Environmental Reporting of RFOs

Conversations with Green Champions

Fiona MacLennan, Creative Carbon Scotland

06 August 2015

The Environment Connecting Theme

Creative Scotland's Policy

"Climate change is one of the most significant challenges that face us today. We want to ensure that we work in as sustainable a manner as possible and that the arts, screen and creative industries in Scotland do the same".

The Environment is one of the four Connecting Themes that run through all aspects of the work of Creative Scotland.
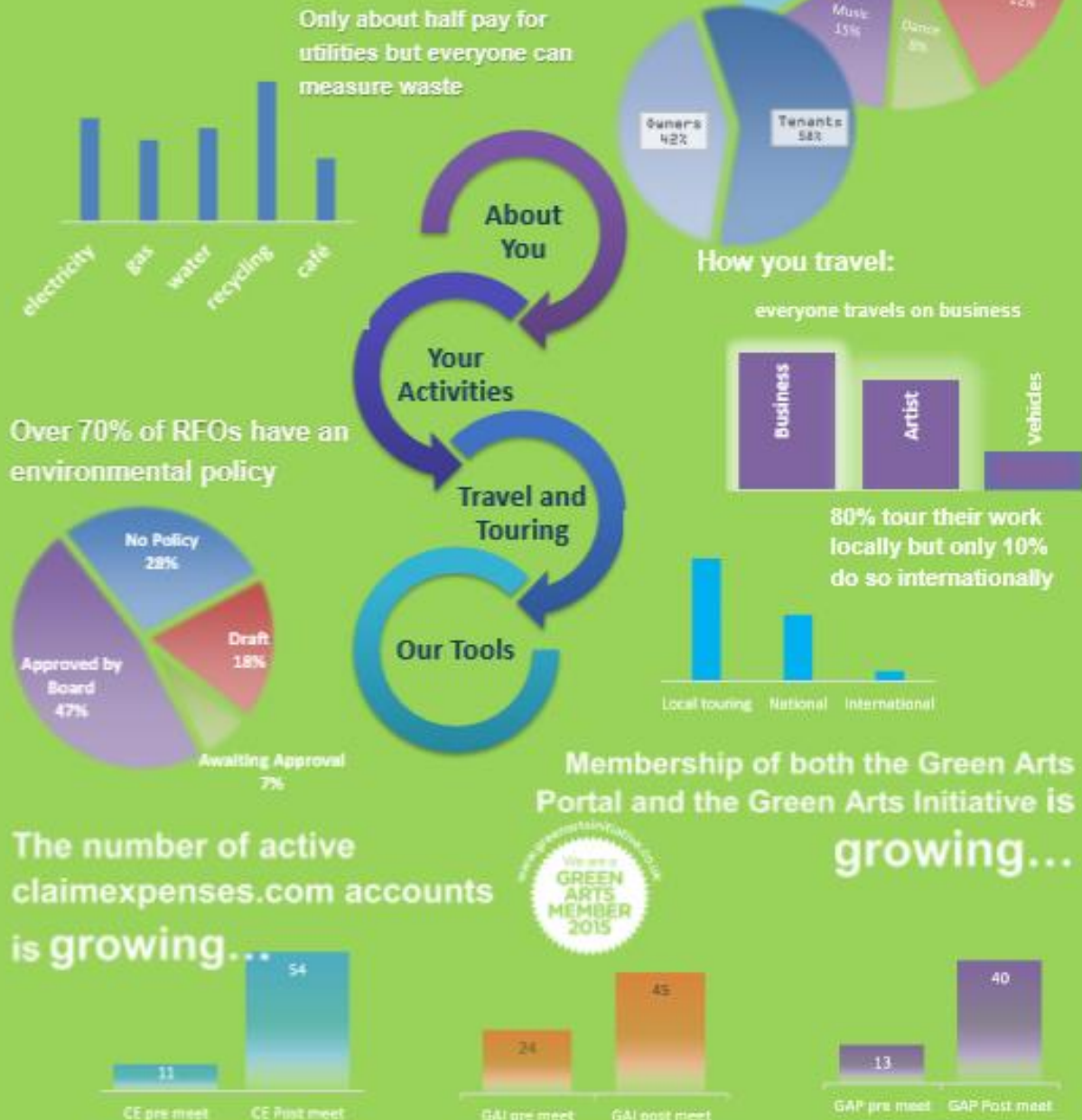
We know from experience that carbon measurement and reporting is an essential first step to reducing carbon emissions and becoming more sustainable and this is recognised as a necessary part of Creative Scotland's sustainability strategy. With the launch of the new 3 year funding programme, all Regularly Funded Organisations will now be required to provide a report to Creative Scotland on their annual carbon emissions.

For the period 2015-2018 there are 119 organisations who received the 3 year funding and this report describes information collected by Creative Carbon Scotland during meetings with those organisations.

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In 2015, we've spoken to over 100 organisations about their environmental actions. Here are our results:

Only about half pay for utilities but everyone can measure waste

(bar chart: electricity, gas, water, recycling, cafe)

(pie chart: Venue 31%, Theatre 22%, Dance 8%, Music 15%, Visual Art 8%, Gallery 12%, Literature 7%, Agency 8%)

(pie chart: Owners 42%, Tenants 58%)

About You

Your Activities

Travel and Touring

Our Tools

Over 70% of RFOs have an environmental policy

(pie chart: No Policy 28%, Draft 18%, Approved by Board 47%, Awaiting Approval 7%)

How you travel:

everyone travels on business

(bar chart: Business, Artist, Vehicles)

80% tour their work locally but only 10% do so internationally

(bar chart: Local touring, National, International)

The number of active claimexpenses.com accounts is growing....

(bar chart: CE pre meet 11, CE Post meet 54)

Membership of both the Green Arts Portal and the Green Arts Initiative is growing...

We are a GREEN ARTS MEMBER 2015

(bar chart: GAI pre meet 24, GAI post meet 45)

(bar chart: GAP pre meet 13, GAP Post meet 40)

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THE CITY OF EDINBURGH COUNCIL

LOTTERY FUNDED

Creative Carbon Scotland – Training for Reporting

Collecting the data required to calculate emissions is new to many of the Regularly Funded Organisations (RFOs) and many of you required help and information to put data collection systems in place. Creative Scotland agreed with Creative Carbon Scotland that all Regularly Funded Organisations would be offered the opportunity to receive a comprehensive training and support programme to enable you to begin measuring carbon emissions from 1 April, 2015.

As well as providing support to all of the RFOs, we took the chance to gather information about you as a group and this report presents some of our findings which you might find interesting.

A Green Champions Network

Each of the 119 organisations was offered the opportunity to meet individually with an adviser from Creative Carbon Scotland to discuss how they should best approach the data collection task.

In order to arrange the 1-to-1 meetings we asked everyone to confirm the following information:

- The name of your nominated Green Champion
- A contact number for the Green Champion
- An email address for the Green Champion
- The address where you would like the meeting to take place

Many of you had no nominated Green Champion so the first step was to identify who would take on the role and in a number of cases, recruit a new member of staff. We have now been able to collate all of this information into a comprehensive and up to date list of 'Green' contacts which will ensure we can keep in touch with you and help the wider arts community to share good experience in sustainability.
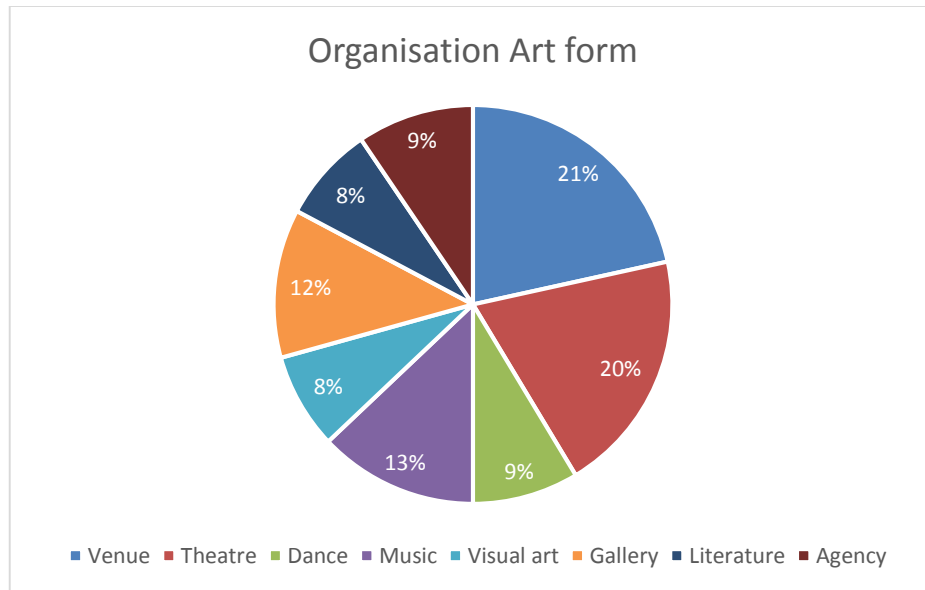
Over 100 Organisations Took Part

We had a very good response to our offer of support so, along with our Creative Carbon Scotland staff, we appointed 5 experienced freelance advisers who were based in different areas of Scotland to help with carrying out the face to face meetings. We visited organisations from the Shetlands to Dumfries and Galloway, and between January and May 2015 we held 110 1-to-1 meetings and collected information on your organisations.

We used this information to provide a very simple report to each of the participants with suggested actions to help with data collection and reporting. The suggested actions were tailored to suit what you will need to record and report and covered your energy, water, waste, travel and your environmental policy.

What We Discussed at the Meetings

We discussed how to find and read meters in buildings and suggested ways of recording this. We also discussed what to do when you can't access readings. Most organisations can collect information on waste and recycling so we suggested the best ways to deal with large amounts or small amounts, e.g. counting bin bags. Most people had an environmental policy even if it was still being discussed and we were keen to encourage you to use it particularly to help new members of staff to understand how you work.

Dealing with recording travel is likely to be the biggest task for most of you so we tried to identify how you can adapt your current expenses claims systems to collect the extra information you need to calculate your travel emissions. We recommended trying out claimexpenses.com for recording your travel and have provided free accounts for everyone.

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Organisation Art form

Venue 21%, Theatre 20%, Dance 9%, Music 13%, Visual art 8%, Gallery 12%, Literature 8%, Agency 9%

- Venue
- Theatre
- Dance
- Music
- Visual art
- Gallery
- Literature
- Agency

We also took the opportunity to learn more about each organisation from your Green Champions. We learned what your main activities are and what you are already doing to be environmentally sustainable. Most of you are making significant efforts to work sustainably, which we encouraged you to capture in your environmental policies. Inevitably there were areas where you needed more help and information to capture your current carbon footprint both to report your emissions and to understand how to reduce in the future.

We have categorised the 119 organisations into eight types but there is such a breadth of activities it would be hard to find two organisations who are doing exactly the same thing. Despite this diversity, many of you share the same challenges so we were often asked similar questions. Some of the common questions:

"How do we recycle toner cartridges/IT equipment?"

"I don't understand my water charges and can't find the meter"

"How can I record travel for volunteers with travel passes"

"How can performers with disabilities travel sustainably?"

"How can I find someone who wants to use our old stage sets?"

"I need to write an environmental policy. Where do I start?"

We are working on finding the best solutions (and also got some great ideas from you) on how to tackle some of the questions, which we hope to include in our future training and tried to pass on during meetings.

We gathered feedback and information on the support we are providing. There was a widespread feeling that the help and information provided on the Creative Carbon Scotland website was very useful but that there was probably a bit too much to digest at first. There was a lot of confusion about which of the web based tools should be used and for what. We've taken this on board and we're planning to simplify the way you can access information.

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The Tools We Provide – Helping You to Understand What Works for You

We asked you how you were using our website and the online tools which are available and many of you were unsure of how to make best use of them. Creative Carbon Scotland can provide membership to any arts organisation or artist in Scotland for two specialist initiatives:

- *The Green Arts Portal* – for helping you to green your organisation
- *The Green Arts Initiative* – for publicising your green actions

We can also provide free accounts for online tools to help you with recording:

- **claimexpenses.com** – This tool was commissioned by Creative Carbon Scotland to help you to record your travel, keep a track of your expenses and automatically calculates your travel emissions

We provide access to accounts for the following external tools:

- *SMeasure* – to record and calculate your building utilities carbon emissions.
- *Julie's Bicycle IG tools* – to calculate your overall carbon footprint

We have provided accounts for a large number of organisation in the past but some have fallen out of use and a number of the Green Champions told us they did not have a clear idea of how to access the applications on our website or how best to use them. We used our meetings to discuss which would be useful and to demonstrate their use.
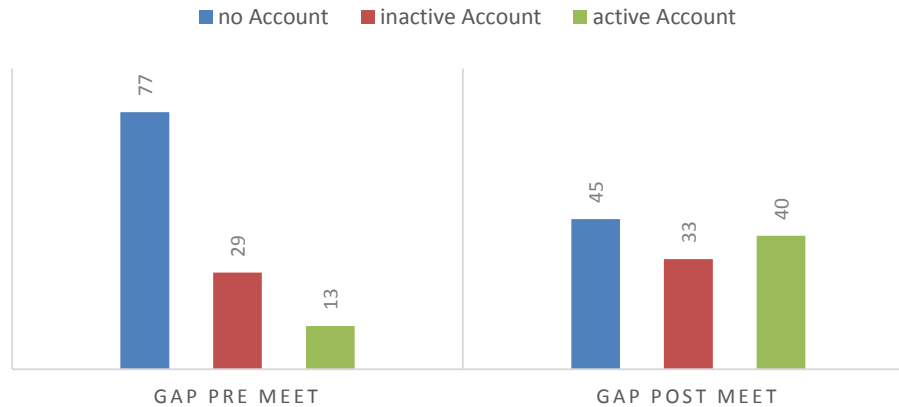
Using the Green Arts Portal

The Green Arts Portal is a tool which can be used by any registered organisation to record their green actions. Each organisations is assigned a list of suggested actions tailored for their activities. The portal
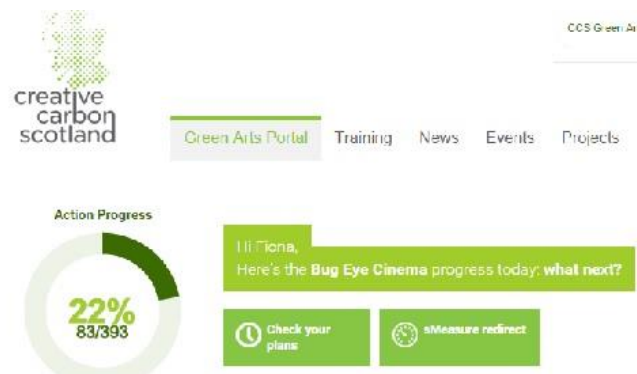
contains all sorts of hints and tips on how to carry out each action and how to run your organisation more sustainably. By working your way through the action list you can gain points and keep a track of how you are progressing. We wanted to know how you were using it and what information you accessed. We found that a number of people we spoke to were aware of the Green Arts Portal but had not signed up for an account so we took the chance during the meetings to discuss it and demonstrate how it could be used.

At the time of the meetings a number of organisations had accounts and looked at the information related to the action lists which they found useful but didn't update their action scores. Others liked to keep a track and used their accounts more actively.

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GREEN ARTS PORTAL MEMBERSHIP DEVELOPMENT

■ no Account   ■ inactive Account   ■ active Account

In the period after the meetings a number of you signed up to the Green Arts Portal so that over 70 of you are now members and a lot more of you are recording actions.

From your feedback we have learned that you like the information within the Green Arts Portal but find logging into your account and completing the action lists more difficult to do on a regular basis. We will use the opportunity when redesigning our website in the near future to make the information contained in the Green Arts Portal more easily available without requiring a log in.

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The Green Arts Initiative

We wanted to know whether you were using the GAI branding and used the opportunity to explain how it can be used and how we intend to develop the initiative.
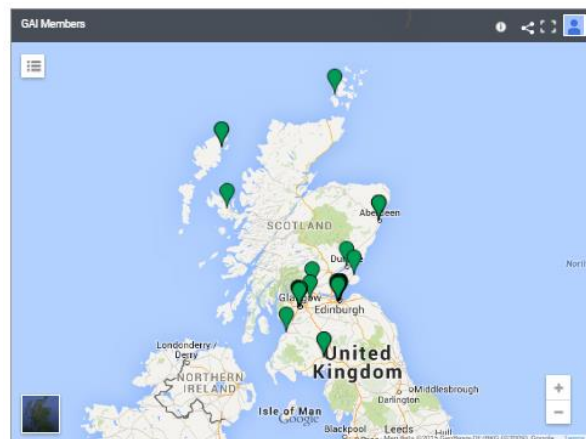

The Green Arts Initiative provides you with branding which you can include in your publicity and allows you to talk about your environmental sustainability efforts. We list you on our website as an organisation and hold your contact details to let you know of upcoming opportunities and events. We encourage organisations to use the listing on our website to link to the 'Sustainability' page on their own web site

At its inception the initiative was focused on helping arts venues to advertise their green credentials to audiences who were visiting the venues. Learning from your feedback the GAI is changing: transitioning from a branding scheme that helps arts organisations let the public and audiences know what they are doing, to an interactive and mutually supportive group of green arts organisations. Over 2015, Creative Carbon Scotland will be working to develop the GAI into a collaborative community of practice, with increased member communication and benefits.

Only a small number of the Green Champions we spoke to knew about the Green Arts Initiative and the membership among the Regularly Funded Organisations was low (around 20%) so we were keen to introduce you to the initiative.
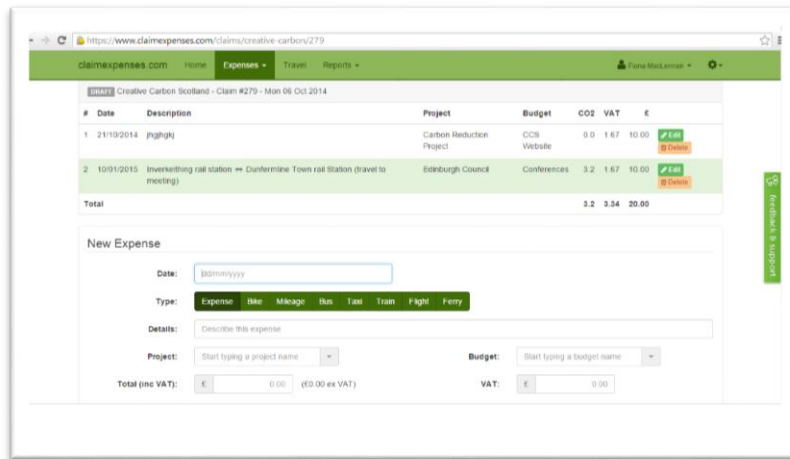
GAI MEMBERSHIP DEVELOPMENT

A number of the Green Champions expressed an interest in trying to promote their sustainability policies among audiences and we hope to support them in this via the Green Arts Initiative. After the meetings the membership increased to about 45% and we hope this trend will continue with the upcoming developments.

Recording tools

claimexpenses.com

We introduced claimexpenses.com which was commissioned by Creative Carbon Scotland for travel reporting and rolled out over the last 6 months.

Creative Carbon Scotland can provide a free account for any arts organisation in Scotland. Each account will have an administrator within your organisation who will be able to provide log ins for any member of your organisation to log in to your organisational account. The administration of the account is simple and intuitive and users can log in to create an expenses claim from their own computer which will capture all of the required details for their journeys such as distance, mode and number of people travelling. This information is captured and collated to produce an overall organisational carbon footprint for travel. The expenses form can also be printed out and used to attach receipts for your accountant in the standard way.

## CLAIMEXPENSES.COM ACCOUNT USE
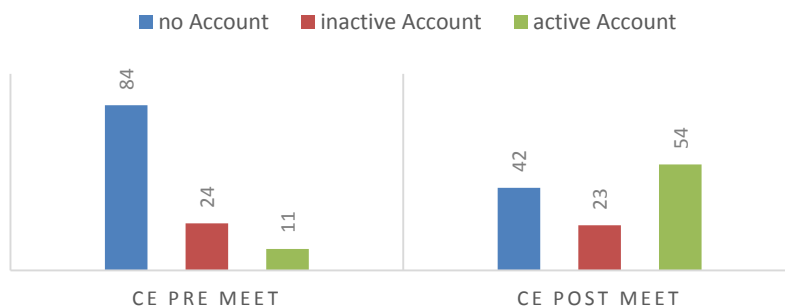
A small number of you were already using the tool in its beta version and had found it useful. Since meeting with you a growing number of organisations are now actively using claimexpenses.com to record all travel within their organisations.

To keep the work of recording travel to a minimum we always suggest that the travel claimants should fill in their own travel details and that the tool should be used in a way that fits within your own financial systems. We recognise this is not always practical and have had useful feedback from users highlighting difficulties they have experienced. We have been able to use this to make changes to the tool or advise you on methods to deal with problems. The tool is continually being developed and suggestions from users are still welcome and being incorporated.
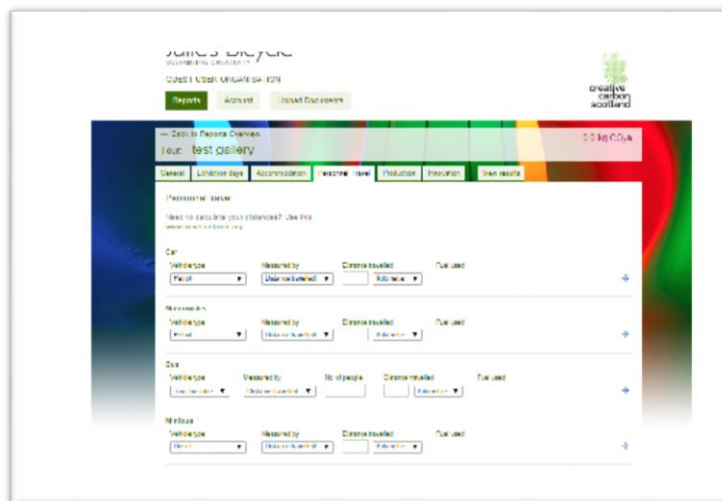
sMeasure

We fund licenses on this software product which members of our Green Arts Portal can access directly from our website at no charge. sMeasure can be used to record building energy use.
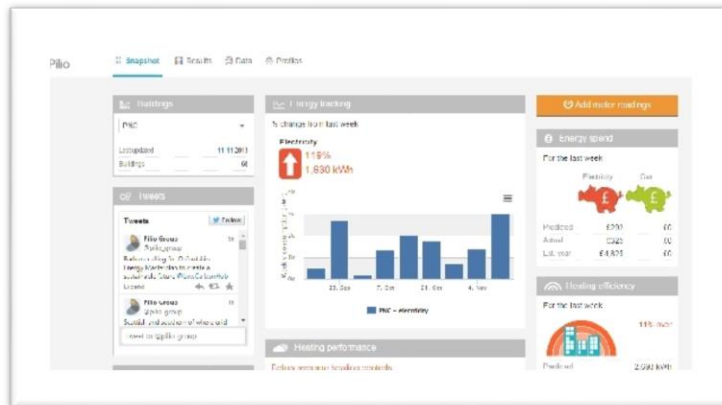
Julie's Bicycle IG Tools

We fund licenses for the IG tools which members of our Green Arts Portal can access directly from our website at no charge. The IG tools can be used to calculate emissions and carbon footprint.

Support for Recording

The number of accounts being actively used for both of these tools has shown a downward trend for some time. We wanted to know whether you found them useful and whether you felt we should continue to provide them.

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Although a few organisations will wish to continue using them, most of the Green Champions felt that both sMeasure and Julie's Bicycle (IG tools) were more complex than was necessary for their reporting, confirming our observations. While we will continue to provide accounts for anyone who feels they wish to use sMeasure or the IG tools, in response to your feedback we will no longer actively promote their use.

SOFTWARE TOOL ACCOUNTS
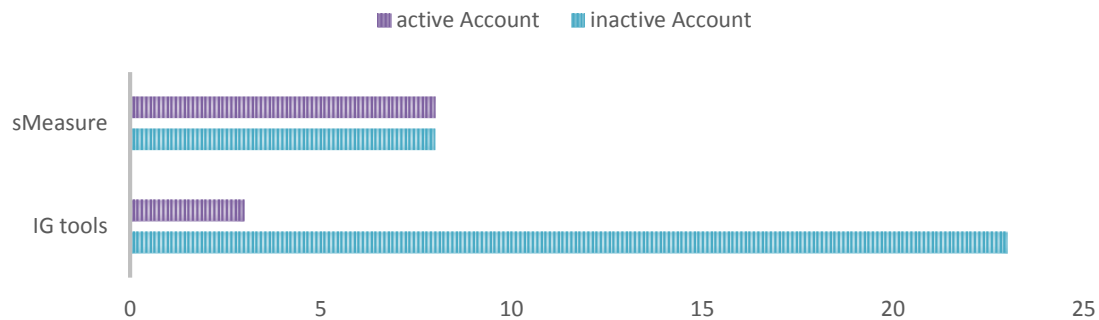
Many felt more confident about using a sample spreadsheet which was programmed with emissions factors to allow calculation of a carbon footprint. This avoided the need to understand a new tool but still provided an awareness of the carbon impacts of different activities.

We will support the majority of organisations in using simple spreadsheet recording to record utilities and waste in preparation for reporting. For larger organisations, we recommend tools based on industry standard emissions factors which are available from agencies such as Resource Efficient Scotland's Carbon Footprint and Project Register Tool for small businesses.

Your Environmental Policy

We encourage all organisations in the regularly funded group to develop an Environmental Policy. During our meetings we discussed environmental policies and what they can be used for. We found out how many of you were preparing one, how many already have one and how you are using it. Organisations which have well established and actively applied policies reported having derived confidence from the decision making and as a result developed better working practices. There were a whole range of useful outcomes which included:

- Developing checklists to ensure temporary venues have mains power supplies and recycling facilities in place
- Identifying incorrectly functioning heating controls
- Identifying water leaks
- Better tour planning
- Increased audience approval resulting from provision of recycling bins in public areas
- Reduced costs when using more sustainable cleaning methods

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There are some examples of environmental policies on our website
http://www.creativecarbonscotland.com/resource-type/case-studies/

Policy status

■ No Policy   ■ Draft   ■ Awaiting Approval   ■ Approved by Board
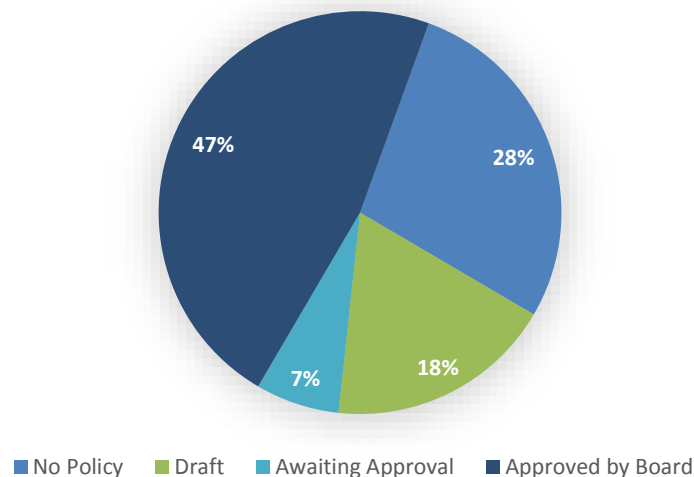
Around 70% of organisations were preparing or already had existing environmental sustainability policies. Many of those had developed their policy only recently for the first time. Close to half had discussed the policy with their boards and gained approval by them. The process of discussing and developing the policy was seen as a positive experience and involvement of board members was particularly valued. When preparing a policy for the first time many boards opted for a simple generic structure and content based on examples which are widely available in the public domain and this was a positive first step. The most effective policies had usually been developed over a longer timescale and had evolved through discussion and experience of lessons learned. The most important factor was that policies were reviewed regularly and changed to make them more effective and appropriate within the organisation. In addition the most effective organisations had found ways to ensure that everyone involved in the organisation (staff, freelancers, volunteers, board members etc) knew, understood and used the policy on a day to day basis.

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Looking ahead to reporting

Your Accommodation – Reporting on Your Building Utilities

We were keen to find the make-up of the sector to find out who pays energy bills and who looks after buildings. We found that while some organisations owned a building, the majority of organisations were tenants of the buildings where their offices or studios were based. Most organisations are run by a very small staff with artists often engaged on a freelance basis to take part in productions and tours so their base accommodation is small. It can be difficult to report on your utilities as being a tenant often makes it difficult to know much about a key part of your emissions.
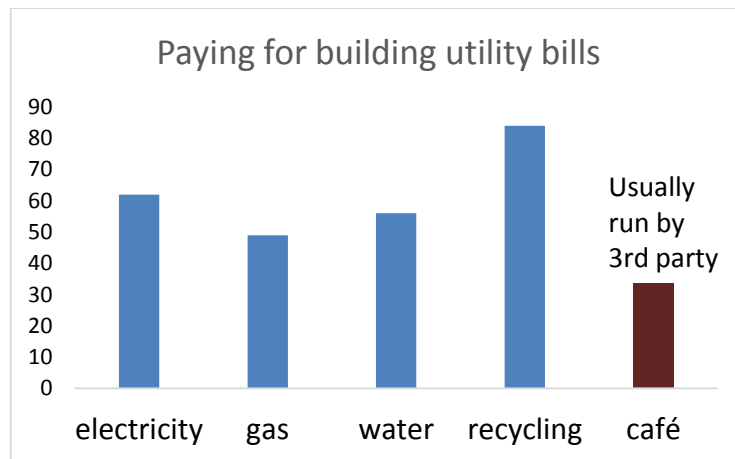
We found out how many organisations pay for utility bills in their accommodation and who looks after waste. There is a wide mix of arrangements. Many tenants pay for utilities as part of their rent, particularly in buildings which accommodate mainly cultural tenants. Others pay for utilities separately or have an arrangement with their landlords to pay bills for electricity only. Where utilities are included in rent, this makes it difficult to report your emissions for heating and lighting. We hope to work with some landlords to find out utility usage for a typical office space to help those of you who are cultural tenants to understand where this fits into your overall carbon footprint.

For venues, we found there was often a café within the building, usually run by a third party. This can provide an added complication when trying to understand how to report on utilities used by the arts organisation and we advised you on ways to deal with this.

Most organisations are able to deal with recycling at least within their own offices and can provide an estimate for reporting.

For organising larger waste collections see Creative Carbon Scotland's
Guide to Tackling Waste

Guidelines for reporting utilities and waste

We were able to establish some rules of thumb on reporting utility use

1. If you use or run a space and pay bills for waste, water, heating and lighting, you should record and report usage. This includes temporary spaces (outdoors, stalled spaces, non-theatres etc)
2. If you use or run a space and DON'T pay bills for water, heating and lighting, you don't need to record and report usage but you may submit estimates if you able to.

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3. For occasions when you display or perform in a space being run by someone outwith your organisation you should not include those building utilities in your reporting.

4. Even where you are a tenant and don't deal with a waste contractor, we ask you to estimate how much landfill and recycling you take to the central collection points

Going on the Road in Scotland and Beyond – Reporting on Your Travel

Travel for artists is vital to deliver your work but it's also a big part of your footprint. During our meetings we discussed how and why you travelled and toured, locally, nationally and internationally. Since all of your travel has to be recorded it's important to understand the impacts of the different modes. We wanted to know how we could help you to make the best choices. While around 50% of organisations had an environmental policy only a small number had developed a detailed travel policy.

Organisations which have a travel policy were more likely to plan their travel ahead and save on costs.

Creative Carbon Scotland's travel policy can be found in Resources on our website

Touring

- About 80% of you take your work to perform in various venues at least in your local area.
- Of the local travel a significant part is to perform, display work, deliver workshops or interact in a whole variety of ways in schools and in the local community.
- About 40% of the organisations we spoke to tour work around Scotland and to a lesser extent, England, visiting venues from tiny village halls to large theatres and galleries. Some travel to the remotest islands while others concentrate on the major towns and cities.
- A much smaller group, less than about 10% in any one year, will actually take a company abroad but while this may not happen every year it is often a very important part in the development of a company or artist.

TOURING TYPES
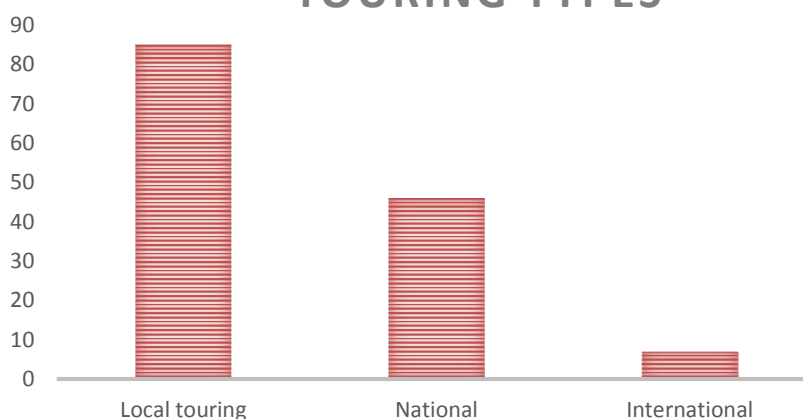
Festivals

- Festivals and artistic events are an important part of the landscape (sometimes quite literally) and in addition to the high profile festivals in Edinburgh many take place in some of the most beautiful and remote parts of Scotland and involve artists travelling significant distances by land, sea and air.

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Travel types

To capture travel emissions fully, most of you will have to record all of your business travel and travel for your artists. Some people use company owned cars or vans or hire them and any fuel use has to be captured.

- Venues and venue based companies depend on bringing artists from locations which can be worldwide. Touring organisations have to pay for artists to move around too. We found that at least 70% of organisations pay for artists to travel to their location and this should be included in your travel footprint.

TRAVEL TYPE FOR ORGANISATIONS
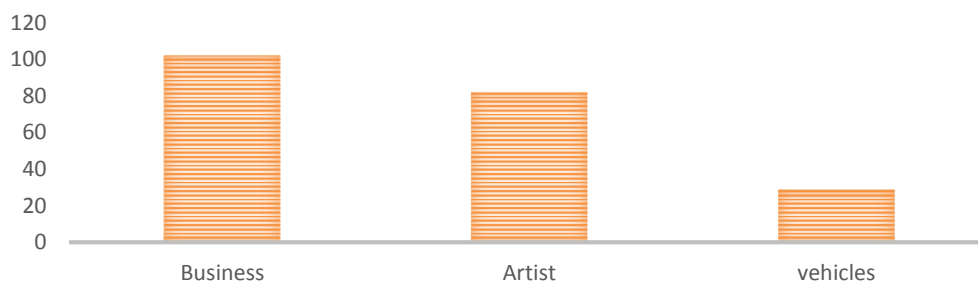
- Apart from artists travelling, virtually all organisations engaged in significant business travel. A high proportion of this is local and domestic but almost all organisations will have some overseas travel associated with booking artists, choosing programming or marketing.
- Goods and materials often need to be moved around to exhibition or performance venues. This is done in a variety of ways: about 25% of you do this in hired vehicles, in a company member's car or by specialist freight companies.
- Although not shown here, probably about 50% of organisations benefit from work and travel done by volunteers. This is not so easy to measure. Many, from Board members to volunteer drivers, provide this free. We encouraged you to think of a way of capturing this.

Guidelines for reporting your travel

We were able to establish some guideline boundaries for reporting on travel:

1. We don't need to know anything about cost – just carbon emissions
2. Commuting to a regular place of work (e.g. the office) should not be recorded
3. If you pay for it you are responsible for it and you should record it even when included in an overall fee.
4. The company which engages an artist to perform (e.g. a producer in a venue or a tour company) should record their travel. This would also cover tutors, facilitators, interpreters and many other roles involved in delivering your work.
5. Touring companies should report on the tour travel (not the receiving venue).
6. Where volunteers undertake non-commuting travel we encourage you to collect data for reporting even when expenses are not paid.
7. Where there is a collaborative production or mode of working, agree in advance between you how you will record travel, splitting responsibility if necessary to avoid double counting.
8. Travel by freight companies should not be included (this is part of their reporting) but fuel used when moving goods around in your own vehicles should be.

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There will always be cases which don't fit into neat categories and these may need to be interpreted. When submitting your annual report there is an opportunity for you to include a description of your recording systems and we encourage you to provide this to allow us to understand your circumstances better.

Reassurance and encouragement was a key ingredient

Perhaps the most important message for the Green Champions was that it was more important to get started with the data collection and get better at it than to try and do it all perfectly and never get going. The meetings provided an opportunity to discuss and define what information would be needed and what to prioritise for your organisation. It's important to understand the best ways of using available time, e.g. concentrate on collecting information on international flights rather than local bus journeys; try to keep a note of electricity meter readings rather than collecting exact small numbers of bin bags going to landfill. If you are a tenant, you won't be expected to record utility readings if your landlord won't provide them. Having a clear idea of what was NOT necessary provided important reassurance for those who were tasked with data collection.

Image: Taking a CBT look at the anxiety of seeking reassurance (neediness ... iveronicawalsh.wordpress.com

How well are you doing?

Reporting for 2013-14

We looked at the environmental reports the RFO group submitted to Creative Scotland last year for 2013-14 to see whether how this compares with how you are doing now.

RFO environmental reporting 13-14

none   part   full   no information

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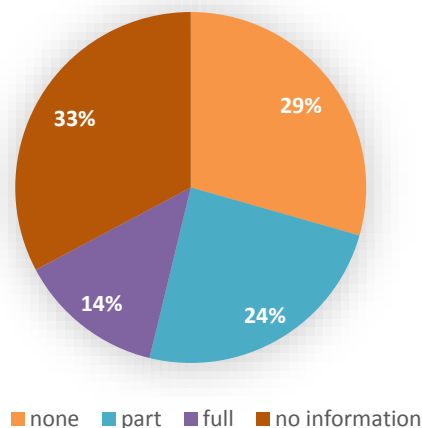
Only 38% were able to supply information on emissions for 2013-14 with the rest either not reporting or submitting no information. We're confident after our conversations with you that many more of you will be ready to report good emissions figures for the 2014-15 period.

RFO Environmental policy status for 2013-14 report
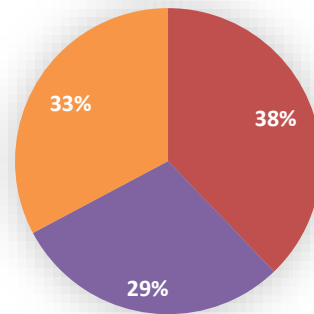
■ no policy   ■ policy   ■ no information

Only 25% were able to supply an environmental policy as part of their report contrasting with the 47% who now have policies approved by their management boards. A further 25% have policies in preparation so very considerable progress has been made.
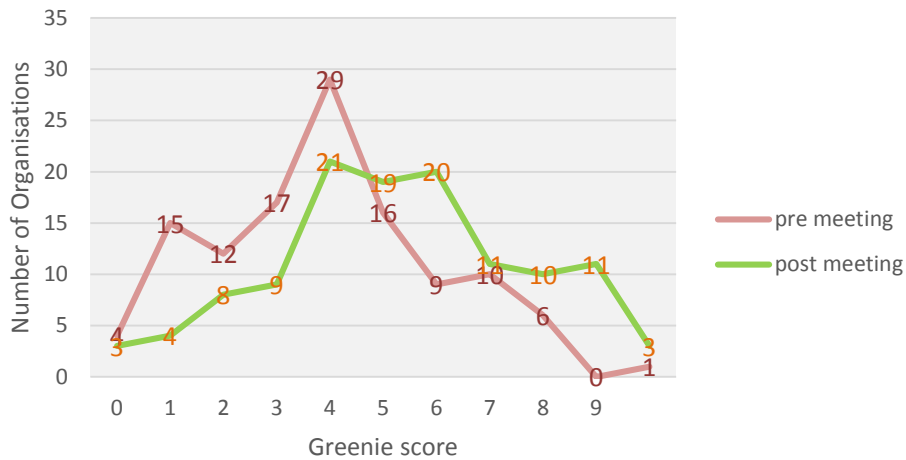
What's your Green Champion score

To make an assessment of progress within the group we looked at what you told us you are doing and combined this with what we know about how you are using recording tools and whether you have attended training sessions to make an assessment of how well prepared the RFO group are for the mandatory report in 2016.

We devised a scoring system (not to be taken too seriously) to give everybody marks out of 12 (nobody scored 12!). We calculated the scores you would have had when we met your Green Champion and then we looked again a few months later to see if there were any changes (labelled 'before' and 'after').

Greenie points	0	1	2
Workshops attended	0	1	>=2
Environmental policy	none	draft	Approved
GAI membership	no	yes	
GAP account	none	No action	Some action
claimexpenses.com account	none	No entries	Active claims
Adviser meeting	no	yes	

Based on how many points each organisation scored, we calculated how many organisations were at each of 10 different scores and plotted the 'before' and 'after' scores below:

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Improving your Green Champion scores

We'd like you to have at least 5 points but if you've got 4, you're probably well on your way to being able to calculate and report your carbon footprint. It's great to see that even in the last few months the number with 5 or more points has moved from 42 to 74. It's not a scientific analysis but we think it shows that you're all working hard and making good progress towards your green objectives.

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Interesting Things You Told Us You Were Doing

Arika	Emma Macleod has worked with another organisation previously where she developed comprehensive recording of travel emissions. Since moving to Arika about a year ago she been introduced travel planning into ARIKA.
Atlas Arts	Atlas Arts are based on Skye and act as an agency so have contact and with lots of artists in the area. They have developed good experience of dealing with rural and remote transport.
Barrowland Ballet	Barrowland Ballet have developed some good travel ideas; only public transport refunded; coach hire for artists; travel plans for attendees among others
CCA	Excellent recycling throughout the building for tenants. Very good with waste and managing the building utilities.
Citizens	They are now going through a big building development program and are trying to do this in a very sustainable way.
Cryptic	Have developed a good policy which they actively promote to young artists they support. They have audited their marketing materials and reduced by 25%. Actively recycle costumes and sets.
Dance Base	A long history of utilities measurement and control. Currently upgrading to LED lighting.
Drake Music	Based in an office which has been awarded a 'green' certificate. This helps them and other tenants contribute to environmental improvement. They have a major influencing role in schools and are interested in environmental programming.
Dunedin Consort	Dunedin Consort do a lot of music recordings and publishing. Searching for lots of way to reduce impact of selling recordings, from low carbon CD packaging to using digital methods. They are also trying out a surtitling project for live performance.
Enterprise Music Scotland	Agency organising tours of chamber music. They are promoting their online Tour Book Performers Directory to reduce reliance on paper copies
Fruitmarket Gallery	Long term monitoring of utilities has allowed them to reduce usage and brought savings in bills.
Lunchtime theatre	Always use recycled stage sets and share with other companies
Glasgow Women's Library	They have a novel distribution system using people on public transport and actively promote walking and cycling tours
Grid Iron	Great experience of organising external events sustainably. Active users of environmental policies and associated checklists.
Horsecross	Large venue with lots of experience of emissions monitoring and reduction. They have recently done a LED refit; introduced a swap shop for fabrics; moved to electronic publicity.
Northlands Creative Glass	Lots of experience of energy monitoring of high power equipment. They have analysed usage and glass working kilns have been upgraded to the most efficient for their needs. Users of kilns are briefed on usage and best practice for energy efficiency.
Platform	Based in a community complex and often organise community transport to take local audiences to music events.
Regional Screen Scotland	RSS uses a mobile cinema to travel around rural Scotland which uses a lot of fuel but reduces audience emissions. They have a very comprehensive checklist for recording mileage for both drivers and the cinema van.
Scottish Sculpture Workshop	Extremely well controlled measurement of many fuels for costing and emissions. The workshop has Biomass heating and Solar Thermal water heating.
Stellar Quines	Lots of environmental promotion in programming and web site. Long standing sustainable practices. They collaborate with other tenants in the building to improve behaviour
The Tron	The Tron have been working hard on getting the team on board. Making good actions a habit. They continually monitor utilities and make efficiency improvements.
Visible Fictions	Good experience of stage set building overseas at Point Of Use + reuse
Wigtown festival	Car sharing and shuttle bus system from public transport; lots of green festival actions relevant to temporary venues.

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