




MODULE 3

Training Package 3.2

Green business fundamentals

	<p>Lesson's description</p>	<p>The lesson highlights the importance of using principles of the circular economy and provides guidance on how artists can reduce their carbon footprint.</p>
	<p>Goal</p>	<p>This lesson aims to familiarise you with integrating environmental sustainability in the creative process</p>
	<p>Learning outcomes</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> ● Identify what a Green business is and why it matters ● Define what sustainable development is ● Identify practical ways to be eco-friendly artists ● <p>Skills:</p> <ul style="list-style-type: none"> ● Develop the ability to/explore business opportunities that address environmental sustainability and contribute to a greener planet ● Include Cultural and Creative Industries into the green economy circle/process ● Reduce your carbon footprint ● <p>Attitudes:</p> <ul style="list-style-type: none"> ● Influence your community and/or society on green issues through their business ● Being aware and conscious to follow eco-friendly practices throughout your work

1. What makes the circular economy important for sustainable development?

The increasing consumption of natural resources has highlighted the interdependence between the economic system and the environment. The prevailing economic model refers to the linear system "take - make - use - dispose". The new model of Circular Economy (CE) combines economic needs with environmental and social needs. It promotes a transformation of goods that have reached the end of their life cycle, being based on reducing waste and the exploitation of new raw materials (Guido Mosca, 2019).



The Circular Economy aims to reduce and reuse waste generated by production activities, to recycle and reuse those goods produced by combining economic growth and environmental protection. Cultural and creative enterprises (CCE) have the opportunity - and the responsibility - to play an important role in this transformation of the economic model (European Commission, 2014).

2. What can Cultural and Creative Enterprises do?

Cultural organizations, artists and practitioners can help to build a producing system capable of offering solutions to the ecological crisis. They have different possibilities:

1. Seek new ideas to spread awareness and increase the involvement of society on the issue of sustainability
2. Act as environmental communication actors capable of informing and raising awareness in the public sector
3. Take concrete measures to reduce their environmental impact and reap the benefits in terms of efficiency and innovation (Symbola, 2019).

Federico Massa, a street artist known as Iena Cruz, is an example of how an artist can, through his or her work, strive to reduce art's environmental impact while promoting a sustainable culture. "Anthropocean" is a large, colorful, marine-themed mural covering the facade of a building in Milan, implemented using a paint that absorbs smog and transforms it into clean air. The artist created this anti-pollution work at the behest of Worldrise Onlus, a Milan-based association that works to enhance and protect marine ecosystems. Thanks to this initiative, the Lombard capital has been given a beautiful, innovative and, above all, eco-friendly work of art. In Milan, the artist Iena Cruz presents her Anthropocean, the anti-smog mural that will absorb pollution. Click here to learn more: <https://www.youtube.com/watch?v=84Xg0XFdSSw>

3. The concrete measures to reduce the environmental impact

By eliminating the concept of waste, the circular economy is meant to let resources circulate continuously in the marketplace, giving rise to the possibility of creating new objects from materials already in use. The following video suggests some ways to create this virtuous circle: using compostable packaging that can be used in agriculture, producing household appliances using metals, polymers and alloys so that they maintain their quality for a long time so that they can be useful beyond the shelf life of individual products. To counter the culture of waste, we should imagine that once the life cycle of a household appliance is over, it returns to the manufacturing company, which processes it and obtains biological material for agriculture and technical material for reuse. The circular economy is a new way of thinking about the production system and its infrastructure. Click



here to learn more: <https://www.youtube.com/watch?v=zCRKvDyyHml&list=WL&index=10&t=81s>

CCE and arts might have an environmental impact: traditional materials and practices may be toxic for ourselves and harmful to the planet. It doesn't take great revolutions to be creative in an eco-friendly way: you just need to be aware of the factors that might negatively impact the environment and manage them sustainably. For further study, you can visit the [Ethical Unicorn](#), which provides more information related to your sustainable options

4. Eco-friendly production practices

Generally, eco-friendly practices in production and management are the result of the integration of environmental considerations into product/service design through a targeted control over the entire product life cycle.

WORKSHEET 1

Six simple steps proposed by the Gallery Climate Coalition's (GCC) Decarbonization Action Plan for the art world to start reducing carbon emissions

Appoint a “green team”	Form an internal team charged with setting and reviewing goals, organizing meetings and drafting a timeline for the organization to implement an action plan.
Conduct a carbon audit	GCC has developed an online carbon calculator for its members, who are encouraged to conduct a carbon audit once a year.
Analyse the collected data and make changes	Analyze the data from the audit and make necessary changes in order to reduce carbon emissions.
Set reduction targets for 2025 and 2030	Divide the reduction objective into several steps. Start with a 25-30% reduction from baseline by 2025 if you want to reduce by 50%; for a 70% reduction by 2030 you can start with a 30-40% reduction by 2025.
Set up a yearly plan	As a follow-up to step four, examine the annual year-on-year carbon dioxide allocation. Then the artistic organization can examine the various areas of its operation, from travel to energy consumption and shipping, and decide what actions to take to achieve the reduction goal.



Action time

Once the carbon audit has been made and goals have been set, put in place concrete actions. These actions are divided into six categories: shipping, travelling, energy consumption, packaging and materials, waste and recycling, exhibition spaces and galleries.

The Gallery Climate Coalition (GCC) is a nonprofit organization founded by a group of gallery owners and art professionals in an effort to spur a meaningful industry response to the growing climate crisis (Chow, 2021).

5. Which products to use: the "certified" suppliers

In the last decade, there has been an increase in the commercialization of products promoted as eco-friendly, eco-safe and green. These terms don't have a specific meaning and are part of the marketing language. In fact, if we examine these materials' Material Safety Data Sheet (MSDS), we may find that they should be used properly to avoid contamination. Such cases represent an example of Greenwashing. It is an English term coined in 1986 by the environmentalist Jay Westerveld, which originates from the words green and whitewash. It indicates the practice of some companies to pose as sustainable and environmentally conscious when in fact, in their management and production processes, they are not.

This malpractice is explained by the steady increase of the green trend: these marketing efforts make it possible to gain more customers and sell products at a higher price (Garbo, 2017). Click here to learn more about greenwashing:

<https://www.youtube.com/watch?v=0XGAMJsm6Tg>

How to recognize a fake green?

First of all, there is an index of companies already flagged as "eco fakes", and it's called the Greenwashing Index: it's a website that also reports about truly green companies. To protect yourself from eco-friendly fakes, you always need to read the label and ask yourself a few questions:

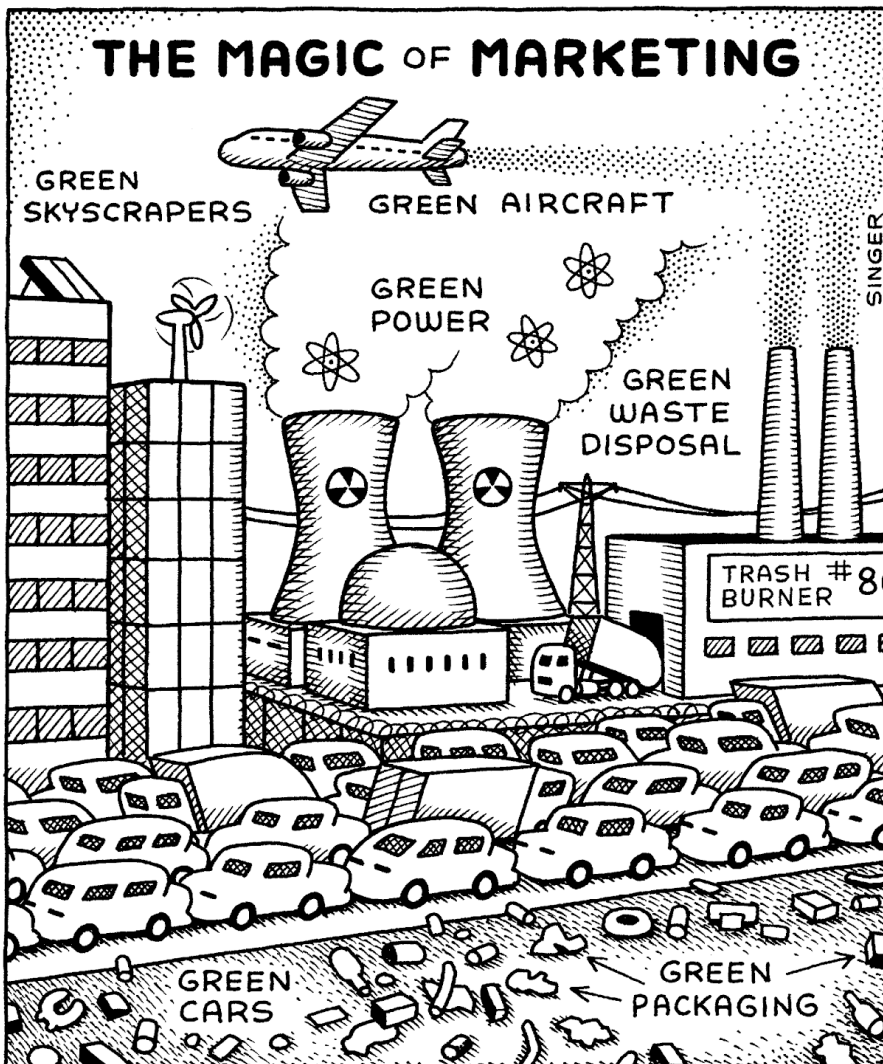
- Are there logos of certifications?
- Does the label specify precisely the ingredients?
- Does it use nonspecific and vague terms like "environmentally friendly"?

Eco-friendly products have some common features:

- They are biodegradable
- They have obtained certifications recognized in your country and abroad (e.g., Ecolabel, ICEA or FSC)
- They do not contain phosphates, chlorine or petroleum
- They are generally hypoallergenic or have undergone anti-bacterial treatment.

NO EXIT

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Source: Andy Singer, www.andysinger.com

Certifications are useful to combat the practice of greenwashing, as they are tools to verify and authenticate the sustainability of corporate production processes. They guarantee the sustainability of the production process and the use of environmentally friendly raw materials. The most important ones are [Ecocert](#), [Aiab](#), [Icea](#), [Ccpb](#), [Ecolabel](#), the various [ISO](#) certifications and, for paper, [FSC](#) and [PEFC](#). Find out more about certifications here: <https://uwaterloo.ca/environment/25-environmental-certifications-you-need-know>

6. Energy sources and natural resources

To diminish the environmental impact of your business, it is useful to use alternative energy sources. There are CCE that purchase 100 percent “clean” electricity entirely



produced by low-impact wind and hydroelectric sources. As well, it is important to use natural resources while being careful to avoid their overexploitation. As the most used resource in artistic production is water, operating from a sustainable perspective might include the introduction in your production of a rain collection and reuse system. Read more here:

<https://www.artworkarchive.com/blog/how-to-create-an-eco-friendly-art-studio>

Waste disposal

It is important for a business to check the toxicity of the materials being used, in order to dispose of them properly. If an artist works with products labelled as harmful, they should be separated for disposal as hazardous waste. For example, a recommended technique is to evaporate a solvent by placing it in the sun. This practice poses limited risks when the amount of liquid is small, and it allows to separate pigments and oils so that they become inert ([Artwork archive](#)). See Annex 1: How to reduce your carbon footprint to learn more on waste disposal.

7. The Green Business Plan

A business plan is a narrative document, typically 15-30 pages long, accompanied by a risk analysis and usually structured in:

- a section describing the business, the product or the service to be offered
- relevant market information
- the chosen operating system.

As it aims to demonstrate the financial viability of the proposal, if the plan is green, it must take into consideration also the businesses' environmental and social impact. In this case, the so-called "triple-bottom-line" approach should be adopted: measuring success by social impact, impact on the planet, and profit generation. A green business plan must let the reader understand, in each section, how the enterprise will preserve or improve the environment and how it will improve society.



WORKSHEET 2

When a company wants to operate according to a sustainable model, it should sort out its existing ideas and projects, prioritize them, and give itself (measurable) goals and an action plan to achieve and revise them with a view to sustainability.

FIRST PHASE: ANALYSIS

INTERNAL	<ul style="list-style-type: none"> ● Analysis of market scenario and trends ● Benchmark of sustainability strategies developed by competitors/best practices ● Analysis of external stakeholder expectations (enhancing all existing channels of listening and dialogue within the company)
EXTERNAL	<ul style="list-style-type: none"> ● Analysis of particularly relevant issues for sustainability, depending on the sector, the company's moment in life and its strategy. ● Analysis of socio-environmental risks ● Analysis of the company's strategic business plan/business plan ● Analysis of internal stakeholders

SECOND PHASE: MAPPING

Identification of the company's expectations, based on previous activities	<ul style="list-style-type: none"> ● Mapping of the existing strategies, policies and projects related to the identified issues ● Interviews with management (including for engagement) ● Data collection
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OUTPUT

1. The definition of a strategic sustainability plan including macro-objectives, detailed objectives, monitoring KPIs and examples of projects that can be developed to achieve the objectives.
2. The definition of a sustainability governance (if it hasn't already been defined), approving the sustainability plan and monitoring the goals' achievement. Once the goals have been achieved, it creates new ones, adapting what has been defined to possible business evolutions.

*KPI: Acronym for "key performance indicator". KPI is a performance metric used in marketing, aimed to monitor a company's performances put in place to achieve business objectives. (Rinnovabili.it, 2019)



1. Case studies

- I. **Tons of carbon produced by the personal transportation of a “professional artist” | Ellie Harrison:** The artwork was the central illustration of Harrison’s 2019 book “The Glasgow Effect: A Tale of Class, Capitalism & Carbon Footprint”, illustrating her travels up to 2016, when she decided to dramatically reduce her carbon footprint. It was updated in 2020 to be displayed at the Edinburgh Art Festival.
- II. **Zero Carbon Culture (juliesbicycle.com):** Zero Carbon Culture’s guide, including useful information apt to find out the best solutions for reducing your carbon footprint. The guide aims to provide suggestions with respect to what actions Cultural and Creative Enterprises can take to reduce its environmental impact without additional costs or large capital investments. The six key areas examined are: transportation, energy, food, manufacturing, services, and nature. For each area, sheets with eco-sustainable actions are proposed; the operator for each of these must assess whether it is already operational and to what extent it is or whether it needs to be implemented/improved and how. For each area, the guide provides guidance on additional resources and supports that can be used to achieve the goal of greater sustainability of the production and work process.
- III. **Z-Arts - Improving energy & resource efficiency - Julie's Bicycle (juliesbicycle.com)**
- IV. **Creative Kernow: Reuse, Recycle, Redevelop - Julie's Bicycle (juliesbicycle.com)**