

7 CREATIVE CLIMATE TRENDS | N°2 ACTIVISM

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Arts and culture are not only responding to environmental challenges but are trailblazing the way forward: creating new narratives, testing ideas, developing interdisciplinary collaborations and reimagining what's possible. Environmental sustainability is being ingrained within the whole cultural economy - from investment, strategy and operations, to creative programming, partnerships and public engagement.

For over 11 years, Julie's Bicycle has been tracking this movement of change within arts and culture. Drawing from this experience, we have identified [Seven Creative Climate Trends](#) - key communities of environment centered practice that are leveraging significant cultural value. They are: Artwork, Activism, Organisational Leadership, Design and Innovation, Collaboration, Path-finding, and Policy Changing.

This configuration of trends aims to demonstrate the full breadth and diversity of creative responses to the environment, contextualizing them as a whole movement, networked and moving in concert. Julie's Bicycle is inviting all artists and cultural practitioners inspired by - and working in alignment with - our natural environment to situate themselves within these seven trends and tell their stories of leadership on our new interactive [map](#). This map is open to all and has been designed to make visible this growing movement of change.

A spotlight on: Creative Climate Activism

Creative activism is a powerful tool, wielded to inspire and raise awareness of the climate crisis. Around the

world, activist collectives such as Hip-Hop Caucus, Voices That Shake, No More Blood Wood and Forum Rakyat Bali Tolak Reklamasi work with local communities to engage and support them, and hold state and corporate polluters to account. Activists in Indigenous or Global South communities are sometimes referred to as water or land defenders, and face a great deal of violence.

Celebrity endorsements from activists such as Bjork, Yao Chen, George Clooney and Akon help to shine a spotlight on the human impact of environmental issues. They are able to use their immense influence to galvanise public support and drive fundraising.

Art Not Oil represents a diverse coalition of UK-based grassroots cultural, environmental and human rights campaigners scrutinising fossil fuel sponsorship of the arts. Member organisations engage in creative protest to critique how the co-option of the cultural sector is used to legitimise the business practices of oil companies. They claim that by branding art with oil company logos, cultural institutions are softening the image of their devastating environmental and human rights abuses and silencing those standing against them. *Art Not Oil* members' actions are public and visceral; curating an online gallery focused on BP entitled 'Burning Planet'; a samba parade of grim reapers at the Royal Festival Hall; activists silently doused in crude oil in the Tate. These interventions are designed to confront audiences -challenging them to engage with these institutions and influence how sponsorship policy is designed and implemented.

Photo Credit: Anna Branthwaite, Diana More, Kristian Buus