



# Impact Report 2024

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## 1. Introduction and Overview

### About GCC

Gallery Climate Coalition (GCC) is dedicated to reducing the visual arts sector's environmental impact and driving systemic change. Our mission is to cut the sector's CO<sub>2</sub>e emissions by at least 50% by 2030 and to promote near-zero waste practices. Through knowledge sharing, community building, and advocacy, we empower arts organisations, artists and artworkers to embed environmental responsibility into their operations.

As a charity and membership organisation, our long-term vision is an environmentally responsible art world that leads by example. By supporting collaboration and innovation, we aim to create a sustainable cultural sector that champions climate action and inspires broader systemic change across industries.

### Message from GCC Managing Director

As we look back on 2024, I am immensely proud of what GCC has achieved despite a difficult economic and political landscape. In the face of escalating climate challenges, the coalition has continued to drive meaningful change, supporting the visual arts community to move closer towards a sustainable sector.

This past year, we reached new milestones, with over 1600 members globally committing to our mission of reducing emissions by at least 50% by 2030. We also

launched our Artist and Art Fair Toolkits for Environmental Responsibility, which garnered significant industry press coverage and set new standards for industry collaboration and alignment on best practices. We celebrated growing membership, impactful press coverage—including a high-profile op-ed in Artnet—and meaningful audience engagement at international events like the World Art Foundations gathering in Lisbon.

A major highlight for GCC in 2024 includes the successful launch of our new Carbon Calculator tool, alongside a training workshop series to train and empower members to use the tool supported by a grant from the Getty Foundation. The Carbon Calculator, now a trusted tool across the sector, has seen record use, enabling organisations to track and reduce their environmental impacts more effectively than ever.

Policy development was a key focus, with the launch of our Ethical Fundraising & Partnership Policy and our Climate Conscious Travel Policy, as well as updates to our Strategic Climate Fund (SCF) guidelines. These steps further aligned our practices with our environmental values.

Internally, 2024 has been a transformative year for the GCC team, marked by significant milestones and operational advancements. Our team expanded to four permanent staff members, supported by a talented group of freelancers, including a dedicated bookkeeper and a new press and communications team. Operationally, we introduced a revamped finance system and a comprehensive communications strategy, enhancing both efficiency and outreach.

Our membership has grown significantly and to capture helpful information about the people and organisations we represent, we launched a members survey. We have gained some insightful data on our membership's wants and needs, and have been overwhelmed by the positive feedback with 97.3% of our survey respondents agreeing GCC has inspired positive change in the visual arts sector.

All in all, it is clear GCC continues to build momentum toward systemic change in the arts sector. However, 2024 was not without its difficulties. The urgency of the climate crisis demands faster action, and achieving a balance between the GCC's ambition and its available resources remains an ongoing challenge. Yet, these obstacles have only strengthened our resolve.

GCC's success in 2024 would not have been possible without the dedication and hard work of our incredible team. Their unwavering commitment to creating systemic change in the industry and environmental responsibility generally has been truly inspiring. Balancing a broad and ambitious remit, the team has worked tirelessly to advance our mission, support our members, and foster systemic change in the visual arts sector.

Looking ahead, GCC is committed to deepening its impact. In 2025, we aim to focus on systemic change—leveraging the collective voice of our organisation and our members to influence policy, suppliers, and cultural norms while expanding the GCC’s tools and resources to reach more diverse audiences. As a midway point to our 2030 targets, the year will focus on assessing progress, refining strategy, future-proofing operations, and strengthening financial foundations to prepare for the next phase of growth.

Thank you to our members, partners, and supporters for your continued commitment to climate action and environmental responsibility.

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## 2. Activities and Achievements

In 2024, GCC made measurable strides in driving climate action within the arts sector through key projects, resources and campaigns. Listed below is an overview of our most impactful projects from the past year:

### **Carbon Calculator Redevelopment**

The launch of our newly revamped and much expanded Carbon Calculator – as always, free for anyone to use – was a major milestone, equipping users with an advanced tool to measure and reduce emissions more effectively. By creating an intuitive interface and adaptable features, the calculator enables users to track their emissions across a larger area of operations, now including materials use, refrigerant chemicals, digital activity, and accommodation. Users are now able to capture much more granular data in their reports, with the calculator offering detailed data input options to reflect the changes organisations are making to lower their carbon footprint. The dashboard is a significant new feature to the calculator that allows calculator users to visualise their report results and make active data-driven decisions to reduce their reduction targets. By the end of 2024, there were 250 reports created in just 4 months, and 453 Calculator users.

### **Feedback on GCC’s new Carbon Calculator**

Since the launch of the new carbon calculator in September, we have hosted a series of free online introductory training workshops, equipping over 75 attendees with the practical knowledge to utilise the tool and take action on their carbon footprint. Impressively, 73% of participants represented public sector and non-profit institutions, highlighting GCC’s increasing engagement with and commitment to accessibility and inclusivity across the visual art sector. Alongside these sessions, we conducted an additional six webinars, talks, and workshops for arts sector networks, fostering

collaboration and galvanising community action in carbon reduction.

*"The new calculator is a game-changer for the sector. It is robust, comprehensive and responds to the complex needs of a variety of organisations, large and small. Given the dearth of bespoke Arts-specific tools, this resource will transform how the sector tackles the tricky world of capturing scope 3 emissions particularly, and will help mobilise our supply chains to provide better data, and our colleagues to make better decisions. This data will help educate staff on how to reduce emissions, giving them agency and a sense of community as we work together to tackle the planet. Thank you GCC! We're proud to help roll this out to museums!"*

Elise Foster Vander Elst, Head of Exhibitions and Environmental Impact Lead - The Design Museum

Survey feedback from attendees underscores the impact of these workshops, with 73.9% of the respondents stating that the workshops provided them with all the information they needed to complete a carbon report, and a further 29% expressing interest in further support and advanced sessions to deepen their understanding.

*"I wanted to reach out to share a huge congratulations on the launch of the new calculator along with all of the hard work you and the team put into it. It looks amazing and has been great to use in these first few days."*

Danya Obbema, Senior Associate - Rute Collaborative

## **Artist Toolkit**

In 2024, GCC launched the [Artist Toolkit](#), a groundbreaking resource designed to empower the artistic community in shaping environmentally responsible art production and fostering wider ecological advocacy. Created following two years of intensive research, the toolkit offers a comprehensive suite of resources to support artists in embedding sustainability into their practices and productions. The development of the Artist Toolkit was made possible through support from the Teiger Foundation.

The Artist Toolkit provides tailored, actionable guidance to address the unique challenges artists face. It includes:

- Effective actions specifically for Artists
- Case studies demonstrating best practices
- Practical email templates for ecological advocacy
- A step-by-step guide to crafting an environmental responsibility rider
- A curated database of resources for further support

Whether through direct action, thematic exploration, or leveraging their influence, artists have diverse avenues to take action. We hope that the launch of the toolkit signals both

a starting point and a commitment to continue expanding our resources and knowledge for the artist community.

*"The GCC Artist toolkit had a huge impact on my practice last year. Compared to other tools for artists to address the climate crisis, the visual way everything is explained and organised has helped me to identify each area of work. This has been beneficial when preparing funding applications, for example Arts Council England has some sustainability requirements, and now I feel more prepared to describe how it is already embedded into my practice in a practical sense. Recently, I had interactions with gallerists and collectors and the rider helped me to have a successful dialogue with them about the natural degradation process of a painting. I have a set of actions for this year, but most of all, it gave me motivation and resources to, with other artists, keep using art as a catalyst for climate action."*

- Araceli Gomez Castro, Artist and advisor to GCC

## **New and Revised Resources**

In 2024, GCC expanded and enhanced its suite of resources to support the visual arts sector in advancing environmental responsibility and reducing carbon emissions. These updated and newly launched guidelines provide organisations with practical tools to embed climate action into their core operations and decision-making processes. These free-to-access resources demonstrate GCC's ongoing commitment to equipping the visual arts sector with the knowledge needed to take meaningful climate action.

### **Green Teams**

Our updated [Green Team Guidelines](#) make it easier for organisations to embed sustainability-focused practices across their teams. Whether forming a dedicated Green Team or appointing a Green Ambassador, the guidelines support:

- Standardising environmental considerations in decision-making
- Engaging staff in impactful climate initiatives
- Setting and achieving CO2e reduction targets

### **Energy**

Energy use remains one of the largest contributors to carbon emissions in the arts sector. Our updated [Energy Guidelines](#) provide actionable insights to help organisations:

- Identify practical energy-saving opportunities
- Transition to renewable energy sources
- Track and reduce CO2e emissions effectively

### **Climate Control**

Balancing sustainability with the care of collections is a unique challenge in the arts. Our updated [Climate Control Guidelines](#) offer strategies to:

- Reduce energy consumption while maintaining conservation standards
- Implement efficient climate control systems
- Minimise CO2e emissions associated with collection care

## **Capital Projects**

For organisations embarking on construction or refurbishment projects, we've introduced the [Capital Projects Guidelines](#). This new resource supports sustainable decision-making at every stage of planning and construction, helping organisations:

- Prioritise low-carbon materials and methods
- Embed sustainability into the design process
- Minimise environmental impact while maximising efficiency

## **Environmental Responsibility Policies**

In 2024, GCC introduced several key policies, including the updated [Strategic Climate Fund \(SCF\) Policy](#), an [Ethical Fundraising & Partnership Policy](#), and [Climate Conscious Travel Policy](#). These initiatives were designed not only to align GCC's operations with its mission of environmental responsibility but also to serve as a model for members to emulate. The extensive research and consultation processes behind these policies offered valuable insights into the practicalities of implementing environmental responsibility. They also marked a significant step forward for the coalition, highlighting its commitment to providing actionable governance and decision-making frameworks for its members.

### **Climate Conscious Travel Policy**

GCC's Climate Conscious Travel Policy addresses the significant emissions from travel, particularly aviation, which are a major contributor to climate change. The policy promotes responsible travel practices, emphasises a "train first" approach and prioritises low-emission options. The guidance includes following a decision tree, using a 'carbon budget' and committing to reporting annual carbon footprints in advance of taking decisions about travel. GCC's creation of such a policy encourages greater awareness of sustainability within the visual arts, prompting artists, curators, and organisations to adopt more environmentally friendly practices.

### **Ethical Fundraising & Partnership Policy**

GCC's funding policy prioritises partnerships with organisations that promote positive social, cultural, and environmental impacts through ethical, sustainable practices. It encourages transparency and accountability, requiring partners to align with GCC's values. This policy fosters responsible funding choices, ensures environmental integrity, and supports organisations committed to decarbonisation, reducing reliance on damaging industries. It prevents collaborations with parties involved in unethical

practices, reinforcing GCC's reputation and guiding others toward sustainable, ethical operations.

### **Strategic Climate Fund (SCF) Policy**

To tackle the climate emergency, GCC's Strategic Climate Funds (SCFs) provide a model for ethically financing climate action without relying on problematic carbon offsetting. SCFs go beyond emission reduction targets, encouraging organisations to measure emissions, commit to a 50% reduction by 2030, and annually allocate funds based on financial metrics. These funds support transformative frontline environmental initiatives and internal decarbonisation projects, leveraging the visual arts sector's resources to drive impactful climate action. GCC's SCF policy has incentivised the visual arts sector to invest in decarbonisation, driving sustainable practices, reducing emissions, and funding transformative environmental initiatives within the industry.

### **Art Fair Alliance Initiative**

GCC partnered with 13 leading art fairs, including Frieze and Art Basel, which collectively oversee more than 40 international fairs, to launch a pioneering environmental initiative that is the first of its kind in the visual arts industry. This collaboration has resulted in the creation of the [Art Fair Co-Commitment Statement](#) and the [Art Fair Toolkit for Environmental Responsibility](#), a bold step towards systemic change within the art world. Through GCC's facilitation, the participating fairs collaboratively set an ambitious goal to reduce greenhouse gas emissions by 50% by 2030. The toolkit GCC produced offers practical guidance on reducing energy consumption, minimising waste, and lowering transportation emissions, addressing key environmental challenges specific to art fairs. This unified approach marks a significant shift in the industry, inspiring art fairs worldwide to adopt more sustainable practices and providing art fairs with a structured approach to cutting their environmental impact. By prioritising collective action and setting an example for the sector, this initiative not only helps mitigate the visual art industry's environmental footprint but also encourages a culture of responsibility and innovation, paving the way towards an environmentally responsible future for art fairs, and beyond.

*"Frieze is proud to be an active member of the Gallery Climate Coalition, sharing a commitment to a more sustainable future. The establishment of this toolkit marks a significant step forward, offering invaluable guidance to reduce the environmental impact of the art world. Together, we can inspire change and protect the planet for future generations while continuing to celebrate creativity and culture."*

Jon Ashman, Chief Financial and Operations Officer, Frieze

*"The collaboration between Art Basel, GCC, and all signatory art fairs marks an important milestone in our collective pursuit of sustainability within the art world. By*

*engaging in shared learning and mutual support, we are shaping a transformative dialogue aimed at leading the global art community toward a more sustainable future.”*  
Andrew Strachan, General Manager, Fairs and Exhibition Platforms Art Basel

*“We are proud to collaborate with GCC in creating this impactful Art Fair Resource document as a collective approach to environmental change is key in constituting real impact. We strive to continue to develop more environmentally responsible practices and processes for our fair while also educating our stakeholders to become better informed about sustainable practices – both ethically and environmentally.”*  
Julie Quottrup Silbermann, Director CHART

## **Membership**

The heart of GCC is our engaged and ever-growing membership base which continues to see consistent growth. In 2024 membership grew by over 500 members or approximately 40%. Through our coalition model, GCC continues to build momentum for a more environmentally responsible art world. Most of our new members hear about GCC through word of mouth which demonstrates the wonderful grassroots community GCC has built.

Every week we see 10-15 new members register, those members are reviewed and contacted at the end of every week by our Community Coordinator, Lula. This more personal contact is the bedrock of the member relationship and we continue to engage with members routinely through our weekly member drop-in sessions, free calculator training workshops and webinars for our various resources and activities.

GCC membership by the numbers (as of December 2024):

- 1600 members  
From 60+ countries
- Including 993 member organisations whose combined employees representing a network of 20,000+ arts professionals around the world
- Rough breakdown of members by categories: non-profits, institutions & museums – 22%, artists & studios – 22%, commercial galleries – 21% , individual artworkers – 20% and art sector businesses – 15%

In late 2024, we conducted a major survey of our members which yielded a range of informative and encouraging findings. Selected highlights from this survey:

- 97.3% of our survey respondents agreed that GCC has inspired positive change in the visual arts sector.
- GCC members continue to work towards our coalition commitments with 94.5% of respondents reporting to have met some or more of our coalition commitments, up from 83.1% in 2022.



- The feedback from our survey has been overwhelmingly positive with 90% of respondents claiming GCC has inspired tangible change for them or their organisations with 80% supporting GCC taking more ambitious and innovative climate action initiatives.
- Members continue to rely on our resources and tools with 69% accessing them regularly. Of the available tools, 90% of members use our best practice resources and 70% use our carbon calculator.
- Over 60% have attended a GCC event in the past including our Member networking event at White Cube, Bermondsey in June.

By registering with us, every member agrees to our coalition commitments and translating that commitment to action through our 'Active Membership' initiative remains an organisational priority. In 2024, we had our second year of awarding 'Active Member' status to members who demonstrate that they or their organisation has implemented best practice in line with GCC guidance. Our 'Active Members' saw an increase, with 50% more members achieving the status. The programme has been successful in helping members reach their goals with 78% of Active Members reporting to be on track to meet their 2030 targets.

Anonymous Member Feedback via Survey:

*Thank you for everything you are doing! GCC is such a bright spot in the industry. – Art Advisory Member*

*Thank you for the comprehensive work and ample resources you make accessible to anyone who is interested in working towards sustainable solutions in the art world—our work thus far would not be possible without your thorough and approachable methodology. – Non-Profit Institution Member*

## **Press & Communications**

In 2024, GCC's collaboration with new communications partner Sam Talbot PR proved highly impactful, yielding a robust communications strategy and significant media engagement; a comprehensive overview can be found [here](#). Highlights included Director Heath Lowndes' op-ed in Artnet and extensive positive industry coverage of the Art Fairs Initiative, solidifying GCC's reputation within the visual arts and beyond. Press coverage throughout the year crossed a wide range of major international outlets, both general and industry-specific, including The Financial Times, The New York Times, Artforum, The Art Newspaper, Artnet, ARTnews, Art Monthly, Artsy and Ocula, among others. Engagement metrics provided by Sam Talbot's team showcase an impressive reach: a combined audience of 199 million, 24.7 million in total print circulation, and an estimated 674,000 lifetime views of coverage, underscoring GCC's growing influence and visibility.

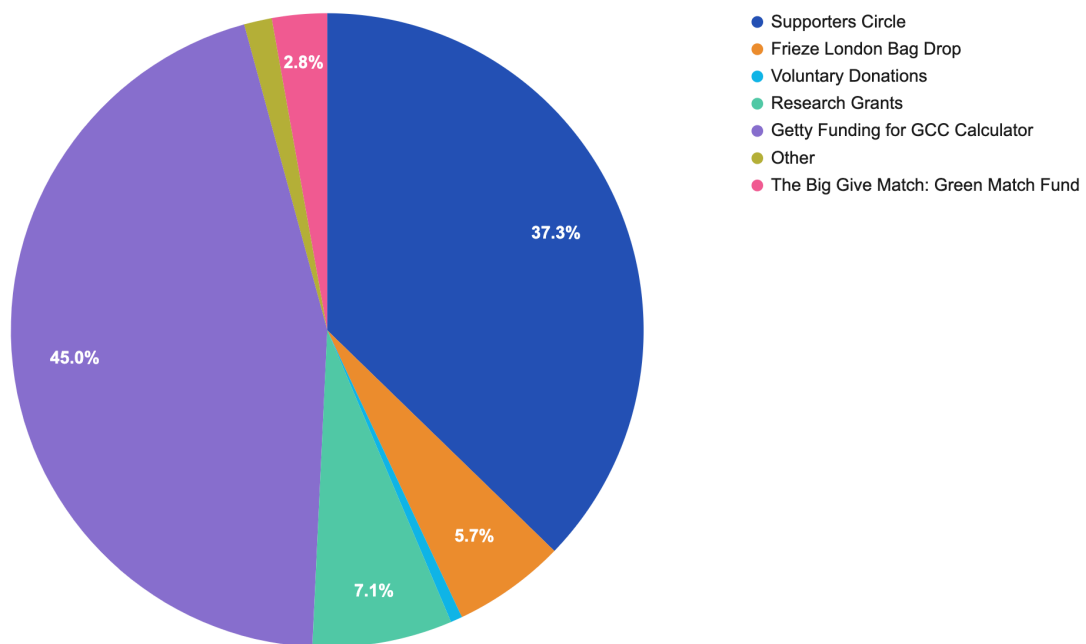
### 3. Financial & Operational Overview

#### Improving Our Operations

##### The Small Team Behind a Big Coalition

One of GCC's emerging strengths is that we take on work—projects, policies, services—that we're genuinely excited to develop. The change we're working towards is not theoretical and abstract, confined to presentation slide decks and white papers; it is tangible, within reach, and actively pursued in real terms.

We also understand that what (we work on) and how (we do it) are inextricably linked. Values that influence both the WHAT and HOW are centred on empowerment, trust, good communication, and the emotional intelligence to recognise each other's humanity.



As an organisation, coalition, and individuals, we're committed to growth that aligns with our values and mission and rely on self reflection – continually educating and critically reviewing our actions, practices, and their impacts on each other. These are some of the understandings guiding the ambitions that develop and shape our work culture.

As a small, young not-for-profit organisation, we are proactive in addressing our challenges. Our ability to match financial payouts—wages and bonuses—within commercial entities is one such challenge, and we are actively working on a strategy to overcome it. Additionally, we are also seeking development opportunities within our

network to help our team adapt and grow in response to the challenges of this ever-changing landscape.

We offer an understanding that how we work connects to everyday life and are developing benefits to support and balance a good work-life balance for our core team.

**Funding: By The Sector, For the Sector**

All of the support that we receive – whether in financial donations, or contributions of insight, expertise, time and shared resources – helps make a difference as we continue to drive meaningful change, bringing the visual arts community closer to a sustainable future.

To do this work requires funds, and as a charity that receives no government or central funding, this must all be self-generated. In 2024 GCCs total income was £355,440.85, with funds generously donated by a combination of individuals, galleries, organisations and institutions.

**Supporters Circle**

<b>Patrons (£10,000+)</b>	<b>Donors (£5,000+)</b>	<b>Supporters (£2,500+)</b>
Art Basel Christie's Frieze Garcia Family Foundation Hauser & Wirth Lisson Gallery PACE Thomas Dane Gallery White Cube	Cardi Gallery Frederick Mulder Foundation Mendes Wood DM Sadie Coles HQ Sprüth Magers	Almine Rech Blum Gallery Cadogan Tate David Zwirner Galerie Max Hetzler Ivor Braka Kate MacGarry Kornfeld Galerie Berlin Lucia Mendoza Mai 36 Galerie Massimo De Carlo Matthew Slotover Michael Werner Gallery Modern Art The Museum of Contemporary Art (MOCA) Sutton The Art Newspaper, UK Victoria Miro

## 4. 2024 Performance Against Objectives

### Challenges and Lessons Learned: Reflections from 2024

2024 was one of undeniable progress for our mission but was not without significant challenges. We are determined to learn from these experiences and adapt our approach going forward in order to benefit from them.

One of the most pressing issues we faced was a lack of sufficient funding. This financial constraint was compounded by the challenging global political and economic context, meaning that securing adequate income to support our ambitious goals proved difficult. As the member survey shows, many of our audience struggle to dedicate the required time and resources to implement our recommendations we provide, underscoring the broad pressures faced by the sector. The continued lack of governmental leadership and legislation relating to climate action makes our job harder, meaning that our guidance is often considered a “nice to have” rather than an urgent priority.

Internally, the small GCC team of four permanent staff found our remit to be too broad and therefore taking on too many projects. In being stretched too thin, we found our capacity to deliver with the depth and focus we aspire to was compromised. In order to address this, we reluctantly but necessarily had to cut back and postpone certain projects in order to make the workload more manageable.

Additionally, we learned that our international volunteer chapters, while well-intentioned, were not viable. Managing a network of volunteers across multiple time zones became unfeasible for our small team to provide adequate support. These chapters deserved more time and resources than we could deliver, and ultimately, it was decided that this structure was not the most effective way to harness the vibrant energy of our global community. These experiences have been humbling and invaluable. They have reinforced the importance of focus, sustainability, and realistic resource allocation. Moving forward, we are prioritising projects that align most closely with our core mission and streamlining our operations to ensure we can deliver measurable impact effectively. These lessons will be integral to how we evolve and adapt in 2025.

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## 5. Future Plans

### GCC's Plans for Evolution and Adaptation in 2025

Building on the invaluable lessons learned over the past year, GCC is committed to evolving and adapting to meet the challenges ahead. In 2025, we aim to ensure financial sustainability and refine our operations to continue delivering impactful initiatives. Reflecting on our achievements and challenges, we've identified five key areas where increased focus and effort are essential to drive greater impact and further our mission of reducing the environmental footprint of the visual arts sector. Our five key areas of focus are:

#### 1. Financial Security

Achieving financial security in 2025 amidst a challenging global landscape is our number one priority. This requires resilience and strategic focus. GCC is developing plans to diversify revenue streams, strengthening partnerships and implementing robust financial planning. By balancing operational efficiency with ambitious fundraising, we aim to ensure long-term sustainability.

#### 2. Driving Behavioural Change

Recognising the need for deeper cultural shifts, we will prioritise educational initiatives and storytelling to inspire lasting transformation across the sector.

#### 3. Increase Engagement & Collaboration

We will focus on forging new and stronger partnerships across the creative and environmental sectors to align efforts and pool resources, ensuring a unified approach to tackling climate challenges.

Word of mouth continues to be the primary way members hear about GCC, followed by looking for resources online. We are looking into how to convert our robust Instagram following into membership registrations and exploring new ways to leverage the platform.

We are constantly looking for new avenues to connect with our members and we have found 81.2% of members would like to have more opportunity to engage with fellow members and would consider joining a private online group to connect. We are developing a new events strategy based on the feedback from the survey with the intention to host more casual events and facilitate peer-to-peer sharing.

#### 4. Strengthening Advocacy

Lessons from the past four years have shown the power of collective advocacy. In 2025, we will amplify our campaigns to influence policy and industry standards, leveraging our growing coalition for systemic change.

## **5. Refining Our Tools and Resources**

We will continue to update, improve and generate new best practices resources specifically for the visual arts. We will continue to refine and calibrate our carbon calculator by incorporating user feedback.

## **2025 Programmatic Goals**

### **Climate Conscious Travel Campaign**

In 2025, GCC's Climate Conscious Travel Campaign will focus on empowering members to reduce travel emissions. Key initiatives include collaborating on a visitor travel data collection project, providing a template Climate Conscious Travel policy for members, and commissioning new research to drive sector innovation. We'll partner with travel campaigners, promote low-impact alternatives, and push our 'anti-private jet' position, raising awareness of air travel's high carbon impact while advocating for more sustainable practices across the visual arts sector.

### **Future Vision: 2030**

Future Visions 2030 is an ambitious initiative designed to explore what an environmentally responsible future for the visual arts could look like by 2030. Grounded in the principles of collective envisioning, the project seeks to inspire bold and shared ideas for tackling the climate crisis and related challenges within the arts sector. We are actively seeking funds to develop key activities such as interactive workshops to explore climate targets and their implications for the sector, discussions on intersecting challenges, and opportunities for participants to develop and share their visions of a reimagined art world. This project aims to spark ongoing conversations and connections among participants, fostering a foundation for long-term action and innovation in the arts sector.

### **Stock Take Report**

This research project will evaluate GCC's impact at the midpoint of this critical decade for climate action. Inspired by the Global Stock Take under the Paris Agreement, it aims to assess the sector's role in driving environmental responsibility and GCC's progress toward its 2030 targets. By combining quantitative analysis of carbon data and surveys with qualitative interviews, the research will identify successes, barriers, and opportunities for improvement. The findings will inform strategic adjustments, amplify impact, and provide actionable pathways to help the sector contribute meaningfully to global climate efforts.

### **Agents for Change**

We are in the planning phases of a new advocacy programme, Agents for Change, for GCC members interested in actively engaging with their local communities and advocating on behalf of GCCs mission to create an environmentally responsible art world. GCC's engaged international membership is our biggest strength. With Agents for Change, our goal is to upskill and empower our most dedicated members with the tools and knowledge they need to further urgent climate action in the arts. Initial interest in this type of programme has been significant with 74.5% of survey respondents interested in joining the programme.

### **Artist Toolkit Activation Campaign**

Following the launch of the Artist Toolkit in 2024, we are exploring opportunities to enhance and deepen our level of support for our growing Artist membership, now accounting for 22% of our membership reach. We are actively seeking funding to realise this much-needed artist programme.

### **Advance the Art Fair Alliance Initiative**

This year GCC's Art Fair Alliance Initiative enters its second phase, building on the momentum of its pioneering collaboration. Plans include advancing the collective effort by inviting new fairs to join, conducting follow-ups to assess progress and actions taken, and sharing updated resources to drive further impact. A key milestone will be hosting another press moment, amplifying attention on the Alliance's work and reinforcing its role in promoting sustainable practices across the art fair sector.