Green Cinema Toolkit

ICO Independent Cinema Office

THE NATIONAL LOTTERY® BFI

Julie's Bicycle
CREATIVE • CLIMATE • ACTION

Content

Chapter One

Introduction

Cinema has the power to inspire, provoke and challenge audiences in a uniquely impactful way. By portraying the lives of others and absorbing audiences in their stories, it has the capacity to influence the wider culture and political landscape and broaden social awareness. Cinemas are also important community hubs, bringing individuals and organisations together to enjoy shared experiences and promote opportunities for positive change.

In the midst of the ongoing climate crisis, cinemas can act by taking measures to cut their energy bills and play a role in supporting the development of a new carbon economy. No matter the size of your venue or festival, you can contribute to this challenge by ensuring that the use of shared natural resources – such as energy, food and materials – is as efficient as possible, contributing to making society more resilient. And, while reducing their own environmental impacts, many cinemas are also in a good position to demonstrate best practice, educate and inspire similar action within their wider communities, such as their staff, supply chains and audiences.

More and more, filmmakers across the globe are responding to the climate crisis by incorporating environmental concerns in their creative work. In recent years especially, they have crafted powerful work to directly engage audiences on the causes and consequences of climate change. By bringing this work to audiences, cinemas can also play a leadership role in climate action and the pathway to zero carbon. This leadership can offer new opportunities for governance, partnerships, staff involvement and foster innovation for your venue or festival.

This Green Cinema resource is for anyone working in film exhibition, from small independent exhibitors to larger cinemas and multi-arts venues. In the next few chapters, we will review the importance of climate change issues, present inspiring case studies, provide you with a number of top tips and an overview of regulations and legal obligations you should be aware of. In the final section you will find a number of links to further tools, guidance and resources.

Context

Climate change refers to any change in climate over time, whether due to natural variability or as a result of human activity. Human impact on climate has been recognised as the leading cause of warming since the mid-20th century, with human activities estimated to have caused 1.0°C of global warming since pre-industrial levels.

Current temperature rises have already impacted human and natural systems significantly, including increases in extreme weather, sea level rise and biodiversity loss. Emissions of carbon dioxide are still growing every year, with more than half of all industrial CO2 pollution released in the last 30 years. Unchecked, global warming is expected to reach 1.5°C above pre-industrial levels between 2030 and 2052.

On 12th December 2015, in a historic moment for international climate politics, 197 countries came together to sign the Paris Agreement within the United Nations Framework Convention on Climate Change. The Paris Agreement sets an international goal to keep global temperature rise this century below 2°C against pre-industrial levels, with a view to limit temperature rise to only 1.5°C ideally. Under the Paris Agreement, each country must determine, plan and report on the contribution it makes to reduce global warming

In October 2018, the Intergovernmental Panel on Climate Change (IPCC) published a Special Report on climate change. Its overall findings were stark: limiting global warming to 1.5 °C requires “rapid and far-reaching” transitions in land, energy, industry, buildings, transport, and cities; global net human caused emissions of carbon dioxide (CO2) would need to fall by around 45% from 2010 levels by 2030, in order to reach ‘net zero’ by 2050. This is only possible if we start reducing now, and reduce global emissions by nearly half by 2030.

Beyond climate change, other environmental issues are gaining more recognition in the public domain. We are in the midst of a catastrophic and dangerous loss of global biodiversity and ecosystems, with dire consequences for the millions of species with whom we share our planet, and on whose survival our own depends. Despite this, our unfolding biodiversity crisis has to date received less public attention than the climate crisis. The BBC documentary series Blue Planet II helped publicise the outrage of plastic pollution, leading to governments, businesses and manufacturers pledging to act.

The climate and ecological crises are rooted in global economic, social, cultural and value systems based on unsustainable consumption, inequality and a disconnect from nature. We need transformative systemic change within our lifetimes to address them. We need policy changes, investment in new technologies, innovative models, new products, manufacturing processes, services, skills and jobs.

But we also, crucially, need a cultural shift; a shift in the values which underpin our society and economy and a profound change in our attitude to the natural world. For this, we need to capture people's hearts and minds, because we all have a part to play in driving positive environmental change. And this is starting to happen.

A sense of urgency

In September 2019, millions of people across an estimated 185 countries took to the streets to join the biggest climate protest in history. Climate change – alongside a host of associated environmental challenges – is being acknowledged as an existential threat, and the need for urgent, ambitious and far-reaching action has never felt so real. Greta Thunberg's school strike for climate action has now spread to over 125 countries, demanding urgent action to address our planet's health and all our futures. In May 2019 the UK parliament was the first national government to declare an environment and climate emergency. In addition, more than 500 local governments across the world, which represent over 45 million people combined, have also declared a climate emergency.

Across the world, arts and cultural organisations and practitioners are rising to the challenge of climate change by investing and developing strategies for reducing impacts and broadcasting positive messages via their artistic and engagement activities. Cultural leaders are transforming their institutions inside and out with exhibits, artwork, creative programmes or productions exploring environmental sustainability and climate change – and artist-activists are speaking out and up, using their voices on the world stage to accelerate positive change.

Cities are increasingly at the forefront of more ambitious climate change and environmental targets and strategies. Local authorities declaring emergency include Leeds, Bristol, Manchester, Plymouth, Nottingham and Greater London. Manchester and Leeds have set ambitious targets – to be carbon neutral by 2030 and zero carbon by 2038 – and are undertaking an intensive campaign of citizen engagement, consultation and public participation.

In May 2019, the Committee on Climate Change recommended a new emissions target for the UK, net-zero greenhouse gas emissions by 2050, in their report "Net Zero – The UK's contribution to stopping global warming". On 12 June 2019, the government announced its commitment to reach net zero carbon emissions by 2050, making Britain the first major economy to do so. The Committee on Climate Change, the body tasked to oversee how the government is delivering against the Climate Change Act, has since published a roadmap of how we can get to net zero by 2050. Some of the actions outlined are in the direct control of individuals and organisations to undertake.

UK energy in 2050

The UK economy will be transformed under an 80% reduction in greenhouse gas emissions from 1990 levels by 2050, changing the way we produce energy and how we use it as individuals, organisations, and in our buildings and processes.

There have been many future scenarios created for the UK which plot energy use. Scenarios which achieve government targets generally fall into the 'deep green' category. These usually involve:

- Eliminating the gas network or decarbonising it (e.g. by analysing feasibility of hydrogen)
- A massive increase in the generation of renewables
- The end of fossil fuel burning (unless at a power station with the resulting carbon captured and stored)
- Electrification of heating in buildings by heat pumps (ground source where possible, air source otherwise)
- Complete decarbonisation of the electricity grid through renewables
- Electrification of the transport sector (through electric vehicles)
- Significant increases in energy efficiency across all sectors

What can cinemas do?

In times of uncertainty, arts and culture become even more important. As the consequences of climate change unfold around us, arts and culture can intervene and disrupt, raise awareness and foster new cultural practices, illuminating new pathways through the challenges ahead.

CLIMATE CHANGE AND BUILDINGS

The IPCC Special Report suggested a window of 12 years during which massive and unprecedented changes to the global energy infrastructure are needed to limit global warming to moderate levels. Decisions made now, and in the coming years will be critical in determining our future.

The UK energy sector needs to change drastically, and quickly, in order to achieve these reductions. The sectors facing the most dramatic transitions are transport and air travel, but the buildings sector is also a key area for change; it must move to being completely carbon neutral (no net release of carbon dioxide into the atmosphere) to reach the targeted reductions.

Direct greenhouse gas (GHG) emissions from buildings currently account for 19% of all UK GHG emissions with buildings responsible for 66% of all UK electricity consumption. In 2018, as part of their Progress Report to

Parliament, the Climate Change Committee outlined the following priorities for UK buildings:

- Energy efficiency must urgently be improved across the UK building stock
- Low-carbon heat should be included e.g. heat pumps and low-carbon district heating
- New builds must be prepared for a changing climate, with future-proofing essential

An opportunity to drive change

Many cultural organisations are already considering or taking environmental action. Being more efficient and reducing overall consumption of water, energy and waste production can save money and strengthen any organisation in the face of volatile fuel prices.

In addition, demonstrating climate responsibility can give organisations a competitive advantage when engaging staff, funding and investors and in particular audiences. In this context, it is possible to imagine a future green cinema community that cites sustainability and environmental justice as core continuing values.

Chapter Two: Case Studies

HOME, Manchester

In 2015, HOME, a centre for contemporary art, theatre and film in Manchester opened a new, purpose-built building with environmental sustainability at its heart through best practice and policy. HOME's environmental efforts include a strong focus on sustainable procurement and energy efficiency; staff engagement; creative programming and biodiversity. HOME is also a member of the Manchester Arts Sustainability Team (MAST), a group of Manchester-based arts and cultural organisations working collaboratively on sustainability.

BUILDING, AUDITING AND REPORTING

Designed with sustainability in mind, HOME achieved a BREEAM (Building Research Establishment Environmental Assessment) 'Very Good' rating, a major achievement for a complex new building that serves many different functions.

HOME aims to be as energy efficient as possible, working to reduce both energy consumption and carbon emissions through a variety of building features and building management measures. This includes a Building Management System that allows for real-time regulation of heating and ventilation, an internal booking system that prevents unused spaces from using power unnecessarily and the use of a 100% renewable electricity supplier.

The HOME Environmental and Sustainability Action Plan, informed by discussions in Carbon Literacy Training, is embedded into the organisation's key performance indicators. This ensures that core sustainability issues and initiatives are monitored, benchmarked and fully embedded in HOME's operations and activities.

CARBON LITERACY TRAINING

At the core of HOME's staff engagement and training strategy is Carbon Literacy Training, which 100% of their staff members and contractors are in the process of working through. Instituting Carbon Literacy Training as a staff requirement has helped embed environmental sustainability into their company culture, empowering staff to feel comfortable in taking action and being involved in the decision-making process.

STAFF CULTURE

Through internal communications, sustainability is embedded into HOME's initiatives and infrastructure to help staff incorporate environmental measures into their lifestyles. These consistent communications, policies and follow-up actions, from newsletters and noticeboards, to bike pools and swap shops, complement the Carbon Literacy training. The HOME 'Green News' newsletter shares environmental news, projects and programming and the background behind these ongoing initiatives.

A regular environmental column in the weekly Team Brief shares local, national and international environmental news and opportunities, with recommendations for incorporating sustainable measures into their personal individual lifestyles.

HOME is also part of the Corridor Manchester Sustainable Travel Group, promoting low-carbon travel initiatives in the area and working with Transport for Greater Manchester Travel Choices.

HOME FOR BEES

The most distinctive feature of HOME's premises are two honeybee colonies on their roof, a tribute to the emblem of Manchester, installed in Spring 2018. In an effort to support biodiversity in Manchester city centre, HOME established a rooftop home for supporting at-risk pollinator species, complete with a garden full of wildflowers for bee forage. The project was delivered through fundraising efforts, with £1,000 raised for resources, materials, beekeeping equipment and to train staff as apiarists at Manchester District Beekeeper Association. HOME's staff beekeepers inspect the hives regularly and continue to receive further training on how to care for the bees.

DEPOT, Lewes

Depot in Lewes, East Sussex is a creative and cultural cinema with a strong environmental commitment at its heart.

In 2015, the UN launched the Sustainable Development Goals (SDGs), a set of 17 global goals designed to achieve a sustainable future for all by 2030. Depot are focusing on five of the SDGs most relevant to their organisation:

- Decent Work and Economic Growth
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Partnerships for the Goals

As a result, environmental sustainability became a top priority for the remodelling of the venue.

LEADERSHIP

Depot work hard to raise awareness and inspire others. They regularly deliver presentations within the cinema sector and with their local community. They share insights and offering advice to other culture venues. Depot are investing in training through the Carbon Literacy Trust which provided an in-depth understanding of climate science and the use of tangible tools and techniques for taking action. They intend to make the training mandatory for all in-house staff, helping to root environmental thinking throughout their day-to-day lives.

CREATING A SUSTAINABLE BUILDING

The construction of Depot was carried out with sustainability in mind. Locally sourced materials were used to create the building structure, with fittings from local architectural experts. The roof pebbles, shingle for the restaurant flooring and chestnut wood for window frames were all sourced nearby.

A primary issue for Depot is the amount of energy required to operate their three auditoriums and other public areas as well as the back office. They've implemented a range of methods to mitigate this usage, including investing in a Ground Source Heat Pump, a sustainable and longer-lasting heating system alternative to boilers, which relies on heat from the ground harvested through buried pipes that circulate water and antifreeze. The heat is absorbed into the fluid and then passes through a heat exchanger into the heat pump. This system sustains underfloor heating (omit radiators), the air handling system, cooling and hot water.

Solar panels also provide another renewable source of electricity, helping to reduce their reliance on increasingly expensive grid power. The building also uses LED bulbs to increase energy efficiency.

RESPONSIBLE CONSUMPTION

Depot is proactive in their research and aim to continue to lower their carbon footprint. They carefully consider the life cycle and ethics of their products. High impact supplies such as meat, dairy, tea and coffee have been given particular attention. They prioritise minimising single use materials and have seven waste streams to maximise recycling capability.

NATURE AT DEPOT

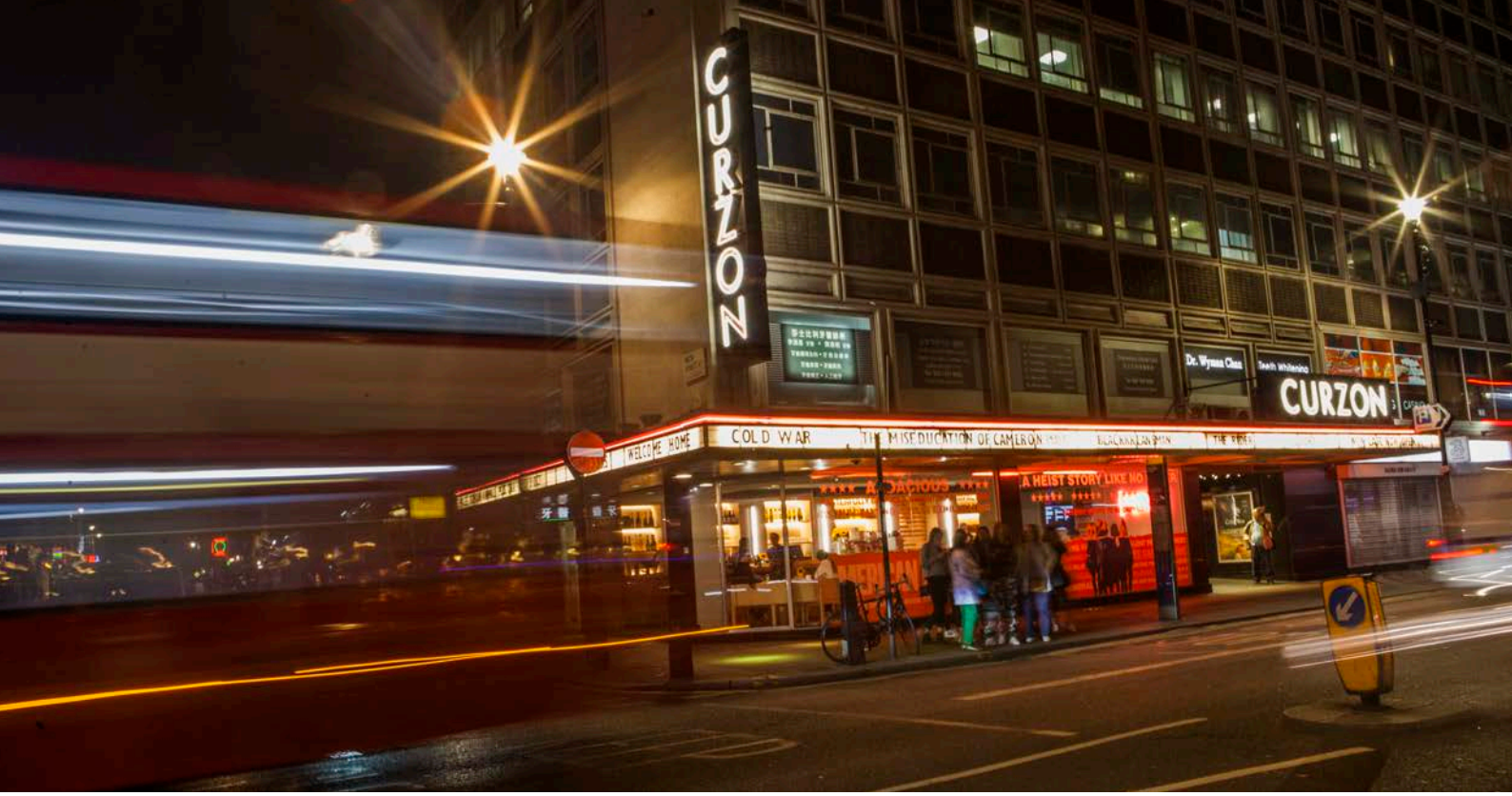
Aiming to utilise all available space, Depot created a rooftop habitat to support biodiversity and offer a home for wildlife amid the built environment. The roof is alive with local Chalk and Downland plant species that double up to provide heat and sound insulation and prevent excessive water run-off from the roof. Nesting holes have also been created to support visiting bird species.

ENCOURAGING GREEN TRAVEL

Depot encourages people to choose sustainable transport to and from the venue. It is right next to Lewes train station, so is optimal for visiting by rail. It also has on-site racks for up to 30 bicycles protected from the weather and by CCTV, and has a detailed webpage on sustainable transport methods for visitors to browse when planning their trip, including local bus listings and a nudge to leave the car at home.

CREATIVE PROGRAMMING

Alongside a range of screenings awareness-raising films, Depot regularly support local activities themed around the environment, such as workshops and debates. They also hold Green Day, an annual day designed to raise awareness of the climate crisis and to inspire the wider community to reduce their emissions and take other positive actions. The day is filled with relevant content such as talks by climate change activists, or workshops in collaboration with local woodlands to learn about initiatives to preserve the natural environment.



CURZON CINEMAS

ENVIRONMENTAL VALUES

Curzon Cinemas, a collection of 20 cinemas across the UK, seeks to provide a unique experience for its customers and clients with new and cult cinema screenings. Recently, Curzon Cinemas has been working to increase sustainability in its sites with the help of Julie's Bicycle.

Curzon has created an environmental strategy for all their cinemas to follow, ensuring sustainability and environmental considerations are a part of all daily activities. The organisation's environmental strategy is carefully thought out and reflective of Curzon's overall mission and values as a cinema chain.

There are three main values within their environmental policy:

- Leadership – striving to pioneer new ways of seeing and doing, whilst embedding sustainability within everyday decision-making
- Resilience – becoming increasingly resilient on all fronts by reducing environmental impacts of energy use, water use, waste generation and business travel
- People – engaging and inspiring audiences and communities by sharing positive messages and encouraging all manner of stakeholders to join the group on their environmental journey

GREEN TEAM

Curzon Cinemas operates a Green Team across its venues. Led by staff, the Green Team is responsible for embedding sustainability and engaging other staff members on environmental impacts and mitigating actions for all activities throughout the organisation.

The Green Team is also integral to the development, revision and communication of Curzon's environmental policy, targets and standards settings, and spreading information on changes or success stories amongst the various teams. The Green Team represents a core part of Curzon's sustainability strategy, where staff are responsible for and champion their own actions to existing and new members. In recognition of his actions and commitment to champion sustainability at Curzon, their Cinema Development Manager was in 2018 presented with an honorary Green Champion Award at that year's Creative Green Awards.

STAFF HANDBOOK

As a central part to delivering the sustainability strategy, staff at Curzon are given access to the staff environmental handbook which is designed to communicate and instil the company's environmental culture, policy and objectives amongst its employees.

The environmental handbook can be used as a resource for all staff to refer to advocate for and inspire new environmental actions at work. The document provides an overview of Curzon's environmental commitments in response to the climate emergency, how film and theatre play their part in the contribution to greenhouse gases, and other environmental impacts.

ENVIRONMENTAL REPORTING

In 2016-17, Curzon became part of the Julie's Bicycle Creative Green community, a cohort of future-facing creative organisations throughout the UK which dedicate themselves to environmental best practices.

During this time, Curzon established a baseline of its operational activities and carbon footprint impacts and by 2017-18, had registered nine sites for Creative Green Evaluation and Certification. As a part of the Creative Green Certification, nine of Curzon's sites received three stars out of a possible five for their environmental best practices across: energy, water and waste reporting; staff roles; policy and action plan design; communication with crucial stakeholders; and integration with its core organisational development.

Curzon proudly display their certification on site and online for their customers and the general public to engage with. As part of their new build strategy and plan, sustainability is also considered a major part of the discussion around baseline design and function.

TYNESIDE Cinema

ENVIRONMENTAL POLICY

A good first step to establishing a culture of environmental sustainability in your organisation is to enshrine these values and objectives in a publicly available sustainability policy. Tyneside Cinema, located in the historical heart of Newcastle-upon-Tyne, makes great use of its website to display their environmental policy, with commitments including: minimising waste, encouraging recycling from staff and suppliers, meeting or exceeding all environmental legislation, striving to continually improve environmental performance and promoting and communicating the cinema's environmental commitments to all clients, customers and the general public.

GREEN TEAM

Like many sustainable organisations, Tyneside Cinema makes use of a volunteer-led employee Green Team, which strives to continuously improve environmental performance across the organisation through employee ideas and programmes. The bottom-up approach of a Green Team also helps encourage other employees to participate in group efforts to improve and maintain environmental practices across all activities in the organisation. The group is open to all employees to join meetings any time they wish.

RECYCLING AND WASTE MANAGEMENT

Because of the diverse range of activities at Tyneside Cinema, encompassing the cinema, cafe, Coffee Rooms and Vicolo cocktail bar, managing waste streams across all departments can be tricky. Nevertheless, the entire organisation is committed to annually reduce the amount of waste produced year-on-year as part of their environmental policy, and from 2019-2021 Tyneside aim to achieve an increase in recycling rates by a minimum of 10%. Establishing a numerical target can be used to inspire managers and employees to engage with policies and activities, as progress and be clearly measured and reported.

Tyneside hope to achieve this reduction in waste by:

- Continuing to effectively segregate dry mixed recycling, glass and general waste
- Making all disposable cups either recyclable or biodegradable
- Upcycling and redistributing unclaimed lost property
- Recycling batteries and printer cartridges
- Reviewing purchasing operations to include sustainability
- Engaging and communicating waste management practices with employees and audiences

CREATIVE GREEN

Tyneside proudly display their achievements as a 3-star Creative Green organisation online and at their box office. As part of the Julie's Bicycle Creative Green Community, this certification demonstrates their commitment to best practices in managing the organisation's carbon footprint. Despite ongoing expansion and an increase in their activities, Tyneside have maintained their annual reduction of greenhouse gasses and are committed to continually improve their performance.

Chapter Three: Top tips for a green cinema

Where to start

WORK OUT YOUR CARBON AND ENVIRONMENTAL FOOTPRINT
Knowledge of your energy and water consumption allows you to understand how your organisation uses (and wastes) resources. Carrying out an audit will give you a better picture of your environmental impact and help you identify areas where you can make the biggest difference.

The Creative Green Tools are a free set of unique carbon calculators developed by Julie's Bicycle for the creative industries. They're used by over 3,000 organisations across 50 countries to understand the environmental impacts of cultural buildings, offices, outdoor events, tours and productions. They make it easy to measure your organisation's key environmental impacts, from your building's energy use, to the waste generated at your events, to the environmental costs of business travel.

INVOLVE ALL STAFF IN YOUR ACTION PLAN
Make environmental sustainability a priority that everyone – your management, staff, suppliers, and audiences – knows about. Articulate your commitment through an environmental policy and action plan and make sure they are reviewed, improved and circulated amongst staff every year.

Establish an environmental steering group, team and network of champions with regular updates on progress and action planning, making sure everyone understands that they have a role to play.

SHARE YOUR PROGRESS AND INSPIRE YOUR AUDIENCES
Move towards full public disclosure of carbon emissions, beginning with internal communications through to incorporating your performance in your website and marketing materials.

You can also engage and inspire your audiences with regular environmental themed screenings, promotions and campaigns to raise awareness.

Reduce carbon in your buildings

A zero carbon cinema building is highly energy efficient and powered from on-site and/or off-site renewable energy sources, with any remaining carbon balance offset.

PLAN YOUR ENERGY MANAGEMENT

Energy use in the cinema is dominated by heating, cooling, lighting, catering and projection equipment. Good energy management can reduce energy waste and save money. Read your meters and review energy bills to understand your energy consumption. An energy consultant can help you to measure the consumption of your equipment and make energy saving recommendations.

CHAMPION AND IMPLEMENT ENERGY EFFICIENCY

Low or no cost improvements are the first steps to reduce energy and water consumption. These include checking thermostats are set up correctly and instituting rules that staff switch off all electrical and IT equipment when not in use. Good maintenance is also essential to make sure that everything is running efficiently. Don't forget to provide feedback to staff members about savings achieved and new targets.

The best time for investing in energy and water saving equipment is nearly always during refurbishment or when creating a new building. The difference in cost between traditional and more energy efficient options will likely either be small or have a short pay-back period (three to five years).

Effective measures to improve energy efficiency include additional building insulation, improving hot water storage insulation, switching to LED lights and equipment upgrades.

> **DEPOT**
> Depot was designed and built on environmentally responsible principles, and every opportunity to minimise energy consumption has been designed into the building: double glazed curtain walling; LED lighting; automated systems for internal and external lighting; use of roof vents rather than air conditioning in the restaurant area, along with shutters to regulate sunlight and heat. Their Ground Source Heat Pump reduces Depot's dependency on fossil fuels significantly and lowers electricity bills. Depot source gas and electricity from a company that only provide renewable energy, with solar panels providing them with another source of renewable electricity.

INCREASE YOUR USE OF RENEWABLE ENERGY

The UK is rapidly transitioning to clean energy and is already halfway to meeting its greenhouse gas emissions reduction target of 80% by 2050. One of the most effective ways for the creative sector to drive the transition to a low-carbon economy is to use renewable energy. Choose an energy supplier which: sources 100% of its electricity from renewable energy; supports large and small scale energy generation; is fully transparent on its renewable energy sourcing; and does not import renewable fuels.

Take action by:

- Switching to a 100% renewable electricity provider for your venue and offices. For more information, see Julie's Bicycle factsheet on renewable electricity.
- Considering installing solar panels and/or solar water heating in your site.

WATER

Controlling the amount of water you use in your building can reduce financial waste as well as carbon emissions. In the UK alone we each use an average 160 litres daily and there is increasing global pressure on clean supplies.

- Encourage good housekeeping and efficient use of water within all areas of your building
- Inspect all your water systems on a frequent basis to locate leaks, which not only waste water but lead to equipment and building damage
- Install flow restrictors, aerators and/or mixers in all taps and upgrade to the most efficient models if you are refurbishing your venue
- Install water-efficient dishwashers in kitchens if you have a café
- Install collection tanks to collect rainwater from roofs to use for plant watering
- When upgrading taps, choose percussion or timed taps (with supporting signage), to improve efficiency
- Install a smart meter to monitor water use and better understand where efficiency savings can be made
- Fit leak detection equipment to sense unusual "spikes" in use and shut off the supply

> **DEPOT**
> To save water, solenoid valves – linked to the local lighting passive infrared (PIR) sensors – were placed in the toilets to limit water use when the rooms are not in use. After 15 minutes, the valves close to ensure that water is not wasted if there is a leak. The sanitary ware chosen by the architect was coordinated with a specialised consultant, with low water-use fittings specified to reduce hot and cold water storage within the plant rooms.

FOOD AND DRINK

Eating and drinking in cinema cafe-bars or restaurants is now a central part of the cinema experience. Large quantities of food and drink are consumed, requiring considerable resources in the production stages, and when this food and drink is not consumed and must be disposed of, these resources effectively go in the bin. Both food production and disposal leads to the emission of Green House Gases (GHG), alongside other environmental impacts.

There are plenty of good reasons to engage with reducing food's GHG impact including economic, environmental and marketing drivers. Through awareness and targeted actions, GHG emissions can be reduced.

Actions you can take:

- Use local catering providers and suppliers
- Use catering providers which demonstrate sustainable practices e.g. using local, seasonal, organic, Fair Trade produce, sustainably sourced fish. Ideally caterers will be Nationwide Caterers Association (NCASS) certified
- Ensure your audiences have a choice of more environmentally friendly food options e.g. vegetarian / vegan options
- Cut the plastic! Ban the use of damaging, single use plastics e.g. bags and cups, straws, polystyrene boxes

WASTE: REDUCE, REUSE AND RECYCLE

Once you have decided that your cinema could benefit from implementing a waste minimisation programme, one of the best ways to get started is to motivate your staff, inspiring everyone to do their bit.

Start with the major sources of wasted raw materials and packaging and define your priorities. These may be:

- The largest amount of waste
- The most expensive waste(s)
- Hazardous waste

Many cinemas are actively looking into contracting better recycling services and eradicating single use plastics in their organisations by using reusable, compostable or recyclable alternatives.

Cinema cafes can offer a drinks discount of 10% to customers who bring their own reusable cups, in addition to offering free water refills.

To reduce packaging, cinemas can prioritise traders that use reusable containers for stock and deliveries. Start a conversation with traders – you may be able to convince them to adapt with your buying power.

Reducing waste – key points:

- Monitor waste generation in all areas of your cinema
- Take simple steps to prevent stock waste
- Avoid single-use drinks containers – move to glass and reusable plastics
- Research snacks with minimal and/or recyclable packaging
- Work with suppliers to reduce delivery packaging
- Comply with the Waste Electrical and Electronic Equipment (WEEE) Directive
- Minimise print orders for marketing/promotions
- Offer customers free tea or coffee on their purchase of a reusable cup, and a discount on each subsequent purchase using the cup
- Offer free water refills to customers

Working with suppliers

Everything you buy leaves a trail of environmental impacts – from the materials used and their extraction to the energy and water used in manufacture, transport, and shop fronts, through to the product's use time and ultimately its disposal. This makes your cinema's purchasing decisions a powerful tool with which to influence positive change. Regardless of the size of your organisation, your contracts with suppliers – large and small – give you leverage to steer supply chains in a more sustainable direction.

Sustainable procurement doesn't need to be complex. When buying products and services, consider:

- Including environmental or 'green' clauses in tenders and contracts
- Choosing green/ethical options when purchasing new equipment and supplies
- Asking to see suppliers' and companies' environmental policies
- Choosing products that:
  - Contain or use renewable, reused, or recycled content
  - Are made of materials with a low environmental impact
  - Have minimal packaging
- Selecting suppliers that offer end of life reuse, recycling, recovery or remanufacture (in order of priority)
- Using paper office supplies made with recycled content or that are Forest Stewardship Council (FSC) certified
- Using environmentally-friendly cleaning products

HOME
HOME's sustainable procurement policy ensures that they minimise the carbon footprint of their suppliers, products and services wherever possible. Through collaboration with Green Business Growth, HOME has developed a sustainable procurement survey that is used to regularly review suppliers, creating a sustainable tendering process for operational activities. HOME are sharing their learnings with local business and the wider arts sector to develop a green supplier directory that will continually build on their efforts and commitments to drive positive change.

Biodiversity

We are in the midst of a catastrophic and dangerous loss of global biodiversity and ecosystems, with dire consequences for the millions of species with whom we share our planet; and consequently for ourselves. We need healthy ecosystems to regulate temperatures, to ensure access to clean air and water, to maintain food security and the availability of raw materials, and to more generally support our health and livelihoods. Even cities are home to many species, with links to rivers, forests, and other ecosystems.

Some ideas to promote biodiversity in your venue include:

- Using ecological surveys to identify positive opportunities to support biodiversity with other partners in your area. Consider: linking into wildlife corridors; urban re-wilding initiatives; creating sanctuaries for at-risk species; planting native species that support pollinators, etc.
- Creating spaces for wildlife (and people) – from bat and swift boxes, beehives, and wood piles for invertebrates to green infrastructure – tree-planting, planters, gardens, living walls, green roofs
- Bringing plants into offices and buildings to support air filtration and physical and mental well-being
- Exploring Sustainable Urban Drainage Systems and rainwater harvesting options
- Undertaking environmental impact assessments to minimise the disturbance of capital projects on wildlife and habitats

Travelling

Travel is an essential part of operations for any cultural venue; whether it's audience travel, the movement of materials in supply chains or staff simply getting to and from work. In the UK, transport emissions account for around 21% of our carbon footprint – a significant contribution to our national environmental impact. Our current travel habits aren't just polluting the atmosphere; they're having a profound effect on our health and wellbeing and on the economy too. Organisations have a responsibility for their own transport emissions and also a powerful role to play in inspiring and enabling a cultural shift towards the use of cleaner, greener transport.

Reduce your footprint, save money and improve wellbeing:

- List clear directions to your cinema on your website, encouraging new staff and visitors to travel more sustainably. Put walking and cycling routes first, then public transport, and finally directions for travelling by car. Make sure you include any local car share options
- Offer loans to staff to buy public transport season tickets
- Gather and distribute local walking, cycling and public transport information in your box office
- Find out more about car sharing or investigate car club membership options in your area
- Set up a scheme for audiences travelling to your venue to donate to, to balance their travel emissions
- Plan a 'Cycle to Work' week with events such as free bicycle maintenance, bicycle training, bicycle building workshops and bicycle themed film screenings

- ☛ Ensure there is safe off-street bicycle parking (many insurers won't cover bicycles locked up on the street, for example) near your venue – ideally in a prime location, well lit, safe and secure
- ☛ Ensure there are appropriate shower and changing facilities available for your team on site to encourage them to cycle to work

SCHEMES TO SUPPORT WORKPLACE CYCLING

The Cycle to Work Scheme is a UK government tax exemption initiative that enables employers to loan bikes and cycling safety equipment to employees as a tax-free benefit. Using a cycle-to-work scheme provider can ease any administrative burden involved, particularly for larger businesses; though be aware the provider may add on a commission.

Chapter Four

UK Environmental and Sustainability regulations and guidelines to follow:

TOPIC/LEGISATION	DETAILS & REQUIREMMENTS	FURTHER INFORMATION
The Paris Agreement on climate change, agreed by 195 nations, entered into force and ratified by the UK in November 2016	National governments define how they will contribute to meeting the commitment to holding the increase in global average temperature to well below 2° C above pre-industrial levels and aim for 1.5° C — but all sectors of society have a role to play. For businesses this means defining targets in line with climate science and taking action to rapidly reduce emissions from reducing energy use, transport and waste and to shift away from fossil fuel-based energy, transport and materials.	United Nations Framework Convention on Climate Change – The Paris Agreement
United Nations Sustainable Development Goals (SDGs) – adopted in September 2015	A set of global goals for people and planet – the goals and related targets to 2030 include a number of specific environmental goals and targets: • **Goal 7 Clean energy** – targets e.g. include increasing the share of renewable energy, and doubling the rate of energy efficiency improvement • **Goal 12 Sustainable consumption and production** – targets e.g. include waste prevention, recycling and reuse, sustainable procurement, and reducing chemicals' use the use of chemicals and their release to air, water and soil • **Goal 13 Climate action** – targets e.g. include strengthening resilience and adaptive capacity to climate-related hazards • **Goal 17 Partnerships for the goals** – working in partnership to mobilise and share knowledge, expertise, etc. to support achievement of the SDGs	Sustainable Development Goals 2015

TOPIC/LEGISATION	DETAILS & REQUIREMMENTS	FURTHER INFORMATION
UK Climate Change Act (2008)	National greenhouse gas emissions reporting enables the government to track its progress against its legally binding target of an 80% reduction in greenhouse gas emissions by 2050, compared with 1990 – reporting is mandatory for some organisations including cinemas and theatres in England must measure and report GHG emissions from estates and operations	Environmental Reporting Guidelines: Including mandatory greenhouse gas emissions reporting guidance, DEFRA, 2013
UK Net-Zero Carbon Target, 2050 (2019)	An amendment to the Climate Change Act 2008, legally binding the UK to reduce greenhouse gas emissions by 'at least 100%' by 2050. The legislation is the first of its kind amongst G7 economies, putting the UK on a path to achieve CO2 emissions 100% lower than 1990 levels. Meeting such targets will require actions from all parts of the economy and businesses, including cinemas	The Climate Change Committee – carbon budgets and what can be done to meet them
Creative Scotland funded network, Environment Connecting Theme, in line with its duties under the Climate Change Act Scotland	Creative Scotland reviews how its funded network, including new or community cinemas, are embedding climate change and environmental sustainability, in particular: • Systems in place to measure carbon emissions • Policies or plans for environmental sustainability incl. reducing emissions • Board or staff member responsible for or actively championing environmental issues • Opportunities taken to influence others	Cinema Equipment Fund, Scotland Creative Scotland Environment Connecting Theme overview and resources
Energy Savings and Opportunities Scheme (ESOS) Regulations 2014	EU defined large organisation with > 250 employees or a turnover of > €50m and annual balance sheet total of €43m, including any cinemas organisations which meet criteria, must... • Measure total energy consumption – buildings, transport • Conduct audits to identify energy saving opportunities ... Every four years and submit an approved ESOS report to the Environment Agency.	Complying with the Energy Savings Opportunity Scheme, Environment Agency

TOPIC/LEGISATION	DETAILS & REQUIREMMENTS	FURTHER INFORMATION
Streamlined Energy and Carbon Reporting (SECR) Regulations 2019	Following the end of the Carbon Reduction Commitment in 2018, new regulations requires qualifying organisations to regularly disclose their energy and carbon emissions productions every year as part of their annual financial reports submitted to Companies House. Organisations that qualify include: • Publicly listed, quoted companies of any size • Unquoted companies which meet the definitions of a 'large' company under the 2006 UK companies Act – this slightly differ from ESOS qualifying regulations • Large Limited Liability Partnerships (LLPs)	Carbon Trust SECR Framework for UK businesses explained
Energy Performance Certificates (EPCs)	If renting or selling a building or for new buildings EPC assessment required to establish A-G rating of building energy performance and CO2 emissions, display if total useful floor area >500m2 and frequently visited by public	DECC guidance on EPCs
Display Energy Certificates (DECs)	If total useful floor area >250m2 and building frequently visited by public, DEC assessment required to establish A-G rating of building energy performance and CO2 emissions which must be publicly displayed	Guide to display energy certificates and advisory reports for public buildings, DECC
BS EN 16883:2017 Conservation of cultural heritage. Guidelines for improving the energy performance of historic buildings	Guidelines for improving the energy performance of historic buildings and reducing greenhouse gas emissions while respecting their heritage significance, designed for use by building owners, authorities and professionals involved in conservation and refurbishment of historic buildings	BS EN 16883:2017 Conservation of cultural heritage. Guidelines for improving the energy performance of historic buildings

TOPIC/LEGISATION	DETAILS & REQUIREMMENTS	FURTHER INFORMATION
Local planning and authority requirements for construction, site and building development projects **- relating to sustainable and environmental development principles on which national planning framework and policy are based** **e.g. climate resilience, low-carbon economy, conserving natural environment, reducing pollution**	Requirements relating to climate change and resilience, pollution prevention and reduction and conserving and enhancing the natural environment may be set by planning and local authorities for construction, site and building development projects e.g. on-site renewable energy generation targets or the achievement of Buildings Research Establishment Environmental Assessment Methodology (BREEAM) rating	England's national planning policy and framework overview
		Scotland's national planning framework and policy overview
		Welsh planning act and policy overview
		Northern Irish planning portal
	Requirements on nature and biodiversity protection generally apply for projects in both urban and rural areas and are set by planning and local authorities given their duty to consider nature and biodiversity protection in line with national and local biodiversity strategies and plans for implementing international and EU commitments – requirements will depend on the nature, location and type of a site, its landscape and the species and wildlife to which it is home and whether or not it is in a designated site such as Sites of Special Scientific Interest (SSSI), Special Areas of Conservation (SAC), Special Protection Areas (SPA) and Area of Outstanding Natural Beauty (AONB)	Ecology and the built environment, covering i.a. protected species legislation
		Scottish natural heritage guidance for planners and developers on i.a. protected animals, biodiversity and protected areas
		Welsh Natural Recovery Plan
		Planning Policy Guidance Northern Ireland: Planning Policy Statement 2 for the protection of Natural Heritage

TOPIC/LEGISATION	DETAILS & REQUIREMMENTS	FURTHER INFORMATION
Building Regulations includrequirements for specific aspects of building design and construction	Building regulations in the four countries of the UK set out in particular a range of requirements relating to energy performance and greenhouse gas emissions, including e.g. energy efficiency requirements and target CO_2 emissions rates. A range of Approved Documents provide guidance for how the building regulations can be satisfied in common building situations including notably Part L: Conservation of fuel and power	Designing Buildings Wiki overview of English Building Regulations documents
		Scottish Government overview of Building Regulations and guidance on the Building Standards system, Building Warrants and completion certificates
		Designing Buildings Wiki overview of Scottish Building Warrants and guidance
		Welsh Government overview of Building Regulations
		Northern Ireland Building Regulations

TOPIC/LEGISATION	DETAILS & REQUIREMMENTS	FURTHER INFORMATION
Streamlined Energy and Carbon Reporting (SECR) Regulations 2019	Applications must address how investment will contribute to environmental sustainability, e.g. using low or zero carbon technologies, and refer to recognised environmental assessment methods such as BREEAM: • Sustainability as a core consideration in building design • Renewable energy generation • Whole-life costs in selection of materials, plant and equipment • Sourcing environmentally sustainable materials and goods • Sustainable construction practices Organisations expected to understand energy use before the project and measure reduction in energy use and carbon footprint as part of evaluation. Recognised environmental assessment method such as BREEAM should be used and minimum "very good" rating expected	Capital: large grants Capital: small grants Fit for the Future: Investing in Environmentally Sustainable Buildings, Julie's Bicycle, 2015
Sustainable buildings assessment methods and standards	Buildings Research Establishment Environmental Assessment Method (BREEAM) for assessing and rating environmental sustainability in building design, construction and operation, for new builds, major fit-outs and refurbishments, covers a range of topics e.g. energy, water, waste, air quality, materials, transport, biodiversity	BREEAM technical standards - New Construction, In Use and Refurbishment and Fit-Out buildings
	Royal Institution of Chartered Surveyors (RICS) SKA Rating – environmental assessment and rating method, benchmark and standard for non-domestic fit-outs, led and owned by, incl. >100 good practice measures covering energy and CO2 emissions, waste, water, materials, pollution, wellbeing and transport	About the SKA rating
	WELL Building Standard™ (WELL) covers 7 areas across building design and operations and how they impact and influence human behaviours related to health and wellbeing – air, water, nourishment, light, fitness, comfort, mind and innovation	Introduction to the WELL standard

Tools, guidance and resources

THE CREATIVE GREEN TOOLS
Free online environmental reporting & carbon calculator tools - **Go to Tools**

ENVIRONMENTAL POLICY/STRATEGY
Environmental Policy and Action Plan Guidelines - **Go to Resource**

RENEWABLE ENERGY
Renewable Energy & Green Electricity Factsheet - **Go to Resource**
How to Buy Sustainably Sourced Power - **Go to Resource**

VENUES/CULTURAL BUILDINGS
Fit for the Future: Investing in Environmentally Sustainable Buildings - **Go to Resource**
Practical Guide: Water Management for Buildings - **Go to Resource**
Practical Guide: Waste Management for Buildings - **Go to Resource**

OUTDOOR EVENTS/FESTIVALS
Water management at Outdoor Events Guide - **Go to Resource**
Biofuels Guidance for Outdoor Events - **Go to Resource**
Waste Management at Outdoor events - **Go to Resource**

PROCUREMENT
Practical Guide: Sustainable Procurement - **Go to Resource**
Print & the Environment Factsheet - **Go to Resource**
Paper & the Environment Factsheet - **Go to Resource**

COMMUNICATIONS & ENGAGEMENT
Practical Guide: Team Engagement - **Go to Resource**
Practical Guide: Communicating sustainability - **Go to Resource**

BIODIVERSITY
Creative Spaces for Nature: Biodiversity, Habitats and Ecosystems - **Go to Resource**

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