

# **CODE RED FOR HUMANITY**

**NATIVE EVENTS AND JULIE'S BICYCLE EU -  
IRELAND'S DRIVERS FOR SUSTAINABILITY IN THE  
CREATIVE INDUSTRIES**

**PRE-BUDGET SUBMISSION 2022**

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### NATIVE EVENTS AND JULIE'S BICYCLE EU - IRELAND'S DRIVERS FOR SUSTAINABILITY IN THE CREATIVE INDUSTRIES PRE-BUDGET SUBMISSION 2022

#### URGENT REQUEST FOR VITAL SUPPORTS IN THE ARTS, CULTURAL AND LIVE ENTERTAINMENT AND EVENTS SECTOR TO TRANSITION TO A MORE JUST, SUSTAINABLE AND CIRCULAR MODEL

Friday 1st October 2021 - Native Events and Julie's Bicycle EU today launch their Pre-Budget Submission on behalf of over 280 Arts, Cultural and Live Entertainment and Events organisations in Ireland.

**In August of 2021**, the IPCC released a special report from Working Group 1, the first part of its sixth assessment report on climate change, stating that **climate change is widespread, rapid and intensifying**. The current decade is crucial to limit climate change catastrophe and coordinated action, in every organisation, industry, sector and nation is urgently required.

**In July 2021**, Ireland passed its Climate Action and Low Carbon Development (Amendment) Act. This landmark piece of legislation mandates for the approval of plans by the Government in relation to climate change for the purpose of pursuing the transition to a climate resilient, biodiversity rich and climate neutral economy by no later than the end of the year 2050; **to provide for carbon budgets and a sectoral emissions ceiling to apply to different sectors of the economy**; and to extend the purposes for which moneys may be paid out of the Climate Action Fund and to provide for related matters.

**In November 2020**, an Arts&Culture Recovery Taskforce was appointed to prepare a report for the Minister for the Arts, Culture, Sport and the Gaeltacht, including a set of recommendations on how best the arts and culture sector could adapt and recover from the unprecedented damage arising from the COVID-19 pandemic. The Taskforce report, 'A Life Worth Living' includes in its recommendations the establishment of a **Creative Green Programme**, to create and implement a programme of sustainable practices in the sectors via an internationally recognised Green Certification Programme, informed by research and actions already undertaken nationally and internationally.

**In October 2020**, the Department of the Taoiseach published its Programme for Government 'Our Shared Future'. This document explicitly states Rialtas na hEireann will **'support the cultural and creative sector, and in particular the events industry, in a green recovery**, assisting it in becoming a more sustainable, low-carbon industry, lowering the associated emissions, and developing an indigenous market for climate-friendly solutions for the sector.'

Despite the above-mentioned recommendations, statements of intent, and increasingly urgent calls for action, the arts, events and creative sector in Ireland has yet to receive any structural support for transitioning to a climate-literate, low-carbon and circular model. This despite the fact that it is via the arts and cultural activities that societal transformation is achieved. **An investment in a Creative Green programme for Ireland is an investment in the future of Ireland's cultural identity.**

In addition, the **Creative Green programme will provide training and upskilling opportunities for some 35,000 sector workers who lost trade and income as a result of the COVID19 pandemic.** It will enable organisations to develop and validate Environmental Policies and Action Plans, underpinned by relevant legislation and EU Green Deal, key themes that can be used to achieve and maintain "Creative Green Certification" for their organisations, venues, festivals and events. The same programme will deliver increased environmental literacy and behavioural change across wider but related sectors like media, tourism and sports through promoting a collaborative and unified approach. It will enable sector-wide reporting and so allow for establishing a baseline and industry benchmarking, thereby creating opportunities to reduce waste, CO2 emissions and resource inefficiencies. **This industry benchmarking is urgently required to respond to the requirements of the Climate Action Low Carbon Development Bill.** Ultimately, the programme would harness cultural actions and creative practice to generate increased public awareness and commitment to realising – by individual and community behavioural change – the national goal of a carbon-neutral society.

In November 2021, Julie's Bicycle EU intends to launch an Irish version (using Irish energy conversion rates) of their innovative carbon calculator - a software tool specifically designed to facilitate climate action in the creative industries through robust reporting, and through creating a sector-wide baseline and benchmark for environmental impacts mitigation.

COP26 is to be held in Glasgow from the 1st to the 12th November 2021 and is set to be a significant pivotal moment in history, as world leaders will be called upon to respond to the **Code Red for Humanity** as issued by the world's leading climate scientists in the most recent IPCC report. The time for Climate Action, across every sector and every industry, is now. The **Creative Green Carbon Calculator for Ireland** will go live in line with COP26, as an Irish cultural sector response to this critical moment. This represents an unprecedented opportunity to catalyse a moment in time for Ireland's arts, events and cultural sector.

Julie's Bicycle has had considerable success in the UK over the past 13 years. In 2019, they worked with 636 Arts Council England National Portfolio Organisations, facilitating reporting on environmental impacts across 517 venues, 378 offices, 138 events, 233 tours and 59 productions.

The environmental impacts of this work speak for themselves:

- From 2018 to 2019, total energy use emissions has decreased by 12%
- Electricity consumption (kWh) has reduced by 8%
- Gas (kWh) consumption has reduced by 6%
- Onsite renewable energy generation has increased 2.5 fold

Additional benefits for arts, events and cultural organisations included:

- 48% reported financial benefits
- 42% reported creative and artistic opportunities
- 67% reported team morale and well-being benefits (e.g. programming, commissioning, residencies)
- 92% agree the Arts Council England Environmental Programme has made, or can make, a positive difference to the arts sector as a whole
- 43% reported reputational benefits
- 99% consider it important for Arts Council England to continue helping their NPOs deliver a more environmentally sustainable future

It is clear that the team behind Julie's Bicycle have the knowledge, expertise and passion to drive change and positive environmental action within the arts and cultural space.

Thereby, Native Events and Julie's Bicycle EU calls upon the Government, and in particular on the **Department of Tourism, Culture and the Arts**, and the **Department of Climate Action and Communications**, to provide an allocation of €5 million funding, over three years, to implement recommendation 10 of the Arts&Culture Recovery Taskforce, as follows:

### **Initiative 1**

- Establishment of a Creative Green Certification resource (and website)
- Consultation process with the relevant stakeholders
- Sector specific guidelines will be created for:
  - Theatres, Cinemas, Museums, & Arts Centres
  - Festivals & Outdoor Events
  - Indoor Venues & Events
  - Stadiums & Arenas
  - Film & TV Production
  - Introduction of online tools and resources, ie. the Creative Green (CG) Tools

### **Initiative 2**

- Series of workshops, training events and online webinars for organisations focussed on guidelines, requirements, myth busting, increasing confidence, supports available, inspiration.
- Introduction of Creative Green Certification that can be applied across the sectors.

### **Initiative 3**

- Environmental Programme for funders to incentivise organisations and achieve all-island visibility and results.
- Reporting process to include environmental impact data, policies and action plans enabling organisations to sustain their Creative Green Certification.
- Setting up of an independent unit/body to ensure long term Sustainability/ Green monitoring, evaluation, development and policy delivery across the arts/ events sector

### **Initiative 4**

- Introduction of mandatory reporting process across the sectors.
- Programme to be expanded to create an overarching long-term regenerative strategy and vision for the sector.
- The long-term objective is for the arts and events sector to drive public awareness and for Ireland to be a world leader in the area of sustainability and greening the arts.

**Who We Are:**

Native Events was established in 2017 as a response to the lack of sustainable equipment and infrastructure in Ireland's events sector - an industry worth €3.5 billion to Ireland's economy and employing 35,000 skilled workers. Clients include St Patrick's Festival - Ireland's flagship event that attracts over 105,000 visitors annually; and various Arts Council programmes in Climate Literacy.

Julie's Bicycle is a pioneering not-for-profit mobilising the arts and culture to take action on the climate and ecological crisis. Founded by the music industry in 2007 and now working across the arts and culture, JB has partnered with over 2000 organisations in the UK and internationally. Combining cultural and environmental expertise, Julie's Bicycle focuses on high-impact programmes and policy change to meet the climate crisis head-on.

Julie's Bicycle EU is a newly-formed partnership between Native Events and Creative Climate Charity Julie's Bicycle, with the aim of facilitating a wide-scale, impactful programme of training, monitoring, reporting and environmental impact mitigation in the arts, culture and events sector in Ireland.

For further information on the submission please contact:

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Ends.