

Can the Creative Industries lead us to a sustainable future?

A snapshot of current industry activities on sustainability



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introduction

about the project

Britain's 'Creative Industries' (CIs) generate £67bn of revenue, employ an estimated 2 million people and are growing at twice the rate of the rest of the economy.¹ But as well as their economic muscle, these industries have a vital role to play in delivering a sustainable future.

How will they apply their expertise and experience to the big sustainability challenges facing society? Forum for the Future is working with the Creative Industries Knowledge Transfer Network (CIKTN) team on one of their 'Beacons for Innovation' projects. The project, which focuses in on sustainability, examines how British creative businesses will help other sectors innovate on issues such as energy, climate change and social equity, as well as become more sustainable themselves.

The UK's CIs are great inventors and harnessers of technology, with an impressive track record of responding to and driving innovation, as their central role in the conversion to the digital world proves. Sustainability presents both challenges and opportunities for creative businesses to forge partnerships with other organisations, or take the lead in employing their skills, innovative thinking and technical knowledge to tackle some of the biggest challenges of modern life.

This project starts with the bold question 'how can the Creative Industries lead us to a sustainable future?' Working together, Forum and the CIKTN will map out a range of possible futures and work with leading experts, businesses and organisations to identify a series of actions and activities needing to be put in place to turn ideas into reality. Our aim is to help creative businesses play a fundamental role in delivering a sustainable future, whilst continuing to generate revenue and jobs in the global market. Ultimately we hope that this work will generate a series of practical projects and initiatives to tackle these.

¹ Statistics taken from the Technology Strategy Board's Creative Industries Strategy - <http://www.innovateuk.org/home1.ashx>



This project is an open process and all contributions are encouraged. We have been interviewing creative people from across the sector and launched the project via a public event on June 16th 2010, which was also broadcast on the web. Lord David Puttnam, Sebastian Conran, Jonathon Porritt, Franny Armstrong, Tim Brown, Michael Pawlyn, Dan Burgess and Prof. Frances Corner were amongst the speakers and debaters. To watch the video of the event, register as part of the project community, and then follow this link.

about this review

This review gives an overview of current activities that are promoting and enabling sustainability within the CIs. We need to understand this broad set of initiatives to gauge where the industries are now and establish what they need to do to rise to the many sustainability challenges facing them. We have picked out a few examples of what's going on, with a longer list as an appendix. We hope we've covered most of the great work that's already going on in the UK, but this is not intended to be exhaustive, rather a representative snapshot. We have tried to focus on mapping programmes and initiatives, as well as individual innovations, partly because of the sheer volume of innovation activity underway, and partly because we felt more programmatic approaches are likely to be more systematic and long-term.

If you feel an activity is missing, please do let us know and we will add to the list accordingly.



what next

We started the project in May 2010 and launched publically on June 16th with a cross-industry debate. Since May we have been conducting a number of in-depth interviews across the CIs, asking interviewees to give their views on sustainability progress across the industries and to respond to four future scenarios, from Forum for the Future's Climate Futures 2030 report. We will be 'filtering' the CIs through these scenarios, to understand what specific risks, opportunities and issues there might be for the industries, over the next 20 years. From this filtering process, we will identify key implications for the industries. These implications will be the focus of 2 regional workshops, with as many creative professionals as possible, where we will look at what needs to be done in response to them: what do the CIs need to do over the next 10-20 years to avoid the worst risks, take advantage of the opportunities and lead us to a sustainable future?

The project is split into 5 main stages. This review has come out of stage 1 and 2. We'll be using these findings to inform stage 3, which will create the basis for stages 4 and 5.



Climate Futures scenarios, see appendix for scenario summaries

Stage 1: Kick off and launch	June 2010
Stage 2: Industry consultation	May – July 2010
Stage 3: Exploring a sustainable future	July – Aug 2010
Stage 4: Workshops and action planning	Sept 2010
Stage 5: Dissemination & support plan	Oct - Nov 2010



overview

We are not starting from a blank page. Some of the CIs have made an inspiring start on tackling the big challenges ahead. A handful of initiatives are well on their way to creating significant change, others are small-scale but growing and many are no doubt in the pipeline.

From what we have seen so far, it is evident that there are three clear areas of activity:

1. working to reduce the **direct footprint** of the industries;
2. working to enhance the **creative persuasion** they can have on society and;
3. working to promote **technology and innovation for sustainability** in order to enhance UK competitiveness.

By direct footprint, we mean any impacts deriving from the day-to-day activities of the business, such as carbon emissions from offices, studios and stages; flying around the world on tour; printed materials; manufactured artefacts and so on. By creative persuasion, we mean the influence creative innovations have on people, society, and culture and as a result on mindsets, habits, behaviour and consumption patterns. By technology and innovation for sustainability, we mean finding new, low-carbon ways to meet our needs as well as maintaining the UK's creative competitiveness.

Direct footprint

When it comes to managing their direct impacts, there are an encouraging number of initiatives underway amongst the CIs for all to benefit and learn from. From full scale carbon footprinting and campaigns in some industries (music, film and architecture) to ad-hoc communications that advise creative businesses on how to reduce their environmental impacts (design) – there are transferable formats, learning and a raft of tips and guidelines for how to run a successful, sustainable, creative business. For instance, at our opening event we learnt that the film 'The Age of Stupid' was shot with only one percent of the emissions of the Hollywood blockbuster, 'The Day After Tomorrow' – proof that it can be done!



As promising as it is that work is being done on these fundamental issues, the uptake of the handy tools available is still nowhere near proportionate to the scale of the challenge we're facing. This is also the area that should, by now, be a no-brainer to most businesses. Aside from the benefits of reducing carbon emissions and water use, for example, addressing these direct impacts reduces the cost of running a business and tightens up efficiency. Putting their 'house in order' then gives creative businesses a licence to operate within the space of sustainability – if you're not doing it yourselves how can you credibly influence others?

Creative persuasion

The CIs part to play in creating a sustainable future is definitely not only in their green housekeeping, but also in their ability to influence our behaviour and inspire new lifestyles. This is where the industries can really make their mark and start to lead. We are inspired and influenced everyday by what the CIs do: the adverts, magazines and books we read; the films and plays we escape into; the TV and radio shows that entertain and educate us; the digital games that challenge us; the buildings we live and work in; the exhibitions we flock to; the clothes we choose to express who we are; the artefacts that fill our homes. These are just a handful of ways the industries reach us on a daily basis. It's big business too. In 2009 the world's biggest ad agencies announced in the FT that their biggest growth area was from green advertising. And they were slow, as the world's biggest 10 PR agencies had almost all set up in-house green communication teams already.

“Never has the art of constructive persuasion, which creative people excel at, been more critical to our individual and collective futures.” Lord Puttnam

Many creative projects and businesses, already up and running, are geared up to use this influence as a form of what Lord Puttnam describes as 'constructive persuasion' – that is, ways of innovating that change our thinking and mindsets and make sustainable behaviour palatable, even desirable, to business and the general public. We have found specific industries doing more in this space than others – namely film, design, music, architecture, art and fashion. But as you will see in the following sections, these activities are nowhere near mainstream, yet.



Technology and innovation for sustainability

The CIs are serial innovators and have a track record of using new technology for commercial advantage. The digital market has continued to grow as UK consumers have embraced new technologies, responded to ecommerce, internet advertising and mobile communications and for many aspects of life have accepted and adapted to a new, digital ‘version’ of what they once knew. As the TSB’s Creative Industries Strategy¹ report points out,

“Technology has an important role as an enabler, spurring the development of new products, services, distribution channels, business models and, on occasions, driving the emergence of significant new sectors. Digital technologies in particular have had a profound effect, from the impact of CAD and desktop publishing software on the design industry in the 80s, through to the recent rise of social networking.”

The impact of content digitisation on the music industry, in particular, has been profound and consequently changed business models irrevocably.

As a result, technology is challenging many creative industries, pushing them to explore new business models and new ways of reaching their clients and consumers – but it is also providing a rich landscape of opportunity and new markets. We see the uptake of these opportunities as a major part of shifting the CIs towards sustainable business practice and enabling their role in developing the exciting, radically different business models we need to thrive in a sustainable future. This in turn will help join up our currently separate policy goals of promoting, on the one hand, a digital, knowledge based creative economy and on the other hand a low-carbon, sustainable economy.

¹ Technology Strategy Board's Creative Industries Strategy - <http://www.innovateuk.org/home1.ashx>



findings

what progress are the Creative Industries making on sustainability?

We have distilled our research to 8 significant findings. Having interviewed a number of creative industry leaders, run the public debate on June 16th and conducted a good chunk of desktop research, we pooled together our thoughts to understand what it all meant for the CIs and where the points of crossover were.

8 key findings

1. Pockets of sustainability activity, which are growing and accelerating, are widespread across the CIs
2. The widespread sustainability activities are fragmented and dominated by one-off, short-term projects
3. The CIs have a significant, if sometimes indirect, sustainability impact
4. The opportunities offered by the convergence of digital technology and sustainability are significant
5. As a whole, UK CIs are following rather than leading
6. The CI disciplines are at different levels of maturity regarding sustainability progress
7. There is no coherent role, vision or goal for the CIs on sustainability
8. Creatives need to strengthen and communicate their business case for sustainability



1. Pockets of sustainability activity, which are growing and accelerating, are widespread across the CIs

We have come across an encouraging amount of initiatives supporting, enabling and promoting sustainability within many of the CIs. The number of initiatives and the capacity put into them has been steadily growing and accelerating over the past few years. The number of specific projects tackling sustainability challenges is on the rise too.

If many of the single initiatives we highlighted in the previous section were able to go more mainstream and scale-up their activities, the CIs would be accelerating the UK towards a sustainable future. If they were able to link up and work together in a critical mass, across the industries, that too could strengthen their, so far, brilliant work.

Collectively, however, these activities are still very much in the minority – the vast majority of creative industry skills and talents are focussed on projects and programmes that lack in any sustainability input or focus.

“Like all industries the CIs have been pathetically slow in responding to the sustainability agenda”

Alistair Sawday, chairman and founder of Sawday's Special Places to Stay

2. The widespread sustainability activities are fragmented and dominated by one-off, short-term projects

Many creatives engage with sustainability on a project basis, frequently seeing it as a specific and separate problem to tackle. This is good as it is task and outcome focussed. Its weakness, however, is that it means the industries tend not to stick with sustainability, seeing it as something relevant to a particular project which they then move on from. This is exacerbated by the fact that many people working within the CIs run small businesses, work as freelancers or can be part of businesses set up for the duration of a single project. As a result, they may feel relatively powerless to instigate any form of significant, long-term, systematic change.

There is a tension with this fragmented and short-term model of the CIs and the more long-term based needs of sustainability. The CIs will need to move to a position where sustainability is not just seen as a stand-alone project and where the CIs sustainability activities look ad hoc and dislocated, but as *the* way of operating and doing business for the 21st century.

“As a self employed musician, I find it hard to turn down a job for environmental reasons... you often accept work because you need to.”

Ruth Rogers, professional violinist



3. The CIs have a significant, if sometimes indirect, sustainability impact

As a service-based, knowledge intensive sector, one would assume the CIs are quite light on the planet. A more detailed look reveals some quite major sustainability issues and impacts with particular disciplines. Fashion for example has had major questions in its global supply chains about waste and carbon footprint. Product designers often feel they are simply 'filling landfill' and the production of advertising and film has historically resulted in massive CO2 emissions from travelling around the world for shoots. In many cases, technological solutions can help address these issues, for example by use of CGI technology in the production of movies.

Underlying these are more fundamental sustainability questions about the models on which many creative disciplines rely, for instance fashion is based on annual cycles of style renewal and obsolescence – and the industry is starting to seriously question how sustainable this business model really is.

"...this idea of glorifying practical goods for use and disposability just won't be acceptable and companies will have to find other ways of earning revenue"

**Paul Priestman Director,
PreistmanGoode**

4. The opportunities offered by the convergence of digital technology and sustainability are significant

The digital and mobile revolution has taken the CIs by storm. As a direct result of technological advancement, many of the CIs have changed irrevocably. Watching movies on a bus on your phone; buying and listening to music instantly, almost anywhere; online art galleries; reactive, personalised advertising; personalising and buying clothes online; an app for almost anything you may need (and if it doesn't exist, you can make it yourself) and the list goes on.

Social networking is affecting businesses and brands as well as being affected by them as they feed off tweets, likes & dislikes and general banter that gets them one step closer to understanding and reacting to their consumers. More recently, the sustainability and digital revolutions have begun to converge. Major global digital players – like google, cisco, ibm, ebay – are at the forefront of sustainable innovation, while exciting digital innovations frequently serve sustainability goals i.e. pledgebank – collective sign up to good deeds, kiva – direct microloans to ethical businesses in developing markets and Ecosia – web search engine that saves rainforests.

"The most profound thing, for me, is experiencing the shift of digital from a transactional tool to a cultural enabler. The opportunity this presents to creatives is limitless."

Valerie Casey, founder and executive director, Designers Accord



5. As a whole, UK CIs are following rather than leading

There is little evidence that shows the CIs leading on sustainability. Ask any seasoned sustainability practitioner where the leadership is in the UK, and they will likely say in other big business and small, start-up clean, and green-tech entrepreneurs. Whether this is fast enough, is a separate question, but they are certainly leading. Major companies like Unilever, Boots, Carillion, M&S, and others have significant commitments on sustainable innovation and the performance to match. 2010 investment in clean and green start-up companies is comparable to previous years, despite being in the middle of the worst recession since the 1930's.

Disappointingly, when you do find creative representation as part of this, it is only a small voice - as with creative businesses as part of the clean-tech revolution, or it is following or being led by business clients - as with green advertising and communications.

**“I think the Creative Industries are finally waking up to sustainability, not so much in its scientific or geo-political context, more in terms of possible lifestyle responses.
Alison Tickell, Director, Julie’s Bicycle**

6. The CI disciplines are all at different levels of maturity regarding sustainability progress

The CIs are enormously varied and the progress that certain disciplines have made is well ahead of others. For example, architecture is the clear leader in this space, with pockets of activity in design, film, music and fashion. Arts and antiques, crafts, gaming and software are, so far, the least active. This is understandable as the level of activity 'broadly' links to the impact each of the disciplines has on our lives and on society. Emissions from buildings make up an estimated 50% of the UK's CO₂ emissions, so within architecture there is a history of policy, legislation and leadership meaning the discipline is well advanced. Disciplines such as gaming and arts and antiques, for instance, are relatively 'light' in terms of their physical impact on the economy and so light on activity too.

However, impact does not automatically equal opportunity. The physical impact of the discipline need not dictate the level of activity. There is no reason for there not to be significant sustainability opportunities for, software and gaming for instance, through behaviour change and influencing mindsets. The currently less active disciplines can play a significant role in shaping a sustainable future.

“The gaming industry hasn't really embraced sustainability much, it's all been incremental to date” Steven Barber, Laughing Jackal



7. There is no coherent role, vision or goal for the CIs on sustainability

What's so special about the CIs tackling sustainability? Collectively there is no common vision or understanding of the impact the CIs would like to have in this space. This might not be surprising or even a problem internally within such a disparate sector, but it is limiting for the CIs 'sustainability sell'. It need not be a formal sustainability vision, as other sectors like UK outbound tourism have. But if the CIs are a coherent sector then a more formal description of exactly what it is they can and should do would almost certainly help.

Sector-wide visions take a long time to create, and across such a varied sector, we are unsure of the value of this, especially given the urgency and need for action. So this point raises a key question, is there a need to draw this activity together into a coherent and convincing whole?

What is the unique role the CIs can have to enable a sustainable future?

Our opening debate suggested several, such as: create positive and inspiring visions of a sustainable future; creatively persuading people to change their lives; and influencing consumer behaviour and choices; creativity...

8. Creatives need to strengthen and communicate their business case for sustainability

Why would I use a creative on sustainability, rather than a supply chain manager, a chemist or an engineer?

Given that funding and resources are increasingly scarce, the CIs will need to compete with other industries or disciplines on sustainable innovation. Yet there is little case for this at present. Other industries are more readily able to argue their sustainability value or case in terms of cost savings or revenues from sustainability projects. Ironically, disciplines like advertising and architecture are extremely good at building their traditional (non-sustainable) pitch. Yet this isn't currently happening for the CIs on sustainability.

"If we don't tackle climate change urgently, any worthwhile government is not going to be subsidising their national theatre, or the Arts, but will be concerned with what remains of their NHS, defence and schools. This would have a significant impact on the Arts."

Orlando Wells, Actor, Writer and Director.



snapshot

Some examples of what the creative industries are up to on sustainability

The first seven case studies are the most exemplary initiatives we have found and thereafter we highlight many of the other exciting ones we've found within each of the 13 CIs, just to give you a snapshot of the activities and initiatives that are out there.

A full list of initiatives and activities is in the appendix.





Making the creative industries green



"I think the creative industries are finally waking up to sustainability, not so much in its scientific or geo-political context, more in terms of possible lifestyle responses. For example, the music industry worked out recently that this is a good place to be, from a brand perspective"

Alison Tickell

Director, Julie's Bicycle

Julie's Bicycle is creating an industry-wide consensus to take action on climate change and environmental sustainability starting with emission reduction tools and resources. They work with artists, managers, record companies, agents, promoters, publishers, collection societies, trade bodies, manufacturers – the whole supply chain from the creative idea to the music consumer providing support and advice on carbon reduction action in a business context.

Established in 2007 by the UK music industry, Julie's Bicycle has spent the last few years working across the music industry to research the carbon emissions baseline of the UK music industry, and international touring of theatres, bands and orchestras in partnership with the Environmental Change Institute, and other organisations including Arup and the RESOLVE institute at Surrey University.

This research has informed the development of their not for profit certification programme Industry Green - a simple framework supporting improvement in environmental sustainability for creative companies. Industry Green is supported by a series of industry campaigns, project partnerships and practical resources including case studies and the free online carbon calculators the IG tools.

As from 2010, they have expanded their remit to include theatre - embarking on a UK-wide programme which will bring together the commercial and subsidised theatre industry in England, Scotland, Wales and Northern Ireland in a collective effort to improve the environmental sustainability of their work and help it to flourish in a low-carbon economy. They are currently working with London galleries, studios and art fairs to produce the Green Visual Arts Guide for the Mayor of London. They have already produced the Green Music Guide – a 'how-to' for music companies and individuals interested in greening their activities – from touring to offices, recording studios to festivals, the Green Art Guide (to be launched in October 2010) and have been commissioned to write the Green Fashion Guide.

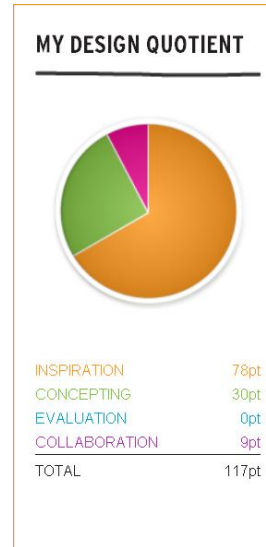
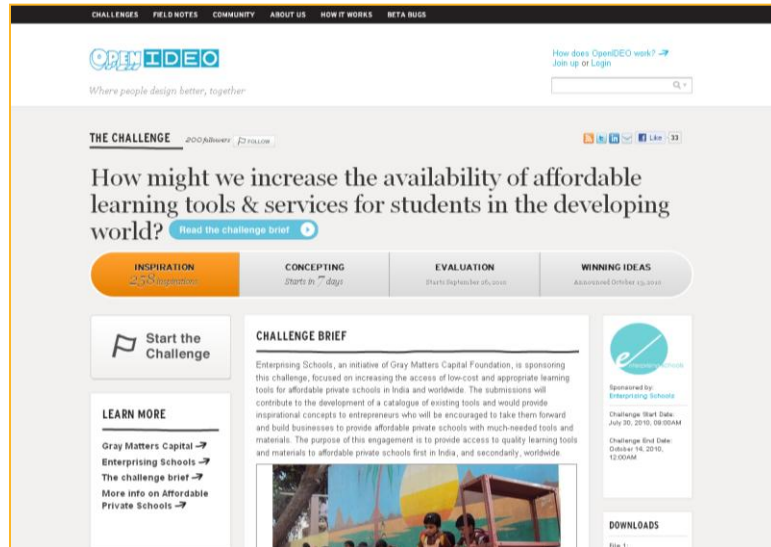
Julie's Bicycle has also produced 'Long Horizons' an exploration of the arts and climate change (2010), Impacts and Opportunities : reducing the emissions from CD packaging (2008) , Jam Packed: Audience Travel to Festivals 2009, and Impacts of Recorded Music, 2009.

Julie's Bicycle is running a number of other projects including Green my Band, a festivals partnership with the 1010 Campaign, the Bike Club network events, and auditing or certifying over 100 creative companies.





Where people design better, together



IDEO, a design and innovation firm, developed OpenIDEO as a way to include a broader range of people in the design process through inspiration, concepting, and evaluation.

OpenIDEO is a place where people design better, together for social good. It's an online platform for creative thinkers: the veteran designer and the new guy who just signed on, the critic and the MBA, the active participant and the curious lurker. Together, this makes up the creative guts of OpenIDEO.

To become a place where good ideas gain momentum, OpenIDEO depends on participation — your inspirations, his comments, her concepts, our design process. It's these efforts, these big and small moments of sharing and collaboration, that make this platform a dynamic resource for tackling significant global challenges. A short video explains how it works.

“With big trends in mind, we built a **technology platform to enable diverse people to **collaborate** in solving problems for **social good**. We hope that it makes a difference.” Tom Hulme, Design Director at IDEO London and Project Leader of OpenIDEO.**

Principles of the OpenIDEO Community:

Principle #1: Inclusive

Principle #2: Community centered

Principle #3: Collaborative

Principle #4: Optimistic

Principle #5: Always in Beta

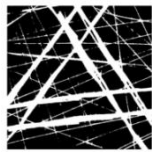
Example challenge: Open Planet Ideas - SONY and WWF

“How can today's technology address the environmental challenges we're all facing?

Just imagine. Maybe the tools to solve the big environmental problems threatening our planet already exist. We just need to apply them in a different way. To make this happen, Sony and WWF want to hear your original ideas and applications for the smart new use of existing technologies. These could be big or small. They can be technically detailed or abstract and high level.”

SONY
make.believe





arcola
theatre



arcola
energy

Founded in 2000 by Artistic Director Mehmet Ergen and Executive Producer Leyla Nazli, **Arcola Theatre** is now one of the most respected arts venues in the UK - blazing a trail in artistic excellence and innovative management since day-one. Housed in a stunning converted factory in Hackney, Arcola is a favourite of established theatre literati as well as young, upwardly mobile innovators. London's largest theatre studio, Arcola has become well known for the variety of its programming- from new writing to classic drama, music and comedy.

Arcola Theatre is proud of its mission to become the world's first carbon neutral theatre through **Arcola Energy**, a programme of activity spanning everything from recycling bottles to, building facilities from old sets, to international green theatre partnerships, to the hydrogen fuel cell powering the LED lighting in the cafe/bar and our more adventurous Studio One lighting rigs. With Technology Strategy Board funding, they have developed HyLight, a low-carbon lighting system.

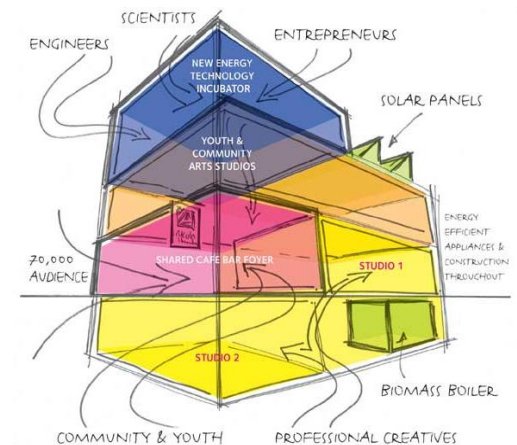
Recognised as a global leader, Arcola Energy is driving environmental change locally, nationally and internationally through thought leadership, technology demonstration, brokering novel partnerships and bringing community voices in to Dalston regeneration. As a theatre we have a longstanding tradition of innovation, inspiration and deep integration with the local community. Working to the same principles, Arcola Energy integrates arts and science professionals and the community to pioneer practices that will fundamentally change the way arts organisations work. Our partners in this venture include distinguished advisers to government, industry and the arts, as well as award winning new energy companies.

"The arts have a crucial role to play in *visioning* and *normalising* sustainable lifestyles. The scale and rate of change in behaviour across the global population requires a *cultural shift* and thus it is our cultural tools which we must use to affect change." Dr Ben Todd, Executive Director, Arcola Theatre



PIECES OF VINCENT, by David Watson
Showing 2 - 25 September 2010

Future Arcola is for everyone. It will unite art, science, community and business to deliver practical and desirable approaches to sustainable living. The next step in the evolution of Arcola Theatre, it builds upon nearly 10 years of acclaimed operations and will put Hackney at the forefront of re-thinking society for the 21st Century.



MAGNIFICENT REVOLUTION

Magnificent Revolution (MR) is a not-for-profit education project based in London. Made up of artists, musicians, designers, ecologists, and engineers, MR has flourished into a cross-disciplinary organisation working in education, ecology, engineering, design, art, music and film.

MR is aimed at helping people understand their energy use, its links with power production and climate change. They guide people towards positive solutions and transition to low carbon lifestyles. They use bicycle power generators as educational tools in schools, colleges and communities. By showing people how many bikes it takes to power household appliances, they help people to understand energy in an enjoyable and engaging way.



Magnificent Cycling Cinema

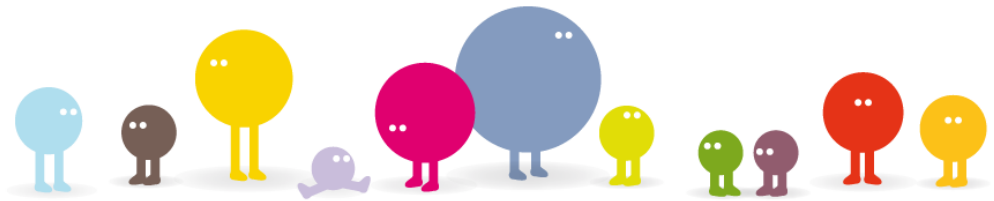


Pedal Powered Sound System

Their workshop programme, cinema, and sound system educate children and adults about energy production, renewable technologies and micro-power generation. Through their work people start to make implicit connections between personal energy use, money saving, independence and climate change and start to build appreciation for energy. Learning about energy consumption inspires people to reduce their energy demands, take greater control over their energy supply and to take creative action in climate change.

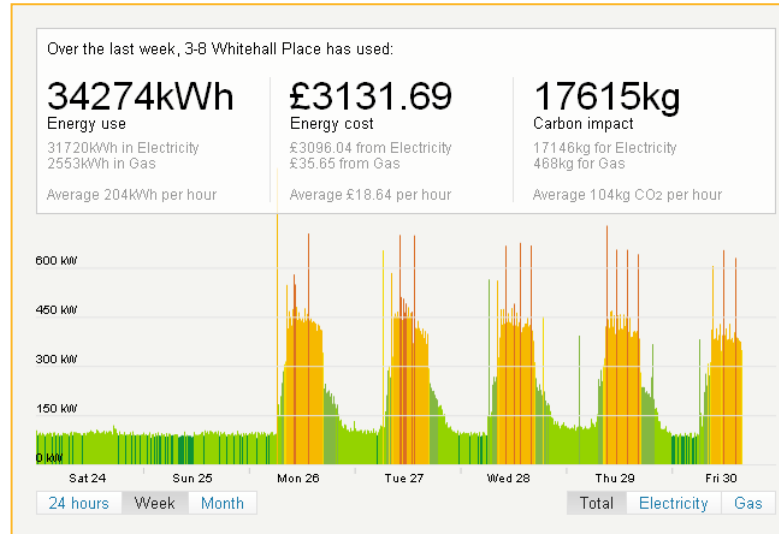
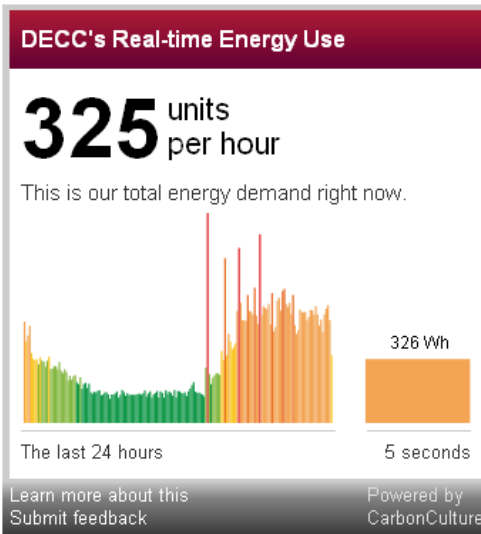
The pedal powered cinema, for example, uses 10 bikes and 20 legs to power 600W of audio visual equipment for screening films or projections. An interactive feedback system informs cyclists and the audience how much power they're generating.





CarbonCulture is a user-centred, design-led initiative aiming to create substantial energy savings in workplaces by transforming behaviour of building managers and building users with a novel evidence-based change programme. Designed and developed by design consultancy, More Associates, it is currently being piloted by DECC and Defra, and real-time energy reporting has been deployed at six other Whitehall Departments. At the core of the project is a design process that will develop best practice socio-technological behaviour change techniques. The approach will generate valuable energy performance data for staff and management, producing high quality decisions and enabling high performance improvements to be implemented at low cost across large and complex estates. The project will also create best practice examples of behaviour change and carbon reduction. Once the first projects are complete later this year we will have developed an evidence base on what works and what does not, how much control and influence building users have over energy demand and a sense of the scalability of the solution.

"With CarbonCulture, we're showing that emerging technologies can be mashed up with design and social sciences to create high-performance carbon savings at surprisingly low cost. This approach has strong potential to put carbon performance under the routine scrutiny of financial controllers, which is exactly where it belongs." Luke Nicholson, Director, More Associates



< Real-time energy use on the homepage of the Department for Energy and Climate Change



THINK ACT VOTE

Think Act Vote is built to inspire people to think positively about their future and the votes we cast, today, tomorrow and forever. Think Act Vote was started by a group of friends whose backgrounds are in ethical fashion, politics and design. Brought together by a shared frustration about the negative view of politics and personal agency held by so many people in the UK today and an ambition to do something about it – creating a community around our relationship with the political, social and economic choices we make for our future.

Think Act Vote are engaging people through events and a strong web and social media presence. Fashion is also a pillar of the project - working with ethical and eco designers to create cool, wearable clothes that spread the message of the campaign. In partnership with ethical fashion label Komodo, they searched for the perfect design for the carbon neutral Think Act Vote t-shirt from up and coming designers, artists and illustrators.

They are also creating an iconic, crowd-sourced book that fuses together Design, Fashion, Photography, Art, Poetry, and Sustainability with public contributions words.



“The campaign is about being **more positive towards life and also about the powerful realisation that we are expressing the future that we choose through how we spend our time, money and energy. Every day we make **choices that shape our world.**”**

**Amisha Ghadiali,
Founder Director, Think Act Vote**



THE SAHARA FOREST PROJECT

is a unique combination of proven environmental technologies, such as solar thermal power, modern biomass production and the Seawater Greenhouse. The resulting synergies enable restorative growth in the world's most arid regions.

Sustainable production of fresh water, clean energy and food proves to be one of the greatest challenges of our time.

The objective of the Sahara Forest Project is to develop and deploy an integrated, large-scale system for reforestation and creation of green jobs through profitable production of food, freshwater, biofuels and electricity. The result is: Restorative growth. The inputs are simple and abundant: Nutrients, sunlight and seawater.

The Sahara Forest Project combines two proven technologies in a new way to create multiple benefits: producing large amounts of renewable energy, food and water as well as reversing desertification. A major element of the proposal is the Seawater Greenhouse - a brilliant invention that creates a cool growing environment in hot parts of the world and is a net producer of distilled water from seawater. The second technology, Concentrated Solar Power (CSP) involves concentrating the sun's heat to create steam that drives conventional turbines, producing zero carbon electricity twice as efficiently as photovoltaics. The two technologies have very promising synergies that make the economic case even more attractive.

The team behind the project is made up of: an inventor - Charlie Paton, creator of the Seawater Greenhouse; an architect - Michael Pawlyn of Exploration Architecture, previously of Grimshaw and the lead architect on the Eden Project; an engineer - Bill Watts of Max Fordham & Partners, an engineering firm that focuses on energy efficient systems for the built environment; and an NGO - The Bellona Foundation who have 25 years experience of bringing innovative projects to market.



“We carried out a full feasibility study which concluded that we can profitably **revegetate areas of desert while creating zero carbon food, renewable energy and **significant quantities of water** in some of the most water-stressed parts of the planet”**

Michael Pawlyn , Exploration Architecture



The IPA has launched a comprehensive online sustainability portal that will provide agencies with information and resources to improve their green credentials within their own agencies, both at a personal and corporate level

Do the Green Thing is a not-for-profit communications organisation that inspires people to lead a greener life. With the help of brilliant videos and inspiring stories from creative people and community members around the world, Green Thing focuses on seven things you can do (and enjoy) to be greener.

green thing



Futerra is a sustainability communications agency; from green to ethical, climate change to corporate responsibility. What makes them a really pioneering organisation, is their mission to share their expertise and thinking, for the greater good.

From their Greenwash Guide, published in 2007, to their recent Branding Biodiversity they continue to lead the thinking on sustainability communications.



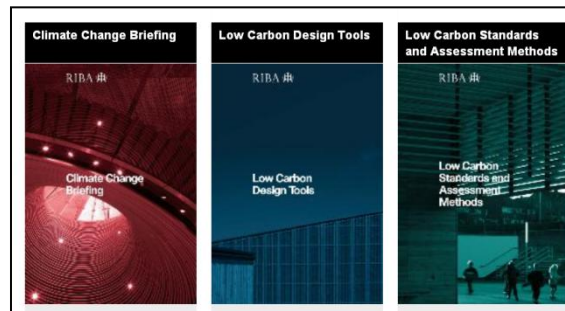


The RIBA Sustainable Futures Group exists to relate sustainability to the profession and to inform members of the development of RIBA policy, educational and professional standards and practical services to promote sustainable design.



RIBA Sustainability Award winner: Oxley Woods
Architect: Rogers Stirk Harbour Partners

RIBA Sustainability Award is given for the building that demonstrates most elegantly and durably the principles of sustainable architecture. The building industry produces half the world's CO₂. The award encourages architects and clients to go beyond the letter of the law, and make energy-efficient buildings which are also beautiful.



RIBA Climate Change Toolkits are now in their 2nd edition, developed with CABE, the Energy Saving Trust, Peter Rickaby Associates and SE2. The 8 toolkits introduce architects to the science and issues behind global warming, and the technical skills, tools and design solutions necessary to tackle climate change.



The UK Green Building Council's mission is to dramatically improve the sustainability of the built environment, by radically transforming the way it is planned, designed, constructed.



international spotlight

Architecture for Humanity is a non-profit design services firm founded in 1999, who aim to build a more sustainable future through the power of professional design.

By tapping a network of more than 40,000 professionals willing to lend time and expertise to help those who would not otherwise be able to afford their services, they bring design, construction and development services where they are most critically needed.

Through thoughtful, inclusive design we create lasting change in communities by focusing on the following practice areas:

Poverty Alleviation

Providing access to water, sanitation, power and essential services

Disaster Mitigation and Reconstruction

Bringing safe shelter to communities prone to disaster and displaced populations

Post-Conflict Community Building

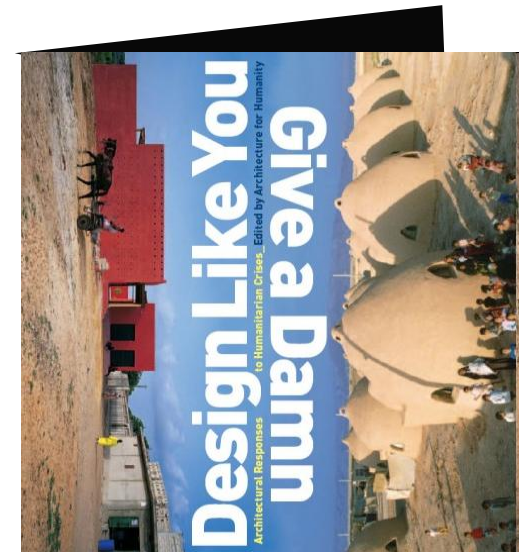
Rebuilding community and creating neutral spaces for dialogue in post-conflict areas

Design for At-Risk Populations

Creating spaces to meet the needs of those with disabilities and other at-risk populations

Addressing Climate Change

Reducing the footprint of the built environment and mitigating the effects of rapid urbanization in unplanned settlements



Arts, Climate Change and Sustainability is a British Council programme aimed at harnessing the inspirational qualities of the arts, along with the trust felt towards artists, to demystify and energise the debate about climate change. By energising and invigorating others, it will help find creative and local solutions to the challenge of climate security and encourage the necessary behavioural change in the UK and internationally.

They recently released their Long Horizons report, a collection of personal reflections about art, artists and climate change. Commissioned by the British Council working with Julie's Bicycle the report includes contributions from Antony Gormley, Jay Griffiths, Professor Tim Jackson, Professor Diana Liverman and KT Tunstall.



Cape Farewell has brought together leading artists, writers, scientists, educators and media for a series of expeditions into the wild and challenging High Arctic. Together they have mapped, measured and been inspired by this awesome environment and have endeavoured to bring home stories and artworks that tell how a warming planet is impacting on this wilderness. New feature film, Burning Ice:



video games



Bayer Healthcare recently worked with Nintendo to develop the Didget Meter, a game for children with diabetes that rewards them with points for keeping their blood glucose levels within a personalized target range. The game is designed for kids as young as 5 years old.

Serious Games enables the growth of games, virtual worlds and connected industry specialists by supporting research and development into the use and effects of these products, platforms and technologies. One such game, the Living Stories project is the first alternate reality game in the UK addressing environmental issues. Living Stories combines social networking sites such as facebook and twitter with Second Life.



crafts



Creative Recycling tries to make something out of household and general waste matter. We do not try to re-use or make something out of every fundraising it of waste, nor use waste in every process. It is about a wider aspiration, and the intention to inspire others to recycle whenever possible and promote sustainable living.





Ark Lab is a group of people from diverse backgrounds interested in using design thinking to respond to social issues in our community. The aim is to work with the public, organisations and education establishments, using 'social design' to encourage discourse and response to social issues.

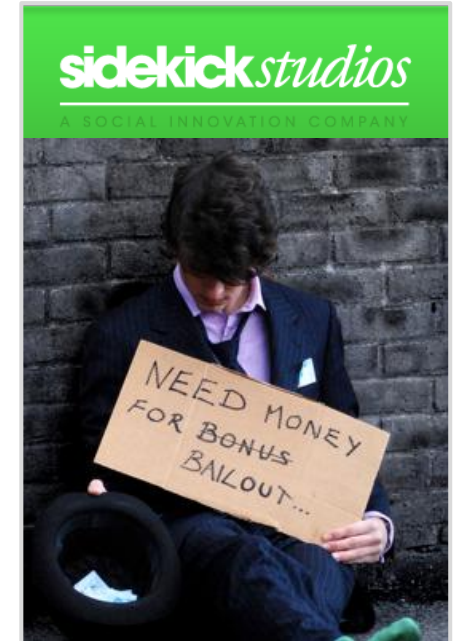
A social enterprise that propagates sustainable actions through design, ReDesign seeks out and promotes products and projects that are friendly to people and planet, and partner with a wide range of organisations.



thomas.matthews is a sustainable communications agency.

They produce design solutions, campaign for 'good design' and share their ideas and solutions on reducing the impact of design.

They believe in "good design - appropriate, sustainable and beautiful"



Sidekick Studios was set up to use the internet in creative ways to redesign services and make society better. As service designers they work with clients to improve and innovate service experiences. Alongside this, they run Sidekick Ventures, an incubator for their own inventions and spin-out social businesses. They currently have ventures in obesity, long term conditions and strengthening local communities.



Greengaged aims to advance the design industry's capacity to respond positively to key environmental challenges such as climate change. This is done by offering thought leadership, creating spaces for dialogue, and opportunities for knowledge sharing - within the industry and beyond.



RSA Projects Design Directions

This RSA awards scheme challenges professional designers-in-training to apply their skills to difficult social issues.



Cornwall.

Design of the Times (DOTT), currently running in Cornwall, aims to create positive changes through good design practice.



design

international spotlight

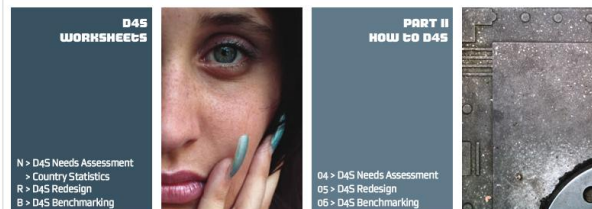
The Designers Accord is a global coalition of designers, educators, and business leaders working together to create positive environmental and social impact.



Material Short Stories is a materials service which consults on innovative and sustainable uses for materials.

design

Design for Sustainability (D4S) has published step-by-step guides for companies and intermediate organisations in developed and developing economies with practical support for both incremental and radical product innovation.



The Sustainable Everyday Project (SEP) proposes an open web platform to stimulate social conversation on possible sustainable futures. SEP events are placed under the patronage of UNEP UN Environment Program.

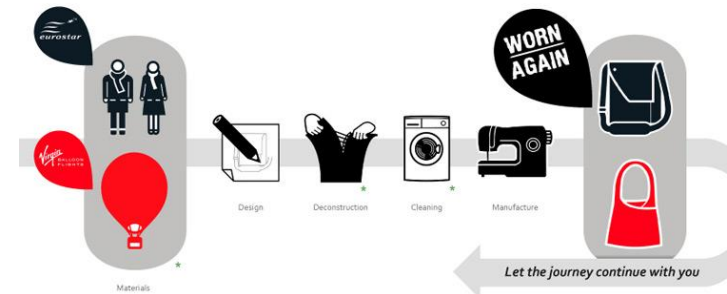


Esthetica is a sustainable fashion campaign that calls on all parties to recognise that to effect change, sustainability and ethical fashion also needs to make commercial sense. They hold events at London Fashion week previewing the best sustainable designers and makers in the industry.



Worn Again works with leading product designers to transform discarded and unwanted fabrics into modern, wearable clothes and accessories.

For example designer Christopher Raeburn, used decommissioned Eurostar uniforms and retired Virgin hot air balloons to make a range of laptop bags, Oyster card holders and hoodies.



fashion



Centre for Sustainable Fashion
London College of Fashion

The Centre for Sustainable Fashion provokes, challenges and questions the fashion status quo. Through collaboration they design transforming solutions that balance ecology, society and culture.

They connect research, education and business to support, inspire and create innovative approaches to fashion.



Fashion Futures presents four vivid scenarios of the world of 2025 and the role of the fashion industry, helping companies around the globe navigate the ever-changing challenge of developing sustainable business.



The Ethical Fashion Forum network connects thousands of individuals, businesses, and organisations interested in a more sustainable future for fashion.

Open to designers, retailers, buyers, fair trade producers, manufacturers, NGO's, fashion students, tutors and consumers, the EFF aims to provide a platform for shared practices, pooling resources, communication and links across the industry.

ETHICAL FASHION FORUM



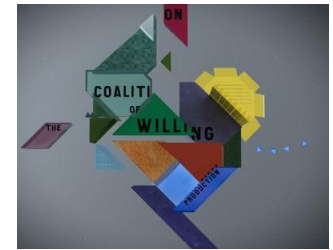
Fashioning an Ethical Industry (FEI) is an education project of Labour Behind the Label. The project works with tutors and students of fashion-related courses to give an overview of how the fashion industry positively and negatively impacts on working conditions in garment manufacture and to inspire students - as the next generation of industry players - to raise standards in the for garment workers in the fashion industry of the future.

BioCouture aims to address ecological and sustainability issues around fashion. The BioCouture research project is harnessing nature to propose a radical future fashion vision.

They are investigating the use of bacterial-cellulose, grown in a laboratory, to produce clothing. The ultimate goal is to literally grow a dress in a vat of liquid.



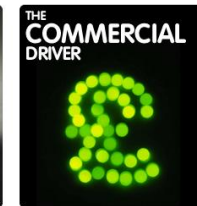
Coalition of the Willing is an animated film which discusses how we can use new internet technologies to leverage the powers of activists, experts, and ordinary citizens in collaborative ventures to combat climate change.



The UK Film Council and BSI, together with representatives from different parts of the UK film industry, are developing a new British Standard that will set out the requirements for improving the sustainability of the UK film industry.

Greenfilm, sponsored by the UK Film Council, aims to help professionals working in every part of the film industry – studios, locations, distribution, exhibition, special effects, post-production and archives – to reduce their carbon footprint, save money and make sure they're not caught unawares by new environmental legislation.

GREENFILM



Independent bulletins
from the worlds of
climate science,
politics and activism.

Climate Radio has been going since 2003. The programmes are made for the award-winning community arts station Resonance104.4fm in central London and rebroadcast by a network of community radio stations in the UK, Ireland, Germany and the United States and are also available through The Ecologist and Indymedia.



film & video
tv & radio

Green.tv is a web and broadband channel entirely devoted to environmental programming.

On blog.green.tv they raise awareness of green issues and get people 'riled up enough to act'.



Nice and Serious make engaging films about sustainability and the environment.

They also write a blog commenting on and highlighting initiatives, films and other activities, related to sustainability.



The makers of the film *The Age of Stupid* have conducted the first carbon footprint calculation of the making of a film:

1. Production Emissions (2004->2008)

48 flights, 124,000 miles	68,100
Food for 1,277 meals	13,400
Train trips, 23,612 miles	4,100
Boat trips, 497 miles	3,200
Cameras, computers, tapes, CDs etc	2,800
Heating two offices (pretty cold)	1,100
2 helicopter flights, 105 minutes	735
Car trips, 2400 miles	740
Tubes & buses, 1,480 miles	95
Bicycle & walking trips, 13,100 miles	0
Electricity (green supplier)	0
TOTAL	94,270 Kg Co2

Equivalent to

- 1% of the emissions of the Hollywood film, The Day After Tomorrow
- 8 British people for 1 year
- 4 American people for 1 year
- 1000 Tanzanians people for 1 year
- 91 people living sustainably for 1 year
- 1 of Piers' big turbines for 6 days
- Recycling 910,000 bottles
- 15 British homes for 1 year
- 18 American cars for 1 year
- 185 gas patio-heaters for one month



film & video
tv & radio



Radiohead have been cutting tour emissions with the help of Best Foot Forward.

In the music world there has been considerable debate over the environmental impact of music bands jetting around the world on tour. Radiohead were concerned about their activities, and commissioned BFF to footprint their tours in the US. The study, completed at the end of 2007, drew wide boundaries - including fans' travel, merchandising, waste and energy use - and demonstrated that the overriding impact is from the travel of thousands of fans to venues. Radiohead are now taking steps to help their fans minimise travel emissions, as well as reducing the band's own direct footprint.

The Greener Festival Awards is a not for-profit company committed to help music and arts events and festivals around the world adopt environmentally efficient practices through providing information, by providing education resources and by swapping ideas.



The Big Chill, Latitude, Bestival, Reading and Lovebox are among a host of big-name music festivals that have joined the 10:10/Julie's Bicycle carbon reduction campaign. They have pledged to cut their greenhouse gas emissions by 10% during 2010.



Green Theatre: Taking action on Climate Change

The Green Theatre Programme for London is the Mayor's response to the overwhelming concern of the theatre sector to reduce any negative impact on the environment. Published in 2008, The Green Theatre plan is for anyone working in London's theatre industries. If all actions recommended in this plan are taken, London theatres can reduce their CO2 emissions by almost 60 per cent by 2025.



Kilter Beyond Theatre aims to redefine theatre as a widely accessible, participatory, change driving experience. To physically and mentally involve the audience, igniting their imaginations, encouraging debate and positive change for themselves, their community and the rest of the world. Achieved through the development of an economically and environmentally sustainable business.

Scenery Salvage have a dedicated system for the removal of scenery from studios or locations, not to a land fill site but to a reclamation centre.

Once offloaded any useful set pieces i.e. doors, windows, stock sized flatage, columns and any hardware such as hanging irons, castors, LX components etc are removed, photographed, catalogued and put on the Salvage Stock List for resale to the industry at vastly reduced rates compared to original costs.



performing
arts





Earthscan is a leading publisher on climate change, sustainable development and environmental technology.

It is a carbon neutral company.



Fragile Earth is a growing series of little books covering big issues.

Highlighting the perilous state of our world yet offering imaginative and radical solutions and some intriguing facts, these little books will make you weep and smile. They are regularly revised, keeping you up to date and well armed for the battle with apathy.



John Grant's latest book, Co-opportunity, is published by Wiley and printed using vegetable ink, acid-free FSC paper stock and a cardboard cover. It is a collection of stories, projects and case studies of people working co-operatively to create a more sustainable, resilient and prosperous world. Grant experimented with open source editing by crowd sourcing his case studies and putting the first edit of the book up on PSFK.com, asking for online collaborative feedback from his readers.

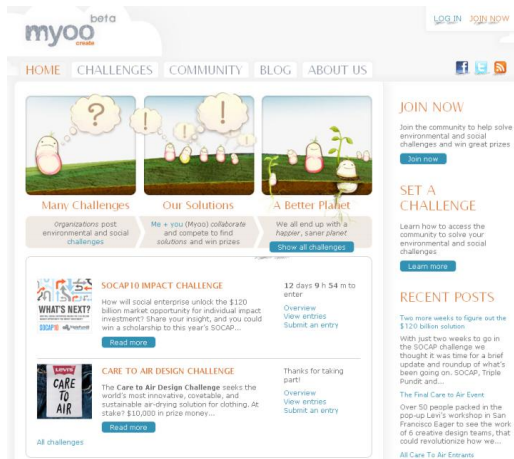
publishing

green4books

**BA/PA Environmental Action Group (EAG)
Promoting Environmental Awareness Across The Book Industry**

The aim of the EAG is to spread awareness within the book industry of the environmental impact of publishing and bookselling. The group aims to encourage action in every area of the business to reduce waste and adopt environmentally friendly business practices.
www.green4books.org.uk





Myoo Create is a community for environmental and social innovation – where people who share a passion for inspiring and co-creating a better world can come together and apply their talents to challenges that matter.

Organizations post an environmental or social challenge with Myoo Create, offering a prize for the best solution.

The Myoo Create community submits solutions to the challenge. The crowd votes and shares thoughts and feedback to help surface the best contributions.

Apps For Good is a leading-edge technology programme where young people learn to create mobile and web apps that change their world. With special focus around solving real life issues that matter to them and their community. The courses are sponsored by Dell Youth Connect.



BASDA, the Business Application Software Developers' Association launched Green-XML in July. The software extension has been designed with the developers of other standards to make it easy to extend all XML standard that use the elements of BASDA Green XML. Green XML makes it easier for software developers around the world to produce integrated environmental management systems that are capable of sharing green data with software applications operated by partners or other parts of the business.

BASDA Green XML has the following 'Green' sections:

- Carbon footprints and offsets
- eco-labels and certifications
- Embedded/virtual water
- Waste management
- COSHH/REACH data sets
- Bio-Diversity
- Input/Output analysis

software



conclusions

So are the CIs leading us to a sustainable future?

The school report card would read, good start, some inspiring signals, but must try harder. We have an almost inconceivably large series of steps to make a sustainable future a reality, and that may mean reinventing almost every aspect of living and doing business.

The 2008 Climate Change Act¹ sets a legally binding target of at least an 80 percent cut in greenhouse gas emissions by 2050. This is a challenging target but offers enormous opportunities for innovation. We need a monumental surge of creativity and innovation if we are to hit these targets. There are clear opportunities and needs, for creative approaches to many of our sustainability challenges and we need the CIs to step up to these.

We highlighted 3 ways the CIs can lead us to a sustainable future, and our research concludes the following:

1. Working to reduce the direct footprint of the CIs

The industries are just starting to do this, lead by Julie's Bicycle with the music and theatre industry and with other activities in film and architecture. Understanding their impact is an essential step for any industry wanting to tackle sustainability challenges, enabling them to prioritise and know where to start.

1. Climate Change Act 2008, http://www.decc.gov.uk/en/content/cms/legislation/cc_act_08/cc_act_08.aspx



conclusions

2. Working to enhance the creative persuasion they can have on society

We can see many hopeful signs in this area, but there is not anywhere near enough activity to meet the scale of the challenge we are facing. We need to see much more action from all CIs with sustainability being a major factor in idea generation and development, manufacturing, cultural renewal and public engagement. Their creative persuasion can play a major part in helping make sustainability desirable, accessible and one day, the norm.

3. Working to promote technology and innovation for sustainability

The advance of technology and the digital era is still an exciting rollercoaster with unlimited opportunities for the creative industries. What we need to see more of, is the combination of technology and innovation specifically *for* sustainability. Innovating today without any regard for resource shortages, climate change, population growth and other future challenges, is simply not business savvy, and dare we say it, lazy. The work that Arcola Theatre are doing on low-carbon lighting technology for theatre is a brilliant example of what we need – how can we do business better, continue to shine creatively and harness the wonders that technology and digital platforms offer, to create a sustainable future?

To sum up – the snapshot activities we have highlighted in this review need to keep up the brilliant work and endeavour to scale-up their activities, and the rest of the creative industries need to urgently wake-up and see sustainability as the 21st century's biggest opportunity, and imperative to innovate.

“The Creative Industries are essential 'idea machines' - this puts them in a good position to respond to change.” Alistair Sawday, chairman and founder of Sawday's Special Places to Stay



appendix

please let us know your thoughts on this review, and highlight anything that might be missing

Join the Sustainability Beacon Community here:

<https://ktn.innovateuk.org/web/sustainability>

To contact Forum for the Future about this project, email:

[Fiona Bennie | f.bennie@forumforthefuture.org](mailto:f.bennie@forumforthefuture.org)

www.forumforthefuture.org/projects/creative-industries-project



interviews and input to date | july 2010

Advertising : **Jon Miller** | Mother
Advertising: **Dan Burgess** | Pipeline Ideas
Architecture: **Michael Pawlyn** | Exploration Architecture
Design : **Valerie Casey** | Designers Accord
Design : **Paul Priestman** | Priestman Goode
Design: **Tim Brown** | IDEO
Crafts : **Rosy Greenlees** | Crafts Council
Fashion: **Prof. Frances Corner** | London College of Fashion
Fashion : Anonymous - Director CSR, major fashion brand
Film: **Franny Armstrong** | Spanner Films
Film / Animation | **Dom Del Torto**
Film : **John Newbigin** | Freelance Film Producer and Consultant
Gaming : **Steven Barber** | Laughing Jackal
Music : **Ruth Rogers** | Classical Musician
Music : **Alison Tickell** | Julie's Bicycle
Performing Arts : **Orlando Wells** | Actor
Publishing : **Leonora Oppenheim** | Coolhunting and treehugger
Publishing : **Alistair Sawday** | Alistair Sawday Publishing
Software and gaming: **Fred Hasson** | Developers Association
All: **David Worthington** | Chairman, Creative & Cultural Skills
All: **Lord Puttnam**
All: **Jonathon Porritt**



glossary

Carbon footprint

The total set of greenhouse gas (GHG) emissions caused by an organization, event or product.

Climate change

The changes in temperature, precipitation, wind, humidity, and frequency of extreme climatic events caused by the accumulation of greenhouse gases in the atmosphere due to human activities.

Information and Communications Technology (ICT)

Technology related to the gathering, recording and communicating of information, especially computerised or electronic.

Low-carbon economy

A concept that refers to an economy which has a minimal output of greenhouse gas (GHG) emissions into the biosphere. More developed regions comprise all regions of Europe plus North America, Australia/New Zealand and Japan.

Sustainability

Meeting human needs without overwhelming nature or society.

Sustainable development

A dynamic process by which sustainability is achieved. Enabling all people to realise their potential and improve their quality of life in ways which simultaneously protect and enhance the Earth's life support systems.



full list of industry-wide activity



Creative Industries - Current activity on sustainability

Category	Organisation	URL	Summary
advertising	Ethical Advertising Index		We believe sustainability is the growth opportunity of the 21st century, but it's not just about being green. It's about rethinking how the world works and finding smarter ways to do the simple actions that make up our daily lives.
advertising	Ogilvy Earth - (with UK office)	http://www.ogilvyearth.com/aboutus	
advertising	Ogilvy Earth - industry thought leadership	www.ogilvyearth.com/thoughtleadership	From Greenwash to Great. A Practical Guide to Green Marketing (without the Greenwash). We at OgilvyEarth also help steer the conversation. Our own thought leaders - a mix of creatives, planners and consultants - collaborate with the community to create our own knowledge-base and point of view around the topic.
advertising	Futerra - sell the sizzle and the greenwash guide	www.futerra.co.uk/	Futerra is the sustainability communications agency; from green to ethical, climate change to corporate responsibility. For over nine years we've helped you save the world
advertising	Media Smart	www.mediasmart.org.uk/about.php	Non profit media literacy program for primary school children.
advertising	Marketing Society: Green Think Tank	http://www.marketing-society.org.uk/non-member/events/calendar/the-green-agenda/Pages/green-think-tank-july.aspx	
advertising	Green Marketing Manifesto	http://greenormal.blogspot.com/2010/06/mix-your-own-environmental-masters.html	John Grant book
advertising	Ethical Ad standard		If they are to have this kind of impact, the public campaigns that seek to influence individuals need to embrace the most sophisticated approaches and techniques from advertising and marketing - including 'selling' the positive opportunities and emotions that could be associated with taking action.
advertising	Selling Sustainability report - NESTA	http://www.nesta.org.uk/publications/reports/assets/features/selling_sustainability	If they are to have this kind of impact, the public campaigns that seek to influence individuals need to embrace the most sophisticated approaches and techniques from advertising and marketing - including 'selling' the positive opportunities and emotions that could be associated with taking action.
advertising	Green Thing	http://www.dothegreenthing.com	A not-for-profit public service (communications) that inspires people to lead a greener life. With the help of brilliant videos and inspiring stories from creative people and community members around the world, Green Thing focuses on seven things you can do - and enjoy doing.
architecture	UKGBC	http://www.ukgbc.org/site/home	The UK arm of the Global Green Building Council which aims to develop green building standards throughout the world.
architecture	Green Building Webring	http://www.newbuilder.co.uk/webring/	A website which aims to bring together architects involved in green building activities. With quite a well populated and active forum.

architecture	SEA	www.sustainable-energyacademy.org.uk/	The sustainable Energy Academy (SEA) are currently spearheading Old Home SuperHome - a network of exemplar, old dwellings which have undergone an energy-efficiency retrofit.
architecture	AECB	http://www.aecb.net/	The (AECB) is a network of individuals and companies with a common aim of promoting sustainable building. It brings together builders, architects, designers, manufacturers, housing associations and local authorities, to develop, share and promote best practice in environmentally sustainable building.
architecture	Building Research Establishment	www.bre.co.uk	The accreditation organisation for BREEAM certifications
architecture	Better Public Building Initiative	www.betterpublicbuilding.org.uk/	An initiative launched by the Prime Minister which aims to promote better design in public building projects.
architecture	CABE	http://www.cabe.org.uk/	Commission for Architecture and the Built Environment is a national body which champions better building practices.
architecture	Future Cities Project	http://www.futurecities.org.uk/articles/Mantownhuman.html	Providing a critique for the rise of determinism, instrumentalism, dogmatism and didacticism in architecture within the broader social and political environment in which we all operate
architecture	Integrated habitats design comp.	http://ihdc.org.uk/	The focus of this competition is to ensure that working with nature, adapting to climate change and enhancing biodiversity is integral to the design of new urban, suburban and rural built developments.
architecture	Architecture for Humanity	http://architectureforhumanity.org/	Architecture for Humanity is a nonprofit design services firm founded in 1999. We are building a more sustainable future through the power of professional design. By tapping a network of more than 40,000 professionals willing to lend time and expertise to help those who would not otherwise be able to afford their services, we bring design, construction and development services where they are most critically needed.
architecture	RIBA	www.architecture.com	The Royal Institute of British Architects champions better buildings, communities and the environment through architecture.
architecture	ecobuild (annual event)	http://www.ecobuild.co.uk/	Ecobuild is the world's biggest event for sustainable design, construction and the built environment. Combining an 850 exhibitor-strong product showcase
architecture	BRE	http://www.bre.co.uk/	The BRE Group (BRE and BRE Global) has a history stretching back over 90 years, which has seen the bringing together of a number of separate research, testing and approvals organisations during that time.
architecture	RIBA - sustainability award	www.architecture.com/Awards/RIBASpecialAwards/RIBASustainabilityAward	This award is given for the building that demonstrates most elegantly and durably the principles of sustainable architecture. The building industry produces half the world's CO2. The award encourages architects and clients to go beyond the letter of the law, and make energy-efficient buildings which are also beautiful.
architecture	RIBA - Sustainable Futures Group	http://www.architecture.com/TheRIBA/Organisation/RIBAProfessionalServices/Departments/Practice/SustainableFuturesGroup.aspx	The Sustainable Futures Group exists to relate sustainability to the profession and to inform members of the development of RIBA policy, educational and professional standards and practical services to promote sustainable design.
architecture	London 2012 - building and cultural legacy - the sustainable olympics	http://www.london2012.com/making-it-happen/sustainability/index.php	London is the first Summer Host City to embed sustainability into our planning from the start. We're aiming to set new standards, creating positive, lasting change for the environment and communities.

architecture	Studio East - Olympic Cultural project	http://uk.westfield.com/stratfordcity/studio-east/	Studio East will grant the next generation of creative innovators access to their industry's leading lights, and award a series of high profile commissions which will be embedded in the actual fabric of Westfield Stratford City, the prestigious gateway to London's Olympic Park.
art & antiques	Arts & Ecology	http://www.artsandecology.org.uk/projects/news/june-2010/jun-8-arts-and-ecology-legacy	
art & antiques	Citizen Power	http://www.thersa.org/projects/citizen-power	Place based collaborative project Citizen Power Peterborough
art & antiques	Chrysalis Arts launches Public Art Sustainability Assessment (PASA)	www.artscouncil.org.uk/news/chrysalis-arts-launches-public-art-sustainability-/	Public Art Sustainability Assessment (PASA) is a free interactive assessment tool which aims to promote sustainable practice in public art to artists and commissioners.
art & antiques	Arts Catalyst	http://www.artscatalyst.org	Since 1993, The Arts Catalyst has commissioned contemporary art that experimentally and critically engages with science. We produce provocative, playful, risk-taking artists' projects to spark dynamic conversations about our changing world.
art & antiques	Cape Farewell	http://www.capefarewell.com	Cape Farewell has brought together leading artists, writers, scientists, educators and media for a series of expeditions into the wild and challenging High Arctic. Together they have mapped, measured and been inspired by this awesome environment and have endeavoured to bring home stories and artworks that tell how a warming planet is impacting on this wilderness.
art & antiques	British council - Long horizons report	www.britishcouncil.org/climatechange-longhorizons	Arts, Climate Change and Sustainability is a British Council programme aimed at harnessing the inspirational qualities of the arts, along with the trust felt towards artists, to demystify and energise the debate about climate change. By energising and invigorating others, it will help find creative and local solutions to the challenge of climate security and encourage the necessary behavioural change in the UK and internationally. Art and artists can help move the climate change agenda from intellectual understanding to emotional engagement, and then on to action.
art & antiques	British council - Arts, Climate Change and Sustainability	www.britishcouncil.org/climatechange-longhorizons	Long Horizons is a collection of personal reflections about art, artists and climate change. Commissioned by the British Council working with Julie's Bicycle the piece includes contributions from Antony Gormley, Jay Griffiths, Professor Tim Jackson, Professor Diana Liverman and KT Tunstall.
art & antiques	The Centre for Sustainable Practice and the Arts	http://www.sustainablepractice.org/about-us/	<u>The CSPA provides a network of resources to arts organizations, which enables them to be ecologically and economically sustainable while maintaining artistic excellence.</u>
craft	Crafts Network (global artisans)	http://www.craftnetwork.com/	In 2005 Benz International Trading Company was evaluated and selected from a list of candidates to lead the IFC's Handicraft Export Promotion Program transition from a developmental project to a sustainable social business enterprise. The company was highlighted as having the requisite experience within the handicraft export sector, as well as a reputation for successfully developing grassroots artisan communities under Fair Trade principles, operating a successful for profit social enterprise since 2000. Craft Network LLC was later established in 2006 and has since greatly expanded its reach and capabilities within the Indonesian export sector.
craft	Crafts Council exhibiion	www.craftscouncil.org.uk	The Crafts Council's goal is to make the UK the best place to make, see, collect and learn about contemporary craft.
craft	Creative recycling organisation	http://www.40beechroad.co.uk	Creative Recycling tries to make something out of household and general waste matter. We do not try to re-use or make something out of every fundraising it of waste, nor use waste in every process. It is about a wider aspiration , and the intention to INSPIRE others to recycle whenever possible and promote sustainable living
design	Material Short Stories	http://www.material-short-stories.com/	A materials service which consults on innovative and sustainable uses for materials.

design	Design Alliance	http://www.designcouncil.org.uk/our-work/investment/Good-Design-Practice/The-Alliance/	The UK Design Alliance is a partnership of more than 20 national and regional design organisations and networks who are all working to strengthen the design sector.
design	BSI Sustainable Design standard	http://shop.bsigroup.com/en/Browse-by-Sector/Design/Eco-design/	
design	Cynnal Cymru-Sustain Wales	http://www.sustainwales.com	An independent, not-for-profit organisation that promotes sustainable development and provides practical information to help people live sustainably.
design	Designers Accord (International)	http://www.designersaccord.org/	In late June 2007, the Designers Accord was founded with the goal of changing the way the creative community does business.
design	RSA: Design Directions	http://www.rsadesigndirections.org/index.html	This RSA awards scheme challenges professional designers-in-training to apply their skills to difficult social issues.
design	D4S	http://www.d4s-de.org/	The D4S graphic design of this publication is based on the sustainability concept and its consideration of the three elements of PEOPLE, PROFIT AND PLANET.
design	Sustainable Everyday Project	http://www.sustainable-everyday.net/main/?page_id=10	The Sustainable Everyday Project (SEP) proposes an open web platform to stimulate social conversation on possible sustainable futures
design	Good50x70	http://good50x70.org/2010/	Comms. design agency with focus on assisting socially orientated projects.
design	Housing Design Awards	http://www.hdawards.org/	A housing design award that has been running since 1947 in conjunction with govt. Depts. Since 2010 with the important addition of the RICS, the housing industry's largest professional body, now means the awards are genuinely a cross industry partnership between various arms of government, the private sector and all the professional institutions.
design	Eco Design Centre - Wales/Ireland	www.edcw.org	The Ecodesign Centre (EDC) is a UK based applied research organisation that aims to build capacity and capabilities to enable effective ecodesign.
design	Centre for Sustainable Design	http://www.cfsd.org.uk/CfSD/about/index.html	The Centre for Sustainable Design (CfSD) was established in 1995 within the Faculty of Design at The Surrey Institute of Art & Design, University College, in the UK. CfSD has organised over 30 conferences and workshops, and undertaken a wide range of research and training projects on eco-product development and sustainable product design. It has achieved an international reputation for high quality, innovative, leading-edge work. CfSD is supported by an international advisory board.
design	Living Climate Change - IDEO	http://livingclimatechange.com/	As climate change touches every aspect of our lives, how will it change us? How will we adapt? Living Climate Change is a devoted space for the most defining design challenge of our time. It's also a place to support fresh thinking and share provocative ideas about the future.
design	South East Design	http://www.southeastdesign.co.uk/	We put on various workshops and engage with small companies on a one to one basis to support their sustainable initiatives in product, packaging and service design. We also support aspirations to develop sustainable policies (ISO and acorn and industry standards) within the companies to enable them to develop sustainable supply chains or tap into new markets
design	DOTT Cornwall	www.dottcornwall.com	Standing for Design of the time, DOTT is an initiative that aims to make positive changes through good design practice.

design	Thomas Matthews	http://www.thomasmatthews.com/	thomas.matthews is a leading practice in sustainable communications. Founded by Sophie thomas who is an influential advocate of sustainable design.
design	Greengaged	http://www.greengaged.com/	A website dedicated to raising awareness and sharing knowledge of sustainable design and social innovation.
design	LaLuminata (magazine/blog)	http://www.laluminata.co.uk/	A blog/magazine which showcases sustainable fashion and design.
design	PaveGen Systems (w/ City of London)	http://www.pavegensystems.com	A novel paving slab design which harvests kinetic energy from pedestrians which can be routed to store and power local infrastructure!
design	Climate Change predictions	http://www.eitb.com/infography-multimedia/climate-change/consequences.html	A multi-media infographic on the consequences of climate change.
design	C&binet Forum	http://www.cabinetforum.org/	A not-for-profit network, created by the UK Government's Department for Culture, Media and Sport to link the international creative and commercial communities to grow the global creative economy
design	ARK Lab (social design in Wales)	http://thinkark.blogspot.com/	A group of people from diverse backgrounds interested in using design thinking to respond to social issues in our community. The aim is to work with the public, organisations and education establishments, using social design* to encourage discourse and response to social issues.
design	Climate Change search trends visualised	http://vimeo.com/10508779	The infographic movie "Climate Change Search Trends Visualized" analyzes how, when, where, and why people think about four different eco-buzzwords: "climate change", "global warming", "carbon footprint", and "go green".
design	Golden Section Graphics	http://lab.golden-section-graphics.com/triangular-sustainability/	Graphic design agency that focus on illuminating infographics, including topics connected to sustainability. Creating visual impact for global topics.
design	The Infographics Showcase	http://www.infographicsshowcase.com	One of many websites which host infographics dealing iwth a wide range of topics including sustainability issues.
design	DBA Inclusive Design Challenge	http://www.dba.org.uk/awards/challenge.asp	Competition (The objective is for designers to create a mainstream product, service, environment or communication, which can be enjoyed equally by consumers of all abilities.)
design	Design Effectiveness Awards	http://www.dba.org.uk/awards/dea.asp	DBA (Design Business Association), "exists to promote professional excellence through productive partnerships between commerce an the design industry to a champion effective design which improves the quality of people's lives" Big business sponsors / partners. High end/ high profile consultancies and businesses e.g. Pearlfisher and Waitrose. (uk based)
design	Design Week Awards	http://www.designweekawards.co.uk/	Designweek (UK design magazine), published by Centaur Media Plc "Now in its 16th year, it is the largest awards scheme of its kind in the UK. The Design Week Awards recognise excellence and innovation in design across twenty design specialisation's from corporate identity and packaging through to web sites and consumer products. Every area of the commercial design spectrum is catered for. The event attracts over 1500 entries from an array of design companies. The judging panel comprises some of the most well respected designers (and clients) in the UK."
design	Centre for Contemporary Art and the Natural World	http://www.ccanw.co.uk/	An integrated programme of exhibitions, artist-led projects and educational activities reaches out, across the art forms and other disciplines, to address the urgent social, environment and scientific issues that concern us all today.

design	IF International Forum Design	www.ifdesign.de/awards	IF sees its mission as that of an international service provider active at the intersection of design and industry, as well as providing a display window on the latest design developments and trends. 'one of the world's best-known design competitions'
design	The Observer Ethical Awards	http://observer.guardian.co.uk/ethicalawards/0,,1704194_00.html	With the Observer, ECoVer, Aveda, Jupiter, New Consumer and Triodos Bank. The Observer Ethical Awards are not just about attaching a green tag, but rather environmental and social justice, they believe the two are entwined.
design	Green Awards 2010	http://www.greenawards.co.uk/	Launched in 2006 to critical acclaim, the Green Awards were set up to recognise and reward creative work that it of waste, nor use waste in every process. It is about a wider aspiration, and the intention to INSPIRE others to recycle whenever possible and promote sustainable living communicates the importance of Corporate Social Responsibility, sustainable development and ethical best practice in any sector and across any marketing discipline.
design	Integrated habitats design competition	http://lhdc.org.uk/	The focus of this competition is to ensure that working with nature, adapting to climate change and enhancing biodiversity is integral to the design of new urban, suburban and rural built developments.
fashion	Ethical Trading Initiative	http://www.ethicaltrade.org/	The Ethical Trading Initiative is a ground-breaking alliance of companies, trade unions and voluntary organisations. They work in partnership to improve the working lives of people across the globe who make or grow consumer goods - everything from tea to T-shirts, from flowers to footballs.
fashion	BBC Thread	www.bbc.co.uk/thread	An online magazine which explores ethical fashion, for consumers to make informed choices.
fashion	Centre for Sustainable Fashion - London College of Fashion	http://www.fashion.arts.ac.uk/csf	The Centre for Sustainable Fashion at London College of Fashion connects research, education and business to support, inspire and create innovative approaches to fashion. The building of an industry that can flourish, communicating positive change throughout supply chains and beyond, impacts radically on the societal and economic triggers that fashion is able to influence. The Centre for Sustainable Fashion provokes, challenges and questions the fashion status quo. Through collaboration we design transforming solutions that balance ecology, society and culture.
fashion	Ethical Fashion Forum	http://www.ethicalfashionforum.com/	The EFF network connects thousands of individuals, businesses, and organisations interested in a more sustainable future for fashion.
fashion	Supplier Ethical Exchange Database	www.sedex.org.uk	Sedex, the Supplier Ethical Data Exchange, is a membership organisation for businesses committed to continuous improvement of the ethical performance of their supply chains
fashion	Fair Trade	www.fairtrade.org.uk	"Fairtrade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalized by the conventional trading system. If fair access to markets under better trade conditions would help them to overcome barriers to development, they can join Fairtrade."
fashion	Defra - Sustainable Clothing Roadmap	http://www.defra.gov.uk/environment/business/products/roadmaps/clothing/index.htm	A voluntary clothing industry initiative co-ordinated by Defra to improve the environmental and ethical performance of clothing. The aim is to work with industry stakeholders to fast track best practice through: •Establishing sound evidence on key impacts and where action will be most effective •Agree actions (short to long term) in priority areas (individual organisations and industry wide) •Providing a platform to disseminate industry best practice as case studies to catalyse change throughout the sector
fashion	Esthetica (from British Fashion Council)	http://www.britishfashioncouncil.com/content.aspx?CategoryID=146	esthetica is the BFC's eco sustainable initiative. Now in its seventh season, it has evolved to become the epicentre for London's ethical fashion industry; the success of this initiative, the strongest of its kind, is evident in its rapid growth; from its first season of 13 designers, nine new labels joined for SS10 making esthetica a collective of 28 designers.
fashion	Re:Fashion Awards	http://www.refashionawards.org/	Fashioning the Future brings together a global community of creative thinkers and doers, designers, innovators and entrepreneurs ready to offer the fashion industry opportunities for the future. The possibilities for our future lie in the ingenuity of creative minds. This competition is the leading international platform for celebrating innovation in sustainable fashion design, development and communication and we hope to inspire students across the globe to contribute through their work.

fashion	Fashioning the Future - CSF	http://www.fashion.arts.ac.uk/53522.htm	Fashioning the Future brings together a global community of creative thinkers and doers, designers, innovators and entrepreneurs ready to offer the fashion industry opportunities for the future. The possibilities for our future lie in the ingenuity of creative minds. This competition is the leading international platform for celebrating innovation in sustainable fashion design, development and communication and we hope to inspire students across the globe to contribute through their work.
fashion	Fashion Futures	http://www.forumforthefuture.org/projects/fashion-futures	Fashion Futures is a call for a sustainable fashion industry. It's designed to help organisations in all sectors take action which will safeguard their future, protect our environment and improve the lives of their customers, workers and suppliers around the world.
fashion	Anti-Apathy (Re:Fashion Awards, the nag, worn again)	http://antiapathy.org/	Anti-Apathy began life as a series of after dark events back on the eve of May Day 2002. Through spoken word, film, live music and debate, AA events have creatively explored the vital issues of our time whilst supporting engagement in positive change. Over 5,000 people have attended Anti-Apathy's twelve London-based events. Anti-Apathy has explored a diverse number of themes, from water to food, fashion and money, looking at what drives our every day lives and how individual and collective action can influence change in these areas.
film/tv/radio	UK Film Council - New industry standard	http://www.ukfilmcouncil.org.uk/article/16829/New-sustainability-standard-developed-for-UK-film-industry	The UK Film Council and BSI, together with representatives from different parts of the UK film industry, are developing a new British Standard that will set out the requirements for improving the sustainability of the UK film industry.
film/tv/radio	Green Kit	http://greenfilmkit.com/	We believe that it's possible to make great films with eco-friendly equipment. We work with technicians, film professionals and suppliers to source and promote green technologies that deliver the power that filmmakers need without costing the Earth!
film/tv/radio	EcoTech Cinema	http://www.ecotech.org.uk	A sustainability centre providing resources, education and taking leadership in local initiatives in the Swaffam area
film/tv/radio	Green Screen	www.filmlondon.org.uk/greenscreen	Green Screen is an initiative to help encourage environmentally friendly filming in the capital. It was launched in February 2008 to help film, TV and commercial producers cut climate change emissions in the capital. Supported by the London Filming Partnership, Green Screen has developed a practical package of support for film-makers.
film/tv/radio	Green .TV	www.green.tv	An online TV channel which covers a broad variety of sustainability issues, focusing mainly on environmental and ecological programs.
film/tv/radio	Eco Film Festival (Bath)	http://www.transitionbath.org/eco-film-festival-2-at-the-dolphin-inn	A regional initiative in conjunction with their transition town project.
film/tv/radio	Green Film Practices	http://www.greenfilmpractices.com/	An agency which helps disseminate best practice to film makers with the support of the The Green Film Label initiative run by the European Commission.
film/tv/radio	Just Do It Film		Just Do It is an exciting new feature documentary film that follows the mischievous and risky world of UK climate activists. In early 2009, acclaimed documentary filmmaker Emily James began filming the clandestine activities of several groups of environmental direct action activists in the UK.
film/tv/radio	Nice and Serious	http://www.niceandserious.com/	Nice and Serious makes engaging films about sustainability and the environment . From visually communicating an environmental policy, to documenting and sharing inspiring case studies and events, to engaging and galvanising employees and stakeholders; since 2008 we have helped responsible organisations bring sustainability to life.
film/tv/radio	Coalition of the Willing	http://coalitionofthewilling.org.uk	A film that discusses how we can use new internet technologies to leverage the powers of activists, experts, and ordinary citizens in collaborative ventures to combat climate change. Through analyses of swarm activity and social revolution, 'Coalition of the Willing' makes a compelling case for the new online activism and explains how to bring the fight against global warming to the people. Comes with free iPhone app.
film/tv/radio	Eco Film Festival	http://www.transitionhertford.ning.com/	Hertfordshire

film/tv/radio	Sustainable Productions - BBC	http://www.sustainableproduction.co.uk/	'Having taken a close look through the looking glass at the media sector, I am ever more convinced of the valuable contribution the media can make in shaping society's attitudes towards more sustainable lifestyles we so urgently need if we are to reverse the damage being done to the planet. We have only one Earth — it's time we started to live as though we realised that.' Robert Napier CEO, WWF-UK
film/tv/radio	SustainAbility/WWF discussion Paper: Through the Looking Glass: Corporate Responsibility in the Media and Entertainment Sector		The "Media corporate social responsibility (CSR) forum" is a group of media organisations developing CSR and sustainability practices and understanding for the UK media sector. The Forum was established in 2001 following recognition that the practice of CSR and sustainability for media companies has many unique features that sets it apart from traditional industry and other business sectors, some of which could
film/tv/radio	Media CSR Forum	http://mediacsforum.org/forumInitiatives.php	Our vision: we believe that everyone should have a voice and the opportunity to be heard Our mission: We work with media organisations and charities to enhance their communications and enable communities to find their voice and make it heard
film/tv/radio	Media Trust	http://www.mediatrust.org/about-media-trust/	
film/tv/radio	Scenery Salvage	http://scenerysalvage.com/	Scenery Salvage have now organised a DEDICATED system for the removal of scenery from studios or locations, not to a land fill site but to a reclamation
gaming	Serious Games	http://www.seriousgamesinstitute.co.uk/Research.aspx	Connecting industry specialists by supporting research and development into the use and effects of products, platforms and technologies.
gaming	Bayer Didget	http://www.bayerdidget.co.uk/	Bayer Healthcare recently worked with Nintendo to develop the Didget meter, a game for children with diabetes that rewards them with points for keeping their blood glucose levels within a personalized target range.
gaming	Direct Life (Phillips)	http://www.directlife.philips.com/	A similar product to the Didget meter. Using an accelerometer to measure physical movement and calories burned in a day.
gaming	Fit Bit	http://www.fitbit.com/	The Fitbit accurately tracks your calories burned, steps taken, distance traveled and sleep quality. The Fitbit contains a 3D motion sensor like the one found in the Nintendo Wii.
gaming	TIGA - Creative Industry Switch	http://www.tiga.org/IndustrySwitchResult.aspx	#####
music	A greener Festival (Greener Festival Awards)	http://www.agreenerfestival.com	A Greener Festival Ltd. is a not-for-profit company committed to help music and arts events and festivals around the world adopt environmentally efficient practices through providing information, by providing education resources and by swapping ideas. The basic purpose of the site is to provide information about how environmentally efficient methods are currently employed at music and arts festivals and to provide a forum for discussion about how the impact of festivals on the environment can be limited at future events. We hope to do this by by providing information on the best ideas for greener festivals from around the world.
music	Julie's Bicycle	http://www.juliesbicycle.com/media/downloads/Green-Music-further-information.pdf	Julie's Bicycle has developed Industry Green (IG) for companies working in the creative industries. It's a simple assessment programme that helps you understand and reduce your environmental impacts. Companies involved in the programme carry the ig mark to communicate their commitment to staff, suppliers, consumers and audiences. Industry Green is available for CD packaging, festivals and outdoor events, offices and venues. JB is also developing an Industry Green assessment programme for tours
music	Urban Strawberry Lunch	http://www.usl.org.uk	Urban Strawberry Lunch are a group who use infinite resource and sagacity to make great music from virtually any object, anywhere.

music	Thom York and Chris Martin - high profile campaigners for social/envrionmental change		#####
music	Premises Studio	http://www.premisesstudios.com/	#####
music	Sistema Scotland	http://www.sistemascotland.org.uk/	We are on a mission to transform lives through music. Sistema Scotland is a charity set up in the belief that children can gain huge social benefits by playing in a symphony orchestra. We use music making to foster confidence, teamwork, pride and aspiration in the children taking part - and across their wider community.
music	Channel Islands		free musical tuition for all in 2 instruments, very knowledgable and engages. Also have touring musicians etc, part of their culture
publishing	Earthscan	www.earthscan.co.uk	The world's leading publisher on climate change, sustainable development and environmental technology
publishing	Fragile Earth	www.fragile-earth.com	A growing series of little books covering big issues
publishing	GreenProfile: Profile books	www.profilebooks.com	In 2008 Profile set up an ethical imprint GreenProfile under the direction of Mark Ellingham, the founder of Rough Guides
publishing	Big Issue	http://www.bigissue.com/	The Big Issue exists to offer homeless and vulnerably housed people the opportunity to earn a legitimate income. We produce a weekly entertainment and current affairs magazine which vendors buy from us for 85p and sell to the public for £1.70, keeping 85p for themselves. Vendors must adhere to a code of conduct whilst selling the magazine.
publishing	Environmental Action Group - Promoting Environmental awareness across the book industry	http://www.green4books.org.uk/01_about.html	The aim of the EAG is to spread awareness within the book industry of the environmental impact of publishing and bookselling. The group aims to encourage action in every area of the business to reduce waste and adopt environmentally friendly business practices.
Theatre	Almeida Theatre	www.almeida.co.uk	Puts on topical productions such as: epic play by Andrew Bovell, When the Rain Stops Falling spans four generations and two continents, moving from the claustrophobia of a 1950s London flat to the windswept coast of Southern Australia and into the heart of the Australian desert.
Theatre	Environmental Arts Theatre Company	http://www.scotland.gov.uk/Topics/SustainableDevelopment/funding/7502	Established in 1991, the company has presented more than ten original plays throughout Scotland and England. Our aim is to educate through the performing arts, thus connecting the audience to otherwise distant problems in a dynamic and exciting way. The work is lively, interesting and emotionally engaging and appeals to people of all ages.
Theatre	Arcola Theatre (Green Tourism Business Scheme 2010 Winner)	www.arcolatheatre.com	
Theatre	Blaize Production	http://www.blaize.uk.net/	Blaize is a community arts company working primarily in rural areas; our work involves drama, dance, music, digital and visual arts. We provide an extensive range of participatory projects and practical arts workshops for all age groups and abilities.
Theatre	Knee High	www.kneehigh.co.uk	Recent themes included the environmental effects of tourism, pollution, water pollution, poverty, global economic inequality, sense of place, post-industrialisation, culture and nature, local history

Theatre	Kilter Beyond Theatre	http://kiltertheatre.co.uk/	Kilter aims to redefine theatre as a widely accessible, participatory, change driving experience. To physically and mentally involve the audience, igniting their imaginations, encouraging debate and positive change for themselves, their community and the rest of the world. This will be achieved through the development of an economically and environmentally sustainable business.
Theatre	Filter Theatre	http://www.filtertheatre.com/	Ethically aware theatre production company that deals with topical issues. Latest production Water is set in a world with a decreasing water supply.
Theatre	Ashden Directory (perf. Arts)	http://www.ashdendirectory.org.uk/	A directory which aims to connect the performing arts with sustainability. The page also runs an awards scheme and charitable trust to support the work of green initiatives in this industry.
Theatre	Green Theatre Plan (Julie's Bicycle)	http://www.greeningtheatres.com/	The plan is for anyone working in the theatre industry, from small independent production companies and arts venues, to large groups of commercial theatres.
Theatre	Sustained Theatre (Green Theatre Project, Arts Council England)	http://sustainedtheatre.org.uk	Sustained Theatre develops leadership, encourages critical debate, creates international links & builds national archives.
Theatre	LIFT: Climate for Theatre 2010	http://www.lifffestival.com/	London International Festival of Theatre: A 4-week festival to explore future directions for theatre through discussions with industry practitioners and the general public at the ICA. Running from the 1st of July onwards.
Theatre	Cardboard Citizens	http://www.cardboardcitizens.org.uk/p2.html	Theatre company for formerly homeless people
Theatre	Bonk St Theatre	http://bonkst.tumblr.com/	A pop-up theatre in the grounds of a newsagents in Liverpool. A 10 seater Sci-fi cinema created under the Shops Upfront project umbrella which encourages subsidised projects in disused shop spaces.
Theatre	Oikos Project (Jellyfish Theatre)	http://www.oikosproject.com/the-jellyfish-theatre/	The Oikos Project in Southwark housed in the Jellyfish Theatre created entirely from recycled theatre sets and reclaimed materials. The theatre also plans on adopting fuel-cells for their electricity needs, a system already in place at the Arcola Theatre. ~~Southwark council has helped the project by waiving the usual hiring fee for the site of the theatre which would usually~~
Theatre	Glyndebourne	http://www.glyndebourne.com/about/annualreport/	Well established Opera and theatrical production venue has carried out viability tests for the installation of a wind turbine which came out positive. The plans for supplementing their energy usage through renewable sources have started being actioned this year.
Theatre	Theatre Trust - Eco Venues	http://www.theatrust.org.uk/news/show/1460-the-theatres-trust-announce-first-twelve-ecovenue-participants	48 London theatres, leading the way in promoting the reduction of carbon emissions with the support of the European Regional Development Fund backed environmental sustainability project, Ecovenue.

climate futures

responses to climate change in 2030



efficiency first

Rapid innovation in energy efficiency and novel technologies has enabled a low-carbon economy with almost no need for changes in lifestyle or business practice

The power of innovation has revolutionised the economy. A high-tech, low-carbon transformation is delivering dramatic cuts in greenhouse gas emissions while managing to sustain economic growth. Across the world, innovative business solutions appear to sustain the insatiable demands of eight billion people to consume more, grow richer and live longer.

The result is an increasingly individualistic, consumerist and fast-moving world. High levels of economic growth in the global economy for decades have only been interrupted by relatively minor downturns related to the availability of resources, and growth in the global South has been particularly marked. But overall levels of growth mask a growing divide between rich and poor people

The world has seemed close to overheating for years, but somehow keeps going through developing novel efficiencies and more sophisticated ways of doing things, always adding to the complexity of systems. Some call this a golden age of technology and freedom, others call it a very shaky house of cards.

_ New markets are exploited by entrepreneurs and investors leap at the myriad of solutions globally driving a healthy flow of international capital and sustaining growth.

_ Supercomputers advise governments on policy and business on strategy and even influence personal lifestyle choices - accurately testing ideas against virtual societies.

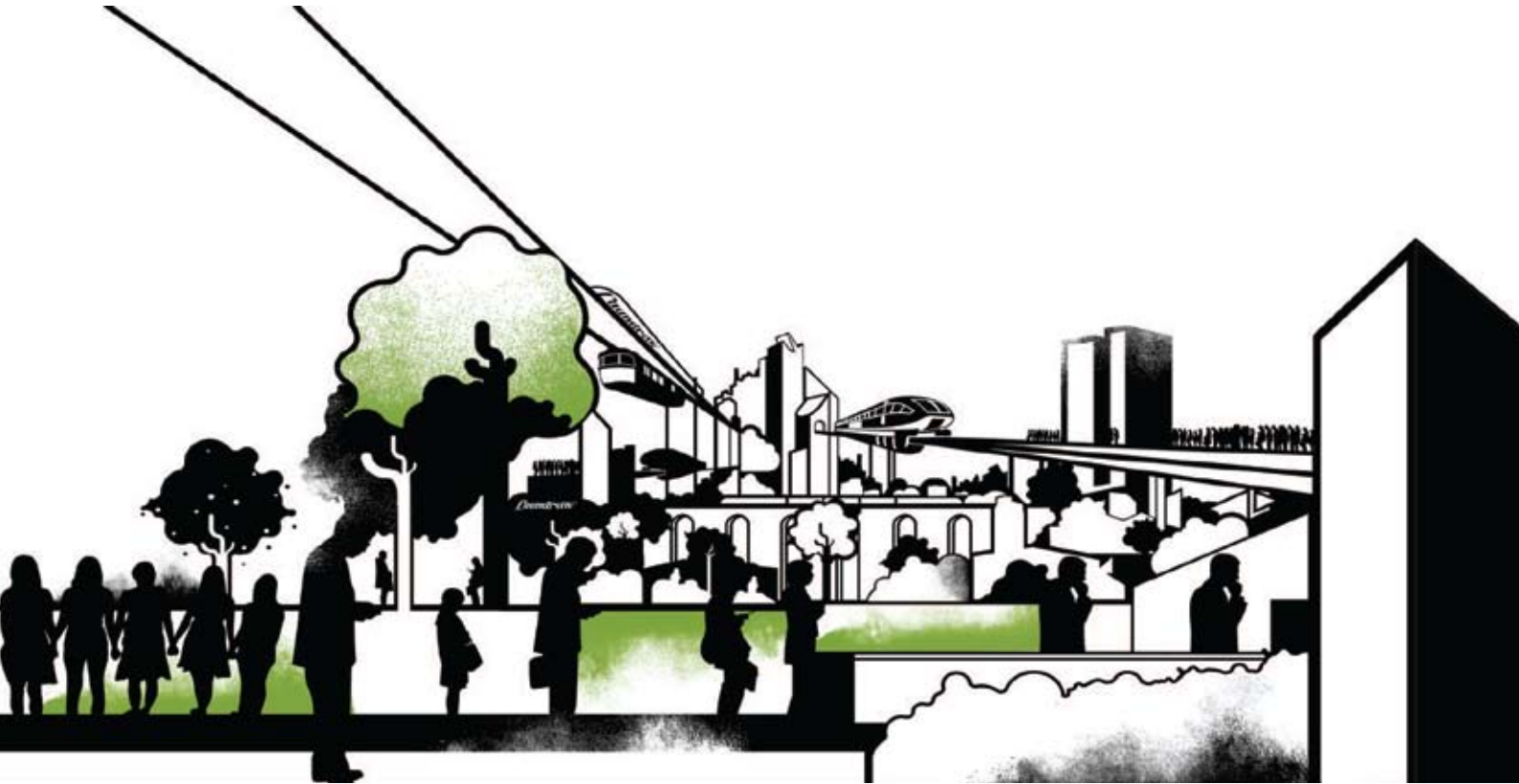
_ The rise of Asia has reversed historic flows. New ways of doing things, and novel solutions to climate change, emerge first out of the East - providing an aggressive challenge to western economies.

_ The most striking characteristics of today's world is the resolute determination in societies across the globe not to alter their high-consumption lifestyles.

_ The world is in a deadly race to develop new processes before resources run out completely. Just as resource becomes prohibitively expensive and looks set to run out, a new way of doing things appears and creates more opportunities.

climate futures

responses to climate change in 2030



service transformation

A high price of carbon has ushered in a revolution in how people's needs are satisfied

Carbon is one of the most important and expensive commodities in the world today, releasing creativity and innovation across the global economy. Companies have rewritten their business models to meet needs, often by selling services instead of products. This is a new type of consumerist world, one with a 'share with your neighbour' ethos.

Europe led the way with its Energy Independence Initiative, driven by concerns over energy security. The continent's successful new models in infrastructure and business have been replicated around the world. Today, washing machines are too costly, so advanced collective laundry services are more popular. Individual car ownership is unaffordable and undesirable, but rent-a-bike and rent-a-car are booming and mass public transit is hugely successful. Rental services – which offer maintenance and waste collection all-in-one – are widespread for electronic goods.

India is a service hub, which has prioritised the roll out of 'zeta-broadband' to its villages over and above investment in roads. The dramatic transformation in business has been hard for some, with rising unemployment in the old high carbon sectors. The US legacy of individualism – from urban sprawl to cleantech innovation – has resulted in a comparative struggle to cope with removing carbon from its economy. Booming mega-cities are only just managing to cope and fuel poverty is a huge problem.

_ The virtualisation of paper has rendered pulp manufacturers obsolete. Massive investments are pouring into finding the ideal artificial replacements for metals and glass.

_ Central Australia and Oklahoma have been abandoned due to water shortages. Climate change extremist parties clamour for compensation.

_ Athletes stay at home in the world's first Virtual Olympics – competing against each other in virtual space with billions of spectators.

_ Specialist companies offer a 'rent-a-molecule' business, lending a material to a manufacturer for return at the end of the product's life.

_ Being online, all the time, wherever you are, is so normal that people don't talk of being online anymore and people no longer lose time in commuting or travelling to meetings.

climate futures

responses to climate change in 2030



redefining progress

New priorities of 'wellbeing' and 'quality of life' are bubbling up across the world as more sustainable forms of living become established.

This is a 'wellbeing economy' that highly values meaningful work, low-impact lifestyles, more time with family and friends, better health outcomes, creative educational experiences and a stronger sense of community. Countries prioritise economic and social resilience over the idea of economic growth.

During the global depression of 2009-18, new forms of living were born out of necessity. Individuals were forced to scale down consumption and prioritise meeting their immediate needs. Communities favoured local knowledge and looked to their own members to provide goods and services. As the world emerged from the depression, these new ways of living survived: from lower impact lifestyles to advanced networks that informally provide for needs at a local level.

This is not a post-capitalist society – people work, consume and profit in markets. But citizens view money as a means to different ends and active governments tightly regulate the economy. Nor do communities experience isolation cut off from the outside world. Mindsets are intensely connected worldwide through global communications.

_ Countries compete to score highest in the World Bank's Wellbeing Index. South Korea's President promises 'zero economic growth' to focus resources on improving quality of life.

_ In the US most people work 25 hours and do up to 10 hours voluntary work in their communities or online. The EU Working Time Directive sets a limit of 27.5 hours a week.

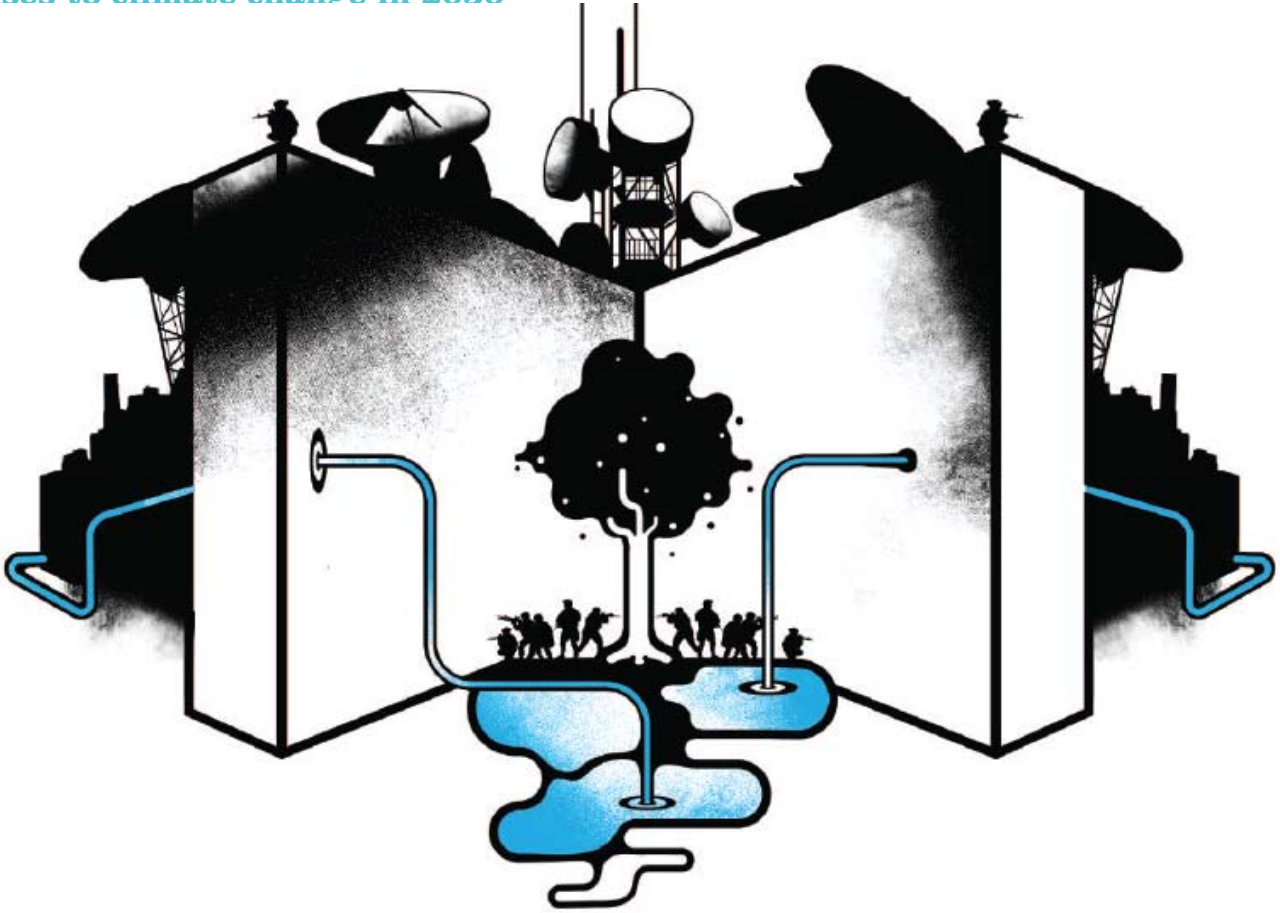
_ The past era of 'western' mass consumption is looked back on as one of gross excess, exhausting choice, crippling debt, intrusive advertising, vacuous celebrities and useless technologies that were out-of-date before they became affordable.

_ Slower solutions are status symbols: labels proudly display how long products took to make.

_ Consumer goods firms record customer wellbeing as a key indicator in their Annual Reports.

climate futures

responses to climate change in 2030



protectionist world

Globalisation has entered a phase of historic retreat in this divided world. Despite the Climate Agreement of 2012, accusations of 'cheating' in the carbon markets and 'secret', undeclared power stations collapsed cooperation into factions. A poorly coordinated response to climate change combined with violent resource wars has fractured the world into protectionist blocs.

Climate change acts as a 'risk magnifier' – adding to the strains of communities unprepared for its impacts. The resulting competition and conflict drives up prices, discourages trade, hampers long-term planning and spreads diseases that mean hunger and misery for millions.

Governments focus on securing supplies – hoarding assets, curbing exports, and protecting their own economies through high import tariffs. Violent factions and cyber-terrorists capitalise on the chaos to promote and fund their nationalist causes – scrambling for resources, paralysing communication networks, and launching occasional, but devastating, bio-chemical attacks.

The experience for many today is one of financial hardship and empty markets, rising nationalism and social unrest, restrictive security, and sustained conflict over precious supplies.

_ Conflicts over water have triggered devastating bio-chemical warfare in the Middle East and Africa. Soldiers fighting for nations and businesses are waging war over new sources of oil, gas and gold in the melting North-West passage.

_ A high level of investment in research and development is a priority for both business and government in this highly competitive world. But different technologies succeed in different global regions and the global market for high-tech goods has shrunk.

_ Today's most lucrative innovations deliver resource replacement, adaptation to a changing climate and military protection.

_ AsiaNet is firmly established as a faster, cheaper, more reliable and linguistically convenient alternative to the 'American Web'.

_ copyright laws are routinely flouted across the globe. A recent EU Committee strongly condemned two 'pariah states' for sanctioning the deliberate replication of key technologies from EU members.



This project is one of a series of Creative Industries KTN Beacon projects. Each exploring innovation challenges and opportunities for creative industries over the coming years. Details of all of the these projects can be found at www.creativeindustriessktn.org

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Forum for the Future authors: Fiona Bennie and Chris Sherwin

Forum for the Future support team: Louise Armstrong, Hugh Knowles and Gyto Pugh

Special thanks to the interviewees listed at the back of the review

For more information: www.forumforthefuture.org/projects/creative-industries-project and <https://ktn.innovateuk.org/web/sustainability>

Contacts:

Fiona Bennie f.bennie@forumforthefuture.org

Jeremy Davenport jeremy@creativeindustriessktn.org