



NORFOLK **NSM** NORWICH
FESTIVAL

2024-2027
Environmental Responsibility Policy

On 9 August 2021 and ahead of the COP26 UN Climate Change Conference, the Intergovernmental Panel on Climate Change (IPCC) launched a major review of the science of climate change. The report, Climate Change 2021: The Physical Science Basis, warns human-induced climate change is already affecting many weather and climate extremes in every region across the globe.

Global warming of 1.5°C and 2°C will be exceeded during the 21st century unless deep reductions in carbon dioxide (CO₂) and other greenhouse gas emissions occur in the coming decades.

In light of this report Norfolk & Norwich Festival has renewed our commitment to not only reducing our own environmental impacts but to use the platforms available to us to educate, support understanding and influence the actions of others.

ABOUT NORFOLK & NORWICH FESTIVAL

Norfolk & Norwich Festival shares exceptional arts experiences across East England. We lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, work and play.

Norfolk & Norwich Festival takes place in Norwich and around Norfolk for 17 days each May. The Festival programme encompasses many different artforms, it is contemporary, international and for everybody. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences.

Our Creative Engagement activity includes our work with volunteers, Norfolk Open Studios, Festival-related schools' activity, and time-limited projects like Common Ground.

Festival Connect & Create encompasses all our work in cultural education, creative learning and participation. Festival Connect & Create, will take place year-round, foreground creative participation for all, and create and facilitate partnerships and networks that improve the cultural offer for all children and young people across Cambridgeshire, Norfolk, Peterborough and Suffolk.

Norfolk & Norwich Festival is an Arts Council England National Portfolio Organisation; and financially assisted by Norwich City Council and Norfolk County Council. Our annual turnover is around £2.25 million each year. We are a registered Charity.



OUR CORE VALUES

CREATIVE

We champion artistic excellence and value creativity in everyone.

CURIOUS

We explore and reflect the changing social and physical contexts in which we live.

INCLUSIVE

We are respectful of the diversity and difference of people and their views and values.

COLLABORATIVE

We work with artists, communities, peers, partners and stakeholders to achieve common goals.

STRATEGIC

We balance artistic and social ambition with sustainable business.

OUR GOALS ARE...

- To have more people experience and value the arts
- To hold a unique and distinctive arts festival, which supports creative practice and is valued by audiences
- To be a champion for excellence in our cultural offer for all children and young people
- To be embedded in Norfolk and Norwich and to extend our reach and influence across East Anglia and beyond
- To be socially responsible, committed to questions and actions about a changing world
- To have a stable and adaptive business structure with diverse income streams

PROGRAMME PRINCIPLES

- **Art relevant to today**, blurring the boundaries between art forms and between art and everyday life
- **'Festival spirit'** which we bring to our work to celebrate, to share cultural experiences and to bring our community together
- **Questions and actions about a changing world**, with a focus on: Equality, diversity and inclusion; placemaking; and environmental sustainability



OUR ENVIRONMENTAL POLICY

- Norfolk & Norwich Festival acknowledges the climate and ecological emergency and recognise the impact of its activities. We are committed to addressing climate change and ecological degradation by ensuring our operations and events are conducted as responsibly as possible. Through our work we aim to explore and share these values with our audiences, peers and funders.
- We are committed to measuring and reducing our environmental impacts and, through our artistic and learning programme, working with artists, partners, networks and our audiences to encourage dialogue and inspire change.
- Our vision is to be recognised nationally as a leader of exceptional environmentally responsible practice in our work with artists and delivery of an annual regionally based arts festival.
- Our mission is to hold environmental responsibility at the heart of everything we do, in all aspects of our work and across our sphere of influence.

HOW WE WORK

We are a team of around 25 full-time staff supplemented by additional fixed-term and freelance contractors as required. Our office base is in central Norwich, at The Guildhall, an Ancient Monument and important civic building, which we moved into in late 2021. We work in a blended mix of home and office-based locations and online and hybrid meetings. Our work sometimes involves local, national and international travel to visit other partners and artists.

OUR FRAMEWORK

We will make a distinction in our work and impacts between; Internal / Office and External / Delivery

We will break our objectives down in to the following;

- Understand the data
- Plan, Action and Change
- Influence, Education and Advocacy

OUR APPROACH

We want to create an environment that pushes boundaries, supports new ideas and engages audiences in unexpected ways.

- We will keep ourselves up to date with knowledge and best practice and use data to make evidence-based decision making.
- We will be open minded to finding new ways of inspiring and implementing change.
- Being bold and taking risks is in our nature. We will evaluate our outcomes and outputs, listen to others and if we get something wrong, we will learn and change the way we do things.



OUR IMPACT

Internal / Office

- We work in The Guildhall in Norwich City Centre. The Guildhall is an Ancient Monument and is over 600 years old.
- NNF applies best practice to encourage energy saving, reduces use of materials and printing, recycling and monitoring our waste production.
- The majority, but not all, of our core staff either walk or use public transport to travel into the office. We regularly travel within the region, and occasionally nationally and internationally. All business related travel is monitored and recorded.

External / Delivery

- We use our Environmental responsibility and Procurement policies to help guide us in our purchasing and catering choices.
- We encourage staff, partners, artists and audiences to travel in less impactful ways such as walking, cycling and public transport where possible.
- On our festival sites we aim to use mains electricity or battery power over generator power.
- We work to reduce the impact of our printed material usage.
- We monitor and work to reduce our use of water during our events.

OUR COMMITMENTS

We have made environmental sustainability a central concern of the organisation and in 2019 established a staff working group 'The Green Team', which reports to the Board biannually.

The team seek out local and national initiatives appropriate for us to engage with as well as continually identifying ways in which we as individuals and as an organisation can lessen our environmental impacts.

We are committed to understanding, measuring, improving and communicating our environmental performance and engaging management and staff in this process.

Our key areas of focus for reducing our impacts are:

- Working with our office landlord (Norwich City Council) to identify and implement actions to reduce energy and water use, reduce waste and increase recycling.
- Reducing the impacts of business travel and staff commuting; avoiding travel where possible and encouraging the use of zero or low-carbon travel modes, e.g. walking, cycling, travelling by public transport.
- Integrating environmental and ethical considerations when choosing supplies and services for our business operations, especially stationery, equipment, cleaning and catering.
- Working with suppliers and contractors to reduce the impacts of our publications and events.
- Reducing our digital and ICT impacts.

OUR COMMITMENTS

We are committed to working with our Board, senior management, staff, suppliers, funders and external stakeholders to ensure we consider and communicate the environmental impacts of our activities. We will measure and evaluate our environmental performance and progress using the Industry Creative climate tools provided by Julie's Bicycle as part of our NPO reporting requirements.

REVIEW

This policy and the targets set out in the Action Plan will be reviewed on an annual basis by our Board. Progress against the following Action Plan will be reported to the board biannually.

Updates to this policy will be based on our environmental monitoring and measurement, a review of progress made in the delivery of the previous year's Action Plan and feedback from engaging with management, staff and stakeholders.

GUIDANCE UNDERPINNING THE ENVIRONMENTAL RESPONSIBILITY PLAN

Norfolk & Norwich Festival acknowledges existing national and international frameworks and initiatives that support and underpin our action planning. Including;

- United Nations Sustainable Development Goals.
- ISO 20121 - a voluntary international standard for sustainable event management, created by the International Organization for Standardization. [iso.org/iso-20121-sustainable-events.html](https://www.iso.org/iso-20121-sustainable-events.html)
- Julie's Bicycle - a not-for-profit mobilising the arts and culture to take action on the climate and ecological crisis. [juliesbicycle.com](https://www.juliesbicycle.com)
- Vision 2025 - a growing network of over 500 outdoor events and businesses taking climate action. [vision2025.org.uk](https://www.vision2025.org.uk)
- Culture Declares - a growing international movement of individuals and organisations in the cultural sector declaring climate and ecological emergency. [culturedeclares.org](https://www.culturedeclares.org)



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PROGRESS TO DATE

In recent years Norfolk & Norwich Festival has made great strides towards being a more environmentally responsible organisation. We have developed strategies to help us understand our impact as an organisation and make positive changes, as well as through our partnerships and networks. Key impacts per year include:

- **0%** of waste sent to landfill
- **20%** waste turned in to refuse-derived fuel
- Use of E-cargo Bikes / Electric vehicles
- **100%** Meat and Fish free
- **15,000** single use plastic cups avoided landfill
- Used fully mains electricity, producing just **4%** CO₂ emissions compared to diesel generator per KWH
- Working with Norwich City Council to install mains power in Chapelfield Gardens to power our festival site.
- We work with artists to encourage them to consider impacts at all stages of our work with them.
- With **30** years of support from our regional train franchise Greater Anglia, we have been able to provide train passes for artists to travel.

Alongside the creation of the initial documentation, the 'Green Team' was established within the organisation. This team was made up of representatives from each department at NNF, who meet quarterly to feed back on, review, and adapt the Environmental Action Plan. The findings from the group are then reported biannually to the Board. Environmental responsibility is therefore a standing board agenda item.

Examples include office-based initiatives:

- Raising awareness of paperless working and working closely with teams to put measures in place to aid with this.
- Meat and fish free catering.
- Considering environmental impact when procuring materials
- Increasing our breadth of recycling beyond the local authority collections
- Embedding environmental and access considerations into the early stages of the programming process
- Prioritising European travel by train rather than plane

Immediate plans for the future include:

- Understanding the environmental impact arising from our digital activity.
- Purchasing refurbished IT equipment rather than new where possible. The companies new docking stations were purchased second hand for example.
- Aligning the messaging of the Green Team and the Equality, Diversity and Inclusion group to our audiences. We have developed website content to articulate the NNF journey including the challenges faced and lessons learned as well as celebrating the successes.



NNF has joined Vision:2025, formerly, Festival Vision:2025 and signed up to its pledge. The aim of which is to achieve a...

50% reduction in festival related Greenhouse Gas emissions by **2025.**

In 2022 We created a template by which we can work with our festival caterers to reduce our impact by serving meat and fish free food, using compostable service wear, banning the sale of bottled water and reducing food waste.

We also eliminated any single use cups at our bars by introducing reusable unbranded bar cups, introduced compost toilets and an electric production van.

Since 2022 NNF has a page on our website to enable us to share our Environmental Sustainability policy, actions, plans to reduce our impact and environmentally focused blogs which present our journey to date.

We continue to find innovative new ways to develop the organisations approach to sustainability, reduce our impact, and share and communicate our vision and aspirations.

PROGRESS TO DATE

INFLUENCE, EDUCATE AND ADVOCATE

NNF believes that by showcasing important social, cultural or environmental issues, we can provide space for dialogue and raise awareness. In recent years we have presented...

Wired Aerial Circus - As The World Tipped (2011),
Robert Wilson - Walking (2012),
The Voice Project - Ideas of Flight (2013),
AndNow - Wayfaring (2018),
Curious - Wild Longings (2019),
Motionhouse - Wild (2019),
I Fagiolini - Rewilding The Wasteland (2021)
Strijbos & Van Rijswijk - Signal (2022)
NoFit State Circus - Bamboo (2024)
Mechanimal - Crap At Animals

NNF's Head of Production & Programme (HOP) is a Without Walls Environmental Action Group and Vision2025 Steering Group member.

In 2019 NNF's HOP was engaged to research and share best sustainability practice to outdoor artists through a Without Walls special initiative.

In 2021, NNF's HOP worked with Without Walls to promote sustainability best practice for outdoor arts Production and Technical Managers create the Green Production Lab.

In 2020, NNF's HOP presented as part of the Without Walls Sustainability Lab webinar, to over 100 individuals and organisations about our work on environmentally sustainable creation, touring of outdoor arts, about the progress NNF has made in recent years and of the challenges that remain and also participated in the Without Walls Sustainability Lab workshops working with industry leaders and a varied group of outdoor artists to embed sustainable practice in their work.

We collaborated with Cheltenham Festivals on a network for other city or urban based festivals and events to talk about the challenges of reducing our environmental impact and share resources and inspire each other on this journey.

NNF's HOP has completed the Accelerator Programme (ACE, Julies Bicycle) to develop leadership skills and network with a focus on driving change in relation to sustainability within the cultural sector and to share experiences of a city based cultural organisation working with a local authority to promote sustainable action.

In the spring of 2021, the entire NNF staff team undertook a coaching programme, led by Rock In Rio (Brazil, Portugal) focussing on cross organisational sustainability action planning. The impact of this programme will be reflected in the organisation's ongoing commitment to sustainability planning over the coming years.

In 2022 we signed up to Culture Declares Emergency.

A man with brown hair, wearing a grey jacket, black gloves, and a head-mounted device, is standing on a silver metal ladder. He is smiling and looking down. The background is a bright, slightly hazy outdoor setting with green foliage. A large amount of colorful confetti (red, yellow, orange, blue, pink) is falling from the top left, creating a festive atmosphere. The text 'NORFOLK NORWICH FESTIVAL' is overlaid in the center in a white, serif font.

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