



Speaking Green: how to share your environmental story

11th February 2019 Arts Council England webinar

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Matthew Otty, Royal Albert Hall

Housekeeping

- Raising hands
- Asking questions
- Recording content



WELCOME

Very wide range of organisations
Different sizes and locations
Differing stages of the sustainability journey



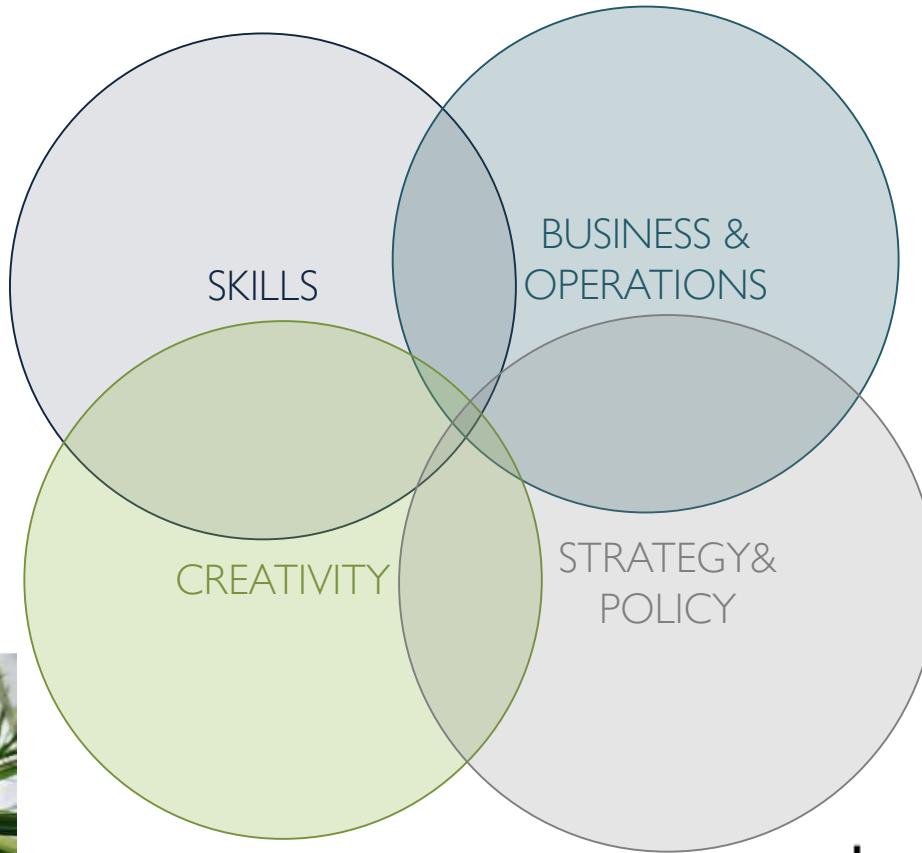
AGENDA

Introduction to Julie's Bicycle & Arts Council Environment Programme

Communication and engagement

Stories and tips from Matthew Otty, Royal Albert Hall

Q&A



Julie's Bicycle
SUSTAINING CREATIVITY

- Energy efficiency & carbon reductions
- Resilience
- Benefits beyond carbon savings – creativity, team morale, strategy, collaboration, reputation





Challenges:

- Engaging people
- Understanding what environmental stories are newsworthy
- Communicating data
- Lack of confidence and risk-aversion



Engage collaborators

Inspire action

Spread the word

What are you trying to achieve?



What are you trying to achieve?



- Engaging for action
- Building brand/reputation
- Celebrating
- Educating or campaigning
- Marketing a show/exhibition/project with environmental themes
- Fundraising

Do	Don't
Tell stories that speak to the values and interests of the people you're speaking to.	Use technical language just because it's science, or rely on big, abstract concepts.
Use facts, data, and figures where RELEVANT, and CONTEXTUALISE them.	Use data and figures for the sake of it and without context.
Be honest, transparent, precise and have facts to back up claims.	Greenwash, talk vaguely, or make unsubstantiated claims.
Frame sustainability as something you're working towards.	Say "we're green now".
Explain why something matters to you.	Assume that people will just 'get' it.
Be solutions-focused.	Give people only negative stories with no call to action.
Use positive framing, e.g. "thank you for using the recycling bins"	Use negative messaging, e.g. "don't drop your litter"
Find opportunities to link your environmental initiatives to your creative programme.	

“We reduced our energy use by 4.6%” → “We saved enough energy to pay an apprentice for a month.”

“We reduced our emissions by 13%” → “We reduced our carbon emissions 13% last year, which means we’re keeping track with Greater Manchester’s ambition to becoming zero carbon by 2038.”

“Our new living roof is an important tool in helping to fight the urban heat island effect.” → “Our new living roof is a much-needed green oasis for people and insects.”

“All our food is now eco-friendly!” → “Did you know that animal agriculture is responsible for nearly a fifth of global carbon emissions? We’re really proud of our yummy new vegetarian and vegan menu, with lots of locally sourced produce.”

“Take public transport for the planet!” → “Air pollution kills an estimated 900 people in Birmingham every year. Take public transport.”

What do your audiences care about?

Who	Info on practical sustainability actions	Environment related programming	Environmental policy and progress updates – e.g. stats	Awards, certifications, large investments or projects
Core staff	×	×	×	×
Temp staff	×			
Audiences	×	×	(x)	×
Visiting artists	×	×		
Suppliers and partners	(x)		×	×
Press		×		×

What channels do you have to reach people – and what is most appropriate?

- On-site signage – FOH, backstage, office, toilets, catering/restaurant
- Social media
- Website sustainability page or news
- Emails
- Tickets and booking confirmations
- Industry press or events
- Intranet or staff newsletter
- Meetings
- Etc...



Engaging for Action

Enhancing the
Experience

Building
Your
Brand

Engaging for Action: E.A.S.T.

EASY: use default options and avoid extra effort.

ATTRACTIVE: attract attention using colours etc. and use rewards or incentives.

SOCIAL: show that most people do the thing you want them to do.

TIMELY: prompt people at the right moment.

CASE STUDY: Shambala Festival

Meat- and Fish-Free:

- FAQs
- Enhancing experience
- Frame as exploration
- Surveys to gage success



Photo: Shambala Festival, by Carolina Faruolo

CASE STUDY: HOME Manchester

HOME

CINEMA THEATRE ART EVENTS
WHAT'S ON VISIT ABOUT

SUSTAINABILITY

OUR POLICIES > SUSTAINABILITY



Suppliers and Products

We consider our purchases and actions along every step of our supply and service chains.



Programming

Here at HOME we are dedicated to sharing knowledge and learning from others, fully engaging in green conversations...

[Read more](#)

[Read more](#)



Our Building

Since opening in May 2015, our new building has been noted for its design and sustainable credentials. Commissioned...



Green Initiatives

Here at HOME we know that supporting our environment requires sustained action, and we are committed to reducing...



Sustainable Travel

We actively encourage our staff and visitors to travel to and from HOME sustainably. At First Street we...

[Read more](#)

[Read more](#)

[Read more](#)

CASE STUDY: mac Birmingham Ecofest

- Workshops and events
- Stalls
- Showcase



Midlands Arts Centre (MAC)  @mac_birmingham · 9 Sep 2018
Free Dr Bike and safety checks today at Eco Fest



CASE STUDY: DGTL Festival



Opportunities to link into other moments:

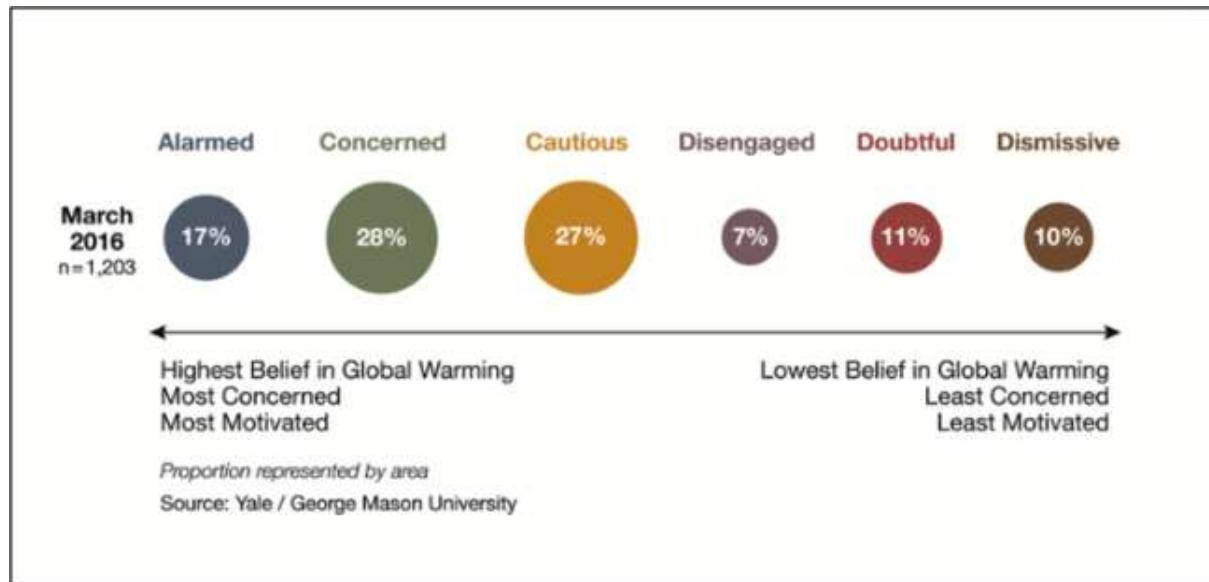


Earth Day

UN COP25



Dealing with resistance?



GUEST:

Matthew Otty, Royal Albert Hall

Julie's Bicycle
SUSTAINING CREATIVITY



Julie's Bicycle
Practical Guide:
Communicating Sustainability

ARTS COUNCIL
ENGLAND

The arts and creative industries are ideally placed to lead on environmental sustainability with creativity and innovation, they can champion a greener economy, energy efficiency, challenge our reliance on fossil fuels, more creative use of otherwise wasted materials and open new ways to greener production and living.

Communicating Sustainability Version 2015

Julie's Bicycle
SUSTAINING CREATIVITY



Julie's Bicycle
Practical Guide:
Team Engagement



ARTS COUNCIL
ENGLAND

This is a guide to help organisations develop their approach to sustainability, environmental and
sustainability. It is a resource for anyone looking to create a healthy and efficient future for arts and culture, and
encourages arts and culture to take a leadership role in greener production and living.

Team Engagement Version 2015

Julie's Bicycle Practical Guides:
Communicating Sustainability
Team Engagement



ARTS COUNCIL
ENGLAND

Speaking Green Q&A

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