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Performing Arts

Green Mobility

On-the-Move commissioned creative industries environmental experts **Julie's Bicycle** to write Europe's first **Green Mobility Guide for the Performing Arts**.

The Guide to Environmentally Sustainable Mobility for Performing Arts offers practical recommendations for professionals across the performing arts, case studies and resources, including the Julie's Bicycle "IG tool" for tracking carbon emissions while on tour.

<http://vimeo.com/24775248>

Check out the video and report on the new guide published by **Nordic Culture Point**

We invite you to get inspired by other **experiences in the arts world** - Drom Cultura, IETM/Australia Council for the Arts, Imagine 2020 network, festivals such as Noorderzone, Electrosmog and Alkantara and many others - and raise your awareness of the impact of all our choices onto the environment and what can be done to make a difference!

Have you heard about biofuels? Carbon footprint? Embodied energy and carbon? Emissions trading? Green Champions? Not really sure about what it means? Check the **Glossary**.

Keep on being mobile yet take into account our environment too!

Alison Tickell, Director of **Julie's Bicycle** said:

“Over the last five years sustainability issues have, at last, been recognised as significant and of relevance to the cultural sector. Sustainability touches all aspects of our creative sectors. It stimulates carbon as well as financial savings, communicates a positive brand to audiences and artists, pre-empts regulatory demands and builds resilience into our future business models. This piece of work is an attempt to address the core problem – moving productions contingent on travel and transportation – as sustainably as possible. The performing arts are characterised by creativity, resourcefulness and innovation. This guide hopes to galvanise these qualities and inspire greater ambition so that, together, the arts can play a pivotal role in our future.”

DOWNLOAD the [Green Mobility Guide](#) pdf.

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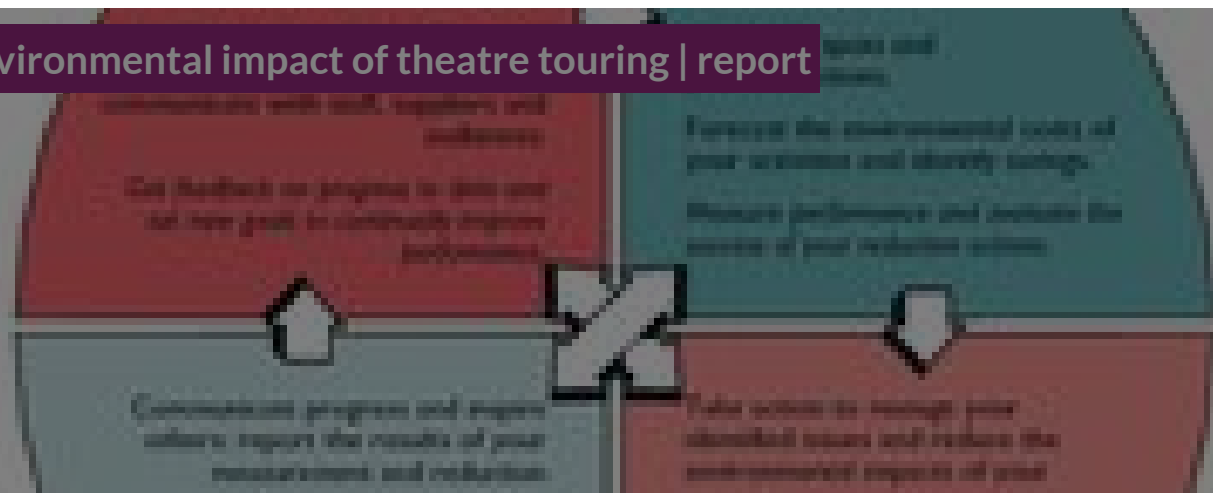
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