
Climate Action Training 2024

Content, programming
and comms

29 October 2024



native
events

Julie's Bicycle

CREATIVE • CLIMATE • ACTION



the arts
council
comhairle
ealaíon

WELCOME

Housekeeping

- Auto-captioning
- Chat and Q&A functions
- Webinar feedback questions at the end
- Recording and slides available post webinar on Arts Council climate action webpage

<https://www.artscouncil.ie/Arts-in-Ireland/Climate-action/Arts-Council-resources-and-supports/>



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Our team today

Claire Buckley

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

Catriona Fallon



Brecken Byron



Autumn series training webinars:

17 Sept 10-11am
Getting Started:
Festivals & Production
Companies

24 Sept 10-11am
Getting People on Board:
Festivals & Production
Companies

1 Oct 10-11am
Developing Action Plans:
Festivals & Production
Companies

22 Oct 10-11am
Travel and transport

15 Oct 10-11am
Audience travel

8 Oct 10-11am
Materials and procurement
Festivals & Production
Companies

29 Oct 10-11am
**Content, programming
and communications**

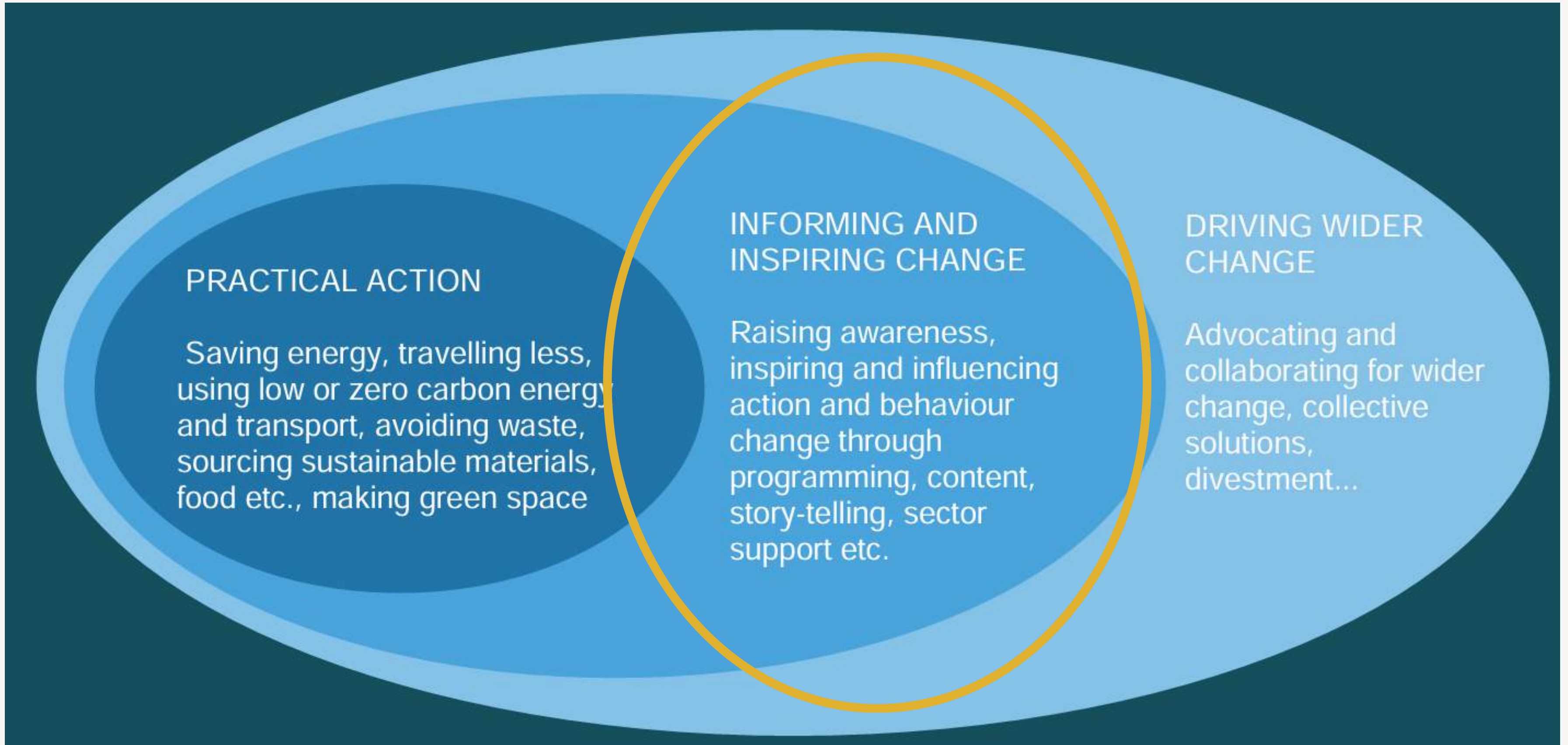
5 Nov 10-11am
Energy for festivals

12 Nov 10-11am
Climate adaptation

If you didn't join the previous sessions you can access the recordings and slides at:

<https://www.arts council.ie/ArtsinIreland/Climateaction/Arts Councilresourcesandsupports/>

What is the focus of today's session?

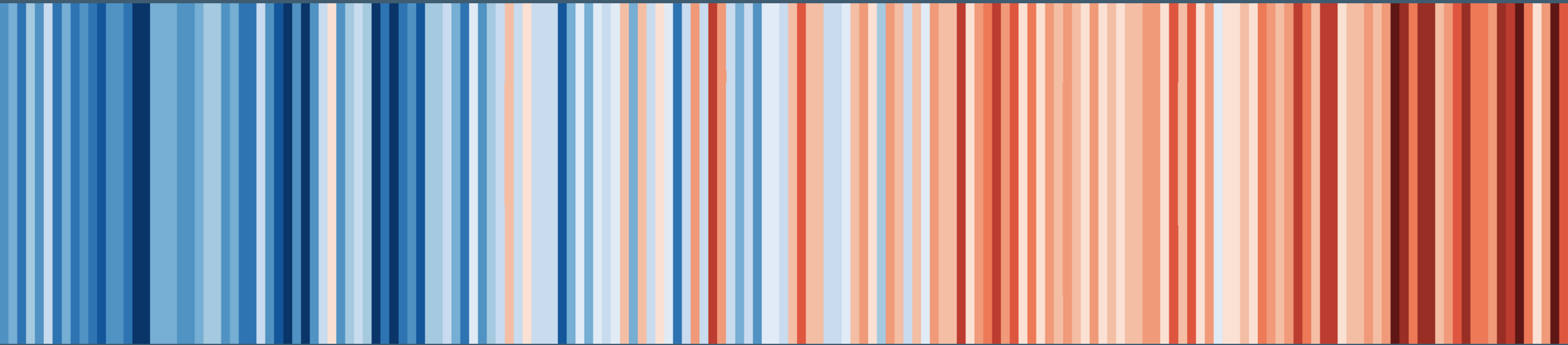


What will we cover?

- What arts organisations can do *outside* of reducing their environmental impact - to inform, inspire and influence positive change and action
- Examples of what different organisations have done
- What to think about for environmental communications



The biggest positive impact our organisation can have is through



Working to inform,
inspire or influence
change and action

Doing both

Leading by example -
through our own good
practice

The climate crisis is a cultural crisis

The arts and culture sector is crucial to our response to the climate crisis...

through its ability to inform, inspire and influence
and....

to act and to lead by example....

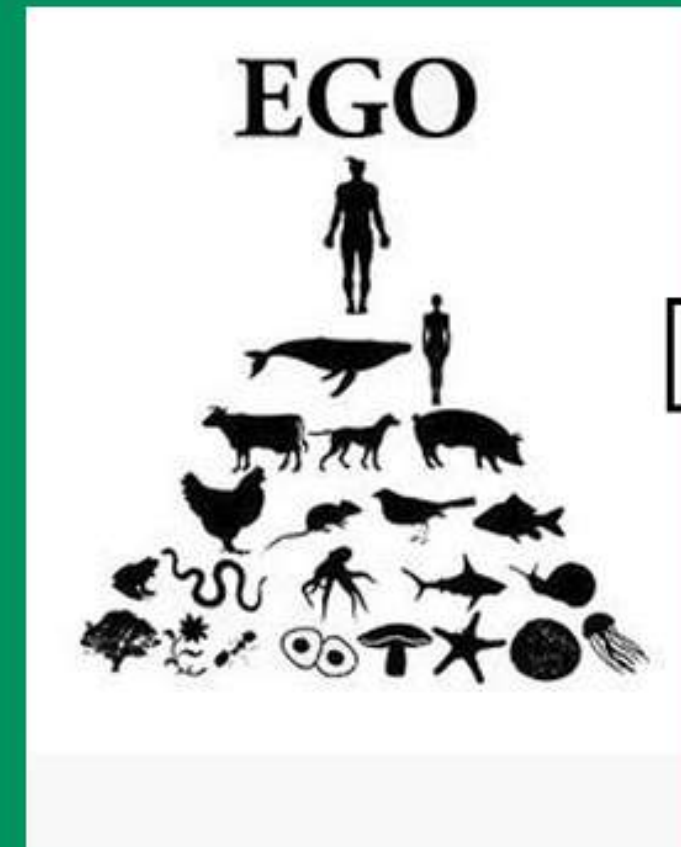


The arts and culture can create a shift in our values and what we value

Consumption
Individual
Fast
Extractive
Linear



Care
Collective
Slow
Regenerative
Circular



It can change the narrative

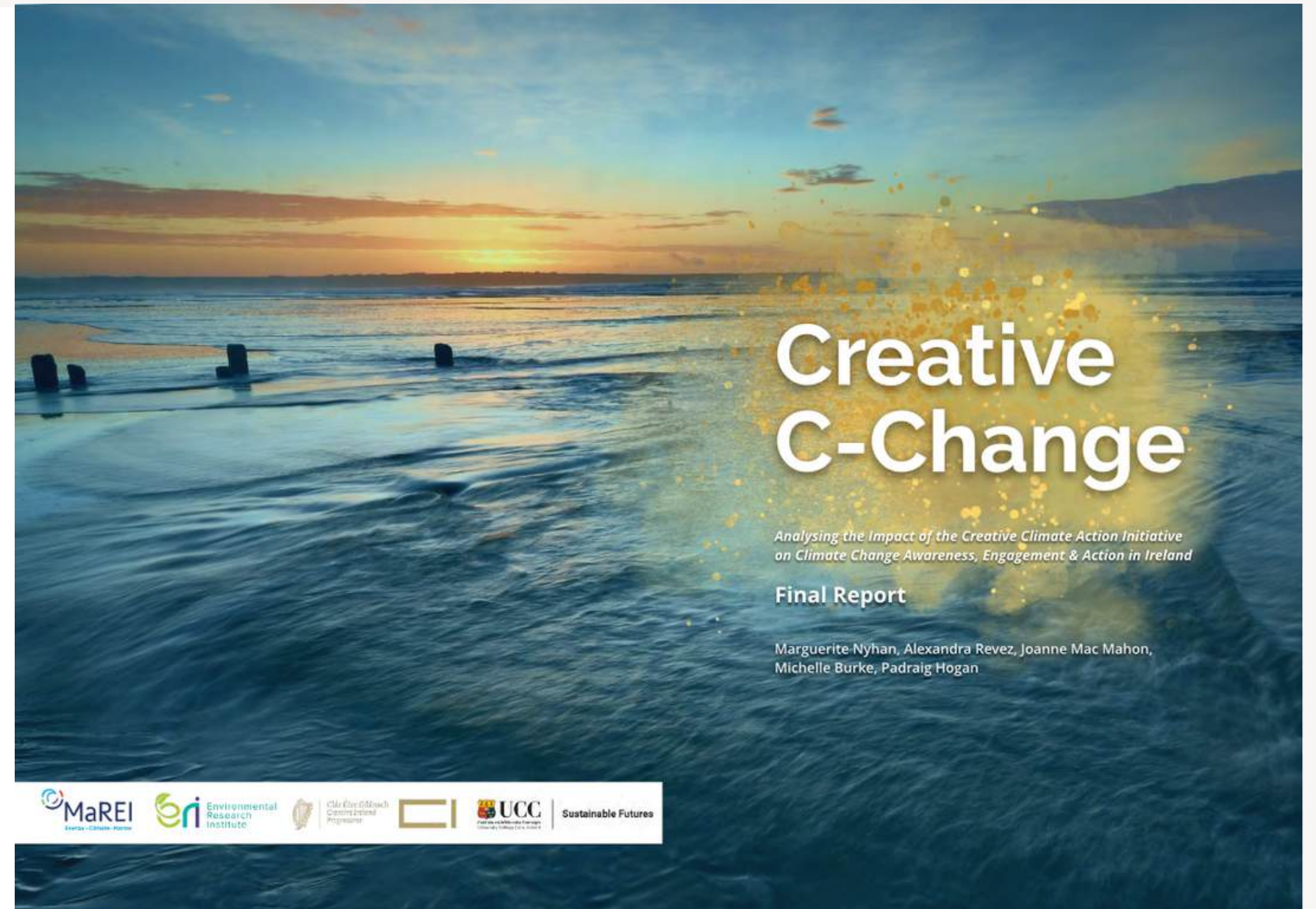
We are only just starting to build evidence.....

Engaging the Public on Climate Change through the Cultural and Creative Sectors

The Creative Ireland Programme



Research Report prepared by M.CO - www.mco.ie



<https://www.creativeireland.gov.ie/en/publication/engaging-the-public-on-climate-change-through-the-cultural-and-creative-sectors/>

<https://www.creativeireland.gov.ie/en/publication/creative-climate-action-creative-c-change/>

SEASON FOR CHANGE

UK-wide cultural programme to inspire urgent and inclusive action on climate change 2020-21

Led by

ARTS ADMIN.

Julie's Bicycle
CREATIVE • CLIMATE • ACTION

Arts sector impacts and benefits

15

artists' commissions

29

Season for Ex-Change events

100

artists and creatives supported with paid opportunities through the Season

230

events were submitted to the open programme

Audience reach and impact

231,000+

people engaged in Season for Change commissions and events

182,000

people engaged with Season for Change online

1,030,000

people reached via press and media reach

REFLECTING ON SEASON FOR CHANGE AND ITS IMPACT

2020
– 21

SEASON FOR
CHANGE

A UK-wide cultural programme inspiring urgent and inclusive action on climate change



Season for Change activity influenced people's perceptions and behaviours around the environment

From the audience research conducted at the commissions, the Audience Agency made some exciting discoveries:

People's responses to Season for Change activity show that **exploring the issues of climate change through arts programming is an effective way of engaging people in the debate.**

The data suggests that participation in immersive, focused activity gave participants the space and time to think about how their own personal choices have an impact on local and global environments, stimulated behavioural and attitudinal change, and was a key factor in bringing about change in how participants act.

Engaging with Season for Change activity often prompted considerations of how individual actions and decision-making can influence the process of climate change; some respondents also indicated a commitment to making lifestyle changes to reduce their impact on the environment.

<https://www.seasonforchange.org.uk/season-for-change-evaluation-report-published/>

Have you already undertaken activity to raise inform, inspire or influence change through creative work, programming, member support, commissioning, residencies etc.

- yes, a little
- yes, a lot
- no, but thinking about it
- no

What can arts organisations do....

So, what can you do?

- Programming creative work - performances / exhibitions
- Supporting members
- Commissioning new work which addresses climate action and biodiversity loss
- Offer residencies which address climate action and biodiversity loss
- Outreach and education
- Festivals/mini festivals
- Collaborating or supporting other creative initiatives

Guidelines

Nobody has to include events in their programme which respond to the issue of climate change – this is an artistic programming decision for each organisation.

Artists across artforms are interested in reflecting the urgency of climate change and what it means for life on this planet – this is an opportunity to support them

If climate action is a theme of your creative output, it's important to try and deliver the production / performance / exhibition in a way that is mindful of its impacts – it's not just the content, it's the way in which the creation of the show mirrors the theme. Consider this when you're putting together artist's briefs for residencies, commissions etc.



Programming Work

Programming Work

Consider including a strand in the programme for your theatre, arts centre, gallery or festival which addresses **climate change** and **biodiversity loss**. This could be an event which co-incides with Earth Day, National Biodiversity Week, Earth Overshoot Day or the annual COP (United Nations Conference on Climate Change).



**seabed sanctuary collective
marine art & photo exhibition**

**Biodiversity Week
May 17-26, 2024**



West Cafe & Wine Bar
Bantry, Co. Cork

For more information visit www.seabedsanctuary.org



Programming Work

The **Caithness and East Sutherland Beacon** is focusing on climate colonialism and **land justice** and redistribution, as well as the crucial role of the area for **peatland restoration**.

Caithness & 
East Sutherland 

Featuring...



Timespan arts centre and museum



Lyth Arts Centre



University of the Highlands and Islands

<https://www.creativecarbonscotland.com/project/climate-beacons-for-cop26/>

Programming Work

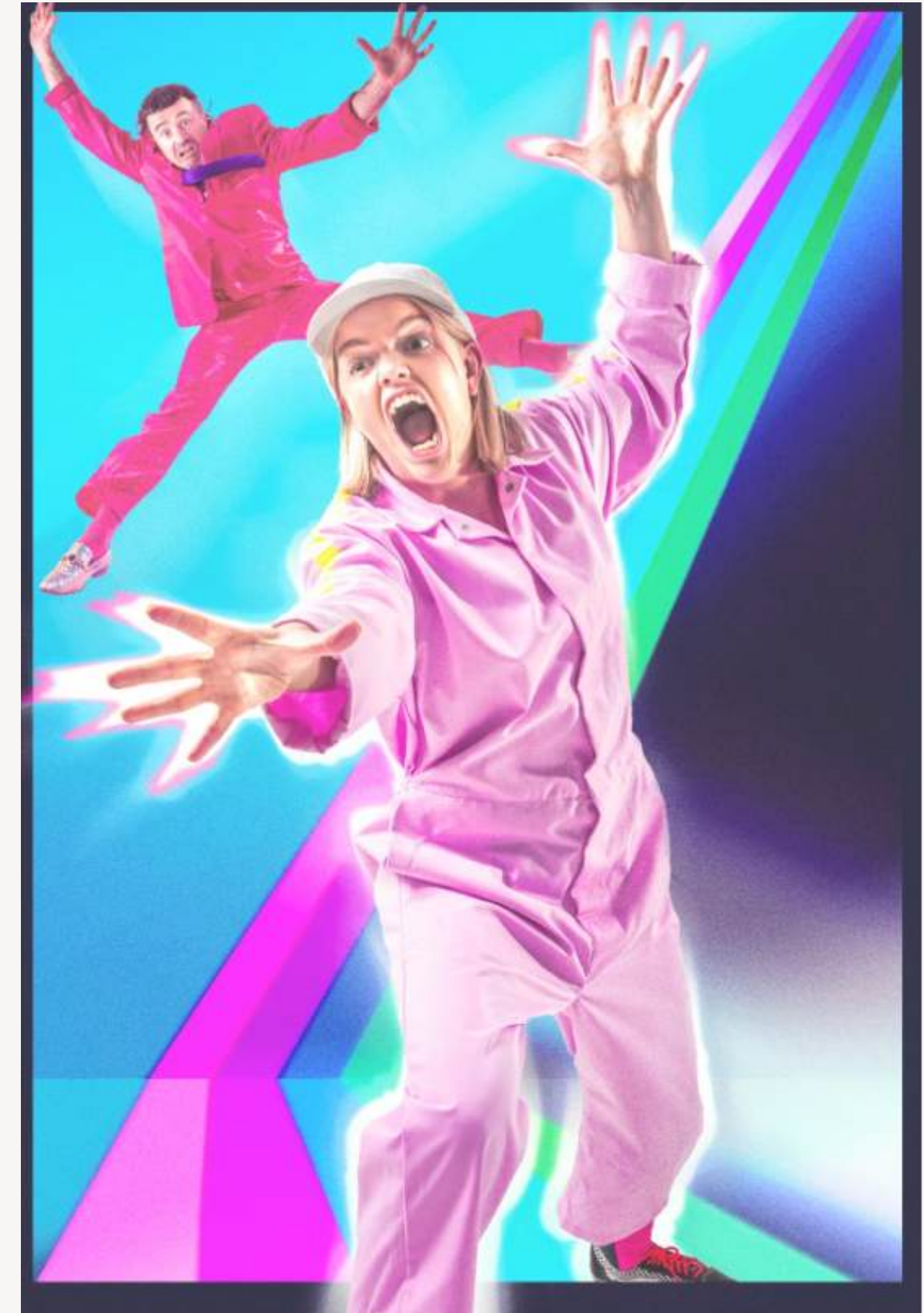
Dream Factory by Lords of Strut, created by Cian Kinsella and Jennifer Jennings, composed by GMCBeats

Dream Factory was produced using sustainable practices for costumes and props. Everything in the show was recyclable, reusable and locally sourced.

A modern legend about over-consumption and environmental collapse told by a star-studded cast in the playful and infectious comedic style of Lords of Strut.

“The show allows us to look at the effects of an extractive economy....and inspires us to engage differently with nature.”

(Cian Kinsella)



Programming Work



On now until 3 November 2024

Free entry / Suggested donation €5

11am - 5pm, Tuesday to Sunday

GLUCKSMAN

Groundwork: Climate awareness in the UCC Art Collection

VISUAL

Sustainment Experiments: THE PLOT

Deirdre O'Mahony's new project on the
grounds of VISUAL

2021 - 2024 |



Programming

Theatre Royal Waterford's 'All the World's a Climate Stage' urban biodiversity garden



<https://theatreroyal.ie/green-venue/>

Supporting Members

Supporting Members

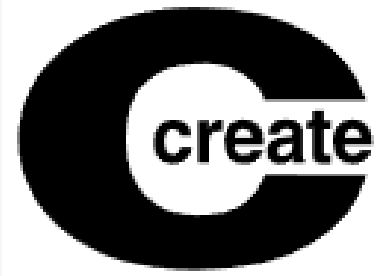
Many resource organisations are providing members with advice and support on addressing the climate and biodiversity emergencies.

Some supports focus on how artists can make their arts practice more environmentally sustainable. Others on sharing how thematic approaches can have a positive impact or simply creating a safe space for artists to talk about these themes..

Resource organisations can play a vital role in sharing opportunities for artists (such as residencies which have a climate change focus) with their members.



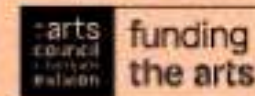
Supporting Members



create national development
agency for collaborative arts

Create National Networking Day: *Collaborating on Climate Justice*

Project Arts Centre, Dublin
19th October 2023



create national development
agency for collaborative arts



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Supporting Members

Sustainable Art Practices – Online Resources

✎ Updated September 10, 2024

Sustainable Art Practices: Tips on Sourcing Materials

✎ Updated September 10, 2024

Sustainable Art Practices: Archival and Longevity Qualities of Eco Materials in Art

✎ Updated September 10, 2024



VAI Lifelong Learning | Next Week's Events | The Ethical Artist | Webinar & Clinics | 21 June

This event will highlight best practice considerations and techniques for visual artists who wish to reduce their environmental impacts, use materials with more awareness, and create art that challenges our ecological and societal perspective. Emerging and mid-level visual artists will gain key insights on the on the use of materials, of exhibiting work, travel, the power of art to emotionally connect us, and our proportional responsibility.

This interactive webinar will be led by environmentalist John Thorne who has been Glasgow School of Art's Sustainability Coordinator since 2013: Working with designers, architects and artists his work seeks to broaden and deepen student experience, exploring how practice can connect us to ourselves and each other and promote social justice. It asks how can we emotionally support nature through art, and better engage people with environmental & ethical issues like climate change and biodiversity loss.

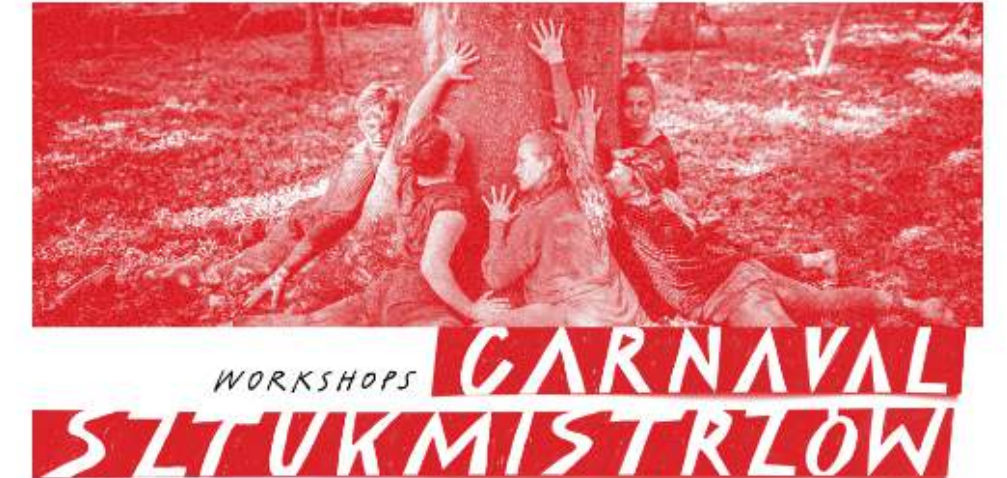
Supporting Members

Carnaval
Sztukmistrzów
Lublin, Poland

Acting for Climate – workshops for circus artists

[SIGN UP](#)

Are you an artist working in circus, performance, or dance? Do you also have a passion for climate activism and want to explore creative ways to make an impact? Or are you looking for new avenues to express your artistic talents and develop your circus skills? If so, you should definitely check out the workshops offered by Norwegian artists from Acting for Climate. Get ready for two days of inspiring and exciting meetings with ecological activism. Sign up now and let your creativity bloom!



Supporting Members

Independent Production Companies, Freelance Producers, Production Managers, Freelance Directors, and Designers.

THEATRE GREEN BOOK TRAINING

by Performing Arts Forum, Green Arts Initiative in Ireland & CCI Skillnet



**THE THEATRE
GREEN BOOK**
Training

Commissioning New Work

Commissioning New Work

General Advice:

The arts have a unique way of speaking to very complex issues. Creative approaches (as evidenced by the success of the Creative Climate Action fund) allow artists and creative practitioners to address climate change and biodiversity loss in a way that is not available to more traditional approaches.

Commissioned work should be produced in a way that mirrors the artistic intention, ie. you should aim to produce the work in an environmentally sustainable way. Commissioning briefs and calls to artists should note this.

Artworks, across all artforms, generally require a longer lead-in time where environmental sustainability is applied to production standards.

Commissioning New Work

KINDRED: An innovative digital dance installation exploring nature and human connection from **Liz Roche** and **Lightscape**.

Commissioned by the ESB Brighter Future Arts Fund in partnership with Business to Arts, as part of Dublin Dance Festival's 2023 Edition.



Residencies

Residencies / Embedded Artist Opportunities

General Advice:

Climate Change is a dark topic. The most successful residencies use an approach which is carefully considered, respectful of communities and which focus on engaging with participants on their concerns.

The Air We Share addresses the issue of air pollution and how cleaner air will benefit an urban community in Galway.

THE AIR WE SHARE

OPEN CALL

3 Artists Residencies €38,000 per project
Duration: October 2024 - July 2025
Primary Location: Westside, Galway City

DEADLINE: 30 SEPTEMBER 2024

The Air We Share
Artist Residency Brief

Funded by Creative Ireland's Climate Action Fund

Lead partner: Comhairle Cathrach na Galilleine / Galway City Council
Scientific lead & : OLLScoil na Galilleine / UNIVERSITY OF GALWAY
Creative production: GALWAY ARTS CENTRE
Community: Westside Resource Centre
Cultural partnership: Comhairle Cathrach na Galilleine / Galway Culture Company

Residencies / Embedded Artist Opportunities



Zoë Uí Fhaoláin Green

Artist in Residence

A Question of Degree: Climate Change & Coastal Communities

1 July to 20 September 2019

The objective of the residency was to reflect creatively on the impact of Climate Change on the local community and to use cultural practice as an interface to communicate an imagined future with a local and international audience.

CULTURE NIGHT AT SIAMSA TÍRE

Friday 20th of September
6pm – 8pm

TAKE PART IN THE CULMINATION OF THIS YEAR'S ARTIST'S RESIDENCY – 'A QUESTION OF DEGREE...'

WITH ARTIST IN RESIDENCE,
ZOË UÍ FHAOLÁIN GREEN

Culture Night is brought to you by the Department of Culture, Heritage & the Gaeltacht in partnership with regional arts offices, local authorities and cultural organisations throughout the island of Ireland.

ROUND GALLERY:

Contribute to Zoë's time-line! Work with Zoë and other artists to add something from our coastline which is precious to you – a shell, a bird, a star fish, seaweed...

MIDDLE GALLERY

Draw your own future home or tell us about your climate change solution.

BACK GALLERY

Listen to the soundscape of Zoë's interviews with members of the community dealing with the changing climate. Look at some of the beautiful images that Zoë took during her residency...



An Roinn Cultúir,
Oidhreacht agus Gaeltach
Department of Culture,
Heritage and the Gaeltacht

Residencies / Embedded Artist Opportunities



*Training for residency hosts
webinar recording coming soon*

Outreach and education

Outreach and education

General Advice:

Let the delivery mirror the spirit of your event!

Encourage participants to travel to your outreach and education event in a sustainable way. Consider timing your event so that it allows for sustainable travel - either by public transport or using active travel.

If you're supplying food and/or drink, think about how your approach to any catering can communicate how you are prioritising sustainability.



Outreach and education

Where the Wildflowers Grow

An unplugged, climate conscious theatrical experiment by Theatre Royal Waterford artist-in-residence Nick Kavanagh of Curious State Theatre Company featuring a site-responsive, interactive piece of theatre which begins on the theatre stage before flowing out into the theatre's urban biodiversity garden and onto the streets of Waterford



Outreach and education

Mermaid Arts Centre: “The Climate Café is connected to participatory projects including The Mermaid Garden Project, where local residents without their own green spaces can grow, compost and exchange horticultural knowledge in our urban garden. The focus is on medicinal, edible and native species and on the relationships forged while gardening.

Think of Climate Café as a site to share knowledge, spark action and seed future projects around climate action. Its loose framework allows alternative methods and research models.”

Fridayfest

Climate Café



Friday 22 November 2024



Free - Booking Essential

NB: Please note that artists younger (under 18s) must be accompanied by an adult.

Duration: 1.5 hours

Outreach and education

Drawing on Wildlife

WORKSHOP **GLUCKSMAN**



Join us for a drawing walk of University College Cork home to 451 species of flora and fauna.

We'll be following the new university biodiversity walk at UCC and under the guidance of a professional artist you'll learn creative skills to capture your discoveries.

Climate Creativity: Using stories and art to explore Climate Justice with young people

May 24 @ 10:30 am - May 26 @ 4:00 pm IST

€100.00 – €120.00



Festivals

Festivals

General Advice:

Festivals often have a generalist audience - a diverse mixture of ages and interests. This is a great opportunity to include an event or a strand in your programme which addresses climate change and biodiversity loss. It is possible (believe it or not) to do this with humour.



The 'fun' in fundamental change

Festivals



FUTURE LIMERICK is a climate arts festival brought to you by Sunday's Child in association with the Lime Tree | Belltable. Taking place across Limerick city the programme features theatre, spoken word, comedy, music, family fun and panel discussions highlighting sustainability and artists' responses to the climate crisis.

After our brilliantly received 2022 festival FUTURE LIMERICK is back from the 18-25 May 2024 with support from the Arts Council.



Festivals

Poetry on the Bus - Emer Fallon



Festivals



14-27 JULY 2025

Is Ireland too late to deal with Climate Change?

Marie Donnelly in conversation with Sheila Malone
Galway International Arts Festival



Festivals

OUR MISSION

Our mission is to present artistic & cultural experiences at Earth Rising, that catalyse climate conversations and actions.

OUR VISION

Our vision is to be an internationally significant event that sparks a transformative and thriving climate movement in Ireland.

ECO FESTIVAL

EARTH RISING

EARTH RISING is IMMA's flagship festival focused on the Earth crisis. Celebrating art and culture as catalysts for environmental change and collective action, this festival includes free exhibitions, workshops, talks, performances, screenings and more. Join us to explore innovative solutions and contribute to a thriving, sustainable future for Ireland.

20 - 22 September 2024

IMMA Campus

WE DELIVER ON OUR VISION THROUGH...

OUR PROGRAMME

Creating a festival experience that uses art and culture to inspire us to be more creative in our response to the climate crisis.

OUR IMPACT

Building a framework to design and measure impact.

OUR PRODUCTION

Ensuring the festival is produced in a responsible, ethical, and sustainable way.

Festivals

Examples of environmental measures

- Billboards in Dublin city centre advertising the festival used 100% off grid solar power, made possible by Micromedia Outdoors
- Vendors required to demonstrate commitment to sustainability practices in order to trade
- No virgin material used for the build e.g. some furniture salvaged from Electric Picnic + Earth Rising archway built by Forja Works entirely out of salvaged and shared materials
- Solar powered phone recharging station
- Fun and educational approach to waste and recycling with Native Team on hand to guide people and start conversations around waste management and wider circular event principles in practice at the festival



<https://www.nativeevents.ie/sustainability-at-earth-rising-2024/>

Collaboration

Collaboration



Four Seasons in Our Garden: A Yearbook

The project leverages the power of art to make science accessible and engaging. It encourages exploration and understanding through the lens of creative expression, local context, and global climate action.

Four Seasons in Our Garden: A Yearbook

Celebrating biodiversity, addressing climate change, and fostering intergenerational connections in Sligo town.

This groundbreaking project, a collaboration between Kids' Own Publishing Partnership, Cranmore Co-Operative Society, and a panel of environmental scientists and experts, serves as a bridge between the arts, community sector, and sciences. It is a dynamic, intergenerational initiative, bringing teenagers and older generations together to explore and find solutions to pressing climate and biodiversity issues.



*Four Seasons in Our Garden
special publication coming soon*

Collaboration

Creative Carbon Scotland, Paths for All and Perth Theatre and Concert Hall - ***Transforming Audience Travel Through Art:***

A 12-month project that sought to address challenges around audience travel with a view to identifying more sustainable options.

An artist and filmmaker based in Perth & Kinross, and an activist with Climate Action Strathearn, **Helen McCrorie** collaborates with community groups to make work that explores radical human ecologies, including outdoor learning and community buyouts.



<https://on-the-move.org/resources/library/transforming-audience-travel-through-art-report-and-recommendations>

Examples of arts organisations' commitment in this area.....

Baboró

International Arts
Festival for Children

Strategic Goals

Goal 4: Environment

The environmental and biodiversity crisis will be reflected in the way we work and the stories we tell.

Objectives

- Develop an Environmental Sustainability Policy that will guide our work.
- Embed sustainability practices in our operations and events in order to minimise our environmental impact.
- Our creative programmes will reflect children's curiosity and passion for the world around them.

Outcomes

We will have developed an Environmental Sustainability Policy and begun to implement that policy so that we are accountable for the impact our work has on the environment. We will have introduced practices to reduce Baboró's carbon footprint. We will listen to children's natural curiosity and concerns for the environment and strive to reflect these in our programmes, with a proactive approach and hope for the future.

Sustainability Policy & Action Plan

Our Sustainability Focus

Our main targets and actions focus on four pillars.

1. Education
2. Production
3. Energy Use & Waste Management
4. Community Engagement

Our Sustainability Priorities

- To develop and maintain policies through which to improve the sustainability of the Academy
- To align with Trinity College Dublin's Sustainability Strategy and emissions targets
- To establish a student-led Lir Green Campus Committee to prioritise actions and recommend solutions to the Board and Senior Management team as appropriate
- To establish a staff-led Sustainability Working Group that will review Lir policies and practices with a view to making them more sustainable
- To raise awareness of sustainability issues amongst students and staff and act on feedback to implement suggested initiatives, including regularly circulating updates on green actions at The Lir Academy through the Lir Life newsletter
- To identify and promote good practice and personal responsibility within the Academy
- To monitor the implementation of actions through collection of data (e.g. electricity usage, waste production)
- To teach and model sustainable theatre production at The Lir Academy through the Theatre Green Book
- To encourage sustainable theatre production beyond The Lir Academy by encouraging the adoption of the Theatre Green Book.
- To develop and formalise stronger ties with the theatre industry to facilitate a circular economy.

A couple of upcoming initiatives



YOUTH
THEATRE
IRELAND

Youth Theatre Ireland invites you to attend

Developing Sustainable Practice in Youth Theatre A Youth Theatre Practice Symposium

TU Dublin, East Quad, Grangegorman Campus, Dublin 7,
on November 8th and 9th 2024
from 11.15 am

Please RSVP to Alan King at alan@youththeatre.ie
by Friday Oct 25th



Delivered in partnership with with [TU Dublin School of Media](#), [TU Dublin Sustainability](#), and the [TU Dublin Conservatoire](#)



An Roinn Leanaí, Comhionannais,
Míchumais, Lánpháirtíochta agus Oige
Department of Children, Equality,
Disability, Integration and Youth

Supported by the Youth Climate Justice Fund, from the Department of Children, Equality, Disability,
Integration and Youth, TU Dublin's Office of the Vice President of Sustainability, and The Arts Council.



Workshop 1 We Don't All Have to Be Coldplay to Make a Difference

Facilitated by – Medb Lambert (She/Her)

A production design toolkit for makers and facilitators to help you save energy (physically, emotionally, logically and geologically) and shift our thinking about the 'stuff' all around us.



Workshop 2 Strategies For Hope And Storytelling Facilitated by Maeve Stone (She/Her)

What keeps the head lifted when you're making work about - or just thinking about - climate breakdown? I'll share some principles for hope and creative thinking when it comes to the future.

Workshop 3 Circular Economy: Creative Reuse of Materials Facilitated by Alex Konieczka (She/ Her)

Circular Economy: Creative reuse of materials

Join ecologist and zero-waste artist Alex Konieczka for a hands-on workshop that unlocks the creative potential of materials. In this session, you'll learn about the circular economy and explore how the abundance of resources around us—often seen as waste—can be transformed into innovative, practical, and low-cost solutions. Alex will guide you through fun, accessible techniques that incorporate circular economy principles, helping you rethink how materials can be reused creatively. If you're ready to challenge the way you see discarded items and embrace a fresh approach to sustainability, this workshop is for you!



Workshop 4 Making it Green - Introducing the Theatre Green Book, A practical guide for sustainable theatre production Facilitated by Sinéad Wallace (She/Her)



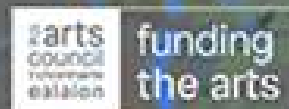
CLIMATE ART ASSEMBLY -PHASE ONE-

**The Roots for the Future
Collective invites you to
a sharing of ideas and
a radical thinking exchange**

**12pm - 4pm
Thursday 12th December 2024
at Project Arts Centre, Dublin
Free but ticketed**

**Help us to build a
Climate Art Assembly**

www.rootsforthefuture.net



Which, if any, of the following are you already doing on environmental communication:

- sharing our environmental commitment and good practice on our website
- campaigns on specific topics e.g. food and drink, travel...
- communicating good environmental practice at our performances or events
- providing information on environmental measures in our building / at our festival sites e.g. posters, certificates
- other

Environmental communications

Key points

- Share and celebrate what you are doing
- Know your 'audience', who you want to reach, what matters to them and how best to reach them
but *also* think about how to be inclusive, go beyond the 'usual suspects' and reach underrepresented people and groups
- Be positive, be solutions-oriented and 'mind your language'...

**Share and celebrate what
you are doing.....**

Share and celebrate what you are doing...



Pavilion Theatre is making efforts to reduce our impact on the environment.

In recent years, we have set out on our journey to become more environmentally conscious in how we operate our venue. Below is a growing list of some of the initiatives that we have already implemented.



Dunamais Arts Centre has a long-standing commitment to greening the arts and making every effort to being eco conscious in all aspects of our work.

Since 2009, our Technical Manager Nick Anton has been leading the team to investigate ways to save energy across our building and activities, from using recycled paper to managing water use. Read more about [our steps towards a greener arts centre and the results so far](#).

[Read our Environmental Policy](#)

GREENING THE THEATRE ROYAL

Theatre Royal Waterford is now actively working to reduce its impact on the environment, in collaboration with our partners below.

The theatre's 'Green Team' of dedicated staff members have embarked on a series of energy efficiency and climate adaptation changes throughout the building, focused on the circular economy, waste management, urban biodiversity, and renewable energy technologies.



'CLIMATE CONSCIOUS' THEATRE PLANNED BY THEATRE ROYAL'S NEW ARTIST-IN-RESIDENCE



west | cork | music

Green Policy



Sustainability

Galway International Arts Festival is proud of the impact we make on people's lives, but we also recognise that festival activities can have a significant impact on the environment.

[WHAT'S ON](#)[JOIN & SUPPORT](#)[SHOP](#)[WATCH & LISTEN](#)[DONATE](#)

Cognisant of the damage being done to the planet by human activity, Galway International Arts Festival aims to transition the festival to a sustainable future by significantly reducing its carbon footprint over the next number of years.

Our Commitments

[Read GIAF's 2022-2025 Sustainability Goals here.](#)

Support and help us to reduce our impact on the environment.

About Green Arts

What is the Green Arts Initiative in Ireland

Find out more about the work of GAI and how we can support you

Green Arts News & Events

Find out about current and upcoming events and projects at the GAI

Useful Links & Resources

Resources, guides, and toolkits for arts organisations and artists who want to play a role in addressing the climate crisis

Guide to Energy

Helping you understand and record your energy use

[View Guide](#)

Join Green Arts

Join the initiative and help us lead a more sustainable sector

[Join Now](#)

Summary of Greening Venues Pilot Project

An insight into the environmental impacts of seven venues

[Read More](#)



The Last Harvest

A short film set in Ireland in 2112, where the main character wakes one morning to discover an invasive species has infected her young community's wheat crop

Maeve Stone & Alex Gill, Cracking Light Productions

Supported by Clare County Council Arts Office and Creative Ireland



<https://www.crackinglightproductions.com/sowing-seeds>

Know your ‘audience’, who you want to reach, what matters to them and how best to reach them



Awareness is not the issue

95%

Aware of climate change

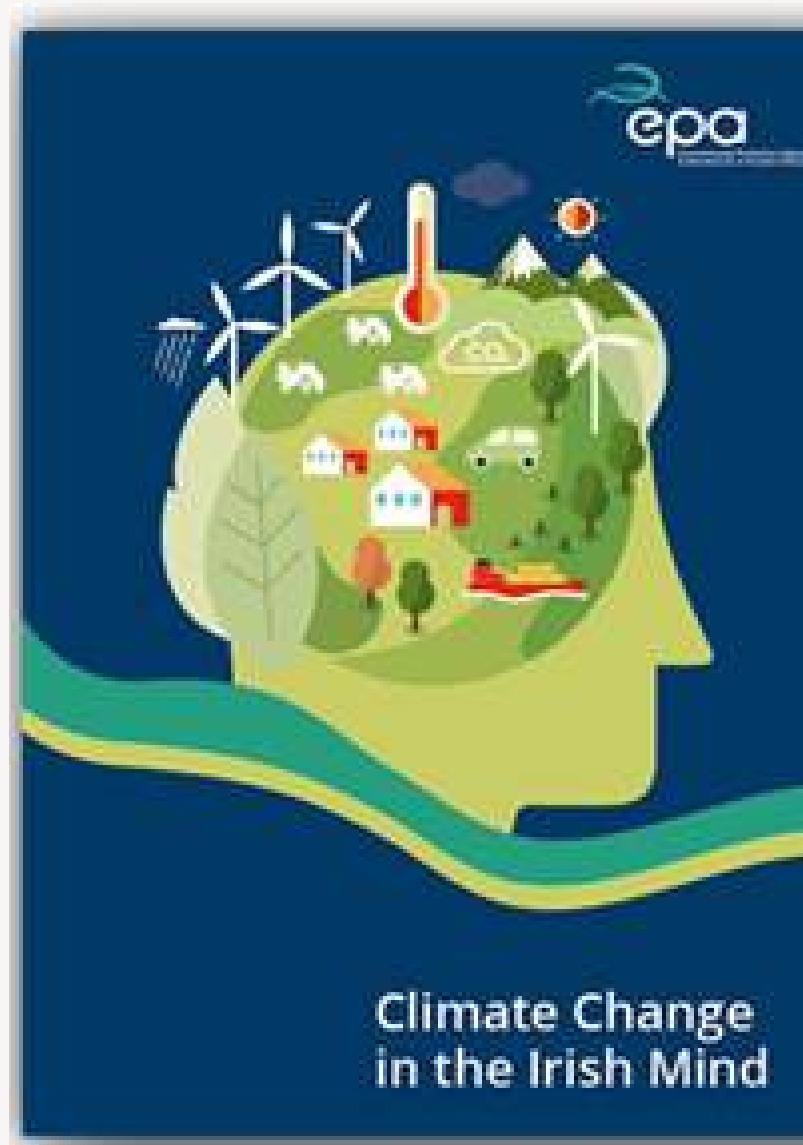
87%

Want government
to take more action

47%

Planning on increasing
their own activism

Source: *Climate Change in the Irish Mind*



- Irish population accepts climate science findings and the need to take climate action
- Climate denialism largely absent in the population
- Strong belief that climate action will lead to an improved quality of life
- Just transition and perceptions of fairness and equity in policy and solutions very important

<https://www.epa.ie/environment-and-you/climate-change/what-is-epa-doing/national-dialogue-on-climate-action/climate-change-in-the-irish-mind/>



Clár Éire Ildánach
Creative Ireland
Programme



Change is a process, not an outcome

“Decisions on climate action taken by organisations, communities and individuals will often depend not only on a factual understanding of climate change but the underlying personal values, social and cultural norms.”

Source: Engaging the public with Climate Change through Culture and Creativity Report — Creative Ireland / M-CO 2021.



Act Green 2024: Summary findings

112 Participating organisations

17,450 Audience responses

Cultural audiences and visitors are more concerned about the climate emergency than the general public, particularly those aged under 35 and those with children.

Although there is increasing polarisation about the role audiences and visitors think cultural organisations should be playing, with a vocal minority telling organisations to 'stick to putting on shows', the majority want and expect organisations to communicate what they are doing and tell audiences and visitors how they can help.

Still only a small proportion think cultural organisations are currently placing great importance on this and a quarter of them are still not really sure what we're doing.

Audiences and visitors would support a range of fundraising initiatives, and sustainability accreditation would make audiences feel more positive towards organisations and more likely to support them.

<https://www.indigo-ltd.com/resources/act-green-2024-report>

Who do you want to reach and what is likely to be of most interest to them....

Who	Info on practical sustainability actions	Environment related programming	Environmental policy and progress updates – e.g. stats	Awards, certifications, large investments or projects
Core staff	x	x	x	x
Temp staff	x			
Audiences	x	x	(x)	x
Visiting artists	x	x		
Suppliers and partners	(x)		x	x
Press		x		x

What channels do you have to reach people and which are the most appropriate?

- Building / site signage – FOH, backstage, office, toilets, catering
- Social media
- Website sustainability page or news
- Emails
- Tickets and booking confirmations
- Industry press or events
- Intranet or staff newsletter
- Meetings
- Annual / regular conferences
- etc.....

Be positive, be solutions-oriented
together and ‘mind your language’...

FROM CARBON FOOTPRINTS TO CULTURAL INFLUENCE:

ENGAGING LIVE MUSIC AUDIENCES ON TRAVEL CHOICES



Adam Corner
Briony Latter
Chiara Badiali



1

Audiences can be powerful agents of change: Invite audiences to be part of demanding the wider changes needed to break the impasses many events face around travel infrastructure

2

Focus on collective efficacy/agency and solutions-focused frames so that travel decisions are active choices, not sacrifices or inconveniences: don't apologise for inviting audiences to be part of positive change

3

Find and amplify human stories that 'show the change' rather than focusing on facts and figures. What are the audience values that you can use to frame climate communications for them?

4

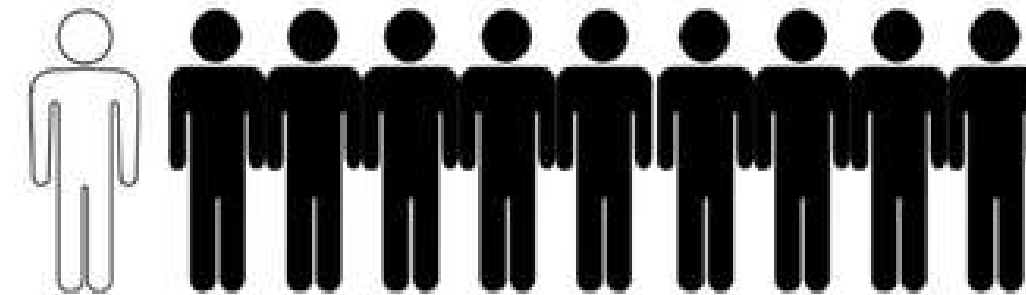
Focus on fairness and feasibility: When people perceive a climate policy or a behavioural 'ask' to be fair, they are much more likely to support it.

5

Build on the cultural credibility of live events to encourage 'legacy impacts': Well-liked live events, with a clear sense of identity and loyal audiences can lead conversations about travel choices more widely, not just around live music.

Use positive messaging

Negative descriptive norms:
This sign increased littering in
an experiment in Cornwall



1 out of 10 people litter

Litter harms our
community and marine life

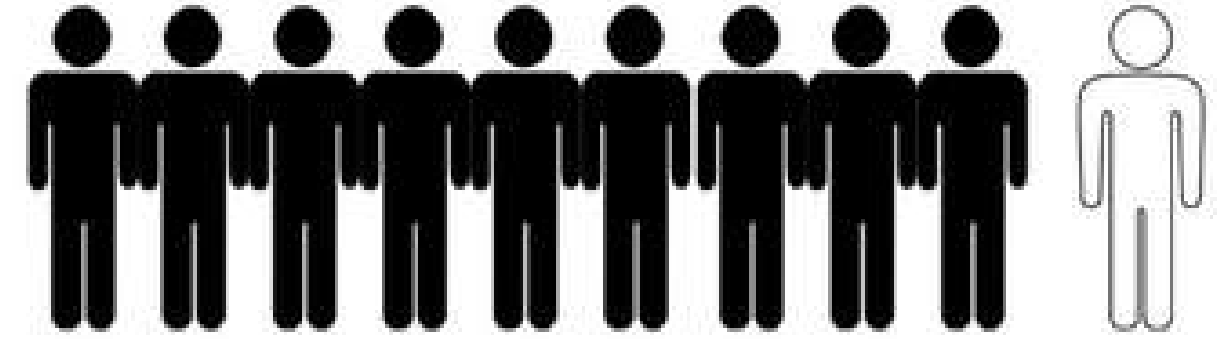
These reduced littering

- Prescriptive norms-
Telling us what to do,
and what is expected
- Positive descriptive
norm - focusing on
how many people are
doing the 'ideal
behaviour'



Be a hero - recycle

Litter harms our
community and marine life



9 out of 10 people use a bin

Litter harms our
community and marine life



Do's

- Tell stories that speak to the values and interests of the people you want to reach
- Use facts, data, and figures where RELEVANT, and CONTEXTUALISE them.
- Be honest, transparent, precise and have facts to back up claims. Be SPECIFIC.
- Frame sustainability as something you're working towards
- Explain why something matters to you
- Use positive framing
- Be solutions-focused
- Find opportunities to link your environmental initiatives to your creative programme.

Dont's

- Use technical language just because it's science, or rely on big, abstract concepts.
- Use data and figures for the sake of it and without context
- Greenwash, talk vaguely, or make unsubstantiated claims
- Say “we're green now”
- Assume that people will just ‘get’ it
- Give people only negative stories with no call to action and use negative messaging e.g. “don't drop your litter”

Autumn series training webinars:

17 Sept 10-11am
Getting Started:
Festivals & Production
Companies

24 Sept 10-11am
Getting People on Board:
Festivals & Production
Companies

1 Oct 10-11am
Developing Action Plans:
Festivals & Production
Companies

22 Oct 10-11am
Travel and transport

15 Oct 10-11am
Audience travel

8 Oct 10-11am
Materials and procurement
Festivals & Production
Companies

29 Oct 10-11am
Content, programming and
communications

5 Nov 10-11am
Energy for festivals

12 Nov 10-11am
Climate adaptation

Examples Shared in the Chat

- Dance artists Rita Marcalo and Maria Nilsson Waller audience engagement on climate change
- Solstice Arts Centre and Swift Cultural Centre, Trim <https://solsticeartscentre.ie/whats-on/take-me-to-the-river/>
- Immersive Installation 'Peatlands' at Dunamaise Arts Centre <https://www.dunamaise.ie/whats-on/exhibitions/peatlands>
- Documentary series with Lyric FM - Composers responding to climate and biodiversity crisis <https://www.cmc.ie/amplify/weonlywanttheearth>
- Cycles - project that aimed to change people's perspectives on their local landscape through language and cycling across County Carlow
- Re-cycle Art Lab in The Model Sligo gallery in response to exhibition Stigma Damages

Q & A

Thank you!

