

# Welcome to the **Green Arts Initiative**



We are part of the  
**GREEN  
ARTS  
INITIATIVE**

# Getting Started

Welcome: you're the newest member of the Green Arts Initiative! Established in 2012, and now with over 180 members across the country, you are part of the Scottish cultural community aiming to actively affect sustainability, and reduce their environmental impact.

We've put together this document to help you get involved as a part of the community, and get the most out of your membership.

## Joining In

You are not alone: there are arts organisations and arts individuals of every form and in every region, part of the GAI and working on affecting their activities to improve their sustainability competencies.

## Members Map

On CCS' GAI webpage there is an interactive map showing the locations of all current Green Arts Initiative members – including you! Have a look through this to see if any of your neighbouring organisations, partners or collaborators are members – and get in touch with them to find out about what they are doing!



## Monthly Round-Up

To keep you up to date with member news, key sustainability developments, and resources relevant to you, we send out a simple email round-up at the end of each month.

Let us know if you have anything you want to share with the GAI community, and we'll include it in the next round-up.

## Annual Conference

Each year we run a full day conference for our members, encouraging knowledge, skill exchange, and getting to know your fellow green champions!

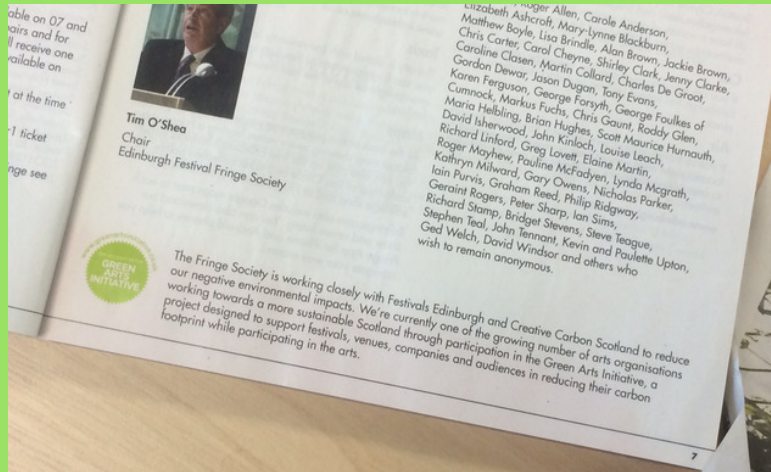
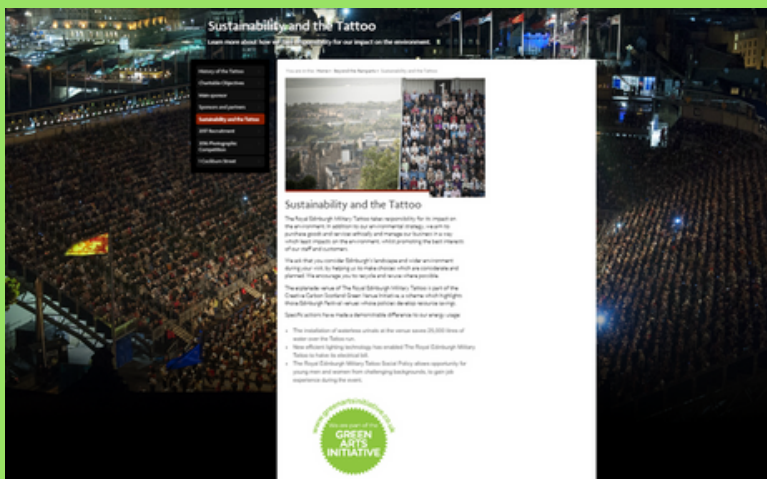
Look out in the Autumn for details of the event, or get in touch if you want to participate as a speaker.

## Annual Report

At the end of each calendar year, we'll ask you to complete a short report (via a survey form) of what you've done over the past year, and what you plan to do, to reduce your environmental impact.

We also ask what you want out of the GAI community and how we can best support you, and there is normally a prize draw for participation! Make sure you complete your report to stay part of the community.



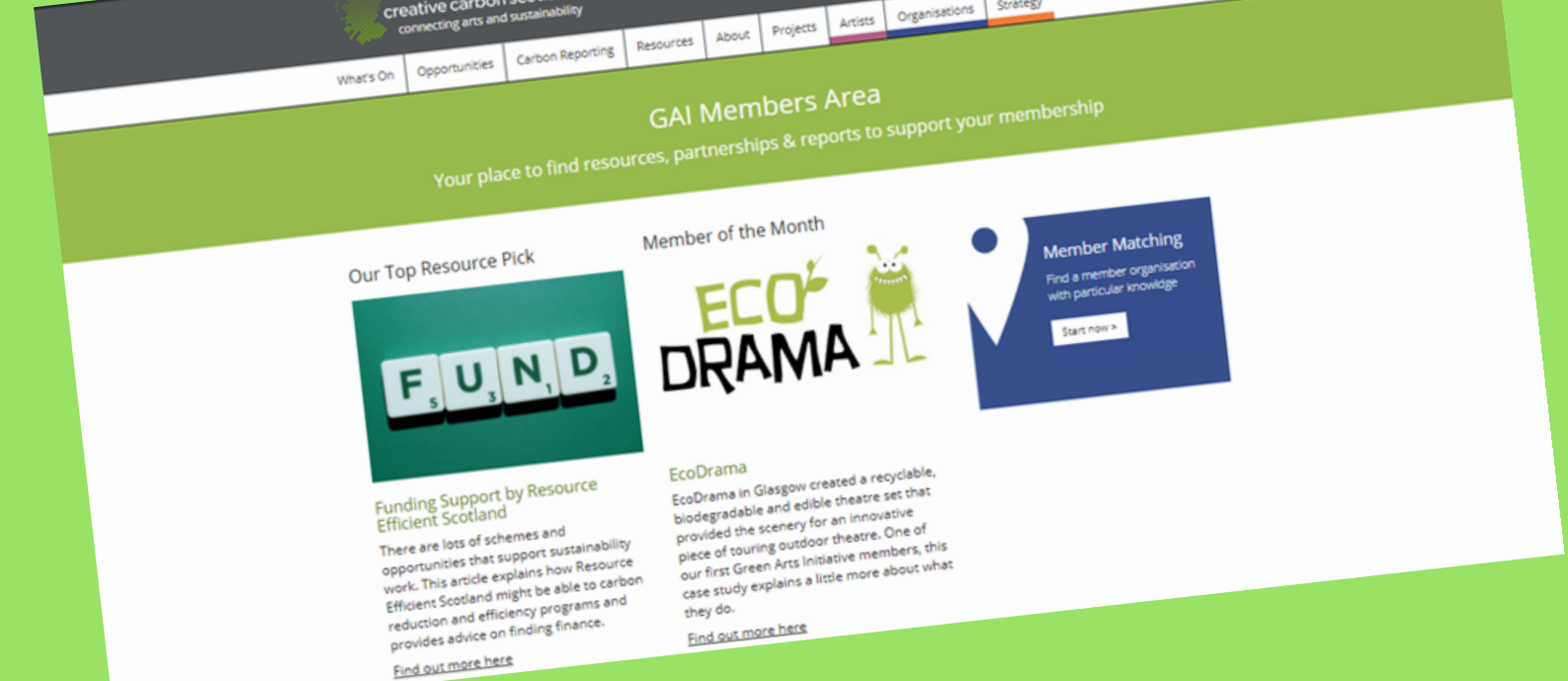


# Using Your Green Arts Branding

One of the first ways you can participate in the GAI is by using your 'stickers'. These are for your use across your space (whether a venue, office or studio), across your printed media (in programmes, annual reports and communications), and digitally (on your website, or in email footers).

We've sent you the digital branding, but we also have some physical Greenline/ECOplus vinyl versions of the branding which you can use in your space – just let us know and we'll post them to you! Equally, if at any point in your membership you're looking for a refresh of the branding, just email [Catriona.patterson@creativecarbonscotland.com](mailto:Catriona.patterson@creativecarbonscotland.com)

Not only does this raise awareness of the actions you are taking in tackling sustainability issues; it also highlights the actions the cultural sector is taking in this area, and of the concept of 'green arts' more generally. Promoting environmental sustainability to audiences, artists, staff members and other stakeholders through the visual branding is an action in itself: affecting the sustainability opinions and behaviours of others.



# GAI Members Portal

Our members page is for you! It's your one-stop-shop, and on it you will find featured.

## GAI Case Studies

Since the GAI began, stories of successes in sustainability have been collected and hosted on the Creative Carbon Scotland website, as examples and learning opportunities for others in the sector. These are categorised according to different types of activity, and is a great place to source ideas for what to do yourself!

## GAI Previous reports

Like you, all of our other members have committed to reporting on their environmental efforts at least once a year. Each year, we compile the results into a GAI Annual Report, which summarises the activities of the community. You can browse them on the GAI webpage.

## GAI Member Matching

One of the things our members tell us is that they really like sharing their experiences and learning from their fellow members! We've added a small form to help you request a 'member match': enabling you to link up with others in the community working with similar aims, constraints or even geographic location! We'll then find a member that might be able to help, and put you in touch!

## GAI Member of the Month

We love highlighting the great work our members do, and so each month we pick a new member to feature, to explain more about the work that they do! Keep us up to date with what you've been up to, in order to be in with a chance of being featured!

# First Steps

1. START USING YOUR GAI BRANDING ACROSS YOUR DIFFERENT PLATFORMS.
2. DECIDE ON A COUPLE OF KEY AREAS AND AIMS FOR YOUR ORGANISATION: TRAVEL, WASTE AND STAFF ENGAGEMENT ARE KEY!
3. GET INVOLVED ON SOCIAL MEDIA: TELL US ABOUT THE WORK YOU'RE DOING, OR HOPE TO DO, USING @CCSCOTLAND AND #GREENARTS.



## Help and Support

There are lots of opportunities for advice, help and support whilst you aim to increase your sustainability

### Other Members

Your other GAI members likely have similar aims and issues to you, and are a great avenue through which to seek knowledge and advice, based on their previous experiences.

### Online Resources

Creative Carbon Scotland has a large selection of resources: guides, downloads, case studies, and interesting reports and documents which will help you to design your environmental activities. We can also help in signposting other sustainability organisations that can help with ideas, funding and advice.

### Useful Tools

Creative Carbon Scotland also hosts several tools that enable carbon reduction and environmental actions. Take a look at Claimexpenses.com: an expenses system that also calculated carbon emissions produced from travel. Our Green Arts Portal (GAP) provides you with green actions (and how to achieve them), as well as the ability to track your green progress.