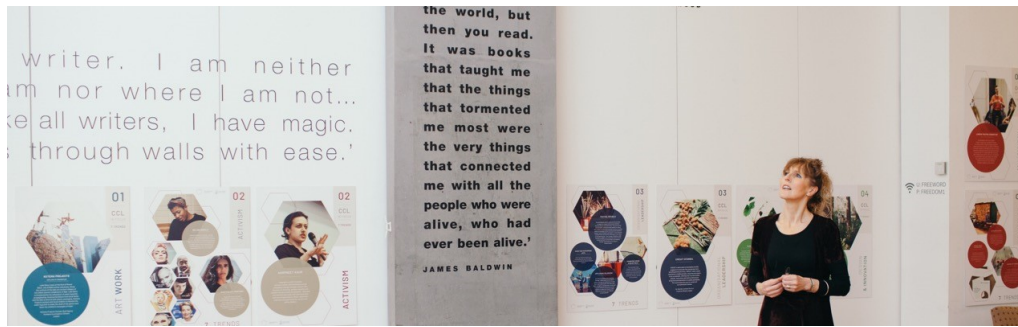


7 CREATIVE CLIMATE TRENDS | N°6 PATH FINDING

BY CATHERINE BOTTRILL, JULIE'S BICYCLE



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: Path finding

Pathing finding are the individuals and organisations poised where culture and the environment meet, making the case, creating contexts for action, building bridges, setting the agenda, curating the conversations and demonstrating the possible. This trend is where Julie's Bicycle (JB), a London-based charity working internationally, locates itself in the Creative Climate movement.

Born out of the UK music industry and today working across the creative and cultural sector, JB is positioned impartial expert to provide research,

advice, and guidance on environmental sustainability specific to the creative sector. We believe that a thriving arts community will be one with environmental sustainability at its heart. The objective of JB is two-fold - to support the translation into practice of the Paris Agreement and the Sustainable Development Goals by providing creative businesses with the skills to act, and to advocate for the role of the creative community in shaping a sustainable future.

Julie's Bicycle has supported over 2,000 organisations on reducing their environmental impacts, engaging audiences, devising creative programming, governance, policy development, and supporting artists. JB's activities include:

- Running a programme of events attracts creative practitioners from across all fields - e.g. running roundtables on plastics, energy and circular economy.
- Mentoring creative businesses and professionals globally - e.g. through the Creative Climate Leadership programme.
- Undertake direct consultancy projects with organisations of varying sizes - e.g. developing the environmental strategy of National Theatre, V&A Museum, Royal Albert Hall and Curzon Cinemas etc.
- Facilitating cultural networks on sustainability - e.g. Powerthinking for the events sector
- Campaigning on a small number of priority campaigns across the creative industries - e.g. companies switching to 100% renewable energy supply.

Additionally, JB are advising on international and city cultural policy in relation to environmentally sustainable development. In 2012, Arts Council England made environmental reporting a requirement of funding and Julie's Bicycle has been the Arts Council's contracted delivery partner for this programme since its inception.