

# CREATIVE ESTUARY

## **Creative Estuary Environment & Sustainability Policy & Action Plan**

February 2024

### **Creative Estuary Vision:**

Creative Estuary's deeply networked programme, builds leadership, capacity and space for creative production, accelerating cultural impact of the Thames Estuary.

Our ambition is to ensure that whilst we work to enable the right conditions for sustained growth of the CCIs sector, we also enable a richer understanding of environmental sustainability and promote a light touch on the planet's resources.

### **Our Values:**

We are ambitious – we take risks, we drive action, we champion social justice

We are curious – we explore new ideas, we ask provocative questions, we respond imaginatively, we initiate

We are collaborative – we enable, we work in partnership, we create connections, we have integrity

We are resilient – we are environmentally responsible, we build sustainable futures, we are agile

**Commitment:** Creative Estuary is committed to best sustainable policy and practice.

We will embed environmental and sustainable practice within our organisation, integrating it across our planning, operations and programme activity and our collaborations with our partners, to agree how we measure environmental impact and support them to make practical contributions to our targets. We will monitor and report on our programme activity in order to understand, improve and reduce our environmental impacts.

Training will enable our staff to become sustainability champions, inspiring and empowering our partners, stakeholders & communities through action & engagement, including knowledge exchange and opportunities for shared training.

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We will advance the creative and cultural industries (CCIs sector) in the Thames Estuary region through championing and supporting innovative, low carbon and environmentally responsible initiatives ensuring sustainable futures for the communities we serve.

The following document outlines our KPIs in line with iCCi and University of Kent's sustainability policies, Art Council's Investment Principles, Thames Estuary Production Corridor and Thames Estuary Growth Board's Green Blue Work Plan.

**We will focus on 4 key areas:**

- 1. Understanding - review any current data and impacts of CCIs within the region, what knowledge is in the sector already and what is existing good practice**
- 2. Improvement - identify where we can make a difference and how we will improve as an organisation**
- 3. Sharing - collect, signpost and share intel, links, toolkits and training opportunities with our sector; showcase good practice & learnings at local, national and international level, raise awareness and understanding with partners & stakeholders**
- 4. Leadership - through our programme, work in partnership to champion and advocate for environmental responsibility and sustainability in the sector and region**

**Aims:**

- 1. Understanding and monitoring impacts**
- 2. Staff: training, awareness raising, engagement and organising of environmental responsibilities**
- 3. Waste: monitoring and reducing waste**
- 4. Energy use: monitoring and energy saving**
- 5. Travel: business & event travel**

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6. Suppliers: procurement, contracts
7. Communications & Place Brand
8. Programme: Capital projects, commissions, research, development & knowledge exchange
9. Shared objectives: University & sector collaboration, leadership

## Sustainability Action Plan

Aim 1 - Understanding and monitoring impacts			
Action	Outcome	Timeframe	Responsibility
<p><b>To have a Creative Estuary environmental policy</b></p> <ul style="list-style-type: none"> <li>- Create an organisation-wide policy embedding environmental action, responsibility and accountability into our business.</li> <li>- Renew and update annually</li> <li>- Integrate into staff induction</li> </ul>	<p>This will establish an Environmental Policy, fully embedding environmental and sustainable practice into our organisation, ensuring we have the tools and processes to implement and monitor. This will enable us to learn, share and lead on best practice within the cultural sector.</p>	<p>January 2024</p>	<p>CE Core Team &amp; Advisory Board</p>
<p><b>Review and update Creative Estuary environmental policy annually</b></p>			

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<ul style="list-style-type: none"> <li>- Policy to be reviewed and updated annually ensuring it remains in line with iCCi environmental policies and ACE investment principles</li> <li>- Updates and amendments to policy to be reviewed and agreed with the Creative Estuary Advisory Board.</li> <li>- Where possible, updates should always be considered the current best practice in sustainability and environmental responsibility within the cultural sector or contain aims &amp; actions that will enable our organisation to work towards best practice.</li> </ul>	<p>This will continue to embed a culture of sustainability across the organisation with empowerment and support from leadership and in collaboration with our partners &amp; stakeholders.</p>	<p>Current review &amp; update – January 2024</p>	<p>CE Core Team and Advisory Board</p>
<p><b>Sustainability to be a standing item at Creative Estuary Team Meetings</b></p>	<p>This will continue to embed a culture of sustainability across the organisation, with the input from core team members.</p>	<p>Ongoing</p>	<p>CE Core Team</p>
<p><b>Julie’s Bicycle Creative Climate Tools used to capture impact of programme activities &amp; projects.</b></p>	<p>Our organisation will be able to monitor programme activity and measure impact, informing and developing ongoing</p>		<p>CE core team, Project Officer &amp;</p>

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Data capture and/or sustainability focus to be agreed with partners related to programme activity as part of partnership agreements/ contracts	plans to raise awareness, set targets and reduce overall carbon footprint and increase handprint.	December 2024	Programme Partners
<b>Aim 2 - Staff: training, awareness raising, engagement and organising environmental responsibilities</b>			
<b>Action</b>	<b>Outcome</b>	<b>Timeframe</b>	<b>Responsibility</b>
<b>Creative Estuary core team to receive Carbon Literacy Training</b>	Staff will be better informed and empowered through training and can make decisions that support the sustainable objectives of the Creative Estuary programme and lead the way in the cultural sector for sustainable action and learning.	December 2024	CE Project Officer
<b>Support of Creative Estuary staff training and development in environmental and emerging sustainable practices and policies.</b>	Staff will be better informed and empowered through training and can make decisions that support the sustainable objectives of Creative Estuary and lead the way in the cultural sector for sustainable action and learning.	December 2024	iCCi/ CE Director/ Project Officer

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<ul style="list-style-type: none"> <li>- This should be linked to specific job roles and responsibilities</li> </ul>			
<p><b>Update Staff Induction documents to include iCCi and Creative Estuary environmental policies, including switching off lights, heating and segregation of waste. Induction to also include sustainable travel options</b></p> <ul style="list-style-type: none"> <li>- In line with iCCi policy and staff induction procedure</li> </ul>	<p>New staff will be made aware of the culture of sustainability and their responsibilities towards it.</p>	<p>January 2024</p>	<p>iCCi Business Development Manager/CE Project Officer</p>
<p><b>Sustainability objectives to be included in job descriptions</b></p> <ul style="list-style-type: none"> <li>- In line with iCCi policy</li> <li>-</li> </ul> <p>Specific objectives assigned in certain job roles where appropriate.</p>	<p>Prospective staff will be made aware of their objectives and contributions to our sustainability goals.</p>	<p>January 2024</p>	<p>CE Director</p>

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<b>Aim 3: Waste</b>			
<b>Action</b>	<b>Outcome</b>	<b>Timeframe</b>	<b>Responsibility</b>
<p><b>Offices: Use iCCi waste audit results to develop waste capture &amp; reduction strategies in Creative Estuary office(s).</b></p> <ul style="list-style-type: none"> <li>- develop waste capture strategies in the office e.g. clear signage and bin placement (recycling and general waste).</li> <li>- investigate alternative sustainable products e.g. for internal/hosted meetings and events</li> <li>- align with iCCi procurement strategy to reduce waste at source</li> </ul>	<p>Staff will be better informed and encouraged to make sustainable product choices and able to follow best waste capture practice when on site at Canterbury and Medway offices.</p>	<p>June 2024</p>	<p>iCCi Green Group/ CE Project Office</p>
<b>Aim 4: Energy Use</b>			
<b>Action</b>	<b>Outcome</b>	<b>Timeframe</b>	<b>Responsibility</b>

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<b>Offices: Use iCCI data monitoring of electricity and gas usage to develop energy saving opportunities.</b>	Energy use within the organisation will be monitored and energy saving opportunities identified to reduce overall impact and carbon footprint.	September 2025	iCCI Ops Director/CE Project Officer
<b>Aim 5: Travel</b>			
Action	Outcome	Timeframe	Responsibility
<p><b>Business Travel: Accepting the scale of the Estuary region and organisation’s remit, carefully consider the location and planning of meetings and events with partners to ensure that sustainable travel is a priority.</b></p> <ul style="list-style-type: none"> <li>- Digital platforms used where possible but also with an understanding that face to face meetings add value and awareness of sustainable travel options to be built into planning.</li> <li>- Business travel bookings of team members(Key Travel &amp; invoices) will be recorded.</li> <li>- As part of business travel bookings, we will encourage staff book the most sustainable method.</li> </ul>	<p>This will embed and support sustainable travel within our organisation and in collaboration with our partners in reducing the overall carbon footprint of project.</p>	<p>Recording to start from June 2023</p>	<p>CE Project Director</p>



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<p><b>Event Travel: Travel of attendees to be captured in feedback/evaluation of Creative Estuary related events</b></p>	<p>Our organisation will be able to monitor travel to related events and measure impact, informing and developing ongoing plans to raise awareness, set targets and reduce overall carbon footprint and/or increase handprint</p>	<p>January 2024</p>	<p>CE core team</p>
<p><b>Aim 6 – Suppliers: Procurement &amp; Contracts</b></p>			
<p><b>Action</b></p>	<p><b>Outcome</b></p>	<p><b>Timeframe</b></p>	<p><b>Responsibility</b></p>
<p><b>Procurement of suppliers for events will prioritise sustainable supply chains, local suppliers and suppliers who demonstrate sustainability &amp; environmental responsibility in their business model.</b></p>	<p>We will build up a profile of suppliers who are sustainable and environmentally responsible as well as waste reduction resources.</p>	<p>January 2025</p>	<p>CE Core Team</p>
<p><b>Partner agreements/contracts will have a sustainability clause, partners to commit to environmental responsibility and working towards sustainable practices.</b></p>			<p>CE Director/</p>

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<ul style="list-style-type: none"> <li>- These will be set separately and collectively with partners</li> <li>- This can include agreed data monitoring and targets (to reduce footprint or increase handprint).</li> </ul>	<p>Our organisation will integrate consideration of environment &amp; sustainability when planning and delivering programme activity with partners.</p>	<p>January 2024</p>	<p>Project Officer/ Partners</p>
<p><b>Aim 7: Communications &amp; Place Brand</b></p>			
Action	Outcome	Timeframe	Responsibility
<p><b>Have a sustainability section on Creative Estuary website and share our environmental policy</b></p>	<p>Our organisation will outwardly demonstrate its ongoing commitment to being environmentally responsible and developing sustainable practices in the Estuary region.</p>	<p>April 2024</p>	<p>Place Brand Lead/Comms Officer</p>
<p><b>Review the carbon footprint of the Creative Estuary website and reduce where possible. Share this process as part of the comms plan.</b></p>	<p>The Creative Estuary website should have a reduced carbon footprint and how we did this will be shared with our network in a way that encourages others to do the same and raise awareness of the issue of website carbon footprints.</p>	<p>November 2024</p>	<p>Place Brand Lead/Comms Officer</p>
<p><b>Develop a ‘sustainability comms plan’ covering the following areas:</b></p> <ul style="list-style-type: none"> <li>• <b>Communicate our commitment to being environmentally responsible and building sustainable futures</b></li> </ul>	<p>Our organisation will champion, raise awareness of and communicate the sector's commitment to building sustainable futures in the region, including learnings and best practice, as well as share and encourage CCIs in the Estuary</p>	<p>December 2024 and ongoing</p>	<p>Place Brand Lead/Comms</p>

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<ul style="list-style-type: none"> <li>• Profile and celebrate excellent environment practices and initiatives by creative businesses in the area and beyond</li> <li>• Attend and collaborate on events that focus on environmental responsibility and sustainability in the sector and region</li> </ul>	<p>region to incorporate and use sustainable best practice in their activity and delivery.</p>		<p>Officer/CE Director</p>
<p><b>Aim 8: Programme</b></p>			
Action	Outcome	Timeframe	Responsibility
<p>Capital projects:</p> <p>Activate and increase local production &amp; promote circular practices through smaller production facilities distributed across the Estuary &amp; close to where people live.</p>	<p>Our organisation will champion and raise awareness of environmental responsibility and sustainability within the</p>	<p>December 2024</p>	<p>CE Director/</p>

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<p><b>Promote use of sustainable materials/construction of buildings in planning and renovation of assets.</b></p> <p><b>Advocate for assets to increase access to green spaces and the river within planning</b></p>	<p>planning, refurbishment and use of assets in the Estuary region.</p>		<p>Creative Assets Development Manager</p>
<p><b>Commissions:</b></p> <p><b>Through commissioning address themes such as rising sea levels &amp; climate change affecting communities in the Estuary region. Work partnership with the Estuary Festival to shine a spotlight on this work in Estuary 2025.</b></p> <p><b>Prioritise projects that activate diverse engagement with the natural environment.</b></p>	<p>Our organisation will champion and raise awareness of environmental responsibility and sustainability within commissioned programme activity.</p>	<p>December 2024</p>	<p>CE Director/ Senior Producer</p>

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<p>Raise awareness of and embed sustainable practices &amp; targets with partners &amp; organisations on projects, including training and knowledge sharing opportunities.</p>			
<p>Research, Development and Knowledge Exchange:</p> <p>Signpost &amp; facilitate training and knowledge sharing opportunities within cultural placemaking about sustainability including roll out of CE Planning for Culture toolkit</p>	<p>Our organisation will create opportunities for knowledge sharing, learning best practice on sustainable practices and environmental responsibility in the sector and region.</p>	<p>December 2024</p>	<p>CE Director/ Creative Assets Manager / KCC PP Officer</p>
<p><b>Aim 9: Shared Objectives &amp; Leadership</b></p>			
<p><b>Action</b></p>	<p><b>Outcome</b></p>	<p><b>Timeframe</b></p>	<p><b>Responsibility</b></p>
<p>Regularly attend and contribute to the iCCi Green Group</p>	<p>We will work with the wider iCCi team to align with, embed and champion sustainability within the University of Kent and wider sector and region. This will also enable knowledge</p>	<p>Green Group joined in February 2023</p>	<p>CE Project Officer</p>

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<p>In collaboration with iCCi regularly attend and contribute to Creative Medway Sustainability Action Group</p>	<p>exchange and opportunities for sharing of best practice and learnings.</p>	<p>Action group joined in July 2023</p>	
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