

# GCC Active Membership Support Pack: Organisations

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## Introduction

In the four years since launching GCC, membership has grown to more than 2000 from over 65 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.**

## 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 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.

## Active Membership Criteria

To become an Active Member, you must meet four simple criteria to demonstrate your climate action:

### 1. Measure Impact

Complete a **12-Month Carbon Report or Audit**.

### 2. Take Action

Establish and maintain a **Green Team or Green Ambassador**. If you hold 2024 Active Membership Status, you must additionally submit evidence of three actions taken by your Green Team or Green Ambassador.

### 3. Publicly Commit

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

### 4. Review and Reflect

Write a minimum **250 word application statement**.

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

## How 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 2025 will open in January 2026 with a mid-April 2026 deadline to be included in our annual announcement. 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

Please submit the following documentation in PDF format. All application materials will remain confidential unless agreed by you. If you require any accommodations, please contact the [Community Coordinator](#).

### 1. Measure Impact:

Complete a 12-Month Carbon Report or Audit.

- **Submit** a 12-Month Carbon Report or Audit 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. Reports must be from the last 2 years.

### 2. Take Action:

Establish and maintain a Green Team **OR** Green Ambassador.

- **Green Team Submit** : The name(s) of members and meeting notes or correspondence from three meetings. If you are a 2024 Active Member, you must submit evidence of three meetings over a 12 month period.
- **OR Green Ambassador Submit** : Correspondence over a 3 month period for new Active Members and a 12 month period for 2024 Active Members.
- **AND If you hold 2024 Active Membership**, you must also submit evidence of three actions taken by your Green Team or Green Ambassador.

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## 3. Publicly Commit:

Sign and publish an Environmental Responsibility Statement using the GCC template.

- **Submit** a link to your 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

Write a **250 word application statement**.

- **Submit** a 250 word narrative that elaborates on your application and your organisation's climate efforts from the past year.

# 1. Measure Impact

## Why measure your climate impact?

By joining the coalition, every member has committed to reducing greenhouse gas emissions in the visual arts sector by 50% by 2030. Tracking your climate impact is vital to understanding and taking responsibility for the carbon emissions of the art sector.

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, in turn, allow us all to tackle the problems facing us all more effectively.

## What to submit

**12-Month Carbon Report or Audit** calculating emissions for any twelve-month period from the past two years. Please use either GCC's free [carbon calculator](#) or a reputable [external auditor or tool](#)\*. If you've used an external auditor, please provide information about the individual or organisation that conducted it.

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This data does not need to be published – although this is encouraged – but members are required to share their results with GCC for verification, which will remain confidential.

\* 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 Complete your GCC report

- 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<sub>2</sub>e 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](mailto:calculator@galleryclimatecoalition.org) if you have any questions.

## 2. Take Action

### Why have a Green Team or Green Ambassador?

Establishing a Green Team or appointing a Green Ambassador will increase employee engagement with environmental challenges and create a strong culture of sustainability in the workplace. We define a Green Team as a dedicated internal

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group that: **meets regularly**, is responsible for **implementing best practice** within their organisation, works towards **targets** and collects and analyses **data**.

This is a key step in standardising and normalising environmental considerations at all stages of decision making. Success might not always happen straight away, but by carving out a specialist team and ensuring it has the resources and reach that it needs, organisations will be building a culture of climate impact awareness. Visit the [Green Teams](#) resource for detailed guidance on starting a team and our suggestions for its core responsibilities and tasks.

## What to submit

Submit **evidence of Green Team or Green Ambassador**. **AND IF** you hold 2024 Active Membership Status, evidence of three actions taken by your Green Team or Green Ambassador.

**Green Team:** Please provide the minutes/notes/correspondence from at least three team meetings. If you are a 2024 Active Member, this must be over a 12 month period. We also require a list of the Green Team members' names and email addresses, in order for us to understand who is in your team. The email addresses will be used for our internal records and added to the GCC newsletter.

In larger organisations, such a team may have a different title, such as an 'Environmental Council', 'Sustainability Working Group' etc. if you're unsure as to whether your group qualifies as a Green Team, please reach out to our [Community Coordinator](#).

**Green Ambassador:** If you're a small organisation and do not have the capacity or staff to create a team, you may opt for a [Green Ambassador](#) (this should also be GCC's primary contact person for your organisation). Green Ambassadors can provide email threads from within the last calendar year, as evidence of the [effective action](#) they're implementing.

**IF you hold 2024 Active Membership Status:** We ask that you provide evidence of three actions taken by your Green Team or Green Ambassador in the last year. This may include changing your energy provider or switching to recycled

materials. Relevant evidence includes contracts, receipts, email confirmations etc. Please see the 'Green Team Action List' below for further examples of effective actions.

## Templates and Resources



## 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

**Signed and published Environmental Responsibility Statement.**



Develop your statement based upon the below 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 landing page. Then, 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

We ask for a minimum 250 word application statement. This is helpful for GCC to understand your application and our general membership better. This will remain confidential.

This statement 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 your organisation may have faced in becoming more environmentally responsible.

## Templates and Resources

Sample Application  
Statement

## FAQs and Disclaimer

Please visit our website to read the [Active Membership FAQs](#). Reach out to [members@galleryclimatecoalition.org](mailto:members@galleryclimatecoalition.org) with any questions about this document and how to apply for Active Membership.

### 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.

Active Membership and the Active Membership badge is not a certification of sustainability but an acknowledgement of certain actions taken in line with GCC guidance.