

Introduction

Gallery Climate Coalition (GCC) was founded in 2020 by a group of gallerists and professionals working in the visual art sector as an attempt to develop a meaningful and industry-specific response to the growing climate crisis.

Evolving from an informal collective, GCC now operates as a quickly growing international charity and coalition, employing 3 full time members of staff (in addition to several regular part time freelancers) and serving over 800 members across 40 countries, made up of artists, museums, non-profits, art sector businesses and commercial galleries.

From October 2022, GCC has been operating publicly as an environmental charity and membership organisation for two years. GCC's initial strategy was to raise awareness about sector-specific impacts, build a community and provide relevant resources to help members implement effective changes needed to create an environmentally responsible art world. This stage has proved successful, but GCC's 2030 targets are rapidly approaching and effective action is more urgent than ever. As such, the year ahead marks a change in strategy, from resource provision and raising awareness to one based on tangible action/lobbying.

This document outlines some of GCC's key impact achievements in 2021-22.

Through the generosity of our supporters, volunteers and collaborators we have been able to build the foundations of a meaningful and sector-specific response to the climate crisis. **Thank you for your continued support.**

2022 Key Impact Achievements

1. 2022 Achievements Overview
 2. Raised £5.5m+ for ClientEarth
 3. Launched the Sustainable Shipping Campaign
 4. Launched the Active Membership initiative
 5. Expanded the GCC network
 6. Supported the Barder Shuttle launch
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1. 2022 Achievements Overview

- Membership has grown to 800+ members across 40 countries
 - Raised £5.5m+ for ClientEarth through *Artist's for ClientEarth* auction collaboration with Christie's
 - Launched the Sustainable Shipping Campaign
 - Successfully lobbied insurers to develop best practice guidelines for insurance of artwork travelling via sea freight, in collaboration with representatives of Lloyd's Market Association (LMA) Joint Specie Committee
 - Introduced a new system for Standardising Emissions Data for Shipping Quotations and Invoices, to guide all players in the sector (galleries, artists, collectors etc) towards the companies offering products and services in line with GCC reduction targets.
 - Launched the Active Membership initiative
 - Presented at first edition of UNESCO The Hope Forum during the 59th Venice Biennale
 - Successfully applied for a research grant from Teiger Foundation
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- Set up as a 501(c)(3) non profit organisation in the US, providing a tax-efficient donation method for US donors
 - Expanded our core team to include a Communications, Membership & Fundraising Coordinator
 - Launched GCC International Volunteer Teams in [Taiwan](#) and [Italy](#)
 - GCC Italia exhibited at Miart, Milan, selling a donated artwork to raise funds for the group
 - Redesigned and relaunched the [GCC website](#) with new content
 - Began process of registering GCC Berlin & GCC Italia as independent non-profits
 - Increased environmental action through the Green Teams initiative
 - Hosted an event in Berlin “GCC Berlin: Climate Action in the Art World”
 - Partnered with [Ki Culture](#) to deliver an international conference on [Climate Control regulations](#)
 - Launched the [Climate Conscious Travel](#) initiative, encouraging members to take the train to Art Basel
 - Initiated an [Art Fair Waste Systems Analysis](#) research project at Frieze London
 - Supported [Barder & Queen’s](#) in launching [Barder shuttle](#), a complimentary shuttle service supporting circularity and reducing waste to landfill
 - Developed a new Best Practice Guideline on: [Finance](#)
 - Expanded and relaunched [Strategic Climate Fund](#) policy and strategy resources
 - Updated Best Practice Guidelines: [Digital](#), [NFTs and Cryptocurrencies](#)
 - Expanded our [digital events series](#), with talks on [Green Teams](#), [Strategic Climate Funds](#), [Sustainable Shipping](#) and in-person [event highlights](#)
 - Continued sector-wide data collection through the Carbon Reporting initiative
 - [Press achievements](#):
 - 29+ pieces of press coverage
 - 3.26k engagements
 - 1.2 million estimated lifetime views (based on audience reach and engagement rate on social media)
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2. Raised £5.5m+ for ClientEarth

In July 2021, GCC announced it was joining forces with global auction house and GCC Patron, Christie's, in a groundbreaking collaboration, *Artists for ClientEarth*, with the intention of raising \$1m of unrestricted funds to support their operations globally.

The auction series was ClientEarth's biggest single funder in 2021, raising over £5.5 million (\$6.6 million) – a number that has a measurable impact on ClientEarth's capacity to scale up their work, directly impacting their ability to take on cases that matter the most.

- The auction allowed ClientEarth to devise the best ways to use law to hold governments and businesses to account, from challenging pollution permits of coal plants to bringing cases before the U.N.
- They have helped governments to write environmental laws and regulators to enforce them
- They have saved Europe's oldest forest from destruction
- Smoothed the way for environmental lawsuits in China
- Their climate finance team is doing unparalleled work in cutting the financial flows to fossil fuels, to allow space and investment in the energy market for renewables

"The auction series, Artists For ClientEarth, has been transformative for ClientEarth. The series has been our biggest single funder in 2021." – James Thornton, ClientEarth President and Founder

3. Launched the Sustainable Shipping Campaign

After two years of research and data collection, in collaboration with representatives of all components of the sector, and supply chain and environmental advisors, GCC developed a comprehensive international sustainable shipping campaign to address the issues surrounding artwork transportation, set

new standards and in doing so motivate the art world to take collective action. Transporting an artwork by air has on average sixty times the climate impact of moving it the same distance by sea. For a typical arts organisation, air freight may be the most environmentally impactful activity they will undertake.

In a major breakthrough; GCC worked with representatives of Lloyd's Market Association (LMA) Joint Specie Committee to develop best practice guidelines for insurance of artwork travelling via sea freight, hopefully leading to greater adoption of the method.

GCC's key role is driving change within the sector; GCC actively engaged in initiatives with several industry leaders to accelerate the transition to environmentally responsible freight operations and demonstrate the change in action:

- One example of this was Christie's and Crozier partnership to deliver regular sea freight shuttles between London, New York and Hong Kong, a pioneering initiative aiming to significantly reduce the carbon footprint associated with artwork transportation.
- The new initiative afforded arts organisations the opportunity to minimise the environmental impact of shipping by choosing sea vs. air freight – calculated to represent an 80% reduction in impact compared to standard air freight shipments. Together, the companies inaugurated a monthly service to determine viability of creating a fleet of bespoke sea containers exclusively for the transportation of artworks between London and New York and every 2 months between London and Hong Kong. Each shipment allowed 60% of space for use by Christie's with remaining space available for consolidated Crozier gallery client shipments.

“GCC's campaign is urgent and welcome. We must challenge conventional art transportation methods in light of the huge environmental impact of air freight. This mirrors Tate's own commitment to challenging all our existing models of activity to radically reduce carbon emissions. Now is the time for individuals and institutions across the sector to come together to reduce the environmental impact of the arts.” – Frances Morris, Director of Tate Modern on GCC's Sustainable Shipping Campaign

“The most recent Art Basel / USB Art Market report stated that 68% of collectors wanted to use alternative delivery methods to reduce carbon emissions, so we know the will is there and we also know the way to do it is by using lower carbon modes of transport such as sea freight and addressing how objects are packaged. We need to work together to change our collective behaviours and embrace more sustainable standards and Christie’s are excited to collaborate with others across the sector to achieve this.” – Tom Woolston, Christie’s former Head of Operations and Sustainability Programme Lead

The Sustainable Shipping Campaign is ongoing, the impact of which will be revised and updated in GCC’s annual reporting.

4. Launched the Active Membership initiative

In two years, GCC membership has grown to 800 plus from more than 40 countries. Upon registration, all members agree to take urgent and effective action as part of the [Coalition Commitments](#). However, simply signing up to the coalition does not guarantee that the necessary actions are then taken. The ‘Active Member’ initiative was introduced to distinguish those who have taken action, as well as incentivising those yet to do so.

From Spring 2023, Active Membership status will be awarded to GCC members who can demonstrate that their organisation has implemented environmental sustainability best practice in line with GCC guidance, via three simple criteria:

- 1. Completed a CO₂e report or audit within the last two years.**

We see that the best results come when the targets are clear, and that data is being continuously generated to allow for on-the-fly monitoring and alterations to any existing strategies. This simple approach, grounded in data and realistic targets, is

by far the most common and effective strategy for change, and is employed across the world by companies and organisations from the [Carbon Trust](#) to [Julie's Bicycle](#).

2. Established and maintained a Green Team.

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. This is a key step in standardising and normalising environmental considerations at all stages of decision making. Successes might not always happen straight away, but by carving out a specialist team, organisations will be building a culture of climate impact awareness.

3. Published an Environmental Responsibility Statement.

Encouraging members to publish an Environmental Responsibility template is a way to take public responsibility for their environmental impact as an organisation. This will show staff, audiences, and other stakeholders that members are serious, help motivate organisation's internally to follow action pledges, and encourage stakeholders and supporters to hold members accountable.

The Active Membership initiative marks a change in strategy, from resource provision and raising awareness to one based on tangible action – reinforcing GCC's role in driving change across the sector. Beyond the quantifiable benefits of holding organisations to account, there is the intangible impact from accelerating the environmental responsibility conversation, and normalising decarbonisation strategies. The Active Membership initiative is ongoing, the impact of which will be revised and updated in GCC's annual reporting.

5. Expanded the GCC network

GCC now operates with 3 full time members of staff (in addition to several regular part time freelancers), serving over 800 members across 40 countries. GCC's wider network has also expanded to include around 2,000 contacts and 9k+ followers across all social media platforms.

As GCC grows, so do our International Volunteer Teams (IVTs). GCC's IVTs are semi-autonomous groups that represent the coalition at regional levels, either nationally or for specific cities. These groups are responsible for developing localised content and resources in line with GCC's guidelines, hosting events, and engaging with their immediate networks on environmental issues within the sector.

2022 saw the launch of two new volunteer teams, Italy & Taiwan. GCC currently has volunteer teams operating in Berlin, Los Angeles, Italy, Taiwan and London, with several more forthcoming.

In April, Members of the GCC Italia hosted a booth at Miart fair, presenting GCC's industry-specific tools and resources and sharing best practice guidelines, engaging with exhibitors and visitors about sector-specific climate issues and carbon reduction targets. The group also successfully secured an artwork donation to exhibit, *The developed seed (organising a system that can continuously construct itself)*, 2022, by Loris Cecchini. Generously gifted by the artist, the work sold with proceeds going to support the work of GCC Italia.

In May, volunteers of GCC Berlin celebrated the one-year anniversary of the group by hosting an event on climate action. The event featured two panel discussions and a series of practical breakout sessions, and brought together an array of voices from across the sector to address the climate crisis, share solutions, and set actions for the art world going forward. The interactive breakout sessions were hosted by the GCC Berlin team, with hosts available to share best practices, answer questions, and identify areas for further action on topics such as Shipping, Carbon Reporting, Energy and Packaging.

GCC Taiwan grew out of several months of discussions, culminating in an in-person event hosted by the [Taiwan External Trade Development Council](#) and [Taipei International Convention Center](#). The event included presentations from Heath Lowndes, Managing Director of GCC and Lena Chang, Project Manager for Greenpeace Taiwan. This presentation received an enthusiastic response from the Taiwanese art community which led to a group of volunteers offering to establish a GCC volunteer team in the city. This has brought together the expertise and energies of different personalities involved in various aspects of art production. The new chapter of the international charity will develop a dedicated platform of environmental information and resources for Taiwan-based art organisations and professionals

6. Supported the Barder Shuttle launch

GCC, Queen's and Barder collaborated to launch a three month trial for a complimentary shuttle service, in an effort to limit the amount of waste produced by galleries and art fairs.

Barder is a peer-to-peer resource sharing tool for the arts that offers a collective material inventory for items to sell, trade, lend or give away. The Barder Shuttle provides complimentary collection and delivery services around London (zones 1-3) and allows galleries across the city to either source the materials they need, or to donate used or unwanted items. Those who want to share their materials via the shuttle have up to 3 cubic metres of space.

To prevent climate change from escalating even further, we need to shift the way the market operates and move towards a circular economy. The initial trial took place during Frieze Art Fair, with the purpose of limiting the need to purchase new materials which then end up in landfill after being used at the fair.

Since having launched the London shuttle in October, it has:

- Increased Barder memberships in London by more than threefold, or 320%.
- With members representing key galleries like Thomas Dane, Hauser & Wirth, Sadie Coles, LGDR, Marlborough, Grosvenor Gallery, and Sapling Gallery as well as other arts spaces like South Bank Centre and The Design Museum.
- Barder went from having 35 visits from the UK to the site in the 30 days prior to the launch, to 350 visits in the month after the launch.
- After having no active London listings prior to the launch, Barder now have close to dozens of item listings in the London area, including free pedestals, benches, and crates.
- There's a 32% claim rate of listed on Barder successfully finding a circular use in the UK

The Barder Shuttle initiative is ongoing, the impact of which will be revised and updated in GCC's annual reporting.