

26th September 2023

Climate Literacy Webinar

BFI Sustainable Screen Programme 2023-26

earth.fm

Listen to nature sounds, fall in love with the Earth

Julie's Bicycle
CREATIVE • CLIMATE • ACTION



To get the most out of these slides
and be able to watch the included
video content please see the
webinar recording on the

[Julie's Bicycle website](#)

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Video content – see the webinar
recording to view

BFI Screen Culture 2033 Video

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Welcome

Keir Powell-Lewis

Head of Environmental
Sustainability

BFI

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Agenda

- Introduction
- The climate, nature and justice crisis
- The role of culture and creativity
- Screen sector response and action



Housekeeping

- Auto-captioning
- Chat and Q&A functions
- Recording and slides to be made available post webinar
- Post webinar feedback

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Julie's Bicycle is a pioneering non-profit, mobilising the cultural and creative community to take action on the climate, nature and justice crisis.

Founded by the UK music industry in 2007, we now work across the creative and cultural community in the UK and internationally.

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What we do

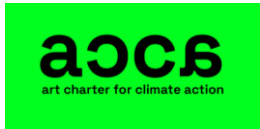
- Skills training
- Leadership development
- Resources
- Consultancy
- Partnership working
- Policy development and advocacy



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Who we work with...



Environmental Sustainability Online Course



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Sustainable Screen 2023-26

building environmental understanding and action working with
BFI National Lottery partners and the wider screen sector

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screen activity
'beyond production'



production
and filmmaking

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Our journey

Carbon



Poll Results

1. In which of the following areas do you mainly work?

- Exhibition e.g. cinema, festival.....29%
- Sector support (including BFI).....14%
- Education and skills.....22%
- Screen heritage and archives.....5%
- Filmmaking and production.....21%
- Gaming.....0%
- XR, Immersive.....1%
- Other.....8%

2. Where are you in your environmental journey?

- At the very beginning.....19%
- Making initial progress.....54%
- Well on the way.....16%
- Leading.....10%
- Other.....1%

The climate, nature and justice crisis



Climate
change is a
systemic
issue

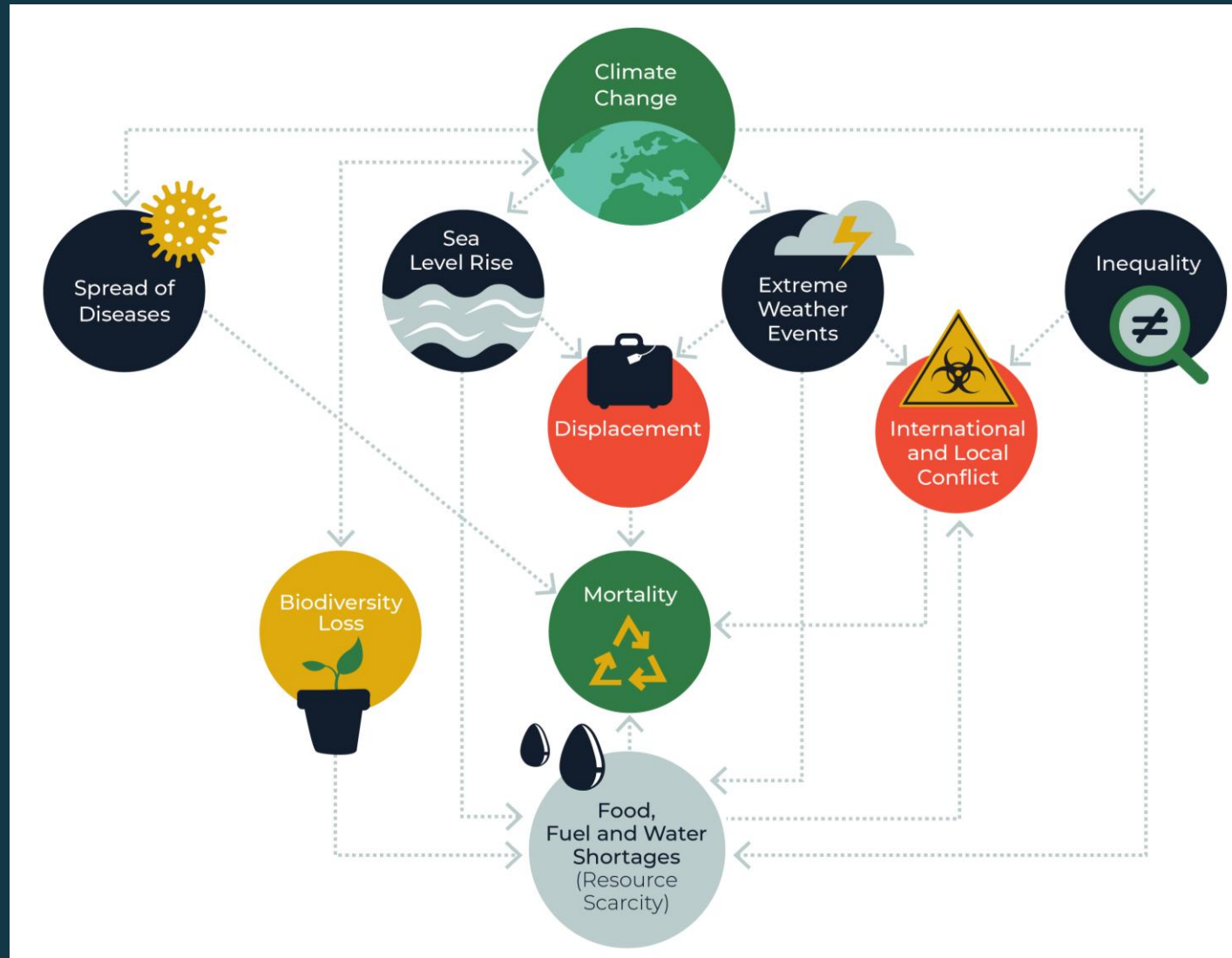
Biodiversity loss
is becoming of
critical concern
and the natural
ecosystems that
we depend on
are under
pressure

Underlying
inequity and
injustices
continue to live
on and are at
the same time
exacerbated by
the climate and
nature crisis

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Climate Change is a Systemic Issue



“It’s not climate change. It’s everything change.”
Margaret Atwood

CLIMATE CHANGE IS A
POVERTY PROBLEM.

CLIMATE CHANGE IS A
HUNGER PROBLEM.

CLIMATE CHANGE IS A
HEALTH PROBLEM.

CLIMATE CHANGE IS AN
EDUCATION PROBLEM.

CLIMATE CHANGE IS AN
EMPOWERMENT PROBLEM.

CLIMATE CHANGE IS A
WATER PROBLEM.

CLIMATE CHANGE IS AN
ENERGY PROBLEM.

CLIMATE CHANGE IS AN
ECONOMIC PROBLEM.

CLIMATE CHANGE IS AN
INNOVATION PROBLEM.

CLIMATE CHANGE IS AN
EQUALITY PROBLEM.

CLIMATE CHANGE IS A
COMMUNITY PROBLEM.

CLIMATE CHANGE IS A
RESOURCE PROBLEM.

CLIMATE CHANGE IS A
COMMITMENT PROBLEM.

CLIMATE CHANGE IS A
SOCIAL JUSTICE PROBLEM.

CLIMATE CHANGE IS AN
OCEANS PROBLEM.

CLIMATE CHANGE IS AN
ECOSYSTEM PROBLEM.

Yep, we did this

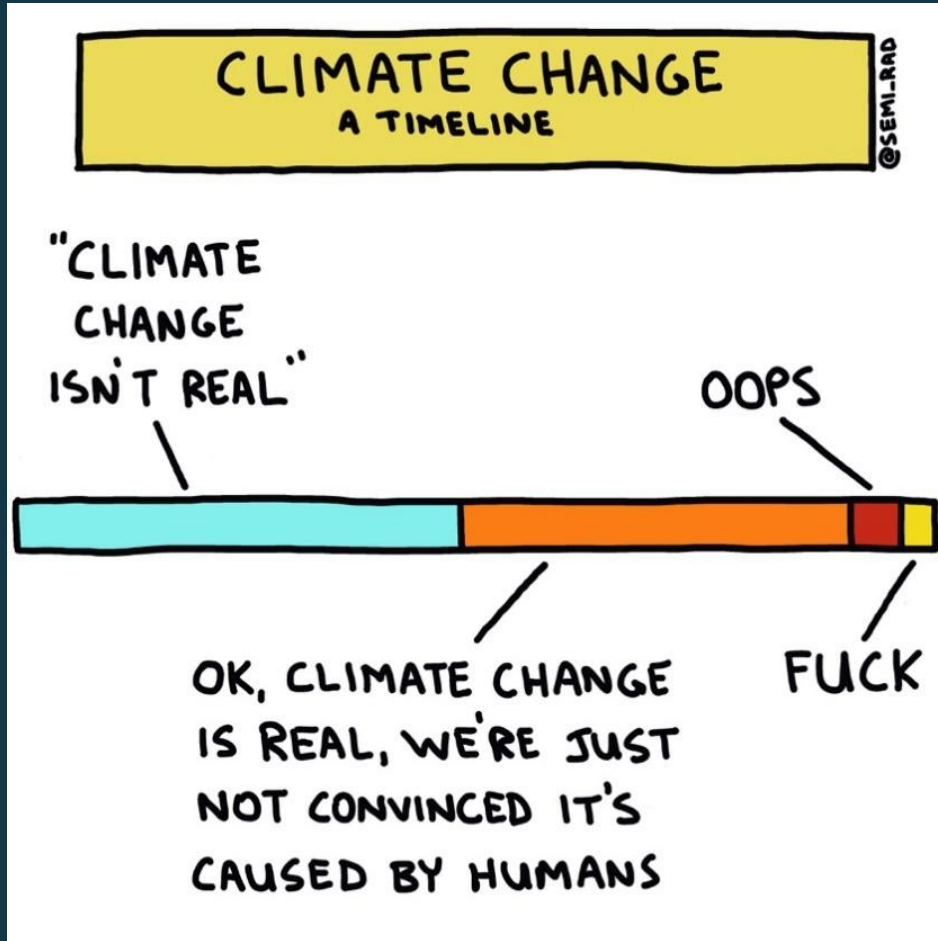


Image: @semi_rad

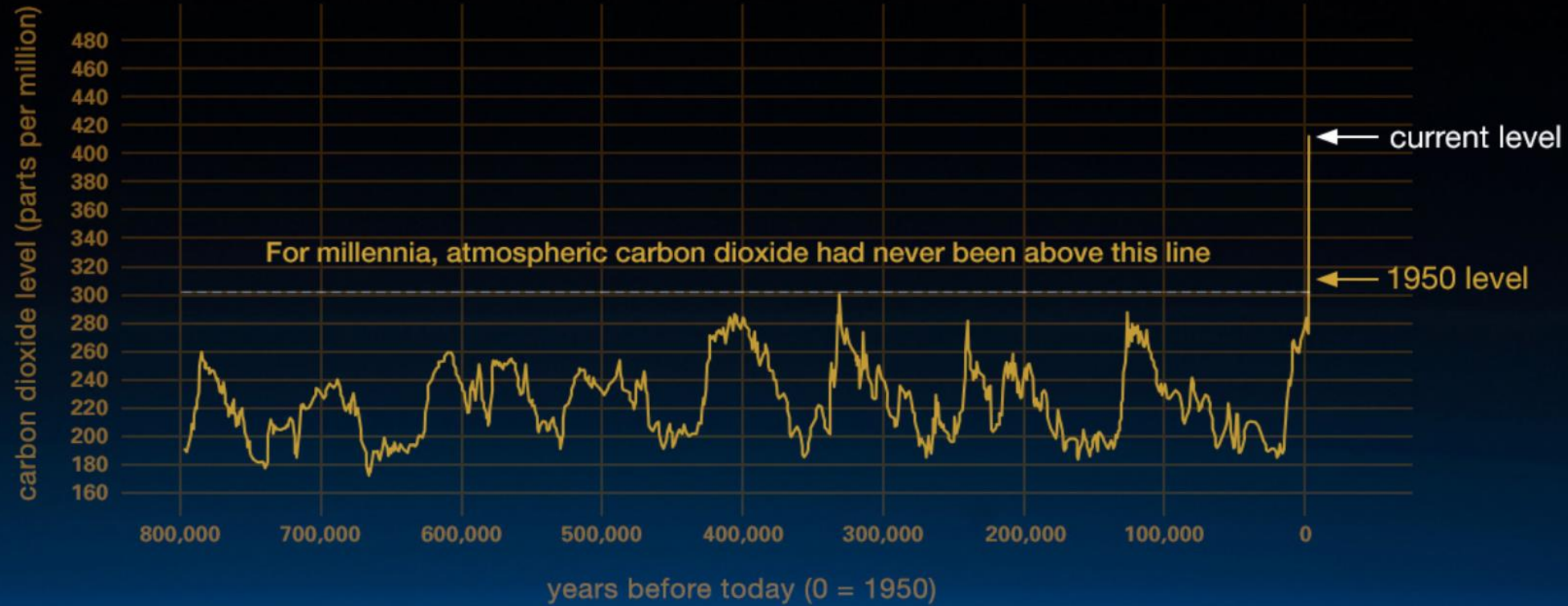
“It is unequivocal that human influence has warmed the atmosphere, ocean and land.”

*Sixth Assessment Report of the United Nations
Intergovernmental Panel on Climate Change (2021-2022)*

Sunshine → Heat
Some heat reflected
back into space.

Greenhouse Gases:
trap heat in the
atmosphere

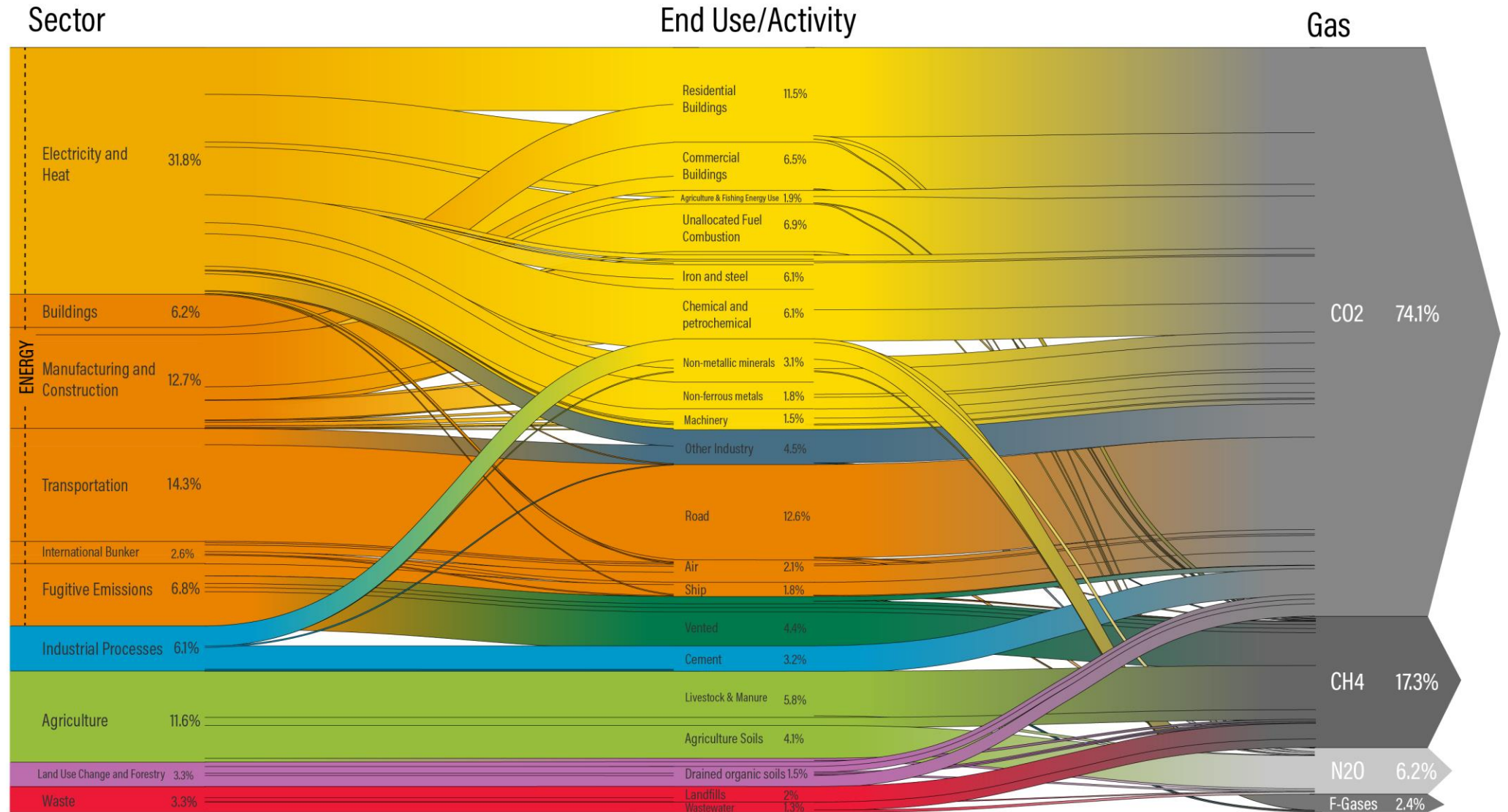
More greenhouse
gases = more heat.



We need to stop burning fossil fuels for energy. And we need to reconsider our relationship to land, which can be a source or a sink for greenhouse gas emissions.

World Greenhouse Gas Emissions in 2019 (Sector | End Use | Gas)

Total: 49.8 GtCO₂e



What matters is not annual emissions, but the total concentration of where we end up. Temperatures will keep rising until we stop putting more greenhouse gases in the atmosphere.

What is an 'acceptable' level of warming?

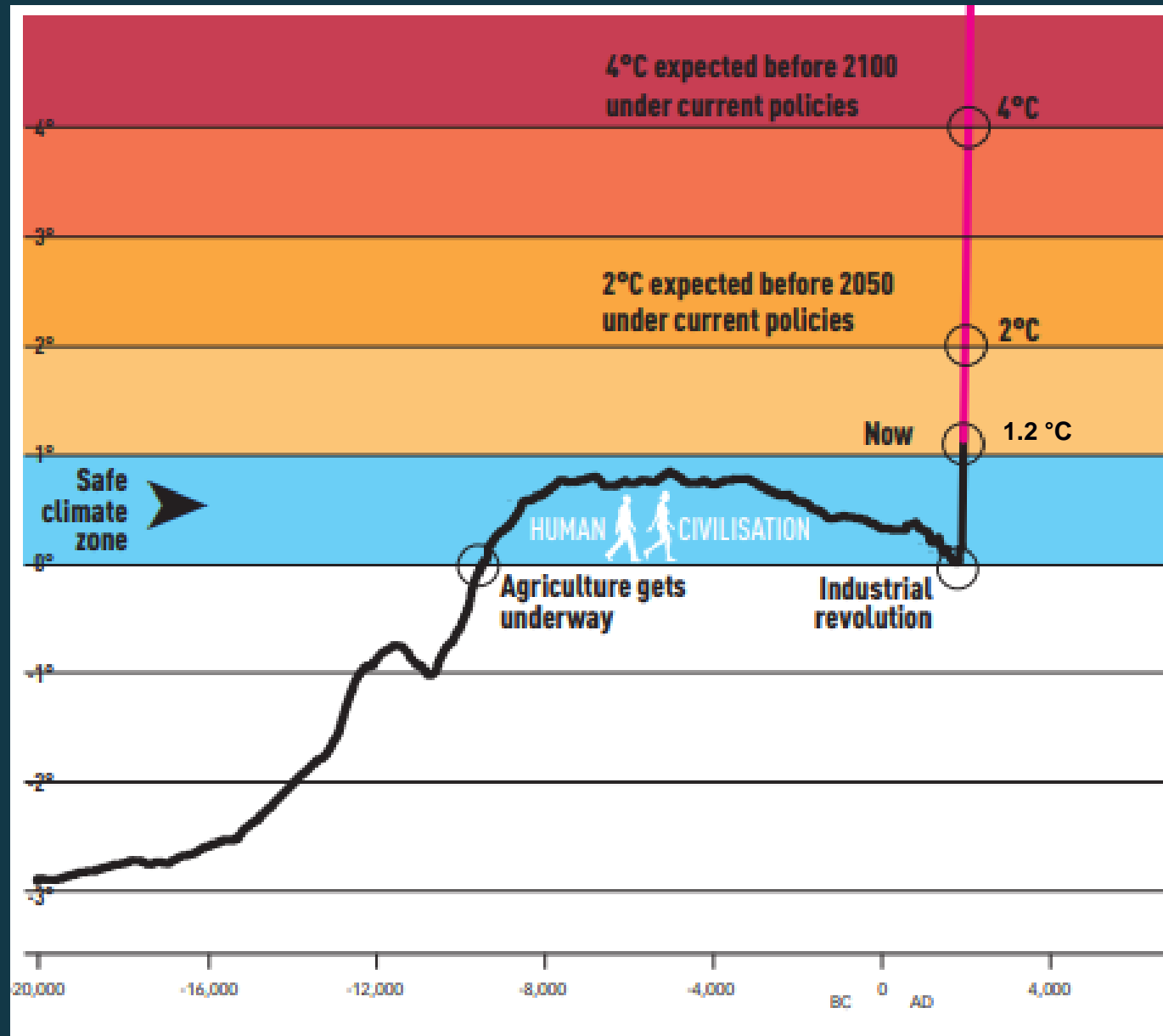
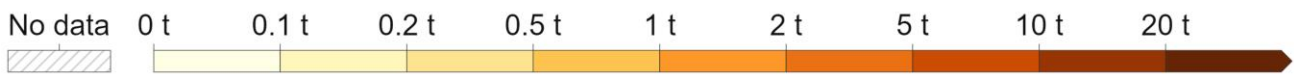
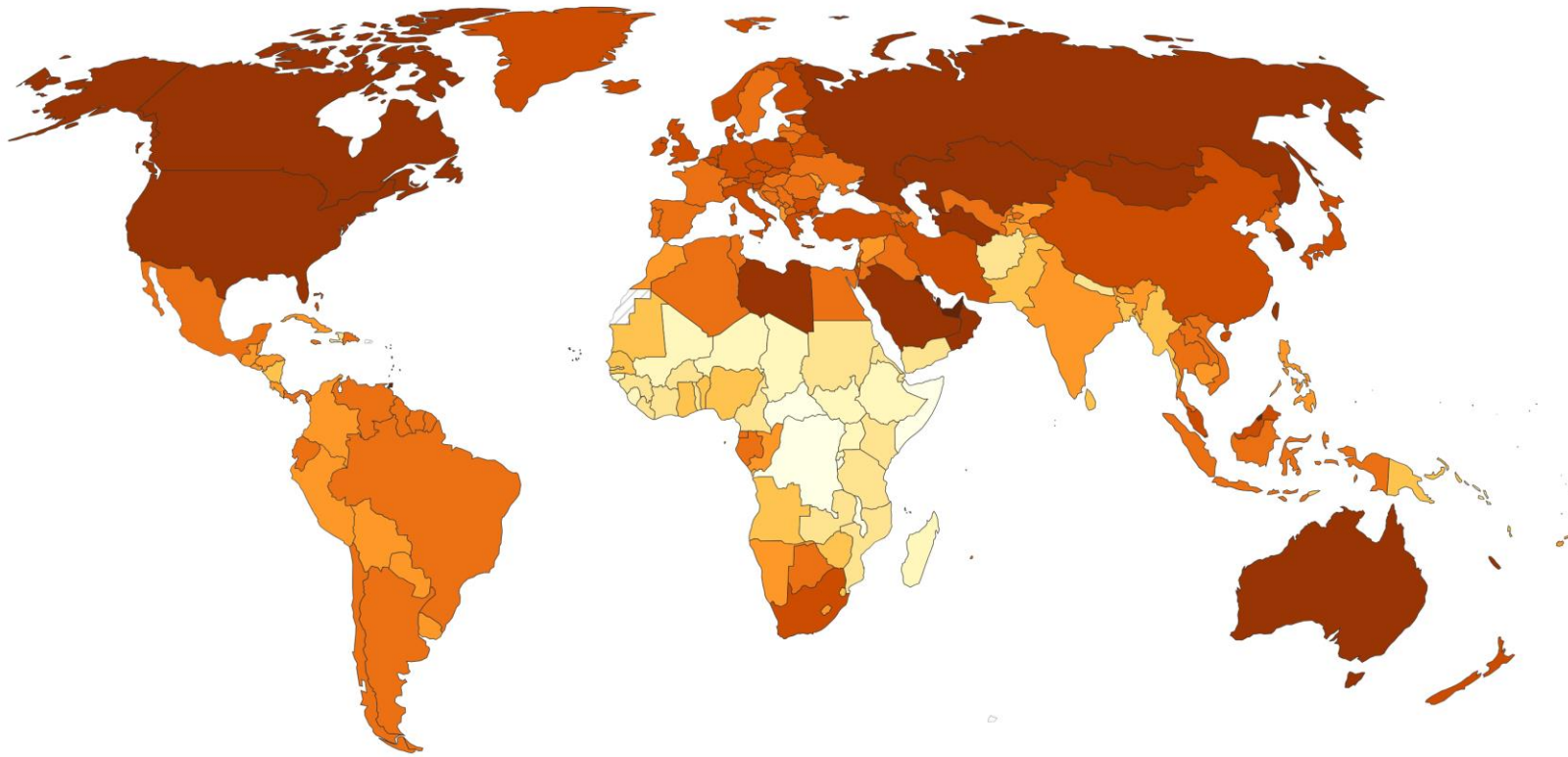


Image: Don't mention the emergency, by Jane Morton

2 degrees is not a target.
1.5 degrees is not a target.
Every fraction of a degree
matters.

Per capita CO₂ emissions, 2021

Carbon dioxide (CO₂) emissions from fossil fuels and industry¹. Land use change is not included.



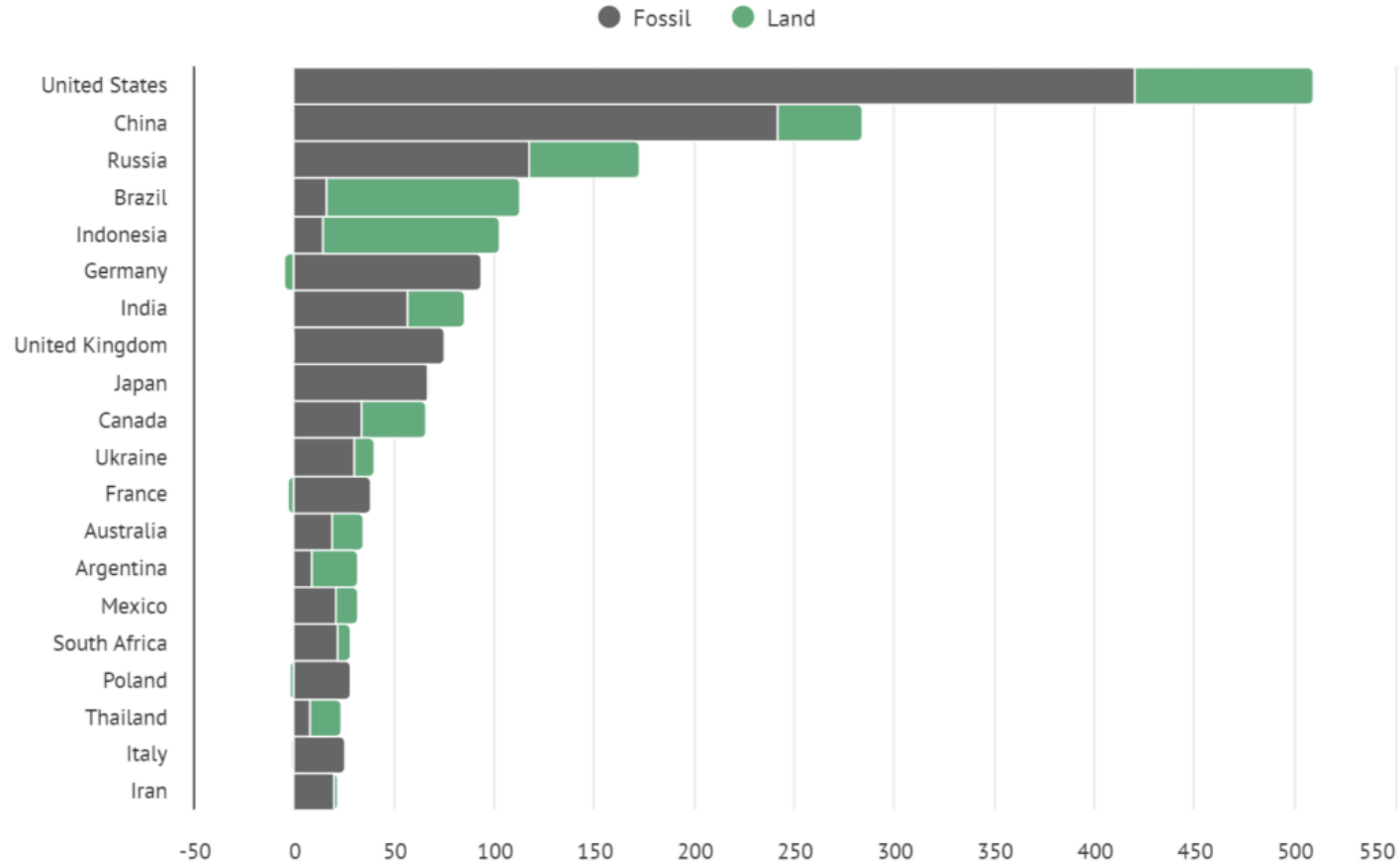
Source: Our World in Data based on the Global Carbon Project (2023)
OurWorldInData.org/co2-and-greenhouse-gas-emissions • CC BY

Different countries and groups of people carry different responsibilities – past and present.

1. Fossil emissions: Fossil emissions measure the quantity of carbon dioxide (CO₂) emitted from the burning of fossil fuels, and directly from industrial processes such as cement and steel production. Fossil CO₂ includes emissions from coal, oil, gas, flaring, cement, steel, and other industrial processes. Fossil emissions do not include land use change, deforestation, soils, or vegetation.

The countries with the largest cumulative emissions 1850-2021

Billions of tonnes of CO2 from fossil fuels, cement, land use and forestry



EU-28: 22% of global cumulative emissions from fossil fuels

USA: 25%

vs Africa: 3%

South America: 3%

Our World in Data:
<https://ourworldindata.org/contributed-most-global-co2>

Carbon Brief: <https://www.carbonbrief.org/analysis-which-countries-are-historically-responsible-for-climate-change/>



BACKGROUND

RESPONSIBILITY

VULNERABILITY

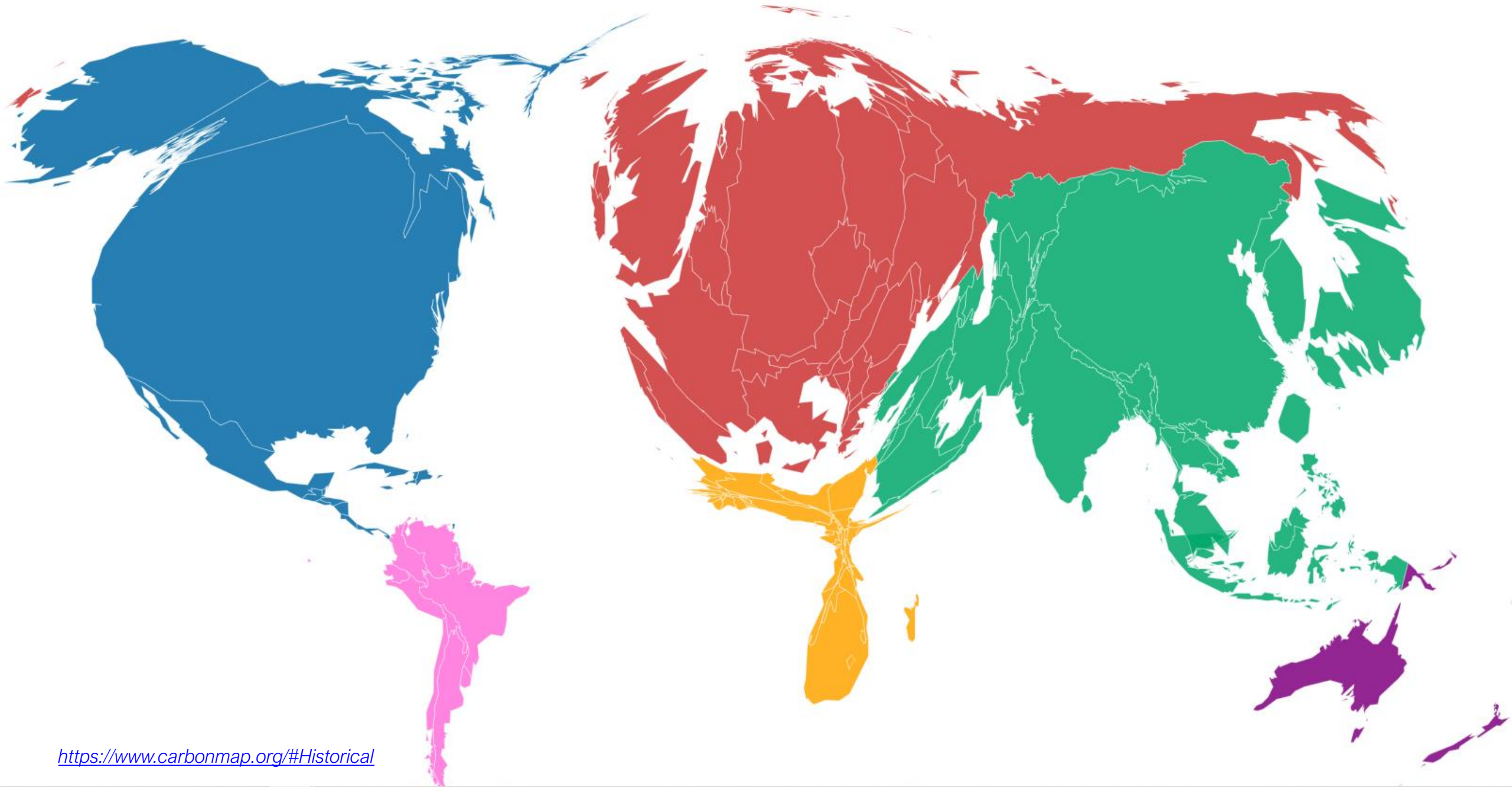
Area Population Wealth

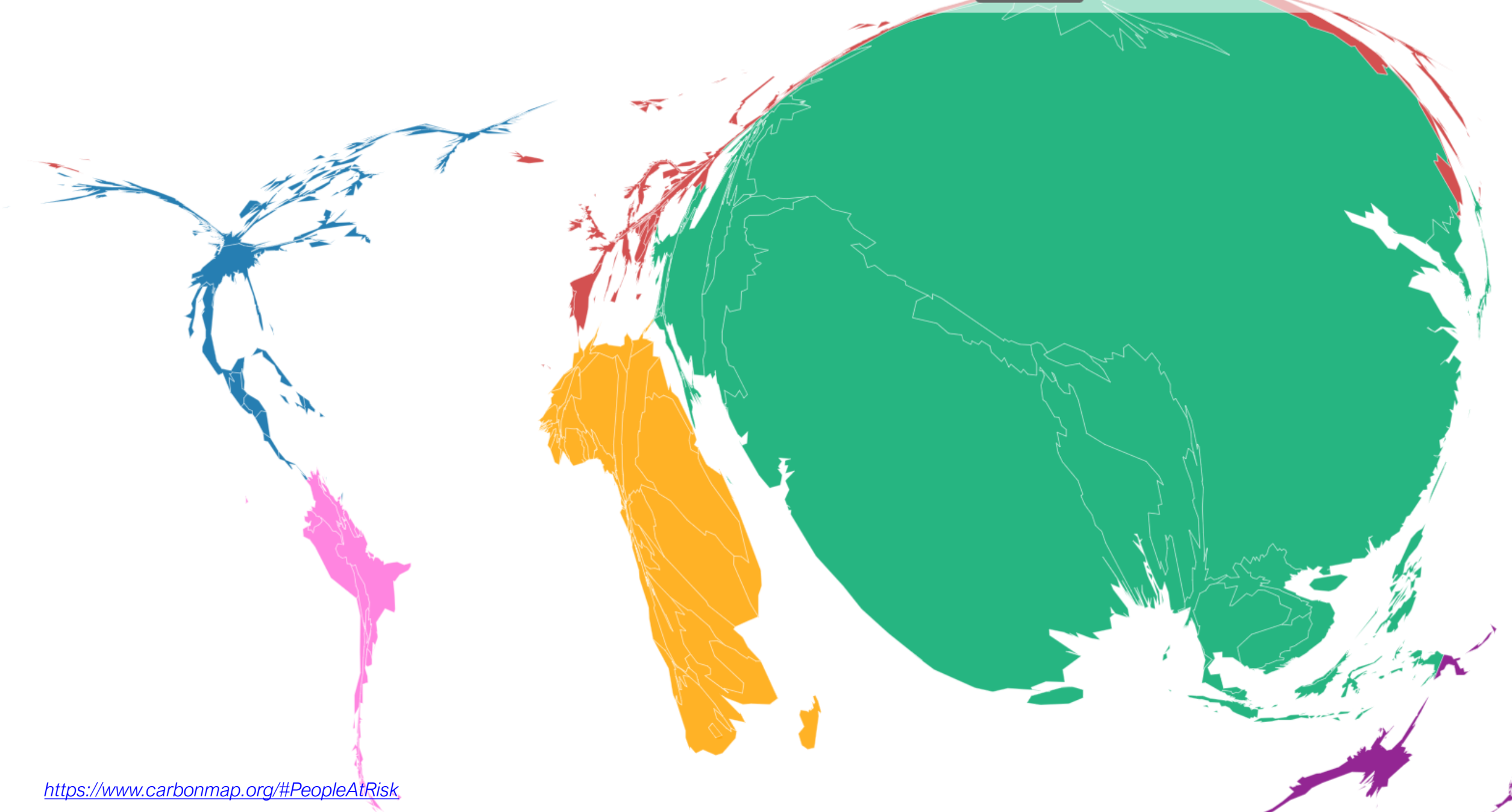
Extraction Emissions Consumption

Historical

Reserves

People at risk Sea level Poverty

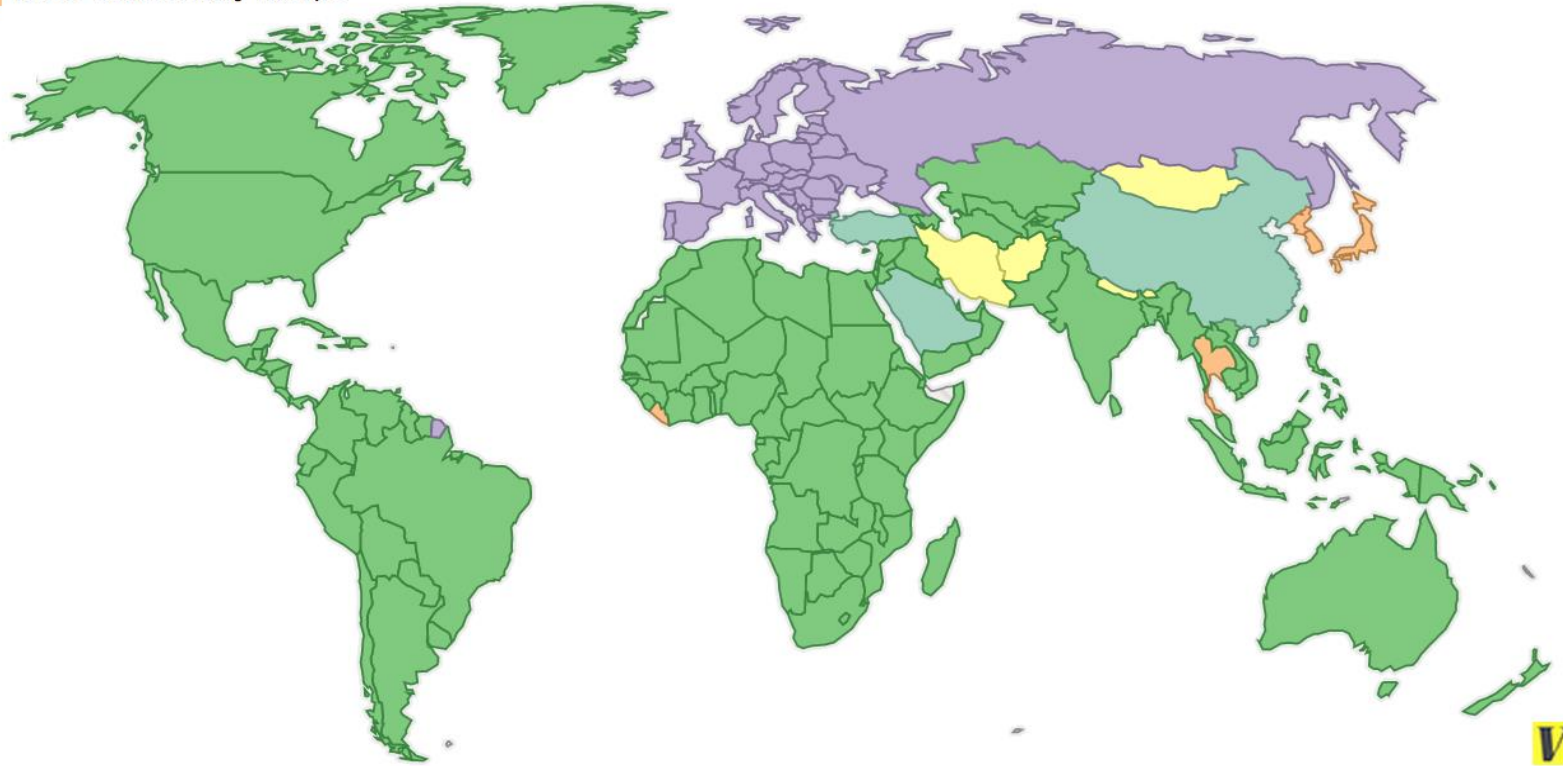




Countries that have been under European control

Europe Colonized or controlled by Europe Partial European control or influence European sphere of influence

Never colonized by Europe



The Intergovernmental Panel on Climate Change (IPCC) listed in its latest report colonialism not only as a driver of the climate crisis but also as an ongoing issue that is exacerbating communities' vulnerability to it.

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Dimensions of Climate Justice



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Who...

Gets to pollute, or degrade ecosystems?

Who benefits?

Who is vulnerable?

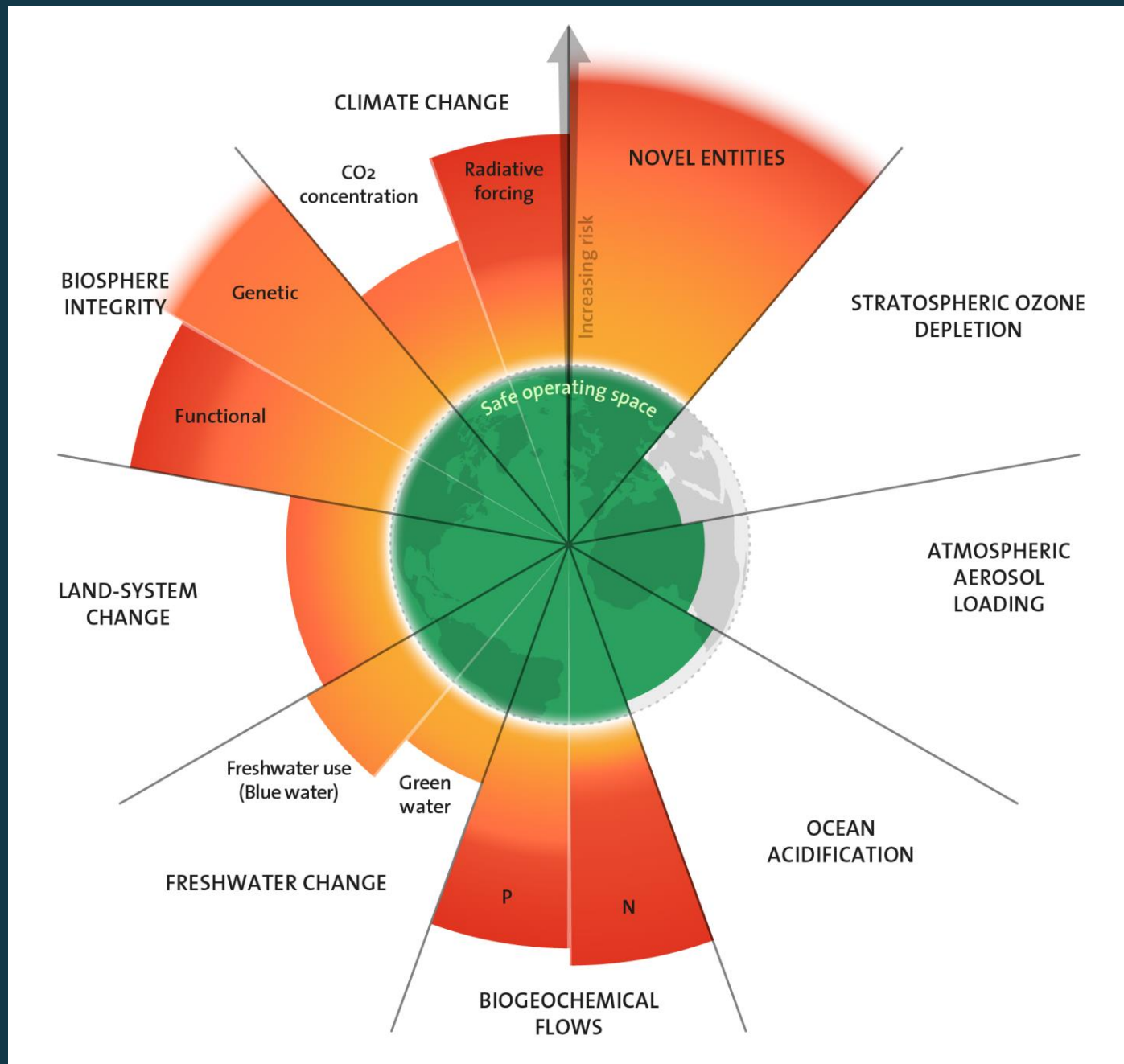
Who pays?

...and who gets to decide what happens next?

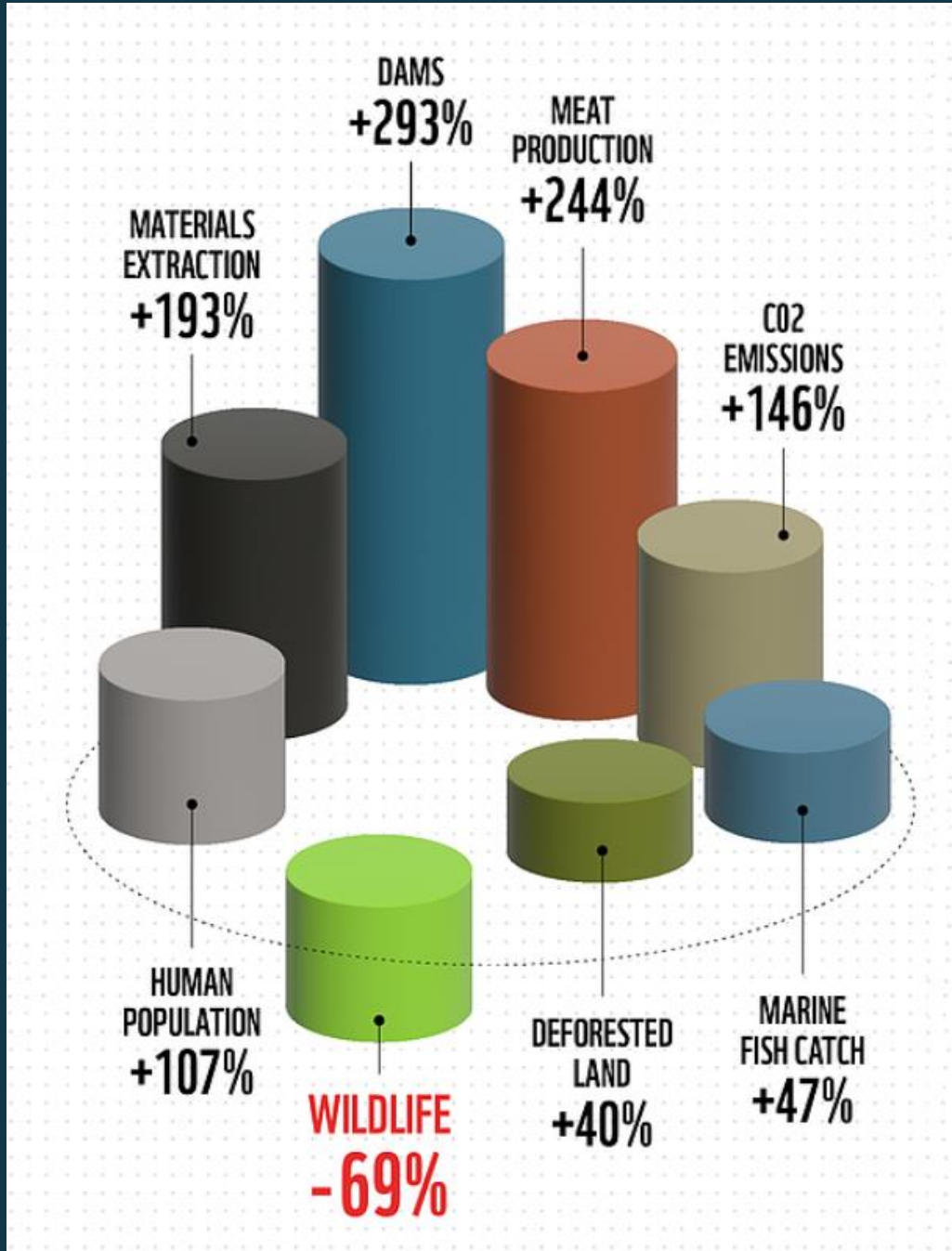
Don't get carbon
tunnel vision:
many of our life
support systems are
under threat.



We've now
crossed six
of nine
planetary
boundaries



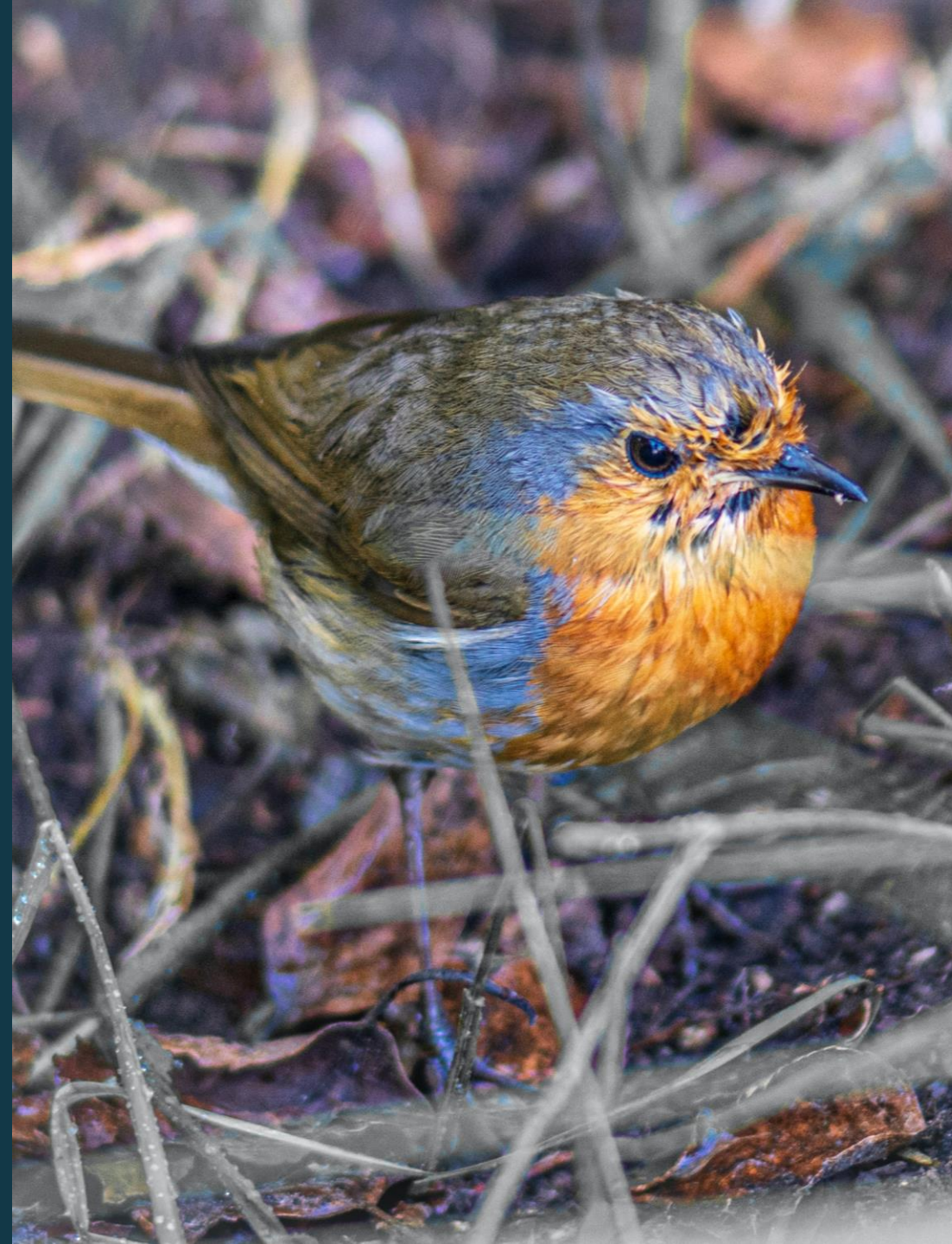
We are overexploiting and damaging the ecosystems upon which we depend and losing biodiversity at an unprecedented rate



Source:
WWF Living Planet
Report 2022

“Climate change leads to biodiversity losses, which in turn leads to further climate change. We must solve both problems together.”

Patrick Vallance, Chief Scientific Adviser to the UK Government



Huge concern
and a growing
push for
change....

from activism
to litigation,
investment to
divestment,
renewables to
rewilding and
repair

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Young environmentalists won a landmark climate change ruling in Montana



EU fossil fuel burning for electricity fell to lowest on record in 2023



Brazil supreme court rules in favour of Indigenous land rights



Supermarket plastic bag charge has led to 98% drop in use in England



Climate 'victory': Swiss citizens vote in favour of new climate law



Solar power to become the world's leading energy source



Ecuadorians vote to halt oil drilling in biodiverse Amazonian national park



France will pay you to repair your clothes



California Sues Oil Giants, Claiming Decades of Deception



Wind is main source of UK electricity for first time



Britain's 'lost' rainforests are being revived




Apple backs California right-to-repair bill in major policy shift

Source: [WaterBear](https://www.waterbear.com), "the first interactive streaming platform dedicated to the future of our planet"

“A vibrant, fair, and regenerative future is possible—not when thousands of people do climate justice activism perfectly but when millions of people do the best they can.”

Xiye Bastida, Mexican-Chilean climate activist and member of the Mexican Otomi-Toltec nation



A photograph of a field of purple flowers, likely scaberrubus, in a lush green field. The flowers are in various stages of bloom, with some fully open and others as buds. The background is a soft-focus green field.

How and when
do you draw
inspiration and
sustenance from
nature?

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Why culture and creativity?

The climate crisis is a cultural crisis.
Culture-led solutions are climate solutions.

Culture and creativity are crucial...
to connect, to inspire, to imagine
and to act....

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Culture and creativity can create a shift in our values and what we value

Consumption
Individual
Fast
Extractive
Linear



Care
Collective
Slow
Regenerative
Circular



It can change the narrative

Video content – see the webinar recording to view

Politics Reimagined – The Future of Travel

Film produced for Extinction Rebellion

Actor: @Hywel_Morgan

Directors: @FergusDingle @SeanFoleyJ

Producer: Chloe Naldrett for XR Bristol

Writer: @MattForde

Cameras: @Lutonshire @AroundMidnightFilms @Strike_Film

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The creative climate movement is growing and accelerating



Seven creative climate trends



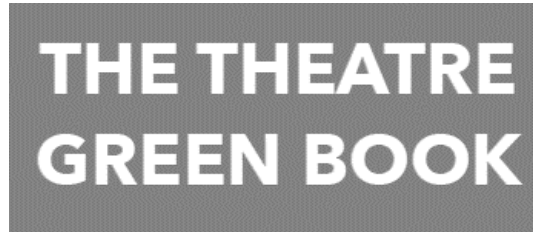
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Collaboration

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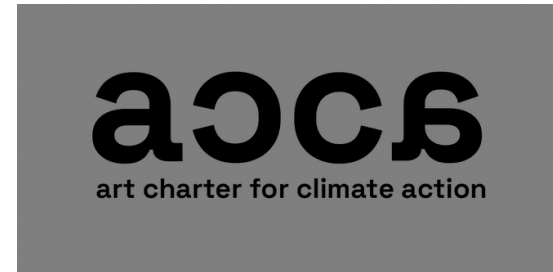
Artform



GALLERY CLIMATE
COALITION



VISION2025
Outdoor Events • Climate • Action



Place

Manchester
Arts
Sustainability
Team



SAIL



**ARTS COUNCIL
ENGLAND**

**ENVIRONMENTAL
PROGRAMME**

Policy

Culture:

The Missing Link to Climate Action

Creative
Industries
and the
Climate
Emergency

The path to
Net Zero

ISBN: 978-1-913095-06-2

October 2022

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Arts and
Humanities
Research Council

Creative Industries
Policy & Evidence Centre
Led by **neato**

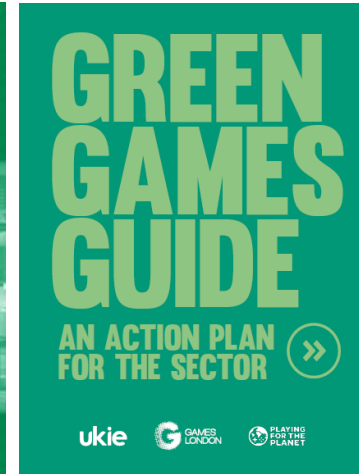
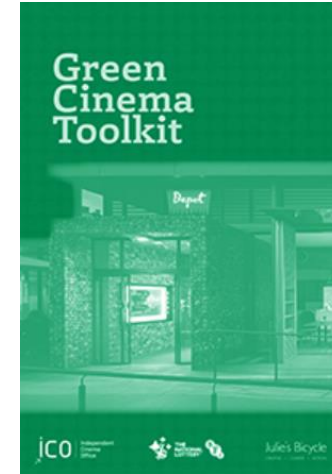
Screen



**GREENING
THE BIG SCREEN
EXPERIENCE**



GREEN DOCUMENTARY PROTOCOL



Broadcasters and streamers sign up to the Climate Content Pledge



Filmmakers Call on Toronto Film Festival to Drop “Polluting” RBC as Sponsor for Financing Oil Projects



BECTU Vision: Sustainable Screen Production in Scotland

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“

Our world
needs climate
action on all
fronts:
everything
everywhere,
all at *once*.

António Guterres
UN Secretary-General

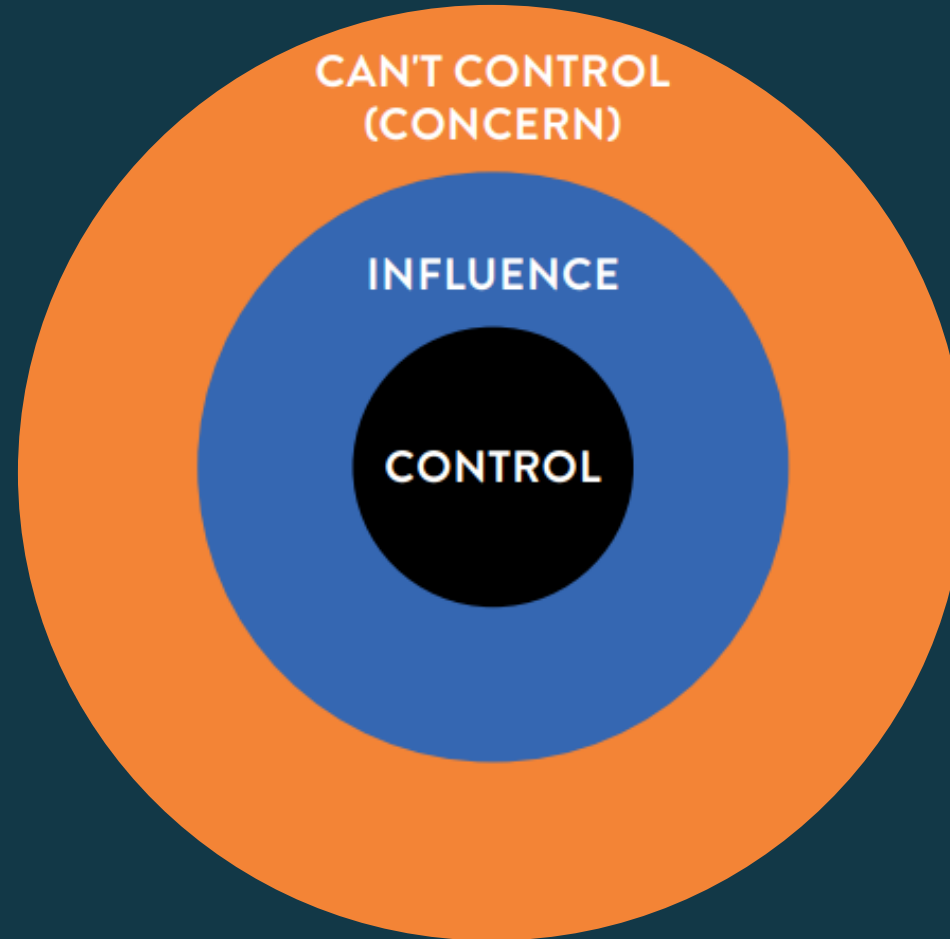
What can you do?

Where to start? There is no one-size-fits-all...

What does your organisation stand for?

Who do you stand with?

In which areas would you like to see change?



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First steps: Tips for everyone

- ✓ Commit to action
- ✓ Understand your impacts
- ✓ Take action & improve
- ✓ Get creative, Speak out
and Push for change

Video content – see the webinar recording to view

Natasha Padbury,
Depot Lewes

Depot



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TAKING ACTION:

reduce energy and travel emissions, avoid waste, source better, use your purchasing power, use more plant-based food, more care and space for nature, adapt and build resilience

SHIFTING CULTURAL NORMS:

'Planet placement' - using reach, programming, storytelling and content to raise awareness, develop understanding and skills, influence positive behaviours...

DRIVING WIDER CHANGE:

Advocacy; collaboration and partnerships to find better environmental solutions; make your money matter e.g. divestment; ethical sponsorship...



Video content – see the webinar recording to view

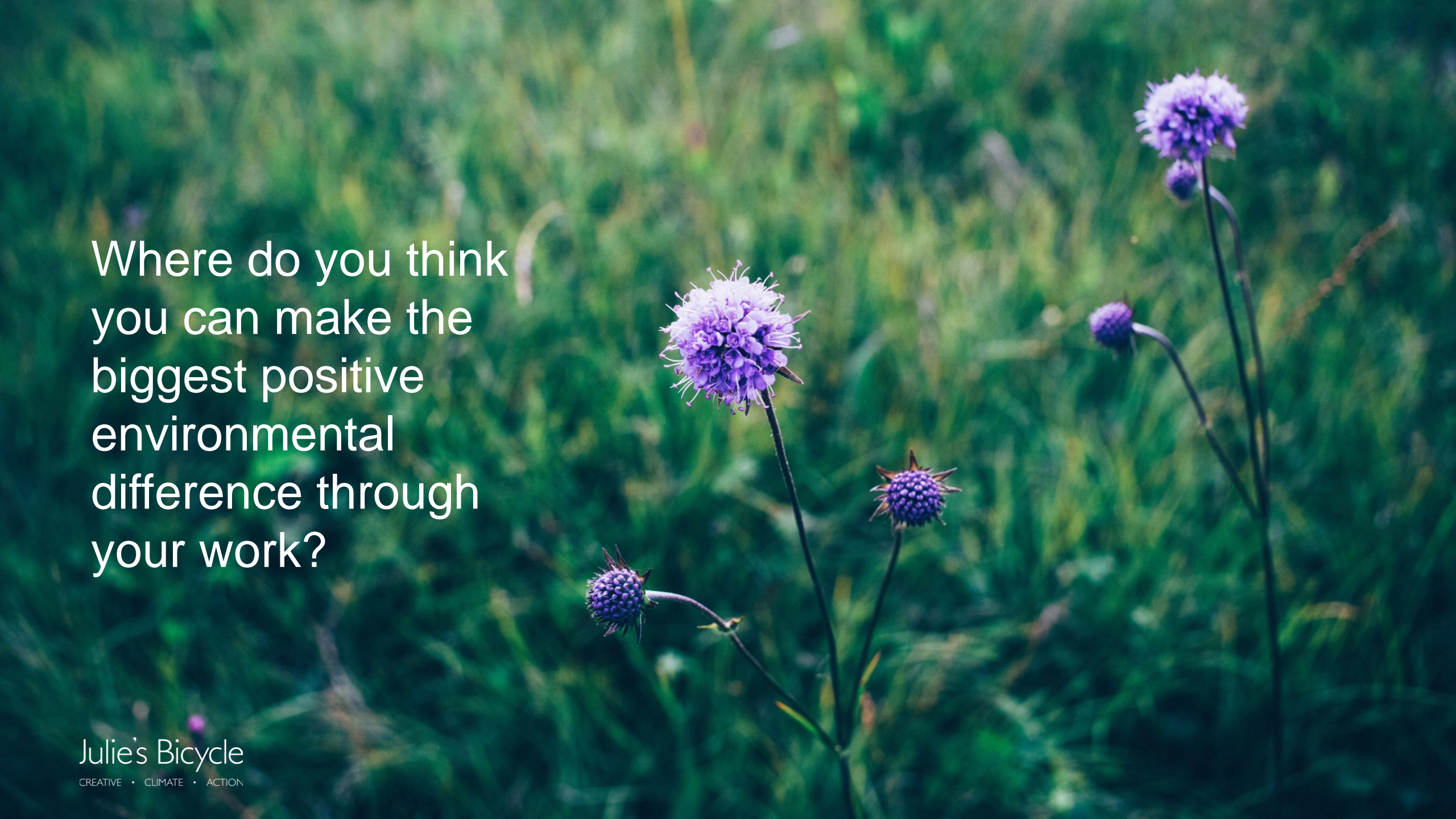


Rachel Caplan

Montrose LandxSea
FilmFest

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A photograph of several purple flowers with many small blossoms, growing on thin stems in a lush green field. The background is a soft-focus green, suggesting a meadow or field of grass. The lighting is natural, highlighting the texture of the flowers.

Where do you think
you can make the
biggest positive
environmental
difference through
your work?

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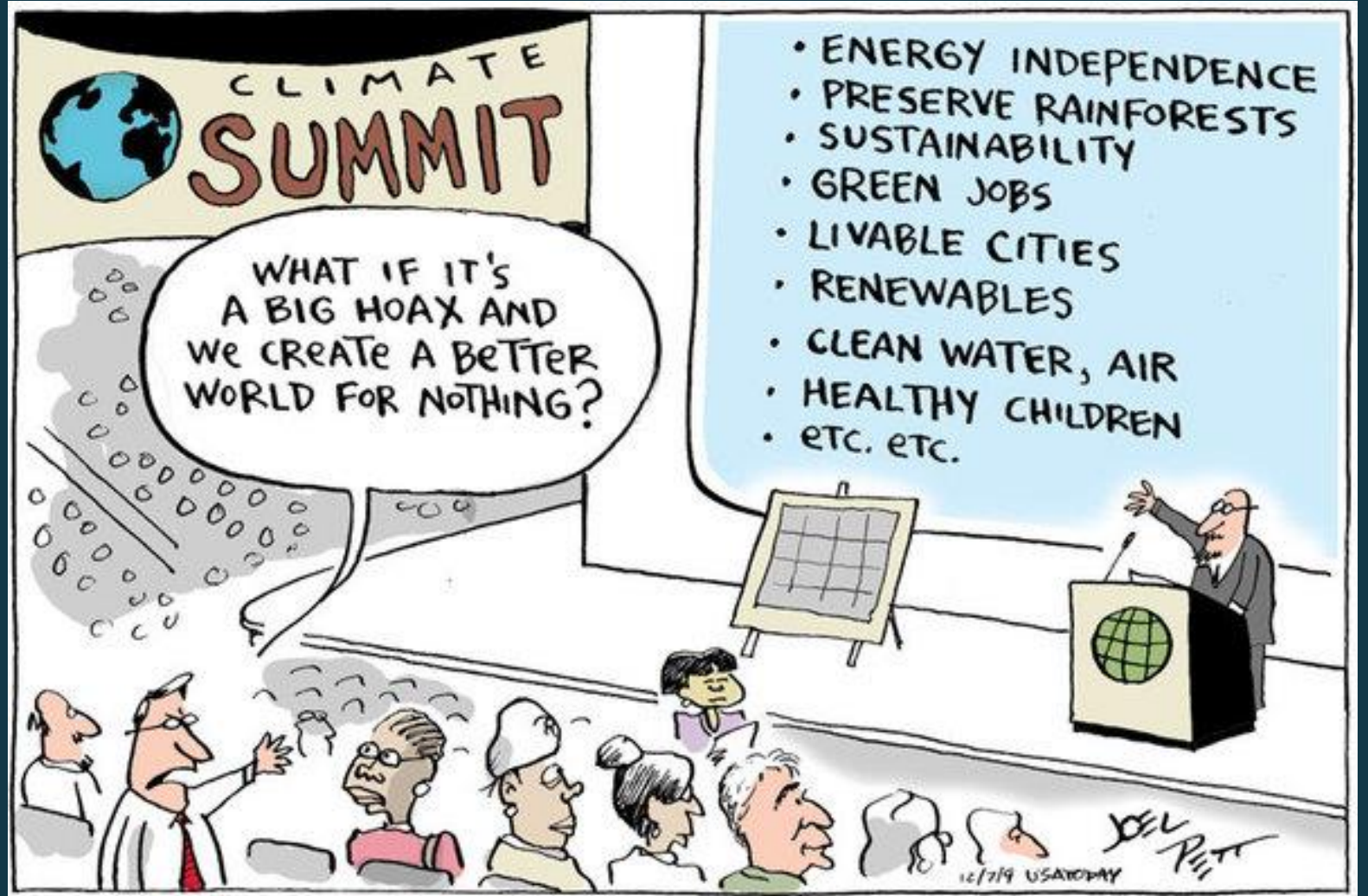
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A photograph of several purple flowers with spiky heads on thin stems, set against a background of lush green grass. The flowers are in various stages of bloom, with some fully open and others as buds. The lighting is soft, creating a natural and serene atmosphere.

Q&A

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Thank you
for being
here today



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