



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Julie's Bicycle
CREATIVE • CLIMATE • ACTION



Webinar: environmental policies and action plans

#greenarts

Housekeeping

- Technical help
- Asking questions
- Recording content



Creative Climate Literacy 101

Introductory webinars:

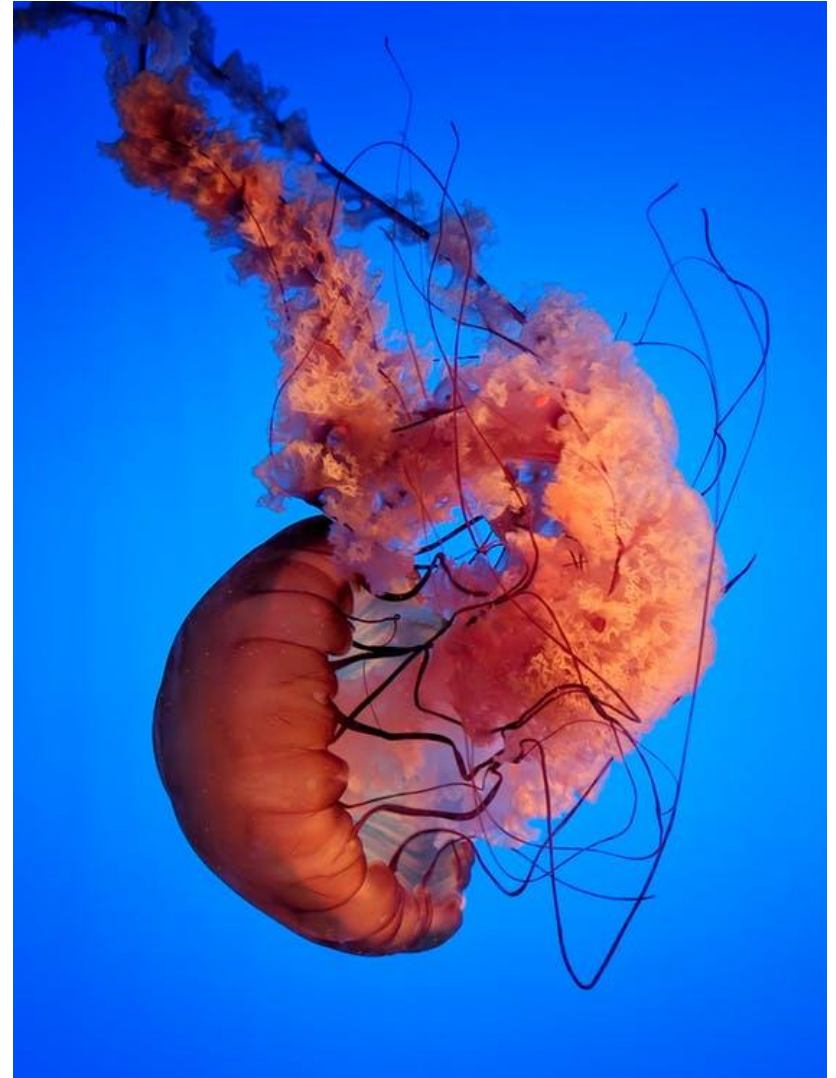
4 June 10:00 - 11:30 AM

11 June 10:00 – 11:30 AM

Subject 'deep-dives':

2 July 10:00 – 11:30 AM

9 July 10:00 – 11:30 AM





Sustaining Great Art and Culture

Environmental Report 2017/18



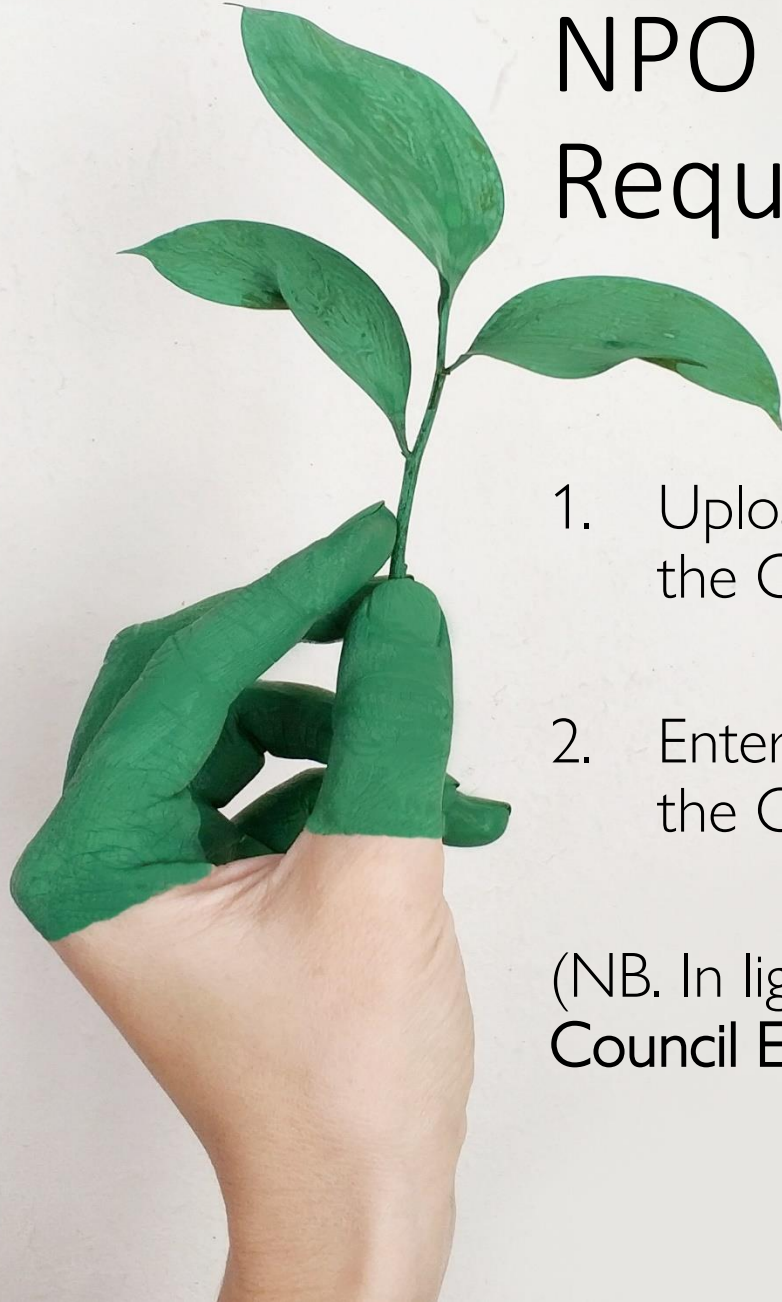
ACE Environmental Programme 2018-22

What is an Environmental Policy and Action Plan?

Policy: Your statement of commitment to sustainability, setting overarching ambitions

Action plan: How you're going to achieve your objectives and targets (what, who, how and when)





NPO Environmental Reporting Requirements

1. Upload an up-to-date environmental policy and action plan to the Creative Green Tools.
2. Enter data outlined in your funding agreement into the Creative Green Tools annually.

(NB. In light of the current situation, **existing deadlines for Arts Council England environmental reporting have been lifted.**)

Increasing resilience

Julie's Bicycle
SUSTAINING CREATIVITY

ENVIRONMENTAL PROGRAMME

ARTS COUNCIL
ENGLAND

£16.5m

saved by the reporting
portfolio since 2012/13 due
to year-on-year reductions
in energy use¹

75%

of organisations find their
environmental policy useful
for supporting funding
applications

Image: Broken Tusk, Festival of the
Imagineers, Coventry. Photo © Marcin Sz

¹ Based on results from applying the 5% average annual reduction achieved by the core group on energy spend to the whole portfolio (based on 2012/13 electricity and gas of 469 organisations)

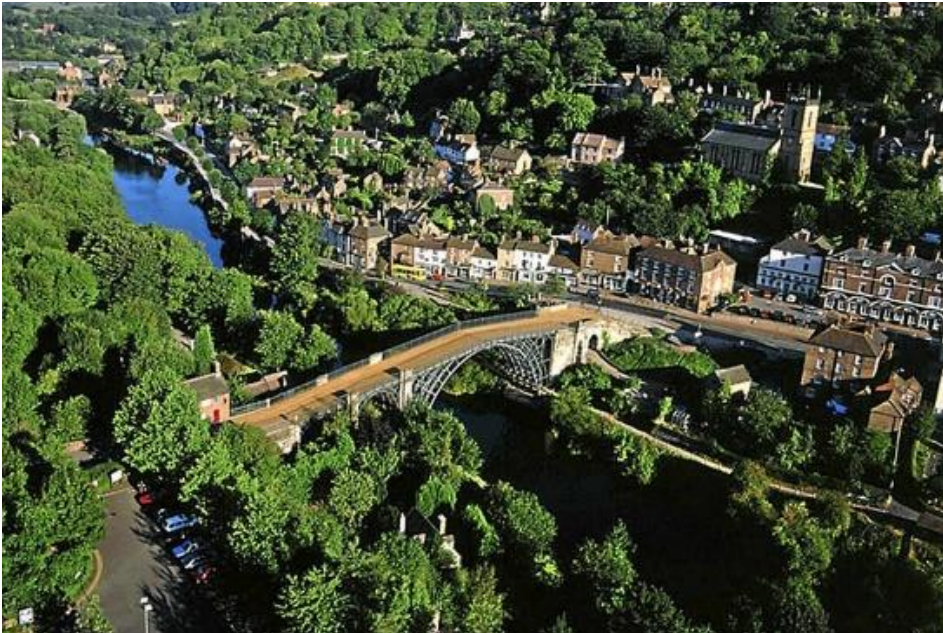
Good green governance checklist:

1. Led by the Board and senior management, with devolved environmental responsibilities permeating all job levels
- 2. Integrated into organisational vision, mission and values
3. Compliant with legislation and regulations (local, national and international as required)
- 4. Underpinned by policy, strategy and planning (including targets and action plans)
5. Clearly disclosed environmental impacts, ambitions and performance over time
- 6. Embedded in core activities e.g. commissioning, producing, programming, learning and outreach
- 7. Supported by targeted resources e.g. money and time



2. Integrated into organisational vision, mission and values

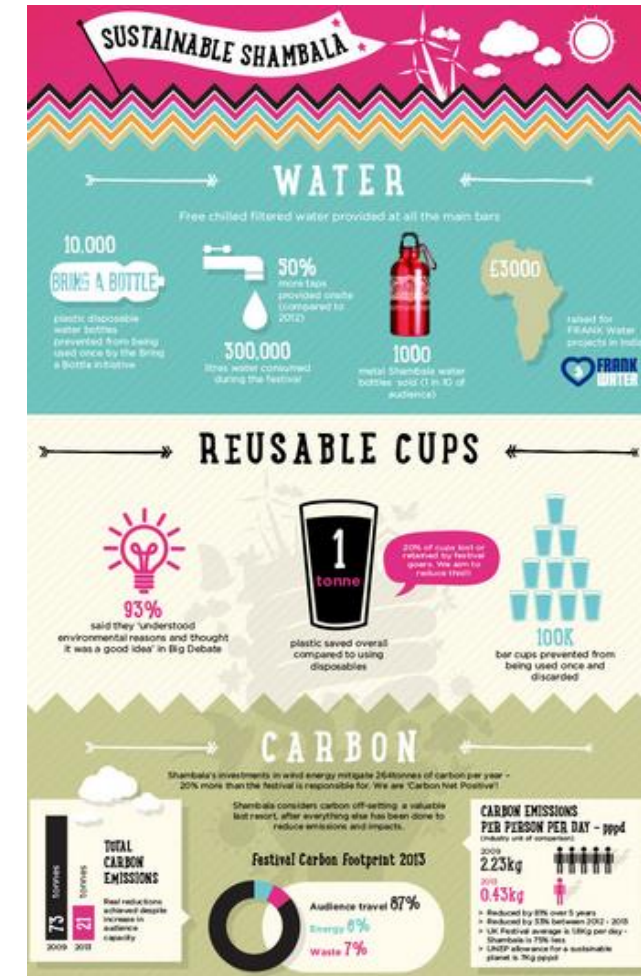
- Formalised and publicly-available commitment to environmental sustainability
- Public recognition of arts and culture as a custodian of the natural environment with a responsibility towards inspiring and enabling social change
- Vision, mission and values explicitly reflect commitment to environmental sustainability ... which feeds into business plans, fundraising and other strategic docs.



One of the strategic aims of the Ironbridge Gorge Trust in conjunction with its partners is to make Ironbridge Gorge World Heritage Site the greenest inhabited World Heritage Site in the World.

4. Underpinned by policy, strategy and planning (including targets and action plans)

- Environmental policy which is accessible internally and externally
- Environmental policy reflecting role of arts and culture, demonstrating leadership, creativity, ambition and accountability
- Environmental policy aligned with organisational mission, vision, business plan, environmental strategy and other relevant organisational strategies
- Don't forget your communications strategy! Engage stakeholders in your environmental aims and objectives through working groups, digital communications, and other consultation activities



6. Embedded in core activities e.g. Logistics, production, marketing, catering etc.

- Differentiated range of environmental strategies e.g. energy/waste/water management, building maintenance, biodiversity, food and catering etc.
- Environmental sustainability and related themes are embedded in: productions and exhibitions, touring, programming, commissioning, learning and outreach
- Developing practical sustainable production and events management techniques



Consider:

- **Buildings & events:** energy, water use, waste
- **Production:** materials, energy use and waste
- **Procurement:** catering, merchandise, printing
- **Travel & transport:** business travel, audience travel, vehicle fleet, touring transport, production freight

7. Supported by targeted resources e.g. money and time

- Annual allocation of resources e.g. money and time
- Ring-fenced fund for internal environmental initiatives and calculated Return on Investment (ROI)
- Defined environmental roles and responsibilities with quota of time and internal support structures

What is an environmental policy?

1. An environmental policy is a **public statement** of your organisational commitment and ambitions. It provides a **unifying direction** and purpose that will guide the actions of your employees, management, stakeholders, audience and suppliers.



Why have an environmental policy?

1. **Public statement** & commitment (stronger branding)
2. **Unify direction**, enshrine good practice and support decision making
3. Provide evidence for **funding**
4. A tool for effective **engagement**: staff, audiences, suppliers
5. Demonstrate **relevance** and ensure public support for arts and culture
6. Helps maintain regulatory **compliance**



Signs of a new creative ecology

Julie's Bicycle
SUSTAINING CREATIVITY

ENVIRONMENTAL PROGRAMME



1/4

of NPOs are now either on a greentariff or purchase their energy from a 100% renewable supplier

43%

of organisations find their policy useful for new partnerships and collaborations

78%

of NPOs find their environmental policy useful for business planning

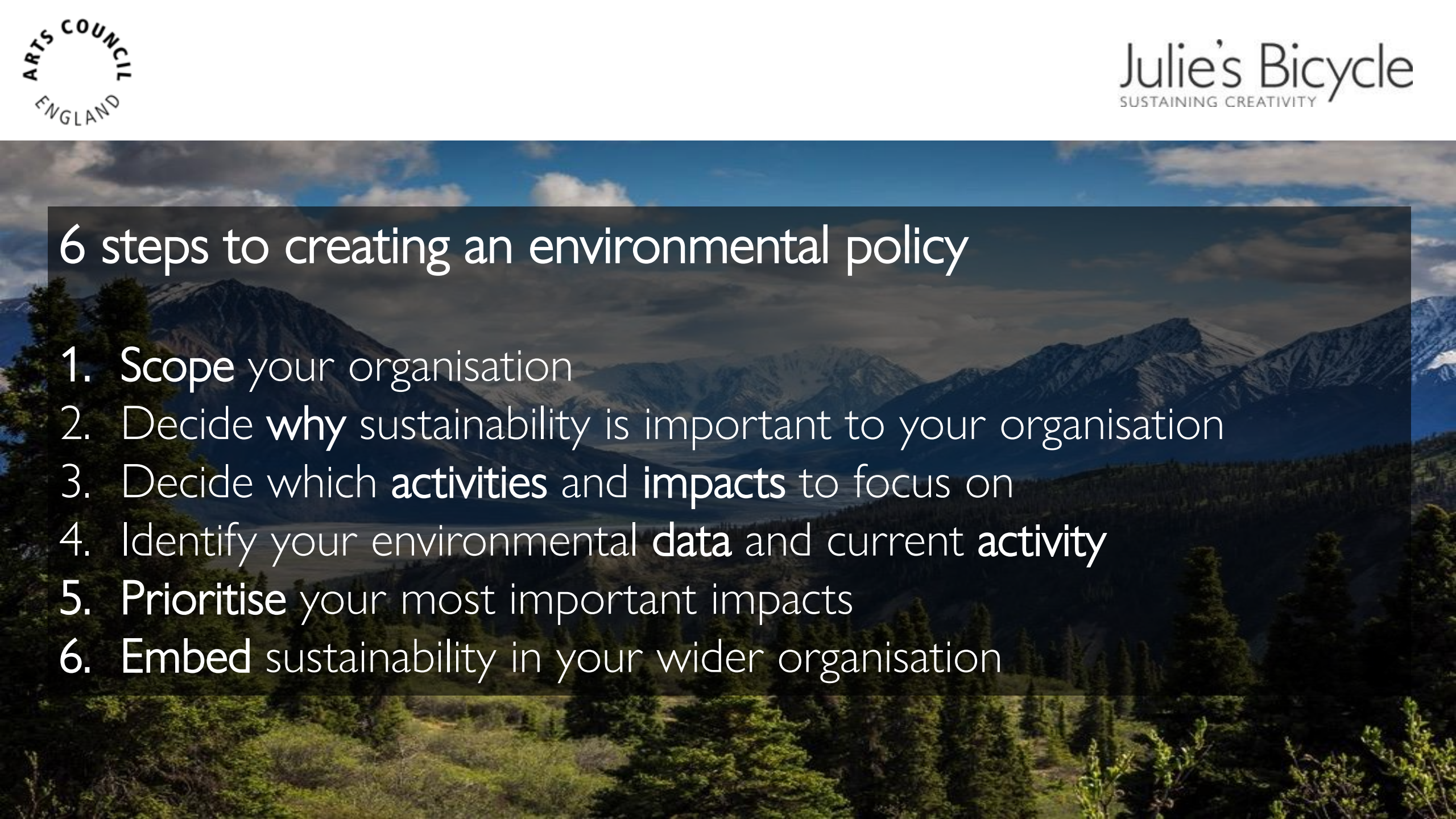
Image: Salisbury Arts Theatre

Principles of developing a good policy

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

Do	Don't
Make your policy specific to your organisation	Talk vaguely
Be clear about your intentions and ambition	Make wild, overambitious statements (it can get demotivating later on)
Say why this policy matters to your organisation	Assume that people 'get it'
Get senior management support	Progress without wider support
Consult with your team, audience and stakeholders	Try to cover too much

A scenic landscape photograph of a mountain range with snow-capped peaks and a dense forest of evergreen trees in the foreground. The sky is blue with scattered white clouds. A semi-transparent dark grey box is overlaid on the image, containing the text.

6 steps to creating an environmental policy

1. **Scope** your organisation
2. Decide **why** sustainability is important to your organisation
3. Decide which **activities** and **impacts** to focus on
4. Identify your environmental **data** and current **activity**
5. **Prioritise** your most important impacts
6. **Embed** sustainability in your wider organisation

1. Scoping your organisation

1. What you do and where
2. Who comes to your events/exhibitions/performances/venues
3. The main types of travel and transport used
4. The type of goods, services and materials you use



2. Decide *why sustainability is important* to your organisation

1. Business resilience
2. Meeting funding requirements
3. Enhancing your reputation and engaging with your audience
4. The right thing to do
5. Saving and managing costs
6. Using audience reach to bring about positive environmental change

3. Decide which **activities** to focus on:

- Buildings / productions / events / travel / procurement etc.

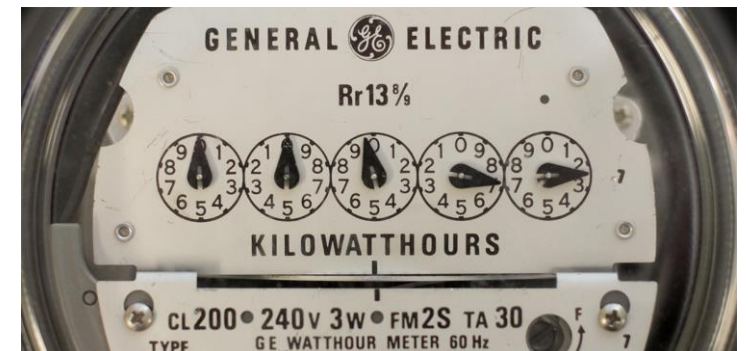
...And which **environmental impacts**:

- energy, waste, procurement, travel, food, touring, etc.



4. Identify your **environmental data** and **current activity**

- Energy, water, recycling, waste etc. invoices provide useful information
- Ask your waste company for monthly data (or estimate with your cleaning contractor)
- Business travel information captured through claims/diaries/travel agent
- Audience travel information (estimated or actual)
- Leasing/renting? Ask your landlord for data, or estimate using total building figures and the % of space you use in m²
- Procurement spend analysis; very informative
- Map past and current activities: what is going well?



5. Prioritise your most important **impacts** and say why

Consider:

- Buildings & events: energy, water use, waste
- Production: materials, energy use and waste
- Procurement: catering, merchandise, printing
- Travel & transport: business travel, audience travel, vehicle fleet, touring transport, production freight

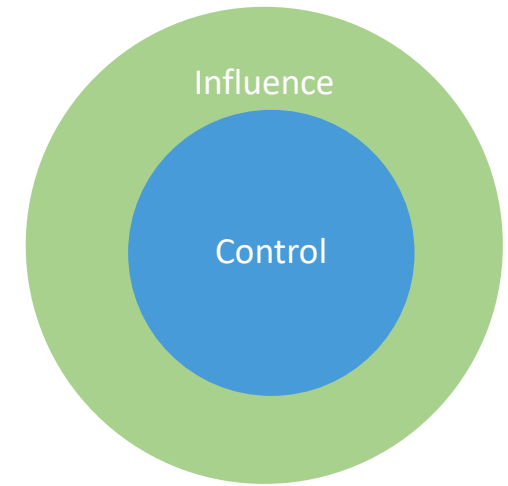
6. Wider process

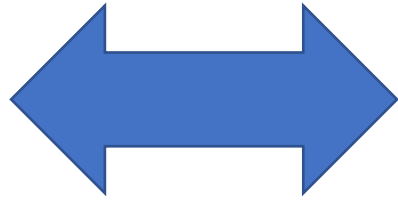
Consider the wider context of your organisation:

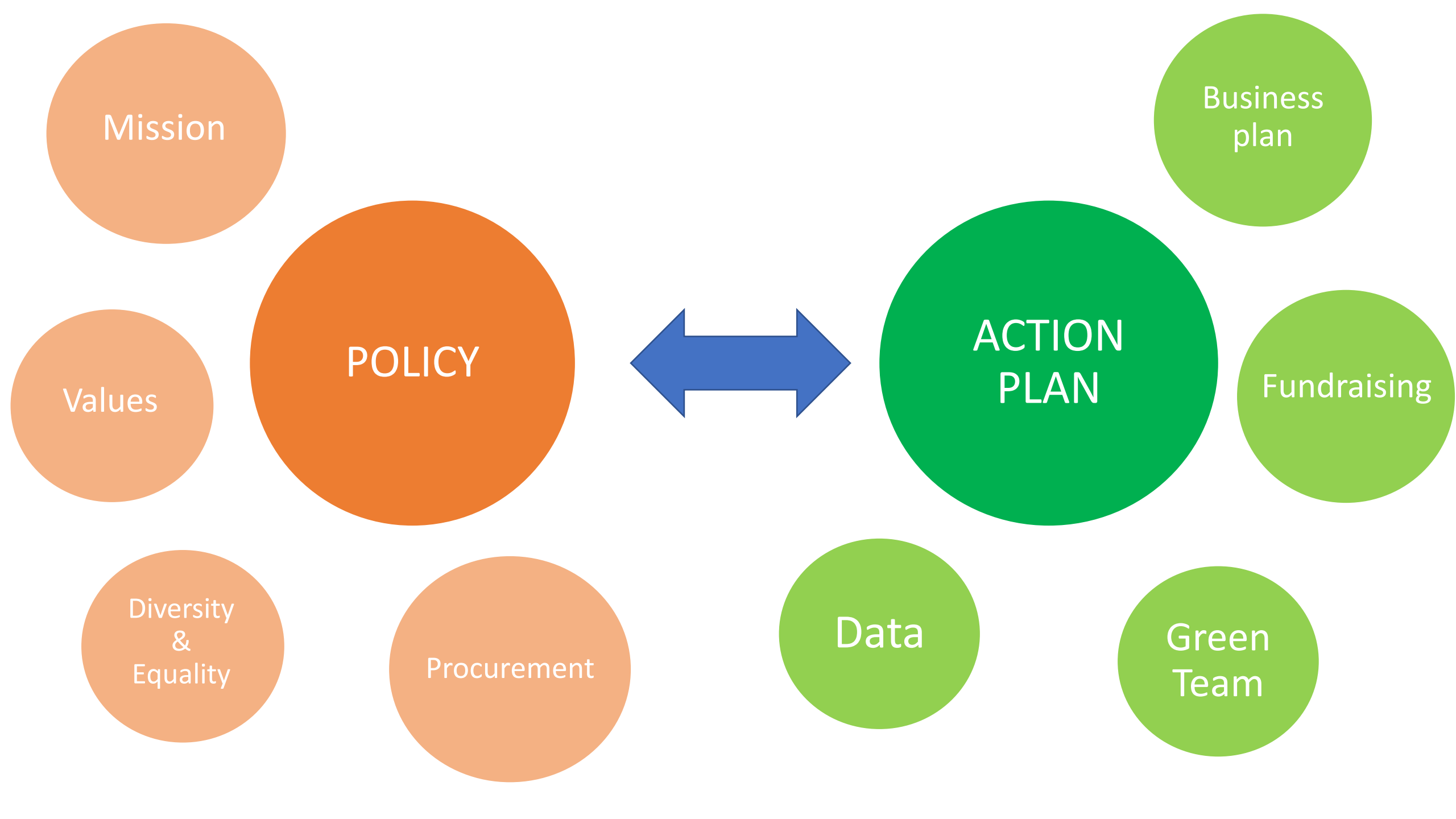
- **Who** will lead on development, approval and implementation?
- Identify who holds and approves the required **budget**?
- How will you **monitor and review** progress to see what is/isn't working?
- Who will be **impacted** by your policy?
- How will you **communicate** your policy, plans and progress, and to whom?

Action Plans – why?

- Assess and evaluate your progress
- Remove what has been achieved or revise
- Use CG Tool data to set targets – prioritise impacts
- Widen scope of impacts considered e.g. bring in touring or productions or events
- Identify new gaps
- Include learnings from initiatives & marketing campaigns run or training provided







Mission

Business plan

POLICY

ACTION PLAN

Values

Fundraising

Diversity & Equality

Procurement

Data

Green Team

Action Plans Best practice

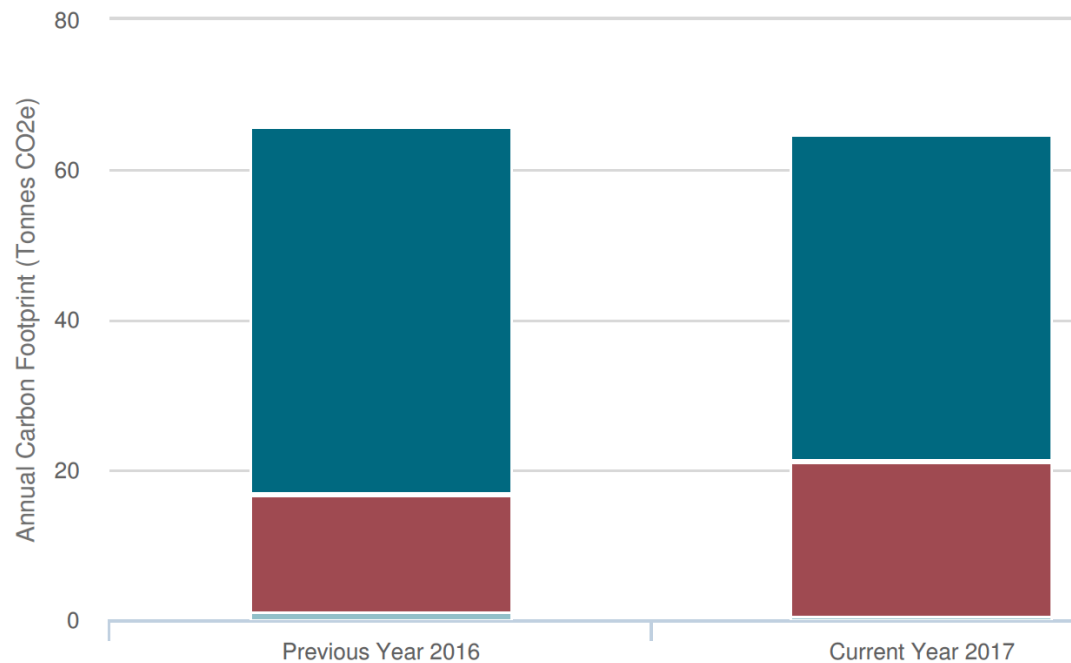
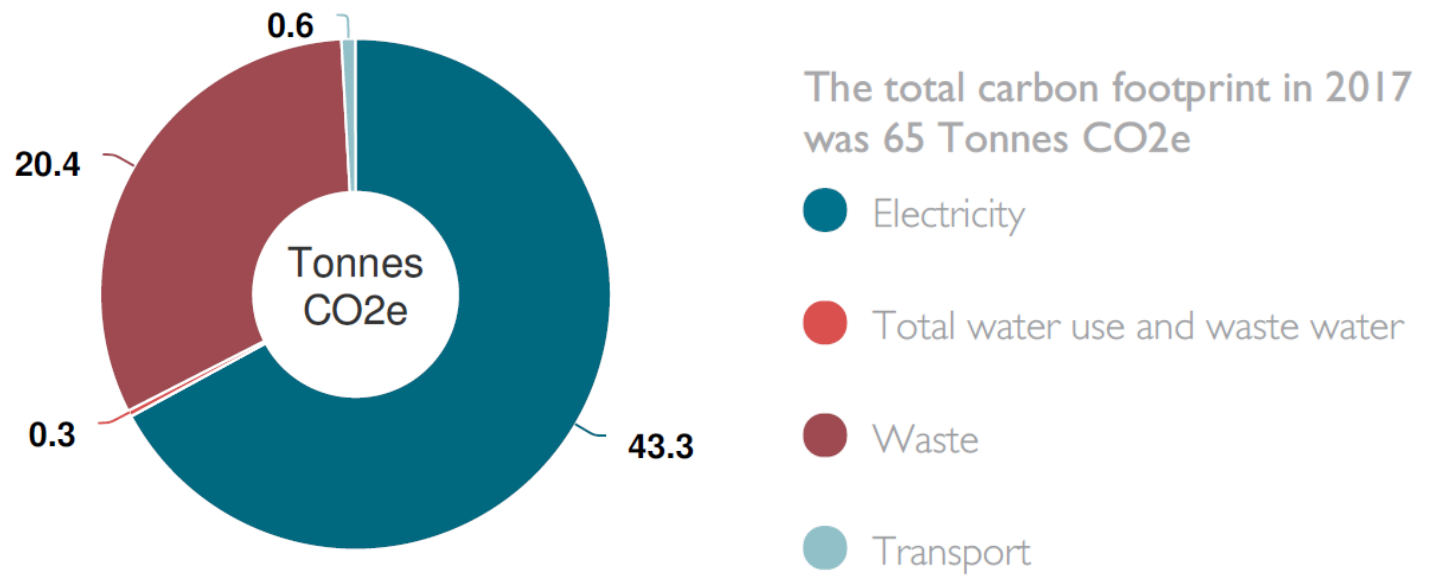
- SMART objectives – Specific, Measurable, Achievable, Relevant, Time-bound
- Regularly reviewed
- Responsibilities
- Timeframes
- Communication and accessibility
 - Accessible to all relevant staff
 - “Live” document



Framework

Object/ targets	Actions	Responsibilities	Deadline	Budget	KPI
E.g. I. Reduce total volume of waste to landfill by 15% by Jan 2015	Introduce reuse and recycling scheme for plastic, paper and glass	Tom Brown	31/01/15	£100	Total volume of waste to landfill, evidenced by tonnage report from contractor
	Create scrap paper box to reuse paper before recycling	Tom Brown	31/01/15		
	Choose supplier who uses less packing at next stationary tender	Tom Brown	31/01/15		

Type	venue
Floor area	1,891
Tickets sold	73,700
Number of performances	373
Number of staff	10



Use the CG Tools – what is your data telling you?

- Energy use emissions decreased by 26%, because they replaced an oil-fired burner with zero carbon heating source
- Energy use emissions per performance decreased by 16% between 2016 and 2017, because they had more performances

Wider process

Consider the wider context of your organisation:

- **Who** will lead on development, approval and implementation?
- Identify who holds and approves the required **budget**?
- How will you **monitor and review** progress to see what is/isn't working?
- Who will be **impacted** by your policy?
- How will you **communicate** your policy, plans and progress, and to whom?



Julie's Bicycle's free guide to policy and action plans:

<https://www.juliesbicycle.com/resource-policy-action-plan-guide>



Q&A

Julie's Bicycle

Somerset House, London

0208 746 0400

info@juliesbicycle.com | www.juliesbicycle.com