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**JULIE'S BICYCLE** \*\*\*  
TAKING THE HEAT OUT OF MUSIC



## Venues

# Industry Green Guidance Notes 2009



## Industry Green: Venues

### Summary

Julie's Bicycle (JB) has developed Industry Green (IG) criteria for Venues as part of the IG Framework, an inclusive approach to emissions reductions and environmental planning for the creative industries. The framework incorporates international standards and is determined with the guidance of PAS 2050: 2008 (Specification for the assessment of the life cycle greenhouse gas emissions of goods and services) and the Greenhouse Gas (GHG) Protocol.<sup>1</sup>

Industry Green Status will be awarded to a venue that has provided all relevant environmental performance measurements and the venue management company has met the minimum requirements for engagement, reduction and disclosure. A Venue that has earned the IG Status is entitled to carry the IG mark as specified in the Licence Agreement and Industry Green Code of Practice.

IG Status for Venues takes as its first reference point First Step: UK Music Industry Greenhouse Gas Emissions 2007<sup>2</sup>.

### Definitions and Boundaries

Venues are defined here as permanent buildings that are managed with the main purpose of providing a destination for audiences of cultural events and performances.

The boundary used to assess the GHG emissions of the venue is:

- Emissions from energy used within the building;
- Emissions from landfill waste produced within the building;
- Emissions from water and sewage treatment required by the venue's water use;
- Emissions from business travel.

Indirect emissions from audience travel will also be calculated and reported separately. If a venue cannot provide audience travel information, First Step assumptions will be applied.

GHG emissions currently excluded are:

- Tour logistics and artist travel;
- Staff commuting;
- Off-site venue management offices;
- Catering, concessions and merchandise.

Out of scope emissions may be included in updated revisions of the Standard.

Emissions of methane and/or nitrous oxide that contribute more than 0.5% to the climate change impact of the venue have been included. Therefore, results are provided on a "carbon dioxide equivalent" (CO<sub>2</sub>e) basis.

Definitions and boundaries are guided by the PAS 2050 and GHG Protocol methodologies.

<sup>1</sup> PAS 2050 see [www.bsigroup.com/en/Standards-and-Publications/Industry-Sectors/Energy/PAS-2050/](http://www.bsigroup.com/en/Standards-and-Publications/Industry-Sectors/Energy/PAS-2050/)  
Greenhouse Gas Protocol see [www.ghgprotocol.org](http://www.ghgprotocol.org)

<sup>2</sup> Bottrill, C., Lye, G., Boykoff, M., and Liverman, D. (2008). Julie's Bicycle First Step: UK Music Industry Greenhouse Gas Emissions for 2007. Environmental Change Institute, Oxford University, Oxford. [www.juliesbicycle.com/publications](http://www.juliesbicycle.com/publications); [www.eci.ox.ac.uk/publications/2008.php](http://www.eci.ox.ac.uk/publications/2008.php)

## Assessment

The Industry Green assessment process is based on four principles that underpin the Greenhouse Gas Protocol:

- Principle 1: Company engagement
- Principle 2: GHG measurement
- Principle 3: GHG reduction
- Principle 4: Company disclosure

Please see the IG Framework Introduction and Guidance Notes as well as the Industry Green Code of Practice for more detailed explanation of the principles. Organisations accredited with the IG Status must follow the Industry Green Code of Practice in communicating and reporting emissions reduction. Your Industry Green Report will clearly state what claims can be made about the venue's environmental credentials as acknowledged by the IG mark. A licence to use the IG mark is granted on completion of an assessment of the venue and evidenced commitment to the four principles and a signed licence agreement.

Applicants are encouraged to highlight any innovations in GHG and energy reduction, adaptation measures, and broader sustainability initiatives. Exceptional achievements may be highlighted and used to update accreditation criteria.

The IG Framework reserves the right to strengthen the assessment criteria in successive years in line with international environmental targets, legislation, and industry best practice.

## Eligibility

All music venues may apply for IG Status. Theatres and community arts performance spaces may also apply.

In most instances, eligibility for IG Status is dependent on an applicant demonstrating internal GHG emissions reductions over 12 months. Furthermore the applicant must provide evidenced commitment to the three other IG principles (Engagement, Measurement and Disclosure). JB will work with the applicant to identify internal reduction targets as part of the IG assessment. In the absence of robust industry benchmarks and therefore Standards, the applicant's successful fulfillment of IG criteria will be awarded subject to the discretion of the assessors.

If, after completing the Industry Green Status application process a company is found to lack sufficient data and results to show internal emissions reductions of 12 months they will not be licensed to use the IG mark, but may be awarded 'working towards Industry Green Status', subject to the discretion of the assessors.

## Criteria and Evidence

The following sections describe the criteria and evidence required to fulfill Industry Green criteria. The rows with no shading show the minimum criteria and evidence required for the first IG Status application. The rows with the shading show the criteria and evidence that go beyond the minimum, which outstanding companies may also provide in the initial application.

### Principle 1: Engagement 2009

*Minimum: two pieces of documentary evidence and minimum performance*

TABLE I

<i>Level</i>	<i>Criteria</i>	<i>Evidence examples</i>
Minimum performance	Company board member and staff member responsible Venue Environmental Policy under development or in place and actively disseminated	Meeting minutes, draft Environmental Policy, signed Environmental Policy, dissemination materials.
Examples of performance beyond the minimum	Internal staff engagement	Staff champion. GHG educational material provided to staff (e.g. intranet, emails, leaflets, events, posters) and evidence of feedback. Registration of staff for professional training in environmental sustainability.
	Supply chain engagement	Examples of related communications (e.g. contracts, emails, events) and evidence of feedback
	Audience / client engagement	Examples of communications (e.g. signage, promotional materials, internet, events) and evidence of feedback

**Principle 2: Measurement 2009**

*Minimum: Industry Green online benchmark tool completed ([www.juliesbicycle.com/resources](http://www.juliesbicycle.com/resources)) and supporting evidence submitted to Julie's Bicycle.*

TABLE 2 – information required by the online benchmark tool.

<i>Criteria</i>	<i>Information to be supplied</i>	<i>Evidence examples</i>
Size	Seat and show numbers	Average seating layout, show diary
Energy performance	Gas and electricity kWh Oil, diesel, biodiesel and onsite renewables information if relevant	Billing statements and invoices
Waste performance	Tonnes of waste to landfill, recycling and composting	Waste transfer notes, invoices
Water efficiency	Cubic metres of water used and sewage produced	Billing statements
Business travel	Miles travelled by fleet, private cars, rented cars, taxis, bus, coach, train, tube, domestic flight, shorthaul flight and longhaul flight (for venue-based staff only)	Expenses data, travel agent records, contract accounts
Audience travel	Average audience modal split and distance travelled (if information is unavailable, First Step assumptions will be applied)	Car parking data, audience travel survey results, ticketing geo-data
Innovation	Please provide any information about innovation in energy, waste, water, business travel and broader sustainability measures. In addition, assessors have particular interest in information about: environmental certification such as ISO 14001 or BS8901; any 'adaptation' measures being adopted in planning for an environment affected by climate change (increased temperatures, flooding etc); environmental credentials being accounted for in procurement decisions and concessions contracts.	Whatever the company determines will best demonstrate their achievements

See JB Benchmark Guide for Venues for more information.

**Principle 3: Reduction 2009**

*Minimum: two pieces of documentary evidence and minimum performance*

TABLE 3

<i>Level</i>	<i>Criteria</i>	<i>Evidence examples</i>
Minimum performance	Setting baseline year results, proving current year reductions and developing a reduction strategy.	Industry Green benchmark tool results, any additional data and strategy

Reduction in the venue’s ‘per seat’ emissions is required. Venue performance will also be compared to CIBSE<sup>6</sup> 2008 benchmark for Entertainment Halls and data gathered by Julie’s Bicycle. In most instances, venues with emissions 50% above typical energy performance in the CIBSE 2008 benchmark will not be awarded IG status.

In future years as more data becomes available, specific reduction targets and standards, based on industry benchmarks, may be set for participating companies.

Extenuating circumstances can be taken into account if activities and investments have not resulted in measurable reductions. If a company or organisation is already tangibly best in class, IG status may be awarded for stabilisation or minimal reduction at high performance levels

Using a green tariff for electricity or purchasing carbon offsets will not constitute a reduction unless there are changes to the regulation of these markets. It will, however, be considered under the ‘Innovation’ category of assessment.

**Principle 4: Disclosure 2009**

*Minimum: two pieces of documentary evidence and minimum performance*

TABLE 4

<i>Level</i>	<i>Criteria</i>	<i>Evidence required</i>
Minimum performance	Disclosure of Industry Green Report to board/directors senior management and shareholders	Meeting minutes, reports received and official response
Examples of performance beyond the minimum	Disclosure of Industry Green Report to staff	Examples of educational material provided to staff (e.g. intranet, emails, leaflets, events, posters) and evidence of feedback
	Disclosure of Industry Green Report to supply chain, including incoming productions	Examples of communications (e.g. contracts, posters, emails, events) and evidence of feedback
	Disclosure of Industry Green Report to audience and full public disclosure	Examples of communications (e.g. promotional materials, media, internet, events) and evidence of feedback

<sup>6</sup> Chartered Institution of Building Services Engineers (2008) TM46 Energy Benchmarks.

## Use of the IG mark

The award of an IG mark relates to a specific year in the functioning of a venue. If a company or organisation does not successfully achieve intended reductions, or maintain ongoing reductions, the IG mark licence may be revoked.

For a full explanation of uses of the IG mark please see the Licence Agreement and Industry Green Code of Practice.

## Relevant international and national standards

The Industry Green Framework draws on the methods developed within PAS 2050 and the GHG Protocol.

There is a range of other international and national standards that are also relevant to venues, which the IG Framework takes into account during the accreditation process:

- ISO (International Standards Organisation) schemes, including 9001 and 14001;
- BS (British Standards) schemes, such as 8555 and 8901;
- Voluntary environmental management systems such as EMAS.

Industry Green is constantly updating information regarding relevant international and national standards.

## References

Bottrill, C., Lye, G., Boykoff, M., and Liverman, D. (2008). Julie's Bicycle First Step: UK Music Industry Greenhouse Gas Emissions for 2007. Environmental Change Institute, Oxford University, Oxford. [www.juliesbicycle.com/publications](http://www.juliesbicycle.com/publications); [www.eci.ox.ac.uk/publications/2008.php](http://www.eci.ox.ac.uk/publications/2008.php)

British Standards (such as BS8901) see [www.bsigroup.com](http://www.bsigroup.com)

GHG Protocol see [www.ghgprotocol.org](http://www.ghgprotocol.org)

International Standards Organisation (for example for ISO14001) see [www.iso.org](http://www.iso.org)

PAS 2050 (Publicly Available Specification 2050:2008 Specification for the assessment of the life cycle greenhouse gas emissions of goods and services) see [www.bsigroup.com/en/Standards-and-Publications/Industry-Sectors/Energy/PAS-2050/](http://www.bsigroup.com/en/Standards-and-Publications/Industry-Sectors/Energy/PAS-2050/)



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Venues Industry Green Guidance Notes 2009 v2 June 2009

design & print: Positive Design Works, illustrations: Made Up Design