

CAPACITY BUILDING PROGRAMME

**GREEN
CULTURE
SERIES**

24/JUNE/26
ONLINE
SESSION

zmina.eu

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**QUALITATIVE
MEASURES TO
GUIDE AND
COMMUNICATE
YOUR GREEN
EFFORTS
WITH
SIGNE SPELLING
ØSTERGAARD**

IZOLYATSIYA
PLATFORM FOR CULTURAL INITIATIVES

**MALÝ
BERLÍN**
kulturné centrum

teh

 Co-funded by
the European Union

ZMINA:Resilience is a cooperation between IZOLYATSIYA (UA),
Malý Berlín (SK) with support of Trans Europe Halles (SE).

CULTURE CAN MAKE A DIFFERENCE

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- Cultural experiences can make us reflect on our role in the world in a way that facts and figures cannot.
- Cultural institutions and artists can play a central role in communicating sustainable values and influencing norms and behavior in society.
- Culture can help us imagine possible alternative futures
- Interlinked societal agendas:
Sustainability in the broadest sense



OBJECTIVES

- Strategic approaches to green sustainability
- Practical tools
- Motivation



PROGRAMME

PART 1

- Green sustainability in Aarhus –experiences #1: Reporting
- Quality assessment of green aspects in cultural projects
- Examples
- Break

PART 2

- Green sustainability in Aarhus – experiences #2: Organising
- Dilemmas in actions and communication
- Organising and social tipping points
- Closure

ABOUT ME

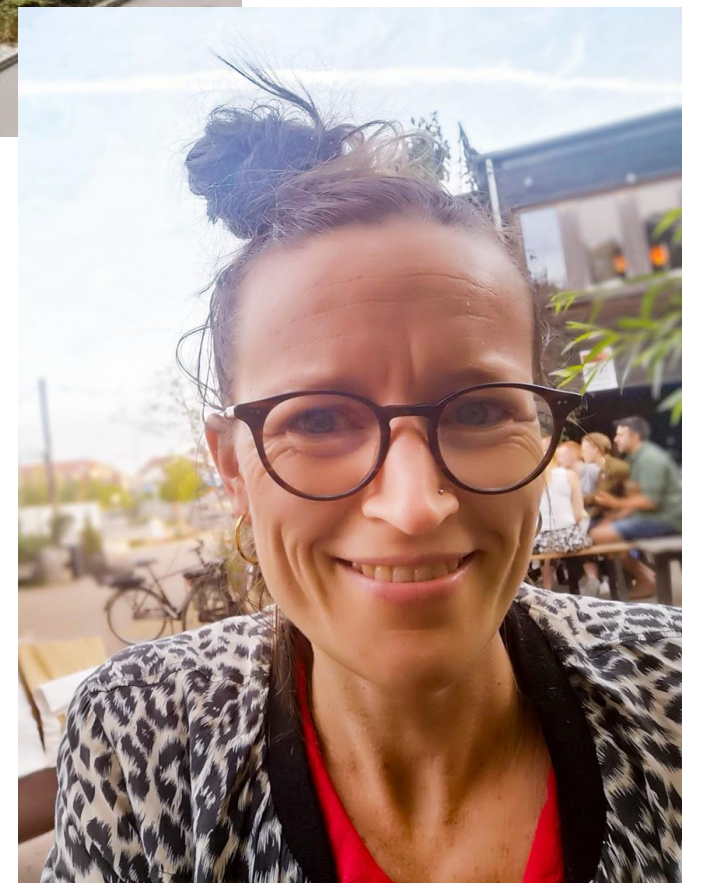
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CURRENT POSITION

Cultural consultant in the City of Aarhus

EXPERIENCES

- Urban renewal
- Inclusion and diversity
- Green sustainability



GREEN SUSTAINABILITY IN AARHUS: REPORTING

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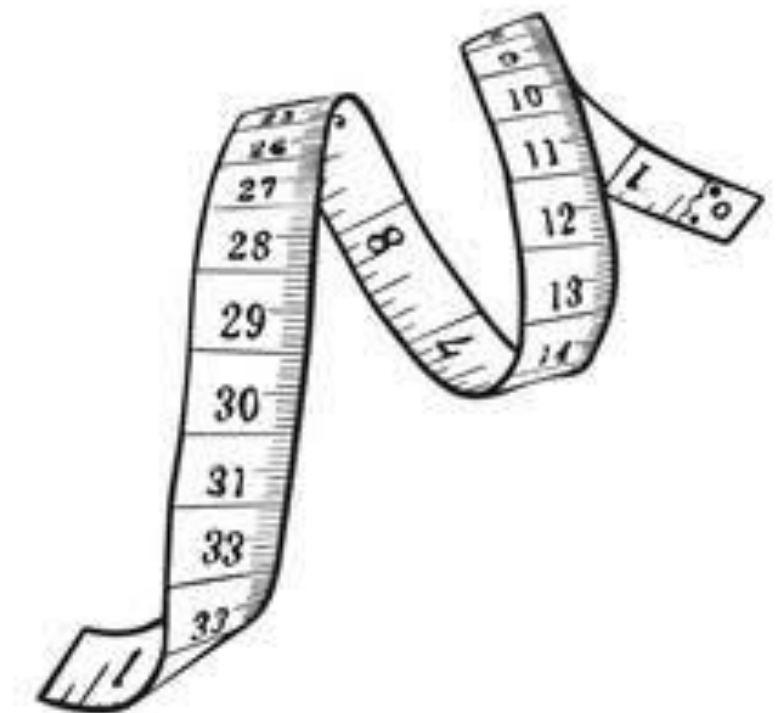
- Climate accounting requirements for cultural institutions as part of the city's cultural policy
- Not to control – but to encourage
- Variation in compliance, resources, implementation
- Increase focus on our actions and consumption
- Example: Gender Museum KØNs reduction of plastic in exhibitions



QUALITY ASSESSMENT OF GREEN ACTIONS

From climate accounts to action

- Actions corresponding to climate reporting often focus on the “inside” of the organization - operation, purchase, buildings etc.
–because you can measure the reductions
= important for your credibility
- The greatest potential of the cultural sector is the ability to change our norms, values and habits
- A need to bridge the operational (internal) focus and the outward-facing focus
- But the behavioral side is harder to measure...



QUALITY ASSESSMENT OF GREEN ACTIONS

- When the effects of actions are harder to measure; how can we assess impact? How do we know which actions to choose?
- We can ask people how they are affected – but they might not be able to tell us
- → We can rely on the research that has been done on behavioral changes more broadly
- → We can look at experience-based measures: examples in areas such as food, consumption, transportation etc.



GREEN ACTIONS...?

LANDMARKS – BEHAVIOR

- More knowledge on climate change does not lead to more action
- Behavior is affected by social norms, feelings, identity, habits and practical barriers
- Behavioral change is more durable when it is community-based
- Repetition and continuity is important



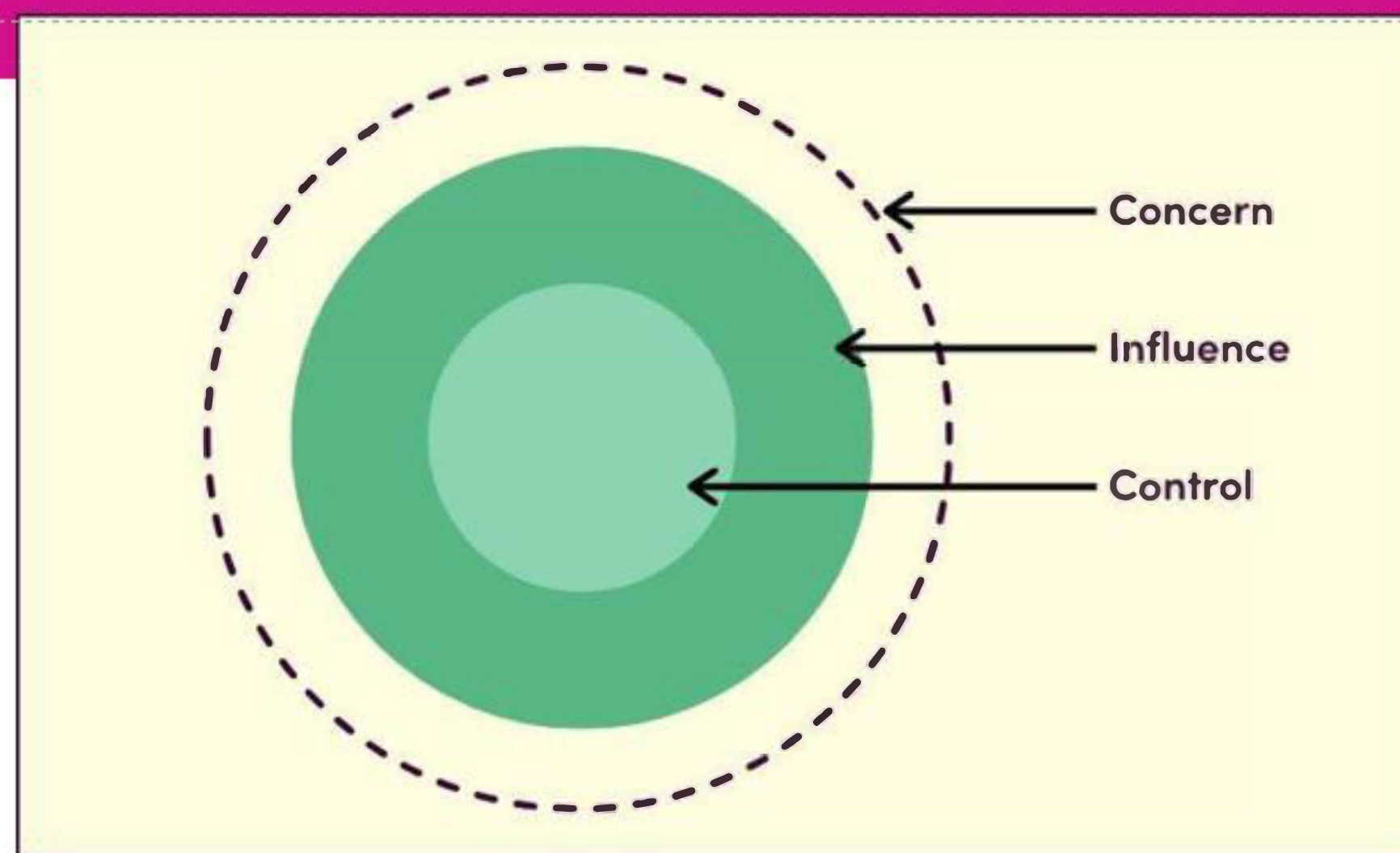
GREEN ACTIONS...?

EXPERIENCE-BASED PROPOSALS

- Introduce green principles - e.g. slow travel and reuse of scenography or exhibition materials
- Introduce green requirements for partners and suppliers
- Make agreements with other cultural actors about a common material bank, common technology or shared storage space



■ MAPPING YOUR ACTIVITIES

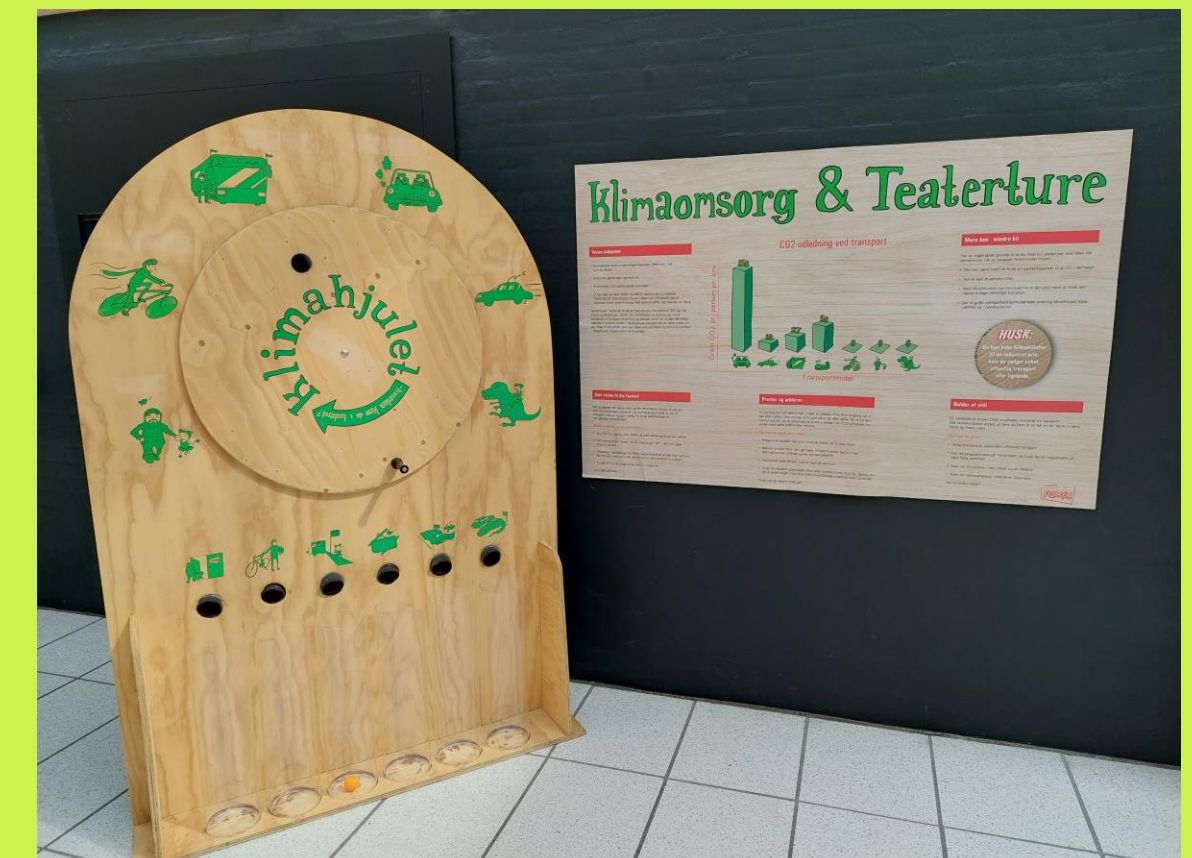


EXAMPLES & REFLECTION

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Where can my organisation make a difference?

- Teater Svalegangen:
We challenge expectations of scenography – the stage elements must be able to be disassembled and rebuilt
- Art Hall Aarhus:
We opened a new exhibition where we have been able to reuse all walls and furnishings from the last exhibition
- The Old Town of Aarhus:
We place great emphasis on resource awareness in our communication of living conditions in the old days



EXAMPLES & REFLECTION

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Where can my organisation make a difference?

- Voxhall:
We decided that the visiting artists will get a "green hospitality rider"
- Aarhus Libraries:
We arrange green communal dinings and a seed library

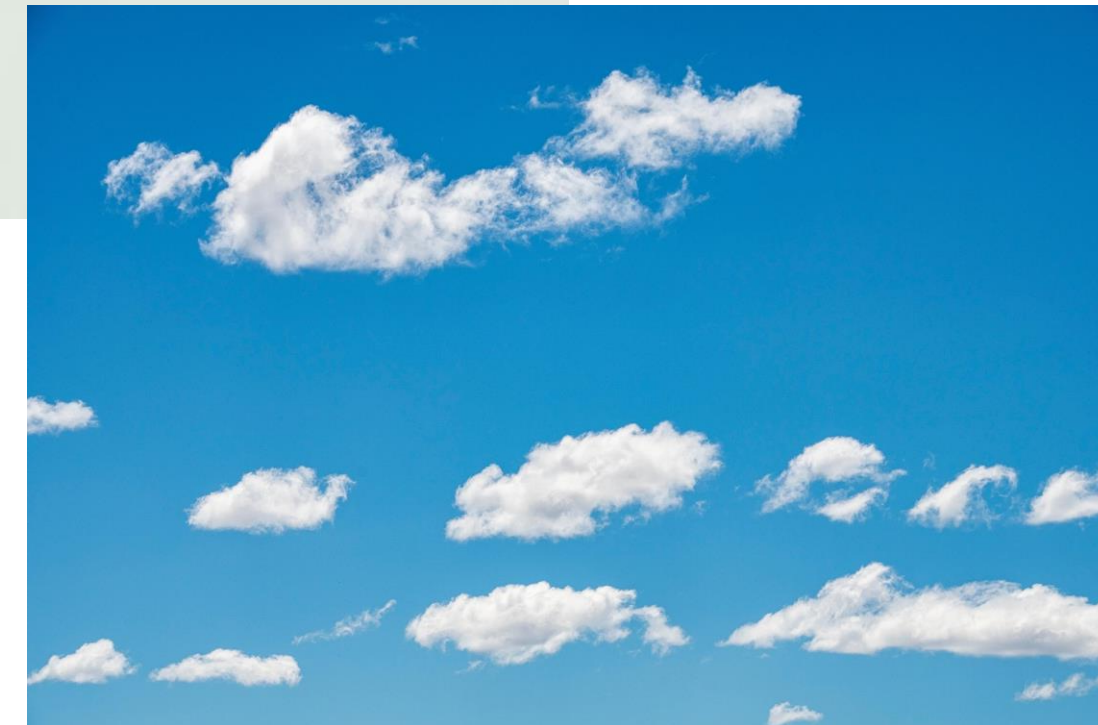


BREAK TIME

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LET'S TAKE 5
...AND A CHALLENGE

- Feel free to turn off your camera
- See you at...



DILEMMAS IN ACTIONS AND COMMUNICATION

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- We don't have perfect data, so how to communicate?
- We are not certain about the effect, so how do we insist?
- Where do I need knowledge and where do I need faith?
- Who is my ally? Who will follow?



DILEMMAS IN ACTIONS AND COMMUNICATION

Prioritization and strategic questions

- Communicate simply and openly about your green practices - both in applications, contracts and cooperation agreements
- Communicate about actions, not only carbon reporting
- Communicate about your ambitions AND you here-and-now actions
- Make it relatable for your audience or grantor –what is important for them?



SOCIAL TIPPING POINTS

Climatic tipping points / Social tipping points

- Rapid and irreversible change
- In the social context:
When a certain way of life (norm or practice) reaches a certain prevalence among one population group, it can influence the rest of the population to change their way of life.

These are called social tipping points



SOCIAL TIPPING POINTS

Social tipping points towards sustainable lifestyles – how do we achieve them?

- Individual level + intermediate level of everyday communities
- Culturally determined practices, habits and norms can be renegotiated.
- Sustainable norm and value change through community climate action can be scaled to a broader section of the population.

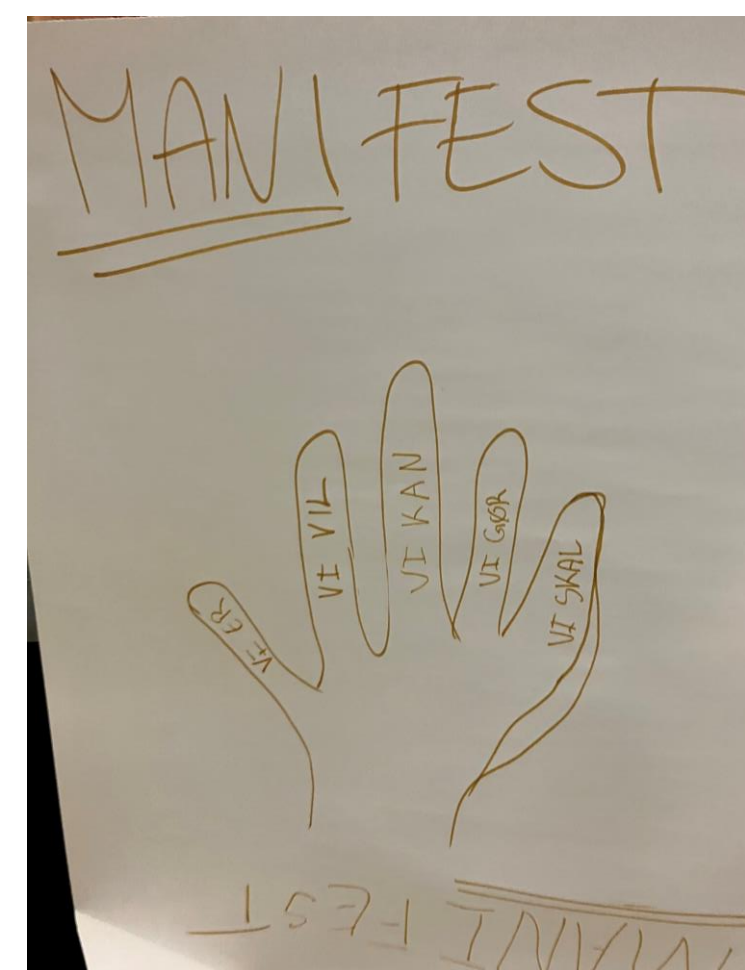


GREEN SUSTAINABILITY IN AARHUS: ORGANISING

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AARHUS GREEN CULTURAL NETWORK

- 20-30 cultural institutions
- 4 network meetings per year
- Facilitated by the City of Aarhus
- Themes:
 - Cultural narratives on green sustainability
 - Climate reporting
 - How to be involved with the municipality's climate plan
 - Nature connectedness
 - Green fundraising
 - Self-organized platforms for sharing resources, knowledge and experiences



ORGANISING...

The benefits of organizing green efforts in the cultural field....

- knowledge sharing among cultural actors
- opportunities for collaboration
- the municipality becomes aware of the status and needs
- **ORGANISING GIVES HOPE**



DESIGN YOUR GREEN ACTION

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TITLE	
WHAT DO WE WANT TO DO? 	WHY IS IT IMPORTANT? 
WHO IS IN? WHO WOULD WE LIKE TO HAVE IN? 	WHAT DO WE NEED? 
WHAT IS OUR NEXT STEP? 	WHAT WILL BE DIFFICULT? WHERE DO WE NEED HELP? 
HOW WILL WE COMMUNICATE? INTERNALLY/EXTERNALLY? 	WHICH IMPACT DO WE HOPE TO SEE? HOW CAN WE TELL? 

DESIGN YOUR GREEN STRATEGY



ASK QUESTIONS

- Vision: Where does the organization want to be in 5-10 years in terms of sustainability? (What is the overall goal?)
- Mission: Why is this strategy important to the organization right now?
- Values: What principles drive the work? (e.g. circular economy, social responsibility, CO2 reduction)
- What is our ambition regarding our audience?
- Which goals and actions are necessary – and realistic – this year? Next year? Etc.
- Who are our allies?
- How do we involve the whole organisation?

KEY TAKEAWAYS

- CULTURE CAN MAKE A DIFFERENCE!
 - the superpower is to move people
- Climate reporting makes sense
 - if it leads to awareness and action
- You have to know your WHY
- You have to know your WHAT
- You have to prioritize
- You have to communicate
- Organisation gives hope



RESOURCES

Links to more information

[Julie's Bicycle](#)

[How culture and creativity can drive the green transition
-new report published | Culture and Creativity](#)

[Voices of Culture brainstorming report: Culture and
creative sectors and industries driving green transition
and facing the energy crisis](#)

[Culture for Climate Scotland](#)

Carbon calculator

Free carbon calculator for cultural organisations
(<https://ig-tools.com/>)

- [Creative shifts - Publications Office of the EU](#) – collection of examples from cultural organisations across Europe
- [Social acceptance as a prerequisite for green transition](#)
- CONCITO: [Social tipping points in consumption levels](#)

LET'S KEEP IN TOUCH

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