

25th January 2024

Getting to Grips with Environmental Performance and Progress

BFI Sustainable Screen Programme 2023-26



earth.fm

Listen to nature sounds, fall in love with the Earth

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Welcome



Keir Powell-Lewis

Head of
Environmental
Sustainability

BFI



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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 Sept 2023 - [Watch again](#))
- Previously: Developing Environmental Priorities and Plans (12th Dec 2023 – [Watch again](#))
- **Today: Getting to Grips with Environmental Performance and Progress**

Agenda

- Building your understanding
- Understanding your climate impact: carbon footprinting
- Beyond carbon
- Creative Climate Tools
- Collaboration, knowledge sharing & support
- 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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A composite image featuring a microscope on the left, resting on a wooden block. The background is dark with a faint, ethereal image of a person's face. Overlaid on the center is the text "Building your understanding" in a large, white, sans-serif font.

**Building your
understanding**

Understanding leads to action.

Environmental data and insights can be a powerful tool for:

- understanding your impacts
- identifying priorities and knowing what to focus on
- identifying opportunities for reducing impacts and saving money
- setting targets and tracking progress
- communications, engagement and awareness-raising

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Building your understanding

Start with...

Who you are,
what you do,
when and where,
how, with whom

What impact
areas are relevant
to you and are
likely to have a big
environmental
impact?

What are you
already doing?

Identify what environmental data and information you already have

Energy and water
bills

Waste invoices

Business & audience
travel information

Supplier policies

...

Gain wider perspectives and a broader sense of possibilities and priorities

Find out what people
think and what others
are doing

Stakeholder
engagement

Insights from the
industry

Networks &
collaborations

Neighbours/
community....

Make data and information useful

Identify priorities and
set targets

Report performance
and track progress

Inform strategy and
action plan

Identify information
gaps, training and
support needs

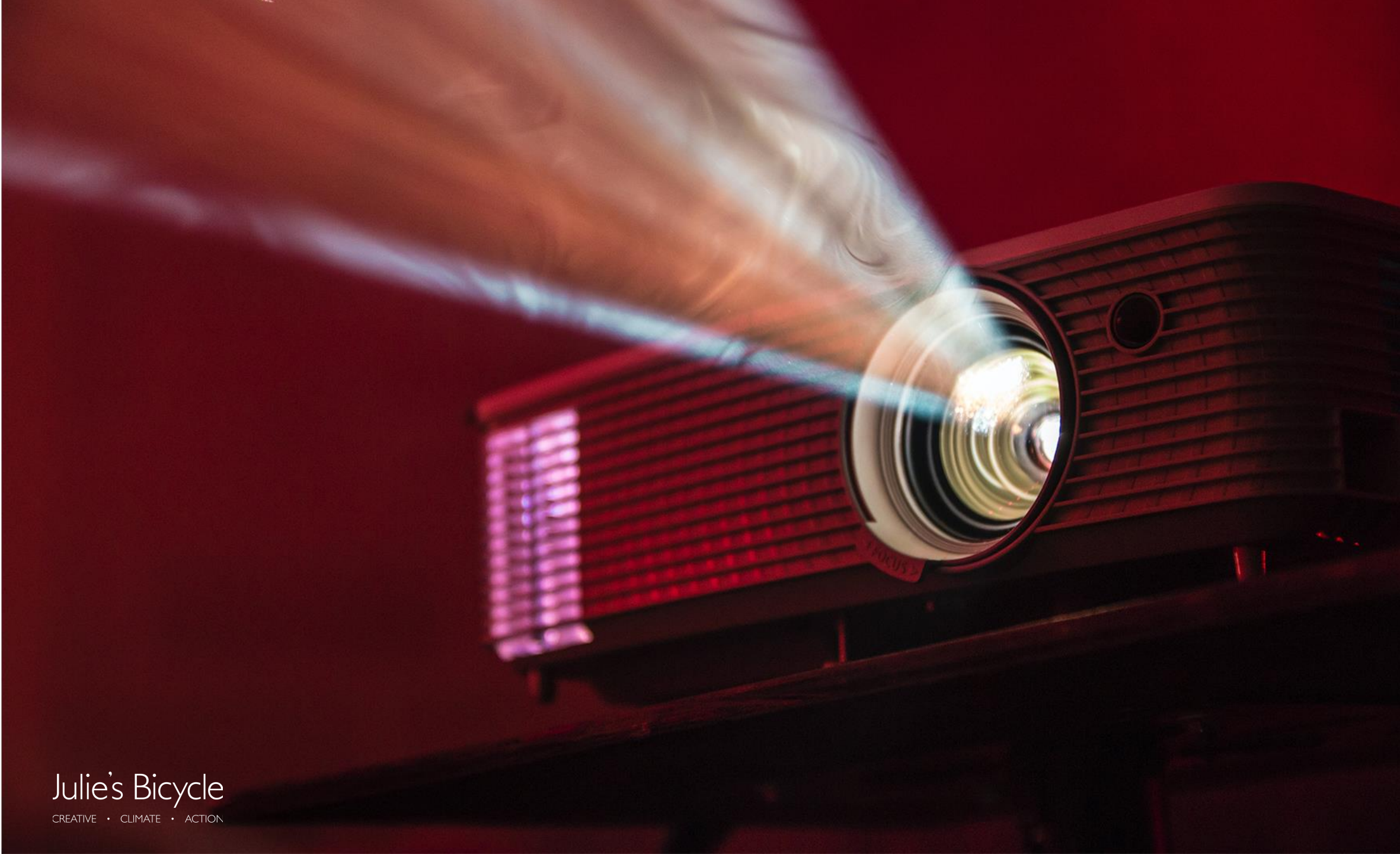
Communicate and
engage

Be accountable....

A photograph of a microscope on a wooden surface. The microscope is white and black, with a large black box on top. The background is dark and smoky. The text "Understanding your climate impact: Carbon footprinting" is overlaid in white.

Understanding your climate impact: Carbon footprinting

Poll



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Why measure carbon?

Meeting growing expectations

1. Global



2. Industry



3. Employee & customer

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

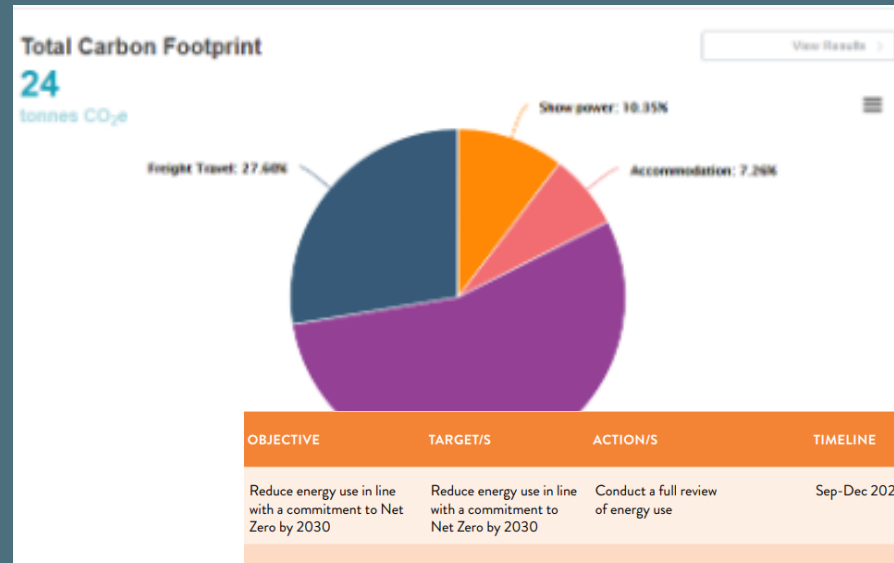
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Why measure carbon?

Managing your organisation for the future

- Setting strategic objectives
- Ensuring accountability
- Finding efficiencies & 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

What is a carbon footprint?

A measure of the climate change impact of an organisation, event, product etc over a period of time...

...expressed as a single number (CO₂e)

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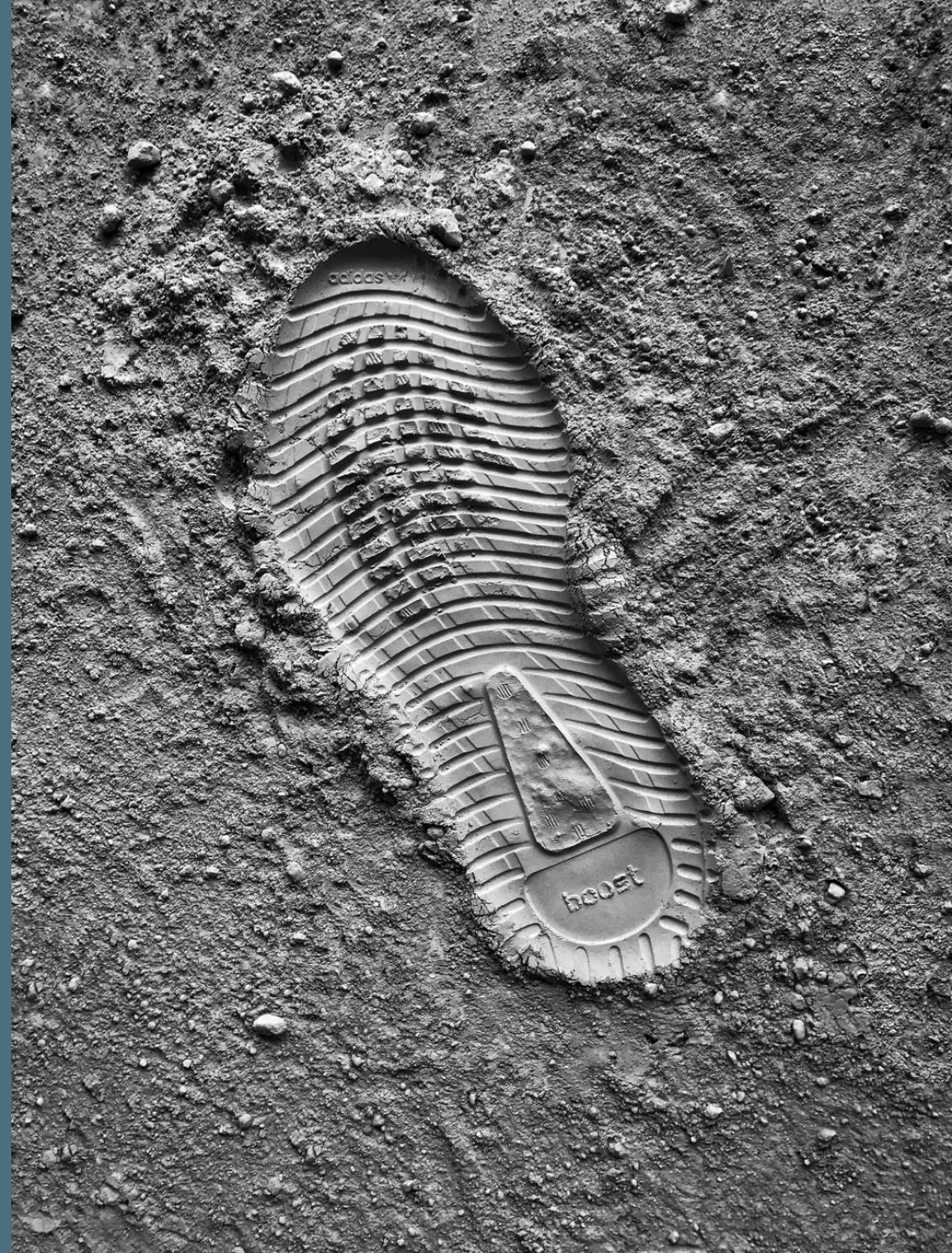
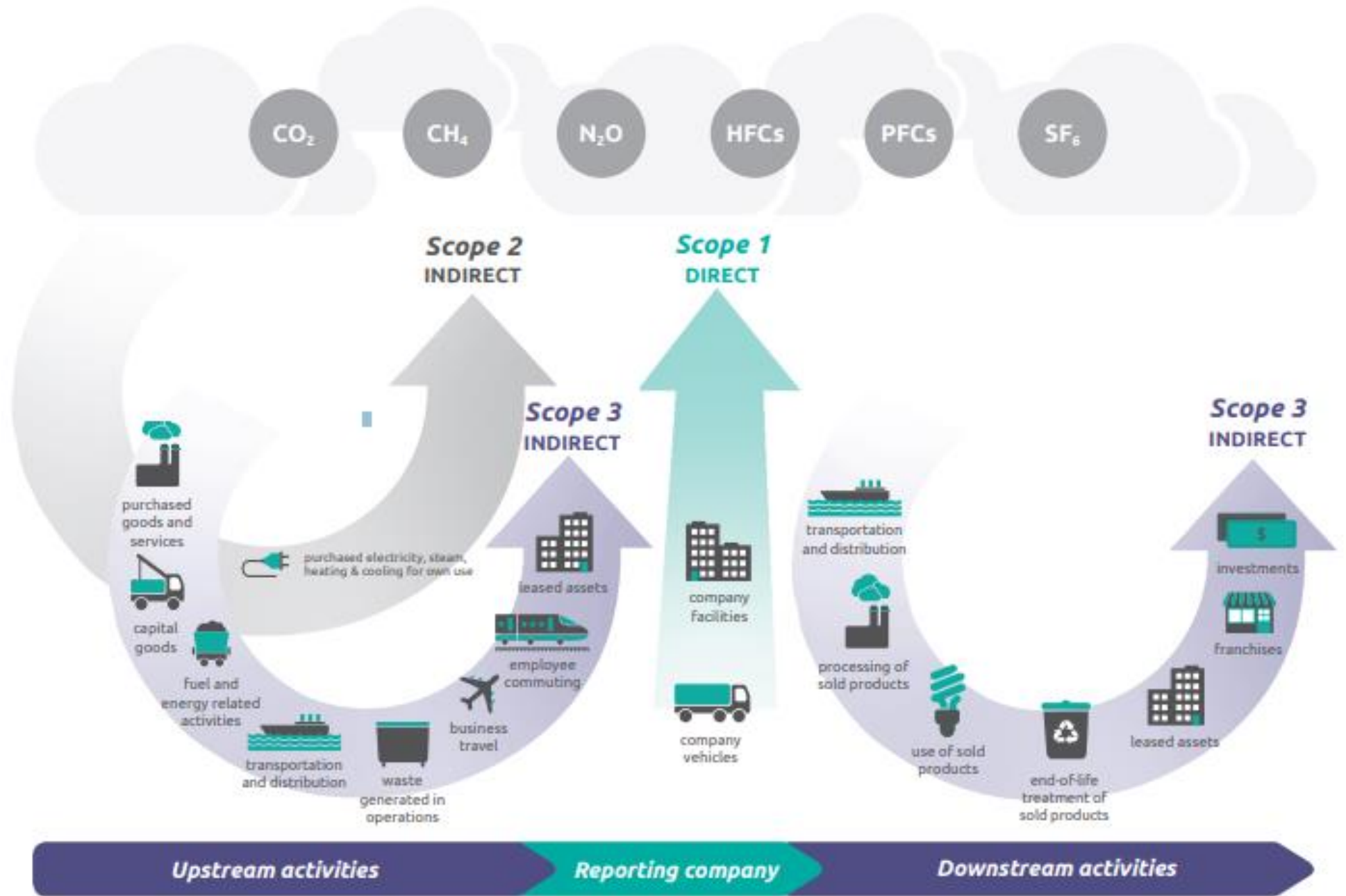


Figure [1.1] Overview of GHG Protocol scopes and emissions across the value chain



What is included in a carbon footprint?

Think about what is relevant to your organisation

Energy

What to measure?

Total energy used in your offices, cinemas etc

- Electricity, natural gas, any other fuels
- Any power generation: renewable energy (e.g. onsite solar panels)

How to measure?

- Good = Check your invoices
- Better = Read your meters
- Best = Use a Building Management System / smart meters

If you rent your building, ask your landlord!

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Keir Powell-Lewis

Head of
Environmental
Sustainability
BFI



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Business travel

What to measure?

Travel for anyone considered part of the organisation

- Transport type
- Distance (miles/km) or fuel use for business purposes (e.g. meetings)

How to measure?

- Ask your business travel agent for travel they've booked
- Employee survey and/or travel expenses (incl fuel card for company cars)

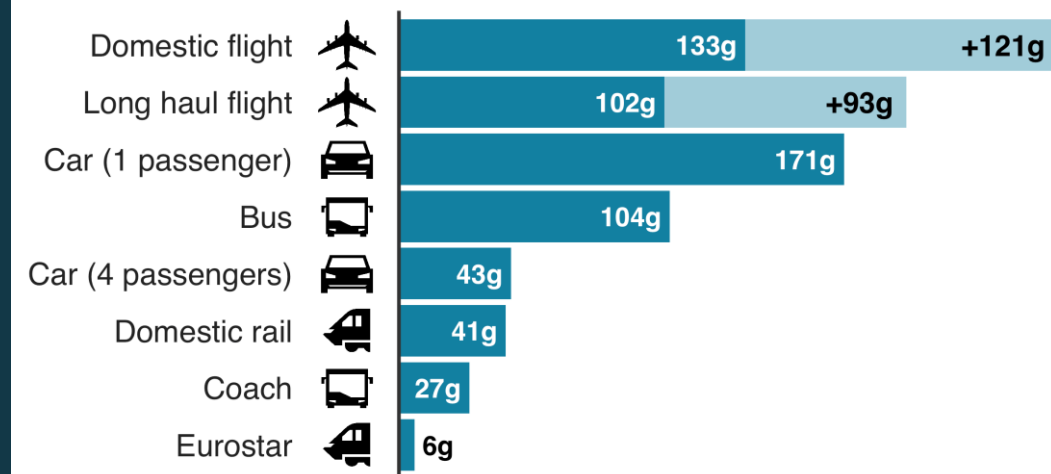
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Emissions from different modes of transport

Emissions per passenger per km travelled

■ CO2 emissions ■ Secondary effects from high altitude, non-CO2 emissions



Note: Car refers to average diesel car

Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019

BBC

Audience travel

What to measure?

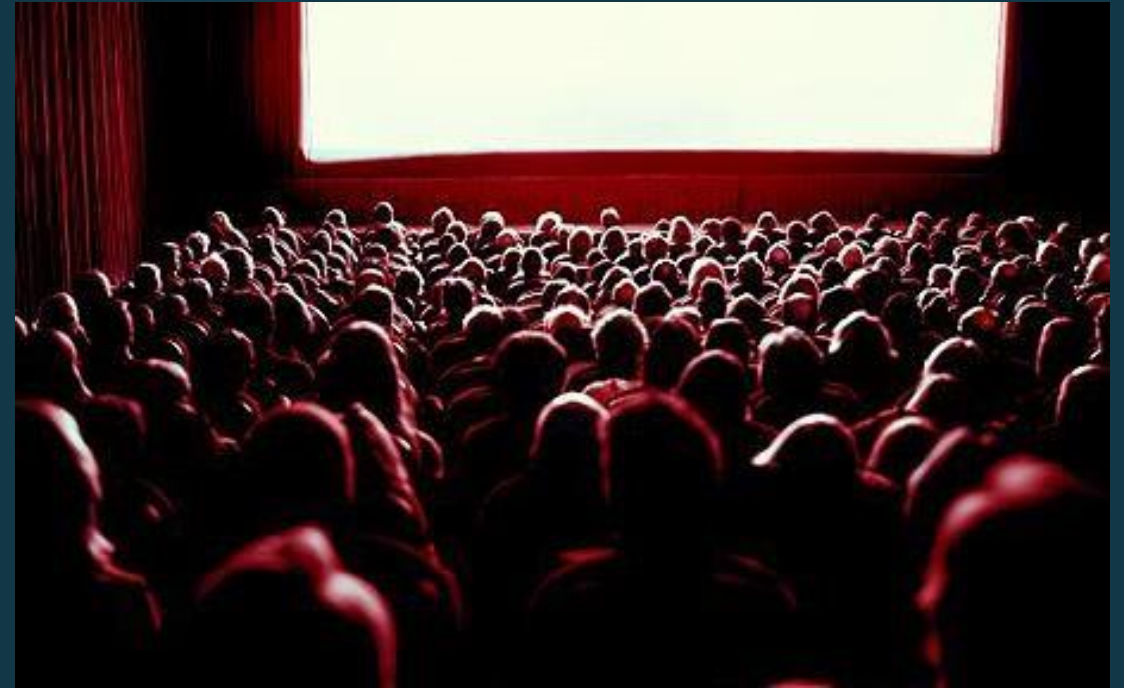
- Transport type (car, train, bus, taxi, cycling, walking etc)
- Distance travelled (e.g. from home to cinema)
- Motivations for how they travelled

How to measure?

- Ticket sale information (e.g. postcode)
- Audience travel survey
- And/or share existing tools

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Waste

What to measure?

- Understand what materials you have on site
- Amount of total waste (kg/tonnes)
- Where waste goes (kg or % to recycling, waste to energy, compost, landfill)

How to measure?

- Ask your waste supplier for a breakdown



Understanding your footprint

Footprints reveal **what** your impact is, but not exactly **why**.
You need to analyse the info to understand the full story...



5,600 tonnes CO2 from energy use
Increase from last year because of
change in opening hours



38.5 million litres used
Decrease on last year but we don't
know why...



430 tonnes
Decrease on last year but still
only recycling 30%



Only know expenditure but it's a
big % of our total budget, so we
need to find out more

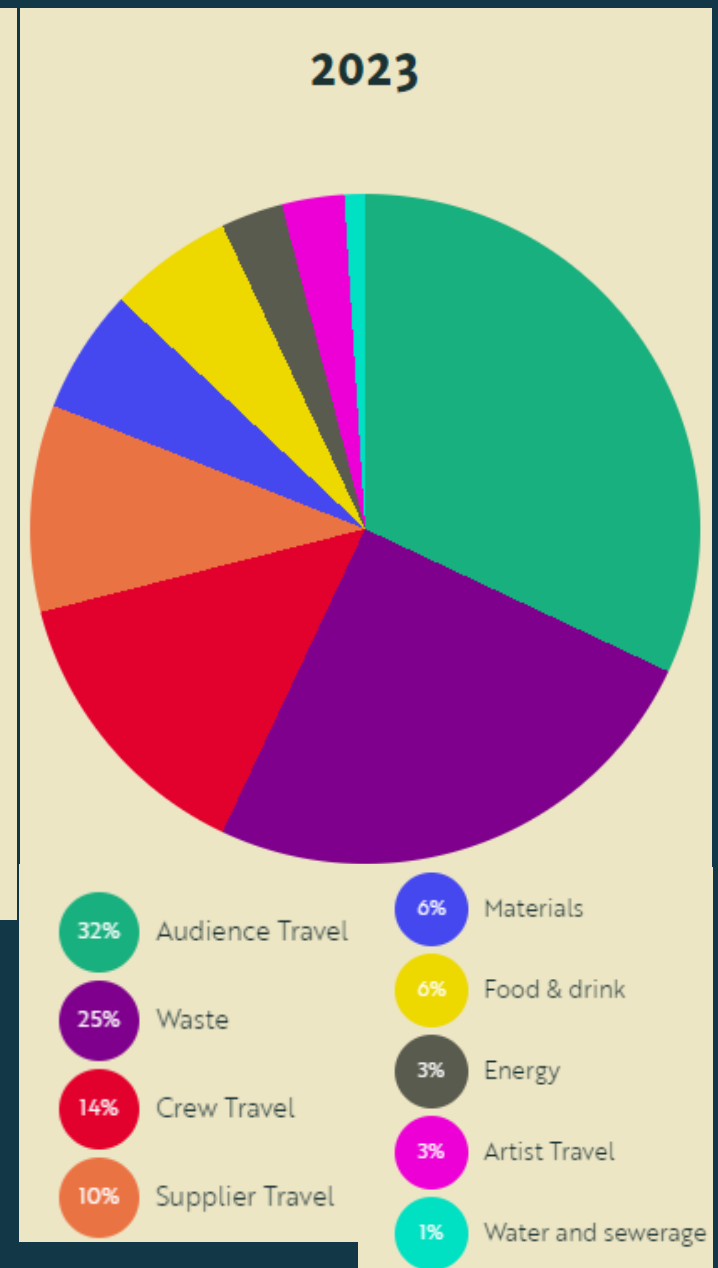
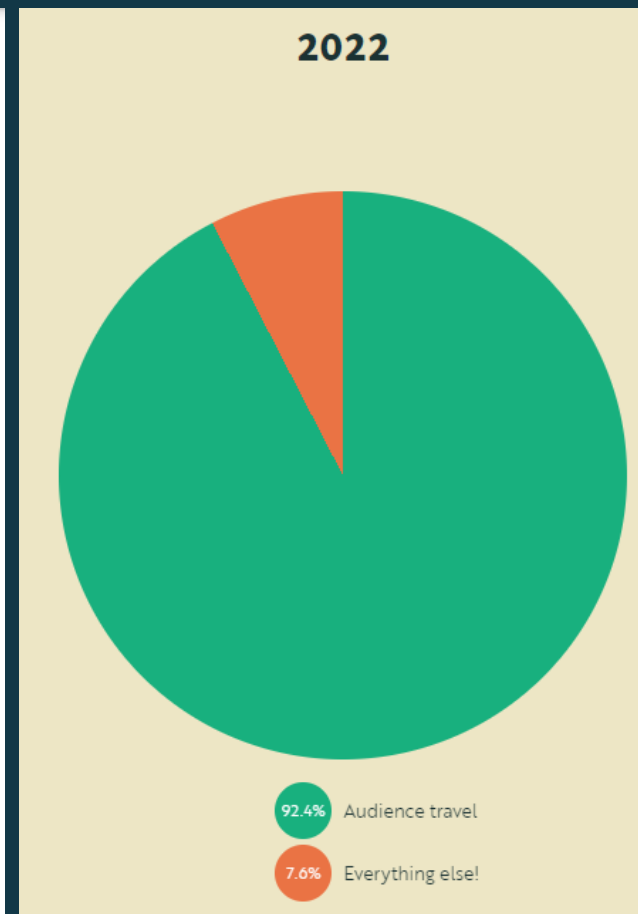
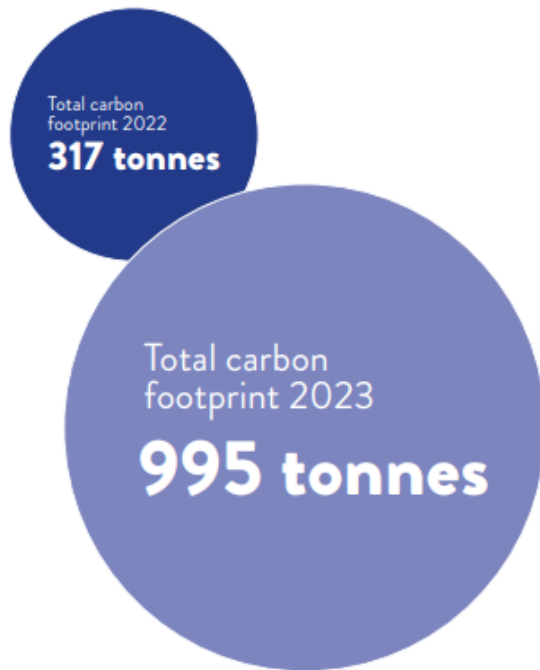
SHAMBALA IN NUMBERS (like never before!)

Carbon Footprint:

Our total carbon footprint has sky rocketed compared to last year.... but don't panic! This is because we've measured in far, far more detail than ever before.

We are getting more granular on data and wider in scope, to better understand our full impacts, at the festival and beyond.

So, as a reminder, here's how things looked in 2022, vs in 2023.



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WATERSHED

Zoe
Rasbash

Climate Action
Researcher

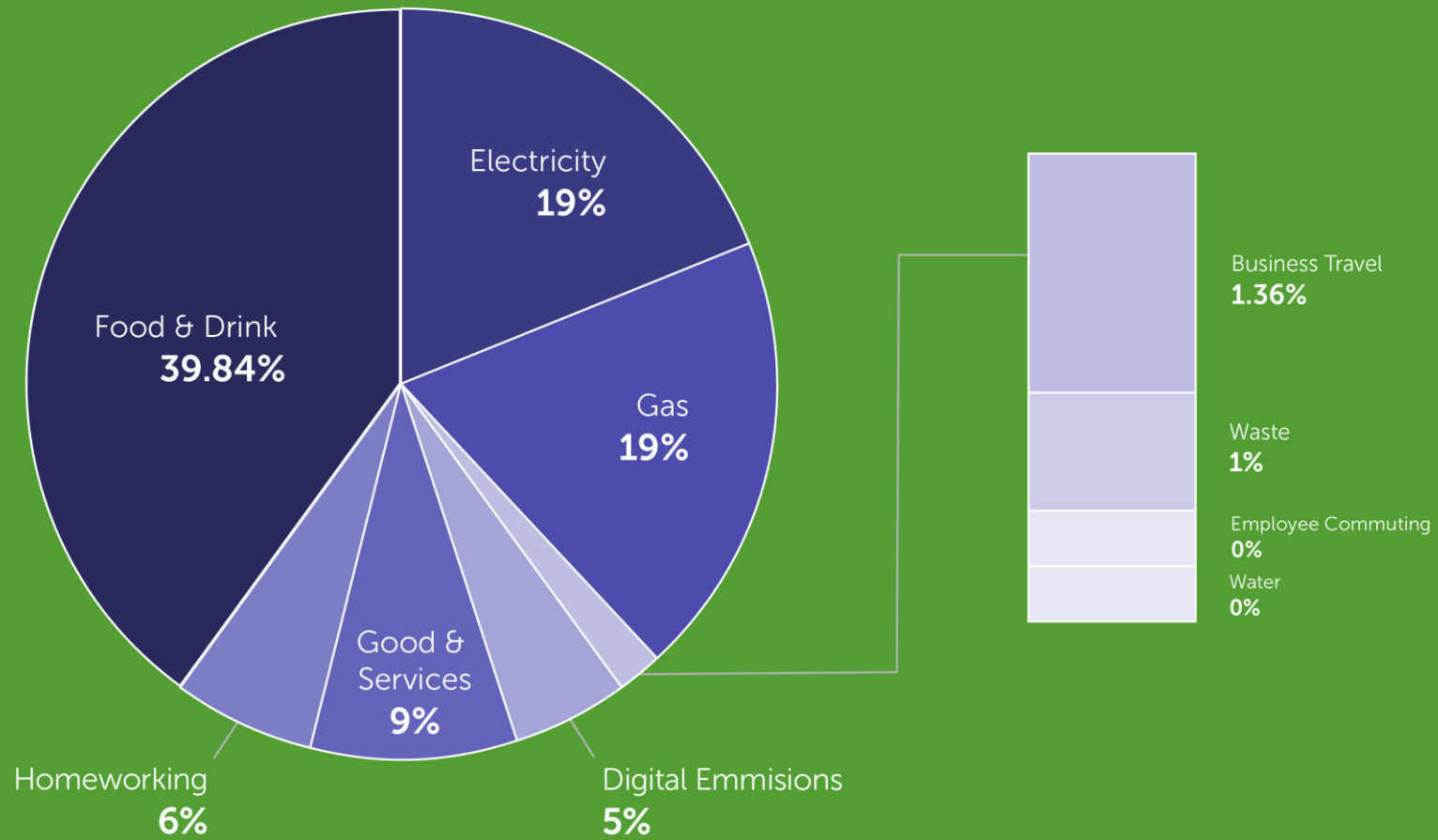
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Watershed Emissions Boundary, April 2022 - March 2023

Emissions under control	Emissions under guidance	Emissions under limited/ some guidance
Scope 1	Scope 2	Scope 3
Gas use from Watershed's studio, Café & Bar and operating space	Electricity use from Watershed's studio, Café & Bar and operating space	<ul style="list-style-type: none"> • Transmission and distribution losses from all electricity use • Business travel including hotel stays • Water and water treatment emissions from Watershed's studio, café/bar and operating space • Corporate waste from Watershed's studio, café/bar and operating space • Homeworking and staff commuting emissions • Emissions from digital operation • Purchased goods and services (75% of spend captured only, not including utilities or travel spend to avoid double counting) • Emissions from food and drink purchases
<p>Not quantified</p> <p>Some upstream fuel production emissions, full purchased goods and services analysis, upstream distribution emissions, capital goods emissions and emissions from investments</p>		



Watershed Emissions by Area, April 2022 - March 2023



Carbon footprint tips

- **Don't try to measure everything**
- **Improve data over time**
- **Speak to the people who have the information**
- **Take action in the meantime**

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A photograph of several purple flowers with spiky heads, likely scaberrubus, growing 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.

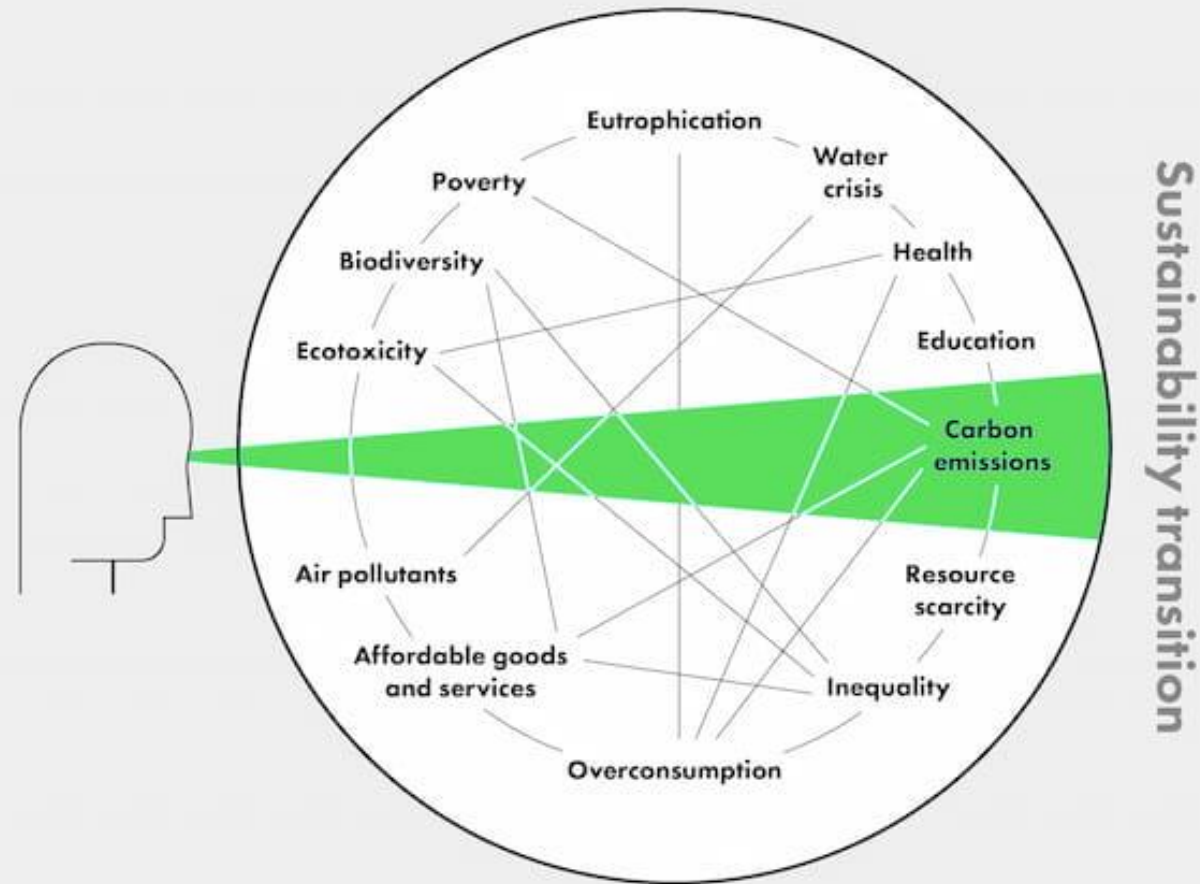
Break – 5 min

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A dark, atmospheric photograph of a Dukane industrial machine, possibly a laser cutting or welding unit, with the text "Beyond carbon" overlaid in white. The machine is positioned on the left side of the frame, and the background is a dark, smoky or misty environment. The text is centered horizontally and vertically, with a slight shadow effect. The machine has a control panel with buttons labeled "FOCUS", "ADVANCE", and "FRAME".

Beyond carbon

Carbon tunnel vision



Key Statistics 2021-22

In 2021-22, 698 NPOs reported on all environmental impact areas across 1092 venues, 646 offices, 123 productions, 109 festivals, and 145 indoor events. This statistics snapshot is based on the most commonly reported impacts: energy, water, waste, business and touring travel.

17.6 million km
TOURING



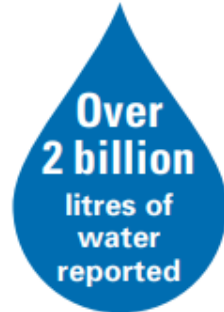
7.3 million km
BUSINESS TRAVEL

(including car, taxi, rail, aviation etc.)



5,025
tonnes
of waste

(including landfill, recycling & composting)



Over
2 billion
litres of
water
reported

(including usage and treatment)

TOTAL
60,338
tonnes
CO₂e



TOTAL
ELECTRICITY
136 million kWh



TOTAL
GAS
145 million kWh

TOTAL
ENERGY USE
281 million
kWh



ENOUGH
TO POWER
18,891
UK households²



£26.9
million
TOTAL ENERGY
SPEND³
(gas+electricity)



GOOD GOVERNANCE

92%

include environmental sustainability in core business strategies
(compared to 88% in 20-21)

56%

formally recognise environmental responsibilities in job roles
(compared to 55% in 20-21)

43%

now have an ethical sponsorship policy
(compared to 33% in 20-21)

OPERATIONAL PRACTICE

79%

have taken steps to eliminate single-use plastic
(compared to 71% in 20-21)

65%

have installed energy efficient lighting and/or lighting sensors/timers
(compared to 57% in 20-21)

95%

actively promote teleconferencing
(compared to 92% in 20-21)

ENGAGEMENT + COLLABORATION

71%

have produced or programmed work exploring environmental themes
(compared to 57% in 20-21)

63%

collaborate with other cultural organisations on environmental solutions
(compared to 49% in 20-21)

17%

use a Green Rider for visiting/touring productions

BENEFITS AND VALUE

45%

reported financial benefits

42%

reported creative and artistic opportunities

60%

reported team morale and well-being benefits (e.g. programming, commissioning, residencies)

44%

reported reputational benefits



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Find out what people think

- Engage with stakeholders to understand attitudes, behaviours and perceptions around environmental action
- Staff: survey, interviews, workshops...
- Audience: survey, focus group...
- Suppliers: survey, assessment, conversations...

Why we should take environmental action

Demonstrating good practice to other organisations in the Creative Industries

Having a positive influence on audience's environmental attitudes

Becoming a climate leader in the UK

Save money off energy bills

What our team thinks we should focus on

Recycling initiatives

Energy initiatives

Climate Change arts programming

Public transport and bicycling initiatives

Ethical and sustainable food and beverages

OUR ENVIRONMENTAL RESPONSIBILITY

From Understanding to Action

We wanted to establish a new set of environmental commitments and a plan of action to meet them. To do this we first needed a better understanding of our starting point. We did this through an internal review with the aim of:

improving understanding of our environmental impacts and performance – building on the environmental reporting we had already been doing, but going deeper and wider

going beyond the numbers to get a better sense of what environmental action had already been taken, what good environmental practice was already in place and where people saw opportunities for action, and;

establishing a solid foundation for defining objectives and targets and identifying priorities.

OUR ENVIRONMENTAL RESPONSIBILITY

From Understanding to Action

Who was involved and how?

Executive Board Environmental Responsibility (ER) Leads

Executive Director
Chief Financial Officer –
lead on internal ER

Executive Director,
Innovation & Enterprise
– lead on the
ER Investment
Principle

Executive Board (EB)

Chief Executive briefing
EB briefing papers
EB Meetings

Core team

Director, Business
Innovation & Environmental
Responsibility
Senior Manager,
Environmental Responsibility
Senior Officer, Environmental
Responsibility
+
External environmental
support from
Julie's Bicycle

Internal consultation group

Series of workshops for
10 people from different
areas – from Estate and
Finance to Comms and
sector-facing roles
Individual interviews

Wider Arts Council staff

Staff survey on
home working, commuting
and training
Drop-in sessions
for all staff



1 x staff survey
397 responses – 70%



10 x interviews



3 x internal consultation
group workshops



1 x buildings review



2 x Executive Board
briefings and meetings



2 x all-staff sessions
160 x participants – 30%

Audience attitudes



Information

Audiences need relevant and digestible information to help them:



72% of all audiences and 74% for cinema expect organisations to provide information about how audiences can support organisations to be more sustainable



66% and 69% for cinema expect organisations to provide information about how audiences can travel more sustainably



“Explain clearly what individuals can do - we often feel powerless to make a personal difference.”



“It would be helpful for cultural organisations to provide inspiring materials regarding sustainability to visitors in an easily-digestible and easily-understood format.”



“I want to have information of how I can reduce my impact.”

Indigo, Act Green 2023 [report](#).

[Watch again](#) -
Webinar: Act Green 2023 -
Cinema insights.

Audience reach and impact

231,000+

people engaged in Season for Change commissions and events

182,000

people engaged with Season for Change online

1,030,000

people reached via press and media reach



How and why did engaging with Season for Change change people?

- It increased mindfulness and awareness that personal choices have an impact on climate change.
- Greater understanding of the possibilities for combatting climate change, and positivity that it's not too late.
- More awareness that the impacts of climate change, including levels of severity and urgency, are different for different communities, both locally and globally.
- Taking part allowed respondents to step outside of their everyday life and focus on the issues of climate change; the immersive and multi-sensory activities were particularly effective in this regard.
- Respondents had the opportunity to explore different perspectives and contexts for climate change.
- The programme offered opportunities to connect with like-minded people and gave time and space for personal reflection.

For example, Love Ssega's music video campaign reached over 100,000 residents living in Lewisham, around a third of the population, raising awareness of the dangers of air pollution. Over 80% of people surveyed said the video made them more passionate about air pollution.

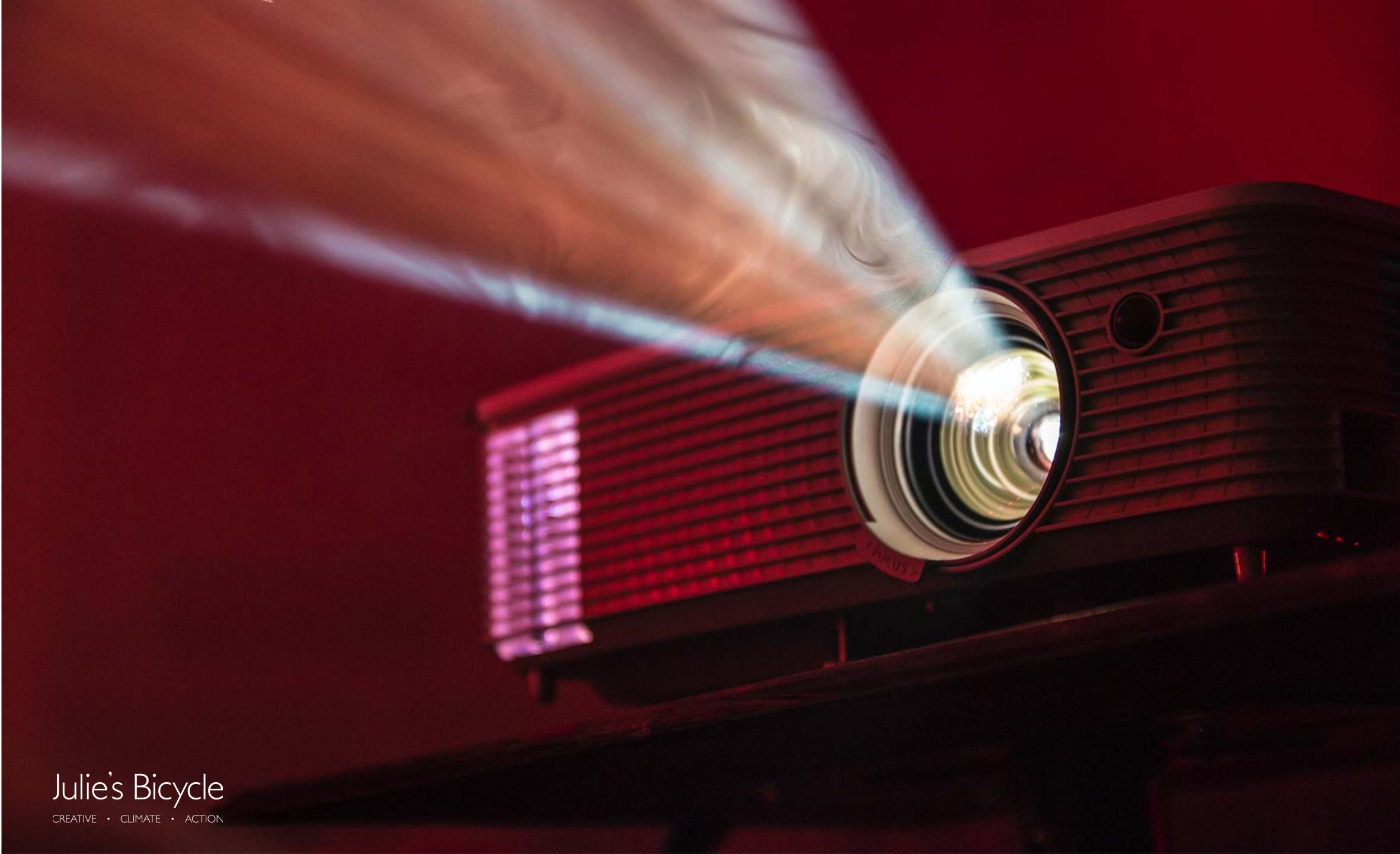


Selina Thompson, Immersion. Photo by Matthew Kinani

"It's made me more conscious to slow down and be more mindful of my surroundings... to consider the past and future and consequences of our actions in the present."

- Audience participant of Duncan Speakman's Only Expansion

Poll



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DO

- Tell stories that speak to the values and interests of the people you're speaking to.
- Use facts, data, and figures where RELEVANT, and CONTEXTUALISE them.
- Be honest, transparent, precise and have facts to back up claims. Be SPECIFIC.
- Frame sustainability as something you're working *towards*.
- Explain why something matters to you.
- Be solutions-focused.
- Use positive framing, e.g. "thank you for using the recycling bins"
- Find opportunities to link your environmental initiatives to your creative programme.

DON'T

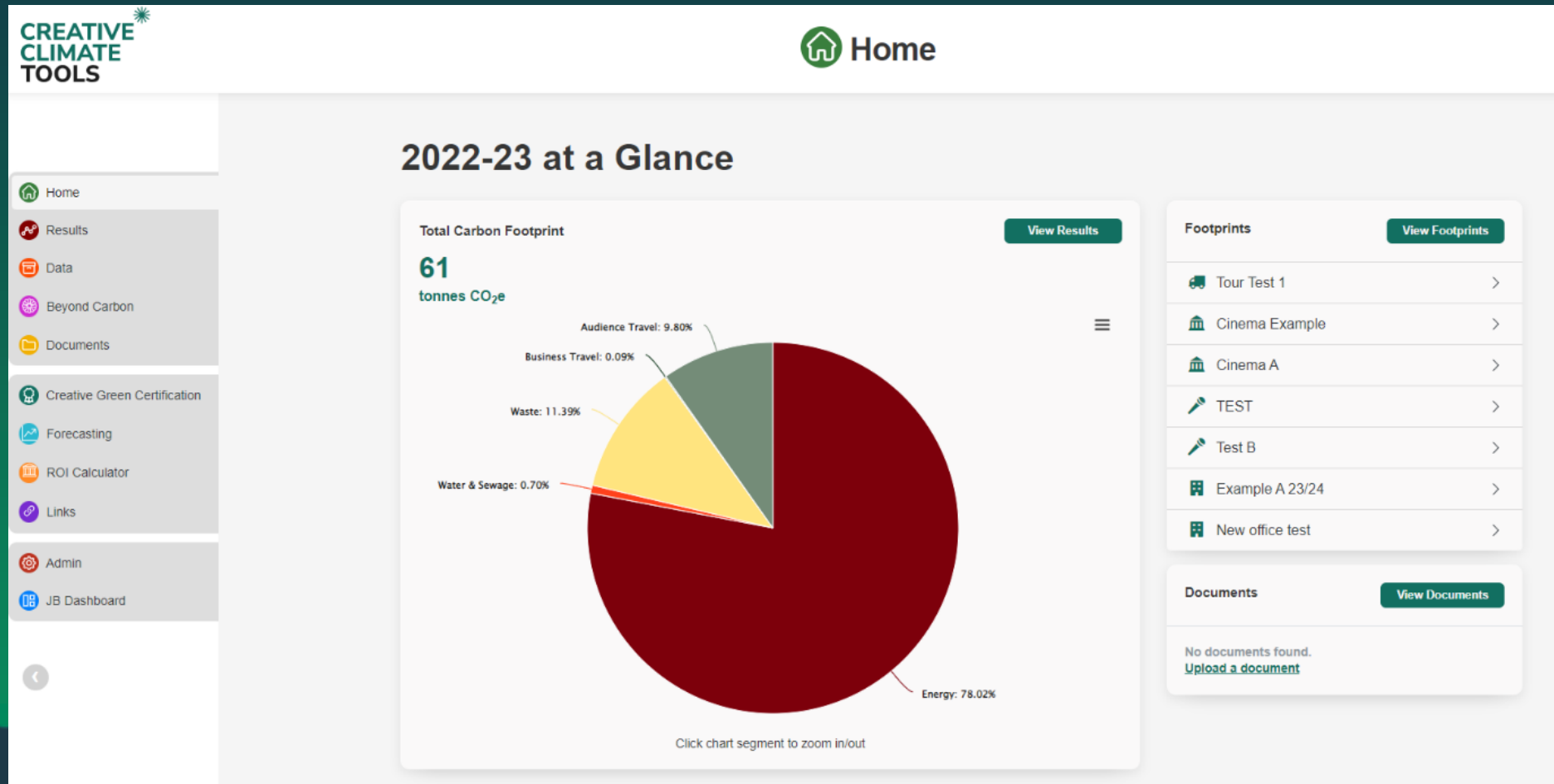
- Use technical language just because it's science, or rely on big, abstract concepts.
- Use data and figures for the sake of it and without context.
- Greenwash, talk vaguely, or make unsubstantiated claims.
- Say "we're green now".
- Assume that people will just 'get' it.
- Give people only negative stories with no call to action.
- Use negative messaging, e.g. "don't drop your litter"

Creative Climate Tools

What are the Creative Climate Tools?

- **A free carbon calculator** designed to help organisations to **track and understand** the impacts of their venue, office, tour, project, event or festival.
- Allow users to track a range of different impact areas including **energy use, water consumption, waste, travel and materials.**
- Can help to **prioritise and inform action and track progress over time**

What are the Creative Climate Tools?



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What are the Creative Climate Tools?

The screenshot displays the 'Data' section of the Creative Climate Tools interface for 'Cinema A'. The main heading is 'Energy use', with sub-sections for 'General', 'Energy use', 'Water', 'Waste', 'Audience Travel', 'Business Travel', and 'Fleet Travel'. The 'Energy use' section contains several input fields with units: 'Mains electricity use' (1000 kWh), 'Mains gas use' (kWh), 'District heating' (kWh), 'Bottled gas use' (litres), 'Diesel use' (litres), 'Biodiesel' (litres), and 'Onsite renewable energy' (kWh). A yellow box highlights the total output: '211.1 kg CO₂e'. A 'Submission Page' button is visible. On the right, a summary shows '211 kg CO₂e, 1,000 kWh Electricity' and '211 kg CO₂e Energy Total'. The left sidebar lists navigation options: Home, Results, Data, Beyond Carbon, Documents, Creative Green Certification, Forecasting, ROI Calculator, Links, Admin, and JB Dashboard. The top right shows a user profile for 'JB C'.

Creative Climate Tools: User map

BUILDING

OFFICE

VENUE /
CULTURAL
BUILDING

PROJECT

OUTDOOR EVENT

INDOOR EVENT

TOUR

CUSTOM

Additional Features – Beyond Carbon

- **Allows organisations** to capture environmental action, practice and engagement which goes beyond quantitative impact data.
- Can also serve as a source of ideas of what organisations can do beyond quantifiable impact reduction.
- Covers e.g. policy, ethical investment, roles and responsibilities, governance, additional info on energy, waste, water, procurement decisions, food, travel policy.

Additional Features – Beyond Carbon

Policy

We make environmental principles and values central to core business strategies or plans

Yes No Plan this within next 12 months Not Applicable

We have an ethical sponsorship/partnerships policy (e.g. no fossil fuel company sponsorship)

Yes No Plan this within next 12 months Not Applicable

We have set a Net Zero target that is accompanied by a roadmap and action plan to achieve it

Yes No Plan this within next 12 months Not Applicable

We publish our environmental policy and/or commitments publicly (e.g. on our website / social media)

Yes No Plan this within next 12 months Not Applicable

Investment

We have a dedicated budget for environmental initiatives (e.g. campaigns, monitoring, impact reductions)

Yes No Plan this within next 12 months Not Applicable

We use a pension provider that

Invests in social and environmental impact projects

Does not invest in the fossil fuel industry

Not Applicable

We use a bank that

Invests in social and environmental impact projects

Does not invest in the fossil fuel industry

Not Applicable

BFI Sustainable Screen - Awardee Reporting Requirements

Tools and Reporting Webinar for BFI awardees

Tuesday 27th February 2024

11am-1pm

Overview of reporting for BFI awardees

Demonstration of the Creative Climate Tools

A photograph of a microscope on a wooden surface, with a dark, smoky background. The microscope is the central focus, and the text is overlaid on it.

**Collaboration, knowledge
sharing & support**



Keir Powell-Lewis

Head of
Environmental
Sustainability
BFI



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University students supporting YFA's sustainability journey



'Nature Matters' project (funded by National Lottery Heritage Fund) focusing on ecological subjects, made the archive reflect on the impact of their own workflow and practices.



Started to look into energy use, transport of staff and goods, waste disposal, how they run events and supplies, and what improvements could be done

Collaboration with six environment students from the University of York, who assisted with:

- An initial assessment of current practices
- Research on potential changes
- Development of an action plan

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Plans include:

- Carrying out regular staff surveys in regard to the environment and changemaking.
- Regularly assessing suppliers to check they are the most eco-conscious.
- Continuing to develop and update the environmental policy and making it a discussion point at Trustee meetings.
- Continuing work with Festival of Thrift and the people-powered cinema, focusing on making screenings more sustainable.
- Research and explore digital sustainability.
- Recording data of energy/waste usage and staff and volunteer travel.
- Encouraging and supporting sustainability and ecological training for staff and volunteers.
- Participate fully with the BFI's Sustainable Screen Programme, establishing a baseline carbon footprint for the archive with the aid of Julie's Bicycle
- Speaking to sector colleagues to share learning and support.

Read [more](#).

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BFI FAN: Green Exhibitors Mentoring

A new online mentoring programme for UK film exhibitors – expressions of interest open

Go green - sustainability mentoring programme for UK film exhibitors.

A nationwide programme, which will bring together up to 8 film organisations from across the country. Applications open until 16 February 2024 to all members of the BFI Film Audience Network's regional and national Film Hubs.

Find out more [here](#).

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Film
Hub
North



Manon Euler

Head of Film Hub
North



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WATERSHED

Creative Climate Action Toolkit

Designed to support smaller businesses, organisations, collectives and freelancers to act on climate

Includes:

- Creative Climate Action Video
- Creative Climate Action Worksheet
- Creative Climate Action Checklist

Find out more [here](#).

Emissions Mapping

Section A

Write down all the emissions sources and negative environmental impacts you can think of related to the work you do in different areas. If you feel an area doesn't relate to your work, or you're unsure what it means, skip it and we'll come back to it later.

1. Buildings and Energy	2. Travel	3. Finance
4. Digital Footprint	5. Materials and Waste	6. Audiences, Customers and Networks

Power-mapping

Section C

Try and move all of your green actions from Section B into these four categories:
(1) Actions you are already doing. **(2)** actions you have the power to do and can do now **(3)** actions can do but might require additional knowledge, funding, or capacity (write those needs down as well in orange) **(4)** things that are not possible or outside of your control right now.

1. I am already doing...	2. I can do...	3. I can do but I need...
		4. Not possible...



Mandy Kean

Co-founder / CEO
Mustard Studio



Mustard Studio

Supporting The Living Room Cinema in Liphook with sustainability advice, carbon measurement and action plan recommendations.



Read [more](#).



Q&A

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