

# JULIE'S BICYCLE

SUSTAINING CREATIVITY



Julie's Bicycle is helping to make environmental sustainability intrinsic to the business, art and ethics of the music, theatre and creative industries.

Established in 2007 by leading figures in the UK music industry, Julie's Bicycle is a non-profit company working across the arts and creative industries, providing expertise in environmental sustainability to over 350 organisations in the UK and internationally.

We offer practical advice, tools, resources and environmental certification, informed by world-leading research into the environmental impacts of the creative industries.

[www.juliesbicycle.com](http://www.juliesbicycle.com)



## What people say

"Live Nation Entertainment believe that it is vitally important to pay more than lip-service to addressing the issues before us. Hence we have been major supporters of Julie's Bicycle since inception and try to do our best to both follow their guidance, and lead on initiatives."

~ **Paul Latham, Live Nation**

"There is no more essential task for us all – as citizens and as companies – than to start to live within the sustainable means of our planet. Julie's Bicycle has played a really key role in this debate, tirelessly acting not just to remind arts companies of their responsibilities but, critically, coming up with imaginative and enticing ways of encouraging them in that direction."

~ **Anthony Sargent, The Sage Gateshead**

"Julie's Bicycle's straightforward approach has proven an invaluable support for developing our environmental strategy and profile."

~ **Anne Thidemann, Frieze Art Fair**

"We are grappling with the consequences of climate change and, as the biggest theatre owner in the UK, energy consumption is critical to our business in all senses – the business, our productions, artists and audiences. Rolling out a set of common tools and resources across the estate, supported by the JB team, is a major priority and we are glad to be working with them. They are professional, supportive and a pleasure to work with."

~ **Philip Brown, Ambassador Theatre Group**

"Julie's Bicycle has been inspirational to Artsadmin, and to numerous other organisations in the UK, tackling the crucial issue of how the arts deal with the challenges of climate change. There is no issue of greater importance, and it is imperative that the arts world engages with it. Julie's Bicycle enables us all to do that."

~ **Judith Knight, Artsadmin**



## Industry Green

The environmental certification scheme for venues, festivals and events, offices and CD packaging which measures environmental impacts and provides ongoing recommendations and resources with a star rating of 1 to 3.

[www.juliesbicycle.com/industry-green](http://www.juliesbicycle.com/industry-green)



## IG Tools

User-friendly carbon calculators providing a snapshot of carbon emissions for creative organisations. Available for offices, venues, festivals and tours – free online at:

[www.juliesbicycle.com/resources/ig-tools](http://www.juliesbicycle.com/resources/ig-tools)

## JB Associates & Partnerships

Bespoke consultation and training packages for individual companies and consortia. Services include carbon audits and environmental reporting, impartial investment advice, workshops for staff and green champions, green branding support and access to industry research and benchmarking. JB Associate and Partnership programmes are delivered on an annual basis.

[www.juliesbicycle.com/associates](http://www.juliesbicycle.com/associates)

## JB Resources

The most comprehensive range of resources specific to the creative industries anywhere, these materials enable the creative industries to understand, manage, reduce and communicate their environmental impacts. All freely available online:

[www.juliesbicycle.com/resources](http://www.juliesbicycle.com/resources)

## JB Campaigns

JB campaigns drive forward one priority action that will make a difference.

[www.juliesbicycle.com/about-jb/campaigns](http://www.juliesbicycle.com/about-jb/campaigns)

## JB Networks

JB networks bring people together to share what works best in implementing environmental programmes across the creative industries. Our online and live events bring together industry professionals, artists, scientists and suppliers for networking, support and inspiration.

[www.juliesbicycle.com/resources/networks](http://www.juliesbicycle.com/resources/networks)

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