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# Climate Action Training 2024

## Getting Started - Festivals

17 September 2024



native  
events

Julie's Bicycle

CREATIVE • CLIMATE • ACTION



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# Welcome



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# 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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# Climate Action Training 2024

## Getting Started - Festivals

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the arts  
council  
comhairle  
ealaíon



# Our team today

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**Claire Buckley**

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

**Megan Best**



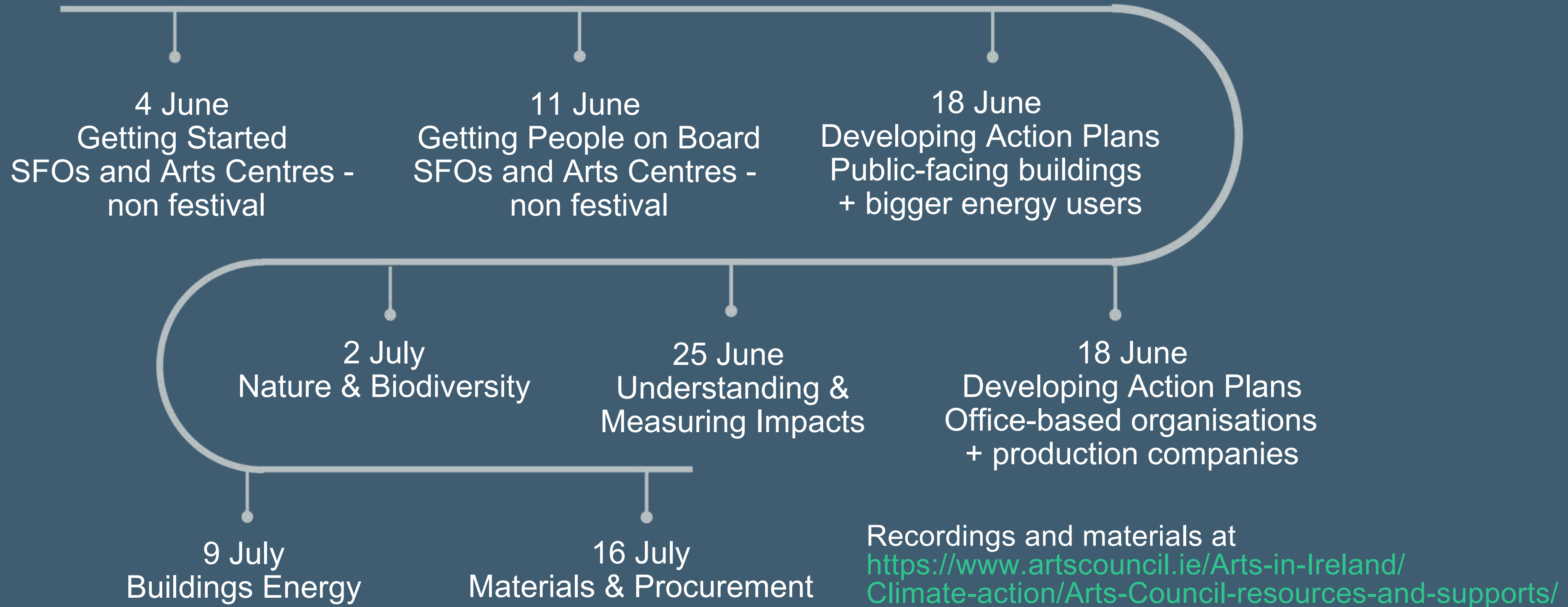
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**Brecken Byron**

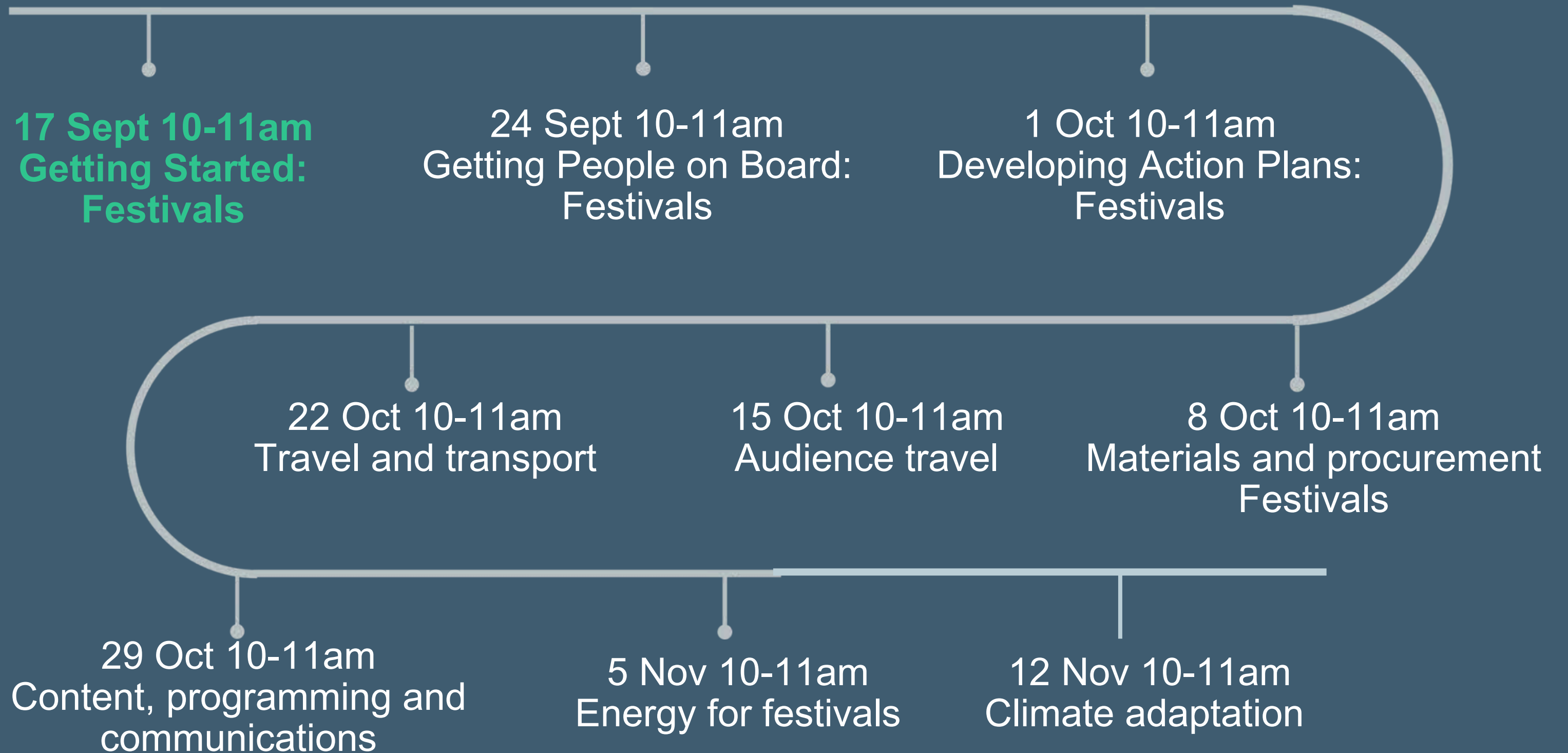


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events

# Summer series training webinars:



# Autumn series training webinars:





What are the aims  
of this session?



# What will we cover?

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- Introduction to environmental policies
- Key steps in developing an environmental policy
- Examples
- Some worksheets to help on the way

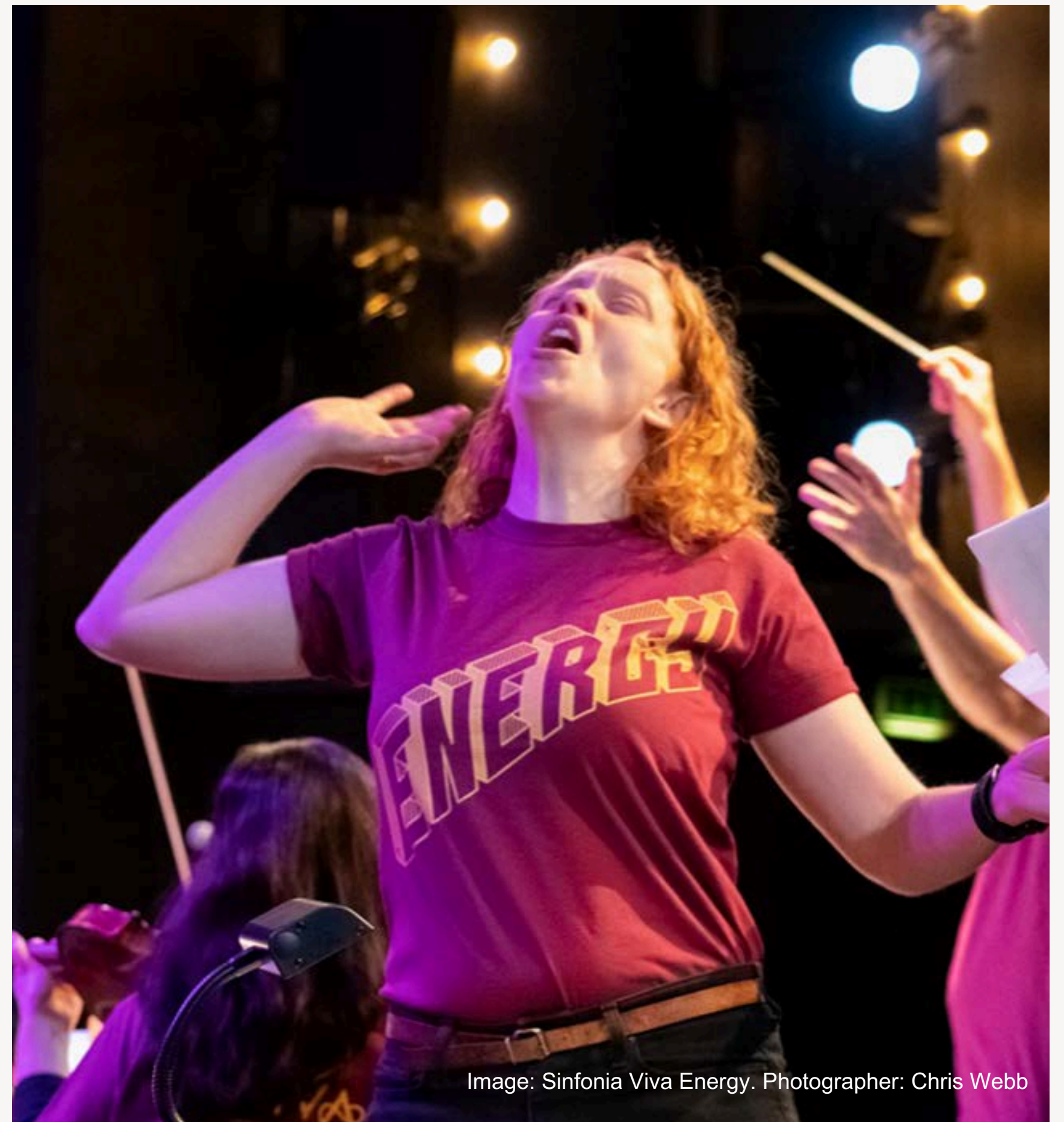


Image: Sinfonia Viva Energy. Photographer: Chris Webb

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**What is the first word  
which comes into your  
head when you hear  
“organisational  
environmental policy”?**



Image: Experiments in sustainable costume making: New Carnival Company

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# Introduction to environmental policies

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# Recap on the Arts Council's ask to SFOs and Arts Centres

Provide a **document**, or **set of documents**, when signing **funding agreements in January 2025** which cover:

- **POLICY**

Statement of topline environmental ambitions, commitment, goals, values, principles...

- **PLAN**

Plan of action for how you will achieve your ambition, commitment, goals and/or put your environmental values or principles into practice

## Reminder:

- **No requirement to make policy or plan public**
- No plans to ask organisations to submit environmental data or carbon footprints in 2025

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# Policy vs. Plan

## POLICY

**Statement of topline** environmental ambition, commitment, goals, values, principles which is:

- Specific to **size, scale and nature of activity**
- Makes clear who is **accountable** and who is **responsible** overall
- Provides a **framework** for environmental **action and reporting**

## PLAN

**Plan of action** of how you will achieve what you have set out in your policy e.g.:

- Action to **reduce impacts** and green place, practice and/or production
- Action to **inform, inspire or support change** e.g. programming, sector support
- Environmental **comms and engagement**



# Climate Action and Low Carbon Development (Amendment) Bill 2021

Report and Final Stages – Dáil Éireann

“Ireland’s national climate **objective** requires the State to pursue and achieve, by no later than the end of the year 2050, the transition to a climate-resilient, biodiversity-rich environmentally sustainable and climate-neutral economy.”

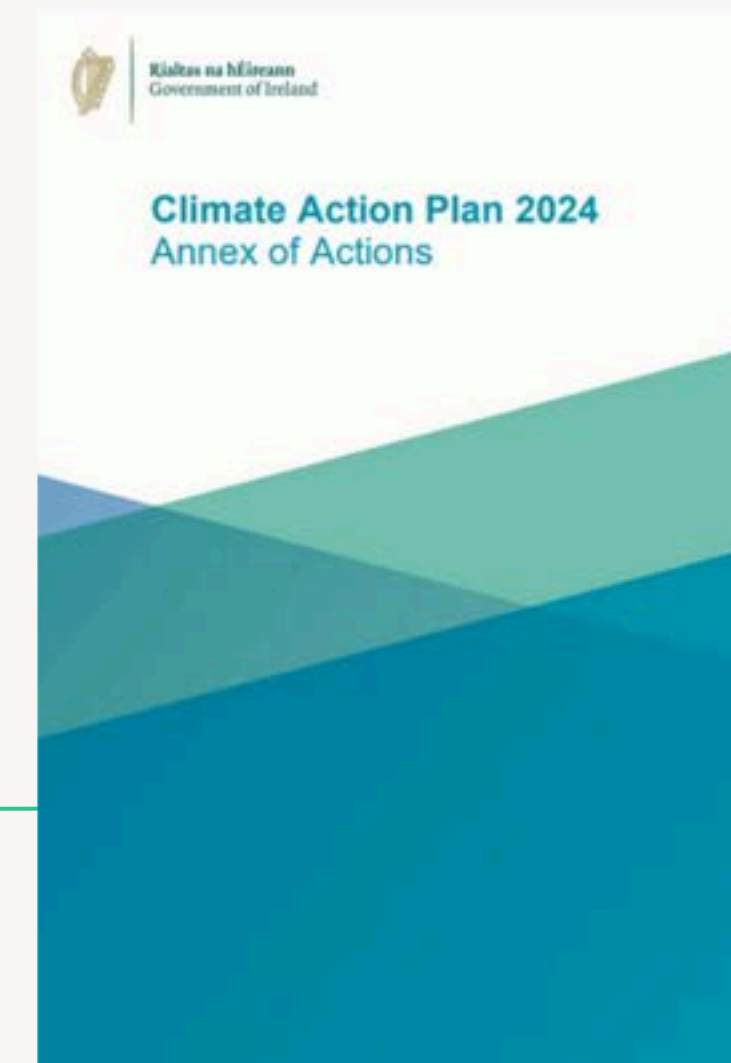
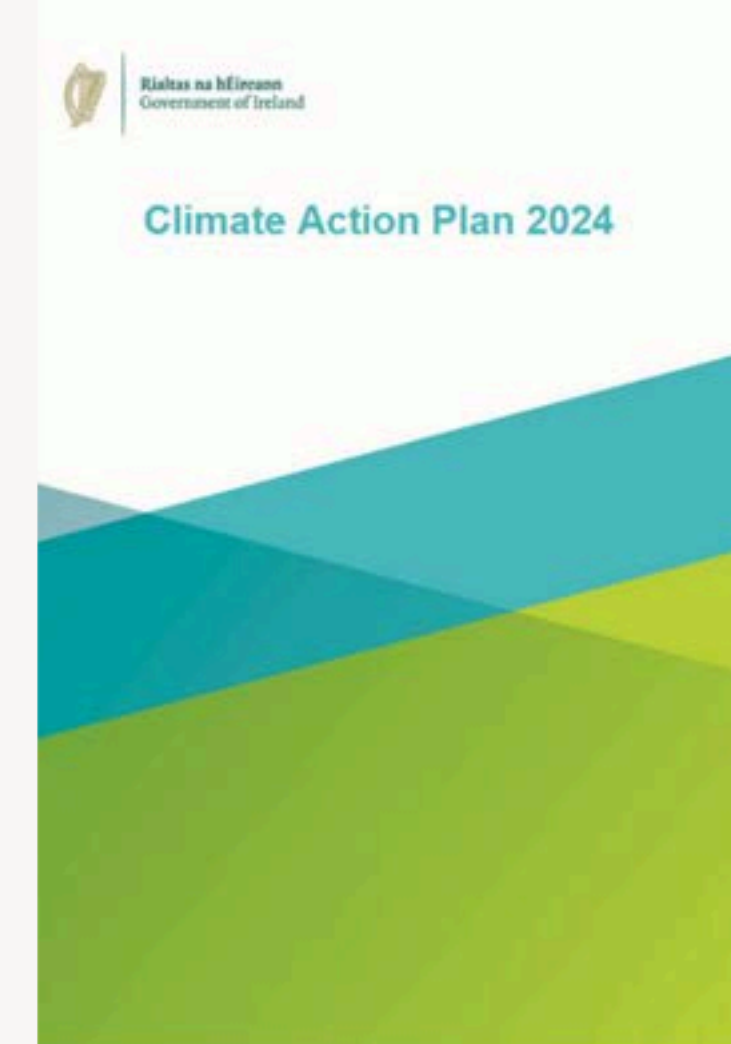
## Targets:

- 51% emissions reduction 2018-2030
- Net Zero by 2050

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# 6 priorities

- **Powering Change** - electricity
- **Building Better** - built environment
- **Greener Mobility** - transport
- **Sustainable Farming** - agriculture
- **Decarbonising Business** - industry
- **Nature Based Solutions** - land management



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## Policy Do's

- Make it your own, **specific and relevant** to your organisation
- Be **honest** and **credible** about your level of ambition...
- Make it **succinct, short** and **clear** – so people can easily ‘get it’
- Develop it as a **team effort**
- Get it **signed off** at the appropriate level
- ‘**Document**’ and share it in a way people know where to find it
- **Review** to see if it needs updating every few years

## Policy Don'ts

- Don't make it a generic, ‘copy-paste’ policy which could apply to anyone
- Don't make unrealistic commitments you don't feel you can live up to
- Don't write it as a long government-policy type document
- Don't write it in a corner on your own
- Don't forget to get it signed off at the appropriate level
- Don't do a random word document, no one else but you can find
- Don't change it every few months



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# Which of these statements best describes where you are on your organisational environmental policy?

- Just starting to think about it
- Working on it
- We have a clear set of commitments and priorities but haven't written them down in a policy yet
- We have a policy but it's not great
- We have a clear policy which is 'document' and has senior sign-off
- Other

# How to get to your environmental policy...

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# Every organisation is different. There is no 'one-size-fits-all' approach

Define your commitments based on:

Who you are

Where you are

What you do

Who you do it with

What you value

What you want to see  
change

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**Be clear on why it matters...**

“  
Our world  
needs climate  
action on all  
fronts:  
*everything*  
everywhere,  
all at *once*.”

António Guterres  
UN Secretary-General

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Remember there are different ways you can make a positive difference....

**PRACTICAL ACTION**

Saving energy, travelling less, using low or zero carbon energy and transport, avoiding waste, sourcing sustainable materials, food etc., making green space

**INFORMING AND INSPIRING CHANGE**

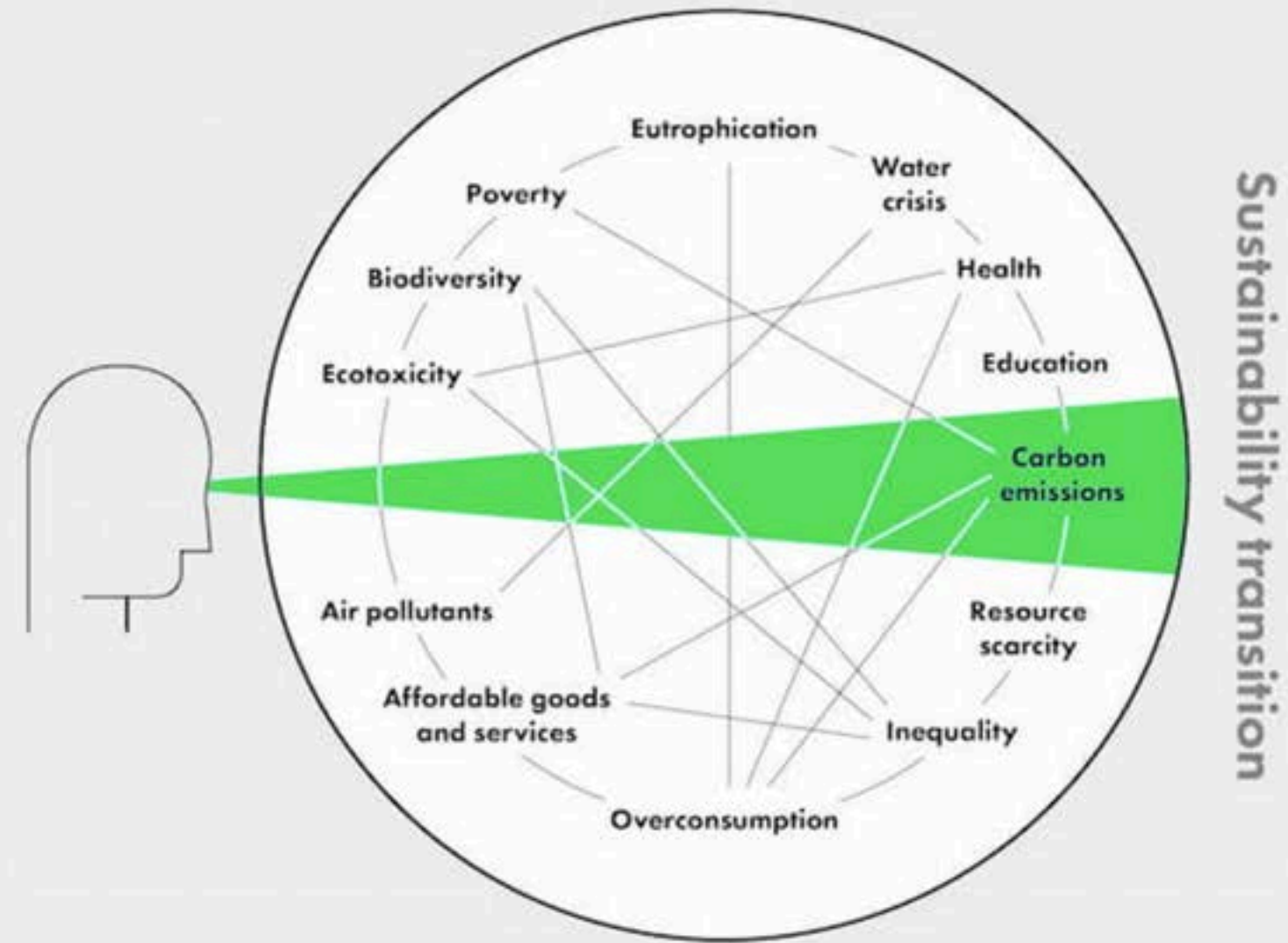
Raising awareness, inspiring and influencing action and behaviour change through programming, content, story-telling, sector support etc.

**DRIVING WIDER CHANGE**

Advocating and collaborating for wider change, collective solutions, divestment...

# Don't get carbon tunnel vision

## Carbon tunnel vision



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Change doesn't happen without people.  
When you are getting started think about who  
needs to be involved and how...

How to bring people together

Whose support and buy-in you need in particular

Who needs to be actively involved, how will they be involved, how much time will it take and do they have any particular support or training needs

How are you going to do broader communication and engagement – internally, with key partners, collaborators etc.

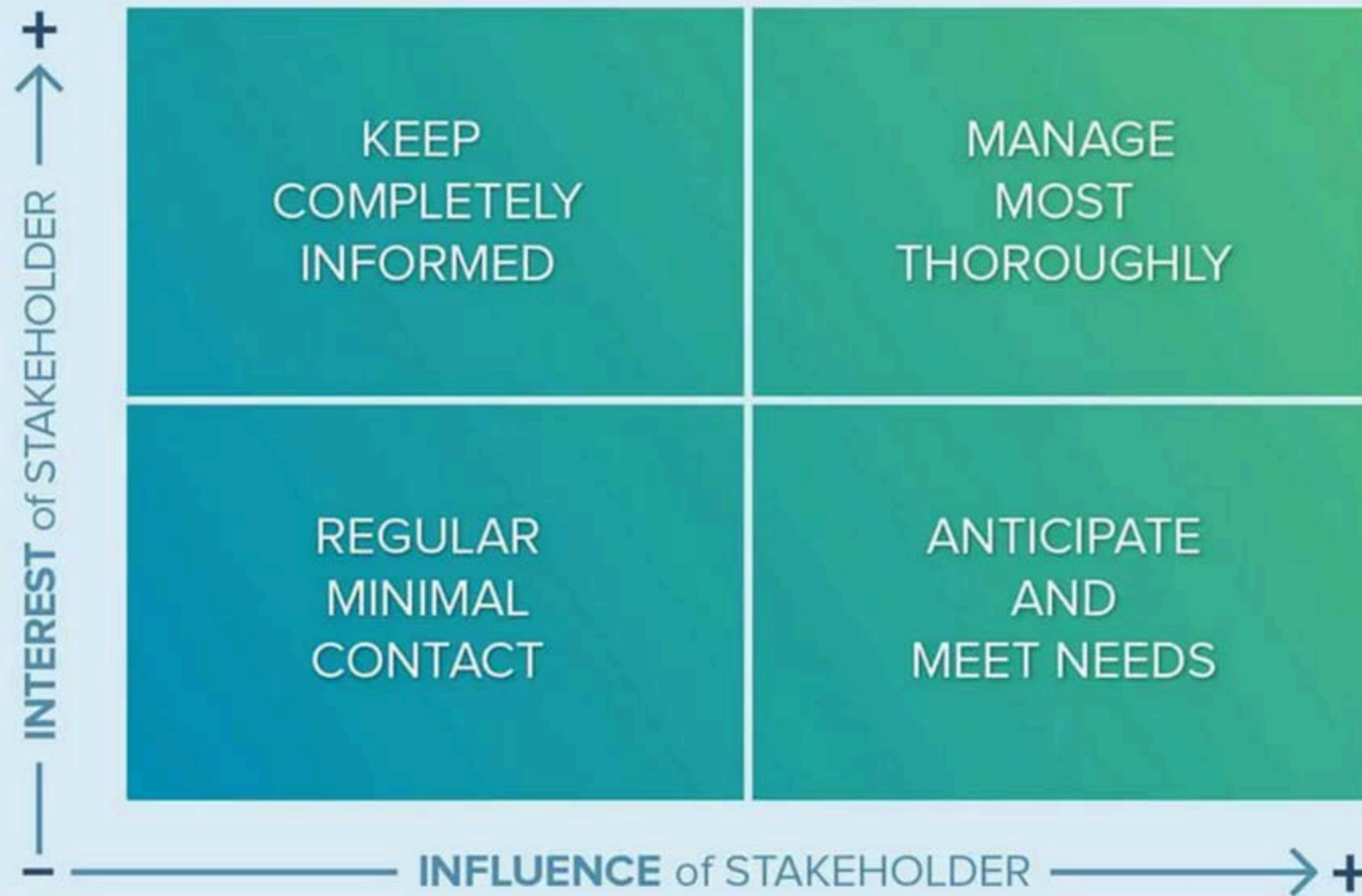
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# Who you work with and for...





# Stakeholder Map: Who Needs What?



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## Internal Stakeholders

- Festival Director
- Operations Manager
- Programming Manager
- Production Manager
- Site/ Venues Manager
- Artist Liaison
- Guest and VIP Manager
- Technical Manager

## External Stakeholders

- Caterers
- Contractors and Suppliers
- Safety, Medical, Welfare
- Artists
- Speakers
- Performers
- Sound and Lighting Crew
- Volunteers

## Further Stakeholders

- Sponsors
- Media
- Regulating Authorities
- Venue Owners
- Interest Groups and Organisations
- Audience

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# To create an effective Climate Action and Environmental Policy

You need to have some understanding of what your impacts are...

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# Understand your activities

**Programming -  
Performances,  
Interactions,  
Engagements**

**Operations &  
Admin - Contracts**

**Onboarding your team  
and subcontractors**

**Workshops &  
Training**

**Marketing and  
Communications**

**Identifying venues  
and spaces**

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**Let's look at different  
festival activities and  
map where their  
impacts lie...**

# Mapping festival impacts

Energy – Electricity:

Catering:

Travel & Transport:

Accommodation:

Materials and Waste:

Other - Digital / Printing / Water



*Every Can Counts at Body&Soul Festival*

# Mapping festival impacts

## Energy – Electricity:

- Stage lamps/lighting rig during Rehearsal & Tech
- House & building lighting during Rehearsal periods
- Deciding on lighting design (more lamps on the rig, more usage)

## Catering:

- Whats on offer? Considerations around vegetarian / vegan options
- Where are the ingredients sourced from
- How is food to be served

## Travel & Transport:

- Bringing creatives and operations teams together (Director, Producer, tech, set design, venue managers)
- Artists and contributors travel
- Transport of materials for stages, installs, props



*Every Can Counts at Body&Soul Festival*

# Mapping festival impacts

## Accommodation:

- Hotel rooms for crew, artists and performers
- Distance from festival venues

## Materials:

- Staging, Decor, Branding

## Waste:

- Waste in production areas and FOH areas

## Other - Digital / Printing / Water:

- Online Meetings, emails, electronic & social media
- Printing of signage and programmes
- Design of marketing materials, website updates



*Every Can Counts at Body&Soul Festival*

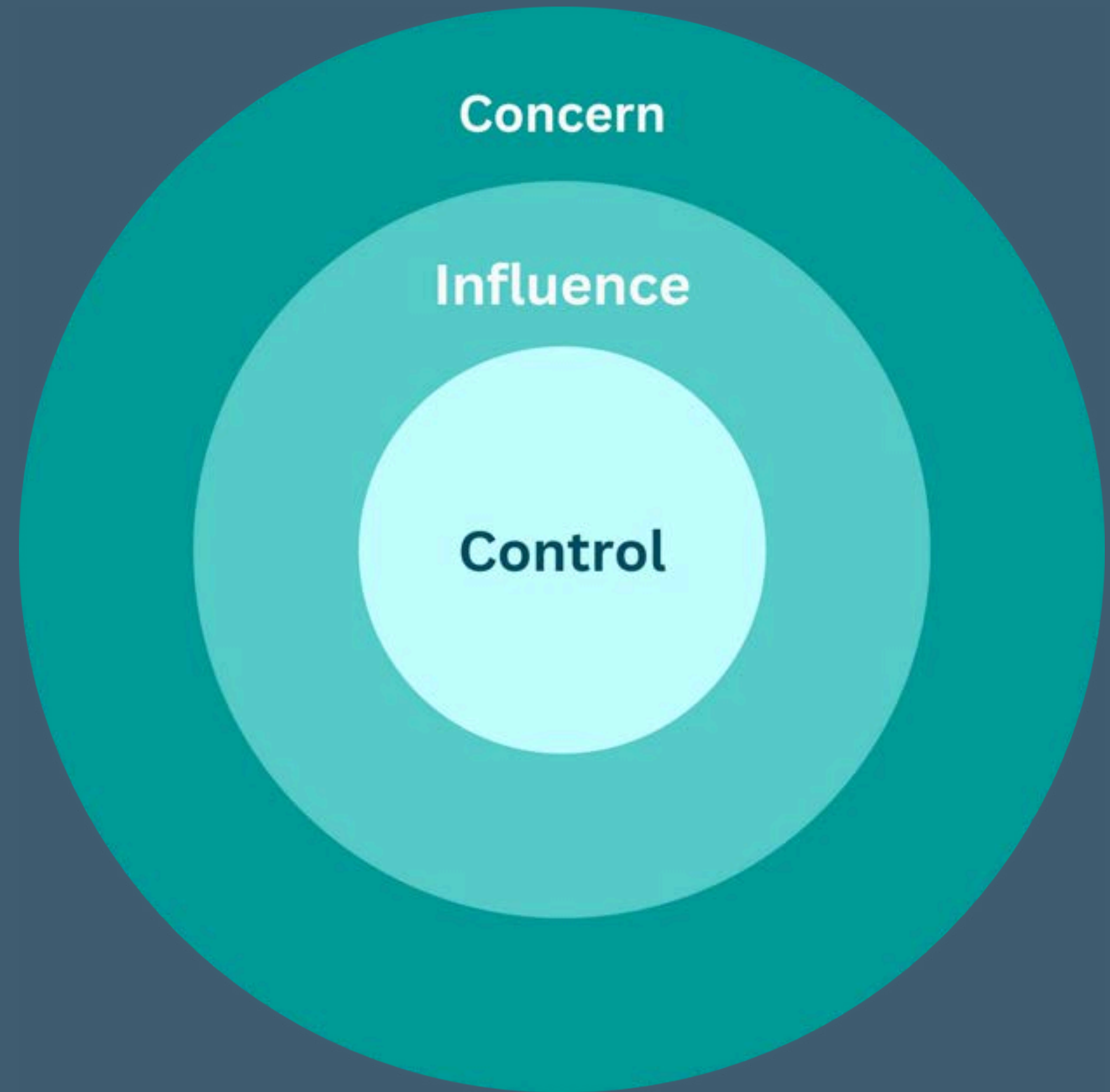


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Now, identify what you can  
**CONTROL,**  
What you can **INFLUENCE,**  
and what's of **CONCERN**

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# Stephen Covey's 'Control, Influence and Concern model



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# How does this apply to the creation of your Climate Action and Environmental Policy?

- Commit to **understanding** what your impacts are...
- Commit to **measuring** the impacts you have control over...
- Commit to trying to **influence others** where you don't have control
- And then, note what is **of concern**

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## For example, Travel...

- You might decide to create a travel policy for your own team, which **prioritises public transport** for business travel in Ireland (you have some control over this).
- You could include in that policy that **internal flights** (whether staff team or artists/associates etc) will not be reimbursed. (Again, **you have some control**).
- You could invite artists travelling to and from the UK to take part of their journey by land and sea (**a mixture of control and influence**).



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## For example, Travel...

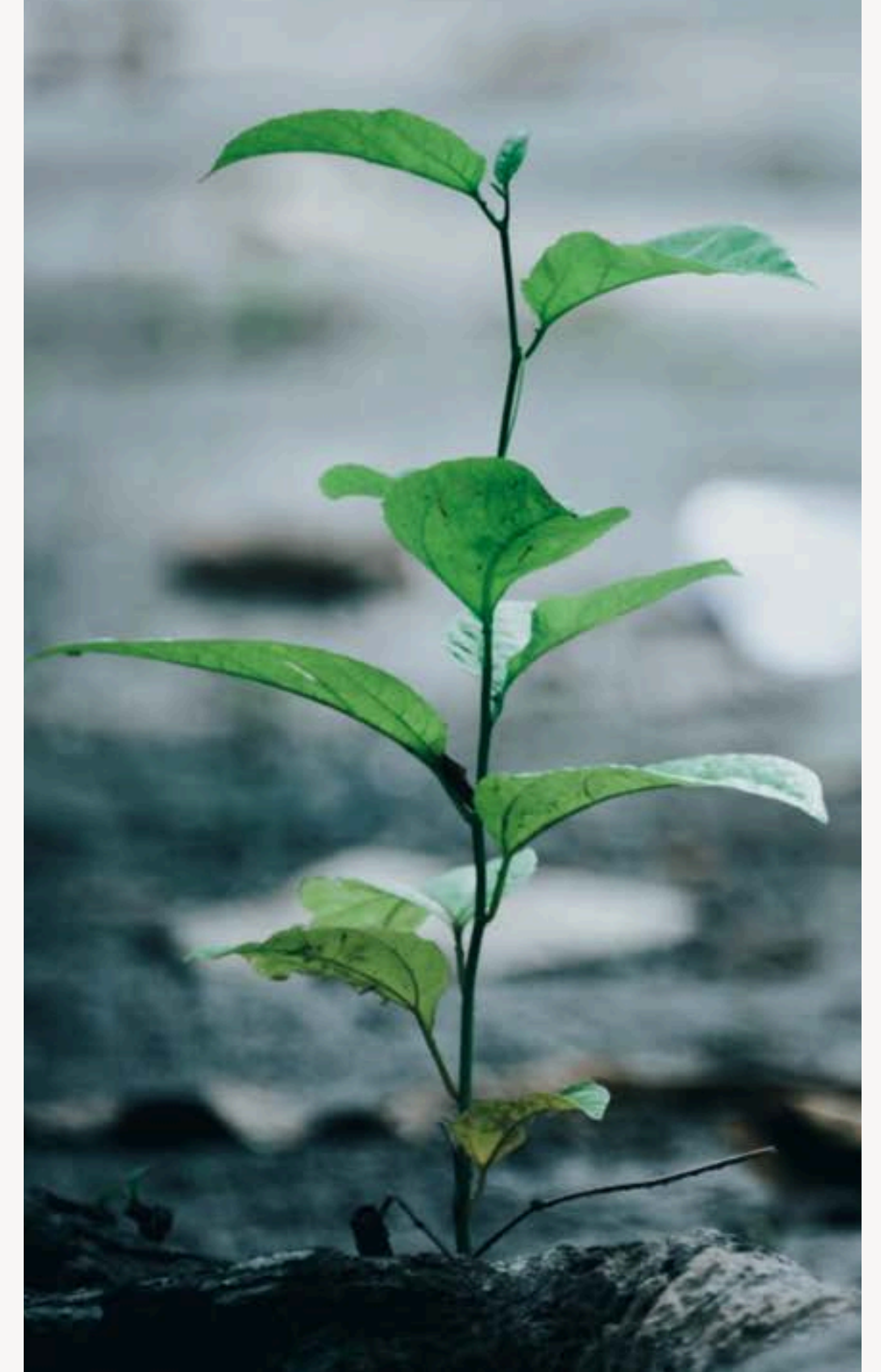
- You could invite your audiences to travel to your event by public transport (you have **no control over this, BUT, you do have influence**).
- You could make representations to your local authority to provide late night public transport services (you have **no control, little influence**, but you can still **indicate that it is of concern** to you and your organisation).



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# What should you cover in your policy?

- Introduction – your organisation and why climate and environmental action matters to you
- Your key environmental aims or commitments, what do you most want to change...
- Your key priorities – given who you are, what you do, where you do it and who you do it with
- Maybe, the principles underpinning your approach
- Who is accountable and responsible
- Reference to plans for putting policy into practice...



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west | cork | music  
Green Policy



## Commitment

West Cork Music is committed to reducing the impact of their work on the environment, while maintaining high standards of artistic excellence and festival atmosphere.

The production of three international festivals in a remote location has always been a major draw to artists and audiences, but also creates problems for sustainability.

Their policy aims to work with WCM staff, artists and audiences to collectively make WCM activities work in a more sustainable and environmentally friendly way.



[Click here](#)

## Objectives

- Be fully accountable for the monitoring of energy use and waste systems.
- Minimise energy use & reduce, re-use and recycle as much as possible.
- Embed environmental awareness in all areas of GFF business and operations.
- GFF's Eco Manager will continue to oversee the sustainability policy and have regular meetings to monitor progress.
- Engage directly with staff, customers, delegates and guests regarding environmental best practice, and encourage them to reduce their own environmental impacts.
- Identify the needs of staff in relation to sustainability and provide training and resources to build knowledge and awareness in the sector.
- Assess the carbon footprint on a regular basis to ensure sustainability across all departments in the company.



[Click here](#)



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## Galway International Arts Festival



Sustainability Commitments 2022–2025

### Goals

- Source 50% of total energy requirements from renewable resources by 2025
- Reduce current waste production by 55% by 2025
- Establish a baseline carbon footprint.
- Establish partnerships with stakeholders which will support sustainable development
- Promote behaviours in staff, volunteers and audiences that will reduce their impact on the environment
- Influence supply chains with a view to delivering more sustainable options.
- Highlight sustainability issues in Festival programming
- Adequately resource the measures required to ensure the above objectives are achieved



[Click here](#)



# Sustainability



## 2024:

- Carbon Footprint Analysis of the Parade and Festival Quarter
- Every Can Counts

- European Recycling Platform
- Kia
- Traders' Sustainability Policy



[Click here](#)

- National Transport Authority Partnership
- Waste Reports
- Bike Racks

**Baboró** International Arts  
Festival for Children  
11 - 20 October, 2024

Festival programme

Plan your festival

Artists

Schools



## Strategic Goals

Every child is valued and  
welcome at Baboró



[Click here](#)

## Climate Policy

- Increase energy efficiency
- Reduce, and recycle waste produced by operations
- Reduce water consumption
- Encourage use of low environmental impact methods of transport
- Purchase products and services which do the least damage to the environment, where possible, and encourage others to do the same
- Measure, record and continually reduce the carbon footprint of the organisation

## Climate Action Plan

- Office Operations
- Festival & Project Operations
- Travel & Accommodation

**FESTIVAL SUSTAINABILITY PLAN**

**FESTIVAL NAME:**

**LOCATION:**

**DATES:**

**TRAVEL & TRANSPORT**

**RESOURCES**

**COMMUNICATIONS**

Having good sight across travel - staff and audience. Understanding production transport - vehicle types, distances and frequencies. Understanding CO2 emissions from T&T

Implementing the waste hierarchy - refuse / reduce / reuse / recycle. Procurement policies. Circular principles. Contractual obligations with sponsors and suppliers

Environmental Sustainability policy and plan in place. All staff and stakeholders engaged in this. Public-facing campaign in place to ensure wide understanding and buy-in

**WHERE ARE WE?**

*Just Starting Out Making Progress Leading the Way*

**WHERE ARE WE?**

*Just Starting Out Making Progress Leading the Way*

**WHERE ARE WE?**

*Just Starting Out Making Progress Leading the Way*

**WHAT ARE OUR CHALLENGES?**

**WHAT ARE OUR CHALLENGES?**

**WHAT ARE OUR CHALLENGES?**

**WHAT CAN WE DO IN 2024?**

**WHAT CAN WE DO IN 2024?**

**WHAT CAN WE DO IN 2024?**

**WHO WOULD DO THIS?**

**WHO WOULD DO THIS?**

**WHO WOULD DO THIS?**

**WHY THIS PERSON / THESE PEOPLE?**

**WHY THIS PERSON / THESE PEOPLE?**

**WHY THIS PERSON / THESE PEOPLE?**

**WHEN WOULD THIS BE DONE? (Deadline)**

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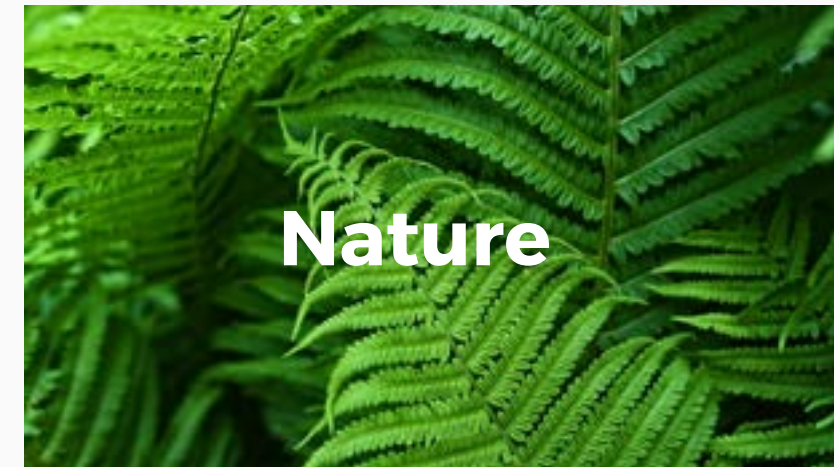
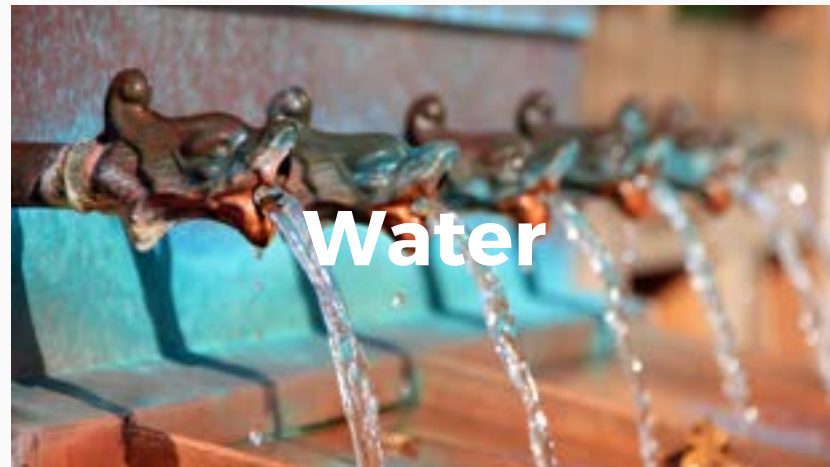
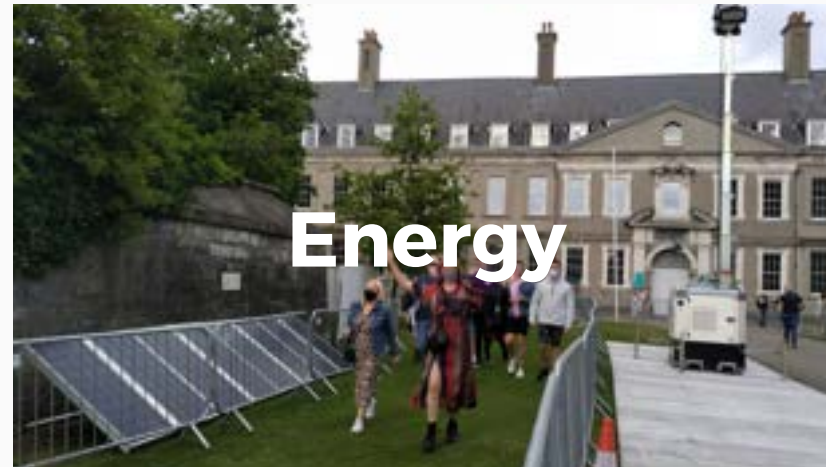
**WHAT WOULD SUCCESS LOOK LIKE? (Something measurable)**

**WHAT WOULD SUCCESS LOOK LIKE? (Something measurable)**

**WHAT WOULD SUCCESS LOOK LIKE? (Something measurable)**

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# Sustainable Festivals Guidelines



# Governance - Just Starting Out



## Indoor Multi-Venue Festivals

Gather data in each of the impact areas - energy, travel & transport, resources (previously called waste), food & beverage, water, nature & biodiversity - the Irish Government’s Climate Toolkit 4 Business, Julie's Bicycle Europe’s CG Tools or similar, to create a report after the festival. This information can be used internally to set targets for improvement at the following iteration of the show.

As well as gathering quantitative data, start to include key qualitative information. Create and circulate audience surveys, questionnaires for suppliers, concessions, artists, and sponsors/ partners, and include sustainability in staff and crew debriefs. This will help you to understand levels of engagement and priority areas for further communications and onboarding campaigns.

Start to include environmental sustainability in budgets / financial planning, fundraising activities, partnerships, and procurement for goods and services.

**Request all of your contractors to provide documentation of their own environmental policies and action plans.**

Create a stand-alone 'green' staff handbook. Engage your team through various initiatives, for example meat-free Mondays or a switch-off policy.

Sustainability should feature as a consideration across the organisation as part of both planning and debrief processes.

The United Nations Sustainable Development Goals (SDGs) are an instantly recognisable international communication tool and provide a useful framework for action - map your actions and strategy against these.

Who is responsible?	Date Completed	Outcome/ Learning

# Governance - Making Progress



## Outdoor/Single Destination Festivals

Investigate a certification or assessment process from an external provider to assess the festival's sustainability performance. Examples include: ISO20120, A Greener Festival.

Procurement policies should include environmental considerations for products and services - particularly in key areas such as energy, resources, and food & beverage. All bursaries, tenders and requests for proposals should include an environment category. The procurement policy for the festival should be more heavily weighted towards sustainable and circular supply chains than it is towards cost.

All contracts should have environmental clauses and criteria, with some key contractors (e.g., power, waste - see relevant sections of these guidelines) expected to contribute substantially to the festival's environmental sustainability targets as set out in the policy and communications campaign.

Evaluating costs of environmental initiatives should no longer be viewed in isolation but considered in the context of the bigger picture of the festival/ organisation's budget. Be mindful that higher costs in one area might be offset by lower costs in another area (e.g., higher cost on energy management = fuel bill reduction; reusable cups = lower clean-up or waste management costs).

Explore the feasibility of putting a dedicated sustainability coordinator in place for the festival, who can oversee an audit team during the show, and ensure sustainability communication, action and accountability are consistent across the organisation.

**Gain an understanding of how sustainability initiatives impact upon different teams differently across the festival, and tailor environmental messaging and engagement for various groups - e.g., site management, volunteers, community liaison etc.**

Reach out to other festivals and events to create a network for skills, assets, and resource sharing, and collaborate with this network in reporting - for example by undergoing similar certification processes - to create a benchmark for the sector and to use the festival community as a driver for societal change.

Who is responsible?	Date Completed	Outcome/ Learning



## SPOTLIGHT:

### SPOTLIGHT ON COMMUNICATIONS

Communicating around sustainability and getting buy-in from your stakeholders is the key to success.

You need to first identify your stakeholders - Who is the most influential? You'll need to design your messaging so that it lands with people. Pre-event, think about staff handbooks, contract agreements, social media and the website. On site, you've got signage and audience engagements to work with. It's a nice idea to partner with an NGO so you can both have a wider impact. Don't forget that as an event, you have a captive audience and you're in the ideal place to inspire change. However, don't 'green wash' - people are very aware of this. Be transparent - communicate your plans, goals and achievements, but also your mistakes! As others can then learn from these too.

# Governance - Leading the Way



## Indoor Multi-Venue Festivals

Create bold mission and vision statements, communicated publicly, that include sustainability, climate action, equality, social diversity, and inclusion.

Social and environmental challenges are combined - your organisation should show willingness to engage by creating environmental sustainability strategies and policies and linking these with your diversity and inclusion policy.

Reports from each department - on successes and challenges in reaching the targets and goals of your sustainability policy - should be collated into one annual impact report. This should be published publicly to showcase your performance, highlight your ambition towards transparency, and to inspire others to do the same.

**Define, apply, and evaluate a sustainable and ethical sponsorship, partnership and fundraising policy.**

Make the switch from traditional pension funds that invest in negative industries such as tobacco, weapons, and fossil fuels without considering the environmental or social consequences of their investments, to a more ethical provider. Switch to banking services which do not invest in fossil fuels and/or have more ethical investment policies.

Consistently apply socio-environmental principles to decision-making across the organisation and ensure that sustainability is a running theme in every contract, internal and external. Create a pathway towards becoming **net planet positive** within the organisation and all along your supply chain.

Who is responsible?	Date Completed	Outcome/ Learning



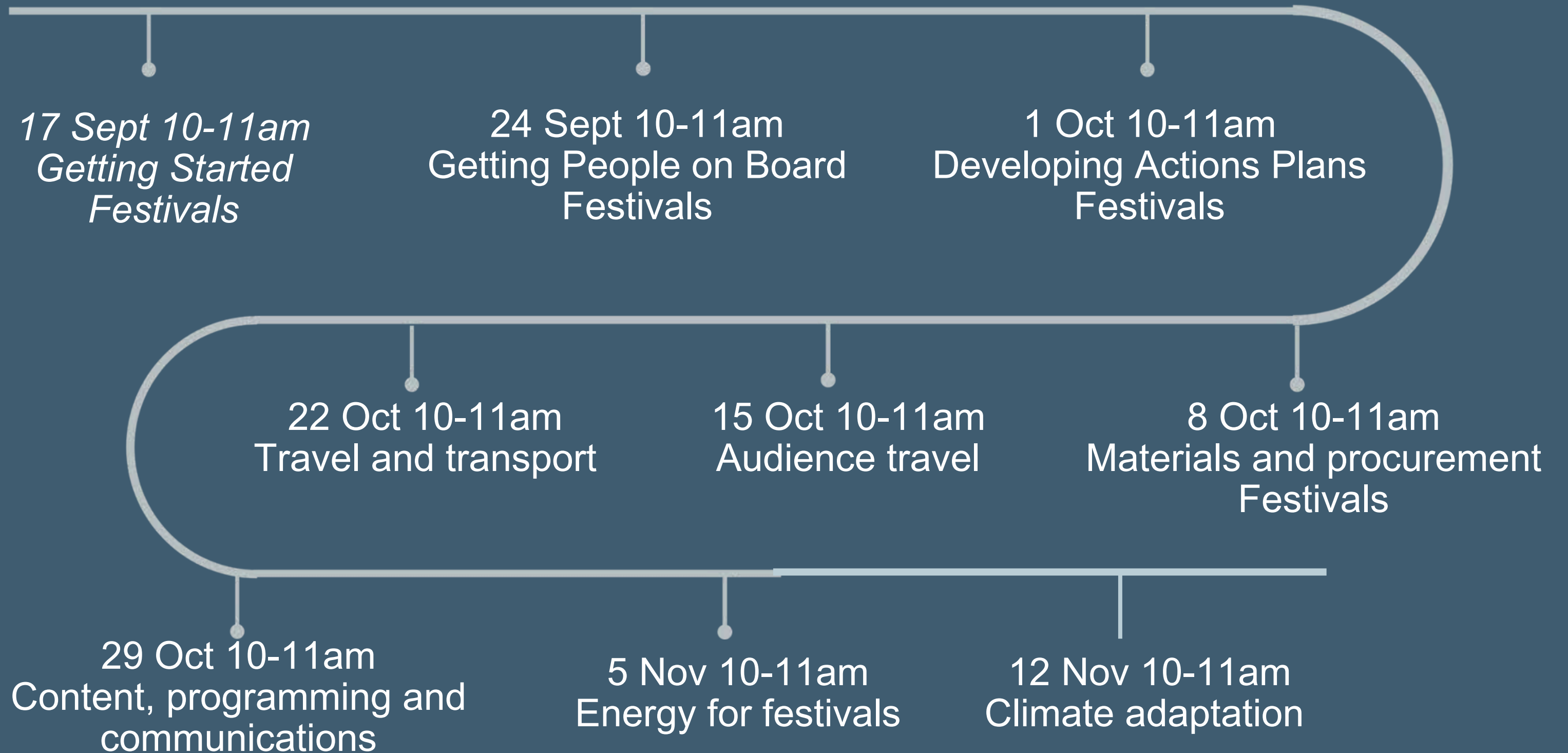
## SPOTLIGHT:

### SPOTLIGHT ON PROGRAMMING

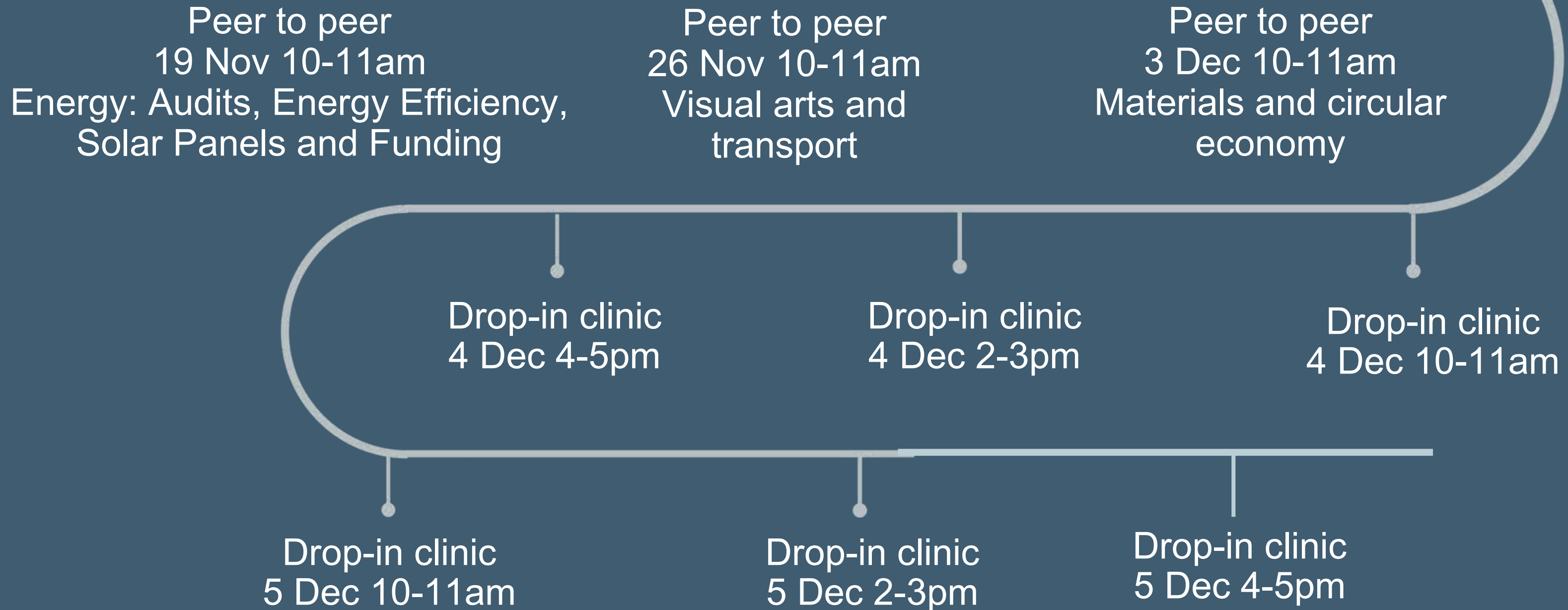
- Environmental themes should be included in the event / festival programme through talks, public or creative programming, activities, artistic installations, etc.
- Run a specific pro-environmental campaign for audiences (and other stakeholders) every year, engaging people in specific actions to support environmental goals and / or related national campaigns.
- Allocate budget to undertake specific commissioning of environmentally themed programming or activations on site.
- Support climate and environmental justice campaigns and offer a platform to others working in this space through your event / festival.



# Autumn series training webinars:



# Peer to peer exchange sessions and drop-in clinics



Thank you for  
joining us today

Over to you for Q&A

