# GCC

# Active Membership Support Pack: Individuals and Artists

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## Introduction

In the four years since launching GCC, membership has grown to more than 1,500, from over 50 countries.

The "Active Membership" initiative marks an evolution in GCC's strategy from awareness raising and community building to focussing on near-term tangible action. The Active Member initiative has been introduced to distinguish those who have taken action, as well as incentivising those yet to do so. Anyone who doesn't meet the Active Membership criteria can still remain a member of GCC.

This document has been created in order to make the process of achieving Active Membership as easy as possible. **For any further enquiries, please contact our Community Coordinator.**

This document is specific to Artist and Individual member types. GCC acknowledges that the circumstances of these members are distinct from that of organisations. For 2024 Active Membership, we have made amendments to the criteria based upon feedback from members to make achieving Active Membership more accessible and flexible.

## Active Member Badges and Benefits

Qualifying members will receive **badge assets** to demonstrate commitment to climate action. Members may choose to display their badge across web and digital platforms. Badges will be year-stamped and members will have to re-submit annually if they would like to retain an up-to-date Active Member designation. Badges will be produced annually until at least the 2030 target.

GCC also **celebrates Active Members on the GCC member list** and across social media during our annual announcement. These members **qualify for additional benefits and discounts** from carefully selected partner organisations. Further details can be found on the GCC website.

# GCC

# Active Membership Support Pack: Individuals and Artists

## Active Membership Criteria

We have listened to feedback from our members and have revised the criteria to be more flexible and accessible for Artists and Individuals. To achieve 2024 Active Membership, **you can select any three of the following four criteria to become an Active Member.**

Meet **ANY THREE** of the following four criteria.

1.  **Measure Impact**

    Submit a **12-Month Carbon Report** OR **Major Project Carbon Report** OR **Climate Impact Report**

2.  **Take Action**

    Submit **Demonstrate Climate Action** OR **Environmental Responsibility Rider.**

3.  **Publicly Commit**

    Sign and Publish an **Environmental Responsibility Statement**.

4.  **Review and Reflect**

    Submit a minimum **500 word narrative** that elaborates on your application and your climate efforts from the past year.

You can find detailed breakdowns of these criteria, including guidance on how to achieve them and templates for evidencing them throughout this document.

## How and When to Submit Your Application

You can submit your application via the link below. **We will no longer accept applications via email.** You can book a drop-in session or email the Community Coordinator to discuss your application any time.

Applications for Active Membership 2024 will open in December with an April 1st 2025 deadline. However, we suggest you submit sooner rather than later. This is a rolling

initiative, so those that miss the April deadline are still encouraged to apply at a later date. Any successful late applications will still receive an Active Member badge and be celebrated on the GCC website, but can not be included in any social media campaigns and press outreach that will take place over the Spring.

**Submit Here**

## Submission Checklist

After you **select the three criteria** you would like to meet, please submit the corresponding documentation in PDF format.

1. ## Measure Impact:
   Submit **one** of the following from the past two years
   - **12-Month or Major Project Carbon Report**
     - 12-Month or Major Project Carbon Reports using the GCC Carbon Calculator or commissioned from an external auditor or tool. If using an external auditor or tool, provide the name and contact information for that person or organisation.
   - **Climate Impact Report**
     - Climate Impact Reports must be based on guidance from Artists Commit.

2. ## Take Action:
   Submit **one** of the following
   - **Demonstrate Climate Action**
     - Evidence of action taken within the last calendar year, compiled into one document.
   - **Environmental Responsibility Rider**
     - Evidence of having implemented an Environmental Responsibility Rider for an exhibition, event or project based on GCC's template in the Artist Toolkit.

3. ## Publicly Commit:
   - Link to your Environmental Responsibility Statement online.

- - Must be published prominently on your website and easily accessible from your landing page.
  - **AND** a copy of your Environmental Responsibility Statement signed and dated by you.

### 4. Review and Reflect

Submit a **500 word narrative** that elaborates on your application and your climate efforts from the past year.

## 1. Measure Impact

## Why measure your climate impact?

Though this task may seem daunting, measuring your impact starts with simply considering what you do and how you do it. Whether it be travel, materials or energy, the key element of measuring your impact is paying attention.

Over time, you will be able to see how the data evolves and how emissions change with new practices and conditions. These data sets will help you to make incremental changes that will build over time.

While we encourage all members to complete annual carbon reports, we have received feedback that this criteria may not be realistic or helpful for all Artist and Individual GCC members. From 2024, there are two additional options for these membership types to meet this criteria.

## What to submit

Submit **one** of the following
- ☐ **12-Month or Major Project Carbon Report**
- ☐ **Climate Impact Report**

**12-Month Carbon Report:** calculating emissions for a twelve-month period, either via GCC's free underline carbon calculator or through a reputable external auditor or

tool*. If you've used an external auditor, please provide information about the individual or organisation that conducted it.

OR **Major Project Carbon Report:** A Major Project is one that constitutes a major focus for your practice. This can be completed via GCC's free carbon calculator or through a reputable external auditor or tool*. If you've used an external auditor, please provide your report in PDF format with information about the individual or organisation that conducted it.

OR **Climate Impact Report:** This style of reporting was designed specifically for Artists by the organisation Artists Commit. Further information on this method and how to complete a report can be found on their website.

* In order to be compatible with GCC's carbon auditing and targets, please ensure any non-GCC carbon audit complies with the standards in the World Resources Institute's Greenhouse Gas Protocol. As a minimum, it should include all Scope 1 and 2 emissions from buildings and vehicles, as well as emissions from staff travel, art freight, and the manufacture of packaging. Any flights counted in your audit will need to include the extra radiative forcing (RF) from burning jet fuel at high altitude (as included in the UK Government's greenhouse gas emissions factors), and will need to report location-based (not market-based) Scope 2 emissions. Note also that GCC does not count carbon offsetting as a method for reaching carbon reduction targets.

## How to use the GCC Carbon Calculator

- For help starting your GCC Carbon Calculator Report, you can find a video tutorial and user guide,
- Once you have finished your annual calculation, please select 'Finalise' in the top left corner of your in-progress reports. Head to the reports section of the calculator, where you can click on your completed report and select 'export summary to CSV'. Please submit this documentation as a PDF or take a screengrab of your final report in the calculator, with the chart and summary, to submit as a PDF.
- If you are reporting on your $CO_2e$ emissions using the customs tab, we ask you to also submit any reports you have carried out with other sources and uploaded to the calculator via the customs tab.
- Please reach out to calculator@galleryclimatecoalition.org if you have any questions.

## 2. Take Action

### What does it mean to take action?

Taking action will look different for everyone, but it starts with carrying environmental values with you in your day to day. Chances are you are likely doing this in your practice or work already. For Artists and Individuals, this includes the choices you make and dialogue with the organisations, partners and clients you work with.

Prior to 2024, this category was referred to as Green Team or Green Ambassador. We have shifted this language and criteria for Artist and Individual membership types to better suit your professional context and working style.  The criteria from previous years still remains, we have simply re-contexualised and provided more flexibility.

### What to submit

Submit **one** of the following
- ☐ **Demonstrate Climate Action**
- ☐ Or develop an **Environmental Responsibility Rider**

**Demonstrate climate action:**

If you're an individual professional or an individual artist, please provide evidence of action you've taken within the last calendar year. This may take the form of receipts, email correspondence or photo evidence.  This may include…

- An email to your studio provider/gallerist/commissioner/fabricator about their commitment to and any action taken towards environmental responsibility.
- If you're in a group show, setting an environmental action plan with the artists you're exhibiting with.
- Opting for rail over air travel whenever possible.
- Stipulating to collaborators that no single use packaging materials be used when transporting works.
- Requesting sea shipments and/or zero emissions local transport in line with GCC's Sustainable Shipping Campaign.

- Reaching out to your waste management company. For an example template, click <u>here</u>
- Switching to a reputable renewable energy provider. More information on this can be found <u>here</u>.
- Implementing a 'train first policy' stipulating that any external collaborator who pays for your travel must utilise train or alternative low-carbon travel options (where the infrastructure exists)

OR **Environmental Responsibility Rider (ERR):**

Develop an ERR based on GCC's guidance. An ERR is a document that can be used to communicate sustainability expectations between two parties. For example, it could be used by an artist/collective who would share it with a gallery during the planning stages of a solo show. Producing your own Rider can bring clarity to environmental concerns and targets before beginning a working relationship, allowing both parties to feel confident and comfortable in their interactions. You can read more about the Environmental Responsibility Rider <u>here</u>.

## Templates and Resources

Some of the information here is targeted towards organisations, but much of the information is relevant to Artists and Individuals taking climate action under the above criteria.

| | |
|---|---|
| Action List | Green Team Meeting Template |
| Sample Supplier Contract | ERR Template and Guide |

## 3. Commit Publicly

### Why publish an Environmental Responsibility Statement?

This is a way to take public responsibility for your environmental impact as an organisation. Your statement should acknowledge the seriousness of the environmental crisis, clearly state your position on this issue, and summarise the actions you are taking to address it. This will show your staff, audiences, and other stakeholders that you are serious, help motivate your organisation internally to follow your action pledges, and encourage your stakeholders and supporters to hold you accountable.

An Environmental Responsibility Statement is not a claim that you are doing things perfectly or have all the answers. Your statement is also not set in stone. It's something that can – and should – evolve as your knowledge and plans develop.

### What to submit

Submit the following:
Signed and published **Environmental Responsibility Statement**

Create your statement based upon GCC guidance. Have a copy of your statement signed and dated by yourself and publish your statement prominently on your website. It should be easily accessible from your website landing page. Inform your members, audiences and stakeholders that you have published this statement and send them a link so they can read it.

If you don't have a website you can share your sustainability statement (signed and dated) across social media, or as a link on your email footer. If you don't have social media or don't want to share on social media, please reach out to our Community Coordinator who will be able to advise.

To evidence this as part of your Active Membership submission, please provide a link to the webpage as well as a pdf of a signed and dated copy.

## Templates and Resources

**Environmental Responsibility Statement Template**

**Sample Statement #1**    **Sample Statement #2**

## 4. Review and Reflect

New for 2024, we are offering an option for a 500 word reflection to achieve Active Membership status.

This should elaborate on your application and put a narrative to the work you've done over the past year. It is an opportunity to balance the quantitative data and information you have provided with a qualitative description. We are interested in hearing about what you've achieved and any obstacles you may have faced in becoming more environmentally responsible.

Reviewing and reflecting on the past year is a good exercise for thinking about strategies for the future and creating a record you can reflect back on in your future climate work. This will remain confidential.

## Templates and Resources

**Sample Application Statement**

## FAQs and Disclaimer

Please visit our website to read the Active Membership FAQs.

## Disclaimer

In some circumstances, GCC may also require members to take specific further actions in order to qualify as an Active Member. For example, if GCC becomes aware of a member undertaking any external activities that GCC considers to seriously undermine its commitment to environmental responsibility (such as a promotional partnership with a fossil fuel company or other highly polluting industry), GCC may ask that member to stop those activities before being classified as an Active Member. These kinds of issues will be considered on a case by case basis, in consultation with environmental advisors. GCC will be developing resources around Ethical Fundraising and Partnerships best practice, in the meantime you can view GCC's Ethical Fundraising Policy.

GCC reserves the right to challenge submitted data and ask for clarification if the information provided is not substantial enough. Active Members will be required to re-submit annually in order to qualify. The definition of "Active Member" may change over time and GCC reserves the right to revoke Active Member status if the member is no longer active, misuses the badge or conducts themselves in a way that contradicts environmental sustainability goals.

GCC does not have the capacity to verify all voluntarily submitted evidence and / or vet each member's activities – it trusts that members complete the work truthfully and in good faith.