

URBACT Good Practice Application

Mobilising Manchester's Arts and Culture Sector to Contribute to Local Climate Change Policies

Support Package

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Good Practice Summary

The problem and proposed solutions

The Manchester Climate Change Strategy 2010-20 was written by the city's residents and businesses, through a process of devolved, decentralised policy-making, and was designed to ensure that Manchester would contribute towards UK, European and international climate change policies. It set two challenging objectives: to reduce CO₂ emissions by 41% by 2020, from 2005 levels, and; to change Manchester's culture by embedding low carbon thinking into the lifestyles and operations of the city. The strategy set out that all citizens and organisations would need to be actively involved in achieving the objectives for 2020, and those that would follow for 2020+.

Manchester's arts and culture sector was the first sector to respond to the strategy, setting out a voluntary commitment to take collaborative action towards the city's climate change goals. This commitment was made by the Manchester Cultural Partnership, which led to the establishment of the Manchester Arts Sustainability Team (initially called the Manchester Cultural Leaders Environmental Forum).

Timeframe, dates, important milestones

- December 2009 – Manchester Climate Change Strategy 2010-20 published; strategy presented to COP15
- 2010 – Manchester Cultural Partnership commitment to contribute towards the strategy; Manchester Cultural Leaders Environmental Forum (MCLEF) established
- April 2011 – 12-month project to establish carbon and energy baseline position and scope out priorities for collaboration
- June 2012 – MAST Strategic Report 2011/12 published; baseline and target set for annual CO₂ reduction of 7% per year

- 2014 – Green Apple Award for Carbon Reduction in Leisure and Tourism
- 2016 – *Manchester Climate Lab* programme of climate change engagement activities
- December 2016 – Manchester Climate Change Strategy 2017-50 published
- June 2017 – MAST Strategic Report 2011-16 published; priorities for 2017-22 published

The link to the specific strategy (with key themes, subthemes, actions) - The main outputs for achieving objective, innovative elements

The following sets out the key elements of Manchester’s climate change strategy, which MAST have responded to and used to shape their collective priorities:

- Manchester Climate Change Strategy 2010-20
 - Headline objective 1: reduce the city of Manchester’s emissions of CO₂ by 41% by 2020, from 2005 levels
 - Headline objective 2: engage all individuals, neighbourhoods and organisations in Manchester in a process of cultural change that embeds ‘low-carbon thinking’ into the lifestyles and operations of the city
 - Implementation Plan 2010-12; Actions for Organisations:
 - Endorse the approach of this plan, identifying actions appropriate to your organisation
 - Develop an organisation’s delivery plan
 - Start saving energy on your buildings and transport
 - Implementation Plan 2013-15
 - Buildings: through physical and cultural measures, and collaboration between building owners, occupants and energy companies, reduce emissions from commercial, public and community buildings by 5% per year.
 - Culture change: all residents, workers and learners will have access to a day’s worth of Manchester Carbon Literacy training and be encouraged to take it up.
- Manchester Climate Change Strategy 2017-50
 - Headline objective 1: Zero carbon – Manchester will adopt and stay within a scientifically robust carbon budget that is consistent with the Paris Agreement to limit global average temperature increases to well below 2°C, ultimately resulting in Manchester becoming a zero carbon city by 2050.
 - Headline objective 2: Culture change – climate-positive and climate resilient decision-making and behaviours will become progressively incentivised and embedded within the lifestyles and business operations of the city, helping lead to practical actions that reduce the city’s CO₂ emissions and increase our climate resilience.
 - Implementation Plan 2017-22:
 - Action EA2: Use arts and culture to engage people in new and interesting ways to take action on climate change (Manchester Cultural Partnership).
 - Action B5: Encourage non-domestic retrofit and promote initiatives that support owners, landlords and tenants to improve energy performance and climate resilience of existing buildings.

Results achieved, monitoring

MAST publishes annual reports detailing the group's overall carbon reduction and highlighting the achievements and learning of particular members of the network. Periodically the group produces a larger Strategic Report which ties the network into the national and international landscape. The 2011/12 Strategic Report set out the priorities for MAST's first 5 years, aligned to Manchester's Climate Change Strategy for 2010-20. As set out in MAST's Annual Reports for 2012/13, 2013/14 and 2014/15, the network has achieved an average reduction in emissions of CO₂e of 7% per year since 2011/12.

A number of MAST members also report their environmental performance annually to Arts Council England, using the online, free-to-use Creative IG Tools <http://www.juliesbicycle.com/services/ig-tools>.

Potential for re-use and improvement

MAST's approach can be adopted by any city with an arts and culture sector. The group is chaired and administered by a rolling chair (currently Royal Exchange Manchester). A tiered membership fee is charged for larger members, reducing down to zero for small organisations. This raises £7,000 per year for the production of the MAST Annual Report, joint projects and events. However, this level of funding is not required to enable the network to operate. It could operate with no membership fees, making use of time and commitment of its members, the free online Creative IG Tools, and applying for funding for discrete projects as required.

Following the launch of Manchester's Climate Change Strategy for 2017-50, MAST is currently identifying its priorities for 2017-22. These will ensure that MAST can play its part in creating a zero carbon arts and culture sector, and engage Manchester's citizens so that they understand climate change and are motivated and inspired to help Manchester become a zero carbon city by 2050. MAST has already started on this journey but will need to scale-up and accelerate its work to fully contribute to Manchester's 2050 goals. Working with other European cities will significantly help to shape their programme for 2017-22.

2 photos presenting your good practice (Compulsory)

The 2 photos shall be sent in jpg or png format

Photo 1: WARP Festival 25-26th June 2016

Organised by the Whitworth Art Gallery Young Contemporaries (16-25 year olds). Environmental sustainability was embedded throughout the festival and included a 'shed' where people were asked how they thought Manchester could become a greener city and to encourage them to contribute towards the development of the Manchester Climate Change Strategy 2017-50.

Photo 2: MAST Members

At the Royal Exchange Theatre.

Materials - short documents, infographics, video etc. you may deem relevant for supporting your application (in English or with English summary)

- **Material 1: When Tomorrow Becomes Yesterday Song-writing and Music Event**
Video: <https://vimeo.com/171195947>
News article: <http://www.manchesterclimate.com/news/2017/02/when-tomorrow-becomes-yesterday-thinking-about-future-through-music>
- **Material 2: Climate Poetry**
Video: <https://www.youtube.com/watch?v=wblawyue9Q>

- **Material 3: Downpour Role-playing Street Game**
Videos and photographs: <https://www.facebook.com/downpourMCR>
News article: <http://www.manchesterclimate.com/news/2016/11/downpour>
- **Material 4: MAST Annual Report 2014/15**
Referenced in Questions 4, 5 and 7.
- **Material 5: MAST Environmental Sustainability Toolkit**
Referenced in Question 8.
- **Material 6: Manchester Art Gallery Paradise Lost Exhibitions 2017**
- **Material 7: Carbon Literacy Certificate**
- **Material 8: Building Culture 2017**
The MAST chair was a keynote speaker.
Video: see 45:30 to 58:00; <https://www.youtube.com/watch?v=B0JvxuutX9Q>
- **Material 9: Arts Council England Environmental Sustainability Report 2015/16**
Includes information on MAST and its members.
<http://www.artscouncil.org.uk/publication/sustaining-great-art-environmental-report-201516>