



# IMAGINE 2020 ART & CLIMATE CHANGE

# Imagine 2020

Create awareness of the causes and effects of climate change

Contribute to the necessary cultural shift for a sustainable future

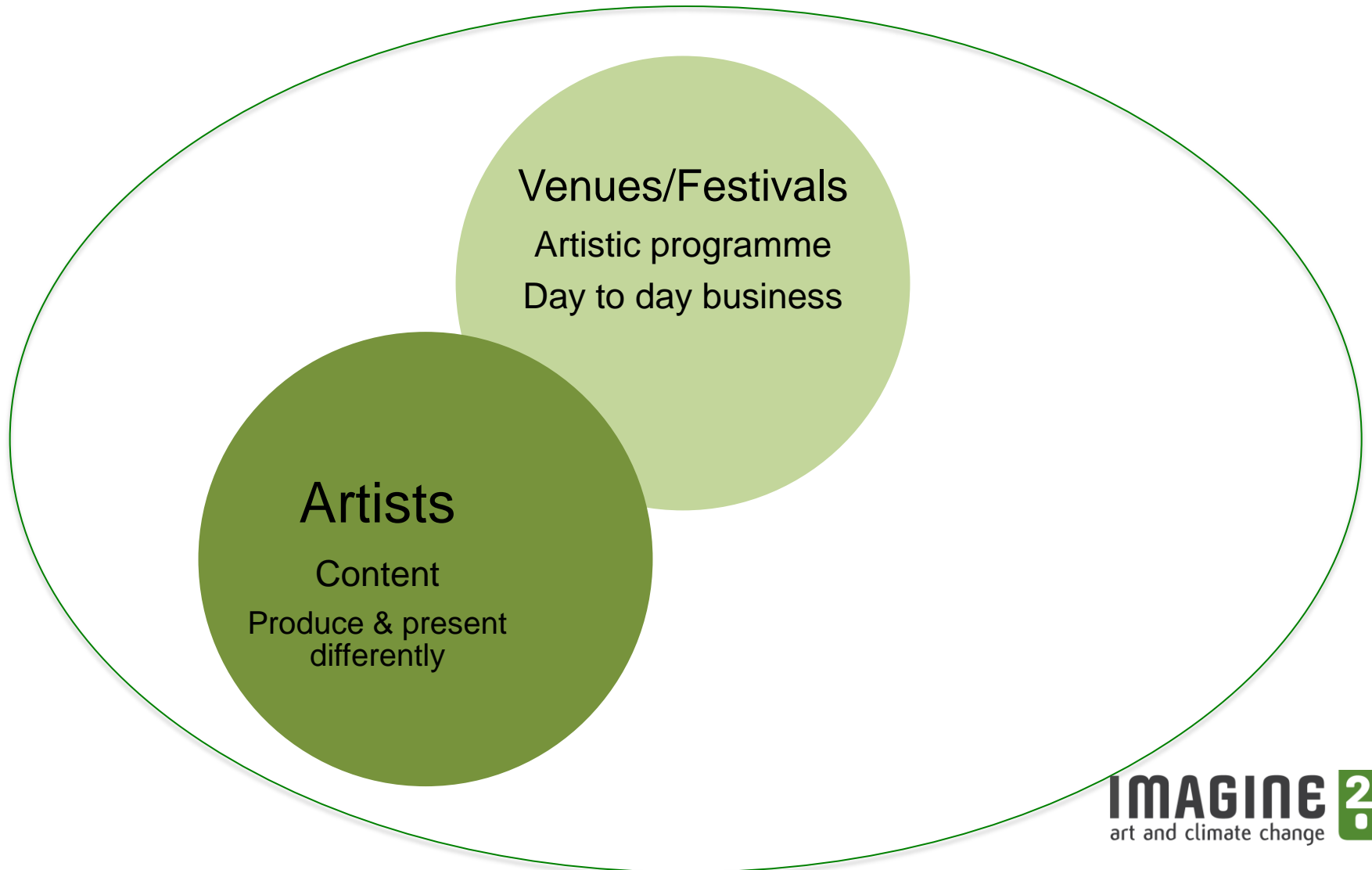
# Imagine 2020

Network  
members

Artists

Partners

# Imagine 2020



# Imagine 2020

## **Core Funding/Policy making**

EU Culture Programme/EACEA  
Municipal/Regional/National

## **Projets/ Project Funding**

Tipping Point, ADEME  
British Council, Foundations  
ONGs: Greenpeace, Oxfam

Partners

# ART and Climate Change?

“Artists of every kind have one overriding **moral duty**, which is to do their work as well as possible. But since that work partly consists of responding to what the world itself is up to, it would be strange if the **best work** being produced didn't take some account, in some way, of what's happening to our climate. **Art is not only about beauty: sometimes it has to warn.**” – *Philip Pullman*

# A European network



# The 2020 network : Thin Ice

6 partners

4 countries

2 years (June 2008 – May 2010)

|                 |                  |
|-----------------|------------------|
| Kaaitheater     | Brussels (BE)    |
| Théâtre Le Quai | Angers (FR)      |
| Domaine d'O     | Montpellier (FR) |
| LIFT            | London (GB)      |
| Artsadmin       | London (GB)      |
| Bunker          | Ljubljana (SI)   |





# 2020 network: IMAGINE 2020

11 partners

9 countries

5 years (July 2010 – June 2015)

Thin Ice Partners +

R'damse Schouwburg Rotterdam (NL)

Kampnagel Hamburg (DE)

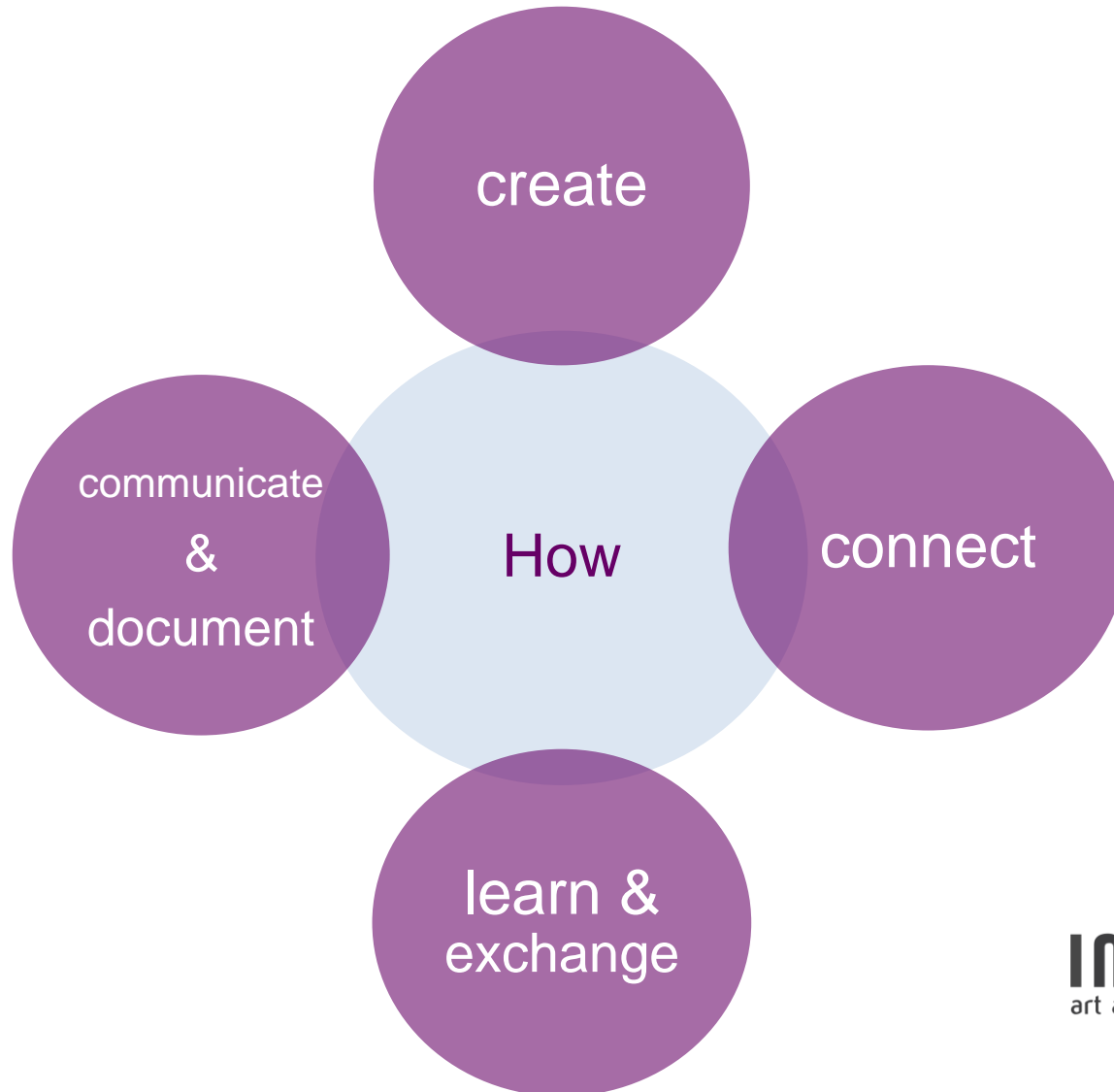
Transforma Torres Vedras (PT)

Domino Zagreb (HR)

NTIL Riga (LV)



# Imagine 2020



# Actions

create

commissions

co-productions

presentation of existing work  
(festivals, throughout the season)

=> artists who act as agents for  
change

# Create

## Artists

Stan's Cafe (UK) / Kate McIntosh (NZ) / The Laboratory of Insurrectionary Imagination (UK) / Vertical Détour (Frédéric Ferrer) (FR) / Rosas – A.T. De Keersmaeker (BE) / Collectif Argos (FR) / Lulu Baladart (FR) / Eva Meyer-Keller (DE) / Kris Verdonck (BE) / Martin Nachbar (DE) / Jeroen Peeters (BE) / SPACE (NL) / Pierre Lafon & Hiromi Koshiwagi (FR/JP) / Richard Dedomenici (UK) / Bart Vandeput – Bartaku (BE) / Tanja Radez (SI) / Ricky Seabra (BR) / Nina Bozic (SI) / Camille Boitel (FR) / Marko Jastrevski (HR) Amy Sharrocks (UK) / Lemn Sissay (UK) / Alexander Nieuwenhuis (NL) / Platform (UK) / Emergency Exit Arts (UK) / Tretaroka (SL) / Ishrat Nishat (BD) / Cape Farewell (UK) / Gosie Vervloessem (BE) / Angelo Vermeulen (BE) / Ackroyd & Harvey (UK) / Via Negativa (SI) / Rosa Casado & Mike Brookes (ES/UK) / Elena Fajt (SI) / Phia Ménard, (FR) / Rachid Ouramdane (FR) / Jan Ritsema (BE) ...

# Frédéric Ferrer / Cie Vértical Détour

« The question of climate change forces us to think and to re-thing mankind and his relationship to the world. This is what feeds my desire to create, not the will to deliver any sort of message.

– Frédéric Ferrer

# Frédéric Ferrer / Cie Vértical Détour

## The Global Warming Chronicles

*Mauvais Temps (Bad weather/Bad times)*

*Kyoto Forever*

*Comment j'ai appris à ne plus m'en faire et à aimer  
le réchauffement climatique*

Cartographies 1, 2, 3

# Role of the artist/ Role of the organisation

*Cultural institutions want to suggest solutions with the help of the artists. Do you think that this sort of positioning is possible?*

“ Yes, and perhaps more than a positioning of the artists themselves. Mixing together artists working in different fields, different art forms, could allow the cultural institutions to think tomorrow’s world and to invent leads and proposals. But artists can very easily be at the core of such reflections.”

# Davies Freeman/ Random Scream

## Expanding Energy

Day long event with debates, performance,  
music & party

*7 Promises* – 1 promise/1 shot of vodka

Co-produced by Kaaitheater, Rotterdamse  
Schouwburg, presented by Bunker, and  
Kampnagel, ...



# Actions

connect

connections with scientists, policy makers, civil society leaders

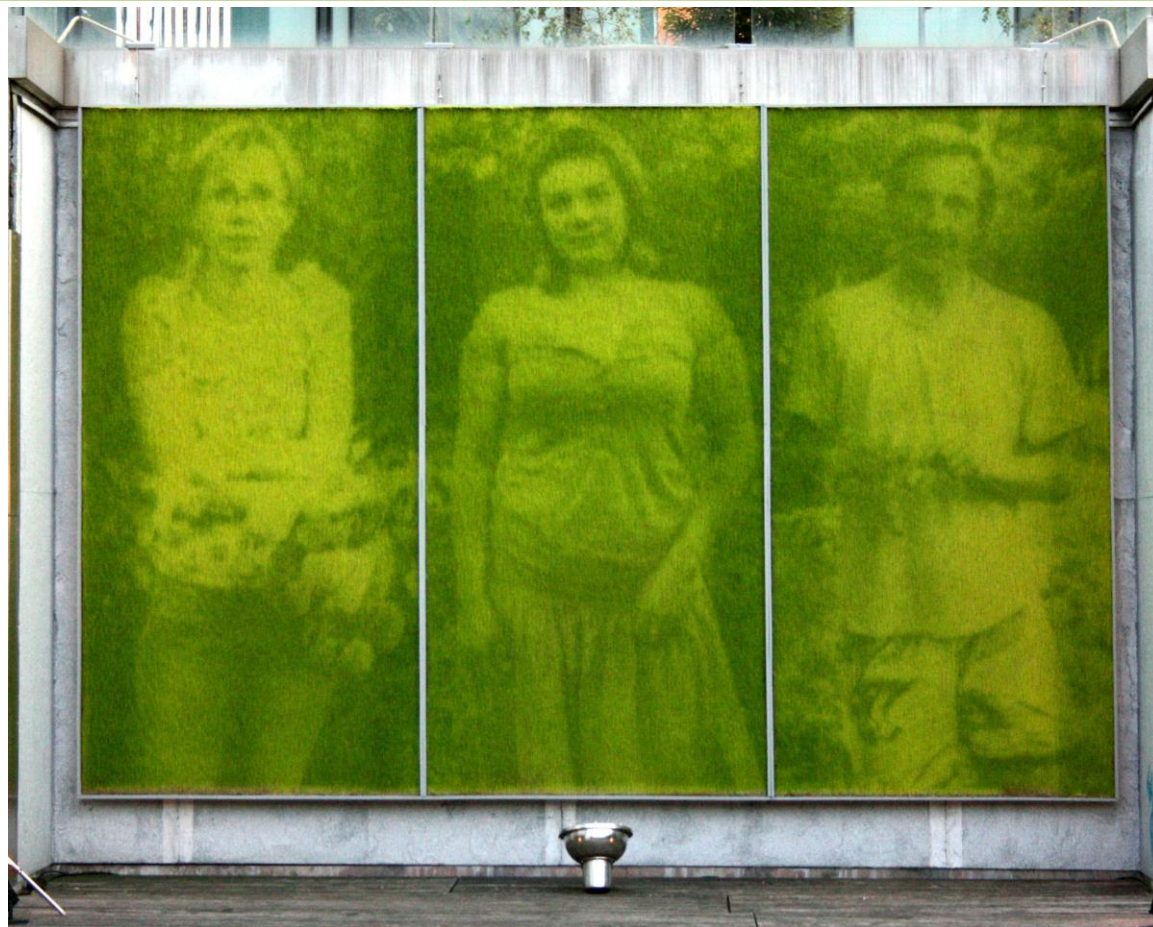
local

national

european

worldwide

# Ackroyd/Harvey



# Bunker/Ljubljana



# New Economics Foundation (NEF)

## The Great Transition

Great Revaluing (« good » things cheap and « bad » things expensive)

Great Redistribution (of income and wealth)

Great Rebalancing (different markets)

Great Localisation (« subsidiary » system)

Great Reskilling (local production = different skills)

Great Economic Irrigation (different taxation)

Great Interdependance (international context)

## Commissioned Films, Performances, talks

# Actions

learn &  
exchange

shared concepts  
analysis of activities  
sharing of research results and  
experiences

learning activities  
summer academies  
web-site

# IMAGINE 2020

- Imagine 2020 Green Rider to go with all artists' contracts
- Ecological charters to be adopted by all staff
- Resources for artists, staff, and other festivals and venues on the Imagine 2020 website

# Actions

communicate  
&  
document

dissemination of results

internal and external communication

joint documentation of activities =>  
create a cultural memory



# European Union

On-going contact with EACEA and DG Education & Culture (white paper on The role of culture in EU Climate Change policy)

## Culture Programme 2014-2020

- Contribution through European Commission « Your Voice in Europe » initiative and « We are more » culture campaign
- Culture in Motion Conference and stakeholder consultation – February 2011





# Kyoto Forever

- Co-production Le Quai
- Contact with ADEME / Jean-Pierre Tabet
- Participation at UN climate conference in June 2008
- Audience outreach programme in Angers
- New audiences
- Presentation at domaine d'O



# Role of the artist/ Role of the organisation

“ The call to which I responded fitted into something that I wanted to do. I did not feel trapped by it in any way. Quite to the contrary, it allowed to trigger something that I had already thought of creating.

It was not an order. It can resemble the way in which today’s attention to climate change is felt: whether in a framework of international negotiations or at the level of the individual, you can reduce your impact if you want to. Nothing needs to be experienced as an order from the outside.”



# Eco-Responsibility

- **Coherence** between artistic programme and day to day running of the organisation
- Ambitions according to the local, national and cultural context
- Develop eco-responsibility **charters**
- Integrate **creative solutions** into artistic contracts and a **green rider**
- Provide **ressources** via the web-site

# Le domaine d'O

- 32 hectares of **public parc**
- **Committed management** - founding member of THIN ICE and IMAGINE 2020 networks
- **New management and concept in 2009** with a strong focus on art & climate change

# Le domaine d'O

- Climate change at the core of the artistic programme
- Dialogues between artists and scientists (Tipping Point conference; European Researchers' night; « Science Fiction » project; monthly open discussions with scientists)
- Outreach and exchange programme with universities and schools
- Summer academy in August 2011

# Eco-responsibility

Real actions:

- ✓ Electric cars
- ✓ Local and organic products for bar and events
- ✓ Reduced number of printing materials, all vegetable ink based
- ✓ Gradual reduction of pesticides in the parc
- ✓ Eco-charter signed by all employees

To come: Solar panels, shared vegetable gardens



# Le domaine d'O

## Employees' Eco-charter

« I commit to respect the Charter and follow the suggestions of simple gestures listed below in order to safe our environment”

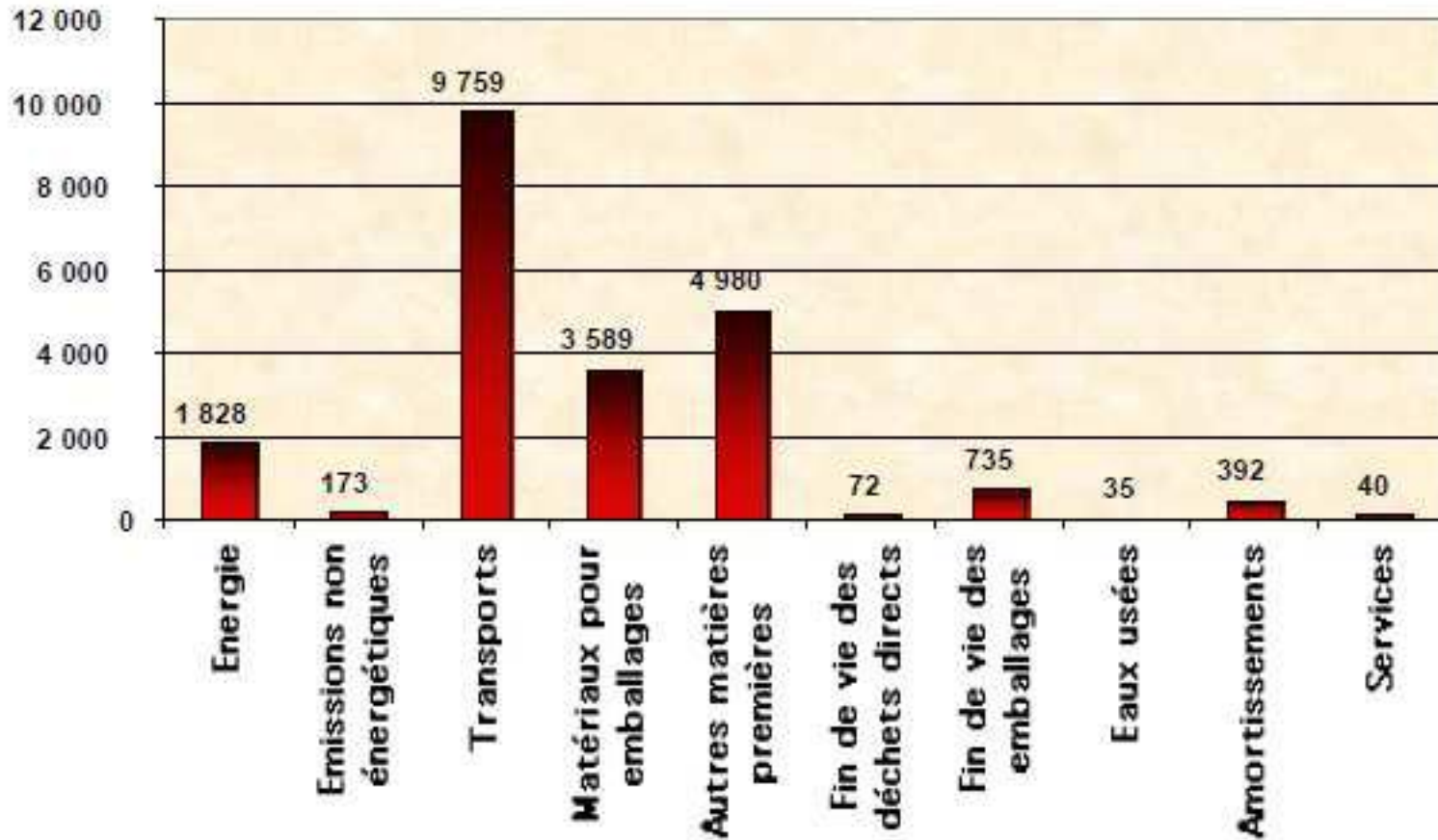
# Le domaine d'O

## Employees' Eco-charter

7 articles

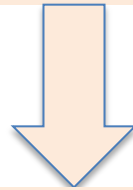
- 1) Gas and electricity
- 2) Water
- 3) Paper
- 4) Biodiversity
- 5) Transport
- 6) Sub-contracting/Purchasing
- 7) Waste

# Carbon Audit



# Le domaine d'O

Assessment of current situation & fixing objectives



Simple and effective measures

I switch my computer off

I print less and always two-sided

I car-share with colleagues

When sub-contracting, I make sure the contract contains an environmental and social clause

...

# Le domaine d'O

Joint effort by all partners

- Artists
- Festivals in the domaine
- Audiences
- Other partner institutions: Universities, Schools,  
...

# Motivating your team

## Why commit?

- For the **intrinsic value** of the **environment**
- For a **positive image** and identity of the organisation
- For **mid-term** and long-term **savings**

# Motivating your team

## Study Terra 21 / ADEME

- 31,88 % want **credible, feasible, and concret** measures
- 13,09 % want to be **consulted** and **volunteer**
- 9,66 % want to clearly understand how the measure **contributes to sustainability**