

BUSINESS &
OPERATIONS

VISION 2025



CREATIVITY



SKILLS



STRATEGY &
POLICY



Environmental Programme

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WHAT IS A CARBON FOOTPRINT?

The measure of the climate change impact of an activity, product, person, country, venue, event etc.



WHERE ARE WE NOW + WHERE ARE WE GOING?

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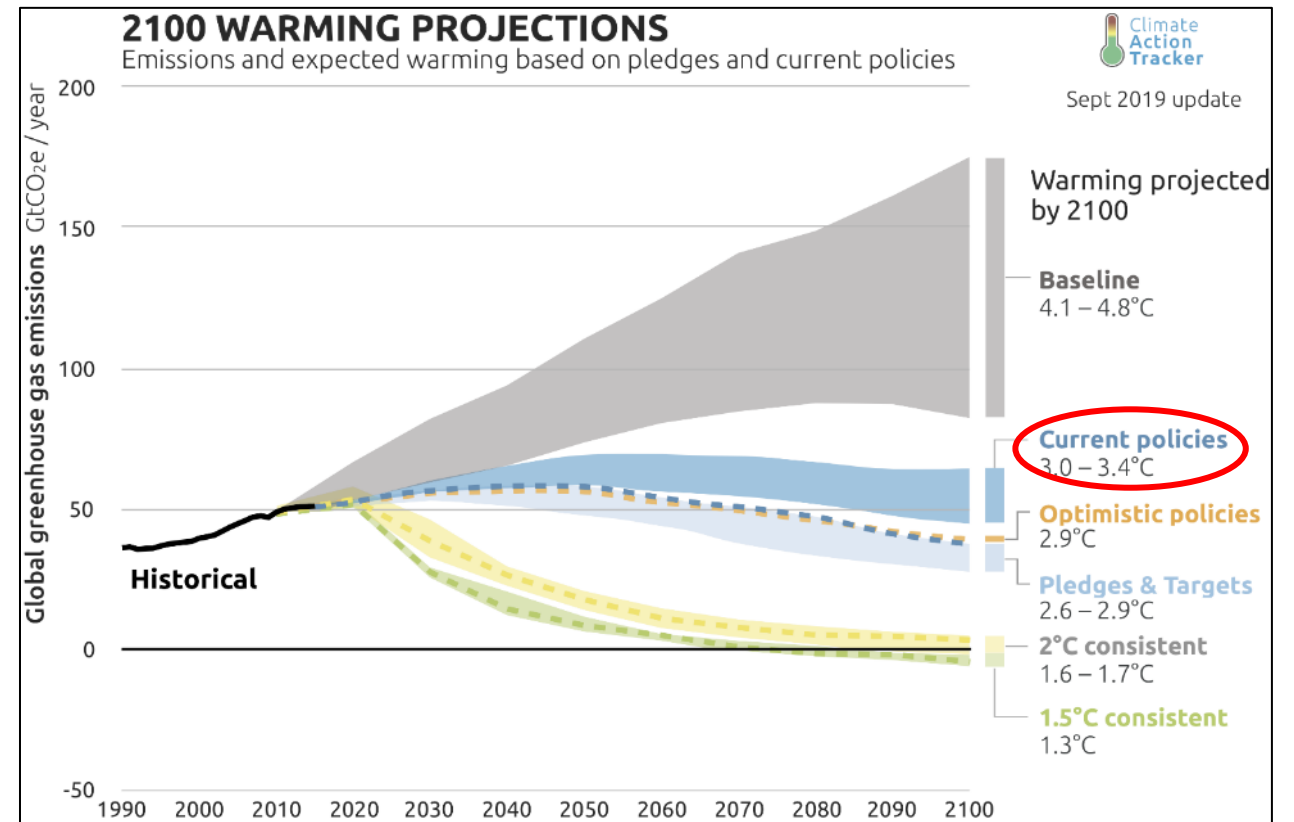
UN Paris Agreement: international agreement to limit warming to 'well below' 2°C, aiming for 1.5°C

Global heating has already reached +1°C above pre-industrial levels.

We are currently on a pathway to +3°C – and at current rates of warming will get to 1.5 °C well within the next 3 decades.

We have until 2050 (at the latest) to reach net zero carbon emissions **globally** – 'Global North' needs to move faster.

Getting us back on track is only possible if we start reducing now, and reduce by at least half by 2030.



GREENHOUSE GASES

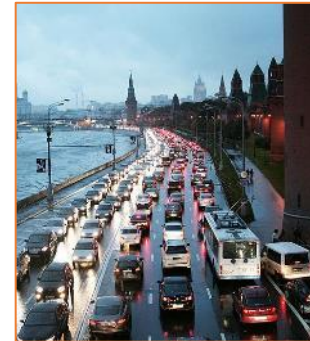
Carbon Dioxide (CO₂):

Long-lived. **MOST IMPORTANT**

Burning of fossil fuels for energy.

Land use change (e.g. forest clearing)

Industrial processes (e.g. cement manufacture)



Methane (CH₄):

25x stronger than CO₂ but much less long-lived (only ca 10 years). Production of fossil fuels.

Livestock industry, agriculture, and landfill.

Nitrous Oxide (N₂O):

300x stronger than CO₂

Agricultural soil management inc. use of organic & synthetic fertilisers. Fuel combustion. Production of synthetic fertilisers



F-Gases:

Up to 23,000 times more impactful than CO₂

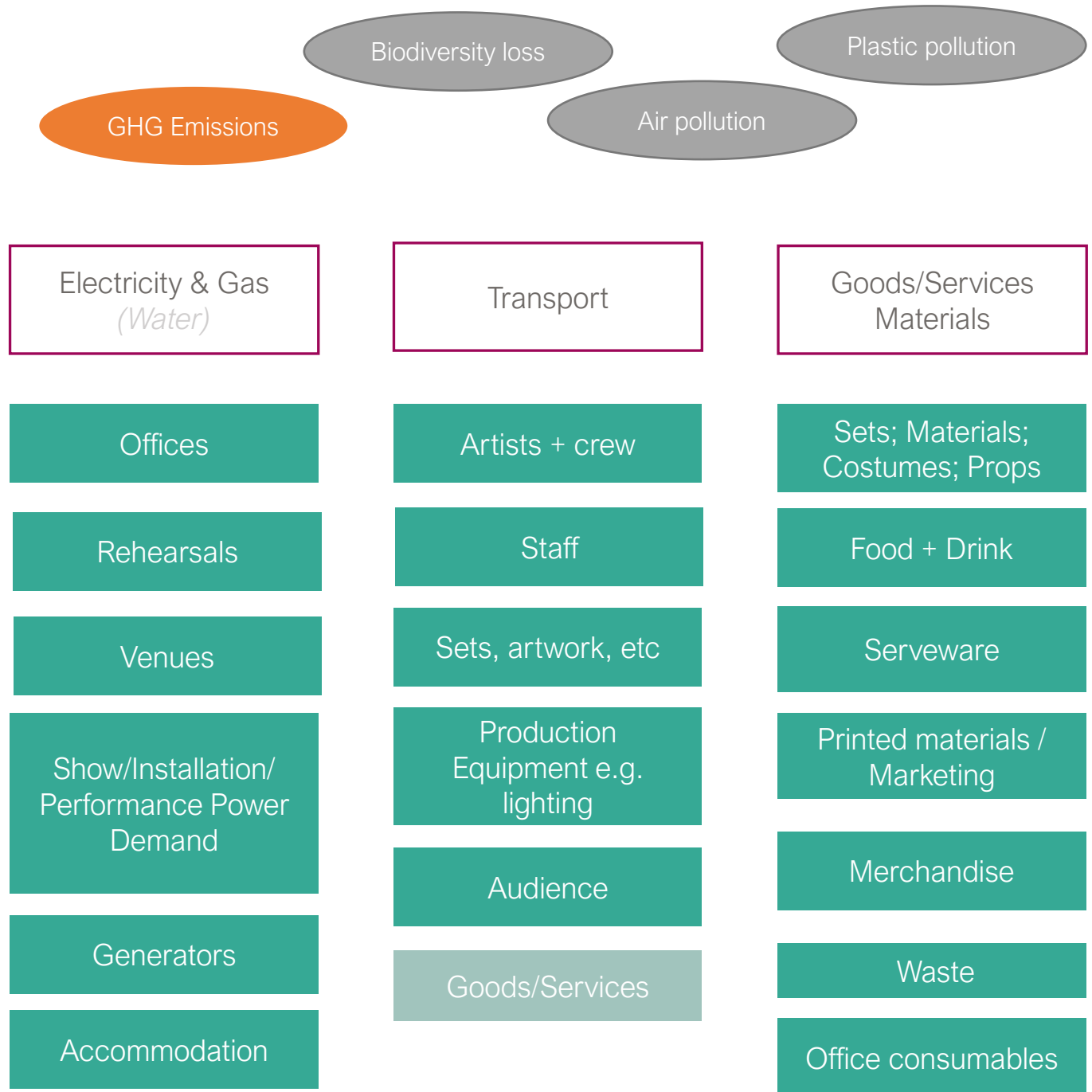
Refrigerants (fridges, air conditioning), aerosols, solvents, cosmetic & pharma industries, fire retardants



CO₂e

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MEASURE TO MANAGE: THE POWER OF DATA

Understanding is the first step to action.

Carbon data can be a powerful tool for:

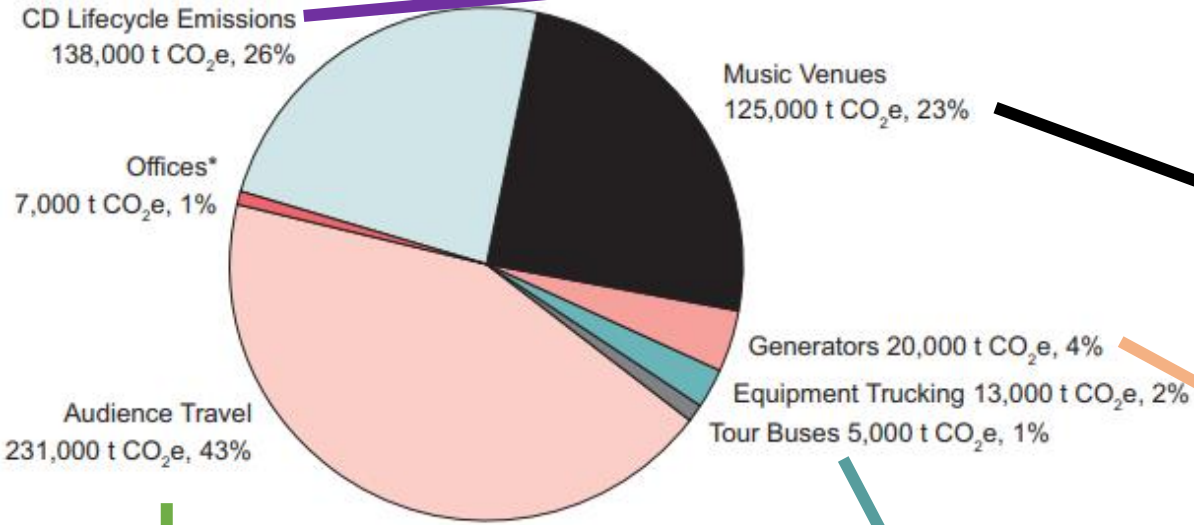
- understanding your impacts and knowing what to focus on
- identifying opportunities for reducing impacts
- setting targets and tracking progress – staying accountable!
- communications, engagement, celebration, and awareness-raising

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UK Music Industry Carbon Footprint 2007

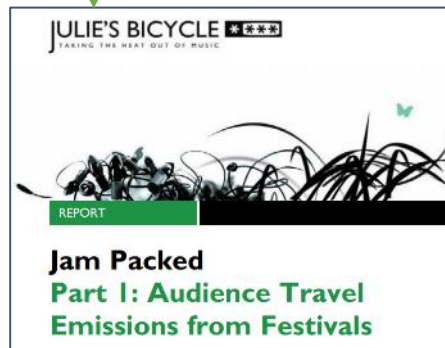
Figure 7.1: GHG emissions per annum from the UK Music Market: Recorded and Live
Total GHG emissions = ~ 540,000 t CO₂e



*Emissions from managers, agents, promoters, collection societies and trade body offices.

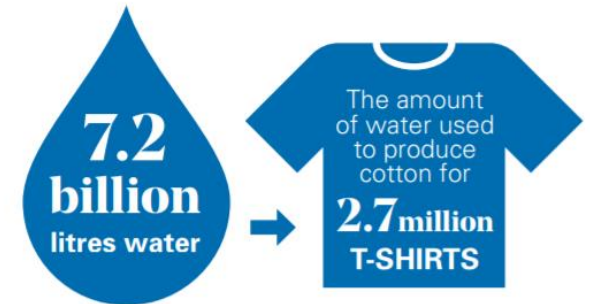


EE ~ MUSIC

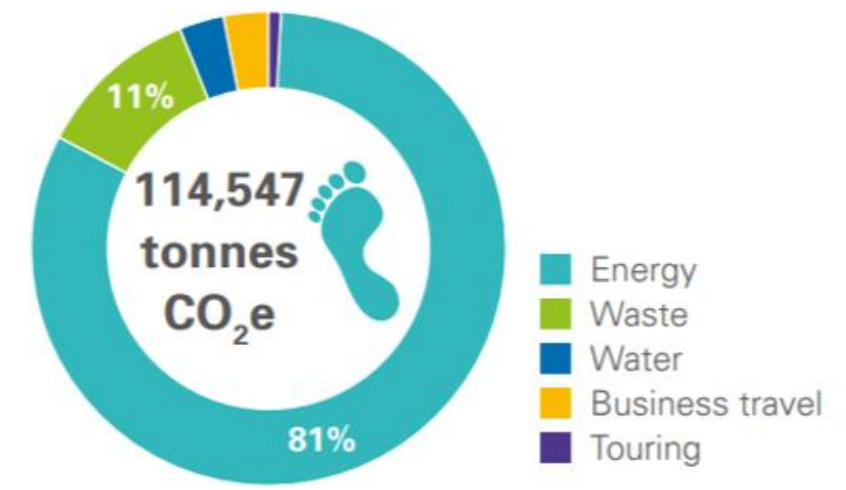


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Total carbon footprint 2018/19 by source of impact



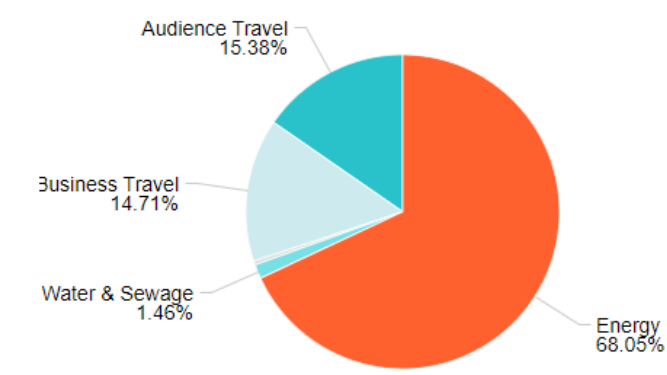
2018/19 Data. This snapshot is based on the most commonly reported impacts – energy, water, waste, business travel and touring across 747 organisations.

CARBON FOOTPRINT

The sum of the 'climate impact' of different activities/things.

CO₂e = “carbon dioxide equivalent” - standard metric to compare the emissions from various greenhouse gases based on their global warming potential

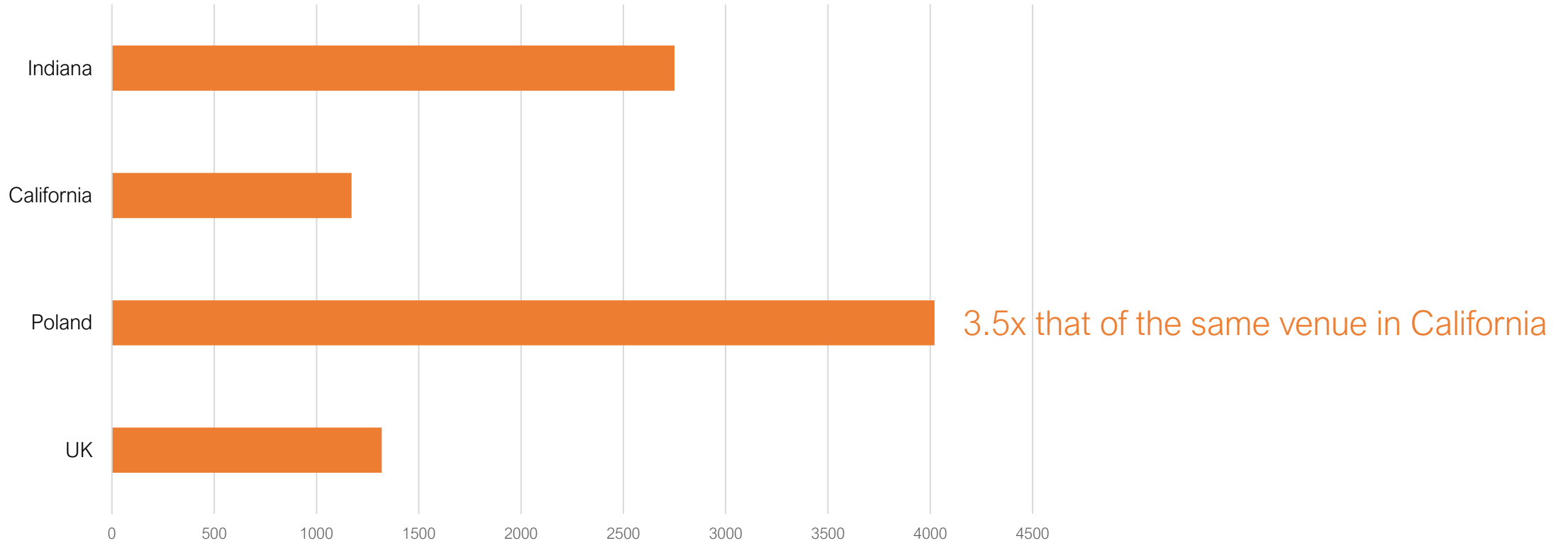
- Energy use 1 kwh = X kg CO₂e
- Waste 1 tonne landfill = X kg CO₂e
- Car travel 1 L diesel = X kg CO₂e



<https://ig-tools.com/>

EXAMPLE MUSIC VENUE

Carbon footprint of 5,200,000 kWh electricity per year in...



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OK SO WHAT ABOUT A TOMATO?



LAND USE e.g. SOIL, DEFORESTATION



FARM e.g. FARM MACHINERY, GREENHOUSE



PROCESSING



TRANSPORT



RETAIL

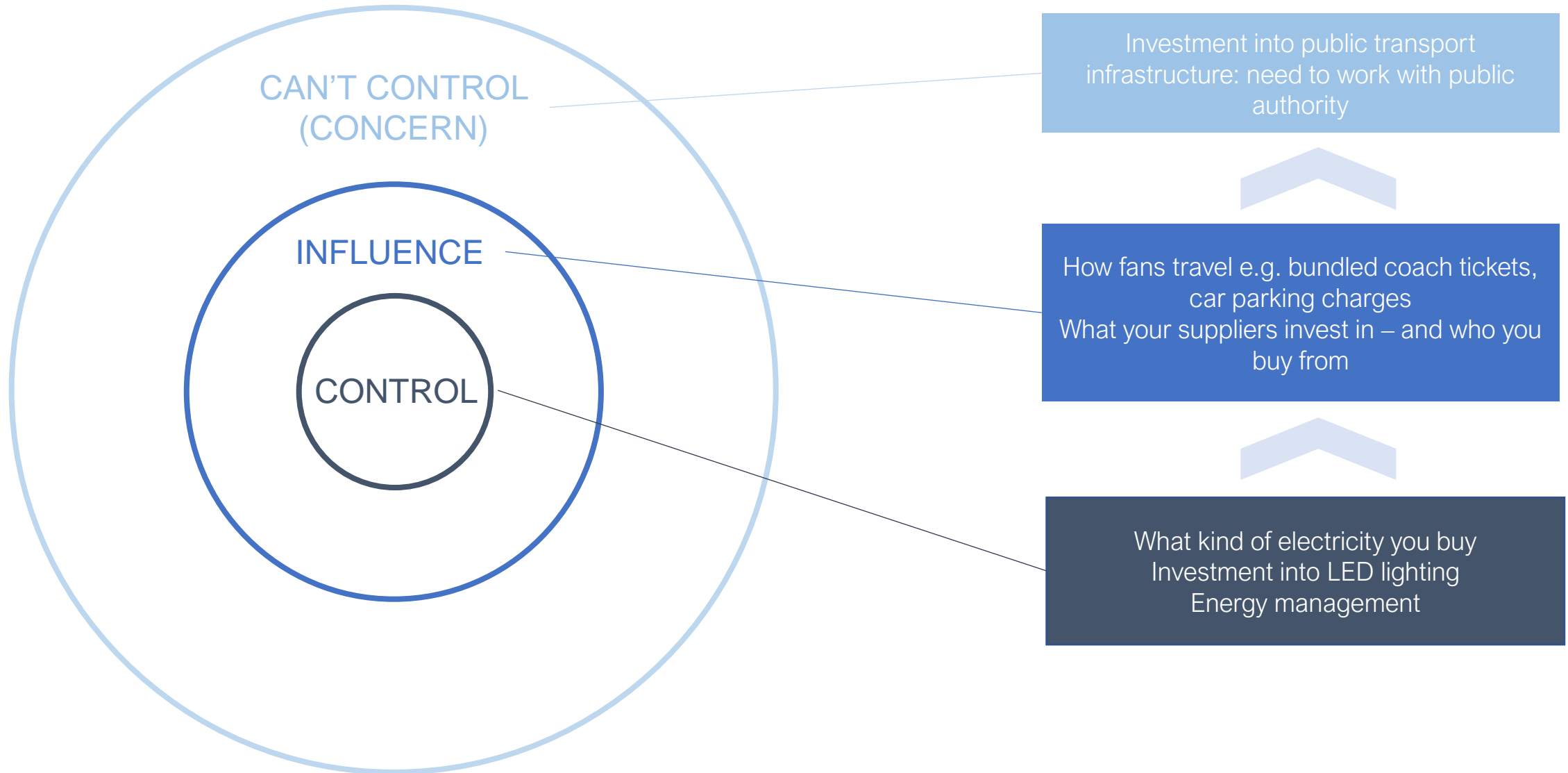


PACKAGING

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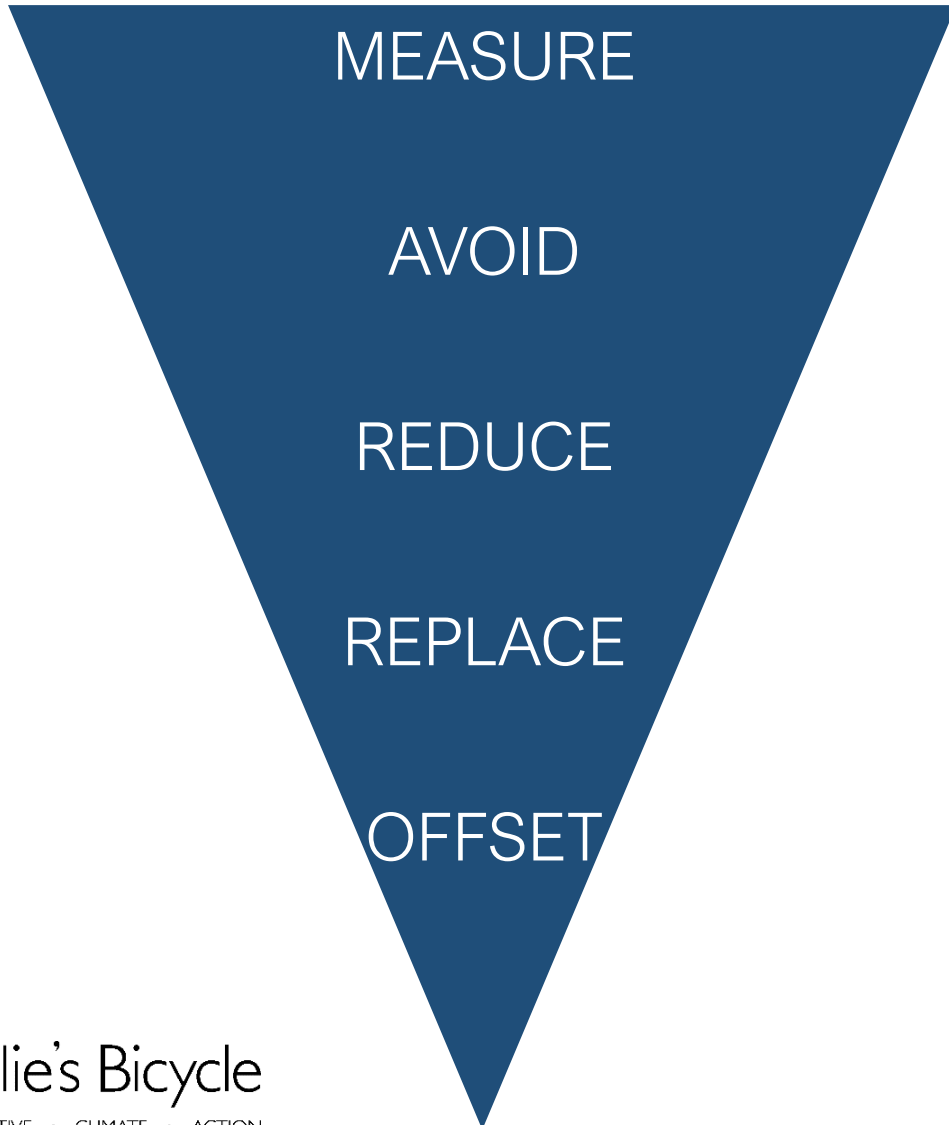
EXAMPLES



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THE 'CLIMATE STRATEGY' HIERARCHY



1. **MEASURE** to understand and report your impacts and track how you're doing year by year

2. **AVOID** emissions by doing things differently, including changing business models, avoiding unnecessary travel, etc.

3. **REDUCE** emissions by increasing efficiency e.g. energy efficiency, fuel efficiency

4. **REPLACE** high-carbon energy sources with low-carbon energy sources, for example shifting to renewable energy; high impact food + materials with lower impact e.g. reduce meat and dairy

5. **Offset...** emissions that can't be eliminated, **only as a last resort and if you're confident you're also managing and reducing your carbon footprint in other ways.** Do this either through 'official' offsets, or through a DIY approach by making a donation or investment into a cause or project driving climate action (including climate justice causes).

'ZERO CARBON CULTURE' MEANS....

- less energy and zero carbon energy sources for cultural buildings and events
- a circular creative economy replacing the “take, make, dispose” model with one which designs out waste and maximises resource value
- zero carbon travel and transport (and less travel and transport)
- less meat and dairy
- protecting and enhancing nature and biodiversity and adopting nature-based solutions
- divesting from fossil fuels – banking, investment
- a new creative ecology – green and sustainable products, services, models, skills etc.
- collaboration and partnerships to find better environmental solutions
- engaging audiences and visitors and inspiring action on climate and environment
- working with local and regional policymakers to support net zero plans

TOGETHER, WE ALL
MAKE A DIFFERENCE

Our carbon footprint is a measure of how much carbon dioxide we add to the atmosphere.

This comes from our food, the things we buy, the rubbish we produce, the energy we use and the way we travel.

RESOURCES FOR ACTION



Creative Green Tools



Webinar: Speaking Green: How To Share Your Environmental Story

This webinar shares ways of communicating your environmental initiatives: explaining why you're 'going green', creatively speaking about your environmental impacts, and celebrating your achievements.

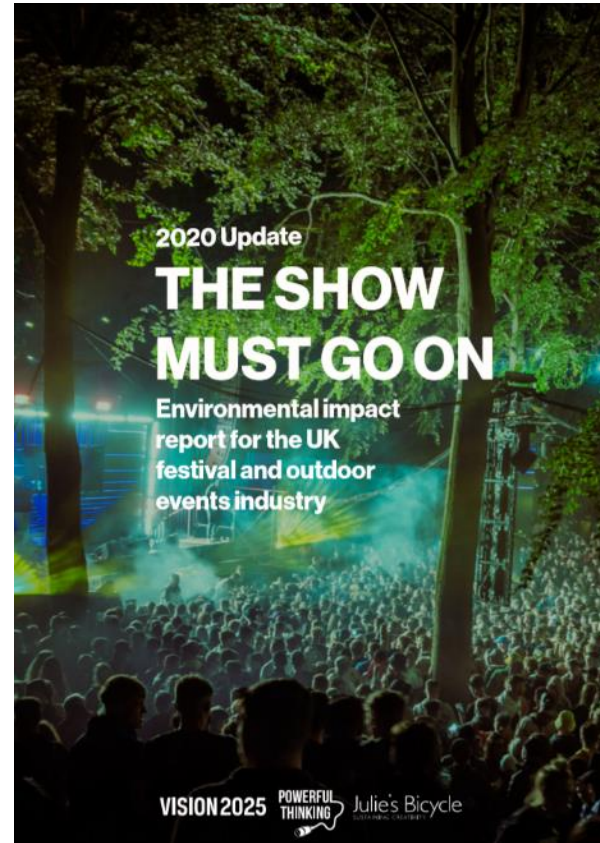


Julie's Bicycle Practical Guide:

Audience Travel

The arts and creative industries are ideally placed to lead on environmental sustainability: with creativity and inspiration they can champion a greener economy, energy efficiency, challenge our reliance on fossil fuels, make creative use of otherwise wasted materials and open new ways to greener travel and living.

Audience Travel Version 2015



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