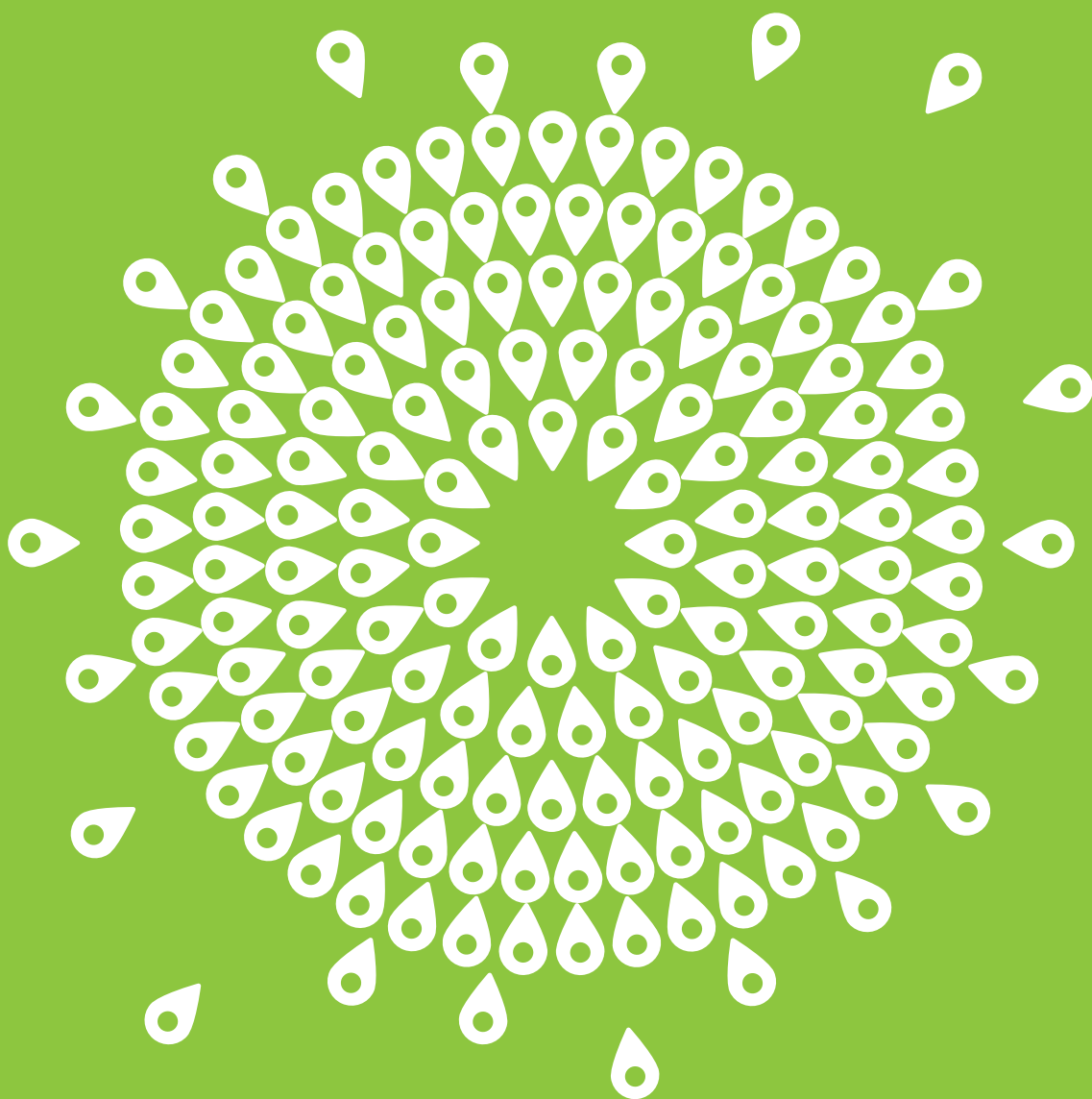


# Green Arts Initiative Report 2016



“Knowing that you are part of a network and a movement is immensely helpful, and being kept in the loop with other artists and arts organisations gives justification for our own actions”

**North Edinburgh Arts, *GAI Member***



The Green Arts Initiative (GAI) is a proactive network which aims to build and maintain a Scottish green arts community committed to reducing their environmental impact.

Arts events are occasions when people come together to have their lives reflected back to them, through stories, ideas, images, and debates. Climate change and our responses to it are of increasing importance in our lives. To be part of the shift to a sustainable Scotland, to stay relevant to audiences, and to promote sustainable change to those working in the sector, sustainability must be an essential part of the way we operate.

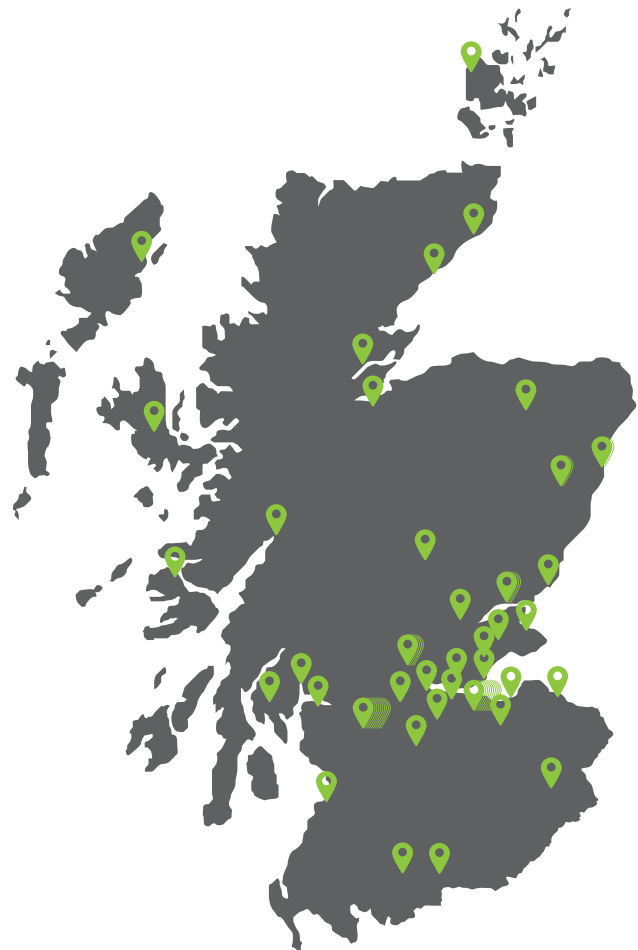
Facilitated by Creative Carbon Scotland and Festivals Edinburgh, the GAI community focuses on sharing the relevant knowledge, ideas and experiences which enhance the sustainability competencies of arts organisations and contributes towards a more sustainable society.

Although every Green Arts Initiative member is at a different stage in their sustainability activity, each is publicly engaged and dedicated to enabling the cultural shift required to address climate change. Since the initiation of the community in 2013, membership has increased from 23 organisations in the first year, to over 170 members in 2016, and actions taken range from monitoring and measuring of carbon emissions, to radically redesigning entire operating principles.

This report highlights the actions and activities undertaken in 2016, the ambitions of the community in 2017, and how the GAI is a leading initiative as part of the local, national and global shift to being green.

## Our Green Arts Community:

Are spread across the country...\*



\*For an interactive version of this map, go to [www.greenartsinitiative.co.uk](http://www.greenartsinitiative.co.uk)

**PR PRINT & DESIGN**  
PROVIDING CLIMATE NEUTRAL PRINTING

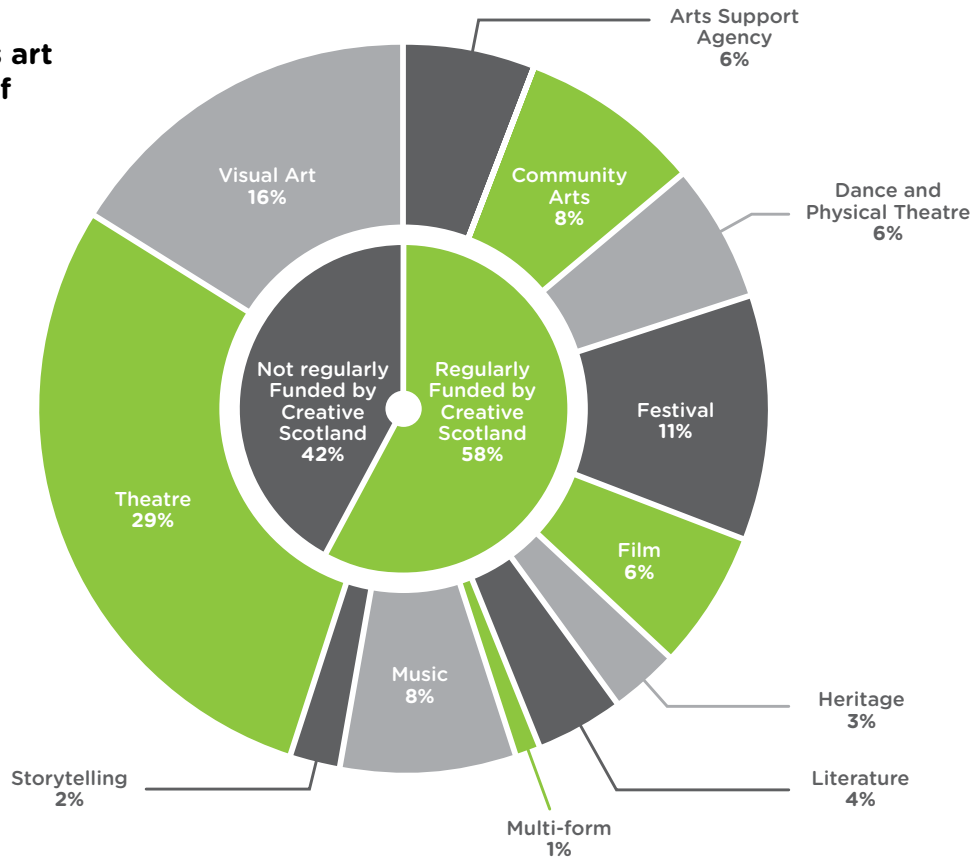
New Arts Sponsorship Grants supported by the Scottish Government in conjunction with...

**Arts & Business**  
Scotland

We are proud to be supported by PR Print and Design, a leading Scottish company dedicated to carbon neutral printing and sustainable supply chains for arts organisations. With 192 solar panels providing over 80% of their manufacturing electricity and producing zero-waste-to-landfill, they are a fantastic example of Scotland's sustainability suppliers to the arts, and extend their leadership by enabling the growth and development of the GAI.

In 2016 we were also delighted to be the recipients of an Arts & Business' New Arts Sponsorship Grant, which aims to encourage first-time private sector sponsorship of the cultural sector.

**...and range across art forms with a mix of funding models**



**Over 2016, our members measured and monitored these core environmental impacts of their work:**

**63%** measuring energy



**83%** measuring waste



**31%** measuring water



**69%** measuring staff travel



**44%** measuring performer travel



**11%** measuring audience travel



Key trends this year included a greater reporting of all forms of travel: one of the biggest areas of emissions contribution for the arts, screen and creative industries.

Many of our members are also cultural tenants and do not have any control over their utilities, but through a research project with The Briggait and the Centre for Contemporary Arts, we were able to develop our Tenant Energy Toolkit, enabling tenants to estimate their electricity and gas use.

## Some other interesting ways our members addressed sustainability

**73%** have a formal environmental policy



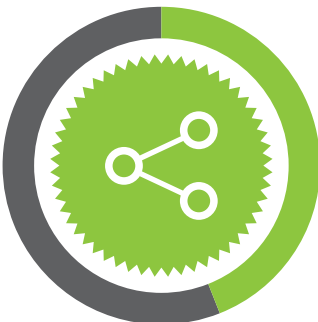
**55%** are reporting publicly on their environmental efforts



**63%** are engaging their wider staff team through green teams



**44%** are engaging their artists and performers with their efforts



**26%** are programming artistic work which addresses sustainability issues



**25%** have a webpage on their sustainability actions and activities



**13%** are using carbon-neutral printing to produce their marketing materials



The majority of our members are also using the GAI branding on their websites, in print, and in their buildings, offices and studios to highlight their membership and their commitment to reducing their environmental impact!

## GAI members pursued innovative ideas over 2016:

"We delivered the Hebrides International Film Festival (HIFF2016) which presented recent world cinema on the theme of Islands and environment, programming significant documentaries and dramas focusing on global environmental issues. There were 59 screenings and 5 lectures in 9 venues across the Outer Hebrides, with over 1400 people attending."

**Rural Nations, Stornoway**

"Our main work this year has been to provide a platform for discussion of environmental sustainability and the arts, raising awareness within our network of partners and stakeholders. We invited CCS to talk at our board away day at the Edinburgh Centre for Carbon Innovation during which we asked our board to consider ways of building environmental sustainability into the core of our work."

**Enterprise Music Scotland, Glasgow**

"We have developed a connecting theme of public engagement by using poster campaigns, induction declarations, and staff newsletters. This process reiterates information about our green aspirations with visitors, companies, staff, and customers."

**Tramway Arts Venue, Glasgow**

"We began to offer a mileage rate for artists who wish to cycle to performances."

**Live Music Now, Edinburgh**

"We introduced a paperless finance system this May and started using hot water bottles this winter instead of lots of extra heaters. Our office is very cold!"

**Mischief La-Bas, Glasgow**

"We had a "Leave Your Car at Home Day": 15 people took part saving 167.8 miles, and reducing CO<sub>2</sub> by 27.17kg!"

**Dundee Rep, Dundee**

"We arranged for 3 employees and 1 freelance musician to undertake FuelGood Driver Training in December 2016."

**Paragon Music, Glasgow**

"We have commissioned a series of blog posts from makers working sustainably and with recycled materials. These have featured on our website and are aimed at identifying and encouraging best practice as well as inspiring readers to take new approaches to their work."

**Craft Scotland, Edinburgh**

"Our Artistic Director worked with staff at the University of the Highlands and Islands to deliver a seminar remotely to a group of students around the north and west of Scotland."

**Drake Music Scotland, Edinburgh**

## Looking ahead to 2017, our members are working on a variety of ambitious projects:



Committing to all domestic travel to be undertaken by train or public transport (and no flights apart from necessary international travel).



Developing more work in, and related to the natural environment in the national Year of History, Heritage and Archaeology.



Planning more efficient touring schedules to reduce emissions related to artist travel.



Working with other GAI members or building tenants to develop shared projects on sustainability.



Introducing audiences to green work through website pages on environmental policies, achievements, green champions and green teams.



Theming annual conferences on sustainability or environmental concepts.



Reviewing existing environmental policies to set challenging aims for the years ahead!

## 51 Shades of Green

After the inaugural conference for green arts organisations in 2015, Creative Carbon Scotland hosted our second event in October 2016, returning to the Pearce Institute in Glasgow.

Spanning across a whole day, over 110 attendees heard from 17 different speakers from the arts and sustainability sectors on everything from engaging staff in sustainable action, to the UN Sustainable Development Goals.

We also showcased 9 sustainable suppliers and support organisations, who demonstrated how they could help arts organisations achieve their green goals: PR Print and Design, Black Light, Changeworks, EAE, Energy Savings Trust, NetThings, Plan Bee Ltd, Skills Development Scotland, and The Scottish Institute for Remanufacture.

A report on the conference, with summaries of all the sessions can be found on [www.greenartsinitiative.co.uk](http://www.greenartsinitiative.co.uk)



## Green Arts Initiative 2017

The 2016 Annual Feedback Form gave us an insight into the huge range of activities GAI members are already doing, what their ambitions in sustainability are, and how Creative Carbon Scotland can help them rise to the challenge!

Over 2017 we'll continue to develop a programme of research, resources and events to share the arts, screen and creative industries environmental knowledge and sustainable examples!

### A hint of things to come from us in 2017:

- More resources and examples of how to communicate green work to stakeholders, and how they can contribute to sustainability actions and initiatives
- Advice on how to work with suppliers to increase the sustainability of procurement
- Guidance around reducing the impact of domestic and international travel
- Our Third Annual Conference for green arts organisations

You can join our growing community of green arts organisations by becoming a member of the Green Arts Initiative in 2017. Find out more at: [www.greenartsinitiative.co.uk](http://www.greenartsinitiative.co.uk)

Aberdeen International Youth Festival  
 Aberdeen Performing Arts  
 Andrew Squire  
 Arts and Business Scotland  
 Assembly  
 ATLAS Arts  
 Ayr Gaiety Theatre  
 BBC at the Edinburgh Festivals  
 Beacon Arts Centre  
 Bedlam Theatre  
 Belmont Filmhouse  
 Castle Fine Art  
 Catherine Wheels Theatre Company  
 Centre for Contemporary Art  
 Church Hill Theatre  
 City Art Centre  
 Clipperton Project  
 The Collective Gallery  
 The Common Guild  
 Company Chordelia  
 Craft Scotland  
 Creative Carbon Scotland  
 Creative Scotland  
 Cryptic  
 Culture Republic  
 Cumbernauld Theatre  
 Curious Seed  
 C Venues  
 Dance Base  
 Dance House Glasgow  
 Drake Music Scotland  
 Dundee Contemporary Arts  
 Dundee Rep  
 Ecodrama  
 Edinburgh Art Festival  
 Edinburgh Festival of Cycling  
 Edinburgh Festival Fringe Society  
 Edinburgh International Book Festival  
 Edinburgh International Festival  
 Edinburgh International Film Festival  
 Edinburgh International Science Festival  
 Edinburgh Jazz and Blues Festival  
 Edinburgh Mela  
 Edinburgh Palette  
 Edinburgh Student Arts Festival  
 Edinburgh Sculpture Workshop  
 Federation of Scottish Theatre

Festival and King's Theatres  
 Festivals Edinburgh  
 Fife Contemporary Arts and Crafts  
 Fire Exit Ltd  
 Fringe Central  
 Frances Teckkam  
 The Filmhouse  
 The Fringe Society  
 The Fruitmarket Gallery  
 Gaelic Books Council  
 Gilded Balloon  
 Gin and Tonic Productions  
 Outspoken Arts  
 Glasgow Film  
 Glasgow Women's Library  
 Grid Iron  
 Gruppo Del Cerchio  
 Gryphon Venues  
 Guarana Street Drummers  
 Hamish Mash  
 Hebridean Celtic Festival  
 The Hub  
 Imaginate Festival  
 Impact Arts  
 Inspire Theatre  
 Just Festival  
 Karen Clulow  
 Knowyourself.me Storytelling  
 Lauriston Castle  
 The List  
 Live Music Now  
 Lung Ha's Theatre Company  
 The Lyceum Theatre  
 Macrobert  
 Milk at Edinburgh Sculpture Workshop  
 Museum Collections Centre  
 Museum of Childhood  
 Museum of Edinburgh  
 The National Piping Centre  
 Neal's Yard Remedies Edinburgh  
 Neat Shows (North East Arts Touring)  
 Nelson Monument  
 Northern Stage  
 North Edinburgh Arts  
 North Lands Creative Glass  
 Out of the Blue  
 Paradise Green

Paragon Music  
 The People's Story Museum  
 Perth Concert Hall/Perth Theatre  
 Peter Pan Moat Brae Trust  
 Pier Arts Centre  
 planB  
 Playwrights' Studio, Scotland  
 The Pleasance Theatre  
 Plum Films  
 Puppet Animation Scotland  
 Publishing Scotland  
 Random Accomplice  
 Royal Edinburgh Military Tattoo  
 Royal Scottish National Orchestra  
 Room 8 Studio  
 Rural Nations  
 Saughtonhall Drama Group Venue  
 Scott Monument  
 Scottish Ensemble  
 Scottish Poetry Library  
 Scottish Storytelling Centre  
 Silver Hub Studios  
 Spring Fling/ Upland  
 Stellar Quines  
 Stills  
 St Johns Church Venue  
 Strange Town  
 Street Level Photoworks  
 Sweet Venues  
 Timespan Museum and Art Gallery  
 The Touring Network  
 The Traverse Theatre  
 Tramway  
 Travelling Gallery  
 Unique Events  
 Universal Arts  
 Usher Hall  
 Vanishing Point  
 Visible Fictions  
 Wasps Artists' Studios  
 Wee Stories  
 Woodend Barn  
 The Writer's Museum  
 YDance  
 Youth Theatre Arts Scotland



Creative Carbon Scotland was initiated by Edinburgh's Festivals with key partners the Federation of Scottish Theatre and Scottish Contemporary Art Network, and supported by Creative Scotland and the City of Edinburgh Council. Scottish Charitable Organisation number: SC042687 / Registered office: Waverley Court, 4 East Market Street, Edinburgh, EH8 8BG.