

ABO

ASSOCIATION OF BRITISH ORCHESTRAS

ORCHESTRAS *Live*

Green Charter

**Orchestras
Concert Halls
Promoters
Agents**

JULIE'S BICYCLE ***
SUSTAINING CREATIVITY

**BRITISH
COUNCIL**



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I. Our Green Charter

In the UK we can be justly proud of our orchestral tradition: our performers, orchestras, concert halls and all those that make up the orchestral community have a shared commitment to creative excellence. Protecting and nourishing our sector to ensure it thrives is our first joint priority. And as a diverse community comprising performers and composers, administrators, artistic directors and agents, venue operators and festival promoters of all sizes, we also understand that protecting our environment is the first principle of sustainability – including our own. Being mindful of our environment will effect all aspects of our work so understanding and acting on our own responsibilities will have a real and positive impact, protecting our shared natural resources and reducing the effects of climate change. But our Charter also recognizes that we can become a better community in other ways too: a ‘greener’ way of working often reduces costs, reassures our audiences and artists of our ethical commitments, preempts compliancy and builds resilience into our future business models.

Without due care of our planet’s rich resources we risk imperiling all our work. The orchestral community is keen to play its part. We have some of the best ensembles in the world, we attract the most talented performers and conductors to our shores and our music reaches audiences all over the world. Transforming the orchestral sector so that it becomes a green beacon, and joins the wider creative community in the concerted commitment to a shared future will have an amplified effect and inspire great things.

Our Charter is for the orchestral sector including tours, concert halls, promoters and agents. We will review and update our charter as compared to our achievements annually and we will seek to extend its influence wherever we can.

We commit to recognising environmental sustainability in our planning, performance and promotion of orchestral music in the UK first and, as a joined community, we all agree to use the following four principles of good environmental stewardship:

- **Commitment:** Understanding the environmental impacts of our work, why it matters and what we can do.
- **Measuring:** Recognising that we can be more effective if we know our carbon footprint of our activities (buildings, tours, offices, festivals) and using that evidence to benchmark our performance and inspire improvement.
- **Improving:** Making the changes in all our activities which will reduce our environmental impacts wherever we can.
- **Communicating** our environmental charter commitments, and our impacts to our staff, governing bodies, funders, sponsors, artists, and audiences.

2. Our Headline Recommendations

These recommendations have been adapted from the Green Orchestras Guide (2010):
www.juliesbicycle.com/resources/green-guides/green-orchestras-guide

2.1 Commitment

We commit to recognising our environmental responsibilities and putting systems in place to address them.

2.1.1 Orchestra General Management and Tour Management will:

1. Adopt this Charter by our Board and Senior Management, and communicate it to our staff. See the *Julie's Bicycle **Communicating with your Staff** Practical Guide* for more advice.
2. Identify our primary environmental impacts (energy, water, waste, travel).
3. Designate a green champion and/or green team with specific environmental responsibilities.
4. Develop an Environmental Policy for our orchestra. See the *Julie's Bicycle **Environmental Policy and Action Plan Guidelines*** for assistance.

2.1.2 Concert Halls / Venues will:

1. Adopt this Charter by our Board, Senior Management, and communicate it to our staff. See the *Julie's Bicycle **Communicating with your Staff** Practical Guide* for more advice.
2. Identify our main environmental impacts (energy, water, waste, travel).
3. Designate a green champion and/or green team with specific environmental responsibilities.
4. Develop an Environmental Policy for our concert hall / venue. See the *Julie's Bicycle **Environmental Policy and Action Plan Guidelines*** for assistance.

2.1.3 Promoters will:

1. Adopt this Charter by our Board, Senior Management, and communicate it to our staff. See the *Julie's Bicycle **Communicating with your Staff** Practical Guide* for more advice.
2. Identify our main environmental impacts (energy, water, waste, travel).
3. Designate a green champion and/or green team with specific environmental responsibilities.
4. Develop an Environmental Policy for our company. See the *Julie's Bicycle **Environmental Policy and Action Plan Guidelines*** for assistance.

2.1.4 Agents will:

1. Adopt this Charter by our Board, Senior Management, and communicate it to our staff. See the Julie's Bicycle ***Communicating with your Staff*** Practical Guide for more advice.
2. Identify our main environmental impacts (energy, water, waste, travel).
3. Designate a green champion and/or green team with specific environmental responsibilities.
4. Develop an Environmental Policy for our company. See the Julie's Bicycle ***Environmental Policy and Action Plan Guidelines*** for assistance.

2.2 Measurement

We commit to monitoring and measuring the greenhouse gas emissions associated with our activities.

2.2.1 Orchestra General Management and Tour Management will:

1. (General Management) Measure our office energy and water impacts (waste and travel optional) using the Julie's Bicycle free online carbon calculators, the **IG Tools** (or equivalent)¹.
2. (Tour Management) Measure our travel and accommodation impacts using the Julie's Bicycle free online carbon calculators, the **IG Tools** (or equivalent).

2.2.2 Concert Halls / Venues will:

1. Measure our energy and water impacts (waste and travel optional) using the Julie's Bicycle free online carbon calculators, the **IG Tools** (or equivalent).
2. Compare our energy rating with the Julie's Bicycle Performing Arts Venue Benchmarks as well as the Display Energy Certificates² for Entertainment Halls.

2.2.3 Promoters will:

1. Measure our office energy and water impacts (waste and travel optional) using the Julie's Bicycle free online carbon calculators, the **IG Tools** or equivalent.

¹ The IG Tools are free carbon measurement tools that provide a snap shot of environmental impacts. IG Tools broadly cover energy (gas and electricity), water, waste, audience, artist and business travel, as well as accommodation and freight for tours. The IG Tools are available for offices, tours, buildings, outdoor events and productions (www.juliesbicycle.com/resources/ig-tools)

² Julie's Bicycle has developed benchmarks in energy performance for cultural buildings in partnership with CIBSE (Chartered Institute of Building Engineers). CIBSE is responsible for the metrics for Display Energy Certificates (DECS) that are required to be on public display in public buildings. DECs provide an A to G energy rating.

2.2.4 Agents will:

1. Measure our office energy and water impacts (waste and travel optional) using the Julie's Bicycle free online carbon calculators, the **IG Tools** or equivalent.

2.3 Improvement

We commit to improving our environmental impacts where we can.

2.3.1 Orchestras will:

1. Identify a reasonable improvement target and action plan to reduce our impacts, such as a % reduction in energy use through an efficiency and behavioural change campaign, reduce our waste through recycling and composting, rationalise travel and/or use low carbon travel modes where possible.
2. Put in place the actions to support our ambition to improve.
3. Keep track of improvement over the year.
4. Note any improved results and staff engagement and compare to sector benchmarks/best practice as they emerge.

2.3.2 Concert Halls / Venues will:

1. Identify a reasonable improvement target and action plan to reduce our impacts, such as a % reduction in energy use through an efficiency and behavioural change campaign, reduce our waste through recycling and composting, and/or invest in renewable power sources such as solar panels.
2. Put in place the actions to support our ambition to improve.
3. Keep track of improvement over the year.
4. Note any improved results and staff engagement and compare to sector benchmarks/best practice as they emerge.

2.3.3 Promoters will:

1. Identify a reasonable improvement target and action plan to reduce our impacts, such as a % reduction in energy use through an efficiency and behavioural change campaign, measure and plan tours as efficiently as possible, and/or book 'green' venues.
2. Put in place the actions to support our ambition to improve.
3. Keep track of improvement over the year.
4. Note any improved results and staff engagement and compare to sector benchmarks/best practice as they emerge.

2.3.4 Agents will:

1. Identify a reasonable improvement target and action plan to reduce our impacts, such as a % reduction in energy use through an efficiency and behavioural change

campaign, plan tours as efficiently as possible, book 'green' venues, and/or order sustainable merchandise.

2. Put in place the actions to support our ambition to improve.
3. Keep track of improvement over the year.
4. Note any improved results and staff engagement and compare to sector benchmarks/best practice as they emerge.

2.4 Communication

We commit to communicating our environmental impacts to our stakeholders.

2.4.1 Orchestras will:

1. Display our Charter in our office, and on our website.
2. Display our Environmental policy, targets and Action Plan in our office and on our website.
3. Include a section on our environmental performance in our board meetings, and as part of our Annual Reporting/Report.
4. Summarise our achievements to our Board/senior management, staff (supply chain and audiences).

2.4.2 Concert Halls / Venues will:

1. Display our Charter in our office, and on our website.
2. Display our Environmental policy, targets and Action Plan in our office and on our website.
3. Include a section on our environmental performance in our board meetings, and as part of our Annual Reporting/Report.
4. Summarise our achievements to our Board/senior management, staff (supply chain and audiences).

2.4.3 Promoters will:

1. Display our Charter in our office, and on our website.
2. Display our Environmental policy, targets and Action Plan in our office and on our website.
3. Include a section on our environmental performance in our board meetings, and as part of our Annual Reporting/Report.
4. Summarise our achievements to our Board/senior management, staff (supply chain and audiences).

2.4.4 Agents will:

1. Display our Charter in our office, and on our web site.
2. Display our Environmental policy, targets and Action Plan in our office and on our website.

3. Include a section on our environmental performance in our board meetings, and as part of our Annual Reporting/Report.
4. Summarise our achievements to our Board/senior management, staff (supply chain and clients).

3. Supplementary Suggestions

These suggestions have been adapted from the Green Orchestras Guide (2010):

www.juliesbicycle.com/resources/green-guides/green-orchestras-guide

3.1 Orchestral Touring

The following are specific actions that the ABO, Orchestras Live members and orchestras on the Orchestras Live 'Orchestras List' will commit to undertaking.

3.1.1 Measuring impacts

Use the Julie's Bicycle free online carbon calculators, the **IG Tools** to calculate the emissions for your office spaces, as well as for planning and analysing your touring impacts. If you're permanently based in a venue use **sMeasure** to monitor weekly energy use over time in offices, and where possible in rehearsal and performance spaces.

3.1.2 Buying green

Commit to sustainable procurement – try to buy goods and services from suppliers with environmental credentials. See our **Green Suppliers Database** for ideas, and encourage your existing suppliers to sign up! For more information on how to green your procurement line read our **Sustainable Purchasing Guide**.

3.1.3 Sustainable printing

Use less printed materials where possible and if you must print, use recycled and/or FSC certified paper and sustainable inks. Read the 'printing' section in our **Sustainable Merchandise Guide** for more information.

3.1.4 Improving recycling rates

Read our **Green Your Building Guide** for ideas on how to do this.

3.1.5 Using green venues

1. Work with venues that have good environmental credentials. Ask to see their environmental policy and encourage them to sign up. If they don't have one ask why not and put them in touch with Julie's Bicycle.
2. Work with venues to improve their energy performance, such as looking at lower impact lighting and heating options, and most crucially, communicating public transport options to audiences. Signpost our **Green Your Building Guide** and our **Communicating with Audiences Guide**.

3.1.6 Greening our tour

1. Use the Julie's Bicycle Green Rider in performance contracts, and/or include clause(s) on sustainability.

2. Use the Julie's Bicycle free online carbon calculator for touring, the **IG Touring Tool** to measure and manage your environmental impacts while on tour.

3.1.7 Travelling green

Try to use public transport where possible, and explore more group travel options while on tour.

3.1.8 Environmental Policy Development

Develop and adopt an environmental policy that articulates the orchestra's roles, responsibilities and commitment to addressing its environmental impacts. See our ***Environmental Policy Guidelines*** for assistance.

3.1.9 Top Tips: General

1. Communicate environmental commitments, impacts and actions internally to the Chief Executive and staff as well as to stakeholders (funders, audiences, supply chain etc).
2. Incorporate commitments, impacts and actions into organisational reporting processes.
3. Designate 'environmental champions' and/or 'green teams' with specific environmental responsibilities.
4. Monitor energy and water use in buildings on a weekly basis using the Julie's Bicycle free carbon calculators, the **IG Tools** (or equivalent).
5. Adopt an environmental procurement policy for goods and services, including while on tour.
6. Use less and lower impact printed marketing materials.
7. Undertake annual carbon audits of the orchestra's office activities using the Julie's Bicycle free online carbon calculators, the IG Office Tool (or equivalent).

3.1.10 Top Tips: Travel and Touring

1. Undertake annual carbon audits of the orchestra's touring activities and use this information to inform planning.
2. Encourage public transport, coach travel options for tours and performances as much as possible.
3. Encourage car-pooling where public transport or coach travel options are not feasible.

3.1.11 Top Tips: Venues

1. Include a "**green rider**" in performance contracts that requests measures to improve energy, water and waste efficiency, marketing materials, and encourages public transport choices.

3.1.12 Top Tips: Audiences and Stakeholders

2. Share information about our commitments, impacts and actions in marketing materials and with funders, audiences and industry colleagues; disclose our carbon footprint on our website; and list our environmental policy and initiatives there too.

3.2 Concert Halls/Venues

The following are specific actions that BACH (British Association of Concert Halls) members will commit to undertaking.

3.2.1 Environmental Policy Development

Develop and adopt an environmental policy that articulates the concert hall/venue's roles, responsibilities and commitment to addressing its environmental impacts. See our ***Environmental Policy Guidelines*** for assistance.

3.2.2 Top Tips: General

3. Communicate environmental commitments, impacts and actions internally to the Chief Executive and staff as well as to stakeholders (funders, audiences, supply chain etc).
4. Incorporate commitments, impacts and actions into organisational reporting processes.
5. Designate 'environmental champions' and/or 'green teams' with specific environmental responsibilities.
6. Measure and reduce energy and water use in buildings using the Julie's Bicycle free online carbon calculators, the **IG Tools** and **sMeasure** (or equivalent).
7. Recycle and compost as much waste as possible.
8. Adopt an environmental procurement policy for goods and services. See our ***Sustainable Purchasing*** guide for more information.
9. Use less and lower impact printed marketing materials.
10. Choose a greener energy supplier.
11. Choose suppliers and business products that have strong social and environmental credentials. Search our ***Green Suppliers Database*** for companies with green credentials and see our ***Sustainable Merchandise*** guide for more information.

3.2.3 Top Tips: Travel and Touring

1. Try to travel by public transport where possible and **offset** any flights. Try to cut down on business travel through video conferencing where possible. Put public transport information to your venue on your website for audiences.
2. Ask incoming productions what steps they are taking to reduce their environmental impact, and share your environmental policy and action plan with them.

3.2.4 Audiences

1. Share information about the venue's commitments, impacts and actions in marketing materials. Read our **Communicating with Audiences** guide for more information.

3.3 Promoters

The following are specific actions that Promoters will commit to undertaking.

3.3.1 Environmental Policy Development

Develop and adopt an environmental policy that articulates the company's roles, responsibilities and commitment to addressing its environmental impacts. See the Julie's Bicycle **Environmental Policy Guidelines** for assistance.

3.3.2 Top Tips: General

2. Use a **Green Rider** along with your Technical and/or Hospitality Riders or include sustainability clause(s) in your existing rider. This rider is internationally applicable.
3. Choose greener venues and festivals.
4. Measure your tour emissions using the Julie's Bicycle **IG Touring Tool** (or equivalent).
5. Use greener, ethical merchandise which has been sustainably sourced and manufactured. See our **Sustainable Merchandise** guide for more information and search for suppliers on our **Green Suppliers Database**.
6. Support greener audience travel. Promote and encourage the use of public transport to audiences travelling to your concerts. Our **Communicating with Audiences** guide may help.
7. Communicate with your team and audiences about what your environmental impacts are and how you are reducing them. Julie's Bicycle **Practical Guides** cover communication with different stakeholders.
8. Work where possible with transport companies, suppliers and caterers that use energy efficient equipment, locally sourced products and sustainable materials, and have clear environmental policies. The Julie's Bicycle **Green Suppliers Database** is a good starting place.

3.3.3 Top Tips: Travel and Touring

1. Undertake annual carbon audits of the orchestra's touring activities and use this information to inform planning.
2. Encourage public transport, coach travel options for tours and performances as much as possible.
3. Encourage car-pooling where public transport or coach travel options are not feasible.

3.3.4 Top Tips: Venues

1. Include a “**green rider**” in performance contracts that requests measures to improve energy, water and waste efficiency, marketing materials, and encourages public transport choices.

3.3.5 Top Tips: Audiences

2. Share information about our commitments, impacts and actions in marketing materials.

3.4 Agents

The following are specific actions that Agents will commit to undertaking.

3.4.1 Environmental Policy Development

Develop and adopt an environmental policy that articulates the company’s roles, responsibilities and commitment to addressing its environmental impacts. See *the Julie’s Bicycle **Environmental Policy Guidelines*** for assistance.

3.4.2 Top Tips: General

3. Use a **Green Rider** along with your Technical and/or Hospitality Riders or include sustainability clause(s) in your existing rider. This rider is internationally applicable.
4. Choose greener venues and festivals.
5. Measure your tour emissions using the Julie’s Bicycle **IG Touring Tool** (or equivalent).
6. Use greener, ethical merchandise which has been sustainably sourced and manufactured. See our **Sustainable Merchandise** guide for more information and search for suppliers on our **Green Suppliers Database**.
7. Support greener audience travel. Promote and encourage the use of public transport to audiences travelling to your concerts. Our **Communicating with Audiences** guide may help.
8. Communicate with your team and audiences about what your environmental impacts are and how you are reducing them. *Julie’s Bicycle **Practical Guides*** cover communication with different stakeholders.
9. Work where possible with transport companies, suppliers and caterers that use energy efficient equipment, locally sourced products and sustainable materials, and have clear environmental policies. *The Julie’s Bicycle **Green Suppliers Database*** is a good starting place.

3.4.3 Top Tips: Travel and Touring

1. Undertake annual carbon audits of the orchestra's touring activities and use this information to inform planning.
2. Encourage public transport, coach travel options for tours and performances as much as possible.
3. Encourage car-pooling where public transport or coach travel options are not feasible.

3.4.4 Top Tips: Venues

1. Include a "green rider" in performance contracts that requests measures to improve energy, water and waste efficiency, marketing materials, and encourages public transport choices.

3.4.5 Top Tips: Audiences

1. Share information about our commitments, impacts and actions in marketing materials.

For further resources, IG tools, Top Tips, Research, Guides, and Fact Sheets:

www.juliesbicycle.com