25th March 2024

Unlocking the power of data: Art, Analysis, Action Part II

Caroline Purkayastha
Marina Ivanow
Lukas Fraser

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Housekeeping

- Session is being recorded
- CC captioning can be enabled
- Short break
- Q&A
- Presentation will be uploaded & slides shared

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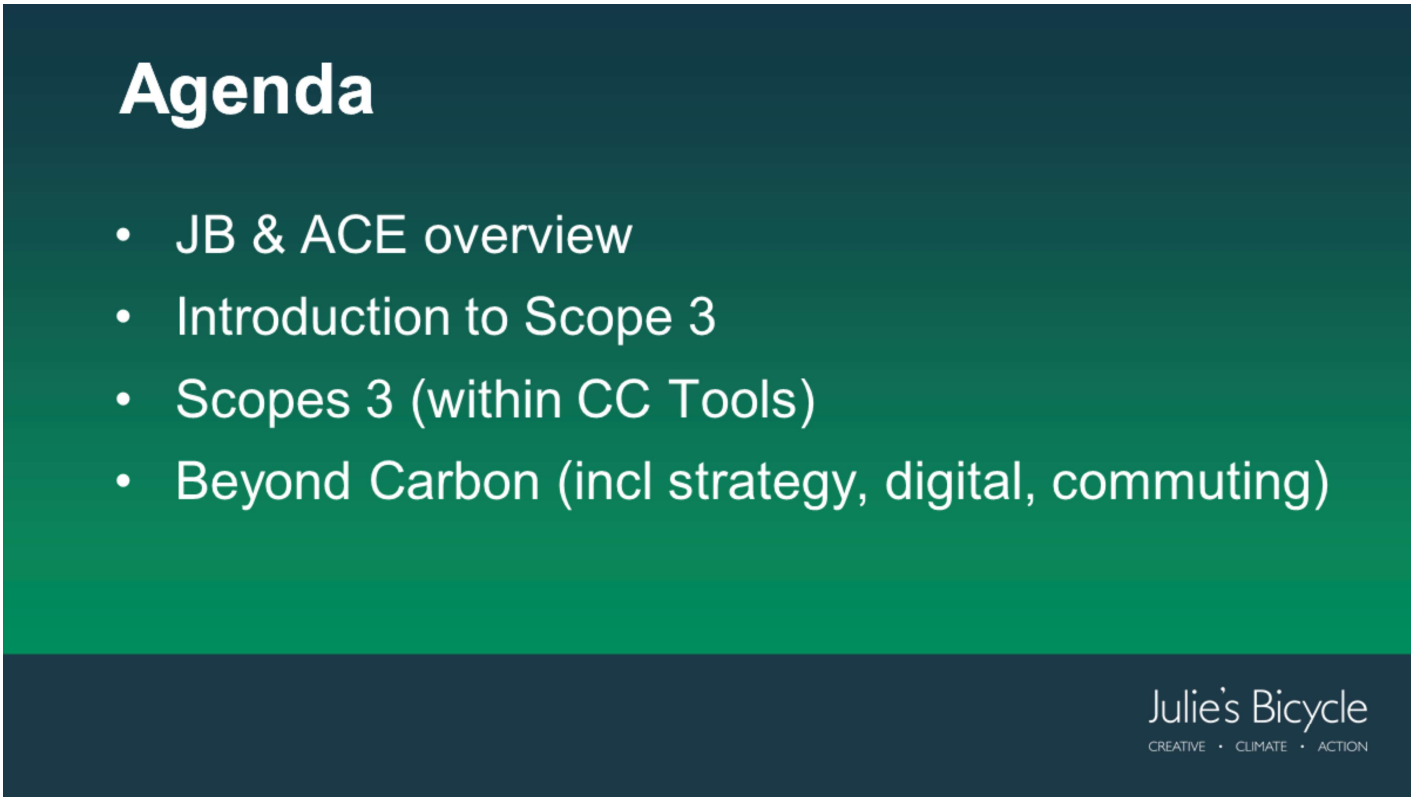
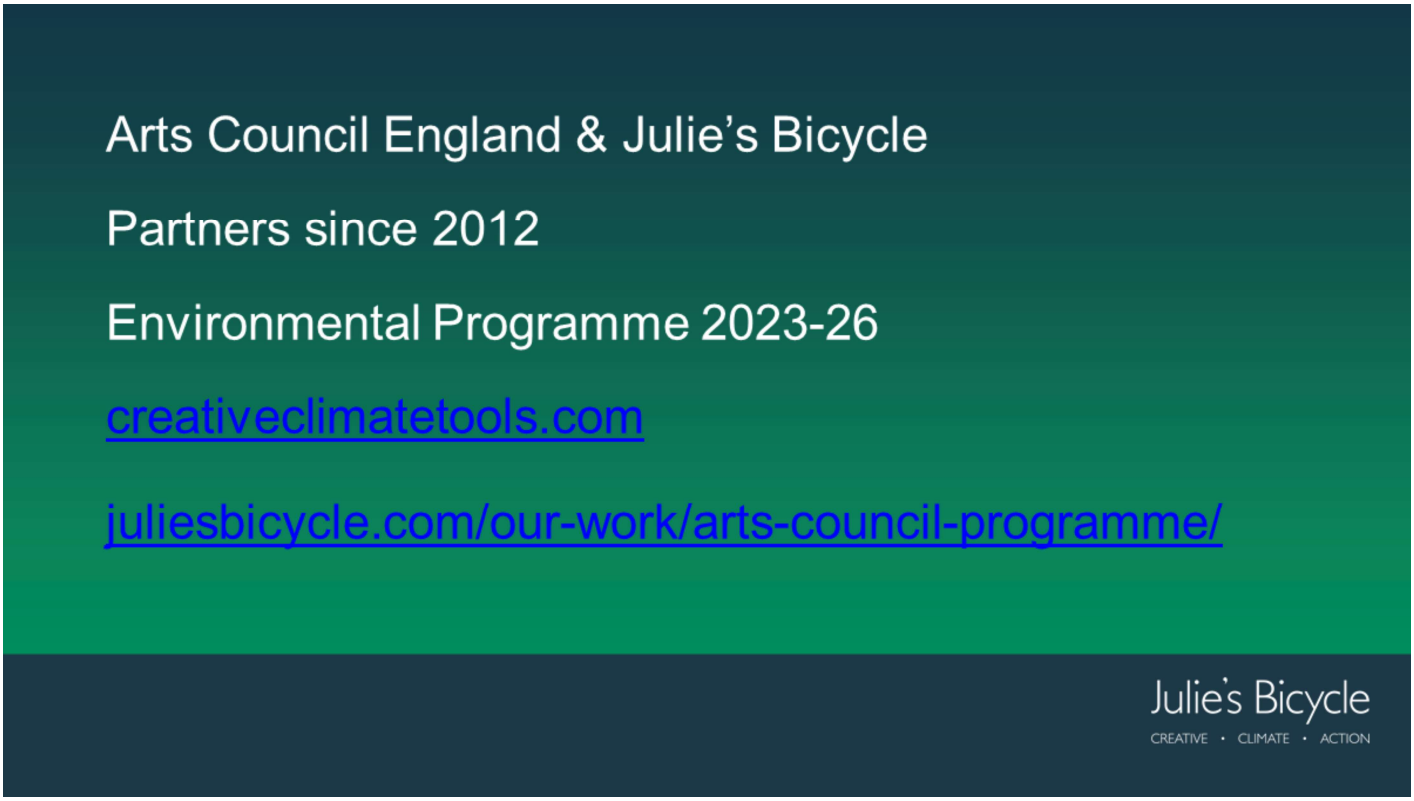


Unlocking the power of data: Art, Analysis, Action Part I
juliesbicycle.com/event/unlocking-the-power-of-data/



Link to the Creative Climate Tools
creativeclimatetools.com

Link to the Arts Council England Programme
juliesbicycle.com/our-work/arts-council-programme/

Introduction to Scope 3
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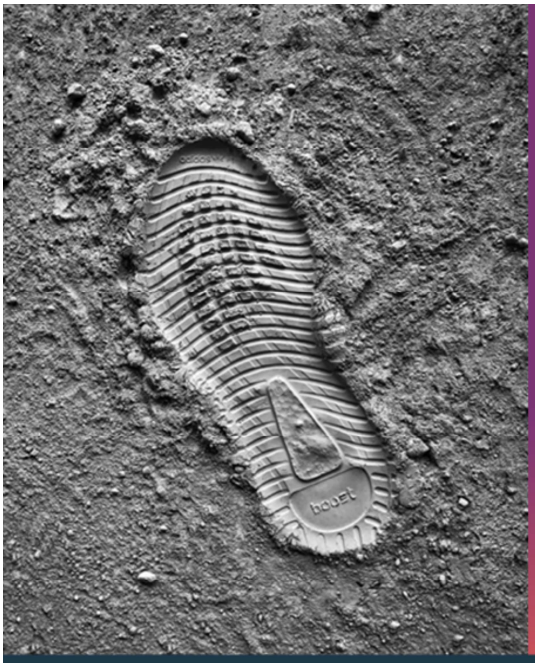

GHGs emissions are usually measured in kilograms (kg) or tonnes (t)

Carbon dioxide - **CO2**

OR

Carbon dioxide equivalent - **CO2e**

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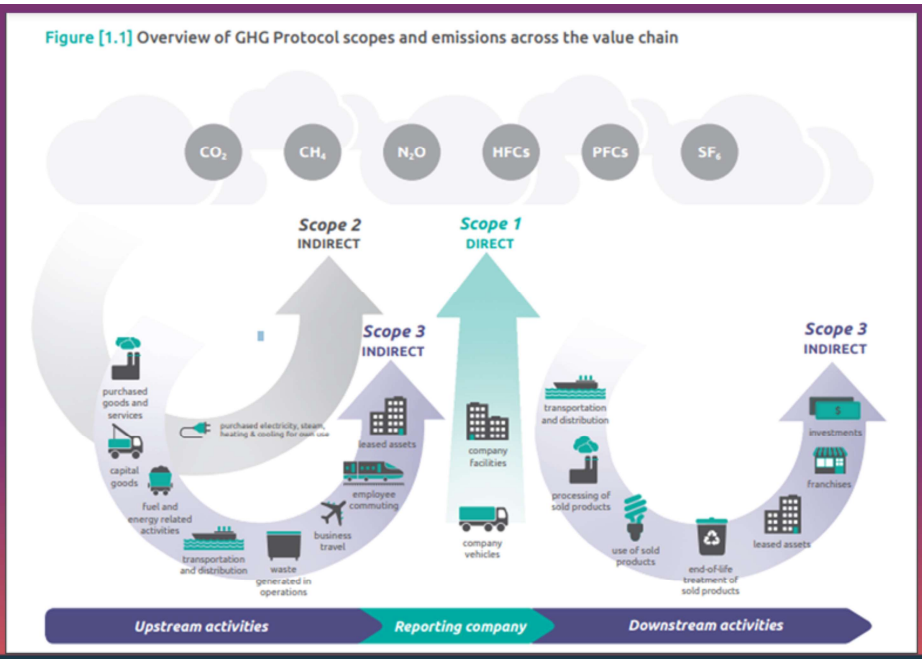

A diagram showing the GHG Protocol scopes

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Greenhouse Gas Protocol
https://ghgprotocol.org/

Scope 1

The emissions from owned or operated assets

(i.e. burning fuel in company-owned vehicles and gas in boilers)

Scope 2

The emissions from purchased electricity, steam, heating & cooling

Scope 3

The emissions from everything else

(suppliers, distributors, product use, etc.)

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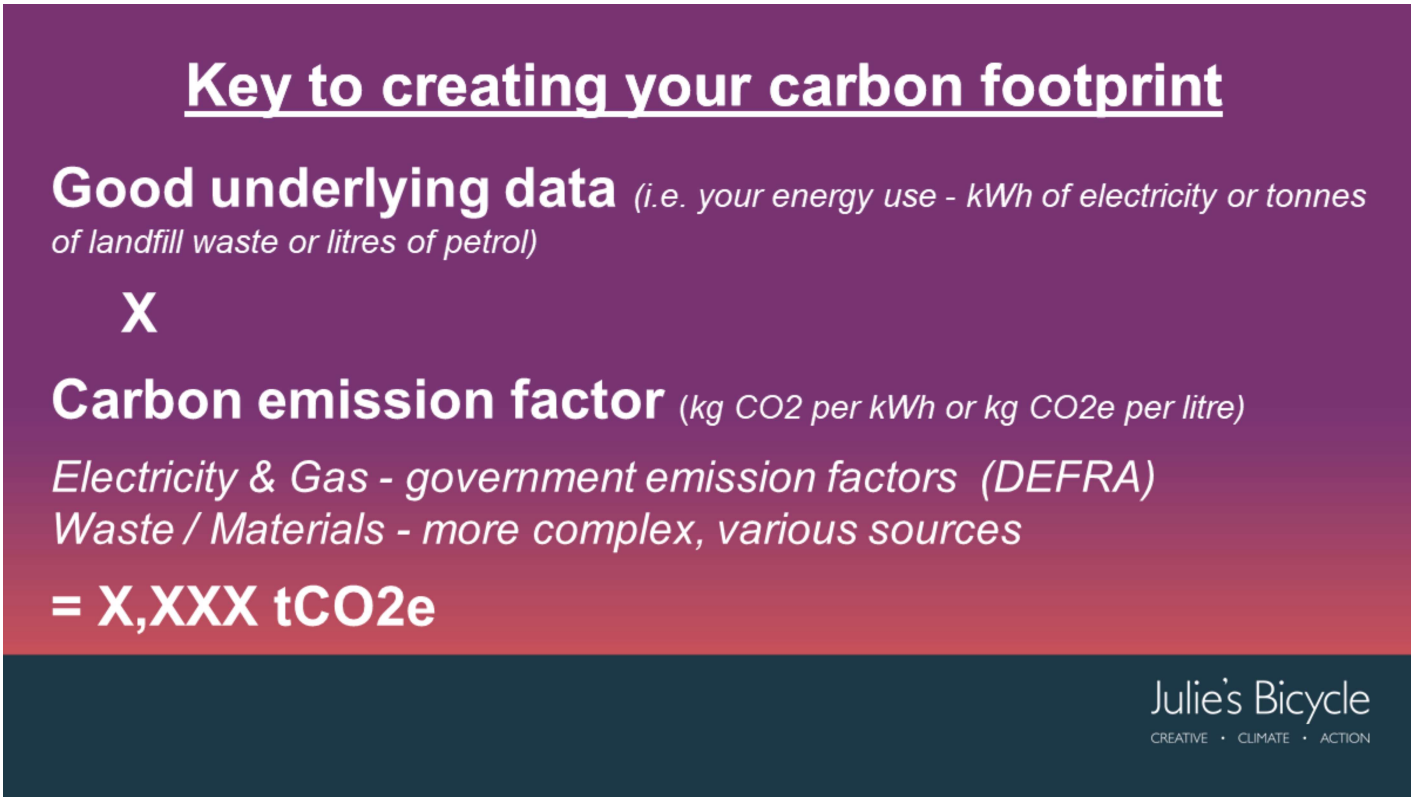
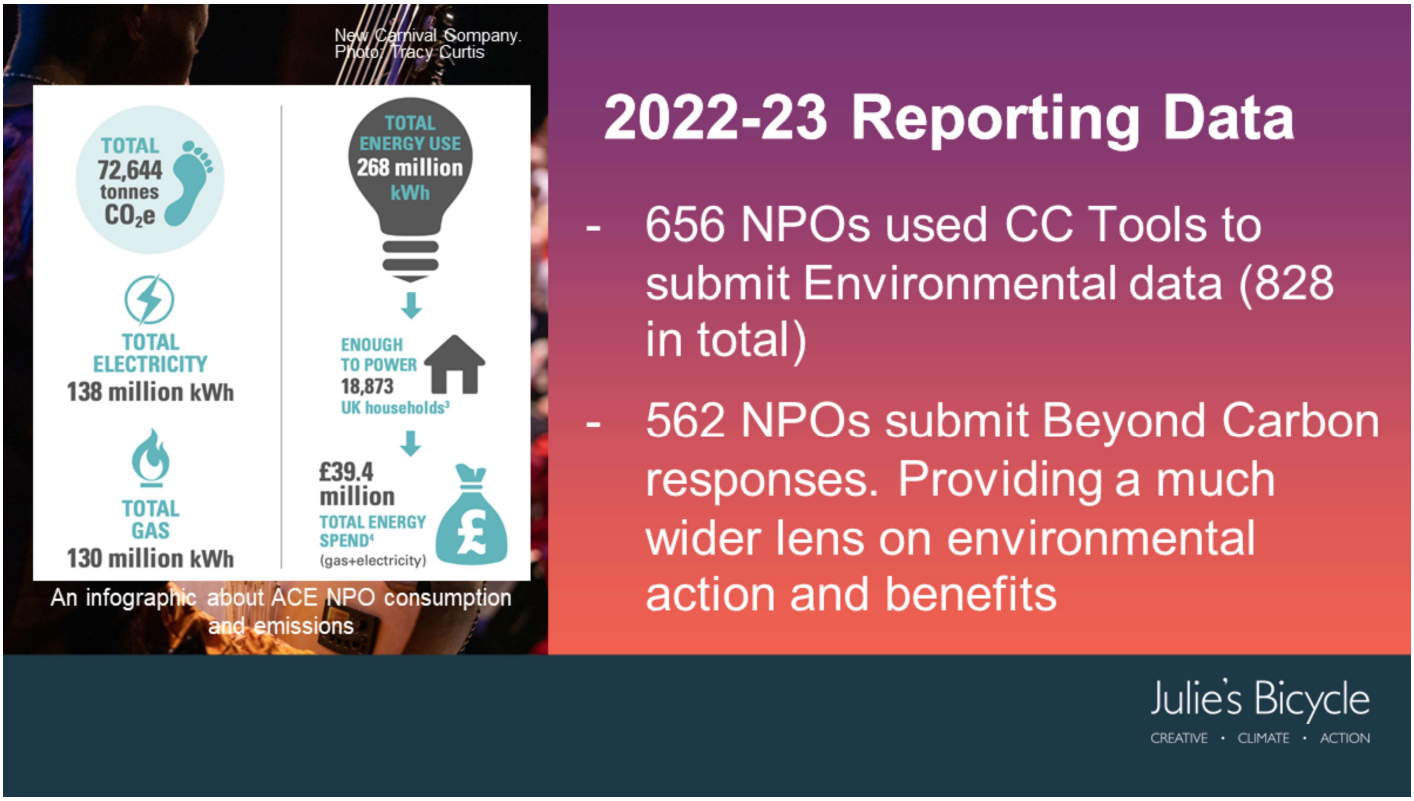
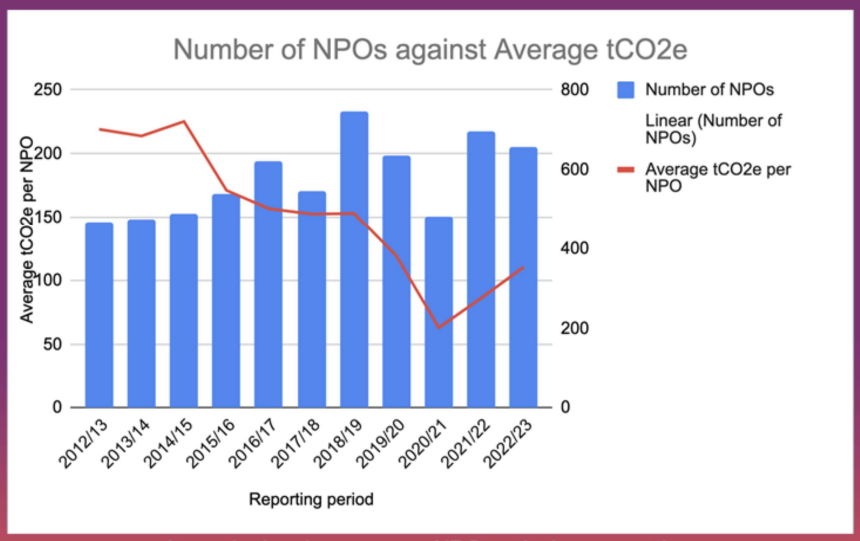


Creative Climate Tools - Methodology Paper
https://ig-tools.com/resources



2022-23 Arts Council England Environmental Report
https://juliesbicycle.com/resource/arts-council-england-environmental-responsibility-report-2022-2023/



A graph showing average NPO emissions over time

Emissions Reductions

Annual reporting data using CC Tools shows that since 2012/13, the average **energy use** emissions per National Portfolio Organisation have reduced by

50%

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Scope 3 Data Collection

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Water

- Measured by volume - m3 or less commonly litres
- Usage can be found on water meters or bills.
- Reduce impacts by improving efficiency of equipment, e.g. by finding/fixing leaks, installing efficient toilets/taps, and by installing a meter
- Behaviour and awareness can also be improved with signage e.g. in bathrooms, near taps.

A water meter

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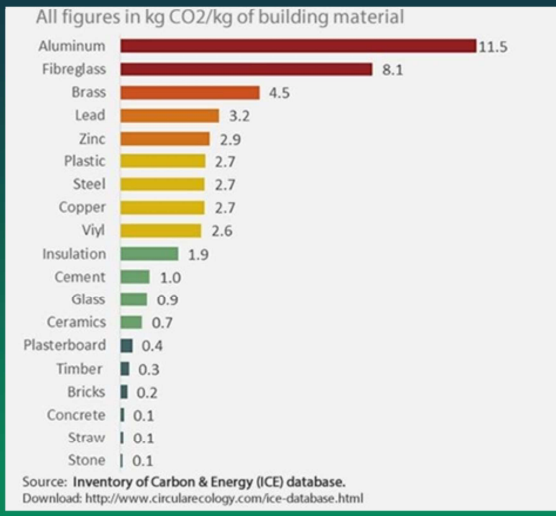
Materials - Measuring

- All materials have an embodied carbon impact
- Any materials purchased in your operations, e.g. timber, paints, packaging, textiles etc.
- Measured in kg of material used
- Also note the provenance/origin of the material, e.g. virgin, recycled, reused
- Most of this data can be found from invoices, and/or production/building/set managers or designers.



Examples of CO2e emissions of different materials

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The ICE Database can be found here: https://circularecology.com/embodied-carbon-footprint-database.html

Materials - Reducing

- Consider the waste hierarchy or the '6 Rs'
- At the **design stage**, prioritise using materials that have a lower carbon footprint and are more re-used/recycled.
- Consider banning materials that have higher impacts
- Think about the longevity of a material and the project it's being used for
- Use the ICE database to understand impacts of materials and alternatives

The '6 Rs' for waste hierarchy

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More on the 6 Rs: https://practicalaction.org/the-6-rs/
The ICE Database can be found here: https://circularecology.com/embodied-carbon-footprint-database.html

Waste - Measuring

- Measured by tonnes of waste produced plus the end of life treatment (e.g. recycling, landfill, composting).
- Data can be acquired from your waste contractor who can often provide a tonnage, or by estimating a conversion.

The Waste Tonnage Estimator tool for the Creative Climate Tools

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You can find the waste tonnage estimator in the Creative Climate Tools platform's resource page: https://ig-tools.com/resources

Waste - Reducing

- Think about the waste hierarchy/6 Rs
- Consider bans on single use plastic, incorporate reduced landfill and improved recycling across environmental action plans
- Refer to resources for improving waste in the arts for inspiration

Vision25/JB's Sustainable Materials & Waste Toolkit for Festivals

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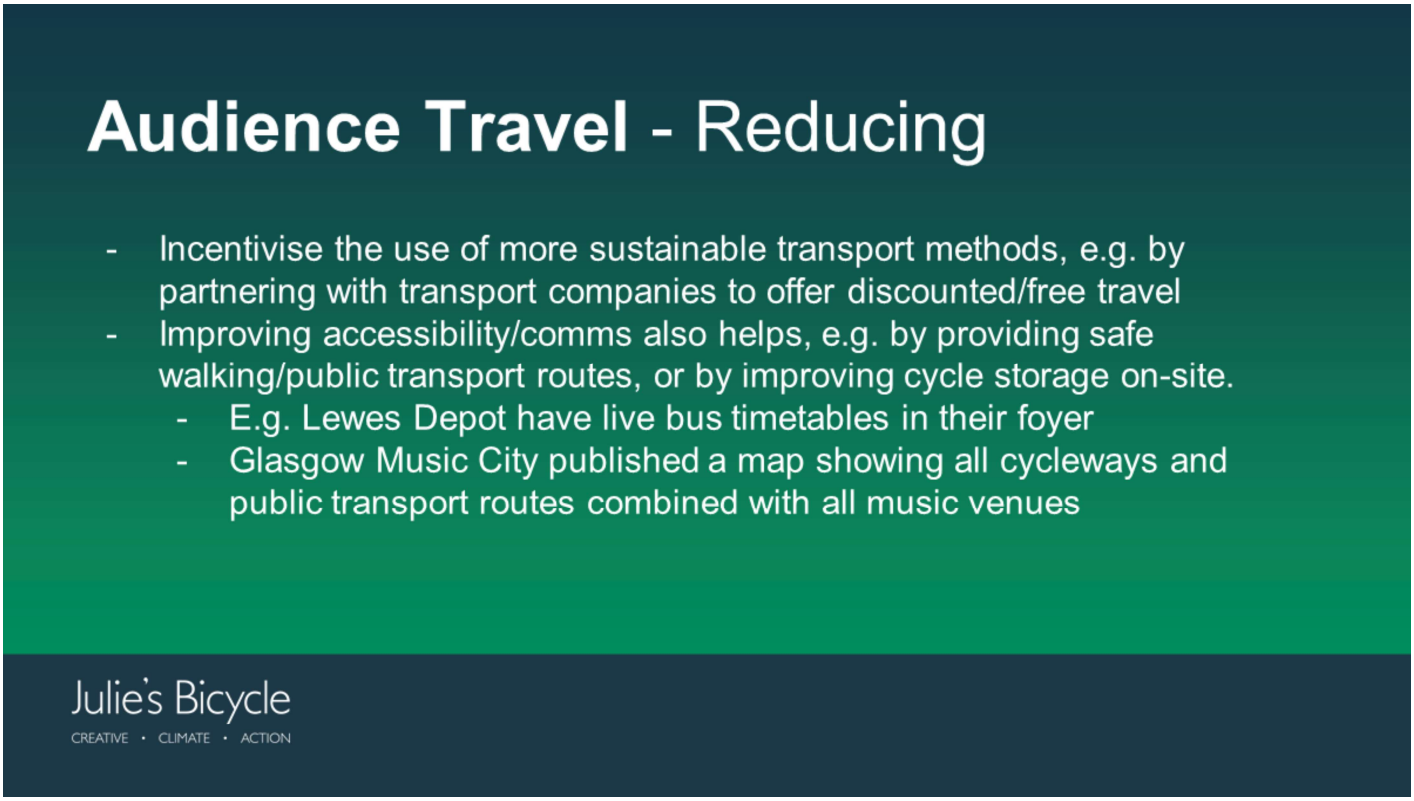
Read the sustainable materials & waste toolkit for festivals here: https://juliesbicycle.com/resource/sustainable-materials-and-waste-management-toolkit-for-festivals/

Audience Travel - Measuring

- Measured by the percentage of your audience travelling to you by each mode of transport, the average distance travelled, and the number of people carpooling.
- A significant impact but also overwhelming prospect of collecting this data - but there are various options available
- The best way is to survey audience members at point of ticket sale, or after the event.



Info on Lewes Depot:
https://lewesdepot.org/about/sustainability/transport
Glasgow Towards a Just & Green Music City map of music venues overlaid against public transport & cycleways & public cycle racks:
https://experience.arcgis.com/experience/753700e6d876493b9c2d3178c619f07e/page/Music-%26-Cycling/

Business Travel - Measuring

What to measure?

- Mode of transport (air, train, bus, car, etc.)
- Fuel used - if available (Units: litres) or Distance travelled (Units: km/miles)
- Electricity used - electric vehicles only (Units: kWh)

How to measure?

- Ask your travel agent for travel they've booked
- Use travel expenses and/or employee survey (inc. fuel card for company cars)

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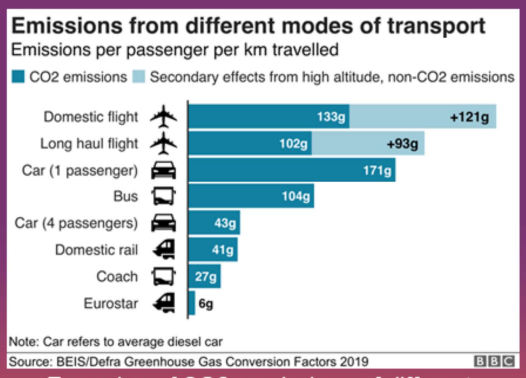
Business Travel - Reducing

What to do?

- Reduce flights where possible
- Prioritise lower emissions public transport
- Set limits in your travel policy i.e. journeys below X hours will use train as default
- Set travel emissions budget each year
- Consider whether the travel is necessary



Examples of CO2e emissions of different transport methods

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Artist/Crew Travel - Measuring

What to measure?

- Mode of transport (air, train, bus, car, etc.)
- Fuel used - if available (Units: litres) or Distance travelled (Units: km/miles)
- Electricity used - electric vehicles only (Units: kWh)

How to measure?

- Ask your travel agent for travel they've booked
- Use documentation from your fleet operator or production team
- Use travel expenses and/or employee survey

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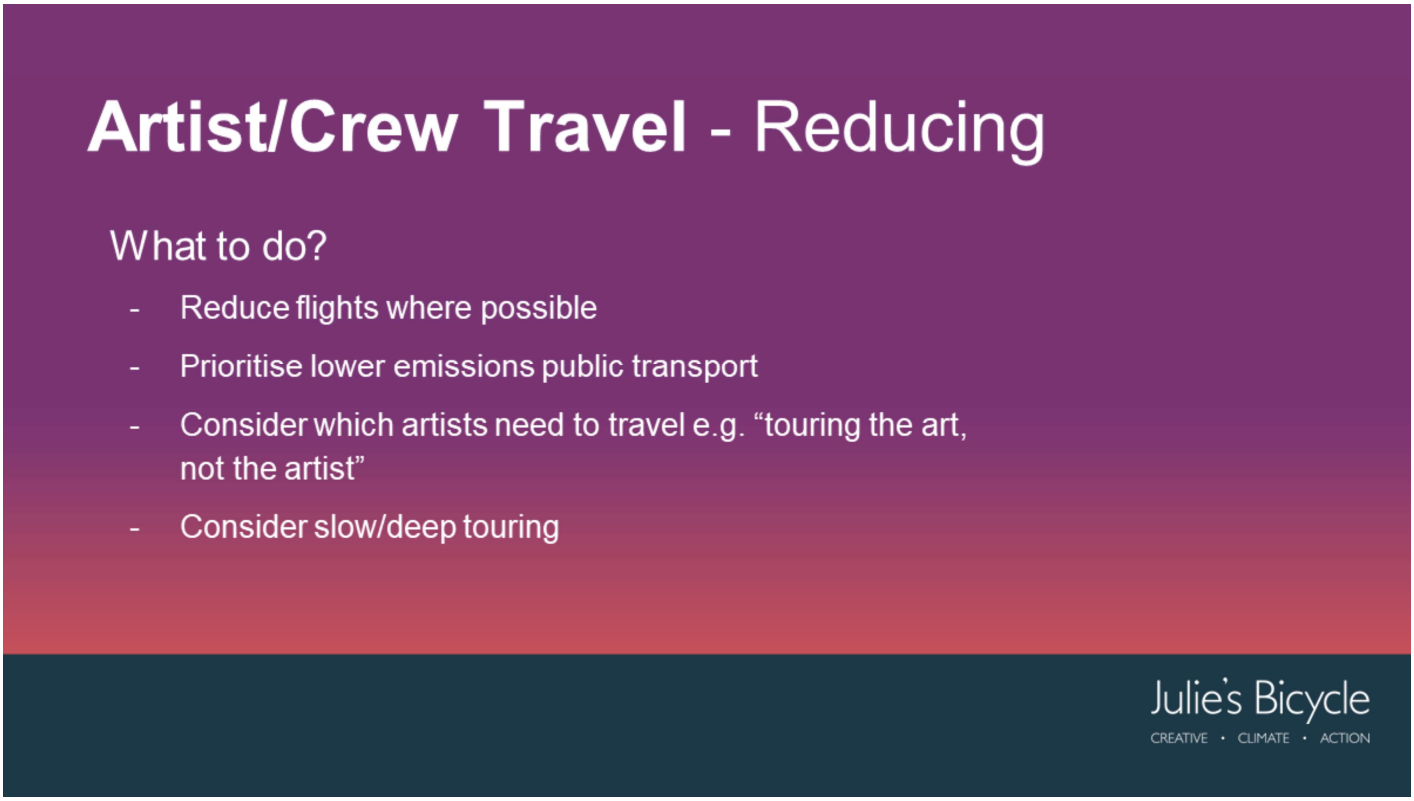

HandleBards: https://www.handlebards.com/ (example of low carbon travel)
LIFT Concept Touring: https://www.liftfestival.com/project/concept-touring/
Showing without Going: https://showingwithoutgoing.live/index.php?p=about
Katie Mitchell’s A Play for the Living in a Time of Extinction: https://www.barbican.org.uk/whats-on/2023/event/katie-mitchell-headlong-a-play-for-the-living (example of touring the art, not the artist)

GreenView's Hotel Footprinting Tool:
https://www.hotelfootprints.org/

Accommodation - Reducing

What to do?

- Reduce the amount of stays
- Consider alternatives to hotels e.g. homestays, staying with friends
- Consider hotels with green credentials
- Adopt good practices when staying

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Freight - Measuring

What to measure?

- Mode of transport (truck, van, air, sea, rail)
- Distance travelled (Units: km/miles)
- Weight transported (Units: tonnes)

How to measure?

- Use documentation from your fleet operator or production team
- Estimate weight through vehicle capacity or average equipment weight

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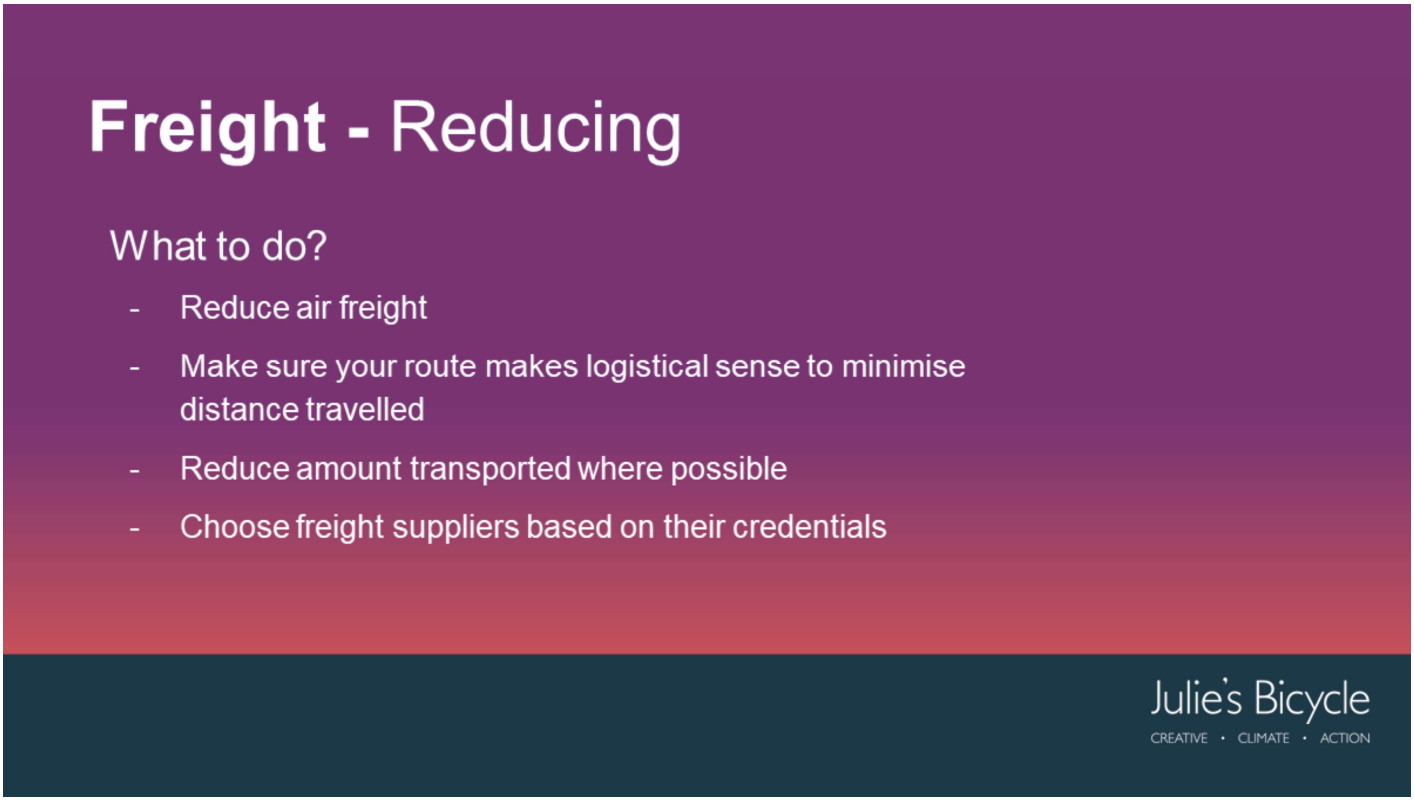

Gallery Climate Coalition's Sustainable Shipping campaign: https://galleryclimatecoalition.org/ssc/

Homeworking - Measuring

What to measure?

- Total number of working hours using home heating and home office equipment

How to measure?

- Conduct an internal survey
- Estimate based off of your policy and number of employees

Example: Policy encouraging employees to come in 3 time a week.

Assume 2 days WFH which is around 16 hours a week per employee. 48 working weeks a year.

No. of employees x 48 x 16 = WFH hours per year

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Homeworking - Reducing

What to do?

- Encourage sustainable practices at home
- Incentivise switch to green tariff

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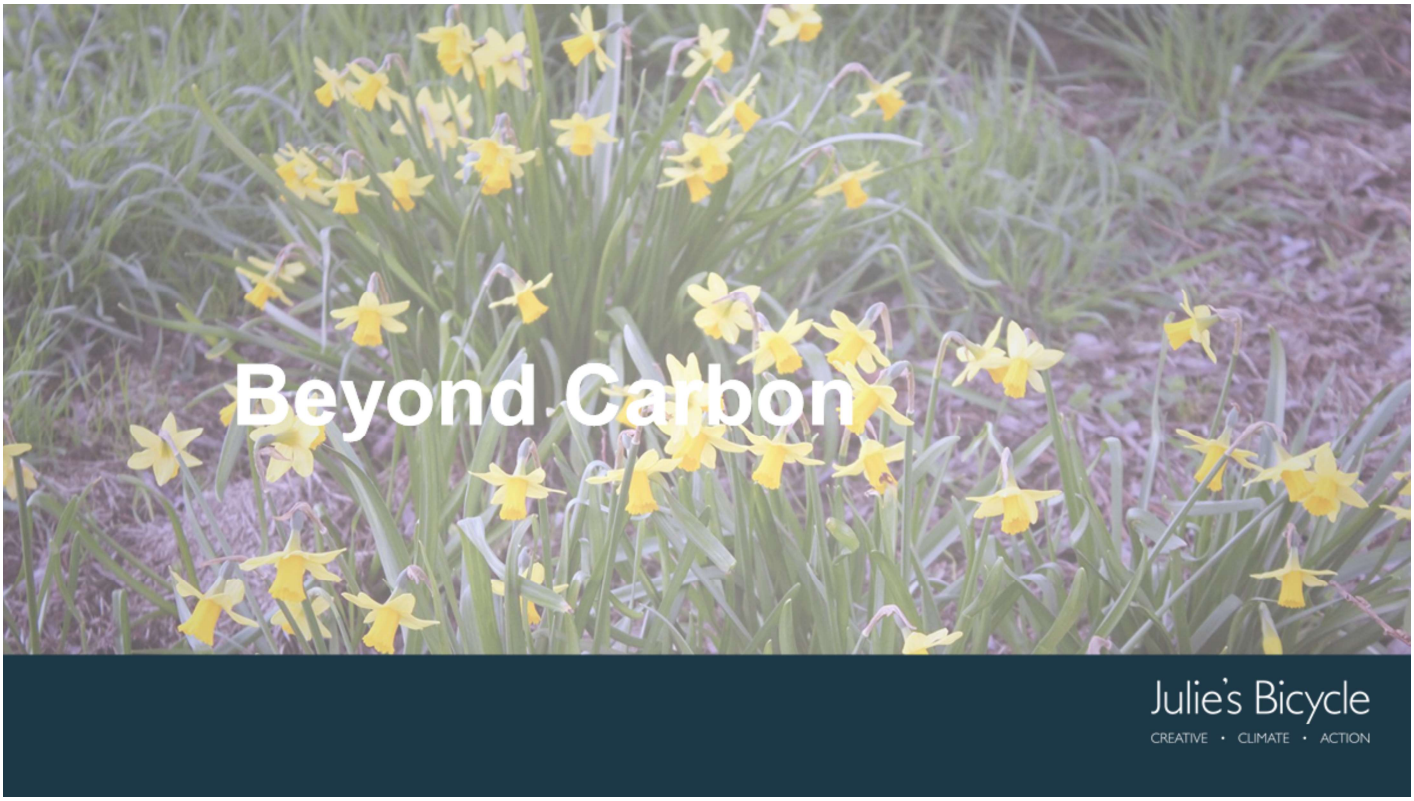

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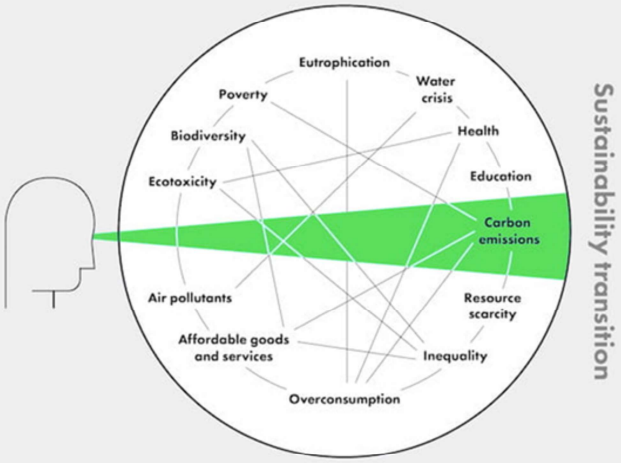
Carbon tunnel vision



NEW PERSPECTIVE

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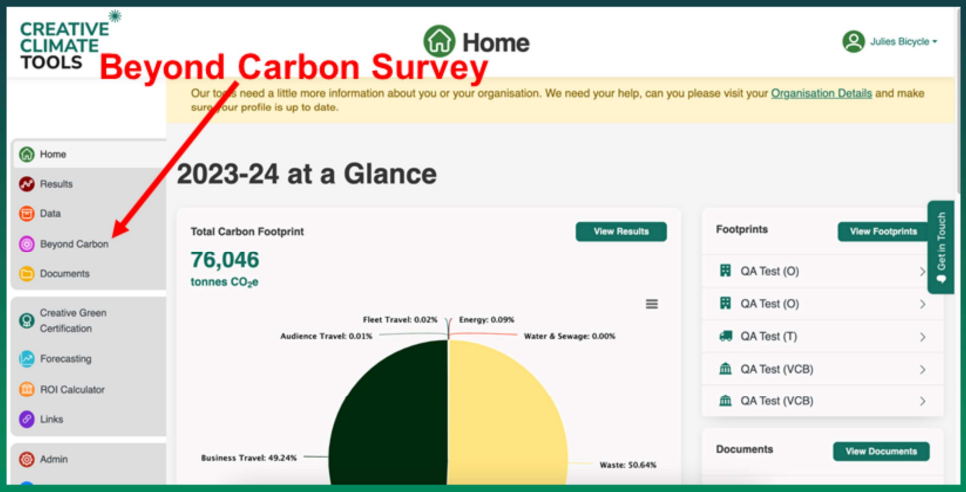

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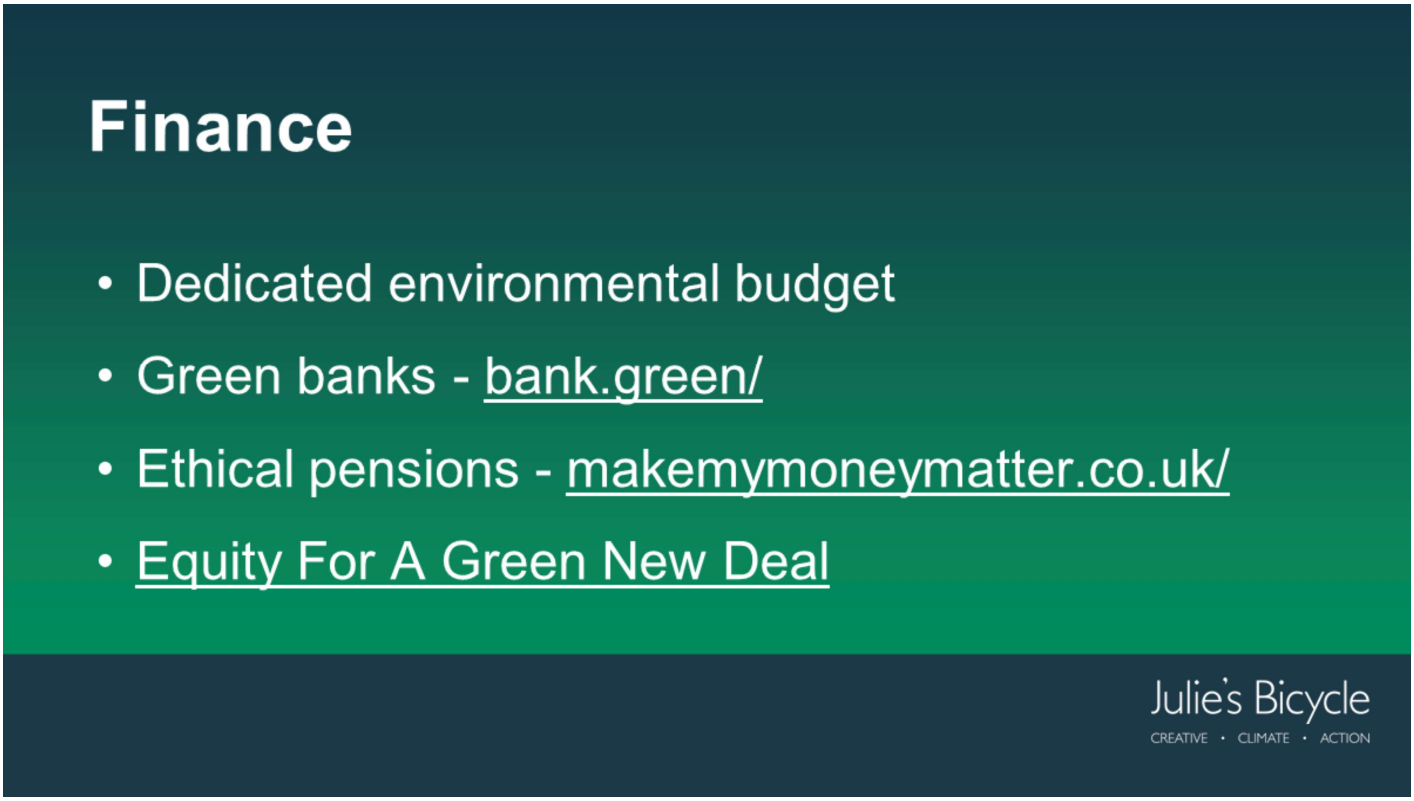
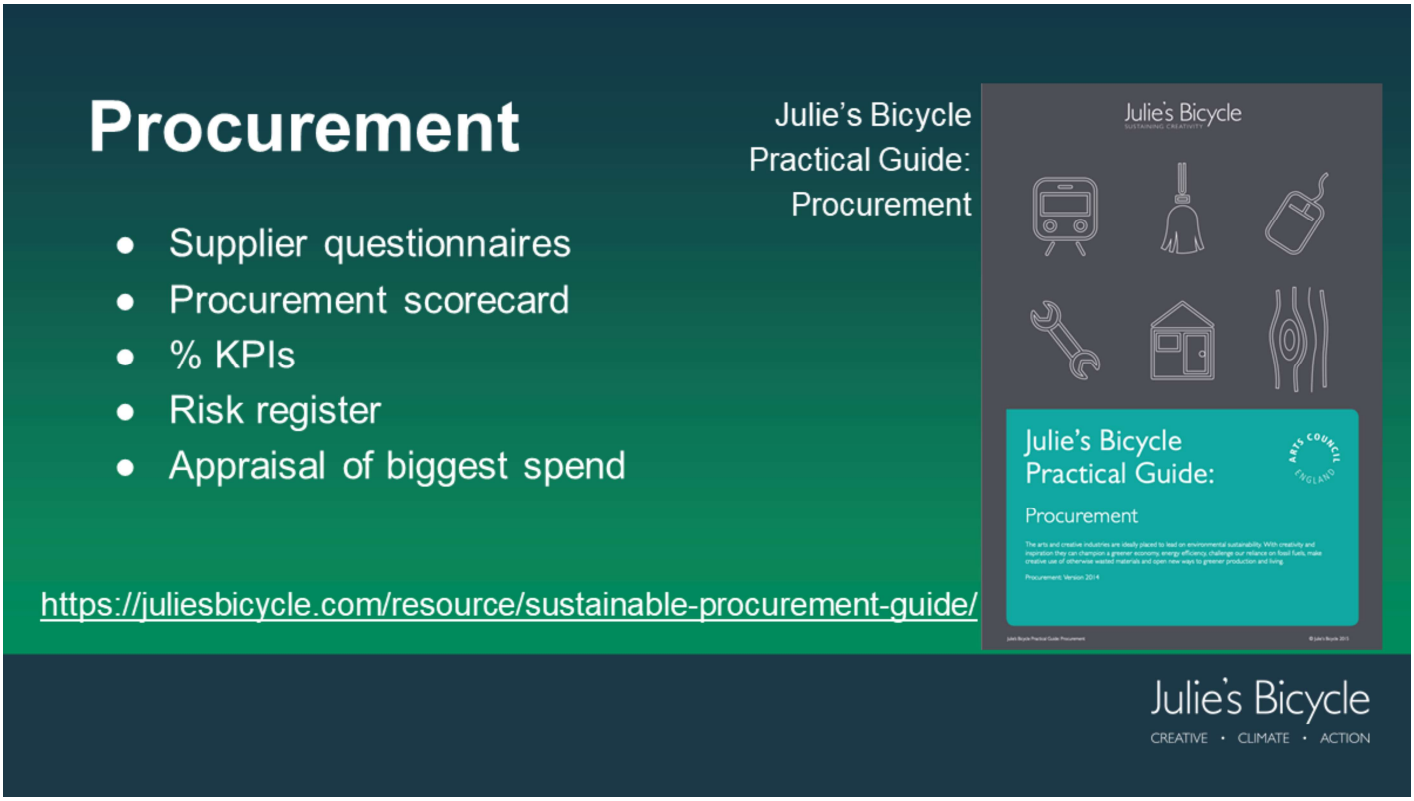


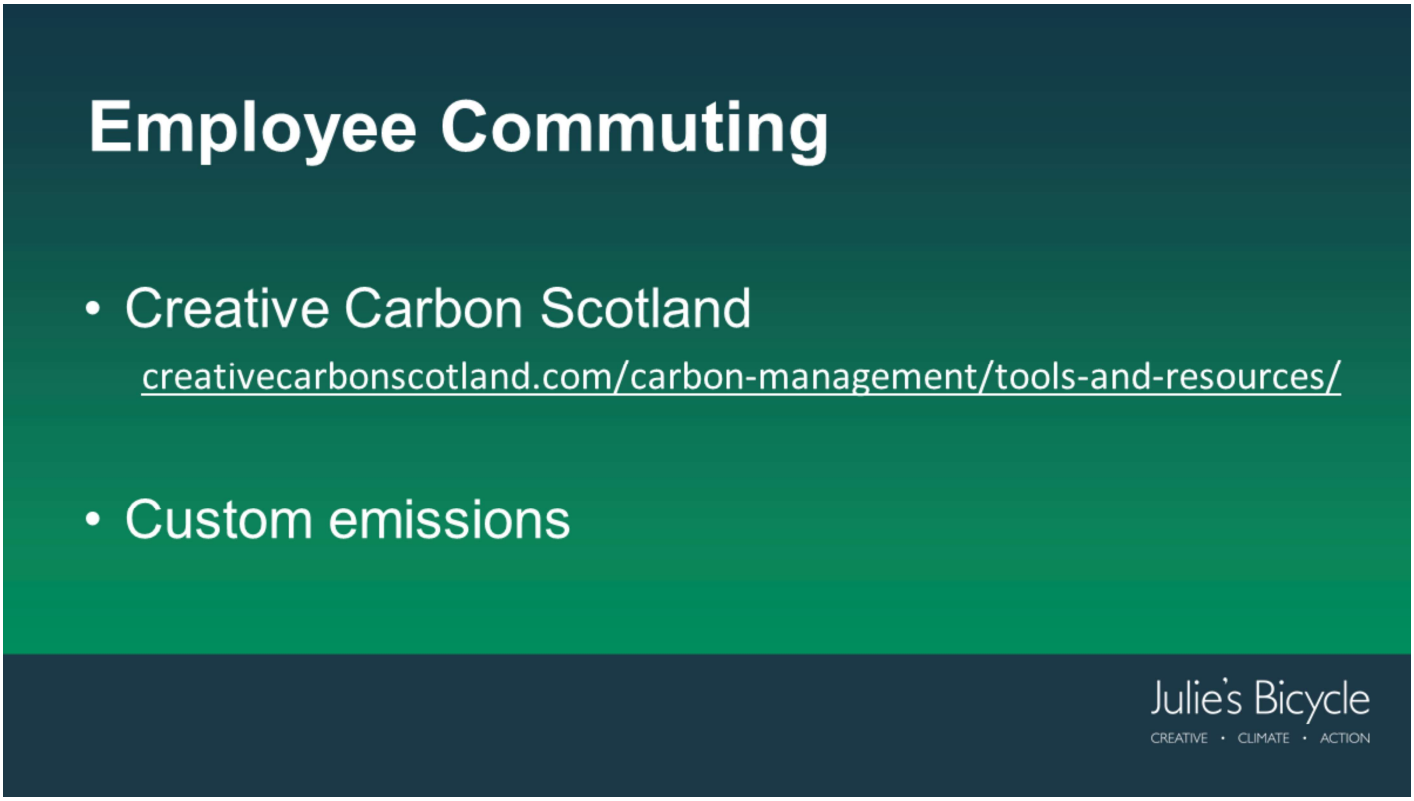
Looking for a greener banking option?

bank.green/
Pensions, banking and insurance,
https://makemymoneymatter.co.uk/
Equity For A Green New Deal



Julie's Bicycle Practical GUide - Procurement
https://juliesbicycle.com/resource/sustainable-procurement-guide/

HOME Manchester case study
https://www.businessgrowthhub.com/case-studies/home



Creative Carbon Scotland's Employee commuting resource creativecarbonscotland.com/carbon-management/tools-and-resources/

Digital

- Customs emissions tab
- Range & complexity of factors
- Lack of transparency across digital sector
- Signpost to other tools

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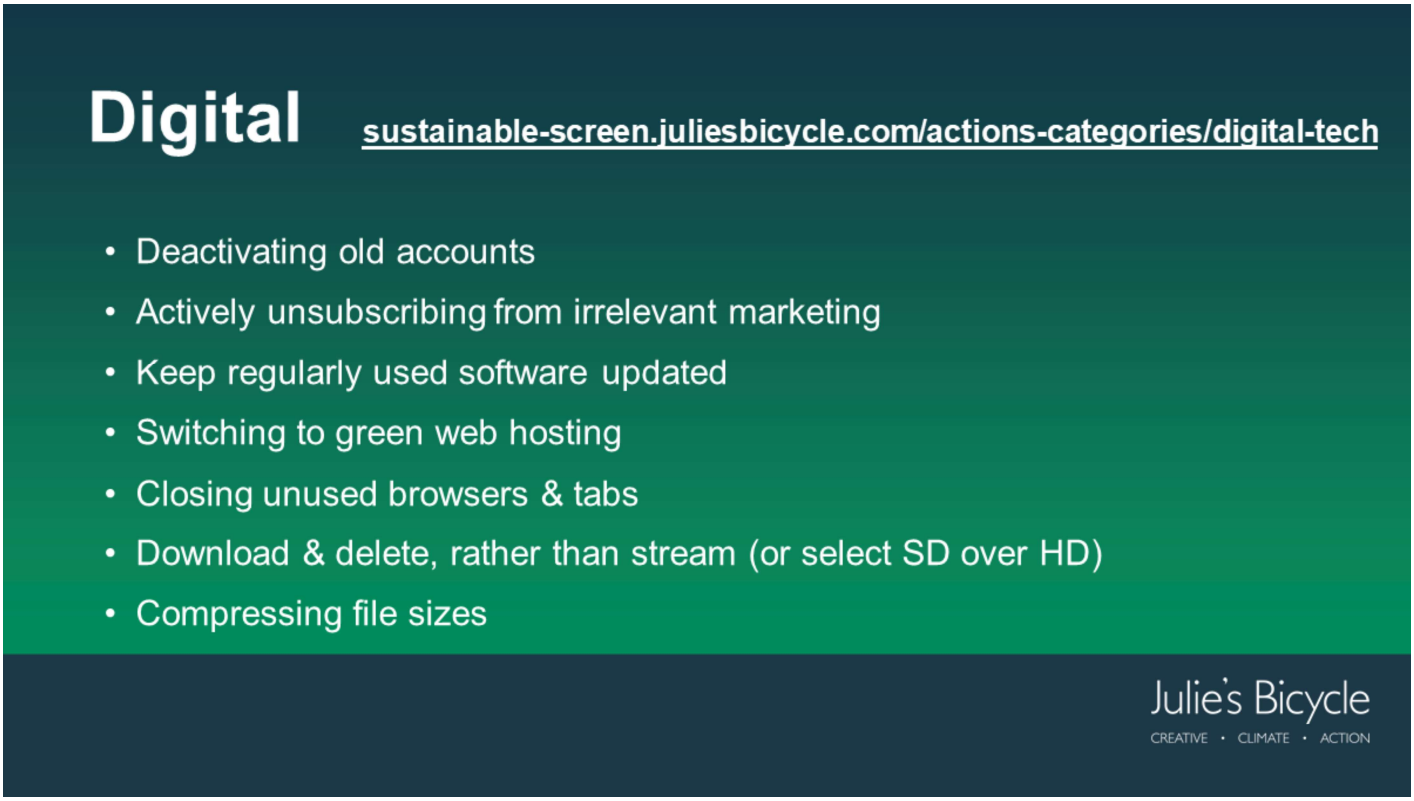
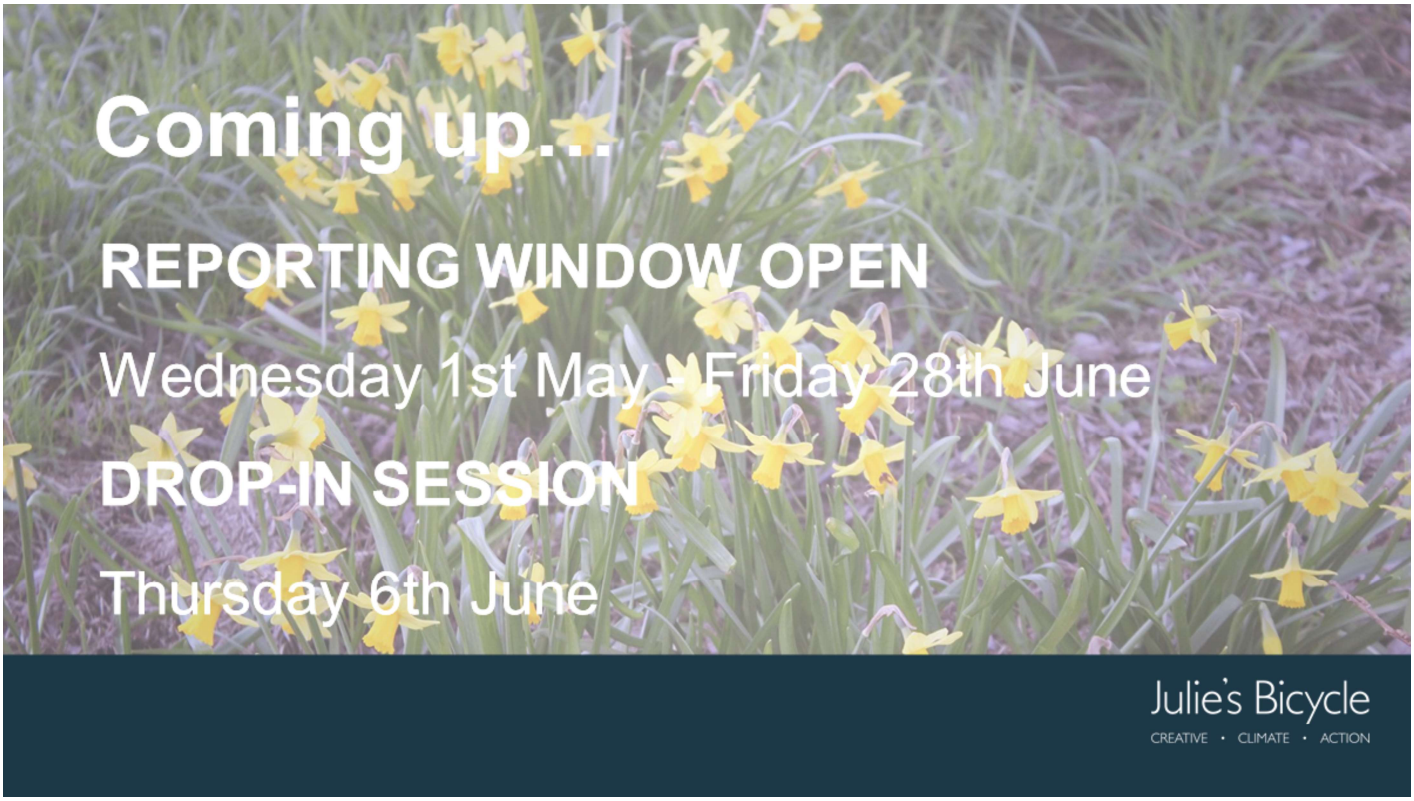


On the JB website there are some tips and recommendations on what actions you can begin taking immediately. sustainable-screen.juliesbicycle.com/actions-categories/digital-tech

There is also a downloadable guide called ‘Environmental Sustainability in the Digital Age of Culture’.
https://juliesbicycle.com/resource/briefing-report-environmental-sustainability-in-the-digital-age-of-culture/

EarthSpeakr - https://juliesbicycle.com/resource/carbon-footprint-for-earth-speakr/
Green Web Hosting - https://www.thegreenwebfoundation.org/tools/directory/
Website Calculator - https://www.websitecarbon.com/
Creative Carbon Scotland - https://www.creativecarbonscotland.com/resource/creative-carbon-scotlands-guide-to-your-digital-carbon-footprint/
https://www.w3.org/blog/2023/introducing-web-sustainability-guidelines/
Wholegrain Digital - Digital Declutter Toolkit for Businesses
https://www.wholegraindigital.com/digitaldeclutter/
The Networked Condition - https://thenetworkedcondition.com/
Fast Familiar Digital Climate Action Sitebuilder - https://fastfamiliar.com/climate-action/sitebuilder/


Coming up...
REPORTING WINDOW OPEN
Wednesday 1st May - Friday 28th June
DROP-IN SESSION
Thursday 6th June
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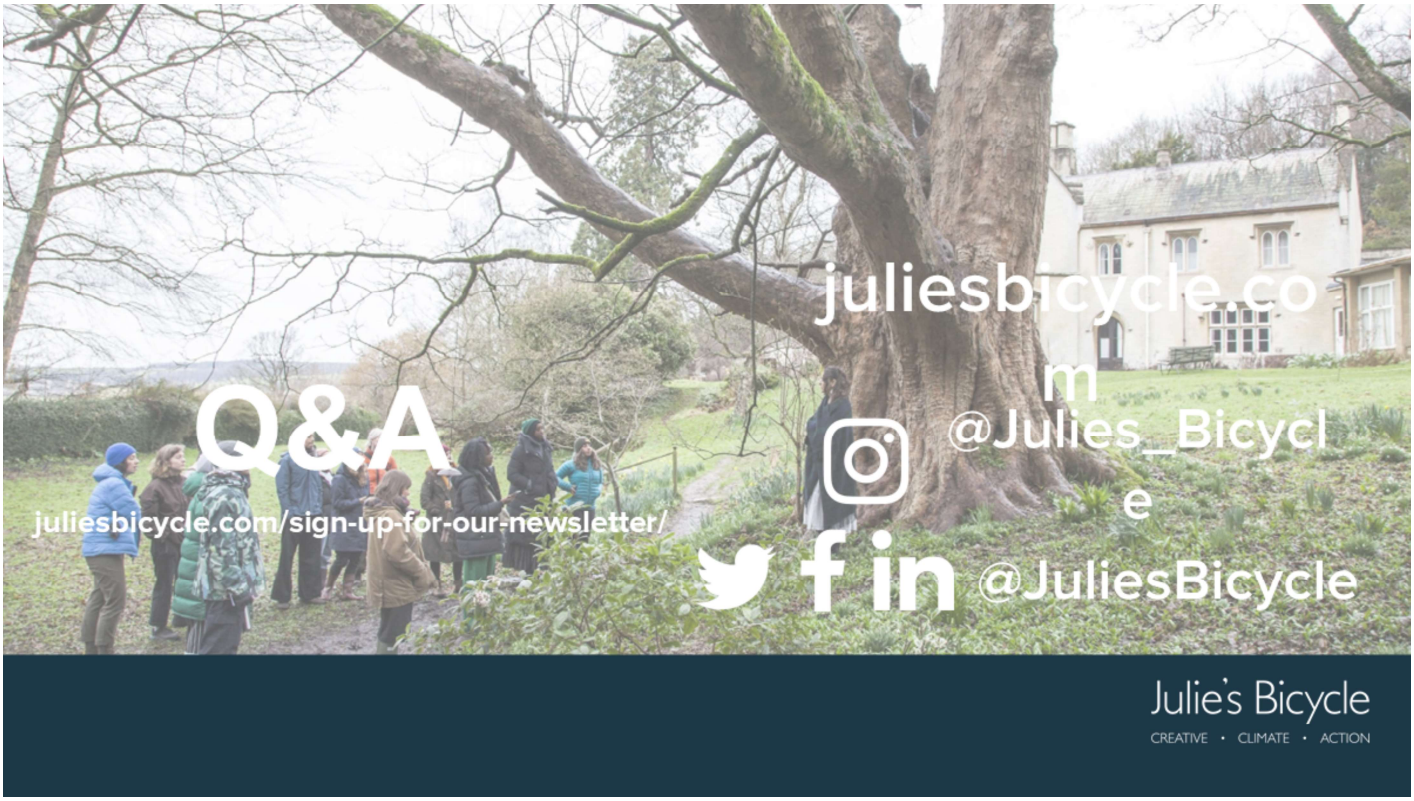
Q&A
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