

Contents

- Introduction
- Why?
- Getting Started: A Three Step Plan
 - Understanding your environmental impact
 - Recording your environmental impact
 - Reducing your environmental impact

Introduction

This year, Puppet Animation Scotland has made a commitment to operate in an environmentally sustainable manner, developing our own systems to measure and reduce our environmental impacts.

We were inspired to do this following the announcement from Creative Scotland in November 2013 that all applicants for the Regular Funding Programme will need to demonstrate how they contribute towards the [‘Environment’ Connecting Theme](#).

This pack has been put together to communicate to artists and touring companies about our environmental commitments and give you ideas and practical support to begin measuring and reducing your carbon footprint.

Creative Carbon Scotland

In order to develop our understanding of arts and sustainability we have been working with [Creative Carbon Scotland](#) (CCS). CCS are a charity that support arts organisations in Scotland to operate more sustainably by providing general carbon management training and support, as well as developing the [Green Arts Initiative \(GAI\) programme](#) and other creative projects/opportunities.

We highly recommend artists and touring companies sign-up to the Green Arts Initiative. This free programme gives you access to a wide variety of support and tools, including Green Arts Portal – an online portal that helps you monitor your current activities and plan for the future. We also highly recommend using www.claimexpenses.com – developed by CCS, this website is free to use for all artists, and allows you to generate expenses claims, as well as calculating your carbon footprint for you. Even if you don't use it for expenses, it is a really good carbon calculator, and is constantly developing!

If you own your own building, or need to calculate the carbon produced through set, lighting and sound design, the [Creative IG Tools](#) are the perfect resource to calculate this. We will be referring to CCS, www.claimexpenses.com, and Creative IG Tools throughout this

pack and very much encourage artists and touring companies to make use of these free resources.

Why?

There are direct benefits in measuring and reporting your environmental performance.

Save money

Carbon is intrinsically linked to energy use, travel and waste production and disposal. Reducing your carbon footprint will therefore help you save money on your energy, waste and travel bills.

Improve your reputation with audiences and the sector

Sustainability is an increasing priority for audiences and consumers across all sectors, with demands for more ethical, environmentally responsible choices. Furthermore, funders, venues and suppliers are also increasingly requiring the arts sector to state what environmental work they are doing.

Social and artistic commitment

Arts organisations are social organisations as well as artistic ones and should be at the heart of the big debates of our time. They are often the focal point of specific communities and provide a space for debate and learning. By engaging in the sustainability debate arts organisations can maintain their social relevance in a changing society.

Getting Started: A Three Step Plan

We know that carbon management can often fall to the bottom of the 'to do' list, as a busy artist/touring company whose resources are already stretched.

1. Understanding your environmental impact

The first step to reducing your carbon footprint is to identify key areas of your day-to-day working practise that potentially impact the environment.

Key organisational environmental impacts:

- Business Travel (meetings)
- Energy usage (within office)
- Waste
- Water

Key touring environmental impacts:

- Transport and Travel (touring transport, freight)

Artist & Touring co. Information Pack 2017

- Communications (printed publicity materials)
- Energy usage (during a production)

Pick one or two areas you want to focus on and give yourself a timeline. Don't worry about dealing with everything in your first year. In 2014 Puppet Animation Scotland committed to measuring its business and touring travel as a first step into carbon management.

2. Measuring your environmental impact

Once you have identified key areas that could potentially impact the environment, the next step is to try and begin to measure what that impact is.

Carbon data can be calculated as Carbon Dioxide Equivalent (CO₂e). This is the universal unit of measurement used to indicate the global warming potential (GWP) of each of the 6 Kyoto greenhouse gases in terms of Carbon Dioxide Equivalent impacts.

Calculating carbon usage has been made easier for the arts sector through www.claimexpenses.com (see introduction).

Collecting Data to Calculate Carbon

Collecting data is an essential part of measuring your carbon usage. With your team, it is good to brainstorm ways in which you can begin collecting data that fits around your everyday administration. This data can then be added into the IG Tools/claimexpenses.com to calculate your total carbon usage.

Here are some top tips of how you can start collecting different data:

<p>Travel & Transport</p> <p>Measuring travel is one of the more complex areas of understanding your carbon emissions. This is largely due to the fact that travel data can come from so many different sources (i.e. expenses forms, invoices, petty cash etc). Gathering this information all together can therefore be something of a challenge.</p> <p>We would recommend using the CCS Claim</p>	<p>Energy, Water and Waste (in your office)</p> <p>This is probably the easiest data to collect. Once you have the kWh from you gas/electricity bills and m³ from you water bill, all you need to do is insert that data into IG Tools to calculate the carbon. If you rent an office within a building then its administration should be calculating the energy usage.</p>
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<p>Expenses Website (www.claimexpenses.com) to do this. You can use this website to submit your travel expenses and it automatically calculates your total costs and carbon emissions. Puppet Animation Scotland is aiming to make this a requirement in order to claim travel expenses.</p>	<p>CCS have put together a Waste Recording Spreadsheet to help you record your waste and recycling. Completing this once a week will give you all the data you need to insert into the IG Tools.</p>
<p>Energy (when touring) As you know, putting on a production uses a lot of energy, materials and resources. The IG Tools has a special section for you to input information about your set, lighting design and sound to calculate your energy usage.</p> <p>We appreciate that this is a big task and would therefore recommend leaving venues to calculate their own carbon emissions. As good practise, we would encourage you to check that every venue you work with has an environmental policy.</p>	<p>Communications (printed publicity) Communicating digitally, whether via email, social media or websites can have many benefits, not least in terms of reducing your environmental impact. However, some printed publicity will almost always need to be produced.</p> <p>While it may be difficult to measure the carbon impact of printing, there are some things that you can do to reduce your impact, including: printing on recycled or FSC-certified paper, monitoring print runs, using environmentally-friendly distributors, tracking where your materials are distributed to, and recycling any unused materials.</p>

3. Reducing your environmental impacts

Having collected this data, you will start to get a better idea of what it is that you are using the most. Don't worry if this feels like a slow process – building up this data takes time – so it could be a year or so before you feel like you have a comprehensive picture of what your carbon footprint looks like.

Your Environmental Policy and Action Plan

Now that you have at least some understanding of what your environmental impacts are, we would recommend putting together an Environmental Policy and Action Plan to start thinking about how you can now reduce your carbon footprint.

An Environmental Policy should be a broad statement of your overall environmental ambitions, which provides a framework for your environmental action plan and good environmental practise on a day-to-day basis.

A good way to get inspiration is to see what similar artists, companies and organisations have committed to doing. See examples of Environmental Policies on the back page of this pack.

An Environmental Action Plan is a more detailed and specific document which should follow on from your environmental policy and defines specific targets, actions, responsibilities and deadlines for achieving environmental improvement and reducing environmental impacts. There are many ways in which you can start reducing your carbon footprint, from reducing publicity print runs to only choosing Green Tourism accommodation whilst on tour.

For ideas and inspiration about possible improvement actions, see Creative Carbon Scotland's guide to [Creating and Developing your Environmental Policy](#), and Julie's Bicycle [Policy and Action Plan Guidelines](#) and [Touring Guide](#).

Carbon Budgets

Something that we at Puppet Animation Scotland have started to think about – inspired by conversations with CCS - is creating a Carbon Budget for the organisation.

This would give us the boundaries that we will aim to stay within – treating carbon much like our financial budgets! For instance, we would let ourselves use a large amount of carbon on say international travel, if we reduce use elsewhere in activity. If you are interested in how this might work, please [contact us](#) for more information.

The Bigger Picture

As well as collecting data, measuring carbon and setting targets, we would also recommend dedicating time to identify how environmental concerns can fit into your company on a more artistic and strategic level. With your team, it would be good to think about:

- **What is important to your company?**
- **How do you measure success?**
- **What is your mission and your aims?**
- **How do these relate to the environment?**

- **How can you make decisions around the environment and carbon management that impact in meeting these?**

These questions can also be really useful for informing your Environmental Policy and Action Plan, and informing others about the work your organisation is doing.

We hope this guide has been helpful. We would love any feedback you have to offer.

Please contact Ailie Crerar (info@puppetanimation.org) at Puppet Animation Scotland for further information.

Useful Websites

Support Organisations/Networks:

Creative Carbon Scotland: www.creativecarbonscotland.com

Claim Expenses: www.claimexpenses.com

Julie's Bicycle: www.juliesbicycle.com

Guides:

Creative Carbon Scotland Guide to [Creating and Developing your Environmental Policy](#)

Creative Carbon Scotland [Travel Policy Guide](#)

Julie's Bicycle [Touring Guide](#)

Julie's Bicycle [Policy and Action Plan Guidelines](#)

Environmental Policies

[Puppet Animation Scotland Environmental Policy](#)

[Creative Carbon Scotland Environmental Policy](#)

[Tabula Rasa's Little Green Book](#)

[National Theatre of Scotland Environmental Policy](#)

Further reading:

<http://www.ukconversionfactorscarbonsmart.co.uk/LandingPage.aspx>