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Introduction

Creative Carbon Scotland (CCS) was formed in 2011 to engage the arts and culture in meeting the challenge of climate change. We knew that there was basic carbon management work to be done and set about this, working with the cultural sector. We also needed to explore further the role the arts can play in influencing the wider world through the work cultural organisations and individuals develop, make, present and promote.

Five successful years on, this area of more conceptual and artistic work is developing and the role is much clearer, just as the carbon management work we promote and support is now much more sophisticated. The environment is changing around us too: where once the focus was on mitigation of climate change, now adaptation to its impacts is equally important. And increasingly we are working with partners from the sustainability field, helping them to understand the importance of culture to their work.

Climate change is a cultural issue

Our Vision and Mission are based on the understanding that climate change is a result of culture in the widest sense, the way in which humans live on the planet. That culture, which includes everything from the arts, our value systems, traditions and beliefs to the way in which we grow, prepare and consume food and the ways in which we educate our children, is a culture of consumption. We take resources from the earth, we use them, and we dispose of them into the
sea, land and air (and one result of that disposal is climate change).
That wider culture is expressed and reflected back to us by culture in a narrower sense – what is generally termed the arts but this can include areas such as heritage, film and broadcasting – and so in turn, the arts influence the wider culture of the future in a self-reinforcing feedback loop.
The arts, therefore, have an essential role to play in the shaping of a new, sustainable society by using that feedback loop to postulate a different way of being.

We believe that the arts and culture have an essential role in achieving the transformational change to a sustainable future.

Our Vision is of a Scotland where this role is fully recognised, developed and utilised by both the cultural world and others interested in sustainability.

Our Mission is therefore to connect the arts and culture with others working towards that transformational change.

Creative Carbon Scotland’s role: our theory of change

How can the arts help bring about this enormous transition? If the arts are referenced in relation to climate change it is usually assumed that the arts will be better than scientists and others at communicating the facts to individuals, who will then change their behaviours in order to reduce carbon emissions. But providing information is ineffective at delivering change, and it isn’t a job the arts are necessarily the best qualified to do.
Moreover, this approach only deals with mitigation and not adaptation. There is talk of the ‘emotional’ capacity of the arts to make concepts such as climate change more meaningful, but even if this works, research shows that simply changing attitudes or beliefs is not enough to change behaviour, let alone deeper ways of being.
The role of the arts that is identified in our Mission statement is not one which focuses on individuals, but one which seeks to change ways of thinking at a societal level in order to bring about this transition to a changed world.
Art is nearly always a collective business of transformation. The performing arts have a collective quality built in, but even when a poem, book or picture is experienced by an individual, the artist has created it in order for more than one person to read or view. Any good artist wants to change the world in some way: provide a new viewpoint, new knowledge, a new understanding. No good artist works hard just to do the same as something that already exists.
Equally, audiences (including viewers, readers etc) seek to be changed in similar ways. A successful work of art provides that jolt of understanding, even if that is just a re-recognition of an insight we’ve forgotten. Really successful artworks provide new understandings each time we revisit them as each time the audience is, and in the performing arts the interpreting artists are, different.
We therefore see the arts as operating to change the collective thinking of society, and so, help to bring about a new, sustainable society.
They may do this within the world of the arts or by working in non-arts settings, with our sustainability partners. To them
they can bring different perspectives and ways of thinking, help make difficult and complex ideas clearer, imagine different futures, make the invisible visible - and of course help communicate emotional truths, where they are best placed to do so.

Creative Carbon Scotland’s role is to encourage this to happen and help form partnerships between the arts and sustainability.

March 2015 - March 2016

Creative Carbon Scotland grows and grows busier with each passing year. Demand for our work has increased enormously and accordingly we were thrilled that Catriona Patterson could join the team in April 2015 as Projects and Festivals Environmental Sustainability Officer to support the Edinburgh Festivals in their environmental sustainability work for half the week whilst running the Green Arts Initiative and working on other projects for CCS the rest of the time.

Rebecca DeVivo also joined the team from the autumn onwards working on communications. Gemma Lawrence, CCS Producer, Fiona MacLennan, our Carbon Reduction Project Manager and Alexis Woolley, our Administrative Assistant, complete the team and this report tells the story of a year of great progress and success.

In this report, you can read about ArtCOP Scotland and the Green Tease, our GAI Conference: 50 Shades of Green, training for people working in the screen industry, our research project with the Arts & Humanities Research Council and great work generally by the arts sector in Scotland in both improving its own environmental performance and influencing wider society and public opinion about climate change.

We continue to work closely with the Edinburgh Festivals and the City of Edinburgh Council’s Culture and Sport Division. We are generously supported by Creative Scotland and the City of Edinburgh Council. And our committed Board, including representatives from founding members Festivals Edinburgh, the Federation of Scottish Theatre and the Scottish Contemporary Art Network, work hard to keep us on track.

But this is a joint project with the arts, screen and creative industry organisations and the sustainability organisations of Scotland, and Creative Carbon Scotland exists to help, encourage and inspire others to connect the arts and sustainability in Scotland.

We are slowly but surely building three communities of practice of people interested in the connections between arts and sustainability. Our Green Tease groups connect individuals working in each field; the GAI connects Green Champions; and our newest Strategy group focuses on people influencing the structures within which we all work.

Each group is developing and sharing knowledge about the essential role that the arts have in addressing climate change and building a sustainable future.

You can join us, and we hope that you do, by coming to an event, subscribing to our newsletter or by contacting us directly.

- Ben Twist, Director
Our Work with Strategic Partners

Creative Carbon Scotland wants to influence the structures in society which shape the activities of individuals and organisations so that change is encouraged and accelerated. We work out from our ‘base’ in the arts and culture to influence society more broadly, believing that artistic and cultural practices have much to offer in a wider sphere and that the arts have a powerful influencing role.

In 2015/16 this work included:

- CCS Director, Ben Twist becoming Vice-Chair of the Edinburgh Sustainable Development Partnership, an increasingly interesting and active sub-group of the Edinburgh Partnership, the body responsible for delivering Edinburgh’s Community Plan. Within this role, he has led the development of the Sustainable Edinburgh website and a Carbon Literacy Project, a pilot which will provide carbon literacy training to three organisations in the city in 2016. The ESDP promotes Edinburgh’s sustainability in the widest sense and Ben is working to ensure that sustainability is built into the new Community Plan, and that the partners are prepared for that shift in focus.

- Our involvement with Sustainable Glasgow during the year led to Ben being invited to join the Local Advisory Committee of the European Climate Change Adaptation conference, which will take place in Glasgow in 2017. This will enable us to ‘inject’ culture and artistic practice into a very different world of engineering, planning and academia.

- Also with Glasgow, we held a workshop in Edinburgh with Chris Fremantle of eco/art/scot/land and the Land Art Generator Initiative, promoting the LAGI/Glasgow project.

- We worked closely with Creative Scotland, exploring what the ‘Environment Connecting Theme’ means and developing methodology for carbon reporting by Regularly Funded Organisations (RFOs). We provided advice and support during the year to a number of organisations receiving capital funds from Creative Scotland for building developments and advised Creative Scotland on the environmental implications of the capital projects.

- With the Federation of Scottish Theatre, we worked on developing metrics to relate raw carbon emissions data of arts organisations to their activity.
Our Work with Organisations

Carbon Reduction Project

Over 2015/16, we continued to work with organisations all over Scotland to support them in the journey from understanding the carbon footprint associated with their artistic activities through to discovering ways to reduce their emissions. During the year, we travelled to meet with over 100 organisations in their locations and held around 30 workshop sessions around Scotland from Orkney to Dumfries. Our focus this year has been on enabling organisations to complete the environmental section of their Creative Scotland annual return which for 2015/16 will be mandatory for Regularly Funded Organisations (see page 12 for infographic on voluntary carbon reporting for 2014/15).

This fits in with supporting Creative Scotland’s environmental connecting theme:

- Set annual reporting requirements for organisations.
- Set expectations for sustainable behaviour.
- Produce annual report on sector environmental impact.

Our training and support helps organisations with collecting data on energy use and travel and providing tools to translate the data into carbon impacts. We encourage the development of networks to promote sharing of ideas and best practice to reduce emissions.

To support and supplement this we have undertaken a number of projects:

- Fostering links between academia and arts organisations by arranging student dissertation topics.
- Supporting feasibility studies between suppliers and procuring organisations particularly for new energy efficient equipment.
- Surveying and analysing energy use for tenants.

We also promote interesting projects and signpost future trends via regular news items, case studies and blogs with recent articles including discussions on LED lighting, zero emission transport, future cities and big data, and accessible travel choices.

Our collaboration with Creative Scotland has allowed us to access and analyse information provided by the sector on their environmental impact. We have used this to provide feedback to the sector to help them understand which of their activities creates the biggest impacts and what reduction targets can provide the biggest impact.
2014-15 Annual Reporting has demonstrated a significant increase in environmental engagement with the arts sector.

Areas of Reporting:
-ARTS CENTRES: 80 tonnes CO2e
-TENANTS: 23 tonnes CO2e
-THEATRES: 316 tonnes CO2e

Total Emissions Reported by Arts Organisations:
-ARTS CENTRES: 78
-TENANTS: 78
-THEATRES: 17

Data: A 60% increase from 2014.

For each reporting category, the average annual carbon footprint is provided.

90 voluntarily provided at least one category of environmental reporting to Creative Scotland.
Green Arts Initiative

Over 2015/16 Creative Carbon Scotland continued to develop our programme of work relating to the sustainable development of Scottish arts organisations: companies, venues and agencies spanning all arts forms and all areas of the country.

In 2015, our Green Arts Initiative doubled in membership, with a total of 130 organisations committing to reducing their environmental impact. The initiative also hosted its first ever annual conference. With over 70 arts organisations attending, and 22 speakers from the Green Arts community, the ‘50 Shades of Green’ conference served as a focal point for knowledge exchange and relationship building across both carbon reduction and artist, audience and employee engagement with sustainability. The 2015 Green Arts Initiative report was produced and distributed, demonstrating the many practical and innovative actions taken by our members. A full copy of the report can be found on our website.

Edinburgh Festivals

We continued our work with the summer Edinburgh Festivals, hosting two Creative Carbon Scotland-Festivals Edinburgh summer interns. Over 2015-16 we produced events on sustainable screen production at Edinburgh International Film Festival, on reuse and recycling and on the ability for festivals to affect social change at Edinburgh Festival Fringe, and on our natural world at the Scottish International Storytelling Festival. Our Fringe Sustainable Practice Award (which celebrates both thematic and practical application of sustainability in productions) continued to grow in applications and accolade, with comedian Jessica Fostekew presenting the hand-crafted sustainable award at the end of August 2015.
Our Work with Artists

Creative Carbon Scotland runs a range of projects to support the development of artistic practices in Scotland, exploring the ways in which artists can challenge and inform discussions and decisions in the area of environmental sustainability. In 2015/16, we supported artist residencies, commissions, educational projects and continued to run our regular Green Tease events and meet-ups. We continue to explore and encourage the sharing of practices, knowledge and opportunities between individuals and cultural and sustainability institutions.

Arts & Sustainability Residency

In March 2015, we held our second annual artist residency in collaboration with Comar on the Isle of Mull. The residency offered a paid opportunity for 12 emerging and mid-career artists to participate in a weekend-long discussion of how their work can respond to and connect with environmental sustainability.

The residency in 2015 had the following objectives:

- To provide artists, who may or may not have previously thought about environmental sustainability in their practice, with the space and stimuli to consider how it might drive new ways of working
- To collectively develop artists’, Creative Carbon Scotland’s and Comar’s thinking about how environmental sustainability can be engaged with in different artistic practices on practical and conceptual levels
- To nurture and build a creative community of practice which embeds environmental sustainability at its core

Facilitated by Professor Mike Bonaventura, CEO of the Crichton Carbon Centre, we explored the connections between each individual artist’s practices and the UN post-2015 Sustainable Development Goals. A full report on the residency is available on our website.

Artists selected to participate in the 2015 residency:

- Tom Butler
- Alice Cooper
- Sam Cook
- Kevin Dagg
- Hannah Imlach
- Jean Lanteri Laura
- Holly Keasey
- Hector MacInnes
- Vivian Ross Smith
- Saffy Setohy
- Rebecca Sharp
- Niroshini Thambar
Green Tease

We continued our monthly Green Tease series, an ongoing informal events programme which aims to build a community of practice encompassing creative practices and environmental sustainability, through a variety of formats including talking, discussions, practical workshops and walking tours. Between March 2015 – March 2016, we ran 22 events across Edinburgh and Glasgow, growing to network to around 200 members.

Events and topics included:

• The Paris Climate Change Conference (COP21)
• Pecha Kucha pizza nights
• Urban green spaces explored by barge with Edinburgh & Lothian Green Spaces Trust
• Sustainable cities explored through the Edinburgh Sustainable Development Partnership and artist James Winnet’s residency with Sustainable Glasgow
• Eco Drama’s approach to ecological children’s theatre-making
• Rachel Duckhouse’s climate change artist residency with GOMA
• Sustainability in song with musician, Jo Mango.
Fields of Green

In 2015/16, Creative Carbon Scotland also participated in a year-long Arts and Humanities Research Council funded research project which explored the sustainability of Scotland’s music festivals through the eyes of artists, audiences and festival organisers, with partners at the University of Edinburgh, University of Lancaster and University of West of Scotland.

The project had a number of strands including:

- Working with two music festival case studies – XpoNorth and Solas Festival – to explore sustainability-related behaviours enacted by festival organisers, artists and audiences.
- Holding a series of roundtable discussions with music festival organisers and green festival initiatives run by organisations including Greener Festival and Julie’s Bicycle to establish best practice models.
- Exploring themes of travel through songwriting and live performance led by Jo Mango and working with musicians, Rachel Sermanni, RM Hubbert, Louis Abbott (Admiral Fallow) and The Pictish Trail. Songs were performed at Platform in Glasgow as part of Celtic Connections 2016.
- Tracking and visualising musicians’ festival touring patterns through infographics.
- Creating the foundations for a community of practice of small/medium scale music festivals working to reduce their environmental impacts in Scotland. This included the production of a next steps guide launched at Wide Days music industry convention in April 2016.
Between October and December 2015, Creative Carbon Scotland facilitated ArtCOP Scotland: Scotland’s Climate Change Arts Season, taking place alongside the international initiative ArtCOP21.

ArtCOP Scotland encompassed a series of commissions, performances, exhibitions, and activities with over 50 events taking place across the country. Our aim was to create a platform for cultural practitioners to explore the complex issues surrounding climate change, coinciding with the political negotiations of the Paris COP21, and raising public awareness of the role of culture in addressing environmental sustainability.

Commissioning partners included:
- Royal Conservatoire of Scotland
- Firefly Youth Arts
- Gayfield Creative Spaces
- Deveron Arts
- The Stove Network
- City of Edinburgh Council
- Glasgow City Council.

ArtCOP Scotland was supported by the Creative Scotland Open Fund, Sustainable Glasgow of Glasgow City Council and the Waste Action Grant of Edinburgh City Council.
Our Team

**Ben Twist**
Director

**Catriona Patterson**
Projects and Festivals Environmental Sustainability Officer

**Fiona MacLennan**
Carbon Reduction Project Manager

**Gemma Lawrence**
Producer

**Rebecca DeVivo**
Events and Communications Officer

**Alexis Woolley**
Administrative Assistant

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**Our Board of Trustees**

- Morag Arnot
- Gary Stewart
- Mike Bonaventura
- Karen Coulthard
- Amanda Liddle
- Seonaid Daly

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