

Julie's Bicycle  
SUSTAINING CREATIVITY

CREATIVE

C  
GREEN

J  
B

creative green  
certification





The Creative Green organisations are pioneering arts organisations doing brilliant work combining practical actions with inspirational ideas.

Alison Tickell  
CEO Julie's Bicycle

# about “

Julie's Bicycle is a charity bridging the gap between environmental sustainability and the creative sector through practice, advocacy, policy and training. We developed the Creative Green framework and certification to support the shift to a creative community powered by clean energy and one that uses its voice to influence the wider climate movement. Creative Green offers organisations a transparent, methodical and inspiring process for achieving environmental best practice.

Certification is available for the following:

- Cultural venues
- Festivals
- Tours
- Museums and galleries
- Indoor/outdoor events
- Offices and studios

It supports organisations' environmental impact reductions through its three principles of **COMMITMENT**, **UNDERSTANDING** and **IMPROVEMENT**. The methodology of Creative Green follows best practice and international standards for measurement, reporting and reduction of environmental impacts.

Core to the Creative Green process is a sharing of best practice among peers through workshops, case studies and a newsletter. The Creative Green community provides a forum for recognition and celebration through its annual awards ceremony.

# Areas of Assessment

**COMMITMENT** (40 points available) is the assessment of your organisation's environmental policy, procedures, responsibilities and procurement as well as the integration of environmental sustainability with broader organisational development, values and mission. Under commitment communication and engagement with all key stakeholders, such as staff, board, creative team, professional network, suppliers, sponsors and importantly audiences. In addition, organisations are awarded points for efforts for creative responses to climate change through programming and commissioning choices.

**UNDERSTANDING** (25 points available) is the assessment of your organisation's monitoring and insights into areas of environmental impact from energy, waste, water and business travel to productions, office materials and audience travel. As well as understanding environmental impacts the assessment includes efforts made to understand environmental attitudes of key stakeholders, which can be used to inform and prioritise campaigns and actions. In addition, points are awarded for how data and insights are used to inform priorities, action plans, targets, and learning.

**IMPROVEMENT** (35 points available) is the assessment of your organisation's achievements to reduce environmental impacts across each core area of impacts. The assessment compares absolute reductions between the current year and previous year for each impact (energy, energy-related emissions, waste generation, water use and one other chosen impact). As well as absolute impacts the assessment compares relative reductions (i.e. performances, tickets sold or audience days) between the current year and the previous year for each impact and also the current year and the baseline year.

Undertaking Creative Green with Julie's Bicycle has been hugely instructive and has helped galvanise and inform our action plan for future endeavors.

Emma Wilson  
Sadler's Wells

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## creative green star rating

Organisations are awarded a one to five star rating based on points accrued for environmental commitment, understanding and improvement.



# Certified Organisations & Events

## 2016/17

Almeida Theatre	National Centre for Circus Arts
Battersea Arts Centre	Norwich Theatre Royal
BBC Radio 2 Hyde Park	Old Vic
Bush Theatre	Reading Festival
Camden Arts Centre	Royal Albert Hall
Crucible Theatre	Royal Court
Curve Theatre	Sadlers Wells
Donmar Warehouse	Shambala
Download	Showsec
Gate Theatre	Soho Theatre
Greenwich Theatre	Somerset House
Hampstead Theatre	Theatre Royal Stratford East
Hull Truck Theatre	Tricycle Theatre
ID&T Mysteryland	Tyne and Wear Archives and Museums
Jerwood Space	Tyneside Cinema
Latitude Festival	Unicorn Theatre
Leeds Festival	Universal Music Abbey Road Studios
Live Theatre	Universal Music Offices
Lyceum Theatre	V Festival Chelmsford
Lyric Hammersmith	V Festival Staffordshire
Museum of Childhood	V&A Museum
National Centre for Circus Arts	Young Vic



# creative green awards

The 2017 Creative Green Awards, hosted at Somerset House, celebrated and recognised the outstanding achievements of the 49 arts organisations and events certified in 2016/17. This community is a testament to the inspirational commitment of the creative and cultural sector to take bold action on climate change.

Join the community to enter the 2018 Awards!

Here is the list of the Creative Green Award Winners for 2017:

## **OUTSTANDING ACHIEVEMENT**

Shambala

## **COMMITMENT**

Lyric Hammersmith

## **UNDERSTANDING**

Sheffield Theatres Trust

## **IMPROVEMENT**

Soho Theatre

## **BEST CREATIVE GROUP**

Festival Republic

## **BEST FESTIVAL**

Shambala

## **BEST MUSEUM & GALLERY**

Camden Arts Centre

## **BEST PERFORMING ARTS VENUE**

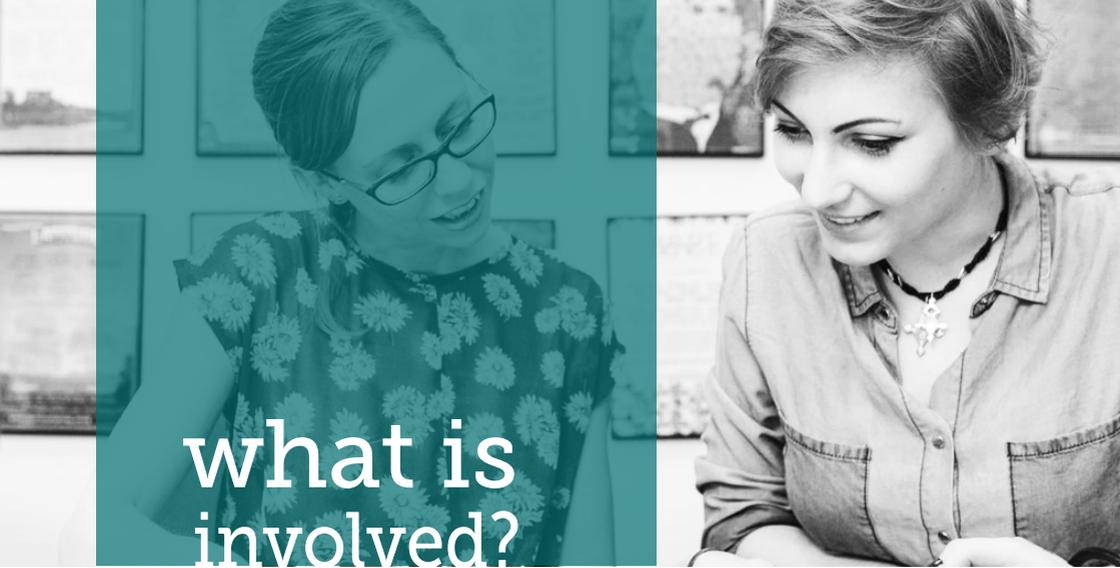
Young Vic Theatre

## **BEST OFFICE**

Donmar Warehouse

## **GREEN CHAMPIONS**

Andrew Fletcher (Lyric Hammersmith)  
Daniel de la Motte-Harrison (Young Vic Theatre)  
Helen Tully (Norwich Theatre Royal)  
Karen Simmonds (Universal Music UK)



# what is involved?

## **BENEFITS**

- Use a framework for taking environmental action
- Access good practice and learning from peers
- Participate in training workshops
- Receive an independent assessment of your environmental performance
- Have a detailed report with your results, highlights and recommendations
- Receive a certificate to profile your achievement
- Access support from Julie's Bicycle environmental experts
- Be recognised and celebrated for your achievements through the Creative Green Awards

## **REGISTRATION**

Register online via the IG Tools. The fee per certificate is £1,250.



“It not only focuses our actions throughout the year to ensure we are always improving our environmental work but is a great way to record our successes and achievements.”

Helen Tully

Front of House Manager  
Norwich Theatre Royal

# clients

“Participating in Creative Green gives us a clear framework to develop our sustainability policies and plans. The team at Julie’s Bicycle have expertise in technical aspects and across all art forms which provides invaluable support and guidance to us along our sustainability journey.”

Melvin Benn

Managing Director  
Festival Republic



“For the Lyric the certification process provides us with a clear and consistent framework to assess our performance and progress over time.”

Sian Alexander

Executive Director  
Lyric Hammersmith



## other creative green services

Julie's Bicycle offers a range of services that will provide your organisation or network with the knowledge, tools and support to embed environmental sustainability into your work, thereby enabling you to demonstrate leadership on climate change with confidence and integrity.

We provide one to three-year sustainability programmes tailored to your specific needs or you can do an individual service. Whether you are at an early stage in your sustainability journey or well advanced, we will create a programme of activities that inspires and catalyses lasting environmental change in your organisation or network.

We can support you with:

- Organisational environmental governance
- Staff training and mentoring
- Understanding your environmental impacts
- Environmental communication and engagement with key stakeholders
- Development of creative work exploring sustainability themes

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[juliesbicycle.com](http://juliesbicycle.com)

Somerset House, New Wing, Strand, London, WC2R 1LA

+44 (0)20 8746 0400



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