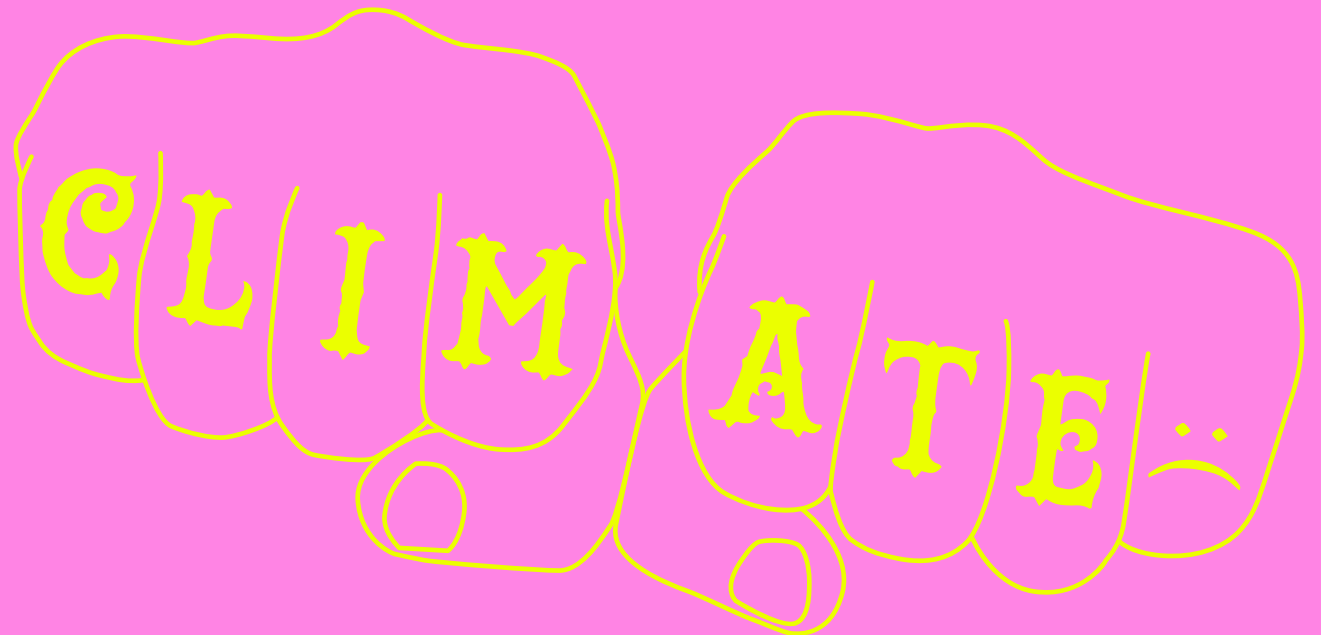


The Uncultured's Guide to Answering the Environmental Responsibility Questions

For Individuals Applying to National Lottery Project Grants

**This guide
is Green,
even if it's
not green.**

the uncultured



What's going on?



Arts Council England have an aim that:

“By 2030, we want England to be a country in which the creativity of each of us is valued and given the chance to flourish. A country where every one of us has access to a remarkable range of high-quality cultural experiences.”

In order to achieve this aim, ACE will support projects which can demonstrate they are guided by one or more of ACE's four Investment Principles, one of which is called “Environmental Responsibility”. In ACE's words this asks you to:

“take ‘responsibility’ for our environment across all your work.”

But it turns out, lots of us are a bit confused as to how to just take responsibility without further practical support and direction. So, ACE have asked us to create something that might help individual applicants to think about the ways this might be applicable to them.

So what are you going to do about it?

We're not experts in this field, but we do know that the climate crisis is a systemic problem and no matter how well we clean our beans cans out, the use of fossil fuels remains the default and the effects of global warming will continue to disproportionately affect the Global South.

Our natural penchant for negativity and flippancy made us concerned that we were not the right people to share advice on how individuals working in the cultural sector could be empowered to make a difference with and through their work. However, ACE explained they wanted something that could help people understand what already exists, and to point towards the useful things that people with actual expertise have already done. So we've been on a magical fact-finding treasure hunt to understand what's already out there:

- we've spoken to the ACE team in charge of Environmental Responsibility to gather as much information as we can
- we've looked at redacted examples of applications that have thought about ER successfully or not so successfully
- we've trekked through the seemingly endless forest that is the ACE website to gather up useful links or resources
- we've spoken to artists and producers much further along their Environmental Responsibility journey than us to find out what's useful to them
- we've read anything that contains the word green in it.

And after much condensing, we have this guide.

Oh great, another guide... what's this one for then?

This guide will support you in going through the questions asked in the NLPG application form so you might be able to understand a bit more about which, if any, of these questions are applicable to your project*. We have suggested some additional prompts that might help you to flesh out your answer, or offer some different perspectives to answer from. There are also some tips, with links to resources.

The question focused format of this guide will hopefully be helpful if you're snuggling into a new project that you know you'll be applying for ACE funding for, and therefore know you'll be filling in an ACE NLPG application. If you're more interested in just thinking about your practice and would love to do this in the form of a flow-chart, then we have a resource on this coming into the ecosystem soon.

Hopefully these resources help you to see the FSC certified wood for the trees of potential ways you could approach Environmental Responsibility as an applicant or artist.

Hopefully you can use, reuse, and recycle its contents for each application or project, sharing it with friends along the way. And hopefully, it's less useless than a paper straw in a milkshake, and actually allows you to get to the bottom of your Environmental Responsibility cup.

***Remember: if you are applying for less than £30k it is not mandatory to respond to this section. If you are applying for £30k-£100k it is mandatory in some cases - so it's worth checking the guidance.**

Using Data





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Environmental Responsibility

This Investment Principle is about leading the way in your approach to Environmental Responsibility.

You don't have to use this Investment Principle to tell us about your project, but if you think it is relevant to your project you can tick the box(es) below and tell us.

Any information you provide here we will use when making a decision on your application.

Using Data

Has your project been informed by your own or other environmental data? If so tell us about this here:

* Up to 1500 characters

This one is asking you to tell ACE what area of environmental responsibility you're focusing on and why. Specifically, tell them what "data" you've gathered, read or looked at that has helped you identify this focus. You could imagine replacing the word "data" with "existing information". This might be research/reports/webinars you've seen, above and beyond the infinite video clips of melting ice caps and forest fires. It also might be something you've collected yourself - about your area, your community, your discipline or your own practice.

If you have collected your own environmental responsibility data from previous projects explain how you plan to use that here. Or if you're new to data collection, explain **what** you're going to track and **how** you're going to do it. You don't need to run off and do a PhD in collecting fossil fuel emissions to do this, just use your "data" as a reference point to say how you'll monitor your own activity in a way that is measurable and achievable for you.

Then say how this data, research or information will help you make well-judged, data-backed, environmentally responsible decisions throughout your project.

Here are some questions you might want to ask yourself to develop an answer to this section:

What environmental reports or relevant statistics will you use to aid your decision-making on this project? How will you use it? What do you want to achieve?

Have you collected your own environmental responsibility data before about a previous project, and how might you use this?

What elements of environmental responsibility (e.g travel, responsible banking, materials used etc) will you focus on in this project and why? How will you collect this data?

If this is the first time you have considered data collection in relation to environmental responsibility, how are you going to gather baseline information about the area of environmental responsibility you plan to focus on as part of this project?

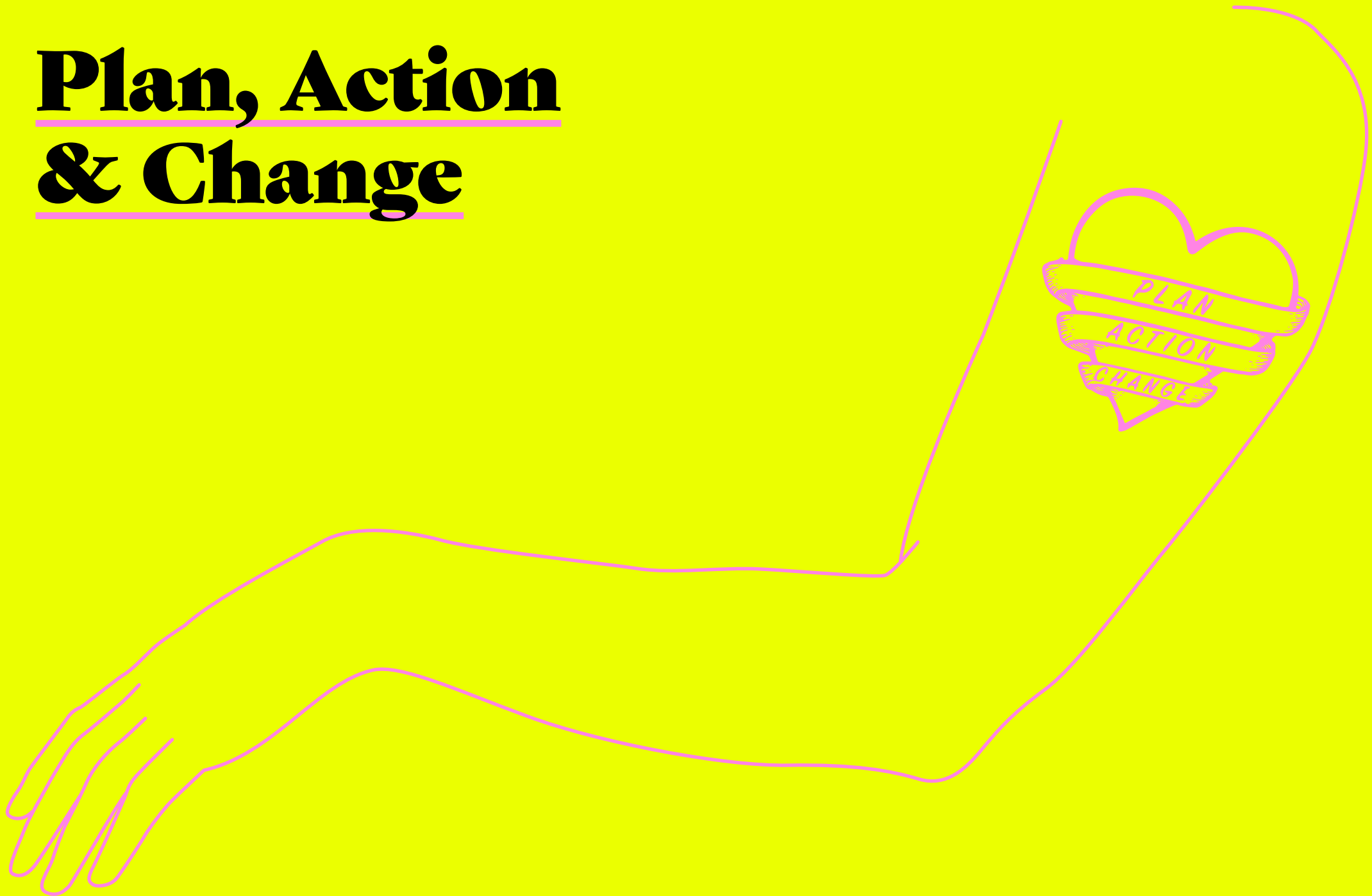
What specific environmental responsibility data are you going to collect as part of this project, and how?



Tips for collecting and measuring data in your project:

- You don't need to measure lots of things at once - if you're just starting out on this journey, choose 1 or 2 elements of ER to focus on based on your research, work out how you will collect this data and what you will do with it.
 - > e.g. you might want to focus on collecting data around audience travel to and from your exhibition, sustainable digital platforms or your modes of travel on tour.
- Work out how you can make the data you collect meaningful by tracking impact and making a case for action.
- Ask for support from your partners - what are their environmental policies? How do they collect data about their emissions, waste, audiences (or whatever might be relevant to your focus!)? What data of theirs can you use to make decisions about how your project is going to take place?
- Include paid time for you to do any additional work related to this within your budget.
- Find a relevant stat from social issue research that connects to the content of your project, for example, if you're considering disability and climate justice use existing research to bolster your argument.
- If you feel you have a lot of learning and professional development to undertake around data collection, include some training or consultancy and the associated labour time for you within your budget and project plan.

Plan, Action & Change





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Plan, Action and Change

If you plan to measure the environmental impact of your project, tell us about the data you will collect and how it will be used:

* Up to 1500 characters

Plan, action, change might sound like something you'd carve into heart-shaped driftwood, but this question is a practical one. It's asking you what you are actually going to do to put the research and aims you have mentioned in the previous question into action. It is a space for you to outline how your environmentally responsible aims have been planned for, and how they will be delivered.

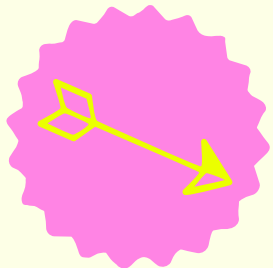
You don't need to list everything that's become morally mandatory like putting Royal Mail out of business with an entirely paperless approach, but quite literally what else are you doing on your project? What's the plan, what's the action, what's the change?

Here are some questions you might want to ask yourself to develop an answer to this section:

What are your environmental aims/targets for this project?
How are you practically going to achieve them in this project?

How will you measure the impact of your environmentally responsible decisions? What will you do with these findings?

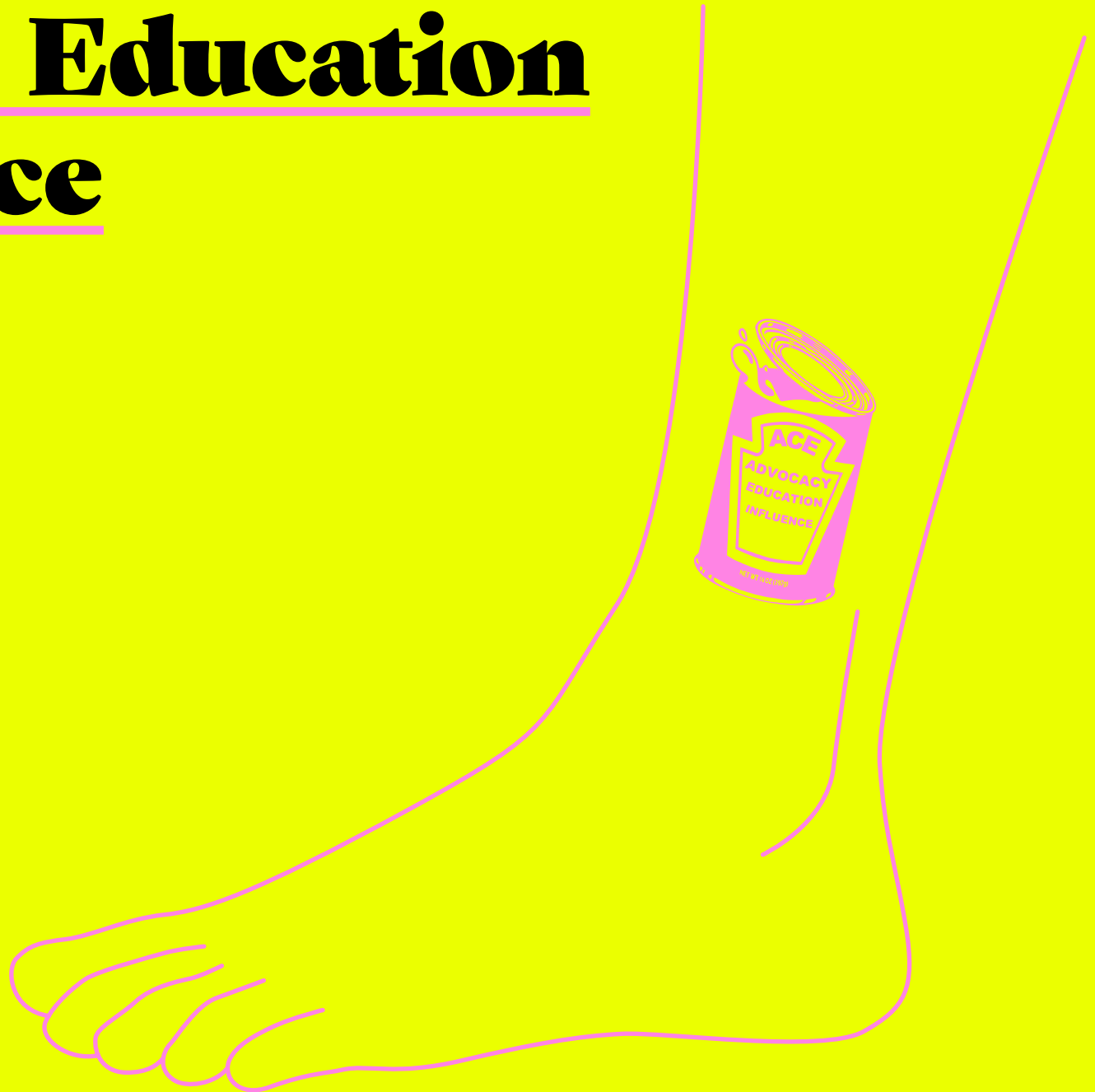
What are the steps you are going to take for environmentally responsible action within your project?



Practical action leads to change and wherever you are in your ER journey there is plenty that you can do:

- Set yourself achievable goals and assign tasks to the team and partners.
 - > You could download this [wall chart](#) and put it up at all of your meetings, and consider how reducing the carbon footprint of your project can be achieved by all your [team members](#).
- Make sure you think about ER right from the start of [building your budget](#), through to booking [accommodation and travel](#) for your team.
- Research suggests carbon offsetting should only be [used as a last resort](#) (and anyway ACE funding cannot be spent on it, but if you still want to include it you'd have to show them the cost is covered from other confirmed income). Instead you could check your purchasing decision-making throughout to lessen your carbon footprint using a [carbon calculator](#), [materials scorecard](#), [procurement guide](#) or [reuse site](#) to weigh up your options.
- Share your aims with partners by creating a [green rider](#) or filling in a [sustainable action sheet](#) together.

Advocacy, Education & Influence





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Advocacy, Education and Influence

If you plan to develop your/your organisation's skills and knowledge on environmental responsibility, tell us about it here:

* Up to 1500 characters

Grab your big pens to make a placard, gather your pals for a podcast special or prepare a viral TikTok choreo; this question is your chance to tell ACE how you will communicate to the world about the environmental responsibility plans, actions and findings that you've talked about in the previous questions. By shouting about the great work you do, you'll hopefully inspire your peers, the sector or the public to do the same...or maybe they can ask for your findings to make their journey a little easier.

Do what it says on the tin – advocate, educate or influence – you pick! Who will you tell and how?

Here are some questions you might want to ask yourself to develop an answer to this section:

How will you share your findings about environmental responsibility with others?

How will you further develop skills and knowledge for yourself and your team to broaden or deepen knowledge of environmental responsibility for your project?

How will you educate others about your approach to considering environmental responsibility as part of your project?

How will you influence peers, partners, participants and audiences to think about environmental responsibility?



The work that you do could be inspiring, informative or innovative and others want to learn from your journey:

- Think about engaging ways to tell the story of your project and the focus of your environmentally responsible decisions.
- Share your policies and findings publicly on your website like artist Lady Kitt, and invite feedback or tips from others to help you refine it.
- Sign up to Culture Declares Emergency where you can declare your commitment and share your actions publicly.
- If you want to do a case study to share your findings, you'll need extra time to get it public-ready and probably a designer to make it look interesting. If you share your results as a podcast, you might also need a sound engineer to sort the sound levels. Make sure you budget for this from the start.
- You can't be expected to know everything! Why not consider bringing in an expert to talk to you at the beginning, middle and end of your project to help guide your journey. Make sure all this time is reflected in your budget.

Well folks, that's your lot. Hope it wasn't a waste of electricity. Good luck filling out the application questions, and more importantly, thinking about the next steps in your ER journey.



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The Uncultured (Ashleigh Bowmott + Laura Sweeney) are arts independents working collaboratively to produce, curate, facilitate and advocate.

the-uncultured.com

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