

Campaign Overview Document

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Campaign Summary:

- Transportation of artworks, goods and materials via air freight is a major contributor of greenhouse gas emissions in the art sector. In addition to this, large volumes of single use plastics are consumed and disposed of from packaging artworks. The combination of CO₂e emissions and excessive waste means that international freight is the most high impact activity a typical arts organisation will engage in.
- GCC's Sustainable Shipping Campaign aims to accelerate the art sector's transition to environmentally responsible freight operations. It will achieve this by:
 - a) Raising awareness about the sector's environmental impacts relating to global freight, particularly its dependency on air freight and consumption of single-use plastic packaging.
 - b) Providing guidance on best practice and target setting.
 - c) Encouraging galleries, institutions, collectors and artists to request low impact freight services whilst encouraging shippers and suppliers to provide and promote necessary services.
- This is an international, cross-sector campaign calling on all stakeholders and operators in the supply chain to take responsibility and make effective changes. Alignment and cooperation is essential for progress.
- There are four Sector-wide Campaign Targets, as well as specific Campaign Actions for Galleries, Institutions, Art Fairs, Artists, Auction Houses, Collectors, Art Insurers and Shippers.
- GCC will be collaborating with leading arts organisations and key industry suppliers to set standards, help deliver new products and services, as well as producing case studies demonstrating best practice in action.
- GCC has worked with representatives of Lloyds Market Association (LMA) Joint Specie Committee to develop guidelines on best practice for insuring sea shipments.
- GCC will develop new resources and materials to accompany the campaign and assist the transition.

Sector-wide Campaign Targets:

1. A majority of all international art freight to be transported via non-air methods⁽¹⁾ – with an overall reduction in volume⁽²⁾ – by **2028**⁽³⁾.

2. The majority of packing materials in circulation to be reusable or curbside recyclable⁽⁴⁾ by **2026**, as well as an immediate phase-out of single-use plastic products with zero-waste⁽⁵⁾ by **2030**.

3. Local deliveries⁽⁶⁾ to be low or zero emissions by **2025**⁽⁷⁾.

4. By **2024** – all freight companies to provide standardised emissions data:
 - a) as estimates on all quotations so that clients can make informed decisions on shipping options based on environmental impacts as well as cost and time⁽⁸⁾.
 - b) on all invoices allowing clients to efficiently collect the required data for emissions reporting⁽⁹⁾.

Galleries / Institutions / Museums / Auction Houses – Campaign Actions:

- Work towards using a majority of non-air freight for artwork transport by 2028.
- Plan programmes and related shipments in advance to allow for alternative routes that are more sustainable but may have longer lead times.
- Prioritise consolidated shipments as standard.
- Adapt exhibition programmes as well as packing methods to allow for reducing the overall volume of shipments.
- Adhere to the insurance guidelines for sea freight.
- Consider a default lower-emission transport option at point of sale or loan agreement, for which collectors or clients must actively opt out of if they wish to use air freight.
- Petition shipping partners to provide standardised emissions data on quotes and invoices, in line with GCC Sustainable Shipping Campaign.
- Immediately reduce excessive or unnecessary packaging, whilst ultimately working towards zero-waste by 2030.
- Choose reusable, repurposed and commonly (curbside) recyclable packing materials as standard.
- Prioritise reusable or recycled crates and softpacks. Plan the crating of artworks far enough in advance to allow for bespoke, best practice packaging. Donate unwanted crates to a local crate bank or BARDER.art.
- Commit to using low or zero emissions vehicles for all local deliveries, wherever possible.

Shippers – Campaign Actions:

- Offer regular consolidated sea and road freight options for the most common transport air routes, where possible.
- Offer options for consolidation wherever possible.
- When quoting on air freight, include an emissions comparison for lower carbon shipping options (i.e. road or sea freight, where routes apply), allowing clients to make informed decisions based on environmental impacts as well as cost and time, following the GCC template.
- Include all data required for carbon reporting on invoices in a standardised format, following the GCC template.
- Adhere to the insurers guidelines and insurance checklist for sea freight.
- Reduce volume of single use plastic packaging and introduce reusable packaging materials as standard. Prioritise single-use recyclables, e.g. paper based products, as long as they are disposed of appropriately.
- Work to implement packaging best practice and reduce waste.
- Offer clients reusable crates or a recycled crate scheme, in the first instance.
- Work towards replacing the revenue stream from single-use crates with a rental model for reusable crates.
- Cooperate with other shippers for reciprocal reusable crate sharing schemes or 'lending library' and facilitate a 'take back' or 'crate bank' program for wooden crates.
- Explore new options for rail freight services.
- Explore options for upgrading delivery fleet to electric vehicles.
- Share road and sea shipping deadlines and options for as far in advance as possible.

Artists – Campaign Actions:

- Ask galleries and institutions exhibiting works to prioritise non-air freight and consolidated shipments wherever possible.
- Stipulate that no single use packaging materials be used when transporting works.
- Accept adapted lead times and earlier collection deadlines in order to allow for low emission freight routes.
- Include packing considerations as part of the fabrication process. Unless the work will be on permanent display, consider giving it a crate-for-life or prioritise reusable crates.
- Be flexible with where works can be fabricated or framed. Allow for the possibility of this happening locally to the installation venue (local-to-install).
- Petition shipping partners to provide standardised emissions data on quotes and invoices, in line with GCC Sustainable Shipping Campaign.

Art Fairs – Campaign Actions:

- Incentivise fair participants to use low carbon freight options.
- Ask participating galleries to avoid single use packaging and generally reduce waste associated with transporting works to fairs.
- Encourage participants to prioritise reusable crates and packing materials.
- Work with local waste management companies to offer effective recycling services during fairs in order to ensure that no packaging materials end up in landfill or the natural environment.
- Organise collection points for recyclable materials that are not curbside recyclable, e.g. Tyvek and polyfoams are not typically curbside recyclable but can be collected and sent in bulk to recycling facilities (depending on the country).
- Commit to a zero-waste by 2030 target.
- Share road and sea shipping deadlines and options as far in advance as possible.
- Petition shipping partners to provide standardised emissions data on quotes and invoices.

Collectors – Campaign Actions:

- Work towards using a majority of non-air freight for artwork transport by 2028.
- Discuss sustainable shipping options with the seller and make them aware that you are keen for a low emission option.
- Plan shipments in advance to allow for alternative routes that are more sustainable but may have longer lead times.
- Prioritise consolidated shipments as standard.
- Adhere to the insurers guidelines for sea freight/have a discussion with your insurance to understand the constraints.
- When loaning works, allow borrowers to use non air freight options whilst also keeping insurance requirements.
- Start the conversation earlier (at point of sale) allowing shippers to plan transport in advance so they can keep in line with export and VAT constraints.
- Accept that repurposed or reused packaging may not appear to be in pristine condition upon delivery.
- Prioritise reusable or recycled crates and softpacks. Donate used wooden crates to a local crate bank or share with a circularity scheme such as barde.art or [Circular Arts Network](https://circularartsnetwork.org).
- Petition shipping partners to provide standardised emissions data on quotes and invoices, in line with GCC Sustainable Shipping Campaign.

Targets Footnotes:

(1) For every tonne of artwork, air freight produces around 10 times more CO₂e than freight the same distance by road, and around 60 times more CO₂e than the same distance by sea. Currently air freight makes up 75% - 95% of the total amount shipped (in tonne-km) by a typical commercial art gallery (the remainder is a mix of road and sea freight). As a result, air freight alone makes up around half of all the emissions from GCC members' operations (based on member footprints calculated to date). This means that reducing air freight will be hugely important for meeting the 2030 target of at least halving the emissions of the arts sector. If we can ensure that at least 50% of all internationally-transported artworks travel by sea, road or rail by 2028, with less than 50% going via air freight, then we should be on track for our sector-wide carbon targets.

(2) In addition to moving away from the dependency on air freight, there needs to be a sector wide reduction in overall volumes of shipping, in order to reach the 2030 50% CO₂e reduction targets. This requires careful consideration of programming, as well as better application of packing materials solutions.

(3) GCC acknowledges that, due to the disruptions caused by Brexit, the Covid-19 pandemic, the suez canal blockage and conflict in Eastern Europe there are currently major disruptions to global freight services resulting in complications, delays and additional costs. Despite these (hopefully) temporary disruptions, GCC believes the objective is still achievable. If the situation changes and the target looks impossible to achieve, it will be revised.

(4) Curbside Recycling refers to the practice of discarding items that are picked up by a waste collection service and then sorted at a recycling facility. While some materials are theoretically recyclable, curbside recycling is region specific and many of the plastic packaging materials we use in art crating are generally not curbside recyclable. Some of these items are easily recyclable while others are not.

(5) Zero waste is a set of principles focused on waste prevention that encourages the redesign of resource life cycles so that all products are reused. The goal is for no trash to be sent to landfills, incinerators or the ocean. This target is closely interconnected to concepts of the circular economy, which is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and

recycling existing materials and products as long as possible. In this way, the life cycle of products is extended. In practice, it implies reducing waste to a minimum. When a product reaches the end of its life, its materials are kept within the economy wherever possible. These can be productively used again and again, thereby creating further value. This is a departure from the traditional, linear economic model, which is based on a take-make-consume-throw away pattern. This model relies on large quantities of cheap, easily accessible materials and energy.

(6) Defined as transportation between destinations within the same city, so called 'last mile' deliveries and - wherever possible - trips to airports or sea ports.

(7) Where dimensions allow, i.e. as would be for a typical 'last mile' transit vehicle but not expected for shipments that would naturally be moved in HGVs. GCC acknowledges that not every city has appropriate zero emissions fine art delivery options and this target only applies to regions where it can be implemented. The technology and use of low emissions vehicles is rapidly growing and GCC is optimistic about this target being achievable for the majority of members as long as supply can match the growing demand for EVs. If supply cannot match the demand and as a result the target becomes unachievable it will be reviewed. GCC recommends members to have conversations with their local delivery agents and general suppliers and share this information to encourage them to consider decarbonising their fleet.

(8) Clearly labelled CO₂e emissions estimates for a low emission alternative route i.e. sea or road freight, as standard on all quotations, where routes apply. These figures can be generated by using GCC's free carbon calculator. As cost is highly variable GCC does not expect this to be provided as standard but averages for time and CO₂e emissions will be accurate enough to inform decisions. [See example.](#)

(9) In addition to the final cost of the shipment, information on these additional criteria should be provided in a clear and consistent manner. See example. Weights should be clearly labelled as either gross weight, chargeable weight or volumetric weight, and the amount of packaging (in kg) added by the shipper should be clearly shown. This will allow customers to easily capture the details needed for carbon reporting.