



EDINBURGH INTERNATIONAL FESTIVAL

**SUSTAINABILITY
ACTION PLAN**

CONTEXT

The Edinburgh International Festival is a global celebration of the performing arts which brings some of the most exciting and creative artists working today to Scotland's capital city.

We are proud of the role we play in helping audiences from across the world to discover thrilling art, yet we recognise that the international nature of our work has an environmental impact. We are committed to reducing our impact by setting and achieving clearly defined objectives and targets across all areas of our work..

To develop a clear route to achieving our goals, we have used the United Nations Sustainable Development Goals (SDGs) as a framework for our Climate Change Response Plan. Adopted by all UN Member States in 2015, the SDGs encourage environmental, social and economic impact, providing a blueprint for a better and more sustainable future for all. Ultimately our Climate Change Response Plan is driven by an urgent need for global change and our desire to be recognised as an industry leader in sustainability.



Trisha Brown — In Plain Site © Gaelle Beri



OUR COMMITMENTS

As a leading creative organisation delivering work locally, nationally and internationally, we embrace the role we play in raising awareness of climate change among our staff and audiences, and in championing action to combat it.

The International Festival is committed to reaching net-zero carbon emissions across our organisational operations by 2030 and across our artistic programme by 2045, in line with the City of Edinburgh Council and Scottish and UK Government targets respectively.

Our emissions from April 2019 – March 2020 form the baseline from which we will measure our progress, including all emissions associated with the 2019 International Festival.

The targets we have set are ambitious. Each year we will evaluate our achievements and review our priorities to ensure we are making the biggest impact in the shortest possible time while embracing the latest technological advancements and infrastructure improvements.

ORGANISATION

Across our organisational operations, we commit to being net-zero **by 2030** in line with City of Edinburgh Council's ambitions.

To date, we have:

Updated our staff travel policy to prioritise the use of public transport, active travel and car shares.



Replaced staff flights with ground transport where possible, especially within UK and Europe.



Reviewed our internal recycling & waste management policies.



Maximised reuse and recycling opportunities to prevent waste.



Carried out a Diversity & Inclusion internal audit which informed our new Diversity & Inclusion Policy and Action Plan.



Next steps:

Reduce staff travel emissions in 2022 by 50% against the baseline and 20% each year thereafter.



Reduce overall energy emissions by 30% each year.



Reduce general waste in 2022 by 50% against the baseline and 20% each year thereafter.



Reduce emissions from water consumption by 20% each year.



Replace all Festival building light fittings with LED.



Look to switch to 100% renewable electricity at the Festival offices in The Hub.



LEADERSHIP & INFLUENCE

As the world's leading performing arts festival, we will work with partner venues, companies, orchestras and individual artists to instil sustainability best practice from the inception to delivery of our festival. This will include a sustainable procurement policy, climate engaged programming, partnership working across operations and influencing our audiences where possible.

To date, we have:

Carried out sustainability research and an internal audit to better understand the Festival's priorities and aspirations.



Collaborated with the Festivals Edinburgh Environmental Sustainability Working Group on a collective climate change response plan.



Signed up to the Edinburgh Climate Commission Climate Compact.



Applied for the Green Tourism Award.



Chosen train and coach travel over air travel for artists where feasible and started to embed sustainability criteria for artistic partners in our contracts.



Increased paperless ticketing, receipts, brochures and marketing material.





Next steps:

We will:

Encourage the City of Edinburgh Council to accelerate improvements to active travel and electric vehicle infrastructure.



Share our Climate Change Response Plan with Festival venues and make recommendations for carbon-saving measures.



Apply for Accreditation in the Resource Efficiency Pledge.



Apply for VIBES Scottish Environment Business Awards.



ENGAGEMENT & BEHAVIOUR CHANGE

To date, we have:

Developed a new, ethical Sustainable Procurement Policy.



Committed to use local suppliers sourcing local produce wherever possible.



Moved a significant amount of data from locally hosted infrastructure to cloud-based systems such as Microsoft Teams, One Drive and SharePoint.



Implemented a new CRM system, Spektrix, which is integrated with our email marketing application and our website.



Engaged with external sustainability consultants and offered training to all staff.



Engaged with other organisations to promote sustainability, including Zero Waste Scotland, Creative Carbon Scotland.



Engaged with Napier University to develop a Sustainable Marketing and Communications Strategy.



Promoted recycling and reusing among staff, artists and audiences in the spirit of a circular economy.



Encouraged staff volunteering opportunities and introduced a Wellbeing Day.



Next steps:

We will:

Adopt locally produced food catering for all Festival events.



Develop a new, highly interactive website with dedicated sustainability resources.



Start tracking audience travel emissions to better understand their carbon impact.



Participate and engage with local and national community projects such as litter picks, tree-planting schemes and urban bees hives.



ARTISTIC PROGRAMME

Recognising that our artistic programme and associated travel and freight is our biggest impactor, we are committing to being net zero across our artist travel **by 2045**, in line with Scottish Government goals.

International travel is integral to our identity as an organisation and will always be at the heart of our artistic programme. However, in order to achieve our ambitions targets, we will embrace new models of working with companies and orchestras, such as extended Festival residencies, to lower our overall carbon impact and intensity. Artist residencies and the associated increase in engagement activity will benefit our audience and local communities as well as having a significant impact on our carbon emissions.

Kiinalik — These Sharp Tools © Ryan Buchanan





To date, we have:

Expanded the Festival's digital offering through online streaming, broadcasting and social media campaigns.



Increased options for digital event attendance and participation, for artists as well as audiences.



Considered programming that directly engages with themes of environmental sustainability.



Encouraged Festival staff to contribute to events and panel discussions relating to environmental sustainability initiatives.



Next steps:

Reduce artist travel emissions in 2022 by 25% against the baseline and 10% each year thereafter.



Reduce freight emissions in 2022 by 20% against the baseline and 10% each year. We will strive to offset emissions which can't be reduced any further.



Replace our fleet of hired cars with electric vehicles as soon as is feasible. This is dependent on the availability and provision of electric vehicle charging points around Edinburgh and the Central Belt.



Set annual travel carbon budgets for staff and for the Festival programme.



Decrease carbon intensity of the programme by introducing artist residencies and other similar solutions.



**The Edinburgh International Festival
supports thirteen of the seventeen UN's
Sustainable Development Goals:**

	SDG 3: Good health and well-being
	SDG 4: Quality education
	SDG 5: Gender equality
	SDG 6: Clean water and sanitation
	SDG 7: Affordable and clean energy
	SDG 8: Decent work and economic growth
	SDG 9: Industry, Innovation and infrastructure
	SDG 10: Reduced inequalities
	SDG 11: Sustainable cities and communities
	SDG 12: Responsible consumption and production
	SDG 13: Climate action
	SDG 16: Peace, justice and strong institutions
	SDG 17: Partnerships for the goals

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