



ENVIRONMENTAL POLICY

2Funky Arts

OCTOBER 2023

OUR ENVIRONMENTAL PURCHASING POLICY:

2Funky Arts is committed to the following policy:

1. We intend, wherever possible, to make continual, measurable progress in our environmental performance and to reduce our environmental impact, whilst maintaining economic viability.

2. Ban the use of certain specified environmentally damaging products where an alternative product or method is available.

These products are:

- ♦ Ozone depleting chemicals
- ♦ Tropical hardwood which is not independently certified as coming from a well-managed forest.

3. Reduce the purchasing of new products by cutting down on waste and repairing or re-using existing products.

4. Specify products which are made from recycled materials; can be recycled or re-used; can be operated in an energy efficient manner; and can cause minimal damage to the environment in their production, distribution, use and disposal, so long as the requirements of value for money and quality are met.

5. We will ensure that all operations and activities carried out on behalf of 2Funky Arts, comply with or exceed all statutory environmental requirements.

ENVIRONMENTAL POLICY IN PRACTICE

Before buying product or service, we will ask ourselves the following questions:

Q. Do we need it?

Q. Do we need to buy it? Could we instead borrow, hire or share?

Q. Are we buying just the right amount?

Q. Are we going to use the product or service long enough to justify the purchase?

The easiest way to help the environment is to minimise consumption.

If we have asked the questions above and our decision is to buy a product or service, it is important to look at the alternatives available and choose those that are less environmentally and socially damaging.

When looking at the different options it is important to take a 'cradle to grave' approach. Consider the environmental effects of its production, transport,

maintenance costs, running costs, durability, and at the end of its life, disposable costs.

Criteria to consider when determining the potential environmental impact of a product or service should include:

- Q.** Energy efficiency
- Q.** Maximum use of recycled materials – minimise use of virgin materials
- Q.** Durability, easily upgraded, repairable
- Q.** Minimum packaging
- Q.** Re-usable, rechargeable
- Q.** Recyclable
- Q.** Non or low polluting
- Q.** Biodegradable

When these true 'cradle to grave' costs are taken into consideration, environmentally friendly products seldom cost more.

We need to consider all of these factors when we create budgets and source quotes for funded projects.

MARKETING

Digital infrastructure growth will help us to explore new revenue streams and markets and adapt in line with a changing sector. It will also enable us to reduce our output of physical marketing materials where possible (environmental sustainability). Methods that have a considerably lower environmental impact than physical promotional material (flyers/ posters) include:

- ♦ Digital marketing across our social media platforms, e-mailing lists and newly revitalised website. Increasing our following from 22K to 50K by March 2022 will help us to achieve this.
- ♦ Promotion via Radio2Funky and other radio partners such as BBC Leicester and EAVA FM.
- ♦ Paid for advertising on radio and social media.

Additionally, increasing the number of digital events and adding online versions of physical events will nurture these environmentally friendly marketing methods and boost virtual audiences.

Our target is to reduce overall physical marketing materials by at least 50% by March 2022 (for Festival2Funky 2021, this reduction aims to be 80%).

EVALUATION

2Funky Arts is increasingly moving towards paperless evaluation, using digital tools that can be used on mobile phones and tablets to assess the impact of our projects on individuals. We have previously used hard copy forms, collected at projects and events, but this is inefficient. Programmes such as Survey Monkey automatically calculate response percentages on our behalf, so there is also a benefit in terms of saving time.

Sample demographic profiles of audiences and participants, collected throughout evaluation/ registration, can also help assess our environmental impact (e.g. geography and transport).

STAFF DEVELOPMENT

All new staff will be briefed in our environmental policy. Our Director will access webinars from Julie's Bicycle (e.g. Sustainable Digital Creativity) and use their online and carbon calculator to assess our environmental impact of our office and events.

2Funky Arts would like to help inspire action locally, through engaging our artists, participants, and audiences in behavioural change linked to our activities.

This document has been adapted from a Young Leicestershire Environmental Policy.