JULIE'S BICYCLE

A GUIDE TO NAVIGATING AI ETHICS IN CREATIVE PRACTICE

RESOURCE GUIDE

This resource was created in response to requests from freelance practitioners, small creative organisations, and third sector leaders for a rider and ethical questions regarding AI use. It aims to articulate values and boundaries of using AI in creative practices, for sharing with venues, collaborators, and funders, focusing on climate justice and addressing concerns. For more context, insights and practical tips on AI, **explore our blog series**.

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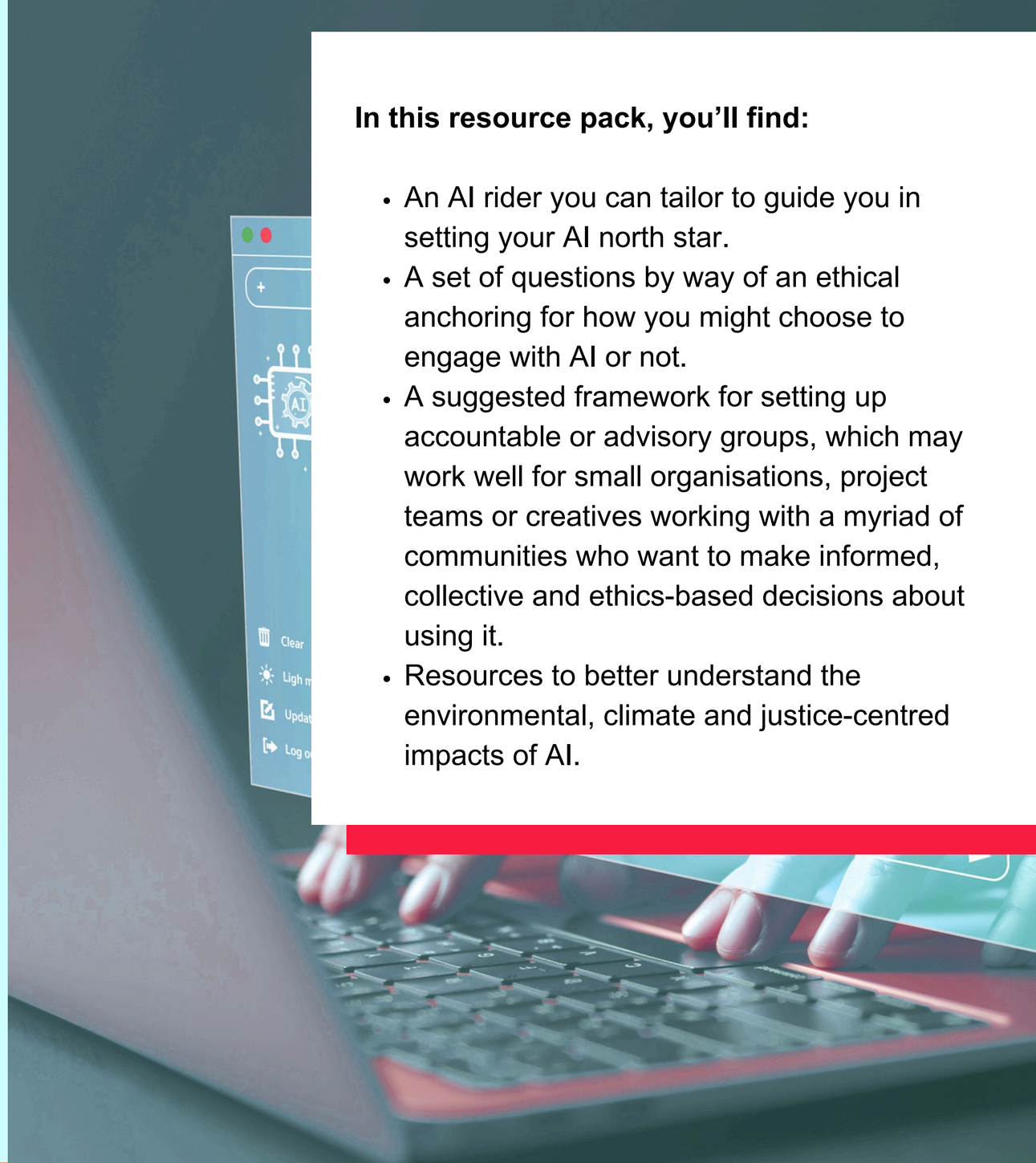

In this resource pack, you'll find:

- An AI rider you can tailor to guide you in setting your AI north star.
- A set of questions by way of an ethical anchoring for how you might choose to engage with AI or not.
- A suggested framework for setting up accountable or advisory groups, which may work well for small organisations, project teams or creatives working with a myriad of communities who want to make informed, collective and ethics-based decisions about using it.
- Resources to better understand the environmental, climate and justice-centred impacts of AI.

AI RIDER

Here you will find a template of a rider that speaks to your preferences for engaging with AI. Like a green rider or an access rider, it should work to define your values, needs and boundaries. We recommend you bring this up at contracting stage, perhaps in conversation about the work you are going to undertake with the venue, producer or organisation.

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This template serves as a rider to outline your preferences for engaging with AI.

You can send it prior to signing contracts or use it as a tool for negotiation. It may also be shared on your website or social media to express your personal values.

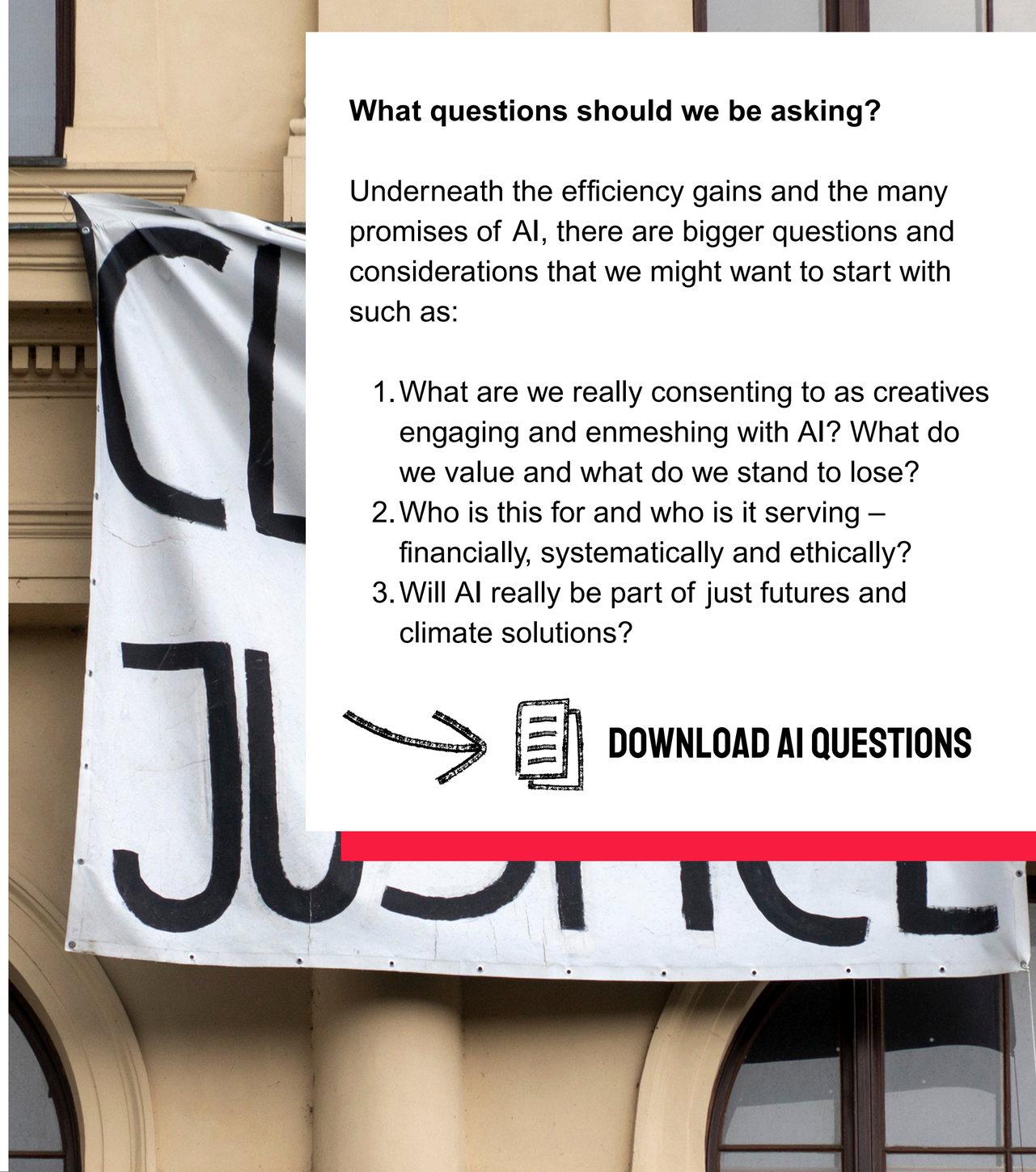
Feel free to adapt it to fit your needs and include supporting resources from the pack.



DOWNLOAD YOUR AI RIDER

MAPPING YOUR AI WORK

Our framework of thought-provoking questions have been designed to help shape your sustainable AI ambitions and use. As a starting point, we have highlighted three core questions, alongside a free resource.



What questions should we be asking?

Underneath the efficiency gains and the many promises of AI, there are bigger questions and considerations that we might want to start with such as:

1. What are we really consenting to as creatives engaging and enmeshing with AI? What do we value and what do we stand to lose?
2. Who is this for and who is it serving – financially, systematically and ethically?
3. Will AI really be part of just futures and climate solutions?

DOWNLOAD AI QUESTIONS

LAND, WATER & CARBON

For anyone using digital tools in creative and climate-aligned practice, understanding the resource footprint of AI is becoming essential. This section brings together useful resources, news and practical tips to help you navigate the land, water and carbon impacts of AI systems – from how data centres consume energy and cooling water, to what responsible use looks like in everyday workflows.

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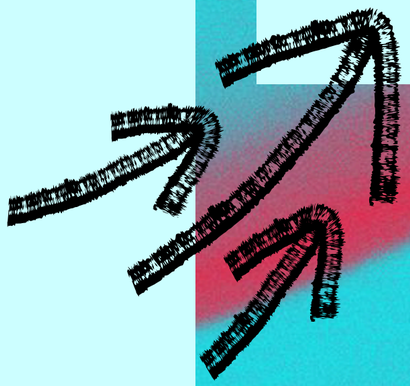



READ

More on AI and the risk to climate and environment.



NEWS

Explore the numbers behind AI carbon emissions.



LEARN

Emissions, water and land: AI’s threat to resources.



READ

The real energy cost of AI agents.

ON THE GROUND

This segment weaves together a tapestry of resources and revelations regarding the foundation sof AI, the key decision-makers shaping AI's realm, and the policies and governance structures that dictate the creation and application of these systems.

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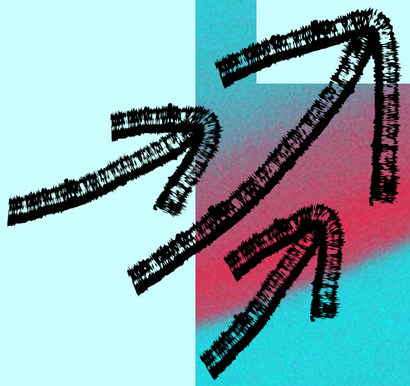



LEARN

AI data centres' impact on UK carbon emissions.



READ

Case study on a UK data centre vs social housing.



NEWS

How AI training models extract without care.

WHO PAYS FOR AI?

Climate action must be equitable and reparative, ensuring that minoritised communities and relationships with the natural world are central to the movement. The following resources and insights shine a light where it needs to be shone, exposing the true environmental and human footprint of artificial intelligence while empowering artists and institutions with practical, action-driven solutions.

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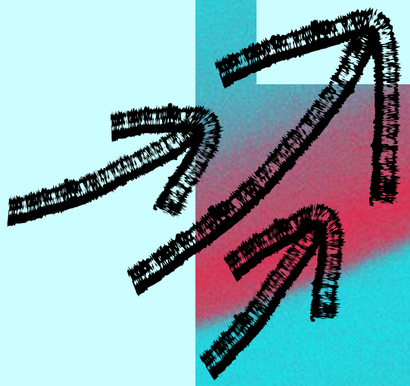



REPORT

Research into power, labour and climate responsibility.



READ

Discover AI’s impact on vulnerable communities.



PDF

The human rights cost of generative AI.



LEARN

Young people and jobs in the age of AI.

ACTIVISM, JUSTICE & ADVOCACY

Our AI resource decision-tree provides an interactive path to realising your AI ambitions. Whether it's learning more to support your creative practice or divesting from AI, this is your chance to take creative climate action on AI.

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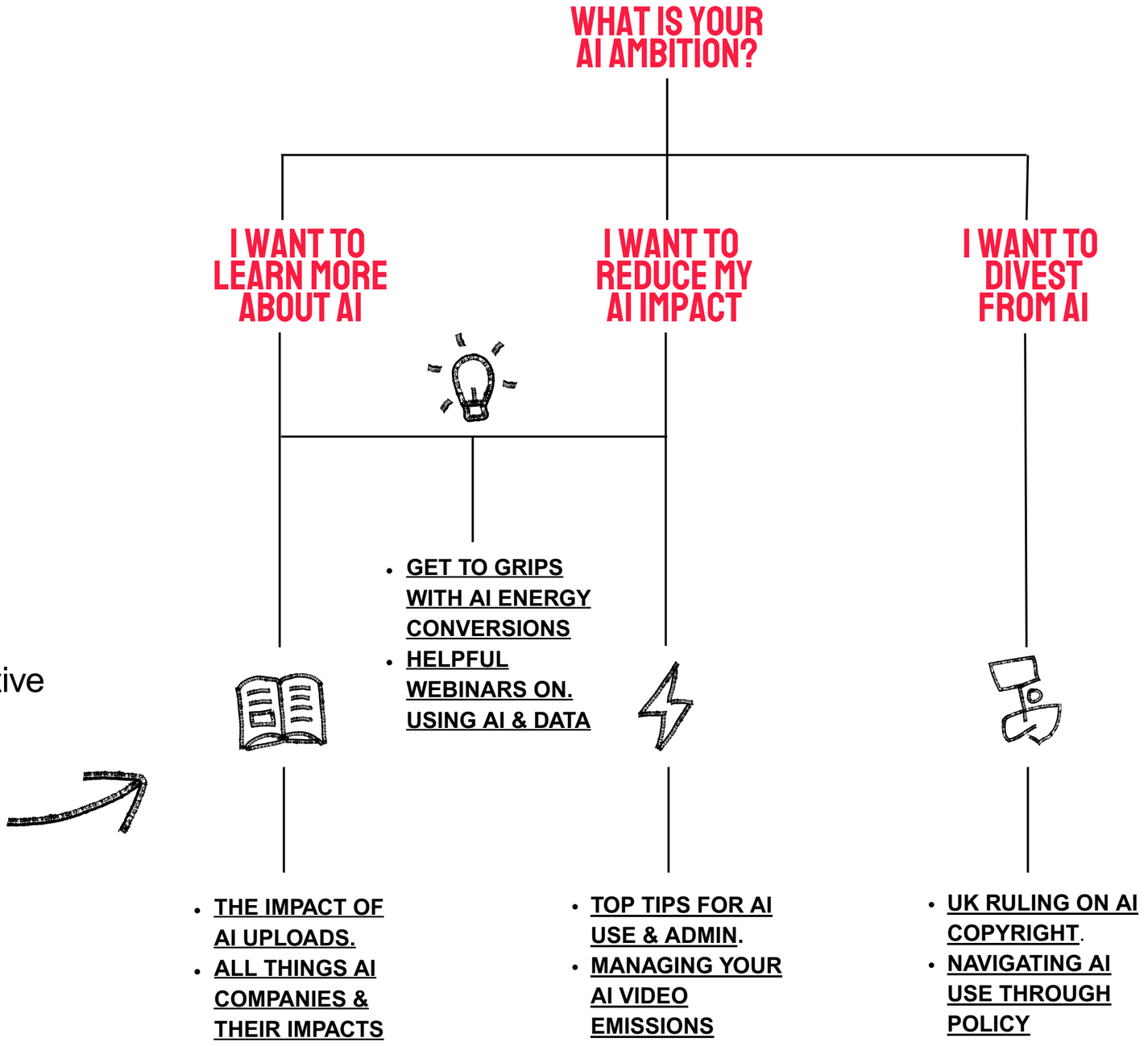

WE'RE TURNING CREATIVITY INTO CLIMATE ACTION

JULIE'S BICYCLE

CULTURE CREATES CHANGE
LET'S USE IT TO SPARK ACTION