

12th December 2023

Developing Environmental Priorities and Plans Webinar

BFI Sustainable Screen Programme 2023-26



earth.fm

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Welcome

Keir Powell-Lewis

Head of Environmental
Sustainability

BFI

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Agenda

- Why is this important?
- Developing your environmental policy
- Developing your environmental action plan
- Q&A



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Housekeeping

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

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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'



ALBERT

production
and filmmaking

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Sustainable Screen Webinars

- Previously: Climate Literacy Webinar (26th September 2023 - [Watch again](#))
- Today: Developing Environmental Priorities and Plans
- Coming up: Getting to Grips with Environmental Performance and Progress (25th January 2024 – *registrations opening soon*)

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Icebreaker...

Please share in the chat:

- 1. What words come to mind when you think of climate change?**

Icebreaker...

Please share in the chat:

- 1. What words come to mind when you think of climate change?**
- 2. What words come to mind when you think of policies and action plans?**

Why is this important?

Meeting growing expectations of environmental action

1.



2.



3.

The 17,500 survey responses told us that:

- **87% of cultural audiences are worried about the climate crisis** and 93% have made changes to their lifestyle to help tackle it.
- Audiences and visitors think organisations are not doing enough or feel that they are not communicating what they are doing effectively. 77% of think **cultural organisations have a responsibility to influence society to make radical change** in response to the climate emergency.

indigo

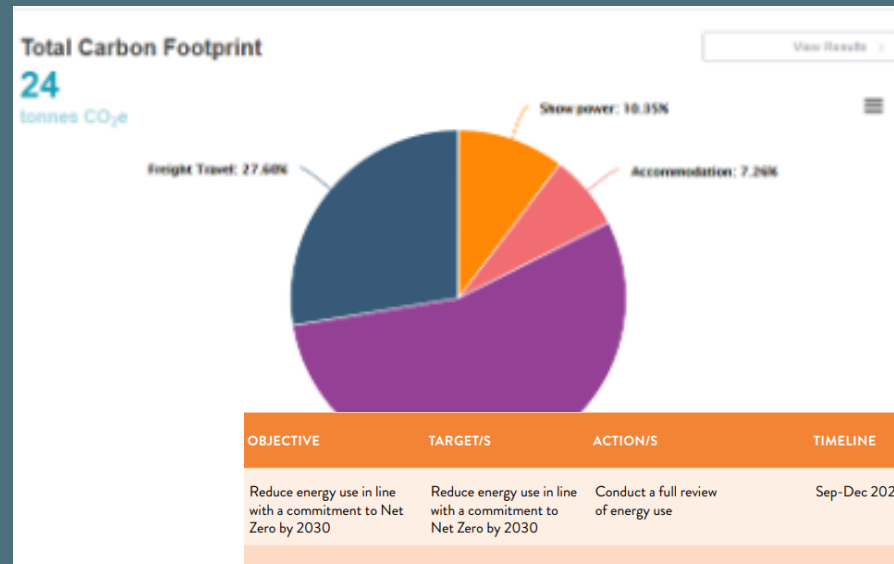
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Why is this important?

Managing your organisation for the future

- Setting strategic objectives
- Ensuring accountability
- Creating innovations and new opportunities



OBJECTIVE	TARGET/S	ACTION/S	TIMELINE	RESPONSIBILITY	PERFORMANCE INDICATOR	BUDGET
Reduce energy use in line with a commitment to Net Zero by 2030	Reduce energy use in line with a commitment to Net Zero by 2030	Conduct a full review of energy use	Sep-Dec 2022	Facilities manager	N/A	
		Review night time energy use	Jan-Mar 2023			
		Change all light bulbs to low energy				
Reduce total waste volumes (landfill and recycled) and increase % recycled	Reduce volume of paper used by 15% between 2022/23 and 2023/24	Assess age of plant and develop a strategy and investment plan for replacement				
		Minimise paper wastage by setting double-sided printing as default	Sep 2022	Venue manager	Kg paper consumed per year	
	Increase % recycled waste from 40% to 50% between 2022/23 and 2023/24	Install recycling bins	Sep-Oct 2022	Venue manager	Total waste volume in tonnes per year	Staff engagement

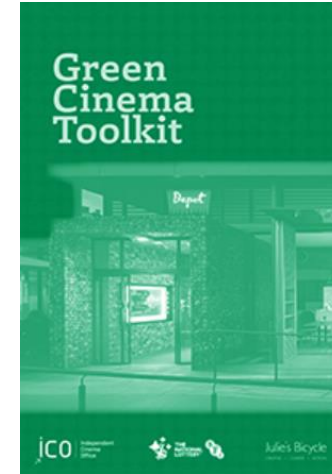
Screen



**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

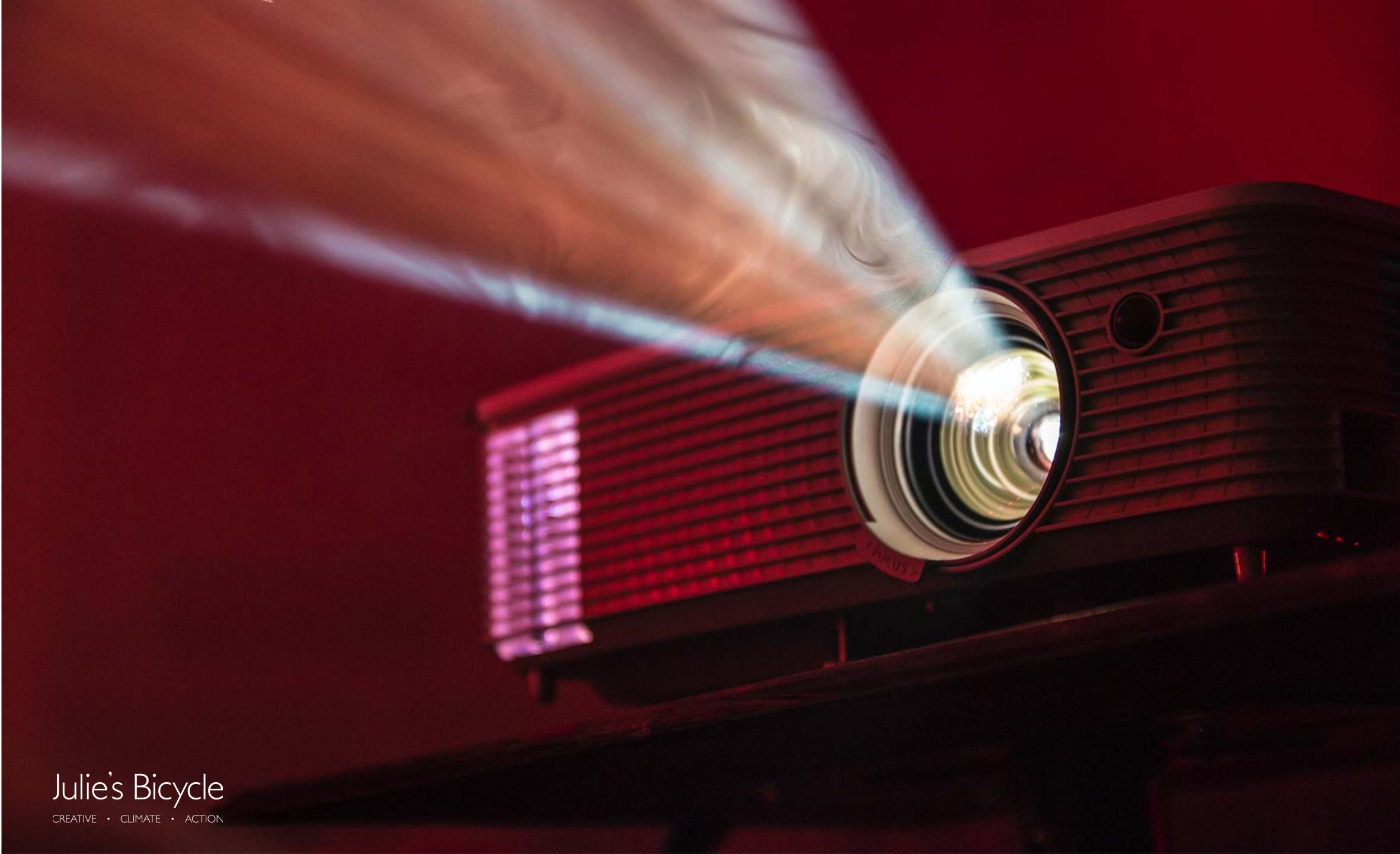


BECTU Vision: Sustainable Screen Production in Scotland

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Poll



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Defining your
commitments based on...

Who you are

Where you are

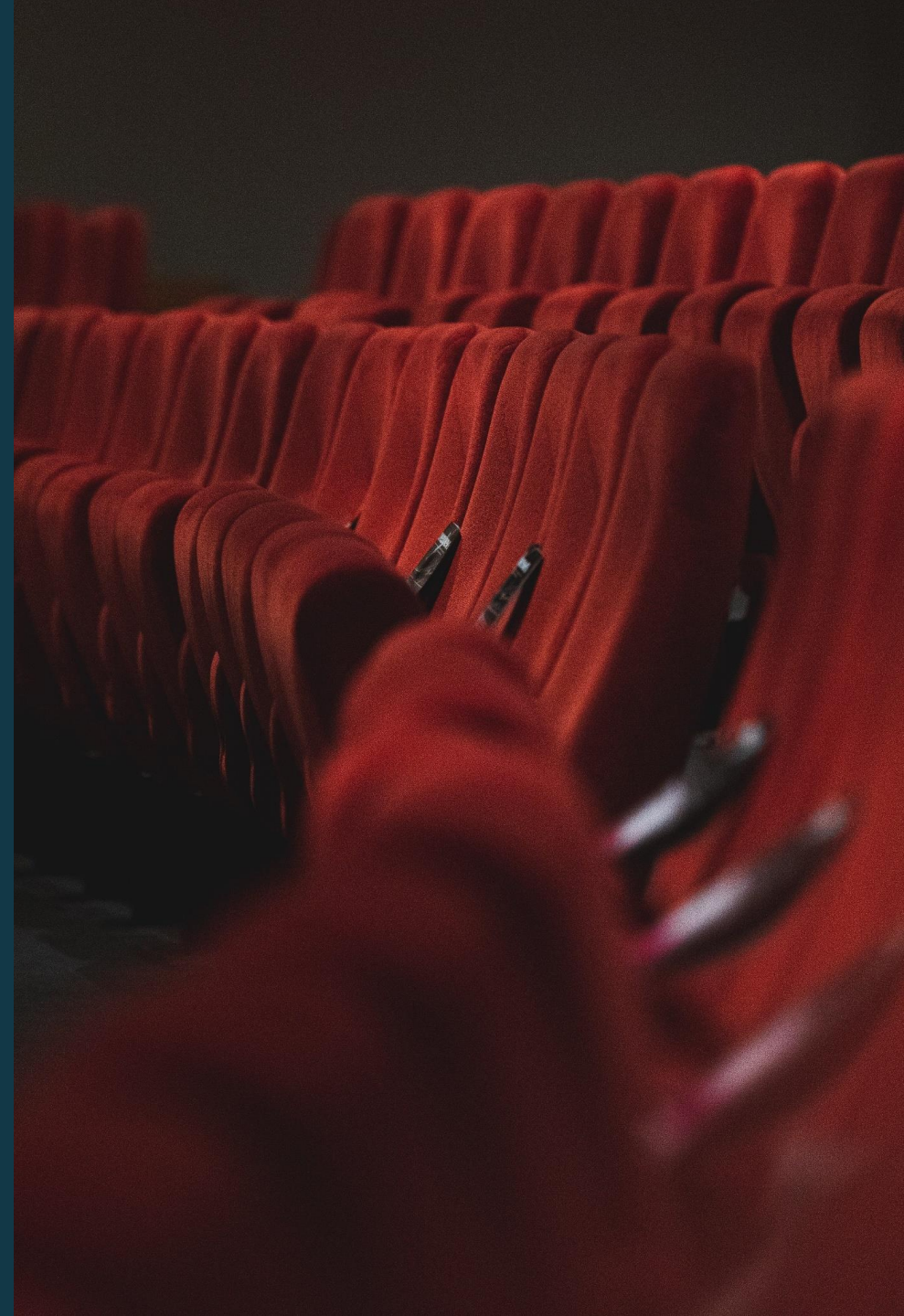
What you do and who you
do it with

What you value

What you want to see
change

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What is an **environmental policy**?

A public statement of your organisational **values, principles and commitment to positive change.**

It provides a unifying direction and purpose to support and guide the actions of your employees, management, stakeholders, suppliers and audience.

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The most meaningful and successful policies are:

- **Specific** to the nature of your activities and impacts
- **Supported** and signed by a Director/top management
- **Developed** with your team, wider staff, audiences and stakeholders

Steps to develop an environmental policy

- 1. Decide what matters and establish the vision**
- 2. Scope what's in your influence to do now**
- 3. Start gathering relevant information**
- 4. Build understanding using the information you've gathered**
- 5. Commit to changes, iterate and communicate**

1. Decide what matters and establish the vision

THINK ABOUT

What does your organisation stand for?

Who do you stand with?

In which areas would you like to see change?

How does your work align with local, national and global commitments?

ACT

Codify your values

Identify key stakeholders

Hold discussions and workshops

Train staff on environmental issues and climate justice

Change is hard.

When things get difficult, always remember your 'why'



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2. Scope what's in your influence to do now

THINK ABOUT

- What you do and where
- Who comes to your
- events/ screenings/ activities/ venues
- The main types of travel and transport used
- The type of goods, services and materials you use

ACT

How do you want these to look different?

What can you change quickly?

Climate Emergency and Sustainability: Our influence



Source: Creative Scotland.

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3. Start gathering relevant information

THINK ABOUT

What impact areas are relevant to you/ your organisation and are likely to have a big environmental impact? Consider social and supply chain impacts too.

Do your suppliers have sustainable policies?

ACT

What environmental data and action do you already have?

- Energy and water bills, waste invoices;
- Business and audience travel information;
- Assess suppliers

4. Build understanding using the information you've gathered

THINK ABOUT

Develop a broader sense of possibilities and priorities: speak to your stakeholders

Use all of the information gathered to prioritise your actions, identifying where you can make a difference, both to your material impacts and to broader social and environmental issues within your influence.

ACT

Use tools to develop understanding of your impacts, e.g. Creative Climate Tools

Design strategies to gain perspectives from your stakeholders

5. Commit to changes, iterate and communicate

THINK ABOUT

Who has what responsibilities, and who is ultimately accountable

How you will monitor and review progress

How and to whom you will communicate best

ACT

Develop an action plan based on your priority areas.

5. Commit to changes, iterate and communicate

This is a process:
ambitions stretch over
time as actions lead to
changes.



Bringing your policy to life: **Action plans**

What is an action plan?

A detailed strategy to deliver your environmental policy

TARGET	ACTION	TIMELINE	LEAD	BUDGET
XYZ	XYZ	Dec '24	XYZ	£X

Action Plans: Targets

- S** Strategic
- M** Measurable
- A** Ambitious
- R** Realistic
- T** Timebound
- I** Inclusive
- E** Equitable

Examples...

Reduce energy use emissions by 50% by 2030

Eliminate problem plastics within 2 years, 100% sustainably sourced timber in 3 years).

Non-quantitative...

Pilot a sustainable exhibition or event next year.

Action Plans: Targets - example

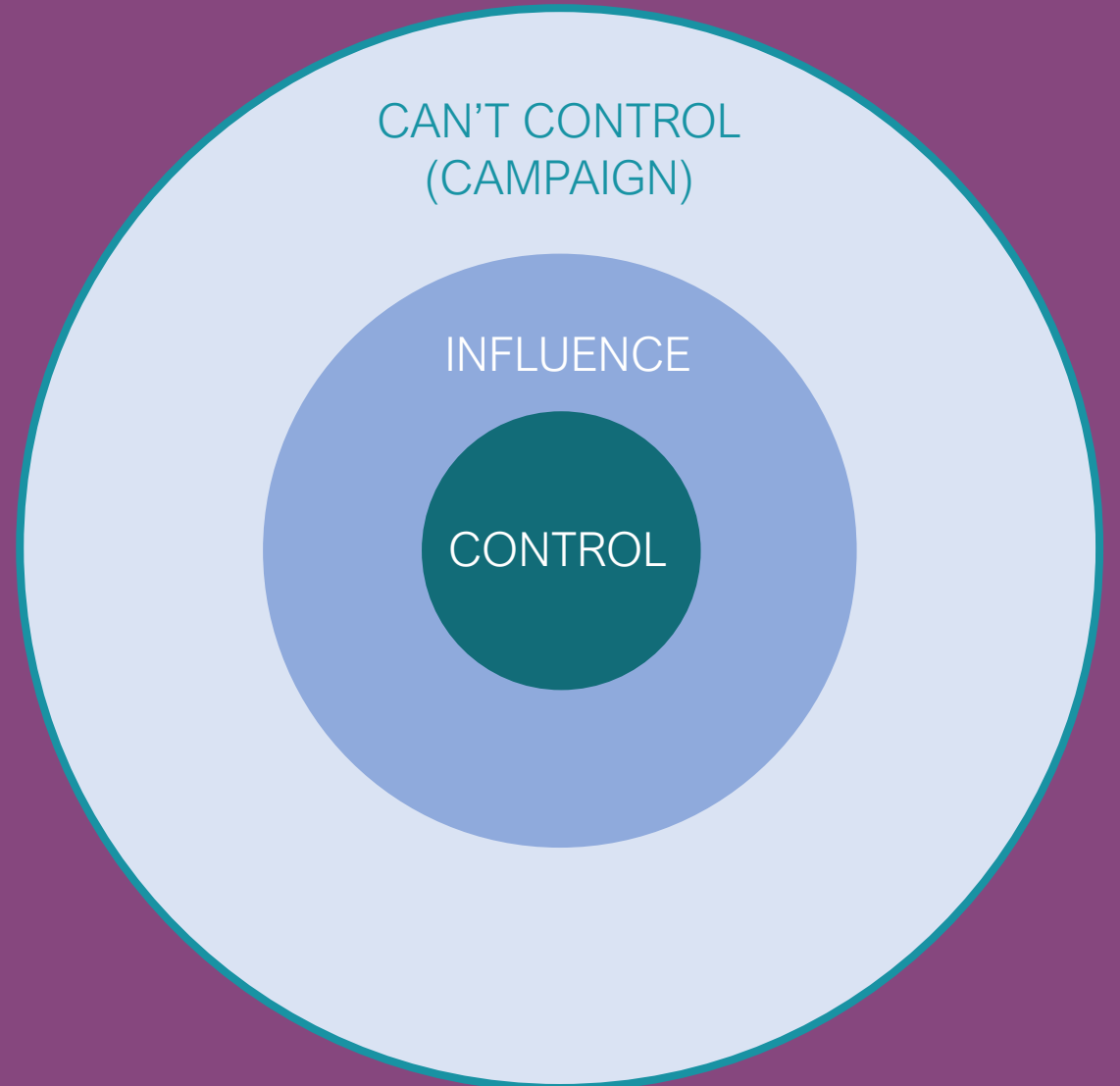


Area & Aims	Related actions	Project leaders	Time frame	Status and data collected?
1. Accountability and strategy ➤ Effective framework/s for understanding, measuring, monitoring and improving environmental impacts				
Net carbon zero research	Better understand what 'net carbon zero' means and clear road map		Initial research then achieved by 2030	
Further develop/tailor ambitious roadmap	Use first submitted annual emissions data to create clearer targets/KPI's road map to 2030		By end of 2020 and ongoing	First data set report submitted for 2019 period to form baseline.
Toolkit for emissions reporting	Utilise a relevant sector carbon emissions tool		By end of 2020 and annual	Julie's Bicycle IG Tools. Account in place 2019.

Action Plans: **Actions**

Set out what you are doing...

...and what you're not!



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Action Plans: Positive actions



Action Plans: Actions - example

Projects, programming and collective action

We firmly believe culture and creativity have a crucial role to play in the transition to a just green society. As part of our commitment to collective action, we will continue to use our projects, programmes and resources to engage our communities and resourcing others.

We will:

- Ensure in our university partnership projects we integrate climate action into our research and production across projects.
- Continue to ensure the resources we produce are open-source, and support our community of Pervasive Media Studio Residents and partners to go on this journey with us.
- Programme exciting events and films around climate action and climate justice across our public programme.
- Work as part of Bristol Climate Leaders to energise collaborative change across the city.
- Embed a climate action plan into the design of our new immersive exhibition space, Undershed, with aims of being a test site and case study for the sector.

Action Plans: Leads

- Identify the people best placed to deliver
- Involve them in developing targets and actions from the start
- Provide any necessary training
- Set up a way of sharing and reviewing progress

Example

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Example

WATERSHED

Cultural cinema, talent development
and creative technology in Bristol

Climate Action Plan

This action plan outlines 2024's priorities and potential actions across Watershed.

This is a live document, intended to be built upon and changed as:

- We collect data which helps us understand our emissions better
- We reflect on how we best work to achieve and measure success
- New staff join
- New technologies develop
- Climate action is embedded across all areas of our organisation through training



The actions are outlined with the intention of reducing our emissions, but also to create an inclusive ethos around sustainability and supporting responsible decision making.

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A photograph of a field of purple flowers, likely scaberrubus, with green foliage in the background. 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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Further reading

- [Julie's Bicycle: Policy and Action Plan guide](#)
- [Creative Climate Charter](#)
- [Equity for a Green New Deal](#)
- [BFI Climate Emergency declaration](#)
- [HOME Manchester](#)
- [Depot Lewes](#)
- [Watershed Bristol](#)
- [Creative Scotland Climate Emergency and Sustainability Plan](#)
- [Ffilm Cymru Wales Environmental Policy](#)
- [Shambala Festival Green Road Map 2025](#)
- [Lyric Hammersmith](#)

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