



making
music

ACT GREEN 2023: REPORT

Understanding audience attitudes towards the
role of cultural organisations in tackling the
climate emergency

Who is involved with the Report?

- **Indigo:** Audience research specialists for the cultural sector. Find out more: [Indigo Share overview | Indigo \(indigo-ltd.com\)](#)
- **Act Green** is an Indigo Share: Hot Topic. Designed to respond to current sector challenges and the changing environment. [Share: Hot Topic | Indigo \(indigo-ltd.com\)](#)
- **Act Green 2023 report:** understanding audience attitudes towards the role of cultural organisations in tackling the climate emergency. [Act Green 2023: Report released | Indigo \(indigo-ltd.com\)](#)

Summary of key findings:

- Cultural audiences are concerned about the climate emergency
- Organisations are not doing enough to reduce their impact
- Not communicating what they are doing to reduce their impact effectively
- Audiences want to play their part to help organisations fulfil their sustainability goals but need information and infrastructure to help them do that

Summary of key findings:

- Audiences see cultural organisations having a role in leading the way and facilitating conversations about the climate emergency
- Believe that cultural organisations have a unique power to influence society at all levels
- Do not want to feel they are being told off or ‘preached at’

Audiences want information

- 3 in 4 audience members said they wanted more information from organisations about how they can act more sustainably when engaging with them
- More information on how audiences can support organisations to be more sustainable
- Share sustainability policies with audiences

Audience travel to venue

- Providing information about how to travel more sustainably as part of the visit
- Installing or signposting to facilities to support sustainable travel
- Providing online tools to help plan the most sustainable route
- Offering ways to carbon offset the journey
- Tracking audience travel methods to help circulate the organisations carbon footprint
- Setting up a car sharing scheme

Avoiding being 'preachy' and Greenwashing

- Audiences do not want to feel that they are being preached at
- Transparency
- Be open about the challenges
- Share your goals and progress

Some Statistics

- 87% of cultural audiences are worried about the climate crisis
- 94% expect organisations to be reducing and recycling waste
- 93% expect organisations to ensure they are as energy efficient as possible
- 77% think cultural organisations have a responsibility to influence society about the climate emergency

Link to the Report

[Act Green 2023: Report released | Indigo \(indigo-ltd.com\)](https://www.indigo-ltd.com/act-green-2023-report-released)