



Environmental Action Plan for 2024-25

Date created: Aug 2024

Person responsible: Kylie Perry (Co-Director) & Rose Abderabbani (Trustee)

Action Plan for 2024-25 Activity

This Action Plan will be overseen and monitored by The Paper Birds' Sustainability Champion, Co-Director Kylie Perry, and Producer Emma Gaynor. It will be reviewed annually in 6 month intervals, at the end of Quarter 2 and the end of Quarter 4.

Artistic Programme, Communities and Touring

Devising and Producing Work

Actions	Notes
<p>All production teams to adhere to achieving Baseline certification of the Theatre Green Book initiative. This includes reaching the following targets in relation to mounting the show:</p> <ul style="list-style-type: none"> • Make sure 50% of all materials come from reused or recycled sources. • Make sure 65% of them go on to future lives, through storage or re-use. • Avoid harmful and unsustainable materials. <p>- Run technical systems sustainably.</p>	<p><i>Emma to run through TBG approaches at start of rehearsals and liaise with Fraser about tech requirements.</i></p>



The Paper Birds

<ul style="list-style-type: none"> • Reduce journeys and deliveries of materials <i>Theatre Green Book Book One: Sustainable Productions</i> 	
<p>A circular “life before, life during, life after” approach to material use should be prioritised, with future life ideally secured before procurement. <i>Ultimate responsibility for future life of materials will lie with The Paper Birds should the responsible freelancer’s contract end before materials are passed on.</i></p>	<p><i>Update materials inventory as things are ordered to consider if they are truly needed and what exit route is.</i></p>
<p>To better understand our impact and to set baselines, the impact of all design materials used, our <i>average show power consumption</i>, and workforce travel should be tracked using the Julie’s Bicycle, Creative Climate Tools carbon calculator. Attempts should also be made to collect qualitative data regarding behaviors, in order to understand where and how we are producing the most carbon emissions, ie, via journeys travelled, materials we use etc.</p>	<p><i>Emma to continue logging JB data and to liaise with Fraser about working out power consumption.</i></p>
<p>Scheduling should consider extra time and planning required for sustainable practice in procurement and travel.</p>	

We will track these targets by:

<p>A ‘Materials Inventory’ lists the sources of all materials, and their planned disposal routes after the show.</p>	
<p>Technical teams follow guidance in Chapter 8, reducing energy through switch-off routines etc. Develop an ‘Equipment Inventory’ lists the sources of</p>	



ALL technical equipment, and their power consumption for a standard performance.	
--	--

Touring Productions throughout the UK

Where possible, we will adhere to the following:

Adhere to the Theatre Green Book sustainable touring guidance with a minimum of baseline standard.	
--	--

Consider how to reduce material requirements and volumes for touring so as to minimise the numbers of vehicles required and weight of material to be moved.	
---	--

Reduce or eliminate packaging for transportation, with any unavoidable packaging reusable, biodegradable or recyclable.	
---	--

Support cast, crew and staff to access tour dates using shared transport or rail and public transport, budgeting for time and cost of tickets as necessary. <i>We have set a target of 50% maximum distance traveled using Internal Combustion Engine (ICE) vehicles. This is aligned with a baseline of 46% already achieved in 23/24 company wide (Feel Me Tour was 28%).</i>	
--	--



<p>Update our 'Green Touring Rider' to encompass more than just back of house. Share and implement with all receiving venues. This may sit alongside basic information requests such as audience travel data, flyer wastage, venue EPC ratings, venue energy tariff.</p>	
<p>Where possible, programme a touring schedule that reduces miles traveled and carbon emissions by visiting tour venues located regionally nearby.</p>	

Developing Digital Offers

<p>Consider to what extent our digital offers of streaming productions truly reduce our organisation's carbon footprint. E.g. Are any journeys actually being prevented?</p>	
<p>Look out for learning opportunities to better understand the environmental impacts of our digital offers.</p>	

Participation and Young People

<p>When working in schools nationally, select and hire freelance practitioners to deliver the work located geographically closest where possible, to reduce travel and carbon emissions. Focus on securing more freelance practitioners in the north-west and midlands.</p>	
---	--



The Paper Birds

<p>Aim to achieve at least 35% of return journeys to workshops and participatory sessions reached using shared transport, electric vehicles, or public transport. This is a 10% increase on our previous target, in line with a new baseline achieved in 23/24.</p>	
<p>Actively use the environment, climate crisis, and sustainability as a core theme or topic to explore creatively in participatory workshops and projects with young people.</p>	
<p>Continue to deliver 20% of our schools workshops via online streaming, and 50% of our CPD courses for teachers via online streaming, thereby reducing carbon emissions by not traveling.</p>	
<p>Aim for international work that maximises participation of young people, teachers and audiences by facilitating a minimum of 5 days' delivery per long-haul return trip.</p>	
<p>When travelling internationally, investigate the opportunity for knowledge sharing about environmental responsibility. When visiting climate vulnerable communities, honestly discuss the tradeoff of climate impact versus art sharing.</p>	<p><i>Idea to pose question about climate vulnerable countries in post show chat in IND.</i></p>
<p>Exclude domestic aviation travel unless the train journey would take over 3 hours.</p>	
<p>Produce end of year benchmarking data in April 2025 to assess whether targets have been met.</p>	
<p>Only use plastic free recyclable packaging to mail out merchandise and resources sold via our website shop.</p>	



Organisational Development

<p>Continue learning how to use and access the Julie's Bicycle Creative Climate tools. Expand its use beyond travel to include design materials and power consumption. Monitor emissions of both the organisation as a whole, and individual project activity.</p>	
<p>Deliver annual training for our workshop facilitator team at mutually agreeable geographical locations, prioritising locations that are accessible by public transport, reducing travel time and carbon emissions.</p>	
<p>Continue to keep all core team meetings in person to a minimum. The majority of the organisation's collaboration will happen online. No more than 5 full staff meetings in person throughout the year, and no more than two in person Board Meetings. Meeting locations should prioritise being accessible by public transport.</p>	
<p>Our environmental sub-committee with board and staff representatives will meet quarterly, at least 4 times a year to monitor progress against this Action Plan and agree targets moving forward.</p>	
<p>Scope out our core team receiving carbon literacy training. This could also be offered out to Trustees and other artist-led theatre organisations.</p>	
<p>Support the convening of a meeting with other companies of a similar size and activity to talk about how we can collectively tackle environmental impact of small scale touring work, share knowledge and experiences. Alongside this, we will explore existing environmental cultural networks both local and national, and aim for engagement with organisations that aren't exclusively NPOs.</p>	



The Paper Birds

Company Sustainability Champion (Co-Director, Kylie Perry) and Our Board Environmental Champion (Rose Abderabbani), will attend a minimum of 1 training course or webinar to learn and develop skills and understanding about sustainability best practice and disseminate their learning throughout the organisation.	
Trustees will be made aware of and invited to join any CPD opportunities discovered by the Company Sustainability Champion.	
Explore and discuss what the 'The Paper Birds' voice' is on climate change and environmental responsibility. Consider what our place in the climate conversation is and to what extent policy and documentation might be opportunities for storytelling.	
Declare a Climate and Ecological Emergency by signing up to Culture Declares Emergency.	

Audience Development

Continue negotiating reduced production of hard copy paper posters and flyers with each tour venue, aiming to operate a paper-free marketing campaign where possible.	
Track marketing waste from venues to set baselines.	
Use recycled paper products and sustainable ink for all printed promotional material where print is unavoidable.	
Explore perpetual, date free marketing where possible.	



The Paper Birds

Agree with tour venues that all print is to be recycled appropriately, but with a focus on reduction and reuse of waste.	
Limit our use of large images and graphics in digital communications such as the newsletter, e-Christmas cards, e-invites, social media. Focus on reducing file sizes to reduce digital footprint.	
Increase our efforts to market sustainable travel to our audiences through more regular prompting and collaboration with local venues.	
Ask all venues we tour to for audience travel data.	

Finance

Budget and schedules are set to support sustainable practices including travel times to reach destinations and rising costs of train fares.	
Prioritise spending more on people and less on 'stuff', budgeting for the increased planning time required for sustainable practice.	
Continue filing all receipts and invoices online and recycle all used paper after shredding. Do not print invoices or finance documents unless necessary.	

Documentation

Update the Touring Rider to include Green and Sustainability focus in all areas such as marketing, front of house, producing, technical.	
--	--



The Paper Birds

<p>Work towards developing a simple Environmental Responsibility information request form to be delivered to all venues as a prompt to develop their practice. This might form a part of our evaluation strategy.</p>	
<p>Add a generic environmental responsibility clause into all future contracts requesting for support to track data and to consider ER in all their practice.</p> <ul style="list-style-type: none">- Work towards creating clauses tailored to be more specific to job roles.	
<p>Update ethical fundraising policy to include the refusal of funding from organisations linked to the fossil fuel industry or that support environmental degradation and breakdown, or intentional greenwashing or misinformation.</p>	
<p>Review who has access to (or is privy to) this action plan and the environmental policy to ensure the optimal impact. Share with wider team of freelance artists and staff who work with us throughout the year.</p>	