Basque2016
Reflective Cities

Alison Tickell
Julie’s Bicycle
Julie’s Bicycle is a leading charity bridging the gap between environmental sustainability and the creative sector.

Our vision is a creative community inspiring sustainable living.

Our mission is to help make it happen.
• Evidence and Resources
• People. Events, Networks
• Strategic and ambitious cultural leadership
• Inspirational creativity
2012: 2015
700 National Portfolio
1. Measurement
2. Policy
3. Plan

- Events
- Webinars
- 121s
- Seminars
- Networks
- Campaigns
- ACE support
Results: 2013 - 2015

133 million kWh energy consumption
£9.6 million energy costs
47,000 tonnes CO2e

2500 Tool users, 8 translations
15,000 downloads of guides and resources
288,000 resource page views
1,138,000 page views

New research and metrics: quantitative and qualitative data
70% saw a reduction in energy consumption.
56% financial benefits, 52% reputational
73% increased team morale and wellbeing

New energy benchmarks endorsed by CIBSE
City Partnerships

Manchester: A Certain Future and MAST
London: Mayor’s Green Guides, Arts Council and London Theatre Consortium
Oxford City Council: Divestment, policy adoption
London

2004 London Climate Change Action Plan
60% carbon reduction target by 2025
Green Guides: Theatre, Music, Visual Arts, Screen, Fashion

Arts Council and GLA
London Theatre Consortium
5 years >15% /458 tonnes CO2e - performances increased.
Per performance > decreased by 24%.
Alignment to the Paris Agreement.

Cultural Shift
- Visions and Missions
- Governance
- Clean energy
- Capital investment
- Circularity /set shares
- Green Teams
- Commissioned Works
- Engaged Audiences
- Divestment campaign
- Lobbying
IPCC
Cities
Communications
Basque Declaration
Socio-cultural cocreation

Where is the culture?
Where is the creativity?
COP21
ArtCop21

Content: Ice Watch
Community: Artist letter
Action: Symposium
Christiana Figueres, Executive Secretary of the UN Framework Convention (UNFCCC)
“I thank all those artists, from the late, great David Bowie, Yoko Ono, Bjork and Coldplay to author Margaret Atwood, designer Vivienne Westwood, and actors Colin Firth and Stephen Fry, for getting behind the Paris climate summit. I also look forward to their support, commitment and action towards realizing the aims and ambitions forged in the French capital in December including through taking measures to manage down the carbon footprint of these highly influential creative industries’
The Paris Agreement
Creative Climate Coalition
How to be a COPtimist
Act ourselves
Amplify our voices
Collaborate and celebrate
Apply our creativity
• Climate change is a cultural issue
• Creative sector is a barometer of citizen values and identities, and has been largely ignored
• Creative community has a vital role to play in global sustainability challenges
Design
Architecture
Advertising
Fashion
Film
Media/Broadcast
Gaming
Music
Theatre/performing arts
Visual arts
Museums
Natural/Heritage
Help us be helpful