

## Green Tease DIY handbook



Green Tease has run since 2013 with the aim of supporting a community of practice of individual artists and sustainability practitioners interested in working together to harness the role of the arts in tackling climate change.

Made up of a network of 250 practitioners, Green Tease has supported events across Scotland (from Ullapool to Hawick) with a wide range of partners from across different art forms, including community arts, dance, music, theatre and visual arts, and areas of sustainability, including conservation, climate adaptation, renewable energy, environmental protection, land management, and urban regeneration.

These events support the building of new connections between different sectors through the exchange of knowledge and practices, the sharing of experience, and the testing out of new ideas.

This handbook provides some principles and guidelines to encourage the use of the Green Tease model so you can run your own event and help to shape Scotland's arts and sustainability community of practice.

## Green Tease Principles

When using the Green Tease model, we encourage you to follow these principles:

1. **Sustainably run.** The way in which you run your event is a great way to positively engage your audience to minimise about their own impacts. Make sure that sustainability is embedded from the start of your planning process and applied to different aspects such as speaker and audience travel, venue, publicity and waste. See the *Sustainable Event Planning Guidelines* below for further guidance.
2. **Building connections.** Take this opportunity to contact people working in different sectors to your own. Is there a group or organisation you've always been interested in who you could reach out to? Could you work with a new partner to help shape and run your event? Or host it in a different location to widen its reach?
3. **Open, accessible and inclusive.** Accessibility and inclusivity should be at the heart of your planning process. Make sure that you've taken time to consider the accessibility requirements of your event and what support you can provide. Think about how the content will appeal to different audiences and how you will reach beyond your usual networks to promote it. Can your event partners and contributors help with this?
4. **Experiment.** Tackling climate change requires collaborative, interdisciplinary thinking as well as creative solutions. The arts have a part to play in helping society to imagine different futures, playing out thought experiments with audiences and communities, and offering different skills and new ways of working to non-arts contexts. Use your event to experiment and test out some new ideas.
5. **Encourage exchange.** Think about how your event will facilitate exchange between participants. Make sure that you factor in some time for participants to meet one another. You might want to build in some more structured activities for participants to get to know one another and reflect on the content together.
6. **Low cost for organisers and participants.** All you really need is a focus, a place and cups of tea (and biscuits!) depending on what you have planned, so costs can be kept to a minimum. If you're inviting speakers, you may need to think about a fee and travel expenses. The majority of Green Tease events are free to attend, unless there are significant costs in transport or activity, in which case participants may be asked to make a small donation to help cover the costs.

## Sustainable Event Planning Guidelines

Here are some guidelines to help you to build sustainability into your event planning from the start and engage your suppliers and audiences along the way.

### Travel

Transport makes up just under a quarter of Scotland's total emissions.<sup>1</sup> As an event planner, you can play a significant role in supporting your audience to make more sustainable travel choices such as walking, cycling and using public transport. Is your event venue easily accessible by public transport, walking or cycle routes? Is there cycle parking at or near the venue? If your event is more remote, can you encourage participants to car-share? Make sure you communicate about sustainable travel options in your event promotion.

### Event Venue

When you are deciding on the venue for your event, take into consideration their commitment to environment sustainability and accessibility. Is the venue part of the [Green Arts Initiative](#) or schemes such as the [Green Tourism Scheme](#)? Is the venue wheelchair accessible? Is there on street parking available to wheelchair users? Think about how you could work with your venue to promote a particular aspect of their sustainability credentials or creatively tie these in with your event content.

### Guest Speakers

Have you considered the environmental impact of bringing a speaker to your event? Could you encourage them to use more sustainable travel options by offering to refund their ticket at the price of public transport, for example? If they are travelling from further afield, have you considered using video-conference technology or planned other meetings during their visit to make the most of trip?

### Waste

There is growing public consciousness of sustainability and waste issues. Have you considered how to minimise any waste associated with your event? If you are providing catering, check what onsite recycling facilities are available and whether crockery, reusable or bio-degradable cutlery is available to prevent waste from going to landfill. Are there other event materials that you will be producing that could be reused for future events?

### Energy consumption

The energy consumption of your event may not be something you have a great deal of control over, but you can still remember to switch off equipment when it is not in use during your event to minimise energy usage. If you are making longer term investments in

---

1. Low Carbon Scotland: Meeting our Emissions Reduction Targets 2013-2027. The Second Report on Proposals and Policies, Scottish Government: <http://www.gov.scot/Publications/2013/06/6387/9>

equipment such as projectors or sound equipment, remember to include more energy efficient options in your research.

## Publicity

Working with your partners and venue to jointly promote the event on your websites and social media channels is a good way to extend the reach of your promotion activities. If you are producing printed materials, are you intending to use an environmentally printer? Do they use FSC certified or recycled paper? Do they use vegetable-based inks? Are they locally based?

Further resources, case studies and guides are available on the [Creative Carbon Scotland website](http://www.creativecarbonscotland.com).

## What next?

Go ahead and get planning your event. Once you have an idea, you will want to think through the following:

- What's the title? How will this appeal to both arts and sustainability practitioners?
- What are your event goals and objectives? What do you want people to learn or do? Will there be any follow up?
- What's your budget?
- Who are your event partners? E.g. venue, speakers, facilitators
- Who are your event suppliers? E.g. caterers, technology providers
- How will you capture audience data and evaluation information?
- Do you plan to document the event? Can you widen its reach through social media during or after the event or a written or visual summary?

Feel free to get in touch with culture/SHIFT Producer, Gemma, at [gemma.lawrence@creativecarbonscotland.com](mailto:gemma.lawrence@creativecarbonscotland.com) to discuss your ideas or if you have any questions during the event planning process.

Happy Green Tease-ing!