Art for Art’s Sake Is the Philosophy Of The Well-fed”:

Creativity In Our Times
What Political Artists Can Do?

Serve the Committed
Build and Reinforce identity
Raise Funds
Educate
Challenge the Aesthetic Status Quo
Imagining the new
Reframing
Researchers working in the field of climate change communications have, for many years, been confronted with the same puzzle: why, when there is widespread recognition of the importance of climate change, has there not been any sustained demand for action? In opinion polls, people said they cared about climate change, but compared with issues such as immigration, the economy and more recently in the UK, Brexit, they didn’t care that much.

In the past year, however, we have witnessed a genuine shift – a growth in momentum which can be traced variously to the power of a unique Swedish schoolgirl, the social disruption of Extinction Rebellion, and a
“Relevance is becoming the new litmus test. It will no longer be enough to produce high-quality work. You will need to be able to demonstrate that you are also facing all of your stakeholders and communities in ways that they value.” Simon Mellor, Arts Council England
“This assumes that there is a formally recognised definition of what constitutes culture (determined by a relatively small number of people) and that it is the duty of publicly funded arts organisations (who are the gatekeepers) to make it widely available." Arts Council England Cultural Democracy in Practice
“Two of the most highly culturally engaged groups account for only 15% of the general population and tend to be of higher socio-economic status”

The wealthiest, better educated and least ethnically diverse 8% of the population forms the most culturally active segment of all”

The Warwick Commission, Enriching Britain

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**Table 3.3: Characteristics of Scottish adults attending music events (previous 12 months)**

<table>
<thead>
<tr>
<th>Music Genre</th>
<th>Audience (most likely to attend)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock and pop</td>
<td>In full-time education, male, younger (less than 44 years)</td>
</tr>
<tr>
<td>Scottish traditional/Scottish folk music</td>
<td>Living in rural areas, older, educated, middle class</td>
</tr>
<tr>
<td>Orchestral music</td>
<td>Older, middle class, educated</td>
</tr>
<tr>
<td>Jazz music</td>
<td>Middle class, educated</td>
</tr>
<tr>
<td>Opera/operetta</td>
<td>Older and retired, educated</td>
</tr>
<tr>
<td>Chamber music or recitals</td>
<td>Middle class, educated</td>
</tr>
<tr>
<td>Country and western music</td>
<td>Male, older</td>
</tr>
<tr>
<td>Culturally specific music</td>
<td>BME groups</td>
</tr>
<tr>
<td>Experimental/electronic music</td>
<td>Younger</td>
</tr>
</tbody>
</table>

Source: SAC, Taking Part in Scotland 2008
Pillars of Cultural Democracy

1. Many cultural traditions co-exist in human society, and none should be allowed to dominate and become an "official culture."

2. Cultural democracy proposes a cultural life in which everyone is free to participate. Some have gone on to propose a Right to Culture.

3. Cultural life itself should be subject to democratic control. We need to participate in determining the directions that cultural development takes.
"art and culture is unbounded, and encapsulates all kinds of activities—from the personal to the collective, informal and formal, from grime to opera, knitting to line dancing, the West End to fringe to gardening, cooking and everything in between. Cultural Democracy underpins a culture that is debated, designed, made...by, with and for, everyone." Arts Council England Democracy in Practice
## Arts and cultural organisations looking to work towards Cultural Democracy might shift:

<table>
<thead>
<tr>
<th>From (the democratisation of culture)</th>
<th>To (Cultural Democracy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>asking your audience or stakeholders for feedback on your ideas</td>
<td>facilitating the ideas of your stakeholders, or co-creating together</td>
</tr>
<tr>
<td>launching a programme or product and marketing it far and wide</td>
<td>working with stakeholders from the outset to co-create a programme</td>
</tr>
<tr>
<td>employing professional artists to come up with ideas for community programmes</td>
<td>employing professional artists to work with communities to co-create ideas</td>
</tr>
<tr>
<td>convening a youth board who give feedback but don't hold decision making power</td>
<td>supporting young people to play an active role in governance and decision-making</td>
</tr>
<tr>
<td>a leader with all the ideas who disseminates them to others</td>
<td>a leader who facilitates others to have ideas</td>
</tr>
<tr>
<td>defined limits for culture such as visual art, theatre, dance, music etc</td>
<td>a recognition that all of that, and much much more (including gardening, cooking, knitting, fashion etc) is part of culture, even if it isn't funded.</td>
</tr>
<tr>
<td>community outreach, engagement and participation ‘departments’</td>
<td>communities and engagement at the heart of arts and cultural organisations</td>
</tr>
<tr>
<td>selling cheaper tickets to encourage broader audiences</td>
<td>connecting with broader audiences to better understand what they might want</td>
</tr>
<tr>
<td>a learning and community team leading on engaging people</td>
<td>making engagement a core organisational value</td>
</tr>
<tr>
<td>people as audiences</td>
<td>people as participants</td>
</tr>
</tbody>
</table>
Thanks for listening
Carbon Management in the Cultural Sector

Going To Plan?

Caro Overy and Fiona MacLennan

Creative Carbon Scotland
The Regulatory Framework

UNFCCC Paris Agreement (2015)

IPCC 1.5° report (2018)

UK Committee on Climate Change (2018):
Scotland net-zero carbon by 2045,
70% reductions by 2030, 90% by 2040

Scottish Government Climate Change Act (2019):
net-zero carbon by 2045,
75% reductions by 2030, 90% by 2040

(City of Edinburgh and Glasgow City Councils (2019): net-zero by 2037)
3 year summary
50% increase in data submitted comparing 2016 and 2018

Total emissions by sector (tonnes CO2e)

- Theatres: 5% change
- Art Centres: 34% change
- Tenant: 13% change
Progress

2015-19 total emissions by source 9 (kgCO2e)
Successes and Challenges in Carbon Management

Share in your groups and note on your sticky wall:

• Successes you’ve had in achieving reductions, planning and monitoring emissions
  *7 minutes*

• Challenges you’ve come across in the process
  *7 minutes*

*We’ll ask you to give 2 minutes feedback from each group later in the session*
2030 Visions

The Scottish Government has committed to a 75% reduction in carbon emissions against a 1990 baseline by 2030.

To achieve this reduction, what do you think will be different? Think about...

• Your own life
• Your organisation
• The Cultural Sector
• Scotland
• The World

5 minutes
Write down at least one idea on a post-it and stick it on our 2030 Visions Wall
CREATING OUR CULTURE/SHIFT - Addressing the climate emergency through arts & sustainability partnerships

GREEN ARTS CONFERENCE 2019
Chorus
Oh the Deburn, Oh the Deburn
The Denburn is flooding, don't panic

Verse 1
First come with me
Up to Maidencraig
The Denburn is flooding, don't panic (all)

The pond there is turning
Fast into a lake
The Denburn is flooding, don't panic (all)

It's all done in purpose
There's been no mistake
The Denburn is flooding, don't panic (all)

Chorus

Verse 2
Then come with me
To the back of Woodend
The Denburn is flooding, don't panic (all)

They wanted to build here
They couldn't comprehend
The Denburn is flooding, don't panic (all)

This plain will be flooded
On purpose again
The Denburn is flooding, don't panic (all)

Chorus
### Verse 3
A bit further down  
The water flow's slowed  
The Denburn is flooding, don't panic (all)

By natural dams  
Made of sticks and of stones  
The Denburn is flooding, don't panic (all)

Here's it's more natural  
Listen as it goes  
The Denburn is flooding, don't panic (all)

### Verse 4
At last we come down into  
Old Stronsay Park  
The Denburn is flooding, don't panic (all)

### Chorus
Rafts of ducks swimming  
Where once there was grass  
The Denburn is flooding, don't panic (all)

Where the big concrete box  
Stops the water flowing fast  
The Denburn is flooding, don't panic (all)

### Verse 5
All of these things  
That we sing about  
The Denburn is flooding, don't panic (all)

Stop flood water flowing  
To save our wee town  
The Denburn is flooding, don't panic (all)
Choose an environmental project brief and design a project which uses a creative approach to delivering the aims and objectives:

- What partners will you need to work with and what different skills will they bring?
- How will the project be managed?
- Who is the key audience/community you’re seeking to engage with and why?
- What creative skills will you apply to achieve the desired outcomes?
- What will the activity entail and how will you ensure it’s relevance to audiences/community?
- What information or resources will you need to support your delivery of the project?
- No limit on budget!
More Info

Floodlinescotland.org.uk/creative-engagement

- Project video
- Music videos
- Project report
- Evaluation report
- Project podcast

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Creative Carbon Scotland
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culture/SHIFT Producer
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Simon Gall
Musician/project artist
simongall@hotmail.com
SCOTLAND’S CLIMATE WEEK
7-13 OCT 2019

TACKLING THE CLIMATE EMERGENCY TOGETHER.

TO GET INVOLVED GO TO GREENERScotLAND.ORG
There is a global climate emergency, and we are acting accordingly.

We have already almost halved emissions since 1990.

We are now looking across our whole range of responsibilities to make sure we continue to make progress and identify where we can go further, faster.
Net Zero
The UK's contribution to stopping global warming
Committee on Climate Change
May 2019

The Scottish Government wants to achieve net-zero emissions of all greenhouse gases. The date we aim to do that by must be credible and responsible. As soon as our independent expert advisers say we can do it: we will.

Scotland, proudly leading the fight against climate change.

www.climate.scot
WE ARE BECOMING MORE AMBITIOUS

The new Climate Change Bill means that Scotland will have the most ambitious statutory targets in the world.

We have acted immediately upon the CCC’s most recent advice. Our amendments to the Climate Change Bill set a net-zero target for 2045.
Programme for Government 2019-20

Ending Scotland’s contribution to climate change

A successful, fair and green economy

Improving outcomes through our public services

Communities where everyone is valued, protected and respected
The CCC guidance calls for a degree of behavioural change if the net-zero target is to be met.

We welcome the recommendations and are looking to incorporate them into the development of a new public engagement strategy.
People understand there is a link between climate change and their behaviours.

While infrastructure and technological advances will play an important role, our progress depends heavily on the extent to which people adopt and use new technologies and incorporate low carbon behaviours into their everyday lives.

“It’s not worth me doing things to help the environment if others don’t do the same”.

Fewer than one in five adults agreed with this statement. This suggests that the majority of people believe that their individual actions can help the environment, regardless of the actions of others.
More and more adults in Scotland believe that climate change is an immediate and urgent problem.

The proportion of adults who view climate change as an immediate and urgent problem has increased by one third between 2013 and 2017, from 46 per cent to 61 per cent.

The Scottish Household Survey, Climate Change Topic Report, September 2018
We are currently revising our public engagement strategy to ensure it is commensurate with our wider ambitions on climate change.

Our current strategy, Low Carbon Scotland: A Behaviours Framework was published in 2013 and was reviewed last year.
**WHAT CAN WE ALL DO? THE 10 KEY BEHAVIOURS**

<table>
<thead>
<tr>
<th>Ten Key Behaviour Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Keeping the heat in (insulation, draught proofing, double glazing)</td>
</tr>
<tr>
<td>2. Better heating management (turning down heating thermostat to between 18° and 21°, reducing the hours the heating is on, and turning down hot water thermostat to a maximum of 60°)</td>
</tr>
<tr>
<td>3. Saving electricity (buying energy efficient appliances, lightbulbs, TVs and other products when they need to be replaced, washing clothes at low temperatures)</td>
</tr>
<tr>
<td>4. Installing a more energy-efficient heating system or generating your own heat by replacing inefficient boilers with condensing boilers and/or microgeneration (e.g. solar water heating, biomass boiler, heat pump)</td>
</tr>
<tr>
<td>5. Becoming less reliant on the car (walking, cycling, using public transport and/or car-sharing instead of driving)</td>
</tr>
<tr>
<td>6. Driving more efficiently (using a low carbon vehicle (fuel efficient, hybrid, alternative fuel or electric), and/or following fuel-efficient driving principles)</td>
</tr>
<tr>
<td>7. Using alternatives to flying where practical (e.g. train or teleconferencing for business)</td>
</tr>
<tr>
<td>8. Avoiding food waste</td>
</tr>
<tr>
<td>9. Eating a healthy diet high in fruit and vegetables, in season where we live</td>
</tr>
<tr>
<td>10. Reducing and reusing in addition to the efforts we already make on recycling</td>
</tr>
</tbody>
</table>

- **Becoming less reliant on the car**
- **Saving electricity**
Over the summer we have engaged with the public, communities, businesses and the public sector in a discussion about what more can be done.

These conversations will also inform the development of our new public engagement strategy.
We are currently undertaking various pieces of research to inform the development of our public engagement strategy.

Scottish Government are also policy partners in the new ESRC £5 million pound project, the Centre for Climate Change and Social Transformations (CAST).
Any Questions?

susie.townend@gov.scot
Tackling the Climate Emergency Together.

To get involved go to greenerscotland.org