



Today I would like to present to you you what we have been doing in the SHIFT project on the topic if environmental sustainability and how we can transfer some of this to our sector, to choirs and choral organisations.



First a very short overview on the SHIFT project – here you can see the partners, all European cultural networks which knew each other. The CEOs of these organisations realized that they needed more information and training on some topics that were starting to become burning topics in society.



The idea was to look at some of the SDGs or UN Sustainable Development Goals, adopted by all United Nations Member States in 2015, providing a shared blueprint for peace and prosperity for people and the planet, now and into the future. How could the leaders of cultural networks be better trained in including these goals into the work of their associations?

## OBJECTIVES

Three SDGs have been selected as a starting point to activate and increase the sector's awareness



It was decided to focus on these three Sustainable Development Goals. The European Choral Association mostly dealt with SDG 10, reduced inequalities, and Sophie will be doing two sessions about this.



We were also partners in the output which dealt with Goal 13 called „Climate Action“. In a way the work also touches upon some other SDGs we did not mention explicitly, goals 11 – sustainable cities & communities, 12 – responsible consumption and production, and goal 14 – life below water, since environmental sustainability is not only about climate change but also about biodiversity for example

# UN SUSTAINABLE DEVELOPMENT GOALS



## TARGETS UNDER THIS GOAL

**13.1** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

**13.2** Integrate climate change measures into national policies, strategies and planning

**13.3** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

**13.A** Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to a goal of mobilizing jointly \$100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible

**13.B** Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities



Here you see a full description of goal 13 which we don't need to read, but in the SHIFT project we are mostly dealing with point 13.3 which is about education, awareness raising and capacity building

## THE GOALS OF SHIFT



### ***SHIFT aims for environmental sustainability:***

*To provide capacity building for leaders and staff of cultural networks on how to claim a role in the action to achieve the climate change goals of the UN SDGs.*



Therefore these are the main goals of SHIFT in connection with Goal 13.

## LAYING THE GROUNDWORK



1. What is the problem?
2. Which areas are most relevant to cultural organisations?
3. What are relevant and workable solutions?  
**What can we do especially in the choral sector?**
4. The Neurological Shift



We will look at four areas – and under point 3 go deeper into what we can do concretely

If leaders and staff of cultural networks want to claim a role in the action required to achieve the climate change goals of the UN SDGs, that means embedding environmental sustainability into the way we work and collaborate.

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*Goal: to provide capacity-building to leaders of cultural networks*

- *Building resilience to climate changes ahead*
- *Integrate / create policies*
- *Improve the capacity of climate change mitigation (what you do to have a less negative impact on the environment), e.g. carbon footprint reduction (main focus)*

*Research on what is already out there: toolboxes, best practice examples etc.*

*Network survey*

*Bibliography*

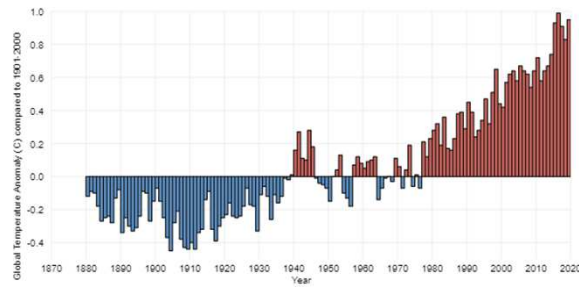
*Two factsheets – to help make sense of climate change: 1 on carbon footprint calculators / 1 about certification*



# 1. WHAT IS THE PROBLEM?



Urgency of the situation:



Source: NOAA Climate.gov, August 2020



So first of all: What is the problem? Why do you see need to deal with this topic and why is it urgent to take action?

This chart shows the speed of climate change, if this development will not be stopped, the world will face many challenges.

## 1. WHAT IS THE PROBLEM?



Last summer in several countries including Germany we could see an example of how climate change can impact us. It leads to more extreme weather situations such as storms, draughts and floods. If the sea level will rise, harvests will dry out and parts of countries will become inhabitable, people will move to parts of the world where they hope to find a better situation.

## 2. CLIMATE CHANGE & CULTURE



To achieve substantial change, emissions resulting from **electricity** and **heat** and **transport** (especially from cars and planes) need to be decreased as these are the factors emitting the most.

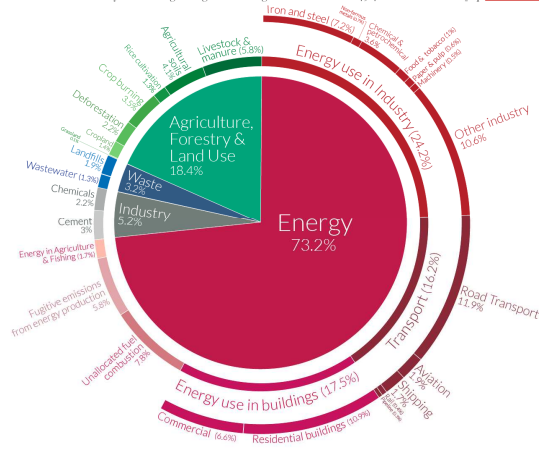


So, what can culture do in this context? When we read sentences like this we might feel that only cultural entities that own big buildings, such as museums, theatres, art institutions etc. can have an impact, because they can do something about electricity and heat. If we don't own buildings, what can we change? Transport (travels) is something that concerns all of us, especially if we work internationally.

## 2. CLIMATE CHANGE & CULTURE



Global greenhouse gas emissions by sector  
 This is shown for the year 2016 – global greenhouse gas emissions were 49.4 billion tonnes CO<sub>2</sub>eq. Our World in Data



- Buildings (Electricity, Construction, Waste)
- Touring (transport)
- Networking (transport)
- Food & beverage (land-use, transport)
- Productions (energy, transport)
- Digital Waste (energy, waste)

OurWorldinData.org – Research and data to make progress against the world's largest problems. Source: Climate Watch, the World Resources Institute (2020). Licensed under CC-BY by the author Hannah Ritchie (2020).



However, flights only represent 2% of the total emissions. Nevertheless, in our sector where most organisations or choirs do not own buildings, travels are much more relevant, especially in the international context of course.

## 2. CLIMATE CHANGE & CULTURE



### Raising Awareness

Excerpt from the Website of a German network for sustainability supported by the German government. "The cultural sector – through its influence on public awareness has a big responsibility in reaching the agreed CO2 reduction aims.

### Aktionsnetzwerk für Nachhaltigkeit gegründet



Hier hat der kulturelle Sektor durch seinen Einfluss auf die öffentliche Wahrnehmung eine große Mitverantwortung bei der Erreichung der vereinbarten CO2- Reduktionsziele".



We will talk in a moment about what we can concretely do, as persons, in choirs, at events, and in organisations – but our biggest potential lies in the people we represent and the outreach we have. Raising Awareness can be an important part of our strategy for environmental sustainability.

## 3A. CLIMATE CHANGE – WHAT CAN I DO?



*"I don't think reusable straws are going to be enough."*



newyorkcartoons

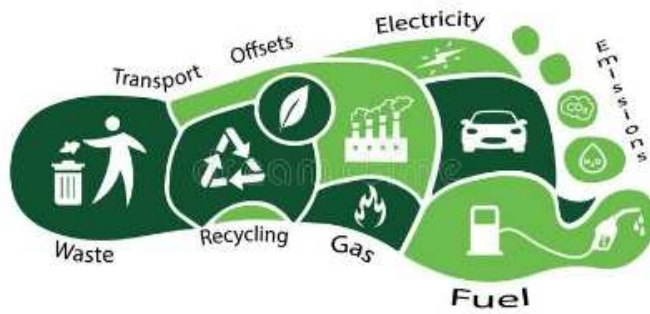


DERMOT So, let's become more concrete for a moment – what can we do to stop climate change – as people / as individuals? We all know there is a problem, but have we all recognized its dimension and what this means for us personally?

### 3A. CLIMATE CHANGE – WHAT CAN I DO?



So what can WE do for the environment?



REDUCE  
YOUR  
CARBON  
FOOT  
PRINT



So one important thing we can do, is to reduced our carbon footprint.

## 3A. CLIMATE CHANGE – WHAT CAN I DO?



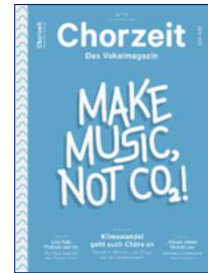
### Some ideas for inspiration



**DERMOT:** Here are some possibilities of how you can lower your personal carbon footprint – I am sure you have some further ideas! (e.g. buying regional products, switching electric equipment off instead of standby, buying sustainable clothes, heating with gas instead of oil, using LEDs instead of traditional lightbulbs etc.). You can find a lot of ideas on the Internet, and also playful material / games etc.



## 3B. CLIMATE CHANGE – WHAT CAN CHOIRS DO?



IFCM International Choral Bulletin (ICB)



**SONJA:** Is there also something that choirs can do which goes beyond what each singer can do individually?

I liked the title of one issue of *Chorzeit*, the magazine of Deutscher Chorverband which you see on the slide – this, as well as the concert you can see on the picture are ways of raising awareness.

## 3B. CLIMATE CHANGE – WHAT CAN CHOIRS DO?



### Some ideas for inspiration

*How are we going to rehearsals?*

*Choir trips – where to and how?*

*How sustainable is our rehearsal room?*

*Do we need to do barbecues with a lot of meat?*

*Should we sing from paper or tablets?*

*Is our clothing sustainable?*

*Can we use what we do best – **SINGING** – to raise awareness?*

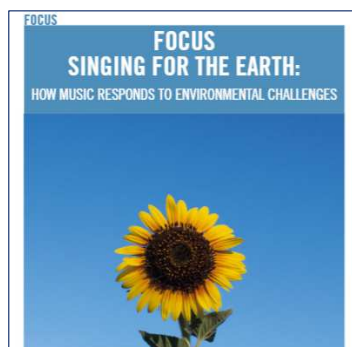


**SONJA:** Ask yourself some questions concerning your choirs – the answers will provide you with some concrete steps to take.

## 3B. CLIMATE CHANGE – WHAT CAN CHOIRS DO?



You will find some inspiration in this issue of the ICB



Repertoire ideas on:  
<http://icb.ifcm.net/sing>



**SONJA:** The International Choral Bulletin of IFCM had one issue dedicated to this topic. And if you want to sing a concert with your choir to raise awareness about environmental topics, you will find repertoire inspiration on the IFCM Website.

## 3B. CLIMATE CHANGE – WHAT CAN CHOIRS DO?



**Example of a choir using a concert to raise awareness**  
(presented during project presentation session on 10/11/21)



**SONJA:** Those of you who attended or watched our project presentation session on November 10th will remember that there was also a project presentation by an Italian chor on how to use concerts to raise awareness for the topic of music and nature.

### 3C. CLIMATE CHANGE – WHAT ABOUT EVENTS?



<https://www.dj-lab.de/klima-feature-festivals-for-future/>

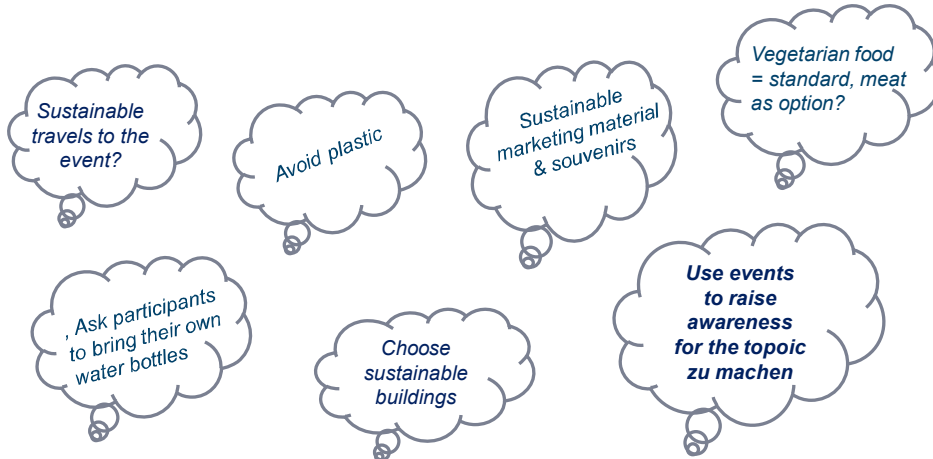


Finally – many of us organise events, smaller or bigger, and these events have an environmental impact. Is there a way we can influence this impact?

### 3C. CLIMATE CHANGE – WHAT ABOUT EVENTS?



Some ideas for inspiration:



**DERMOT:** Again some ideas for inspiration or questions to ask yourself.

I also brought some examples – a sustainable cup and a sustainable pen, even if it may not look like one on first view.

**CHALLENGE:** You often do events in partnership – you cannot always decide alone.

## 3D. CLIMATE CHANGE & ORGANISATIONS



Fit for 55 – EU Climate package



**SONJA:** Finally there is the question what our organisations can do. How can we make contribution to environmental sustainability? Many funding bodies are already asking organisations to prove this or will do so soon. In Scotland those applying for funding already have to indicate their carbon footprint, the European Union is asking all applicants how they plan to contribute to the European Green Deal.

## IT'S TIME FOR YOUR IDEAS!



**Sonja:** Before I give you some more input on this, especially what we are planning to do in the frame of the SHIFT project, we want to give you time to come up with your own ideas and get feedback on them from your colleagues.



## WISE CROWD LIBERATING METHOD

### Take a moment alone:

- *Where do you see big challenges?*
- *Do you have a great idea but would like to know how others react to it?*
- *Do you have a dream but do not know how to turn it into reality?*

### Write this on a card

### Get together in groups of 4-5

- *Share your worry / idea / dream*
- *Ask group members questions*
- *Group members answer, give advice, give their own opinion*



**Sonja:** In the SHIFT project we also did a training in cultural leadership – and in this training learned to use different methods that can be useful when you want to introduce a change in your organisation. We want to share some of these methods with you and will use different ones in the different discussion groups today. In this group I would like to use the „Wise Crowd Liberating Method“. It is based on the idea that a group of people is stronger than one person alone – and more wise, and that you can make use of this fact. So here is what we would like you to do now.

## WISE CROWD LIBERATING METHOD

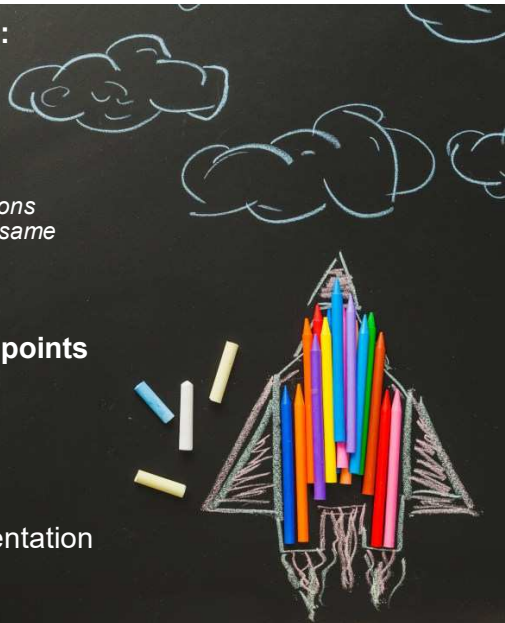
### When the group has finished:

- Look at all the cards you had
- Which worry / idea / dream is also relevant for you? Add a sticky point to the card to mark it
- If group members gave great solutions or answers to questions – do them same with those

### Select the 2 cards with most points

### Share them in the plenary

Then we will finish with a presentation on what organisations can do



**Sonja:** This will be the next steps

AFTER exercise

**Dermot:** chair the collecting process

## 3D. CLIMATE CHANGE & ORGANISATIONS



### Why is sustainability important for your organisation?

Ment



**Sonja:** Thank you very much for your input! We will look at all of it, and include it into our strategic development.

So let's go back to organisations – Why is environmental sustainability actually an issue / important for them?

Here are the answers from the partners in the SHIFT project.

## 3D. CLIMATE CHANGE & ORGANISATIONS



### Some ideas for inspiration



**Sonja:** So again, what can organisations like ours do concretely? Here is a final set of examples.

## RAISING AWARENESS THROUGH SINGING



### Singing in Harmony with Nature at the UN +50 event in Stockholm 2022



Stockholm+50 is a UN high-level meeting that the Government of Sweden host together with Kenya in June 2022 (June 2<sup>nd</sup> & 3<sup>rd</sup>). Stockholm+50 will be an occasion to raise awareness about the importance of protecting our planet. It sets a path for us to overcome the triple planetary crisis of **climate change**, of **nature and biodiversity loss**, and of **pollution and waste**.

- > Climate change is not the only environmental challenge
- > This will be a top-level event with high visibility
- > The European Choral Association will support the event



**Sonja:** When it comes to raising Awareness, here is a concrete example fo what we as European Choral Association are planning to support next year.

## RAISING AWARENESS THROUGH SINGING



### Singing in Harmony with Nature at the UN +50 event in Stockholm 2022



**Aim:** To raise Ecoside Law Awareness - Project developed with:

- Merzi Rajala – Transcultural Studies at Sibelius Academy
- Peder Karlsson & Katarina Henryson

With support from End Ecoside Sweden & End Ecoside International

**Project idea:** use the diversity of cultures in music to raise the awareness for how important diversity is in nature -> biodiversity

Create a programme, involve lawyers and others, create a concert model / use keywords in Musica to search for repertoire?



**Sonja:** So here you can see who is involved. They are preparing an artistic programme to be presented by students of the Sibelius Academy in Helsinki and a choir from Stockholm.

### 3D. CLIMATE CHANGE & ORGANISATIONS



Is it all easy and straightforward then?



No, it is not ....



**Sonja:** So after hearing all this – do you think the path to more environmental sustainability is easy and straightforward?  
No, it is not ...





## 3D. CLIMATE CHANGE & ORGANISATIONS



















**Sonja:** There can also be dilemmas between the different aims of the association. You want to promote international exchange but also want to reduce travels by plane? What can you do about this? Here you can see the personal dilemma of one of the CEOs of a European network who showed us the goals she had, and then which itinerary she had during one week, and it was in the end not possible not to fly, though the number of flights could be reduced.

*Idea: Set yourself a limit of miles you fly per year – a „flight budget“, for the team or the organisation.*

*Accept limitations to how and how much we can reduce our carbon footprint.*

## 4. THE NEUROLOGICAL SHIFT - CERTIFICATION



### The Neurological Shift – or mind change



**Sonja:** Finally let me come to the last step – the neurological shift and the mindchange needed in an organisation. The main idea in SHIFT is to create a new green certification system especially for organisations and networks – there are many such certifications for buildings, but we did not find a satisfying process for organisations. We will be working together with the Green Leisure Group from the Netherlands and are receiving advice from Creative Carbon Scotland..

*MINDSHIFT necessary (see slide below) / Climate adaption aspect -> how to build resilience.*

*Last stage: Environmental sustainability certification or green label for networks. With green leisure group as experts*

## 4. THE NEUROLOGICAL SHIFT - CERTIFICATION



### Green certification for networks & organisations

*Preparatory questions – What do you do? More online in future`Do you organise events alone /in partnership? Do you have a policy or unwritten rules? Actions? Do you monitor your carbon footprint in the office?*

17 PARTNERSHIPS FOR THE GOALS



### Sonja: Preparation Process

- *What do you do? (events & meetings – where? More online in future? Do you organise events alone or with others? Do you own your building? Do you already have a sustainability policy? Or some unwritten rules? Do you already have actions? Do you already monitor your carbon footprint in general or for specific events?*
- *What are your footprint areas?*
- *A letter of intent*
- *Create and organise a certification scheme including Monitoring Process done by Creative Carbon Scotlan*
- *Guidelines / criteria (including a carbon monitoring system)*

### NEUES SLIDE:

*Was ist erreicht, was nicht?*

*Ist also alles sinnlos weil wir so wenig erreichen können? Nein!*

- *Big problem, small solution -> just begin!*
- *Everybody needs to participate*
- *Culture as „firestarter“ of change*

### DILEMMAS

- *Reduce carbon footprint vs. Live encounters*
- *Travel with less carbon footprint vs. More time for traveling*

*Footprint areas:*

- *PLAN – DO – CHECK – ACT*
  - *Make a plan*
    - *Create a Green Team*
    - *Write letter of intent*
    - *Create a sustainable actionplan*

*DO: Comply with guidelines*

*CHECK: Monitoring & Auditing*

*ACT: Annual evaluation, update guidelines, update actionplan and refreshment training*

*CARBON FOOTPRINT AREAS*

- *Office (smallest area, waste, electricity, water, transport etc.)*
- *Activities/Events (catering, printing, technical footprint, goodie bags, social local impact)*
- *Accommodation (Locations and buildings: Ecoglobal hotels, location of it – transport needed?)*
- *Travel (biggest area)*

## 4. THE NEUROLOGICAL SHIFT - CERTIFICATION



### Green certification for networks & organisations

- Letter of intent -> *already signed by us*
- Develop an environmental policy for the association
- Carbon literacy training
- Measuring and budget impact – CO2 calculator
- Collaboration with Green Leisure Group & Creative Carbon Scotland
- Certification
- Guidelines (including carbon monitoring system)
- Adapt the way you create work – integrate the climate impact



**Sonja:** *Here is the plan.*

*Some more thoughts:*

- *Big problem, small solution -> just begin!*
- *Everybody needs to participate*
- *Culture as „firestarter“ of change*

**DILEMMAS**

- *Reduce carbon footprint vs. Live encounters*
- *Travel with less carbon footprint vs. More time for traveling*

*Footprint areas:*

- **PLAN – DO – CHECK – ACT**
  - *Make a plan*
    - *Create a Green Team*
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### *CARBON FOOTPRINT AREAS*

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- *Travel (biggest area)*

## 4. THE NEUROLOGICAL SHIFT - CERTIFICATION



- **Keys to success**
  - Data collection
  - Collaboration, e.g. among SHIFT partners
  - A solid policy framework
  - Awareness building
  - Take small steps but take them
  - Walk the Talk (give an example)



**Sonja:** Here are what we believe are some keys to success

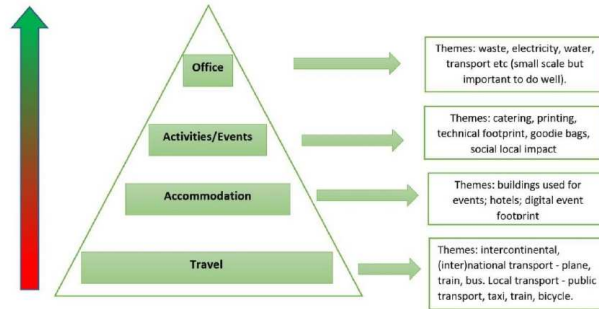
## 4. THE NEUROLOGICAL SHIFT - CERTIFICATION



### Green Certification for networks / organisations



FOOTPRINT AREAS SHIFT ORGANISATIONS



**Sonja:** *These are the areas we will look into*



## 4. THE NEUROLOGICAL SHIFT - CERTIFICATION



So, it's all very easy, isn't it?



**Sonja:** So now I am sure it is all clear – and very easy, isn't it? ;-)

# SHIFT TRAINING

THE GOALS OF SHIFT



Gibt es Fragen?



# SHIFT TRAINING

THE GOALS OF SHIFT



Herzlichen Dank!



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