

Act Green: webinar

Understanding audience attitudes towards the role of cultural organisations in tackling the climate emergency

14 June 2022

Sponsored by

indigo

POINT
ONE



Today's speakers: Indigo



Katy Raines

CEO & Founder

indigo



Flo Carr

Head of Consultancy & Client Services

indigo

Today's speakers: guests



Vicky Sword-Daniels

Arts Council England
Programme Lead

Julie's Bicycle



Caroline Aston

Audience Insight
Manager

**CHICHESTER
FESTIVAL
THEATRE**



Debbie Bell

Building and
Environmental Manager

HOME



Katie Haines

Head of Development
and External Relations

**ARTS
ADMIN.** **SEASON FOR
CHANGE**

Act Green

Survey overview



RESPONSES COLLECTED
9 – 29 May 2022



PARTICIPATING ORGANISATIONS
58



LOCATION
83% ENGLAND
9% NORTHERN IRELAND
7% SCOTLAND
2% WALES



AUDIENCE RESPONSES
11,682

Act Green

Respondent profile and attendance



AGE

10% - UNDER 35

31% - 35 TO 54

58% - 55 OR OVER



GENDER

64% FEMALE

33% MALE

1% NON-BINARY

1% OTHER



FREQUENCY

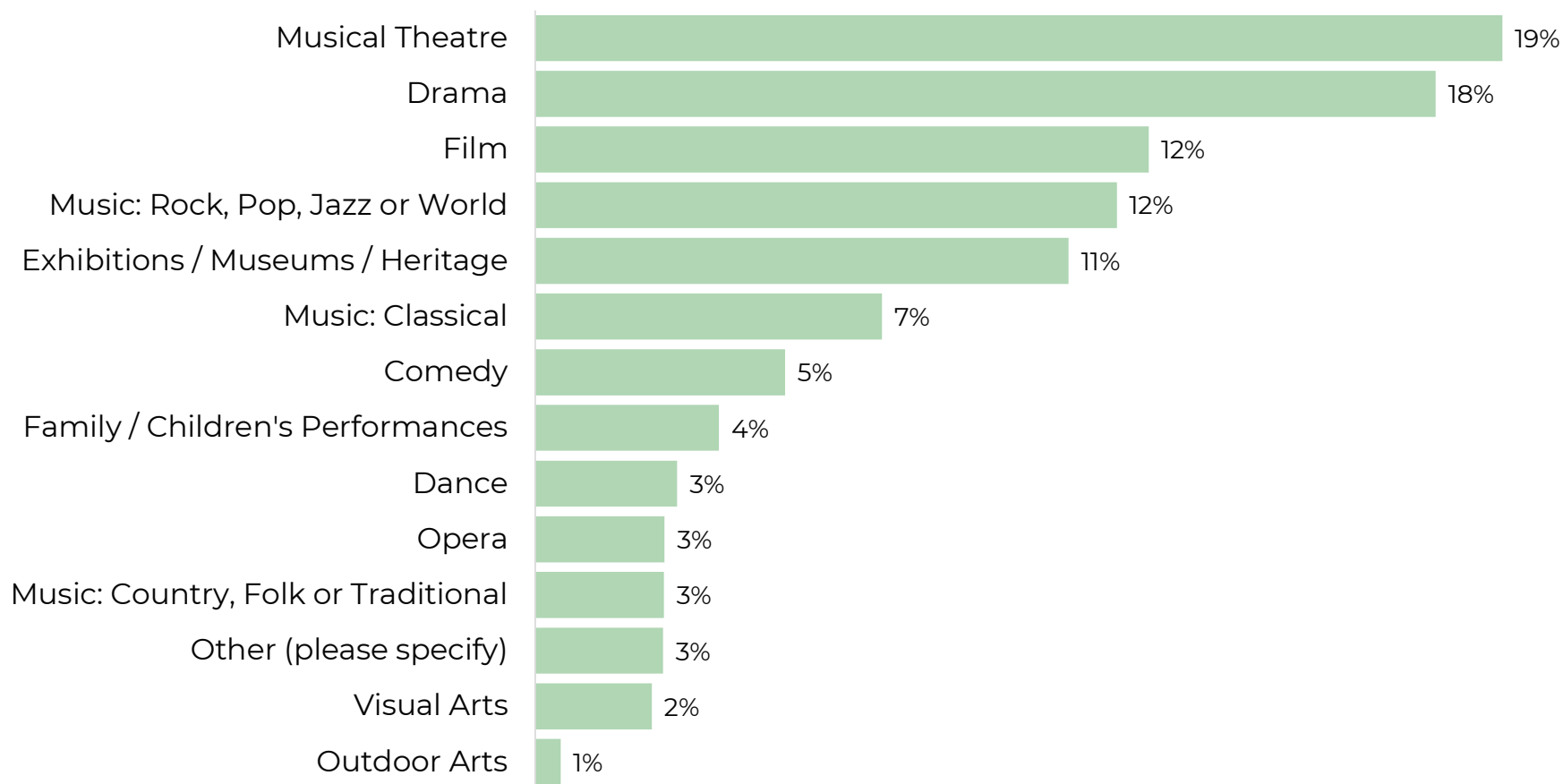
49% AT LEAST ONCE A MONTH



PRIMARY ARTFORM INTEREST

WIDE RANGE OF ARTFORMS

Which artform do you go to most regularly? (select one)



Section 1: Cultural audiences and the climate emergency

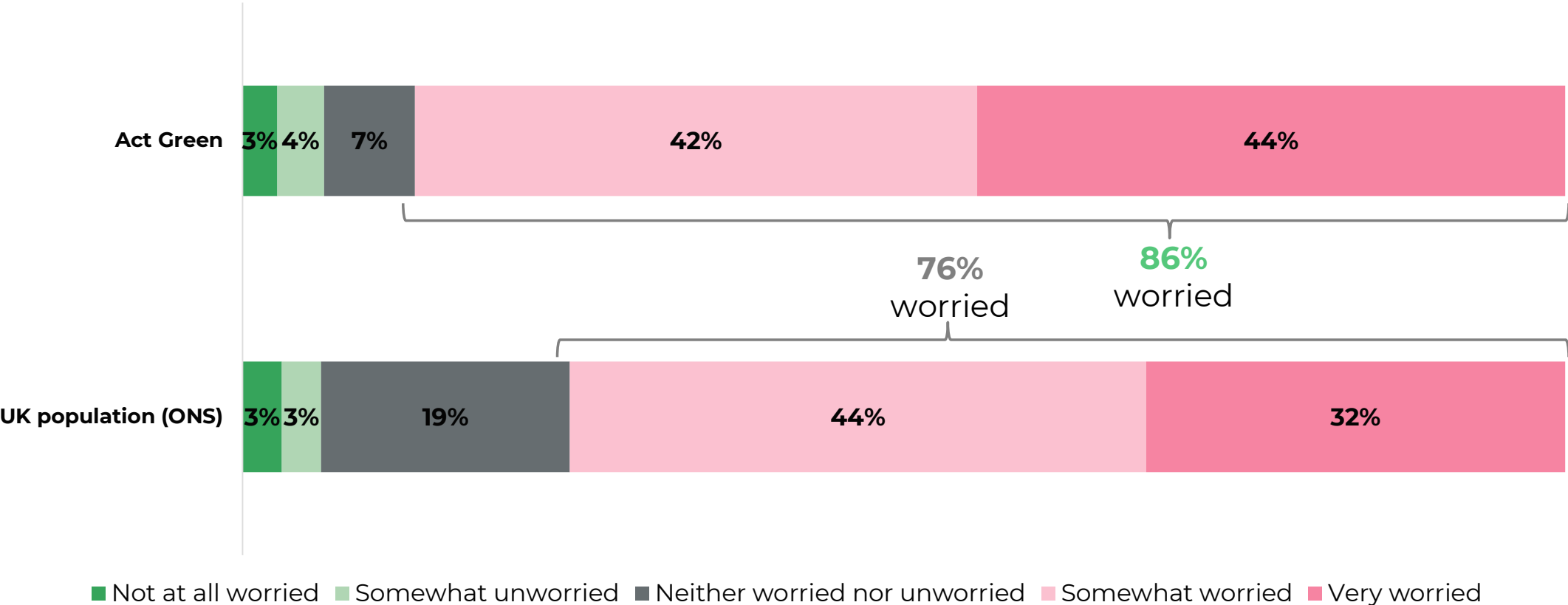
How concerned are cultural audiences about the climate emergency?

Includes comparison with survey of the general population from the Office for National Statistics (ONS).

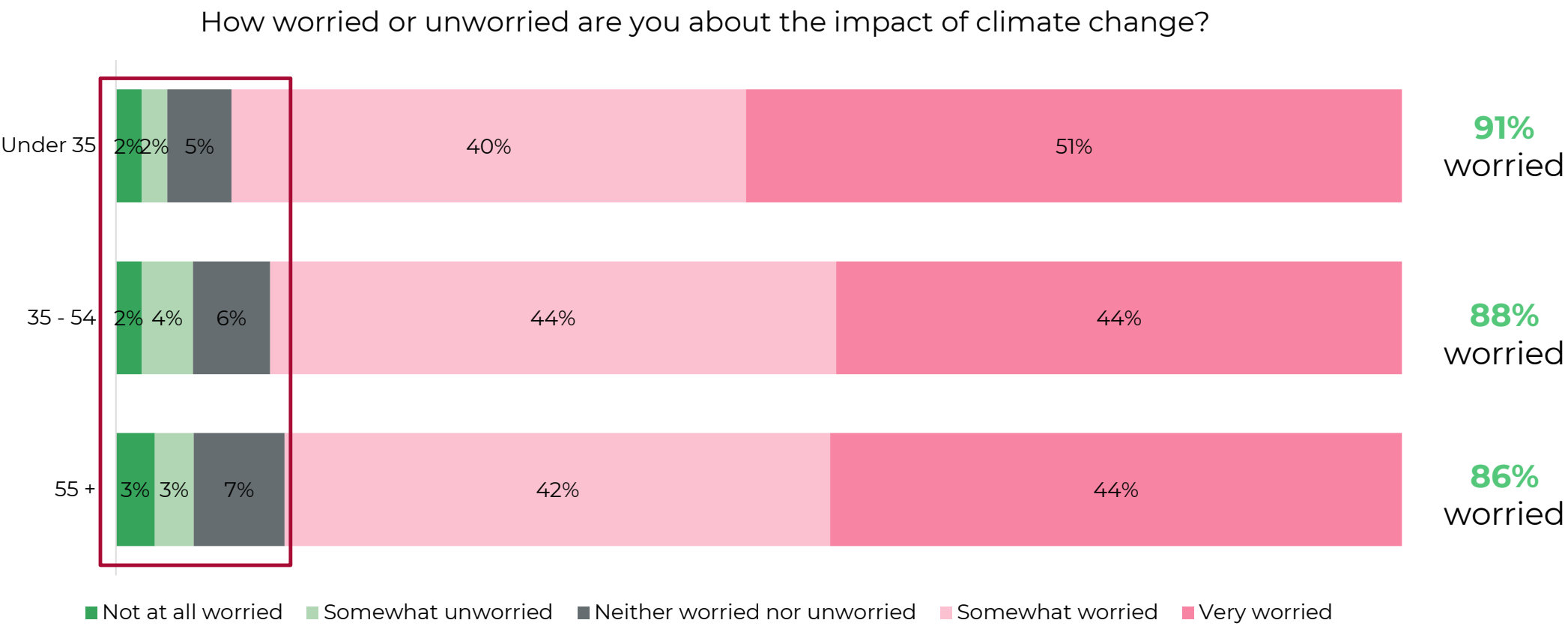
Data on public attitudes to the environment and the impact of climate change, Nov 2021

How worried are cultural audiences compared with the population?

How worried or unworried are you about the impact of climate change?



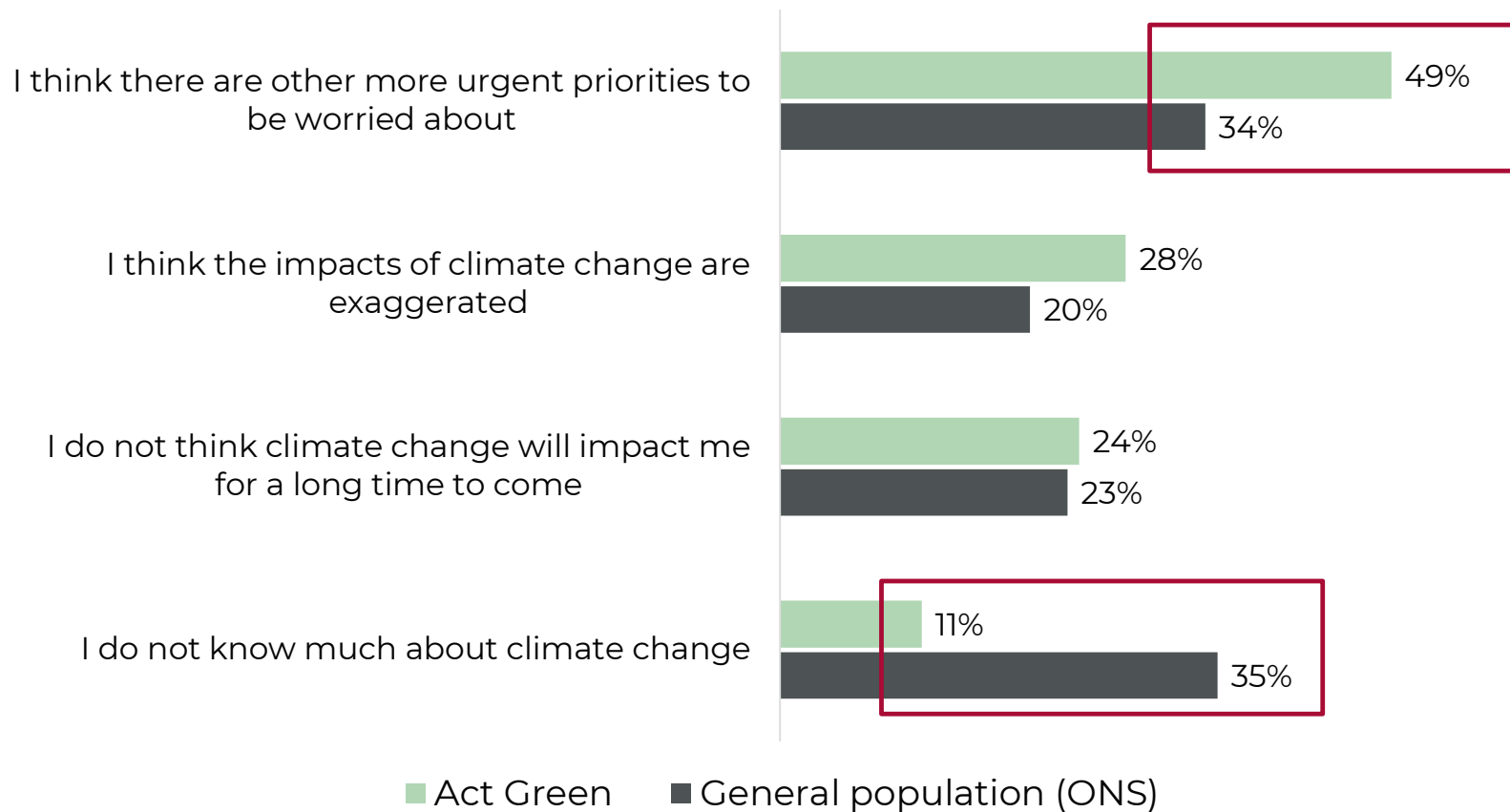
Younger audiences are slightly more worried – but variation is small



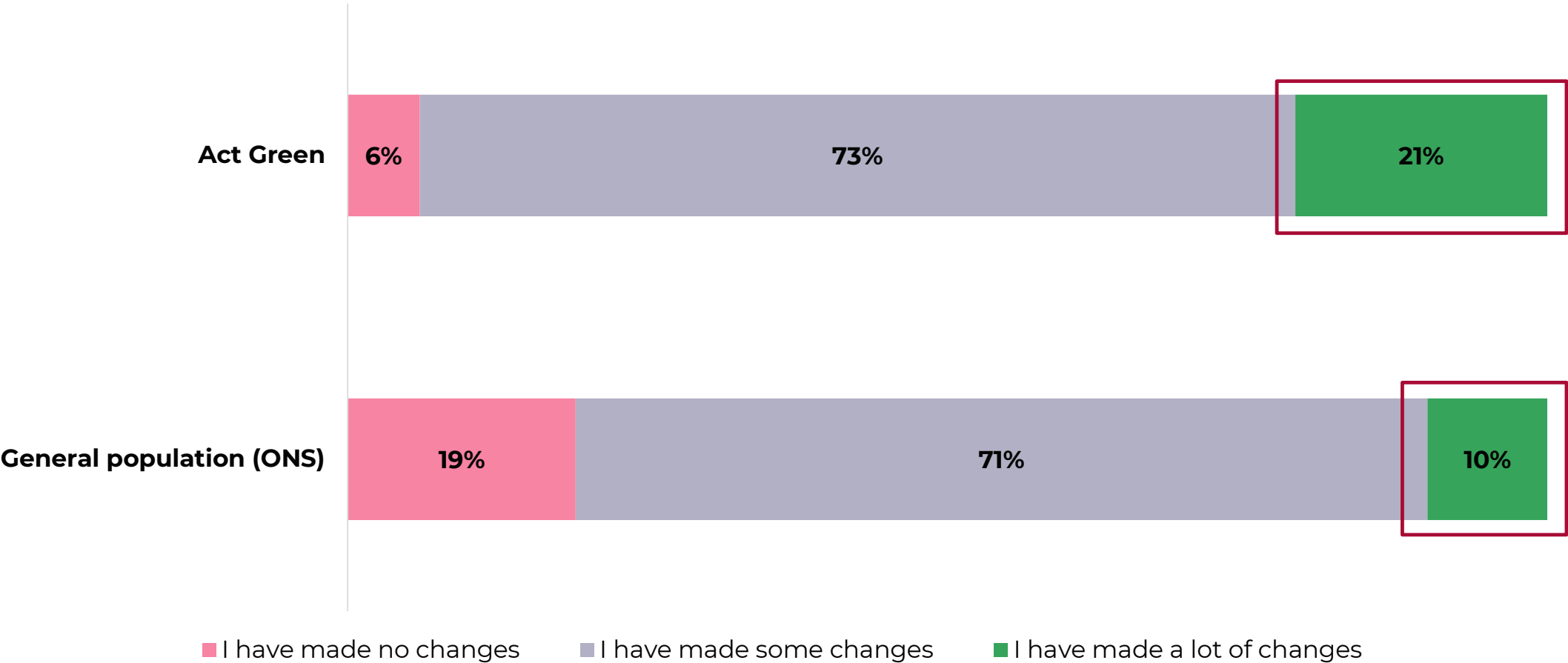
For which of the following reasons - if any - are you not worried about the impact of climate change? (select all that apply)

14% of respondents:

- Neutral
- Somewhat unworried
- Not at all worried

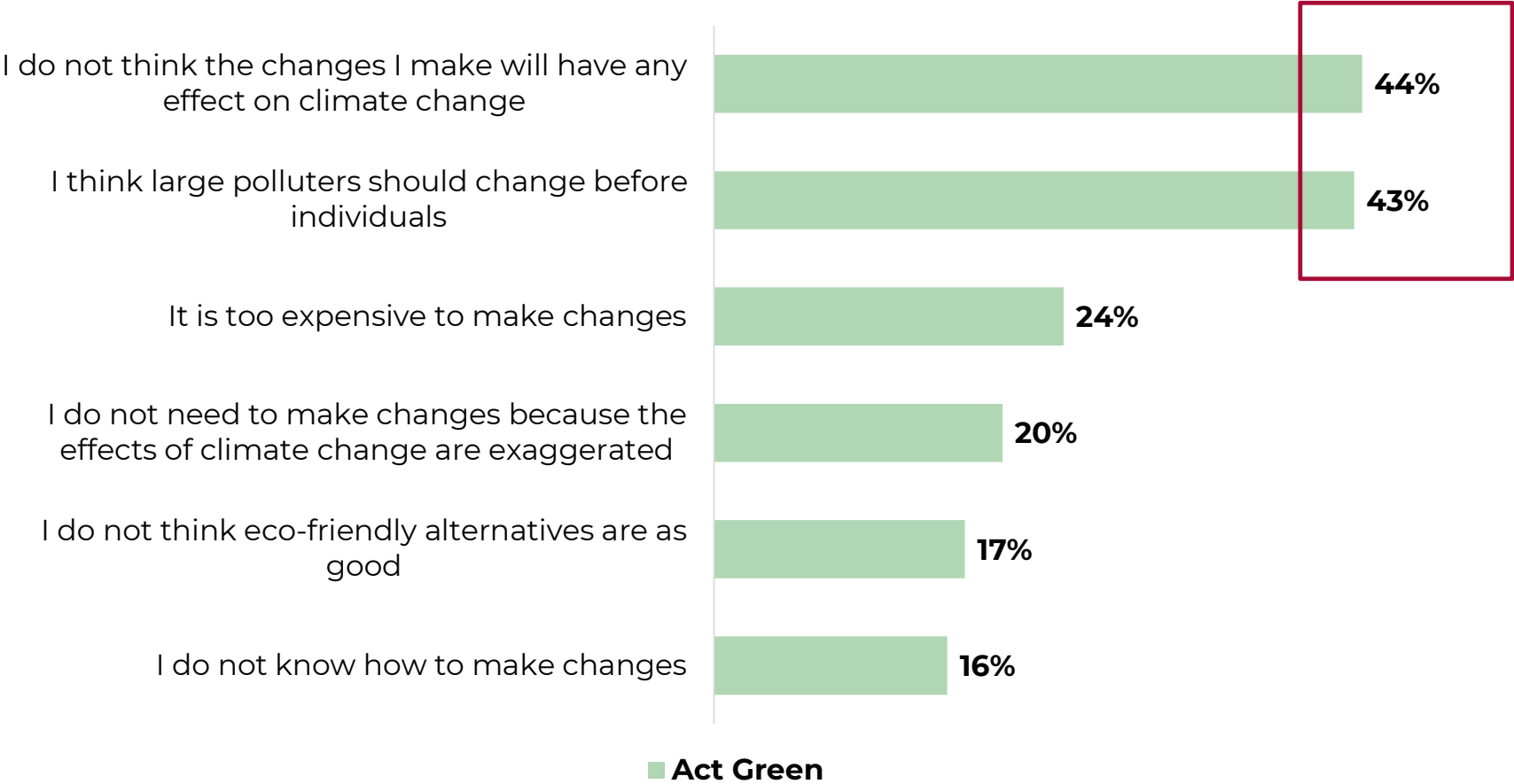


To what extent have you made changes to your lifestyle to help tackle climate change?



Which of the following are reasons you have not made any changes to your lifestyle to tackle climate change? (select all that apply)

6%
of respondents
have **made no
changes** to
their lifestyle

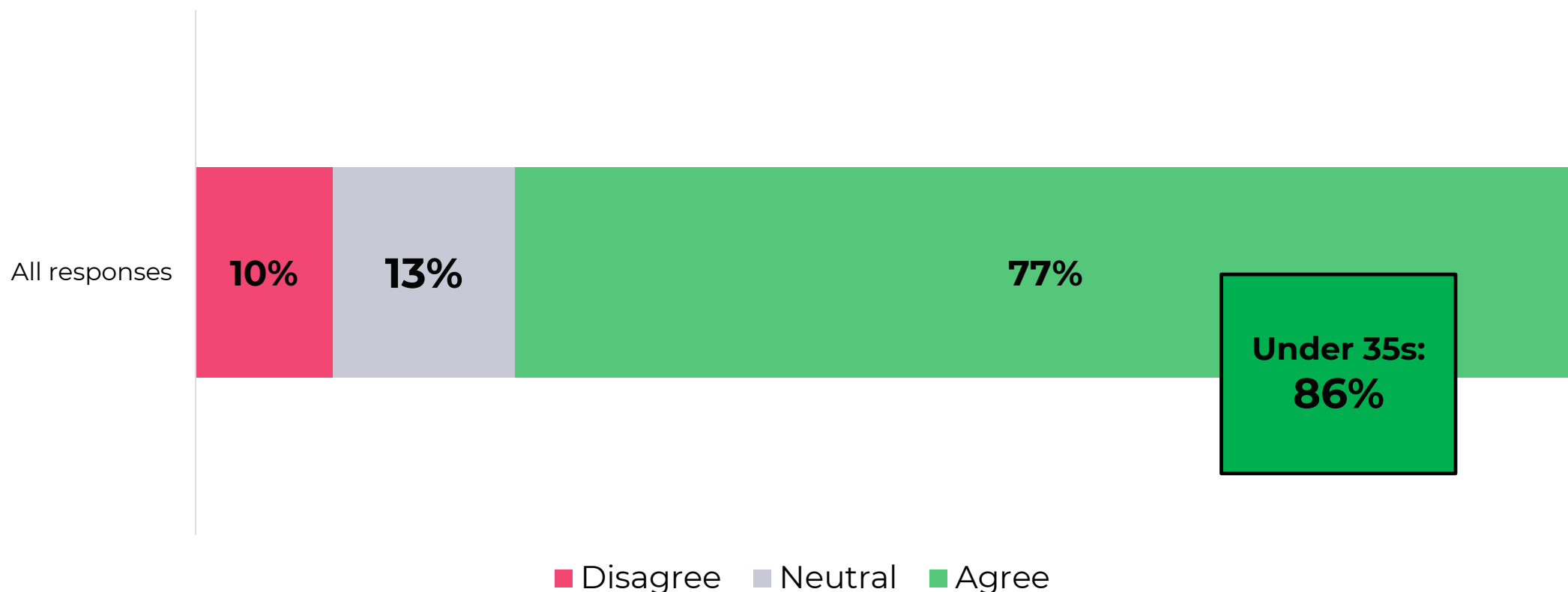


Section 2: The role of cultural organisations

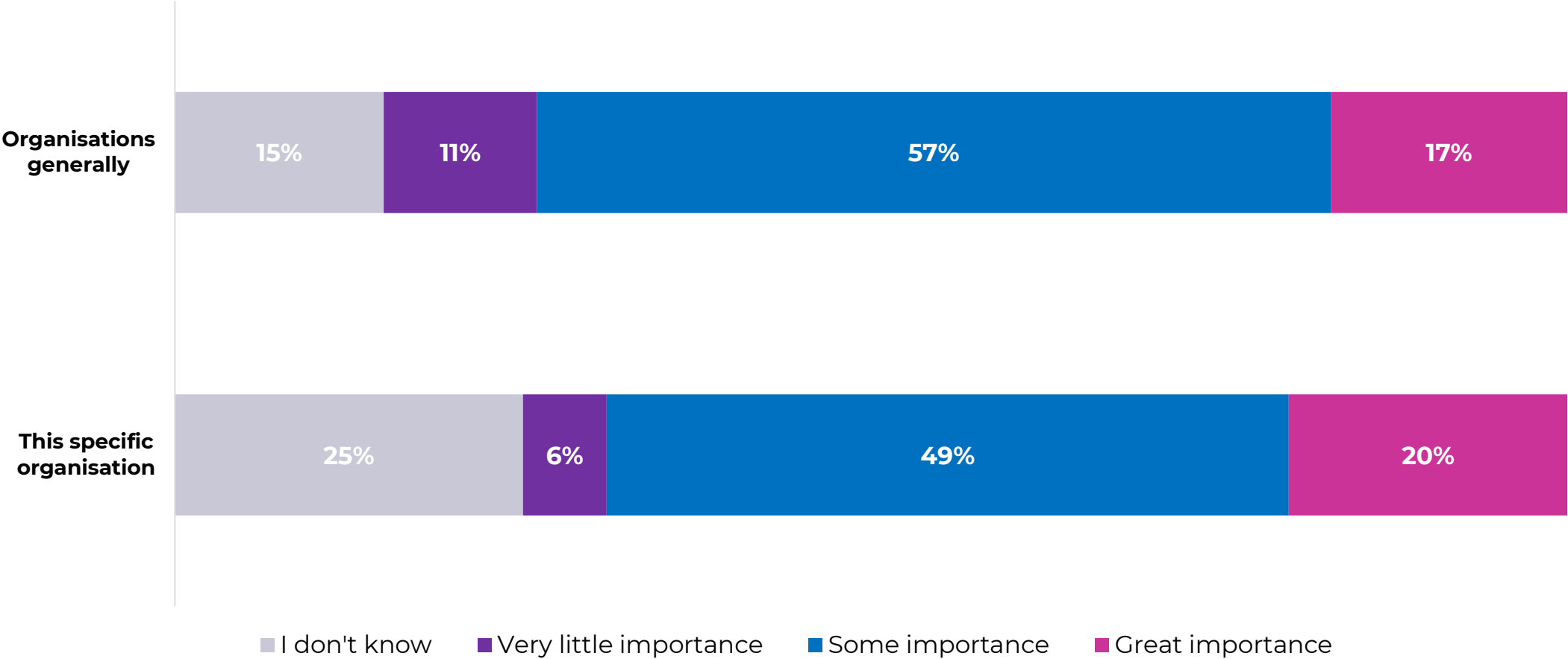
What role do audiences expect organisations to play?

To what extent do you agree with the following statement?

“Cultural organisations have a responsibility to influence society to make radical change to address the climate emergency”



How much importance do you think cultural organisations place on playing an active role in tackling climate change?



Section 3: Organisations and sustainability initiatives

What sustainability initiatives do audience members expect from cultural organisations?

Theatre Green Book

*“If theatre is to be part of the **most vital conversation humanity faces**, then it has to **change its practice**. The Theatre Green Book sets out the path to a **sustainable future**.”*



Volume One

Sustainable Productions



Volume Two

Sustainable Buildings



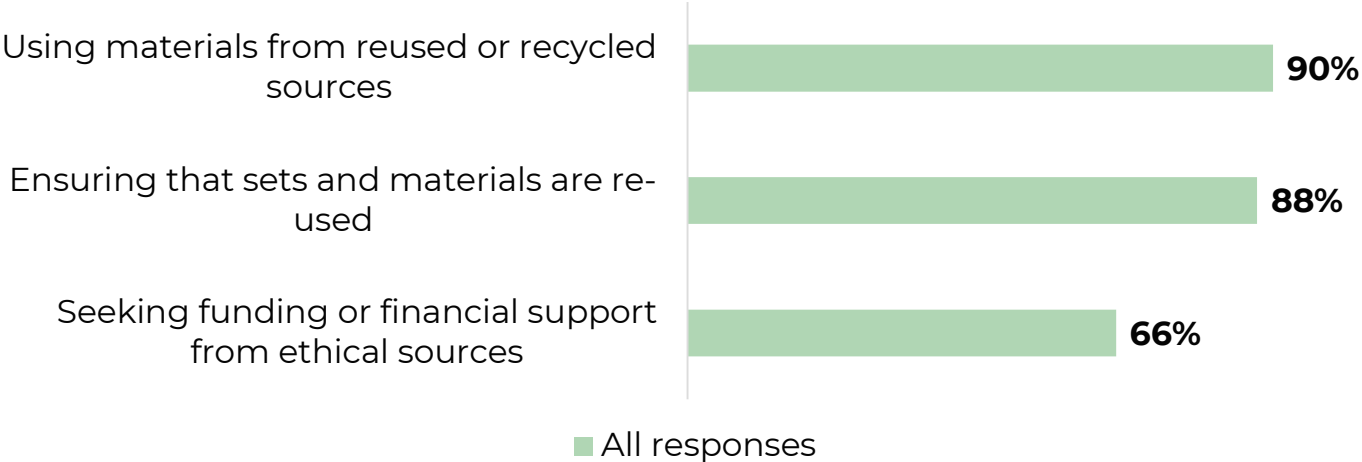
Volume Three

Sustainable Operations

Which of the following would you expect a cultural organisation to be doing to tackle climate change when producing creative work?



Volume One Sustainable Productions



Under
35s



Seeking **funding** or financial support from **ethical sources**

71% (+5%)

Tackling the subject of climate change through **creative output** on stage

52% (+7%)

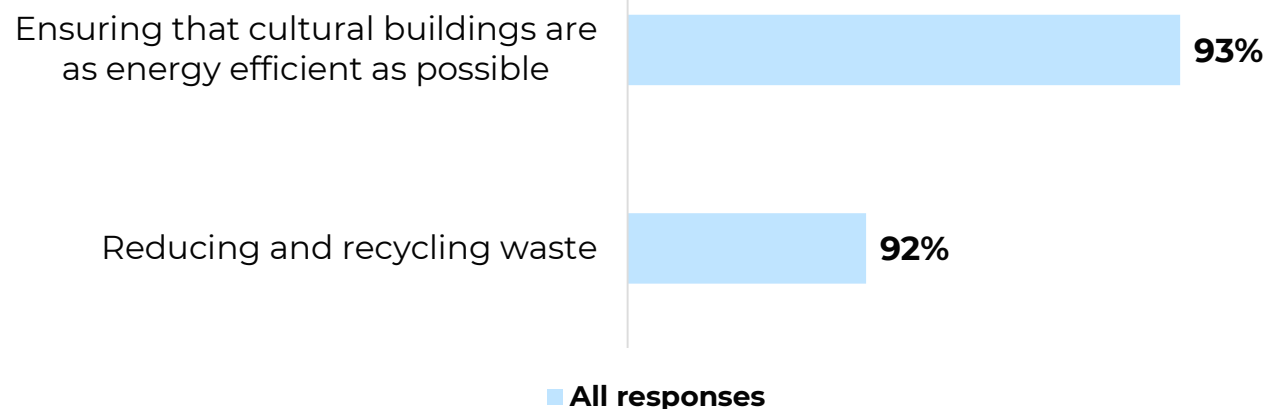
Running **specific programmes, festivals or events** to explore the subject more deeply

52% (+10%)

Which of the following would you expect a cultural organisation to be doing to tackle climate change when managing cultural buildings?



Volume Two Sustainable Buildings



Under 35s



Supporting **biodiversity**

58% (+7%)

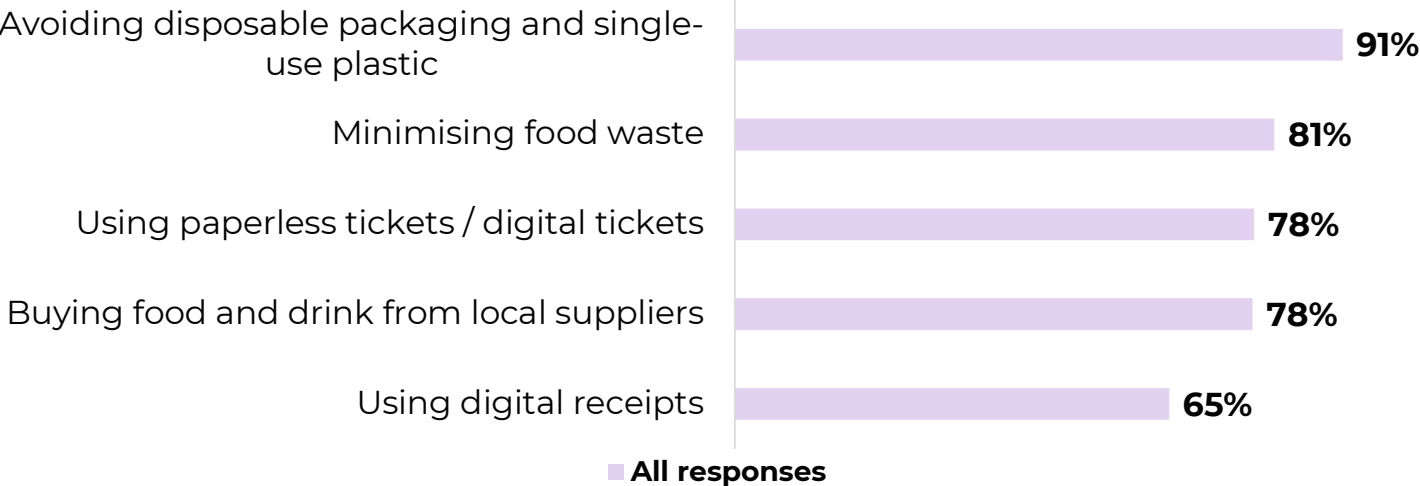
Only using energy from **renewable sources**

48% (+5%)

Which of the following would you expect a cultural organisation to be doing to tackle climate change when running events with audiences?



Volume Three Sustainable Operations



Under 35s



Increasing availability of
plant-based options

54% (+15%)

Making changes to **improve**
website sustainability

39% (+11%)

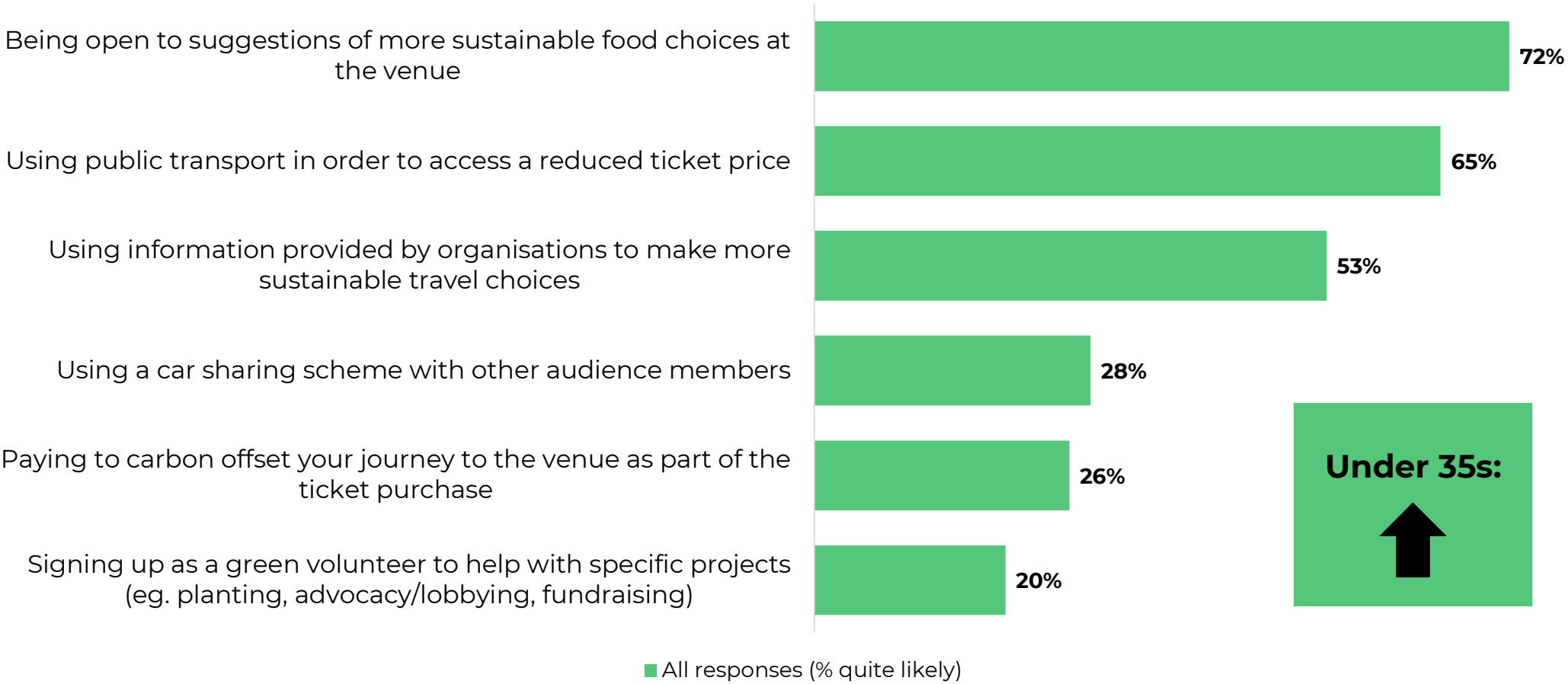
Sharing their **sustainability**
policy with audiences

49% (+7%)

Section 5: Getting audiences involved

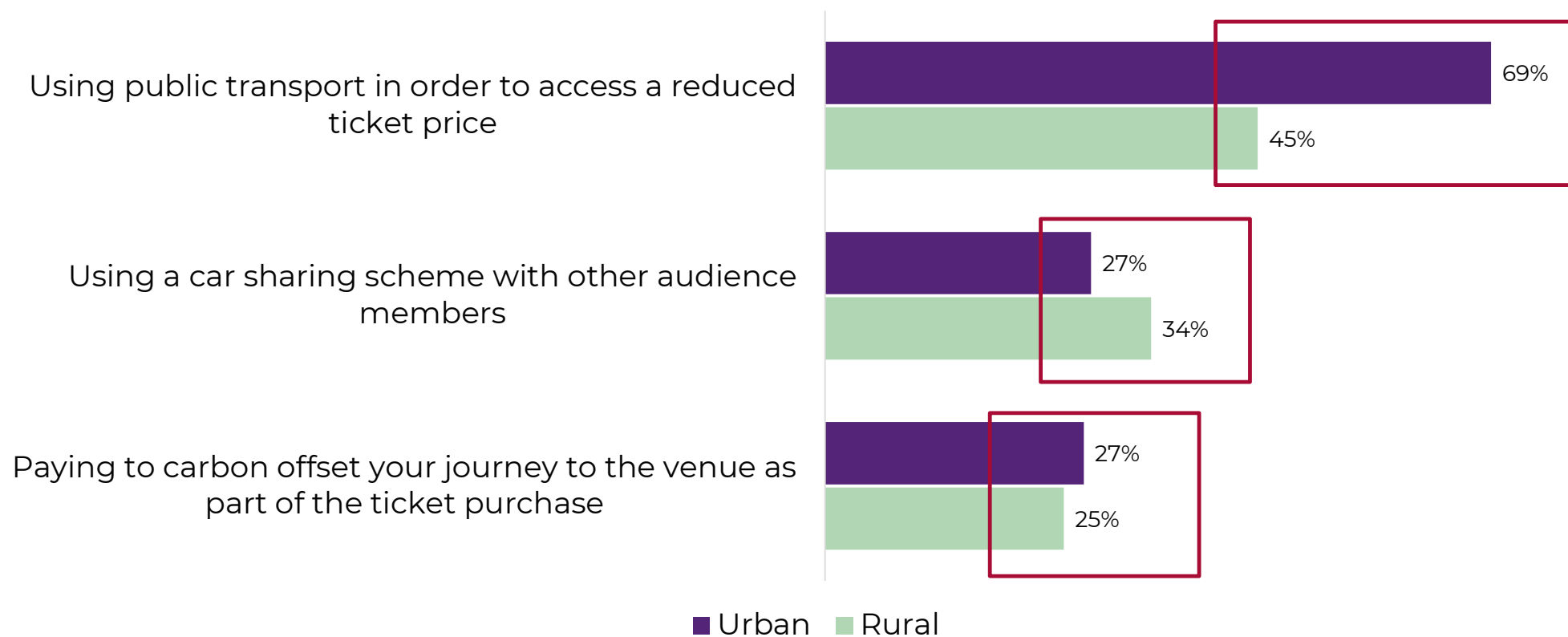
What part are **audiences willing to play** to support sustainability initiatives from the cultural organisations they visit?

How likely would you be to make use of or get involved in the following initiatives if offered by a cultural organisation? (% quite likely)

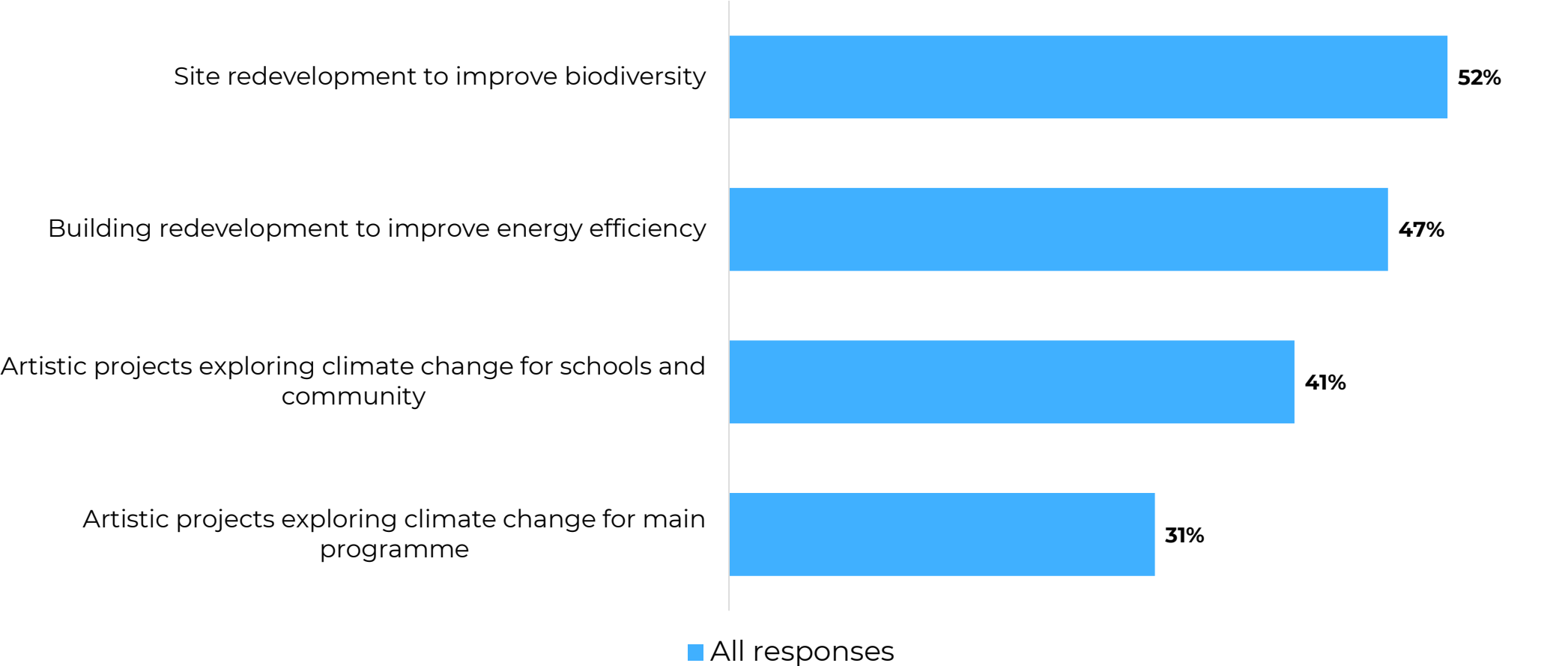


Comparing responses from urban and rural audiences

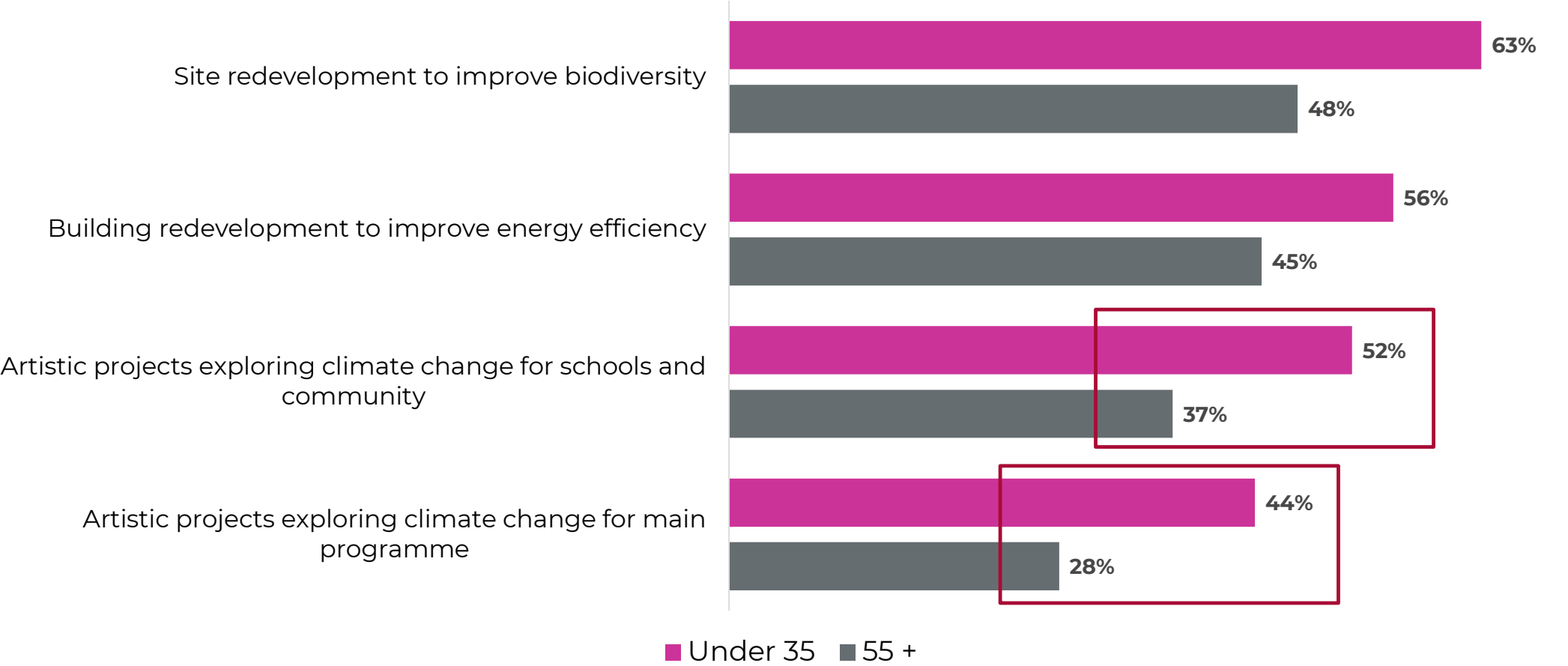
How likely would you be to make use of or get involved in the following initiatives if offered by a cultural organisation? (% quite likely)



How likely would you be to support a fundraising campaign run by a cultural organisation to enable the following initiatives? (% quite likely)



How likely would you be to support a fundraising campaign run by a cultural organisation to enable the following initiatives? (% quite likely)



Section 6: Getting supporters and donors involved

How do responses from your supporters compare with the rest of the results?

How many of the respondents were occasional donors or regular supporters?

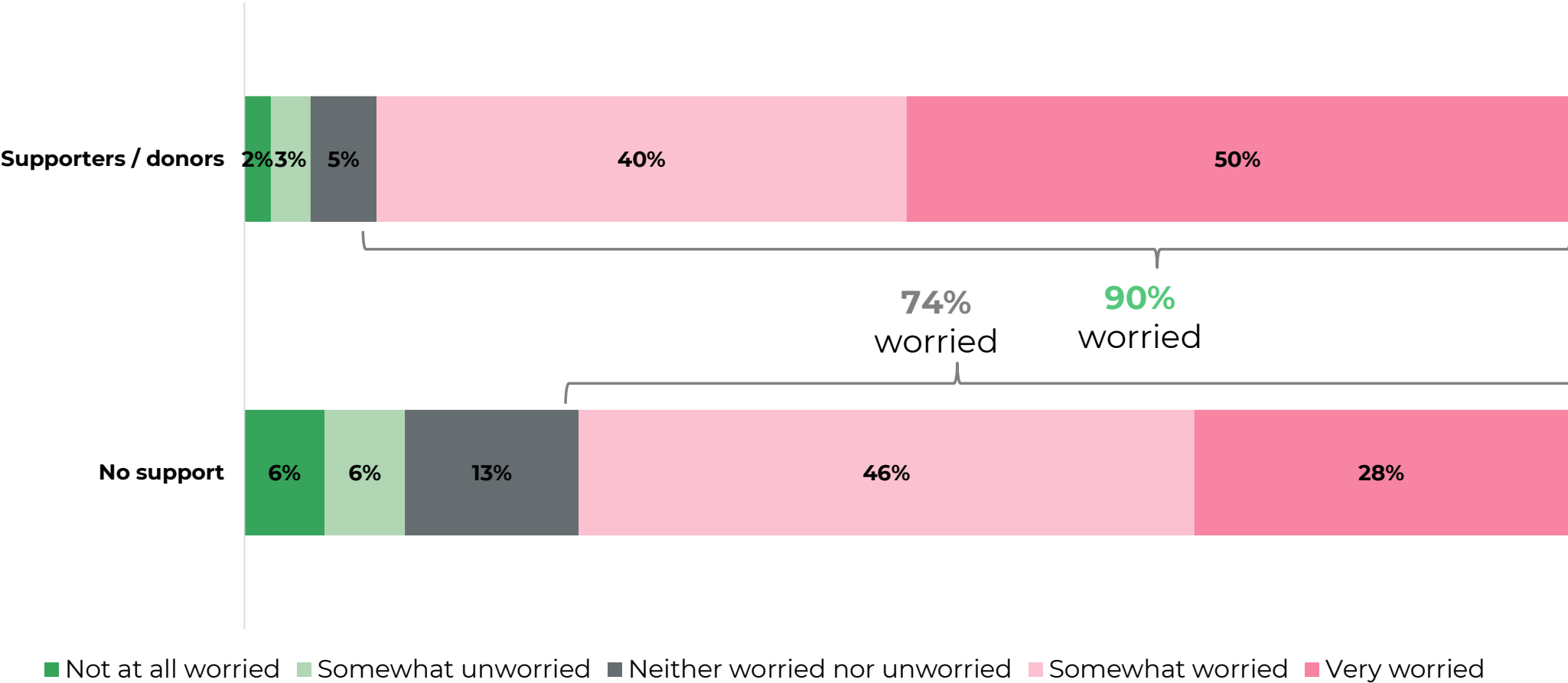
62%

had ever made a
donation to a
cultural organisation

42%

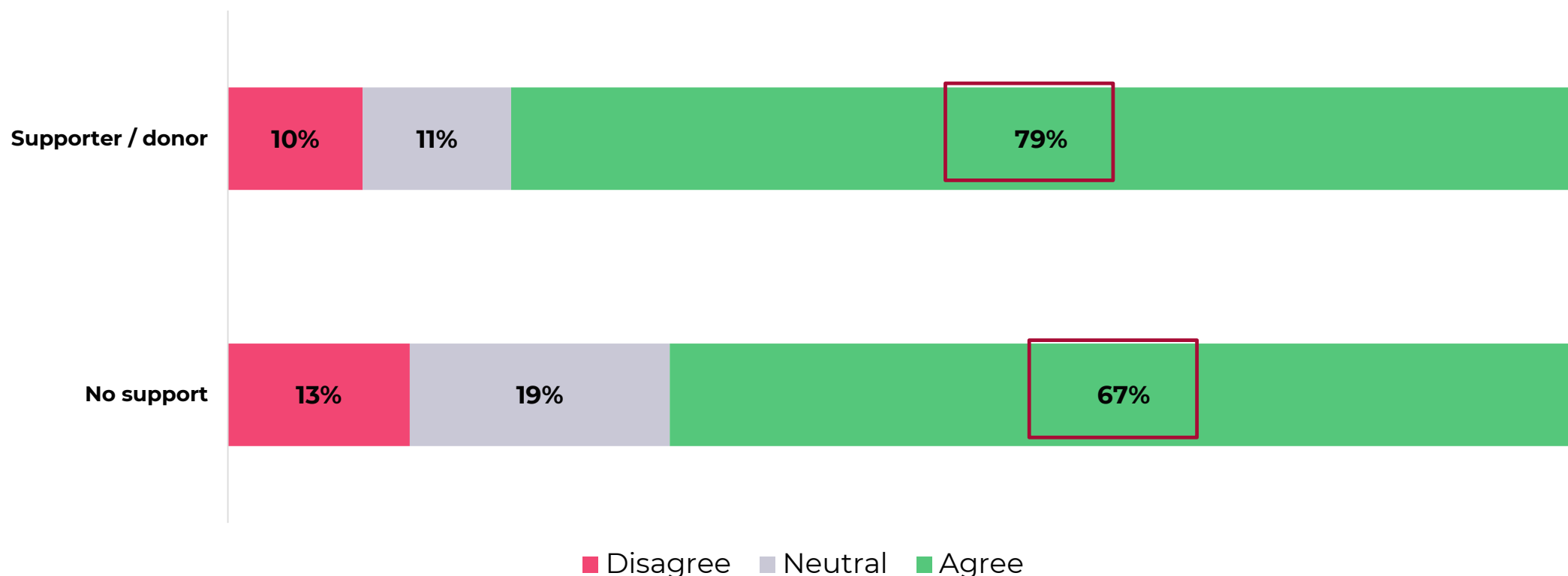
were **regular**
supporters of a
cultural organisation

How worried or unworried are you about the impact of climate change?

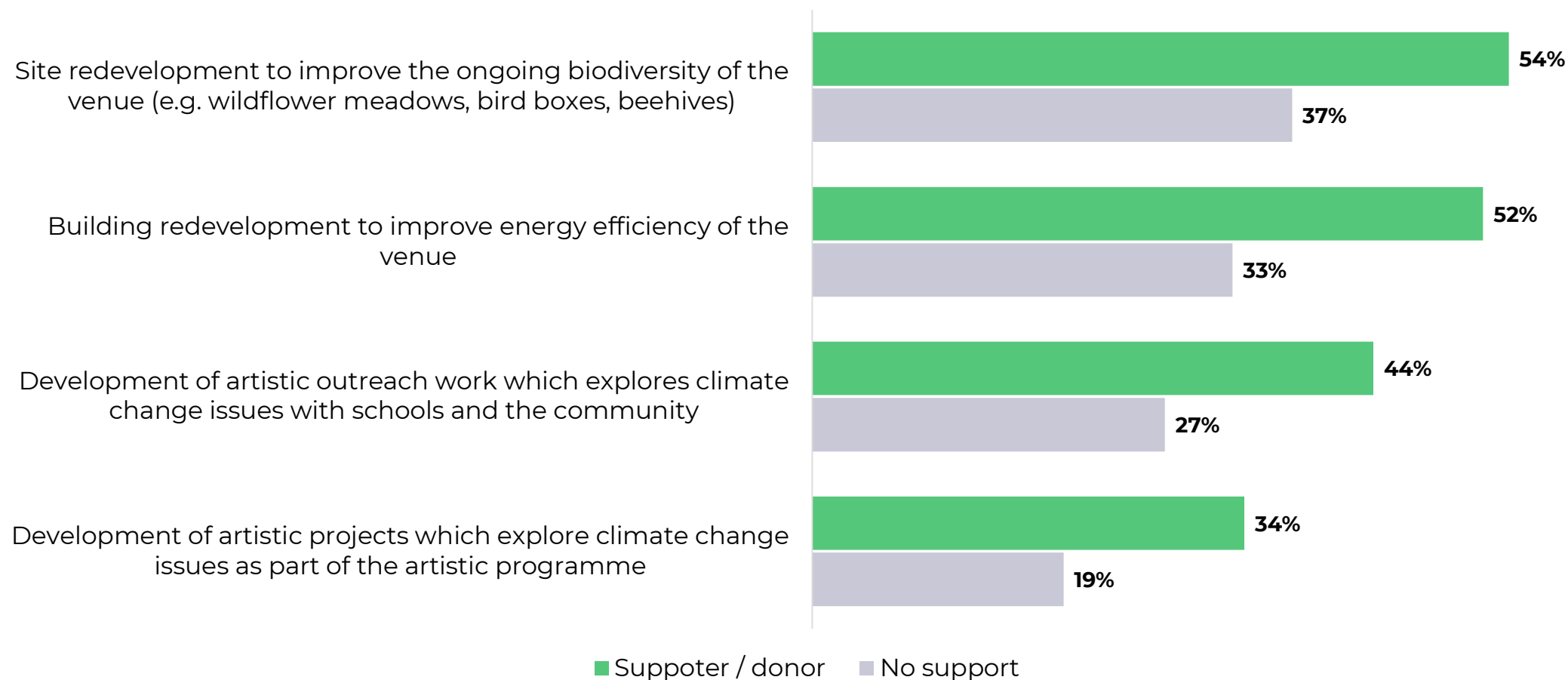


To what extent do you agree with the following statement?

“Cultural organisations have a responsibility to influence society to make radical change to address the climate emergency”



How likely would you be to support a fundraising campaign run by a cultural organisation to enable the following initiatives? (% quite likely)



Full results

More details in the full **Act Green** report

1

**Your audiences want
you to do this**



Cultural audiences are...

- More concerned
- Have made more changes

...than the general population

90% agree that you have....

*“a responsibility to influence society to
make radical change”*

Of those who are less concerned...



They think...

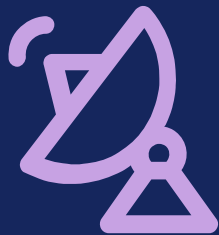
What they do won't make any **difference**

It means compromising on **quality**

= **key messaging points**

2

The Communications Challenge



Audiences **don't know** where you stand

- 25% 'didn't know'
- 95% don't mention it on your home page

There are too many things to talk about – it's too **big**!

The Communications Challenge

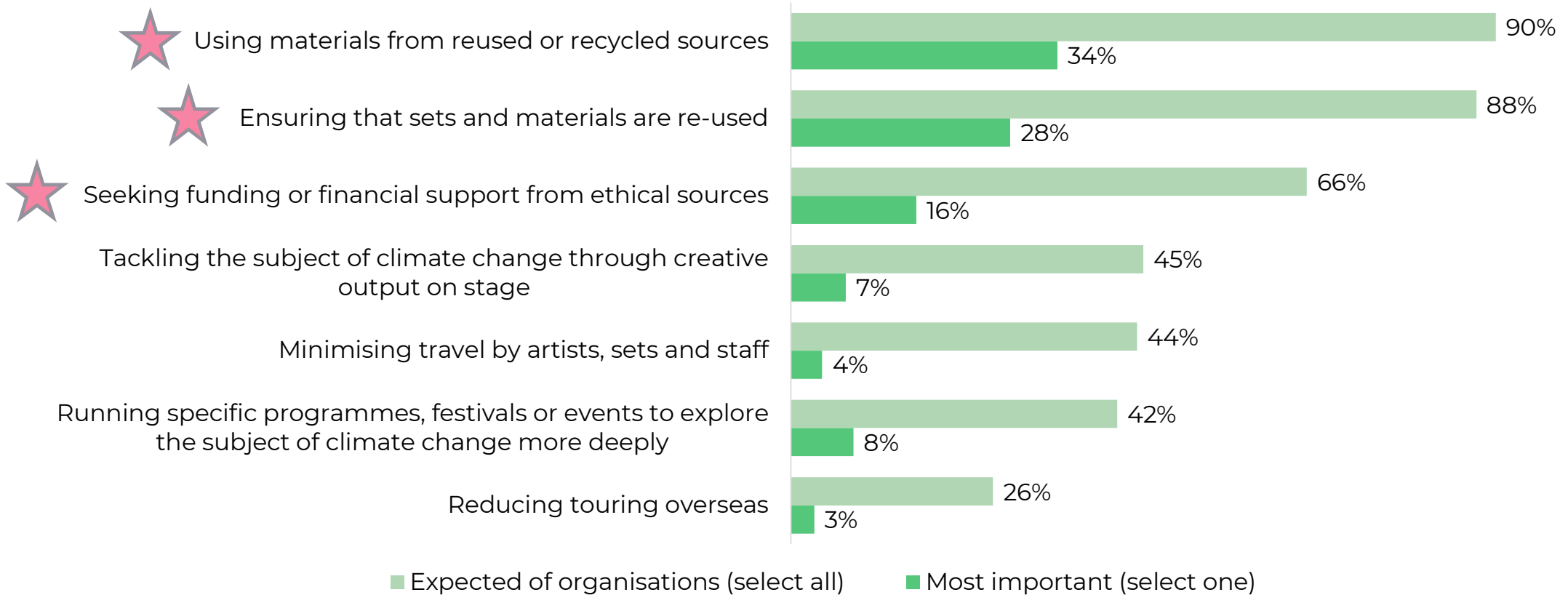


a) **WHAT** are you going to talk about?



Volume One
Sustainable Productions

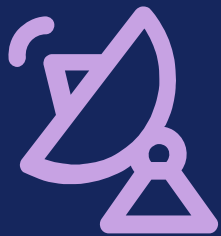
Comparing what audiences expect of organisations with what they think is the most important





A HERO Project?

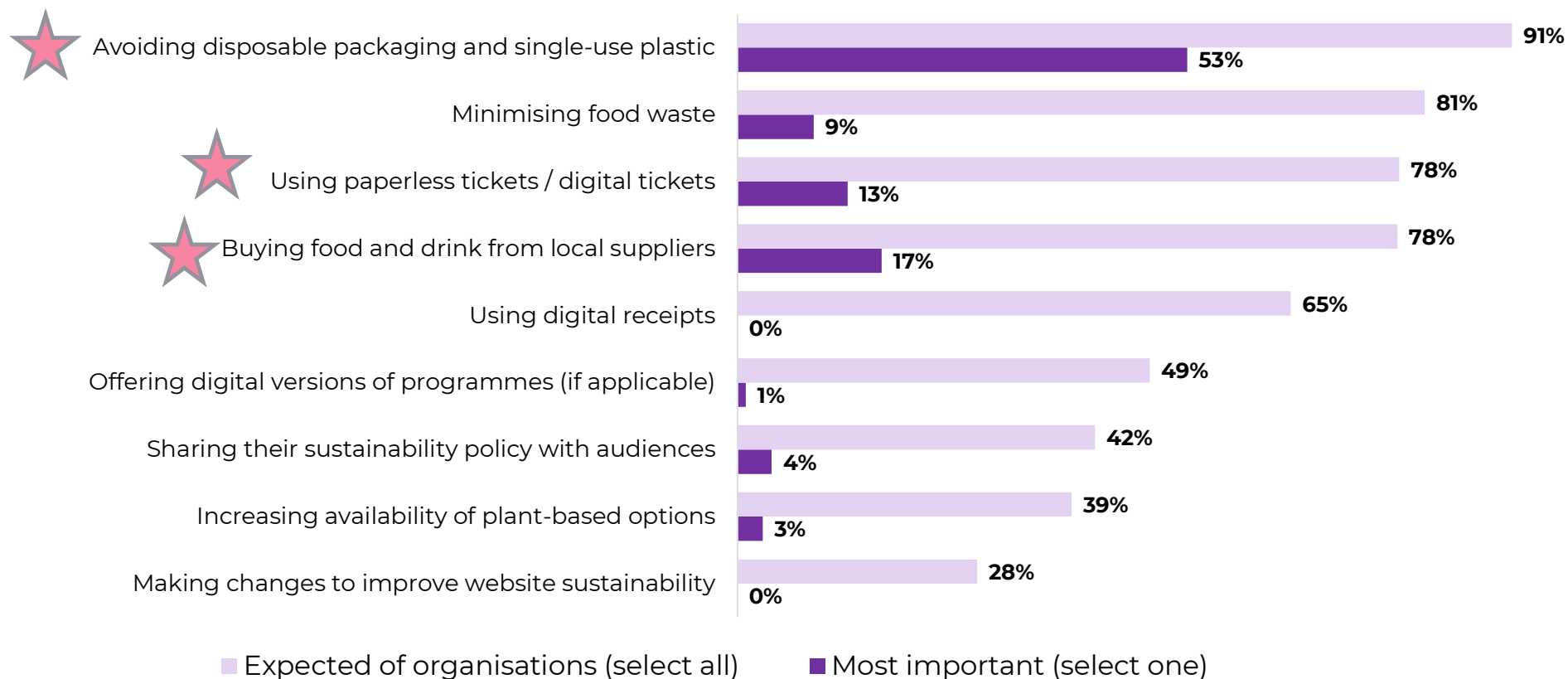
The Communications Challenge



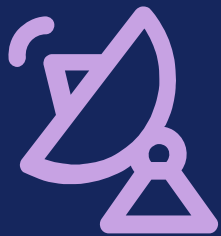
- a) **WHAT** are you going to talk about?
- b) **WHERE** are you going to talk about it?



Comparing what audiences expect of organisations with what they think is the most important



The Communications Challenge



- a) **WHAT** are you going to talk about?
- b) **WHERE** are you going to talk about it?
- c) **HOW** are you going to talk about it?

DETAIL



- A quick reminder (of something they expect you to do)
- A detailed explanation of something otherwise hidden?

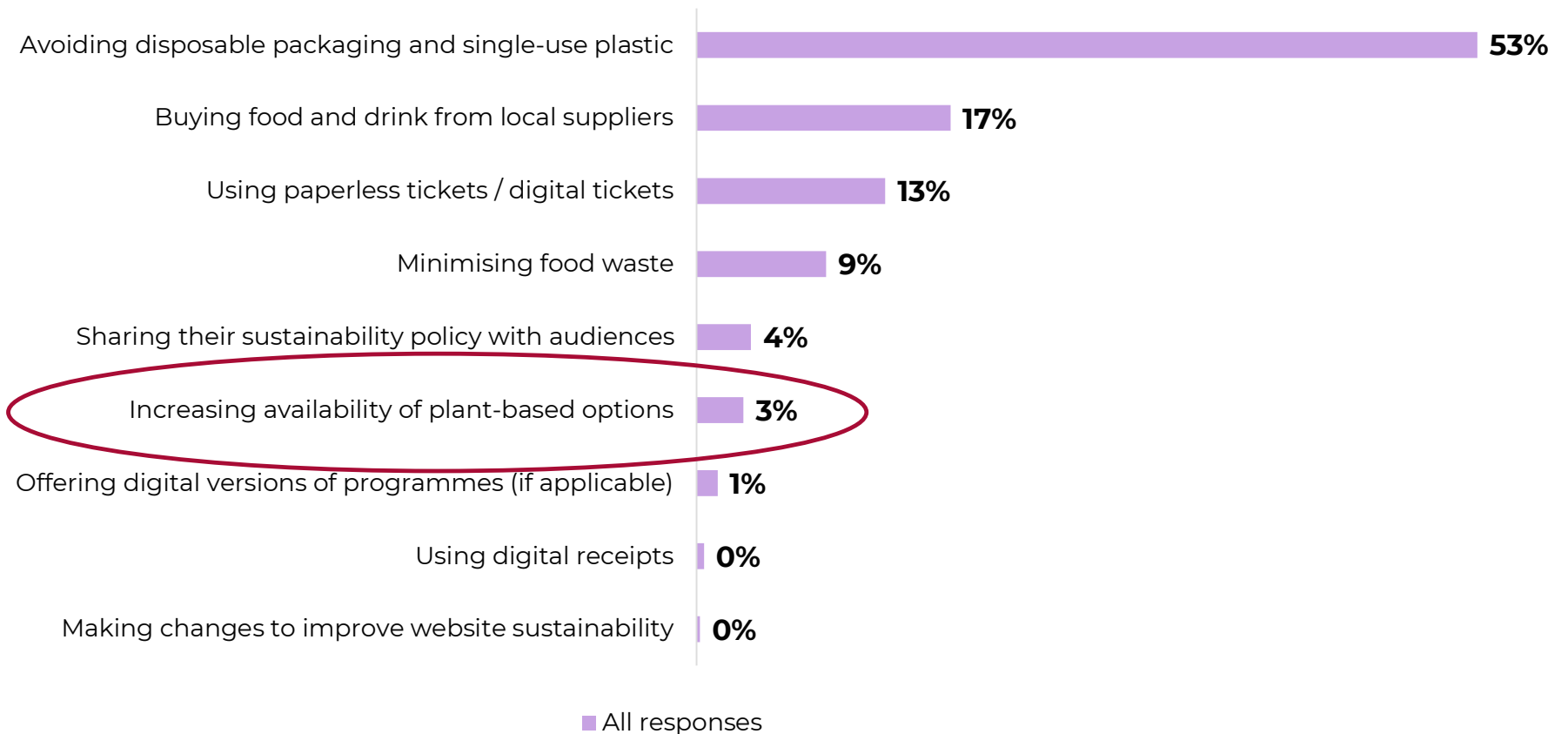
LANGUAGE



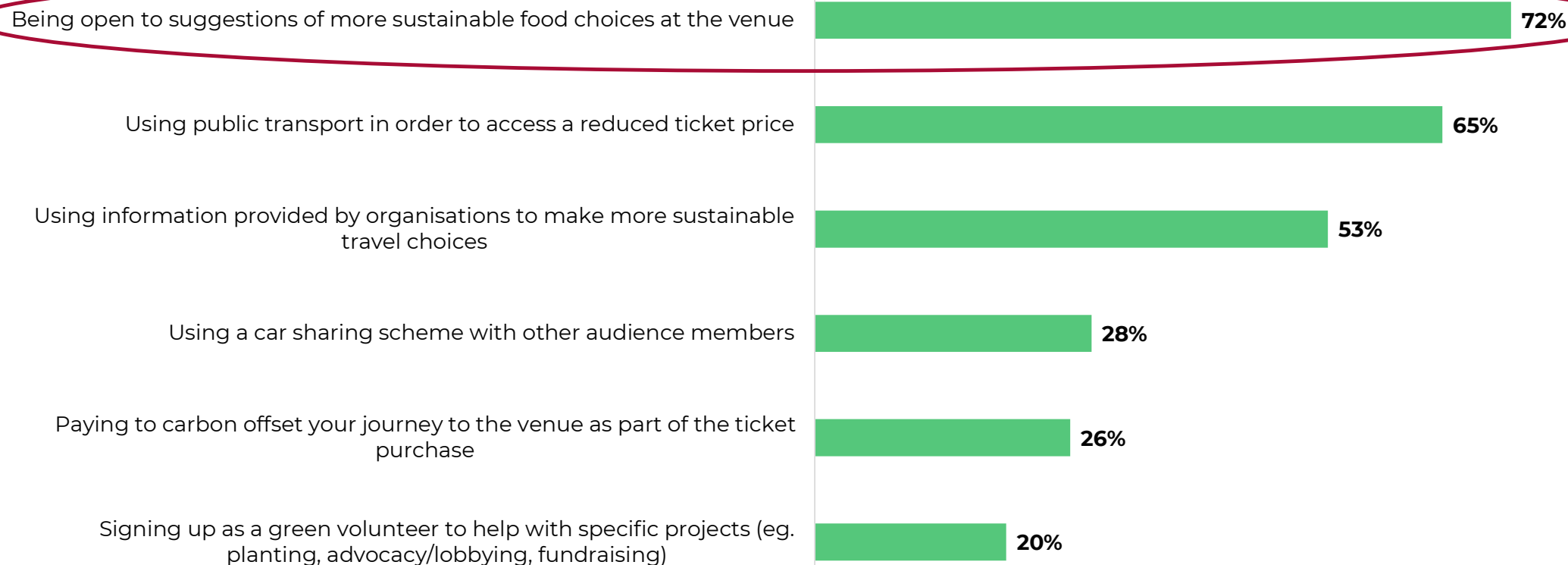
- Quantify
- Positive



Which of the options you selected is the most important to you when running events with audiences? (Select one)



How likely would you be to make use of or get involved in the following initiatives if offered by a cultural organisation? (% quite likely)



■ All responses (% quite likely)

3

Audience Development



Under 35s post Covid

- Creative work about Climate change
- Volunteering
- Donating

A new approach?

Guest speaker:

Vicky Sword-Daniels

Arts Council England Programme Lead

Julie's Bicycle

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

Vicky Sword-Daniels
Arts Council England Programme
Lead

Indigo
14 June 2022





A Creative Community Powering Action on Climate Change



Julie's Bicycle

CREATIVE • CLIMATE • ACTION



Environmental
sustainability

Arts &
creative
industries

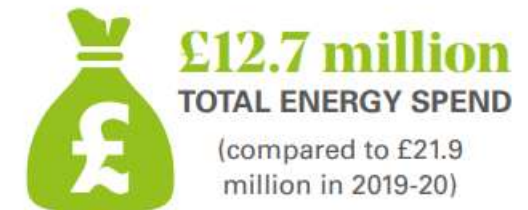
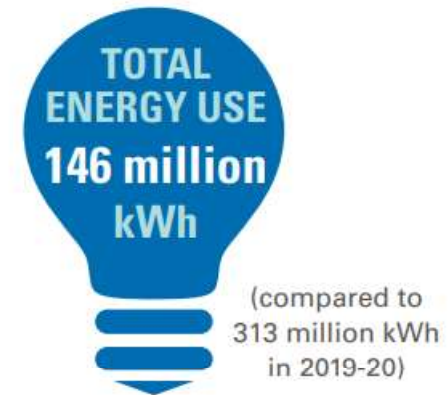


ACE Environmental Programme 2018-22

2020-21 reporting data

Reporting data is sourced from:

- Environmental reporting on the **Creative Green Tools** – completed by **482 NPOs** (out of 828 National Portfolio Organisations)
- **'Beyond Carbon'** responses (part of the Creative Green Tools) – wider environmental action and benefits – voluntary reporting on environmental action and engagement – completed by 288 NPOs
- A **survey** on organisations environmental perspectives and priorities during the pandemic – completed by 162 organisations from across the sector
- **Case studies** from individual organisations selected to share best practice based on their Beyond Carbon responses (organisations were sampled based on two factors: artform and geographical location)
- Follow-up **interviews** with a small selection of NPOs representing each artform to gain insights into energy use changes during the year.



Julie's Bicycle

CREATIVE • CLIMATE • ACTION

<https://www.artscouncil.org.uk/publication/culture-climate-environmental-report-202021-julies-bicycle>



Culture, Climate and Environmental Responsibility: Annual Report 2020 – 21



Signs of resilience in a year of uncertainty

Julie's Bicycle
CREATIVE • CLIMATE ACTION



85%

of organisations reported making the same or increased progress on environmental commitments as the previous year

96%

of survey respondents reported that environmental commitments made during lockdown were underway

49%

collaborated with other cultural organisations on finding and sharing solutions to environmental issues

Bournemouth Arts by the Sea Festival
Photo © HotShot Creative (Scott Salt & James Bridle)

Taking action

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

ARTS COUNCIL
ENGLAND

57%

produced, programmed, or
curated work exploring
environmental themes

8%

increase in engagement
with environmental issues
by senior management

57%

have installed energy-
efficient lighting



Good governance

55%

formally recognise
environmental
responsibilities in job
roles

88%

of organisations include
environmental
sustainability in core
business planning

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

ARTS COUNCIL
ENGLAND



Julie's Bicycle
CREATIVE • CLIMATE • ACTION

Seeing value in environmental measures

72%

have found their
environmental policy useful
for supporting funding
applications

50%

have experienced creative
or artistic benefits

72%

reported team morale or
wellbeing benefits

Key findings

- The overall picture is of a sector that remains **engaged and committed to its environmental responsibility**, through specific actions such as energy management of their own buildings, and broader behaviours such as connecting with wider expertise and networks to collaborate and improve knowledge on environment and climate.
- The feedback suggests the pandemic provided an opportunity for many organisations to review and update commitments to their environmental plans. **Strategy and planning** have seen a great deal of focus with senior level engagement being the driving force. There are many examples of investment in long term capital development that will bring benefits in coming years.
- The **digital landscape has flourished** in this new environment and the arts and cultural sector has risen to the challenges that this new journey has offered.

Art Gene Roker Pods (off grid touring spaces), Roker promenade, Sunderland. Photo credit: Maddi Nicholson.

“It’s our priority as artists to push for change and climate action through art commissions and projects and within communities around growing and the natural environment. It’s imperative we make that difference.”



Julie's Bicycle

CREATIVE • CLIMATE • ACTION

Maddi Nicholson – Artist Founder Director, Art Gene

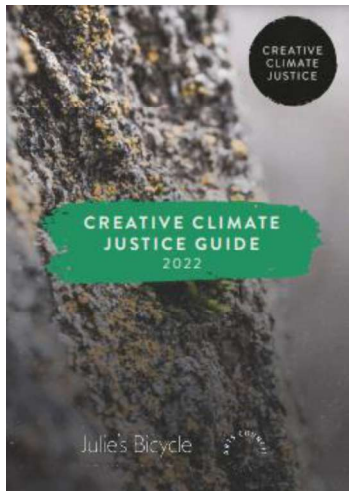


Julie's Bicycle support and resources

- Creative Green Tools: www.ig-tools.com
- Arts Council England Programme:
<https://juliesbicycle.com/our-work/arts-council-programme/>
- Other relevant resources:
<http://www.juliesbicycle.com/resources>

Recent publications

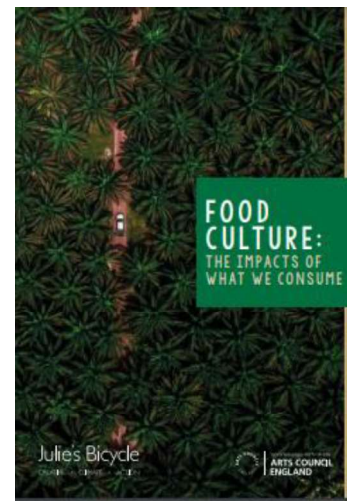
Creative Climate
Justice Guide +
Creative Climate
Hub



Spotlight
programme: Net
zero report



Food culture:
Impacts of
What we
consume



Upcoming events

- **Webinars, events and Briefings**

Climate Finance Webinar (23 June - 10 am)

<https://juliesbicycle.com/event/creative-climate-justice-financing-the-arts/>

Climate Action in Operational Systems peer-sharing (7 July, 3-4pm)

<https://juliesbicycle.com/event/peer-sharing-climate-action-in-operational-systems/>

Energy Briefing (due out in July)

We Make Tomorrow: creative climate leadership event (13 October 2022)





Julie's Bicycle

Somerset House, London

0208 746 0400

info@juliesbicycle.com | www.juliesbicycle.com

Guest speaker:

Debbie Bell

Building and Environmental Manager

HOME

ART
FILM
THEATRE
DIGITAL
BOOKS
FOOD
DRINK

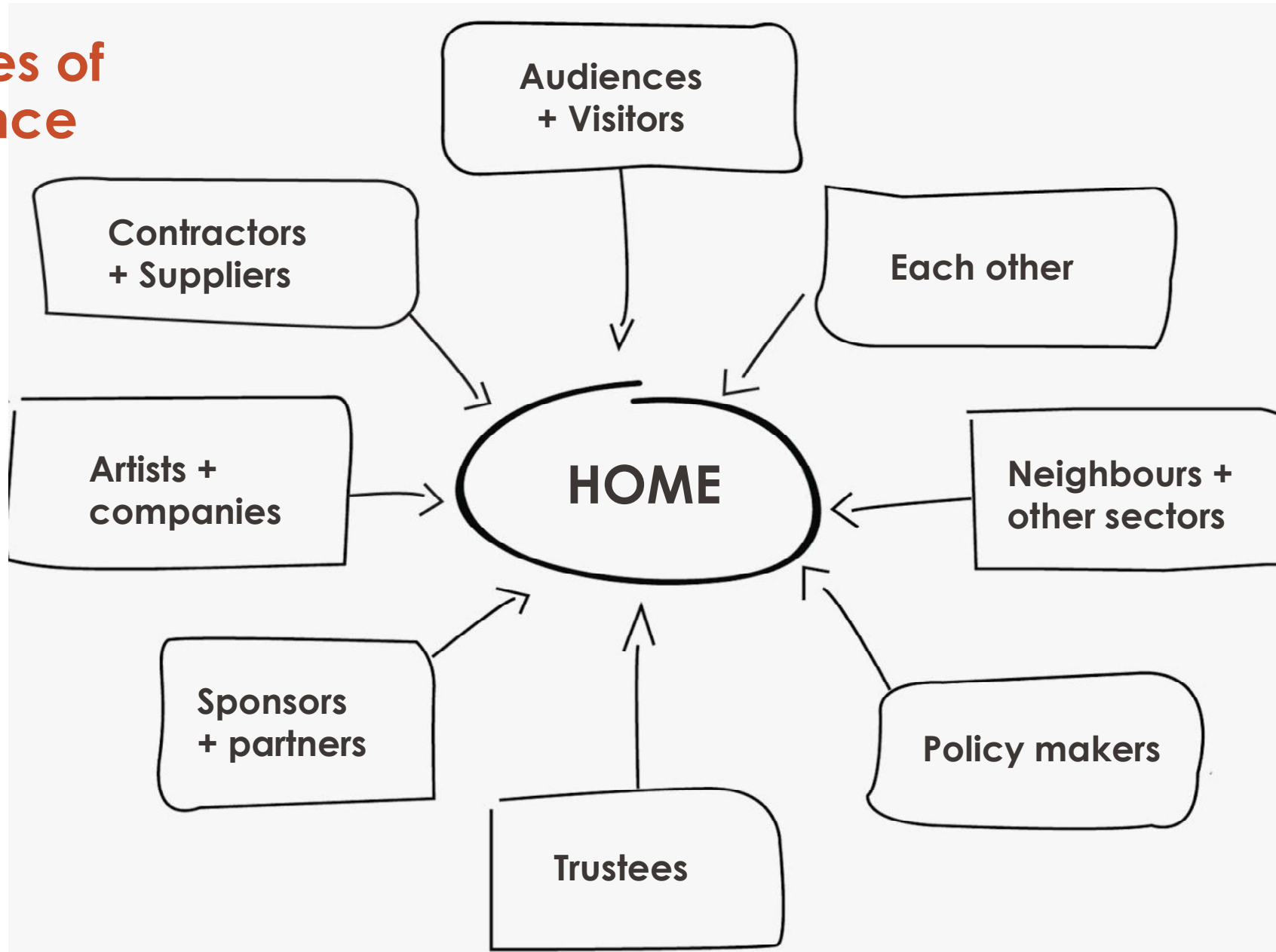
HOME
MCR.
ORG

Communicating Climate Action

HOME

Debbie Bell
Building and Environmental Manager
homemcr.org/green

Spheres of Influence



Learning: Carbon Literacy

- Initially a pilot project with MAST
- Now a live, sector-specific training package delivered by certified HOME trainers
- Carbon Literate Training Organisation offering virtual training to regional and international participants



All new starters
trained within
6 months

People Trained
600

Actions Pledged
1200

**Carbon Literate
Organisation**
Platinum



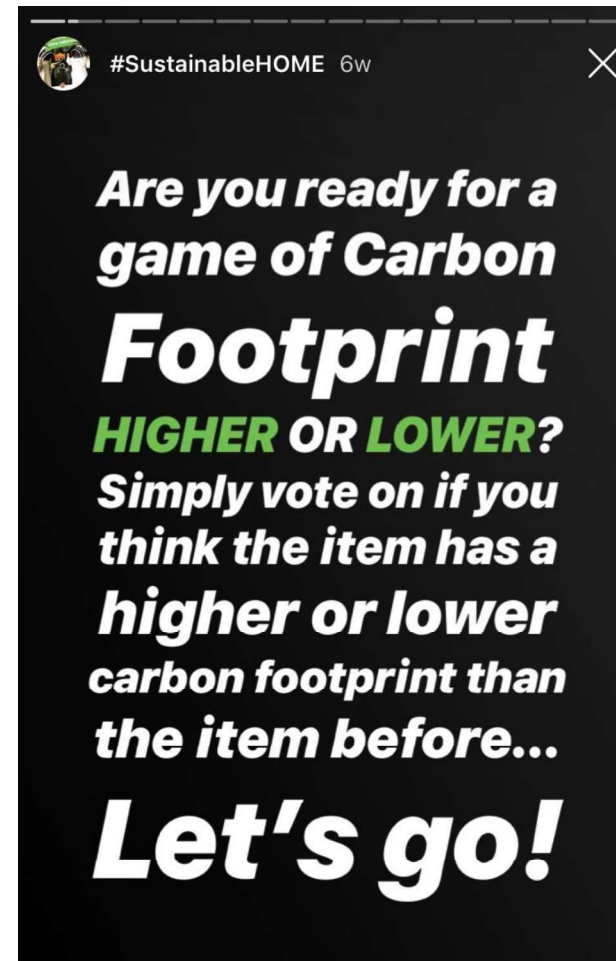
Communications

Embedding sustainability across our communications schedules including weekly sustainability social media posts, monthly green programming features, dedicated pages on HOME website



Green June 2019

Celebrating 10 Years of Creative Sustainability at HOME







Green Programming

Guest speaker:

Caroline Aston

Audience Insight Manager
Chichester Festival Theatre

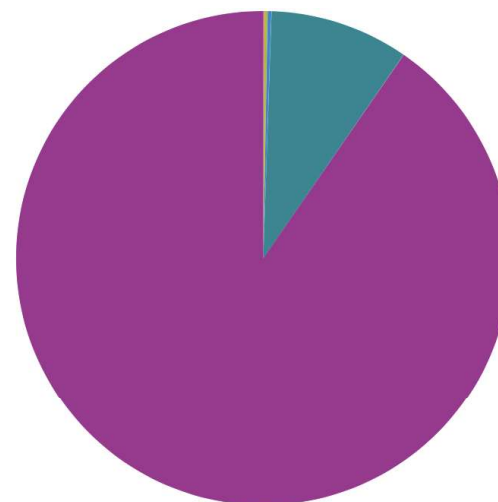
CHICHESTER FESTIVAL THEATRE



AUDIENCE TRAVEL



3263 Tonnes CO₂e



90%



CFT CO₂e 3638.32t

WE PARTNERED WITH

Ecologi

WE PARTNERED WITH

Ecologi

CHICHESTER
FESTIVAL
THEATRE

- Bristol based social enterprise.
- Ecologi work alongside recognised reforestation organisations to plant forests in Madagascar, Nicaragua and Mozambique, as well as supporting some UK planting projects
- They fund climate change solutions throughout the world that are verified through Verra Carbon Standard and Gold Standard for Global Goals. These projects can range from producing electricity from solar energy in Vietnam (where 65% is traditionally generated from fossil fuels) to providing cleaner cook stoves in Ghana and Zambia.
- With Ecologi, each international tree planted costs 24p, each equivalent tonne of carbon removed costs £9.45

HOW IT WORKS

ICE CREAM VOUCHER



Purchase a voucher to be exchanged for an ice cream in the interval and save 50p (ice cream £3.50 at the Theatre).

16 June 2022 19:30

Ice Cream £3.00

1

Add To Basket

OFFSET YOUR JOURNEY AND PLANT TREES



If you plan to drive to CFT, you can offset the equivalent CO2 emissions of your journey and plant four trees, helping us to be a more sustainable theatre through our innovative partnership with UK social enterprise [Ecologi](#).

16 June 2022 19:30

Offset My Journey £1.00

1

Add To Basket

HOW IT WORKS

CHICHESTER
FESTIVAL
THEATRE



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1

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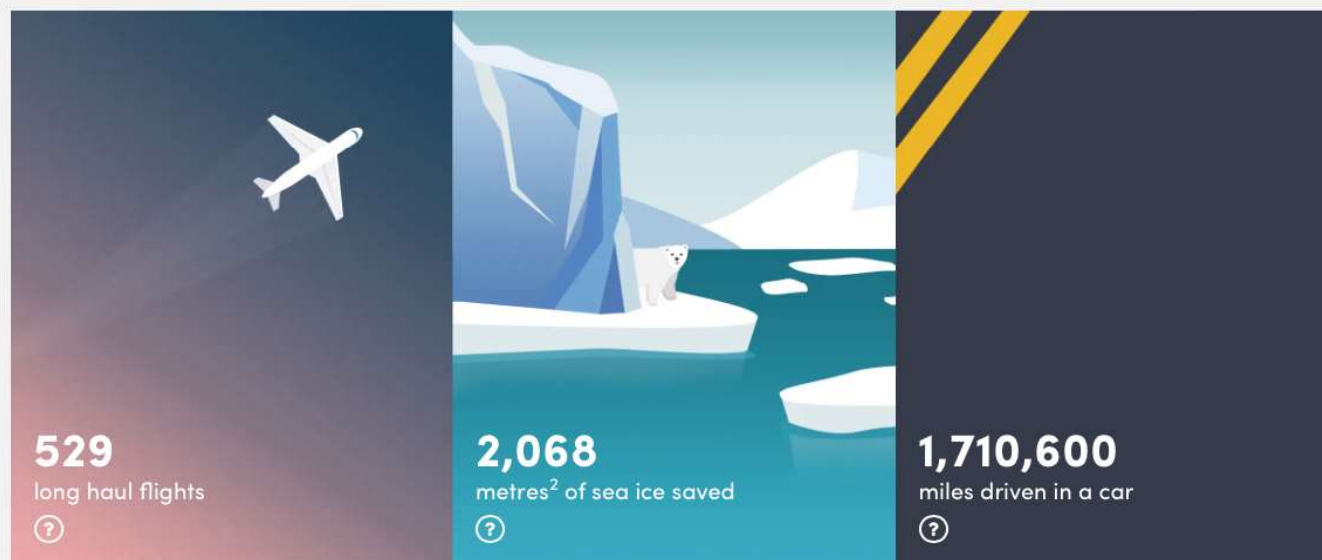
- Sell as supplementary item as relevant to each event booked rather than multiple events once in checkout, this keeps it distanced from donation ask.
- One simple price point of £1, which offsets equivalent of 130 mile journey, plus plants two international trees

IMPACT

Chichester Festival Theatre's impact visualised

Your 689.48 tonnes of CO₂e is equivalent to one of the following

[Go to your dashboard](#)



7%

- 7% of bookers have chosen to offset their journey to date.
- Moving out of the pilot stage of this project we are looking at how we increase engagement.

FIND OUT MORE

Ecologi - visit their website and our profile: cft.link/ecologi

Read more about our green initiatives: cft.link/green

caroline.aston@cft.org.uk

Guest speaker:

Katie Haines

Head of Development and External Relations

Artsadmin

The Power of the Arts to Engage People in Conversations about Climate

SEASON FOR
CHANGE



**ARTS
ADMIN.**

Julie's Bicycle
CREATIVE • CLIMATE • ACTION

Supported using public funding by
**ARTS COUNCIL
ENGLAND**

phf Paul Hamlyn
Foundation

What was Season for Change?

- A UK-wide cultural programme inspiring urgent and inclusive action on climate change from 2020-21 in the run up to COP26 in Glasgow
- Led by Artsadmin and Julie's Bicycle, delivered in collaboration with partners nationwide
- Encouraged artists and cultural organisations to put climate action at the heart of their creative practice and programming, and platform voices that have been historically excluded from the climate conversation.

SEASON FOR
CHANGE

**ARTS
ADMIN.**



What we achieved in 18 months

- 15 artists/companies commissioned nationwide
- Connected with over 1 million people via press and media
- 231,000 people engaged with our 15 commissions
- 182,000 people engaged online
- 230 events submitted by arts organisations across the UK to the open programme
- 100 artists/creatives supported with paid opportunities
- 3,010 artists, arts professionals and climate scientists attended our 29 sector events

SEASON FOR
CHANGE

**ARTS
ADMIN.**



Impact and audience research

How and why did engaging with Season for Change change people? Research with Audience Agency showed that..

- It increased **mindfulness and awareness** that personal choices have an impact on climate change.
- Greater **understanding of the possibilities** for combatting climate change, and **positivity that it's not too late**.
- **Empathy**: more awareness that the severity and urgency of climate change impacts differ for different communities, both locally and globally.
- Allowed people to step outside of their everyday life and focus on the issues of climate change; immersive and multi-sensory activities were particularly effective.

SEASON FOR
CHANGE

**ARTS
ADMIN.**



What did Season show us?

- Respondents had the opportunity to explore different perspectives and contexts for climate change.

For example, Love Ssega's music video campaign reached over 100,000 residents living in Lewisham, around a third of the population, raising awareness of the dangers of air pollution.

Over 80% of people surveyed said the video made them more passionate about air pollution.

SEASON FOR
CHANGE

**ARTS
ADMIN.**



Why is this research important?

People's responses to Season for Change activity show to funders and partners that:

- **exploring the issues of climate change through arts programming is an effective way of engaging people in the conversations about the climate emergency and**
- **power of the arts to influence people's perceptions and behaviours around the environment.**

We hope this will unlock more funding for climate-related arts projects in the future!

SEASON FOR
CHANGE

**ARTS
ADMIN.**



Illustrations by Lily Kong

Thanks for listening!

**ARTS
ADMIN.**

katie@artsadmin.co.uk | @artsadm

www.artsadmin.co.uk

www.seasonforchange.org.uk

Read the full Season for Change report:

www.artsadmin.co.uk/season-for-change-evaluation-report-published



**Thank you for
coming to
today's webinar**

- Slides and recording will be available afterwards – full report coming soon.
- What research do you want next? Get in touch with Flo: flo.carr@indigo-ltd.com
- Questions for the team at pointOne? Contact Helen Jones: helen.jones@pointone.co.uk