

Open Call: International Touring and Environmental Responsibility Programme Beginners and Advanced

Applications are now open for the fourth year of the International Touring and Environmental Responsibility (ITER) programme, initiated and financed by Arts Council England, the Danish Arts Foundation, and Arts Council Norway, delivered and designed by [Julie's Bicycle](#) in collaboration with [in futurum](#).

Travel and touring are essential to the arts, but they come at a cost. As the urgency of the climate crisis increases, so does the need for our sector to understand the impacts of touring and to develop sustainable models for sharing art while supporting a low-carbon, just future.

Structured as two free to attend interactive seminar series followed by an opportunity to apply for project funding, ITER fosters relationships between artists and companies based in England, Denmark, and Norway, supporting them to **develop new, environmentally responsible, inclusive and equitable approaches to international touring** and collaboration.

Key Information

Building on the success of previous years, ITER 4 now offers two seminar programmes: one for beginners and one for

advanced practitioners. These sessions will be co-delivered by Julie's Bicycle and in futurum. Both programmes are delivered online, providing an interactive space for learning, knowledge sharing and networking.

Who Should Apply?

We welcome applications from venues, touring companies and individuals from the performing arts sectors, including dance, music and theatre. You may, for example, be a music or theatre venue that receives touring organisations, a festival, an orchestra, a theatre company, a solo artist/musician, a performing arts producer, or a multidisciplinary arts organisation.

We are looking for participants who:

- Have a creative vision and a willingness to advance sustainable touring practices
- Are committed to developing innovative approaches to environmental responsibility in touring.
- Are eager to collaborate internationally and centre environmentally-focused partnerships

Programme Structure

Phase 1 - Seminar Programmes

Beginners Programme

Designed for those new to environmentally and socially conscious touring.

These sessions will be introductory sessions designed to introduce participants to the **core aspects of sustainable touring** and **sustainable international collaboration**. The sessions will blend presentations with interactive activities, discussions and inspiration from guest speakers to provide a holistic and comprehensive foundation for understanding and reducing the environmental impacts of collaboration and touring whilst considering the imperative areas of inclusivity, equity and environmental justice.

Over seven sessions, participants will have plenty of opportunity to network, share insights and explore different touring topics such as:

- **International touring and the role of arts and culture in a climate, nature and justice crisis.** *How does touring relate to the urgent issues of climate change, biodiversity loss and social justice? We will delve into the unique role of art and culture in creating positive change.*
- **Understanding touring impacts** *An introduction to tools and approaches to help understand touring impacts and how to track progress.*
- **Tour routing strategies** *an opportunity to consider different models for tour routing, and balancing environmental concerns with wellbeing, equity and inclusion.*

- **The circular economy in the arts** *An introduction to the principles of the circular economy and its purpose in cultural production.*
- **Value chains and collective efforts** *Looking at the role of collaboration and value chains in addressing systemic challenges.*
- **Guest Speaker Inspiration Sessions:** exploring emerging models for sustainable touring

There may also be tasks to complete between sessions.

Advanced Programme

A new seminar programme for those who have already taken steps toward sustainable touring (e.g. through trial projects, partnerships, or new models).

You may be a previous ITER participant, someone who is looking to take their sustainable touring work to the next level, or someone who has an understanding of sustainable touring concepts and can evidence having trialled these in practice. The programme will delve into leadership in the context of sustainable touring. What are effective strategies to advocate for scaling solutions and driving transformative change across the sector? What partnerships and collaborations are needed to advance this agenda?

Over six core sessions we will explore themes such as:

- Creating a vision for the future: How might we rethink international touring?

- The power of collaboration: tools to map and activate your network
- Turning ideas into action: strategies to test and scale solutions
- Communication to power collective action

Time Commitment and Additional Activities

Both programmes offer a unique and exciting opportunity to engage deeply in international touring and collaboration. To benefit fully from the opportunities presented by the programme will, however, require a significant time commitment from participants.

Both seminar programmes commence in **September 2025**.

The seminars themselves will last up to two hours per session and there will be some tasks to complete between sessions. By committing to the programme, participants also agree to share learning with the wider cultural sector. These activities will be initiated and supported by Julie's Bicycle, and may include filming vlogs, responding to surveys and contributing to developing project case studies. (Please note: some of these activities such as case studies will be carried out as part of phase 2 funded projects. Lighter touch activities such as surveys will be included as short tasks to complete between seminars).

- For beginners there will be some additional reading and resources to explore between sessions, we recommend participants allow up to one hour per week for some

small tasks such as reading and building connections with other participants

- For advanced participants, the sessions are not delivered on a weekly basis to allow time for participants to complete research and action planning tasks in between sessions. These activities will be central elements of the programme, building on the learning from the seminars and providing an opportunity to develop project concepts. We estimate that you will need to allow up to three hours per week for these tasks.

As a means of ongoing support participants will have the opportunity to join the ITER network, which will offer peer-exchange and connection beyond the seminar programme.

In each year of the programme in-person knowledge sharing events will be held in each partner country, starting with Manchester, England in July 2025. These events will provide a platform for a number of participants to share insights from their touring projects and the ITER programme with the wider cultural sector.

Seminar - Participation and Key Dates

There are up to 30 places available on both the beginners and advanced level programmes.

Seminars will be held online and last no more than two hours. Applicants must be available on the following dates:

Beginners Seminar Dates: (all sessions held 9.30-11.30am UK/10.30-12.30 DK/NW)

- Tues 2nd Sept- Opening Plenary
- Tues 9th Sept- Session 1
- Tues 16th Sept- Session 2
- Tues 23rd Sept- Session 3
- Tues 30th Sept- Session 4
- Tues 7th Oct- Session 5
- Tues 14th Oct- Session 6
- Tues 21st Oct- Session 7
- Thurs 6th Nov- Closing Plenary

Advanced Seminar Dates: (all sessions held 9.30-11.30am UK/10.30-12.30 DK/NW)

- Tues 2nd Sept- Opening Plenary
- Thurs 4th Sept- Session 1
- Thurs 11th Sept- Session 2
- Thurs 2nd Oct- Session 3
- Thurs 9th Oct- Session 4
- Thurs 23rd Oct- Session 5
- Tues 4th Nov- Session 6
- Thurs 6th Nov- Closing Plenary

Application Deadline: Wednesday 4 June, 2025

Julie's Bicycle will hold 30 minute online drop in sessions for interested applicants to ask questions and learn more about the programme on the following dates:

- **Wednesday 9th April:**

- Beginners: 10am UK/11am DK/NW
- Advanced: 10.30am UK/11.30am DK/NW
- Register [here](#)

- **Thurs 1st May:**

- Beginners: 11am UK/12pm DK/NW
- Advanced: 11.30am UK/12.30pm DK/NW
- Register [here](#)

- **Wednesday 21st May:**

- Beginners: 10.30am UK/11.30am DK/NW
- Advanced: 11am UK/12pm DK/NW
- Register [here](#)

Phase 2 - Project Phase

Upon completing the seminar programme, participants from both cohorts will be invited to apply for funding in partnership to seed fund concepts originating from the programme. Concepts could include, for example: creating artistic content, exploring new models of presentation or distribution, or research and development.

Relationship building between the UK, Danish and Norwegian participants is an integral part of the interactive online

programme and trilateral partnerships with participants from each of the participating countries will be encouraged. To apply for funding the lead applicant must have participated in one of the 2025 seminar programmes and have formed an international partnership with at least one of the other participating countries. Only the lead applicant needs to have participated in the ITER programme giving applicants the option to collaborate with organisations and individuals from outside the seminar cohorts. For example, participants may want to consider partnering with 'alumni' from previous ITER programmes, a new creative/cultural partner and/or representatives from different sectors, such as academia or a relevant industry body.

The successful partnerships will be awarded up to £40,000. Funded projects will be announced in December 2025, with projects commencing January 2026. Projects that receive funding must submit a project report and accounts documenting the use of the funding at the end of the project period. The selected applicants will also be provided with one-to-one support and mentoring from Julie's Bicycle to help them to develop and deliver the concepts.

If accepted onto the programme, we will invite collaborating participants to submit proposals for funding between 26/09/25 and 28/11/25. Applicants will be informed of project funding decisions in December 2025. Applicants will be required to submit a budget, project plan and timeline. You will also need to state how your proposed concept responds to the purpose of the programme.

How to Apply

Click the relevant link below to submit your application:

- Apply [here](#) for organisations in Denmark
- Apply [here](#) for organisations in Norway
- Apply [here](#) for organisations in England

Assessment of applications

Applicants will be shortlisted by the Danish Arts Foundation, Arts Council Norway and Arts Council England for a final decision panel including representatives from Arts Council England, Arts Council Norway, the Danish Arts Foundation and Julie's Bicycle, and informed of the outcome 20th June 2025.

We will consider the following when selecting participants for the online programmes :

- The artistic quality of your work
- The scale of your practice
- Your experience of international touring and collaboration
- The perceived impact of your participation in the programme on your touring practice

- The spread of art-form and geography

For further questions, please contact
environmentaltouring@artscouncil.org.uk

About Our Partners

[Julie's Bicycle \(JB\)](#)

Julie's Bicycle is a pioneering not-for-profit, mobilising the arts and culture to take action on the climate, nature and justice crisis.

Founded by the music industry in 2007 and now working across the arts and culture, JB has partnered with over 2000 organisations in the UK and internationally. Combining cultural and environmental expertise, Julie's Bicycle focuses on high-impact programmes and policy change to meet the climate crisis head-on.

[in futurum](#)

We are a small team of strategic consultants, facilitators and changemaking agents. We are specialized in re-thinking business scenarios, pushing the boundaries of organizational development and unfolding complex topics and questions.

We specialize in strategic consultancy and changemaking centered around circular economy, holistic sustainability, social justice and diversity, equity & inclusion.

We advise some of Scandinavia's leading foundations, businesses and organisations within arts and culture, fashion and product design, experience economy, tech and food.

Arts Council England

We believe that great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better.

Arts Council England champion, develop and invest in artistic and cultural experiences that enrich people's lives. We support activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Danish Arts Foundation

We are Denmark's largest arts foundation. We work to spread the arts to a wide audience all over Denmark, to promote Danish art internationally, and to pave the way for talented artists.

We support creative thinking and innovative ideas by funding more than 6,000 artists and art projects every year.

Through more than 60 different funding programmes, we fund the production and promotion of both visual arts, film, literature, music, performing arts, architecture, crafts, and design – and all that transcends the borders of these art forms. And as a foreign artist, you may apply for funding for your artwork or project through our international funding programmes.

Our 16 expert committees are responsible for awarding grants to both Danish and foreign art projects, based on the 12,500 applications that we receive every year from artists, institutions, schools, organisations, and companies.

In the Danish Arts Foundation, we wish to facilitate the conversation about our shared world of art, and we invite everybody to join in.

Arts Council Norway

Arts Council Norway stimulates diversity of arts and cultural expression, contributes to the creation, preservation and documentation of arts and culture, and makes arts and culture accessible to everybody around the country.

The ten members of the Arts Council are appointed by the government. They manage and distribute The Norwegian Cultural Fund (approx. EUR 87 mill. in 2025) and serve as the advisory body for the government on cultural matters.

Through over 40 funding schemes, the Arts Council supports a broad variety of activity within literature, music, performing arts, visual arts, cultural heritage, cultural journals, multidisciplinary activities and arenas, and research.

In their strategy for 2021-2025 Arts Council Norway aims to increase diversity and expand the scope of voices, expressions and aesthetic practices, as well as enhance the space for artistic and cultural expression.