Supporting Regularly Funded Organisations for carbon reporting

Executive Summary

This report covers the findings from the support programme provided by Creative Carbon Scotland for new Regularly Funded Organisations between January and April 2015. The programme consisted of both workshops and one to one meetings with individual Green Champions of the funded organisations.

Twenty workshops were held during the period in 6 locations with 120 attendees in total. Of the 119 RFOs 60 were represented in at least one workshop. Average satisfaction levels, measured using feedback from the sessions, was 86%.

In total, 110 individual meetings with the green champions took place, with over 100 completed by the end of March 2015 when the new Regular Funding started. Each organisation received a jointly developed environmental action plan which captured current and future policy aims. Of those who completed a post meeting survey, 69% found the meetings to be extremely helpful.

Our report ‘Conversations with Green Champions’ captures key points from the one to one meetings.

Travel information was collected throughout the program. Central belt locations attracted 90% of workshop attendees from all over Scotland. In line with Creative Carbon Scotland’s travel policy, walking was the most popular mode of travel to workshops at 54% followed by train at 24%. Train was the most used mode for the carbon advisors and was used for over 50% of the total mileage while accounting for only 25% of total emissions.

In feedback collected from workshops 49% indicated that emails from Creative Scotland were the most effective method of communication.

Conclusions and recommendations

- Coordination and support from Creative Scotland was crucial in reaching our intended audience.
- The introduction of mandatory environmental reporting has seen environmental work shift from a ‘nice to have’ to a ‘must have’ among managing bodies.
- Green Champions took an active part in developing environmental action plans and longer term funding appears to have encouraged more sustained resource commitment.
- It is important to provide support and reassurance for environmental recording and reporting as this is new to many Green Champions.

It is recommended that:

- Networking amongst Green Champions should be facilitated to allow experience sharing.
- Careful travel planning and location selection for meetings and workshops should always be undertaken to improve attendance and reduce overall travel emissions.
- When travelling to more remote locations meetings and workshops should be combined and should be responsive to requests from potential attendees.
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Support programme essentials

Building on our work to design a support programme
Since its formation Creative Carbon Scotland has offered Arts organisations support via workshop sessions, phone and email support and via website resources. This has fostered a growing level of engagement in sustainable working practices among artists in Scotland as evidenced by the steadily growing membership of the Green Arts Portal and the Green Arts Initiative as well as attendance at events such as Green Tease. More recently it has been possible to provide more on-site support and one to one meetings.

During this time CCS has been working to translate this engagement into concrete action by encouraging organisations to record the CO2 impacts of their activities and provide a voluntary report to Creative Scotland on their Carbon footprint. The rationale has been to encourage awareness which will lead to more targeted reduction internally within organisations. The number reporting has been small which largely reflected a lack of confidence in the recording and reporting process and a lack of resource to dedicate to the task.

With the introduction of mandatory emissions reporting as a condition of regular funding, recording of emissions has now become a priority for the funded organisations. To facilitate this it has been necessary to provide support to embed sufficient knowledge and confidence within the organisations to take this task on board.

The support took the form of an intensive series of workshops and the provision of a face to face meeting with a Carbon Adviser for every organisation in the Regularly Funded programme. The workshops focussed around the topic of preparing for reporting emissions resulting from operations for the period April 2015 - March 2016. The meetings also focussed on the annual reporting requirement but allowed the opportunity for detailed support on available tools and to discuss individual circumstances and useful strategies to be more efficient and effective with both recording and reduction of emissions.

Making contact with Green Champions
Cooperation and assistance from Creative Scotland was critical in establishing contact with organisations who were to receive the new 3 year funding to offer them support. Contact details for organisation leads were supplied by Creative Scotland to allow CCS to send a mailing to all organisations requesting details of their nominated Green Champions. At the same time Creative Scotland informed the organisations of our planned support programme and encouraged them to make contact with us. This strategy allowed us to develop a database of contact details for the Green Champions of all but a very small number of the Regularly Funded Organisations which has proved to be invaluable when arranging meetings and other support.

For some organisations, this was the first time they had nominated a Green Champion to take responsibility for environmental sustainability so the exercise was useful in providing a deadline to take action. The receipt of the longer term funding allowed many organisation to appoint new members of staff who are helping to provide the extra
resource required for setting up systems to record emissions. Several of the Green Champions have been recruited among these new appointees.

Once contact had been established with the Green Champions each was emailed individually with an offer of a one to one meeting and provided with details of the training programme. By the end of March 2015, over 90 of the RFOs had met with an adviser. A small number had declined the meeting as they were happy with their current arrangements and approximately 20 more met with an adviser at later dates to fit in with their circumstances.

The effect of management support in establishing reporting
Management support was absolutely vital in many respects in trying to establish emissions reporting within an organisation in the following ways:

1. Providing contact information
2. Allocating resources in the form of a Green Champion
3. Providing support for behaviour change while systems for recording are developed
4. Involvement in the process of developing Environmental Policy for organisations

Many individuals within organisations have established good sustainable practices but the level of adoption of the practices throughout the organisations tends to vary depending on the engagement and support of management.

The workshop programme
Topics and audiences for workshops
Prior to planning the programme of support for the Regularly Funded organisations Creative Carbon Scotland had held a number of workshops programmes which were open to any Arts organisation in Scotland. These were focussed mainly on two topics:

- Recording and reporting energy used in buildings
- Recording and reporting travel in your organisation

It has always been clear that one of the most valuable outcomes of the workshop sessions has been the opportunity for different organisations to meet and share ideas on tackling similar problems. Although the sessions were focussed on the requirements for the RFOs they were open to all Scottish arts organisations who wished to record their emissions with a view to developing an understanding of their overall Carbon footprint. With this in mind the workshop topics programmed for winter 2015 were aimed at trying to bring together organisations which were likely to be similar in their energy use.

In addition, specialised sessions were offered on developing an environmental policy. To cater for those who had already been tackling recording energy use successfully, sessions were offered at advanced levels to allow more discussion on emissions reductions.

The announcement of the workshops was timed to coincide with the announcement of the list of organisations which had successfully received Regular Funding. Bookings were collected using Eventbrite and were monitored to allow for responsive change to the programme. Some workshops were soon heavily oversubscribed while others received very few bookings so the programme was adjusted in response with some additional
sessions arranged. The most heavily oversubscribed topic was Environmental Policy Development.

The topics offered were:

- Venues Recording & Reporting (Beginners)
- Travel Recording & Reporting (Beginners)
- Touring Recording & Reporting
- Office-based Organisations Recording & Reporting
- Environmental Policy Development
- Troubleshooting your Recording & Reporting

The topics which were less popular:

- Venues Recording & Reporting (Advanced)
- Travel Recording & Reporting (Advanced)

This was seen as an indication of the need for more basic information. These sessions were largely replaced by smaller sessions on policy development.

Locations

The location of the workshops was also considered as part of the programme. Past experience has shown that attendance at workshops outside the Central Belt can be quite low but that the sessions are valued by organisations which are based in relatively remote locations.

The specialist topics which made up the bulk of the workshops were offered in Glasgow and Edinburgh. Combined topic workshops were offered in Dundee, Inverness, Aberdeenshire, Highland region, Kirkwall and Lerwick.

Information we collected from our workshops

We used information from Eventbrite and from attendance sheets at the workshops to find out the level of interest in our workshops. We took the opportunity to collect feedback from those who attended our workshops too.
Each workshop topic was presented at least once in Glasgow and once in Edinburgh. Six workshops were held in other locations. The presentation dates ranged from mid-January to the end of April with 20 sessions being held in total.

The total attendance throughout the programme was around 120. This included a number of people who are working with arts organisations who are not RFOs.

Over 60 of the Regularly Funded organisations were represented at the workshops. Many had more than one representative at a workshop or attended more than one workshop.

At the workshops we collected information from attendees on satisfaction level, how they travelled to the workshop and how they prefer to be contacted about training.

**How attendees travelled**

CCS has a clearly defined travel policy which encourages use of the lowest emission travel mode practically available. The choice of venues for workshops was heavily influenced by the availability of good transport connections.

We collected information on how attendees travelled to workshops.

The venues for the workshops were chosen to allow easy access from main train stations and by public transport. Times were chosen to allow attendees to travel from other localities. The diagram above shows the percentage of attendees who travelled by each of
the modes shown. The majority of those who walked were based locally and others had combined other meetings in a nearby location. Train, which is the lowest emission form of long distance travel was used to travel larger distances such as between Inverness, Ayr, Aberdeen, Edinburgh and Glasgow. Car and taxi travel was generally over short distances or as part of a more complex journey.

Venue choice is important to encourage low emission travel choices.

Levels of satisfaction

The level of satisfaction provided was fairly uniform between 4 and 5. The two occasions where the score was below 4 had no similarities in topic, venue or presenter and may have been a reflection of the group interaction.

The results indicate that our target audience were broadly happy with the workshop contents and that we should continue to offer this form of training on a regular basis.

Feedback on the sessions
We asked for comments on the sessions and received useful feedback on the length and timing of sessions which allowed us to adjust the workshop content and delivery as the programme progressed. We asked

How could the workshop have been more useful to you?

"It was exactly what I needed to put the work I've done into action"

"Slightly shorter? 1 hour"

"Take a little longer to run through slides"

"... Further explanation on the level of reporting......"

"Think the level of info was enough for one session"

This is just a very small sample and there were many useful and more detailed suggestions which partly reflected the level of experience of attendees both within their organisations and with the processes involve in emissions recording
Communications

How did attendees hear about our workshops

Our workshop programme was published on our website with details of the time, location and content. Each session was linked to Eventbrite. The workshops were promoted using several channels, via Facebook, Twitter, and our monthly newsletter as well as being highlighted during Creative Scotland meetings with the organisations. All Green Champions received an email welcoming them once their contact details had been determined which contained a link to the workshop booking page on our website.

At the workshops, we gathered feedback to ask how the attendees had heard about the workshops. Some had heard via multiple channels but many cited only a single source. Almost half had heard via Creative Scotland with an email from CCS the next most effective. This underlines the important role that Creative Scotland played in promoting the uptake of support for Carbon Recording.

Keeping in touch with news and developments

We felt it was important to continue with support and wanted to be able to inform Green Champions about any relevant news, events or training opportunities. We used the workshop feedback to provide us with some guidance on the best way to do that.

We asked attendees to let us know how they were happy to be contacted:

The most popular method was by email although many use multiple platforms.
Meeting with Green Champions for Individual support

Each of the RFOs were offered the opportunity to meet with a Carbon Adviser. The meetings were generally held with the nominated Green Champion in the venue or office of the organisation to allow for the opportunity to address any questions relating to location or type of building.

The structure of the meetings

The meeting was structured around a formal questionnaire. This was designed both to supply information to the Green Champion and to collect information on the status and type of each organisation. We demonstrated our online tools to explain how to use them and how they can best be used to simplify data collection. Feedback was collected on support required for the future too.

Where possible the meetings took place between January and the start of the funding period in April 2015. In addition to permanent members of CCS staff, five freelance advisers were recruited to cover different geographical areas and to provide sufficient resource to meet with the organisations. Around 90 meetings were requested during this period. All of the advisers received support and training in the use of the questionnaire format.

Answering questions from the RFOs

The meetings provided an opportunity to review what would be expected of the organisation when reporting and to answer questions to explain the background. Some of the most common questions were:

- Why are we having to supply this data to Creative Scotland?
- What’s going to happen to all of the information?
- Will we be penalised if our emissions are too high?
- Will we have targets?
- What do we need to collect?
- How accurate does the data need to be?
- What are the biggest sources of emissions?
- How well are we doing?
- How well is everyone else in the sector doing?

All of these questions were addressed during the meetings and also in the workshops which were running concurrently. While Creative Carbon Scotland can provide support for the Green Champions, our aim is to help them to become experts in their own right (and many are!) The majority of the Green Champions had a good level of understanding of the importance and means of reducing emissions. Many had already taken steps to make reductions - some very significantly. At the same time many were new to the role and lacked confidence. We were keen to help them to increase understanding of the impacts of their activities to a level where they could analyse and improve the way they were...
working. We were often in a position where we could share good ideas gathered from other organisations and provide contacts to promote discussion between organisations. Many reported anecdotally that as a result of the discussions during their meeting they now had more confidence in their knowledge and had a clearer idea of where to focus their efforts. We asked organisations to provide feedback via an online survey and found that the response confirmed this overall impression.

**Feedback to each organisation**

Each organisation received a report with an action plan which captured the discussions. Actions were focussed on collecting data for reporting but also included any aspirations for reducing emissions and developing environmental policy. Many organisations were doing a lot of work to improve their sustainability and we encouraged them to recognise this, share it with colleagues and promote it with audiences. We are continuing to encourage membership of the Green Arts Initiative for this purpose and have seen a steady rise in numbers joining.

Information from the questionnaires was collated to build up a picture of the makeup of the RFO group and this was used to provide a report to be sent to all green champions. We are keen to promote Information sharing among organisations and felt that provision of feedback helps individuals to understand that many of the challenges associated with recording and reduction are common. This is included at the end of this report.

**Arranging travel to the meetings**

We were keen to travel efficiently and also to learn about the challenges faced by any organisation which has to tour or travel widely throughout Scotland to areas where public transport access is more difficult. Advisers followed the guidelines described in Creative Carbon Scotland’s travel policy when arranging meetings. Each meeting took around a half day for the adviser. Appointments were coordinated to reduce travel required e.g. arranging two meetings in the same location on the same day or meeting with several organisations in more remote locations on a round trip. Advisers were asked to use public transport where possible and were required to record all travel to meetings in the online claimexpenses tool.
This report compiled by claimexpenses provides a summary of distance travelled by each mode for all advisers travelling to conduct meetings. The majority of journeys were made by train and this is reflected in the table below which underlines the benefit of using more carbon efficient modes of travel. For our journeys, the distance travelled by train is slightly greater than that travelled by car or van yet the train emissions are around one third of the mileage emissions.

The meetings were generally planned well in advance to allow the best travel choices to be made. The majority of the meetings took place in Glasgow and Edinburgh but about a third were conducted outside the Central belt with several in the Hebrides, two in Orkney and one in Shetland which were combined with local workshop sessions. The recorded peaks in car mileage are associated with the trips to the Western and Northern isles and also with a tour covering Fife, Angus, Tayside, Aberdeen and Stirling which one of the advisers arranged using a camper van for accommodation!
Learning from our travel experience
The information collected will prove valuable when advising organisations on how to arrange business and touring travel. This is such a major part of a typical Scottish arts organisation footprint that we felt it was important to collect as much data as we could on this important topic. We expected travel outwith the main population centres to be less Carbon efficient but had no clear idea by how much so this information provides us with a clearer understanding of the numerical differences. The graph below compares the amount of emissions produced per mile when travelling between Central Belt locations with travelling between those located in the Highlands and Islands (note this value is multiplied by 10 in the diagram for clarity). The diagram also compares the emissions associated with each meeting for the two different regions. The averages for all 90 meetings is also shown.

These values reflect both the lack of availability of public transport in rural locations and the longer distances required to reach each meeting place.

![Comparison of emissions for various meeting locations](image)

We monitored these values as the programme progressed and took steps to reduce the footprint for further meetings located in the Highlands and Northern Isles by planning more round trips which incorporated several meeting locations or combining them with workshops. While the emissions per mile travelled remained about the same (about 0.25kg CO2e per mile) this approach reduced the meeting footprint for the most remote locations by about 25%.
Summary and Conclusions on the support programme for the Regularly Funded Organisations

Support strategy
The support programme provided by Creative Carbon Scotland’s Carbon Reduction Project was very much focussed on preparing all of the RFOs for the task of fulfilling their environmental reporting obligations. In particular we tried to ensure all organisations were ready collect information on use of Utilities, Waste, Water and Travel which would allow them to calculate their overall annual carbon footprint. The feedback we have received so far indicates that most are ready to tackle this.

Our findings on engagement with the Environmental Connecting Theme

- The introduction of mandatory environmental reporting has seen environmental work shift from a ‘nice to have’ to a ‘must have’.
- Awareness of the issues has always been fairly high but has now gained a higher priority amongst managing bodies in particular.
- Coordination and support from Creative Scotland was crucial in reaching our intended audience.
- The longer term funding and the encouragement to appoint a Green Champion appears to have allowed more resource to be dedicated to making organisations more environmentally sustainable.

Our findings on training

- Our formal workshops presented in Edinburgh and Glasgow were well attended and well appreciated by organisations based locally and further afield.
- It’s always difficult for people to find the time to attend workshops but feedback from attendees helped us to tailor the timings and locations to make it easier.
- It is useful and necessary to arrange less formal, more responsive sessions in more remote locations for smaller groups to get together.

Our findings on one to one meetings

- Our one to one meetings were greatly appreciated and helped build confidence among Green Champions.
- Organisations were at very different points on their environmental journeys and many had very valuable learning and experience which could be shared among the larger group.

We collected information on how effective our support has been so far and this feedback has been invaluable in helping us to continue to improve our support on all platforms including our website, our training workshops, our remote support and our face to face meetings.

Current indications are that a significantly increased number of organisations will be in a position to provide information for the forthcoming voluntary environmental report and we will continue to support and encourage organisations to do this.

1 Conversations with Green Champions can be found on the Creative Carbon Scotland website at http://www.creativecarbonscotland.com/training/creative-scotland-carbon-reporting/