

The Green Arts Initiative

Putting culture at the heart of a sustainable Scotland

What is it?

The Green Arts Initiative is a project for Scottish arts venues and organisations which are working to monitor and manage their environmental impacts. Run by Creative Carbon Scotland and Festivals Edinburgh, it's an ambitious project designed to give venues and organisations the advice, support and tools they need to become greener.

The project comes with a simple accreditation scheme: everyone we work with is entitled to use the Green Arts branding on their publicity and in their venue if they have one, to demonstrate their commitment to becoming greener. We're growing a community of green venues and organisations, all working to support each other in creating a sustainable arts sector for Scotland. We'll also support Green Arts organisations to get further industry accreditation where appropriate, including Industry Green and ISO20121.

To find out more or sign up to the scheme, contact Harry Giles for Edinburgh (harry@festivalsedinburgh.com) or Gemma Lawrence for the rest of Scotland (gemma@creativecarbonscotland.com)

Why are we doing it?

Arts events are occasions where people come together to have their lives reflected back to them through stories, ideas and debates. Climate change and our responses to it are increasingly important in our lives. But we can't just address climate change through the art we programme: to be part of the shift and stay relevant to our audiences, we have to make sustainability an essential part of the way we work.

We believe arts organisations have a crucial role to play in ensuring Scotland's wider environmental sustainability. Through our work we want to promote change not only in our own businesses, but also in the way our artists and audiences live their lives.

By being part of the Green Arts Initiative, you'll be helping to grow a sustainable arts sector for Scotland. You'll reduce your energy, waste and travel bills along the way, and you'll certainly have many opportunities to get an edge by promoting the work you do, but most importantly you'll be a leading part of a local, national and global shift to being green.

What do you get?

Green Arts organisations get a range of free tools and support services to help them monitor and manage environmental impact:

- Tailored recommendations for how your organisation can improve its green work.
- Contact time via phone and email to answer your queries and research problems.
- Access to the monitoring tool sMeasure and the carbon footprinting tool Industry Green through our partnership with Julie's Bicycle.
- Access to Creative Carbon Scotland's action planning and community support tool the Green Arts Portal.
- Briefings on new legislation that will affect your business.
- Green Arts accreditation, with the right to use the Green Arts name and logo on all publicity and communications, and a place in our annual Green Arts listings.

Our mission is to find the best ways to help you be greener, and to support you in promoting the great work you do.

What do you need to do?

Joining the Green Arts Initiative and keeping your membership is simple and straightforward. We ask each Green Arts organisation to do just four things:

1. Give us at least one named contact as a Green Champion for your venue.
2. Send us a written commitment that you'll improve your monitoring and management of environmental impacts each year.
3. Sign up to our Green Arts Portal, an online tool and bank of resources to support your work
4. Send us an informal report, at least once a year, of what environmental action you've taken.

Each year the Green Arts branding will be updated to show that venues and organisations are up to date, so at the beginning of the year we'll ask for your informal report before we send out the new branding materials