

# HOME

# GREEN NEWS

## CULTURAL LEADERS IN SUSTAINABILITY

Welcome to the fourth edition of HOME Green News. In this issue you'll find a review of sustainable activities and achievements that have taken place in our building and beyond in the last six months of this year, plus a taste of what's in store for 2020.

We're celebrating success and continuing to be ambassadors for success in Manchester and beyond. Our ambition keeps on growing in line with the need for rapid action to tackle climate crisis. Read on to find out more!

### Double award winners

Here at HOME we're celebrating achieving not one but two top sustainability accolades from the arts and cultural sector in the last six months.

In July we attended the third annual Julie's Bicycle [Creative Green Awards](#). Held during the inaugural London Climate Action Week, the event at Curzon Bloomsbury celebrated the many outstanding arts and cultural organisation and individuals taking climate action.

HOME was shortlisted alongside the Barbican Centre and Somerset House in the Best Multi-Arts Centre category and we were absolutely delighted that we took home the award.

Having received an impressive 4 stars in our first application to the Creative Green environmental auditing scheme earlier in the year, we're thrilled to be recognised for our efforts across our programme, activities and commitment to sharing our learning.

"The climate and ecological emergency needs action like never before," said leading international environmental lawyer Farhana Yamin in her keynote speech, "these winners are showing the way."



**Creative Green: HOME's Building & Environmental Manager Debbie Bell (front row, second right) who collected Best Multi-Arts Venue award, celebrating with the other award winners.**

The judging panel commended HOME for our numerous initiatives in embedding sustainable change and our leadership in the sector and beyond. They said: "HOME have worked with [Carbon Literacy](#) to create a sector-specific training package which is run with all staff and across Manchester Arts Sustainability Team (MAST)."

"They have excellent communications ensuring visitors appreciate their commitment and effort to protect the environment. This year HOME are setting Science-Based reduction targets as part of the Arts Council England Spotlight programme. We congratulate HOME for all of their fantastic work."

In November we celebrated again after collecting the Promotion of Environmental Sustainability title at the Manchester Culture Awards 2019.

The award judges said: "HOME are an exemplar for sustainability within the cultural sector, committed to minimising their impact on the environment."

Dave Moutrey, HOME's Director & CEO said: "I am delighted that HOME has received this award as acknowledgment of commitment to environmentally sustainable business practices. We've been working to reduce our environmental impact for over 10 years, not to win awards, but because it is important to act, however it is brilliant to have our work recognised."

Debbie Bell, Building & Environmental Manager said: "Winning the award is a proud achievement for all the team. We continue to engage all in the journey to a net-zero Manchester and a creative green future for all."



# ACTION! GREENING CINEMAS THE WORLD OVER

## SHARING LEARNING AND INSPIRING CHANGE IN FILM EXHIBITION

At HOME we recognise the importance of sharing our learning and continuing to grow through collaboration. Sustainability is not something to be kept to ourselves! This year we've made a prominent impact on the UK and global film exhibition industries.

Thanks to our Film team's commitments to sustainability, our networks continue to grow as our actions expand across all aspects of our selection, programming and audience engagement.

On 5<sup>th</sup> July, FilmLondon hosted a Green Filmmaking and Cinema event at London Transport Museum. Supported by the inaugural London Climate Action Week, the event comprised a series of industry-specific environmental and sustainability presentations followed by a screening of the powerful *Aquarela* by Vikto Kossakovsky.

HOME presented on its team efforts and carbon literacy training, and shared the stage with Julie's Bicycle, Lewes Depot, BAFTA, Good Energy, GreenShoot and artist-filmmaker Patrick Hough. With numerous companies and attendees under one roof, HOME stressed the importance of a network to spread and sustain positive change through "spheres of influence".

The end of August sees stars, programmers and the world's media descend on Venice for the annual film festival. This year, HOME's environmental team were invited to join too!

Projects & Sustainability Coordinator Alison Criddle participated as a trainer at CICA's international training programme 'Art + Cinema = Action + Management.'

The week-long programme provides arthouse cinema leaders opportunity to communicate and share knowledge and skills, reflect on practices and discover new opportunities to develop pathways for the future of film exhibition.



**Projects & Sustainability Coordinator Alison Criddle (left) at CICA's training programme in Venice**

HOME shared the 'Green & Sustainable Cinema' panel with AG Kino (Germany) and travelling Solar Cinema (Netherlands). Raising awareness of the impact of the travel involved and giving a taste of carbon literacy training, Alison revealed the carbon footprint of her return travel to Venice and made a provocation to the group to consider what a future of sustainable cinema could look like in the face of climate crisis.

In November, Head of Film Rachel Hayward presented at Europa Cinemas Network Conference in Lisbon. Rachel shared HOME's actions to date and our ambition to become no single-use plastic by 2020. She concluded that cinema should be a place anchored in its time and well-integrated in its community, and that to achieve this, one must accept the importance to always keep learning.



**Head of Film Rachel Hayward speaking at Europa Cinemas Network Conference in Lisbon**

## GREEN SCREENING

3 highlights from our 2019 film programme

### *Honeyland*

This bittersweet documentary tells the story of beekeeper Hatidze Muratova, fighting to maintain the traditional methods of bee farming by harnessing a deep connection with nature.



### *Plastic China*

*Plastic China's* main character Yi-Jie is an unschooled 11-year-old girl whose family works and lives in a typical plastic waste household-recycling workshop. As much as her life is poor and distorted, she's a truly global child who learns about the outside world from the waste workshop that her family lives and works in.

We held a very special post-screening Q&A with director Wang Jiuliang who was particularly impressed by HOME's no single plastic actions and commitment to waste reduction and accountability.



### *The Green Lie (UK Green Film Festival)*

Screened as part of UK Green Film Festival 2019, *The Green Lie* focused on the complexities of tracing accountability in global business and the dangerous impact of 'greenwashing' by corporates to cover their less-than-environmental actions.

Look out for more great green film programming at HOME in 2020.



# C-Change: Carbon Literate Cities



**Cultural leaders from URBACT C-Change cities Sibenik, Wroclaw, Mantova, Gelsenkirchen, Agueda and Manchester at Royal Exchange Theatre, October 2019**

## A word from our peers:

*"It has been inspiring to see how far HOME has come over the last few years, from its first environmental steps in the early days at Cornerhouse, it is now striding ahead - from beehives and carbon literacy training to environmental programming and engagement with the Arts Council's Accelerator and Spotlight programmes around zero carbon culture and energy management. HOME not only demonstrates what positive environmental change looks like, they share and inspire others too - their peers, their neighbours, their communities - in the UK and beyond. A worthy and wonderful winner of JB's 2019 Creative Green Award for Best Multi-Arts Venue!"*

**- Claire Buckley, Arts Council England Environmental Programme Lead, Julie's Bicycle**

You might remember back in March of this year HOME delivered Carbon Literacy training to city leads from URBACT Good Practice C-Change network.

The project involves 5 European cities (Sibenik, Croatia; Wroclaw, Poland; Gelsenkirchen, Germany; Mantova, Italy; Agueda, Portugal) and Manchester collaborating in a transfer network on a two-year project to drive sustainable action by aligning cultural venues and projects with municipal sustainable strategies and policy.

At the start of October, the partner cities returned to Manchester with artists and cultural venue leads. HOME's Environmental team were seconded by Manchester City Council for a few days and headed over to Royal Exchange Theatre to train the new delegates (artists and creatives, policy makers and cultural leaders) and members of MAST (Manchester Arts Sustainability Team). It was great to have the opportunity to collaborate with Julie's Bicycle and Manchester City Council once again.

The Carbon Literacy training formed the core focus of the study visit with the cultural leads undertaking exercises and in-depth discussion around what a training tool and action plan might look like in their own cities. The group also made a visit to HOME where they were welcomed by our CEO Dave Moutrey, who is also the Cultural Leader for Manchester City Council. The delegates were impressed and engaged with how environmental commitments are evident across our building and through our whole team.

We continue to build on our learning and we were struck by the momentum of the European cities and the rapid scale of action in their own sustainable journeys. A great example of the importance of collaboration driving change, the study visit was a perfect opportunity to bring together MAST members old and new and to think deeply about the role of the cultural sector in driving forward Manchester's zero-carbon ambitions. The project continues into 2020 with a C-Change arts festival in the planning!

## HOME Carbon Literacy training roundup 2019:

**18** new HOME staff

**1** HOME Board member

plus

**50** external staff from

**43** organisations including:

**7** London arts venues

**4** UK cities

**5** European cities



# HOME Honey

**This autumn we put our first ever batch of HOME Honey on sale in our bookshop!**

**Direct from our two rooftop honeybee colonies, the honey came in a very limited edition of 40 jars.**

We installed our hives in June 2018. Our four HOME staff apiarists trained at Manchester District Beekeepers Association at Heaton Park. Each week during the foraging season (Spring-Autumn), the apiarists carry out inspections to ensure the colonies are happy and healthy.

HOME hives help to support biodiversity in Manchester city centre. Pollinator-friendly plants on our roof and across First Street help to provide immediate forage for our bees. They will then travel up to three miles to find the tastiest forage - along railway lines, canal sides and in back yards. You can help support Manchester's ecosystems by sowing native wildflower seeds and planting pollinator-friendly plants.

This first limited-edition batch of HOME honey was extracted by hand from this year's stores. A bee makes on average 1/12 of a teaspoon of honey in its lifetime, so every drop is precious!

We only remove surplus honey from the bees - we have left them with ample stores to feed on through the cold winter months. We put the HOME colonies Lightyear and Aldrin (named earlier this year after an audience call-out!) to bed at the start of November, tucking them up for their long winter's huddle. Honeybees don't hibernate, instead they cluster together at 37° using their body temperature to keep the colony warm (Queen Bee in the centre!) and take it in turns to eat from the stores of honey they've been building up all summer.

We'll peek in at them once or twice to make sure they've got enough food, but apart from that we won't see them now until the Spring, where we'll hold our breath and cross our fingers and hope they've survived the winter!

When Spring comes, you can watch weekly inspections live on our beecam at [homemcr.org/bees](http://homemcr.org/bees)



## I Love Manchester love our bees!

The Manchester online journal came to [interview us](#) about our bees and honey. Here are some highlights:

According to Alison, each inspection takes "a good hour," and that's just the basic inspection. "You'll go through a checklist of certain things that you're looking for. So, you're looking for the queen, or signs of the queen. She's different from all the others, so it's a little bit like playing Where's Wally. You're looking for signs of eggs and making sure the hive is looking healthy so there's no unusual behaviours, making sure there's not too much of one thing or not enough of another thing, making sure there's enough food and so on."

It's also important to have two hives rather than just the one, Alison explains, so you can compare them. It was really very helpful in the first year - that was a real baptism of fire. You can go through all the training, but until you're actually doing it hands on... It's a massive learning curve, but it's so exciting as well and they keep you on your toes. It's really, really fascinating to watch them and to understand that kind of mentality of purpose and collaboration and teamwork."

The honeybee hives have recently produced their first batch of honey, but that that's not their primary function. "This is the first year we've ever done it. We've created forty jars - there's a calculation you can do based on the amount of bees in the hive and the space and the amount of frames they've filled with honey, and to ensure they have enough food over winter. We've only taken the excess from that calculation, and that's all we'll ever do."



Honeybee design by artist Sophie Preston

## No Single-Use Plastic 2020

### A waste reduction challenge for all

On 5<sup>th</sup> June 2018 we made our pledge for HOME to become a zero single-use plastic organisation by 2020.

At the January 2019 staff planning day the Environmental team led a series of 15-minute surgeries asking staff to identify single use-plastics from around the building and proposing alternative sustainable solutions. That list was then collated and new methods and materials researched.

We've engaged with all HOME teams, who in turn have done amazing work contacting and collaborating with suppliers to find the best options. Some suppliers were surprised to be asked and challenged to be more responsible and research their own products, whilst others jumped right on board and were excited by the ambition. Plastic is a tangible material that impacts on every single aspect of our daily lives and habits, so what better way to kickstart a move towards sustainability for those companies and organisations who might not have thought about their products in this way before.

What we're conscious of is avoiding 'greenwashing' – that's the switching of one product to a seemingly more sustainable one, without doing the full research and finding out how the product is made and its entire product lifecycle. We saw this first-hand in *The Green Lie* film and in *Plastic China* and we want to continue to challenge ourselves as an organisation to go the extra mile to make meaningful, not tokenistic change.

From our own sustainable procurement surveys, we've seen that sometimes the companies who shout the loudest about their green credentials aren't in reality the most sustainable choices once we've dug a little deeper into their learning, practices and choices.

Making the switch from single-use plastic means considering everything from our cleaning and stationery products, to the items we stock in our bookshop, to collaborative work with our in-house catering company, and how we share our learning with our neighbours in the Manchester arts sector and beyond. Not much then!

By 2050 it is predicted that the oceans will contain more plastic by weight than fish.

Around 80 million tonnes of plastic packaging is produced annually and this is expected to triple by 2050.

### Public Transport: Have Your Say

Have you spotted our latest pre-film advert in our cinemas? We want to encourage you to have your say on how your buses are run.

Greater Manchester Combined Authority (GMCA) are running a public consultation on the future of the city region's bus services.

Since 1986 Manchester's buses have been deregulated. That means that different companies run different routes and charge different prices. Individual companies decide their own routes, timetables, tickets and standards. In areas they don't run, the public sector pays to fill in the gaps in the market where it can.

The bus companies receive the revenue from fares and retain the profits.

Do you dream of a low-carbon, accessible, joined-up bus service? Use your voice and have your say!

Take part today - go to [gmconsult.org](http://gmconsult.org)

Consultation closes 8 January 2020.



Currently there are over 150 different types of bus ticket across Greater Manchester and there is no single brand or source of information.



# Sustainable suppliers and greener choices

When we attended and presented at a sustainable procurement workshop coordinated by Julie's Bicycle back in February, we met a printing company who were not only carbon neutral but carbon positive! Seacourt Ltd are an Oxfordshire-based printing company who are game-changers in their field. Using waterless practices in a factory powered by renewable energy applying vegetable oil-based inks onto FSC recycled stock, their practices mean that they're amongst the top environmental printers in the world.

Here at HOME we've made the switch and now all of our season guides are printed by Seacourt. We're reducing our print volume too. We want to lead by example so we're sharing our learning with our peers in MAST, as well as with the touring companies we work with, aiming to positively influence their own practices.

We also gave Seacourt a challenge to produce a single-use plastic alternative to the wall and window vinyl that we use across our building to advertise all of our amazing programming.

After a few months, they came back to us with a solution. The PVC-free vinyl was trialed on our *Not Just Bollywood* season vinyl (pictured right) and we loved the results!

Since then, our local supplier Trafford Signs have been able to match the product and now we're pleased to say that we're continuing to work with them. Proof that collaboration works in the face of plastic-free and environmental challenges!



## SPOTLIGHT ON ENERGY

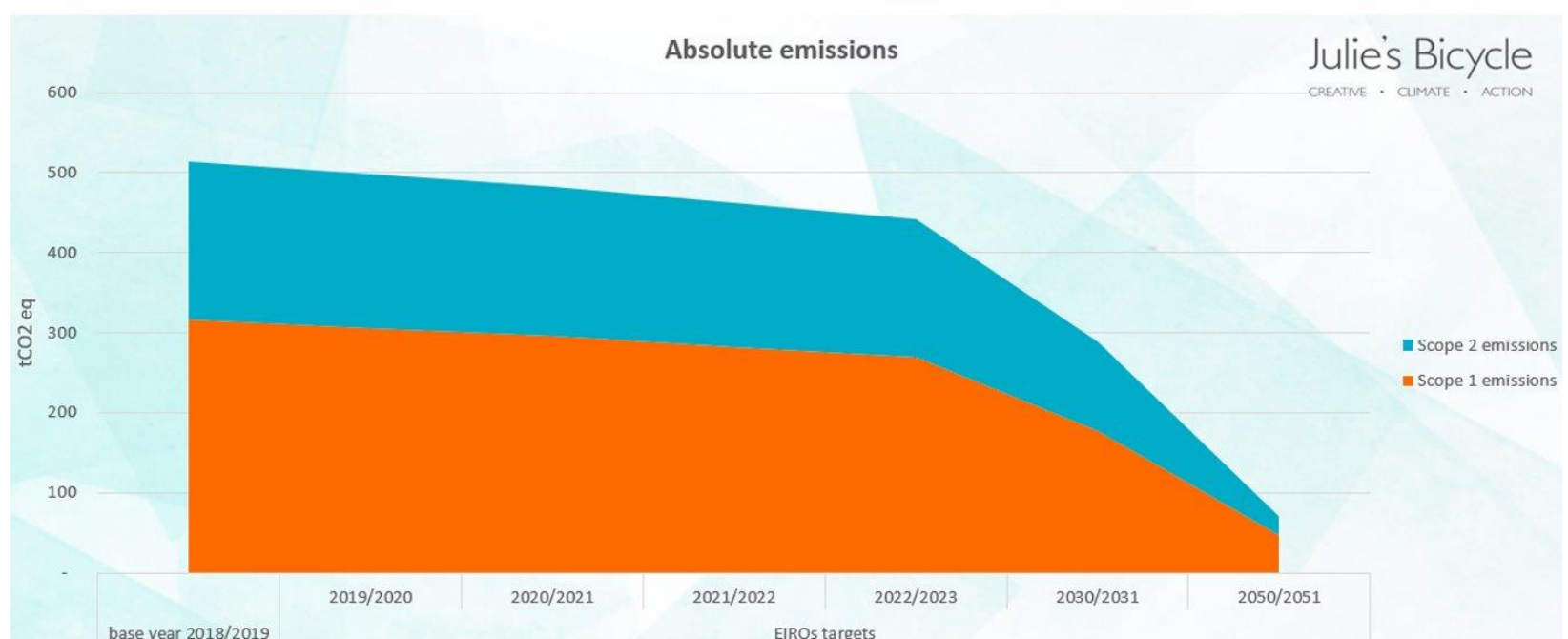
Last issue we announced Spotlight – a four-year energy reduction programme that HOME is undertaking with Julie's Bicycle. Alongside other Band 3 NPOs (National Portfolio Organisations) funded by Arts Council England.

As some of the largest organisations, Band 3 NPOs contribute to over 50% of the sector's carbon footprint. So, by better understanding what we use, where and how, we can have more control over our consumption, and we can trial innovative new practices and ideas.

We'll then share our findings across the sector to support other venues and organisations.

We're aligning our carbon reduction targets with our commitment to zero carbon Greater Manchester 2038 or earlier. This graph shows the rapid pace of emissions reductions required in order to meet the targets.

Scope 1 emissions are direct emissions from our activities or under our control and Scope 2 are indirect emissions.





“The way to not feel out of control is to take control”

– Alice Webb, Director BBC North & Children's



## SHARING KNOWLEDGE

At the start of December, we were thrilled to welcome staff members from Royal Court (London), the Barbican Centre (London), Watershed (Bristol) and Courtyard (Hereford) to complete Carbon Literacy training with HOME new starters, Chris Jeffries from our Board of Trustees and Andrew Ellerby, the sustainability lead for Arts Council England.

With each venue or organisation making their own commitments to sustainability, we were pleased and proud to be able to share our knowledge and experience with our sector peers, some of whom face similar challenges and some who are the beginning of kick-starting their green journey.



**Want to write what your or your team have been up to sustainably for the next newsletter... deadline for submissions 1<sup>st</sup> June 2020. See you in another six months where we'll share more stories of #SustainableHOME**