORTS THIS

Ecology of Practice

Julie's Bicycle is a pathfinder, a catalyst and curator of change. We understand that the arts and culture is a highly networked and diverse community that works best when each part is connected to the others.

Julie's Bicycle has focused on the creative infrastructure, transforming the conversation with the companies, funders, policy-makers and influencers that make up the creative community. We provide the practical and conceptual tools for change, set the agenda, convene, and advocate for rapid and inspirational action.

03 

ORGANISATIONAL LEADERSHIP

Consultancy programmes
Creative Green
Certification



04

DESIGN & INNOVATION 

Circularity & materials
projects - Festival Tents
New services and products
consultation projects



05

COLLABORATION 

Powerful Thinking
What Next? Climate
Subgroup
MAST
LTC



02

ACTIVISM 

CCL Programme
The Creative Climate
Community
National & international
advocacy
Influencing global leaders
COptimism
Public speaking & events



ECOLOGY
OF PRACTICE

01

ART WORK 

Artists4Climate
Season for Change
Tipping Point



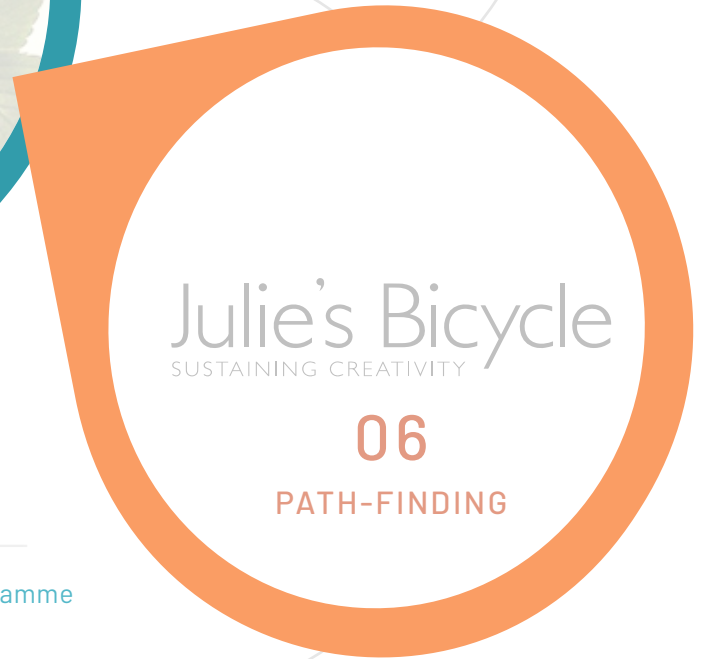
07

POLICY CHANGING 

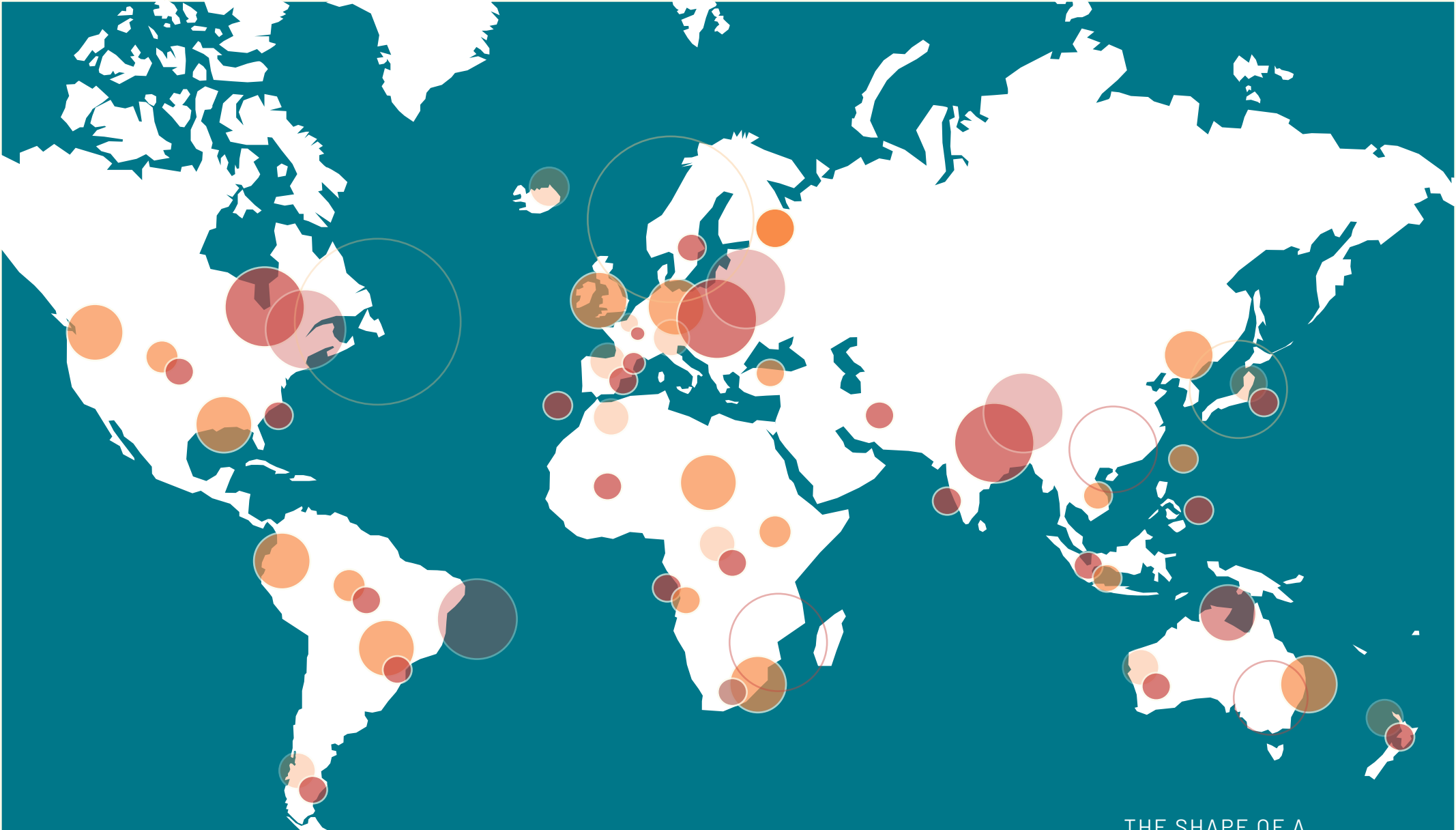
ACE Environmental Programme
WCCF Programme
ROCK Programme
Salzburg Global Seminar

06

PATH-FINDING



Julie's Bicycle
SUSTAINING CREATIVITY



THE SHAPE OF A GLOBAL MOVEMENT OF CHANGE

PLACE YOURSELF
ON THE MAP

The Seven Creative Climate Trends map is by no means definitive. It's an attempt to describe an ecology of creative practice in relation to our environment from across the globe. It's also an invitation to connect to a rich cultural community at the forefront of positive global change.