

Centre for the Moving Image

Environmental Policy

February 2019

The Centre for the Moving Image, through the Edinburgh International Film Festival, Filmhouse and Belmont Filmhouse, is committed to managing its environmental impact, and to continuing to actively find ways to reduce our carbon footprint. This is done alongside, and as part of, the Festivals Edinburgh Environmental Strategy, working closely with the City of Edinburgh Council, Aberdeen City Council, Creative Scotland and Creative Carbon Scotland.

We are pleased to hold Green Venue status from Creative Carbon Scotland for 2016 and to be part of the Green Arts Initiative. CMI has an active 'Green Team' that aims to find new ways to improve our sustainability and environmental engagement with our audiences.

Statement of Policy

The CMI aims to achieve ever-improving environmental performance across the all of its activities. By setting ambitious environmental sustainability goals and working to achieve them, we will:

- Be fully accountable for the **accurate measurement and monitoring** of our energy use and waste stream.
- **Reduce our impact** on the environment by: minimising energy use; maximising re-use and recycling; and addressing other environmental impacts to the greatest extent possible.
- **Embed environmental awareness** in all areas of the CMI's business and operations.
- **Engage directly** with staff, customers, delegates and guests regarding environmental best practice, and encourage them to reduce their own environmental impacts.
- **Collaborate** with relevant agencies and other festivals, venues and industry partners to develop and implement best practice across the sector.
- **Exceed legal and policy guidelines** relevant to environmental sustainability in the cultural sector and the film industry, or otherwise applicable to our business.

Specific Objectives

In line with our policy commitments, the CMI has set a number of specific objectives. These include:

- Continually measure our electricity, gas, waste, water and travel figures in order to establish a precise and accurate understanding of our main environmental impacts.
- Seek to reduce energy use and all forms of materials consumption (target 5% electricity reduction by 2021).
- Recycle as much as we can, including food waste, batteries, DVDs, paper, electrical waste and ink toners.
- Arrange regular Green Team meetings with a view to developing and implementing ideas to improve our environmental sustainability (target minimum four meetings per year).
- Support departmental green champions to push for progress on environmental sustainability and staff buy-in at a granular level across the organisation.
- Nurture professional contacts with similar organisations to ensure we understand best practice and to allow us to feed new ideas into the wider culture, when possible.
- Upgrade our buildings and associated infrastructure so as to reduce environmental impact.
- Work toward achieving ISO 20121 certification by 2021.
- Work toward achieving silver certification in the Resource Efficient Scotland environmental pledge by 2021, building on the bronze certification we secured in 2016.

Current and Planned Measures

The CMI is already doing a lot to work towards our specific policy objectives, and we have more measures in the pipeline. Here is a summary of our current and planned environmental sustainability measures:

Measuring, Monitoring and Reporting:

- Detailed monitoring is already routine for electricity, gas, waste, and water consumption, with plans to improve tracking of staff travel.
- Steps to improve our recording methods have included the installation of new smart meters with plans to link these meters with our current online system for measuring meter readings.
- We have been recording and reporting our annual meter readings since 2014, aiming to improve our performance year on year.

Reducing Consumption and Waste:

- Working with our waste partners Changeworks, CMI currently recycles more than 80% of its waste stream including food waste, batteries, DVDs, paper, electrical waste and ink toners. Most of the remainder goes into an energy-from-waste programme.
- All takeaway cups from our Café Bar are biodegradable and we use recyclable office supplies and other materials wherever possible.
- Recycling stations are positioned conspicuously in public and staff areas.
- We encourage recycling through instructional posters, Green Arts initiative branding, and staff engagement.
- We plan to be more systematic about using the most environmentally-friendly travel option available i.e. train journeys for UK travel, direct flights for international travel.

Staff Engagement:

- We hold regular Green Team meetings with staff from across the business, including the CEO.
- We have assigned Green Champions to help monitor and encourage recycling across the organisation.
- Information on our environmental sustainability practices are included in all job descriptions and staff contracts as well as in the Staff Handbook and EIFF staff induction manual.
- As a matter of policy, all meeting agendas include a line for Environmental considerations.

Audience and Partner Engagement:

- Green Arts Initiative branding and information is included on our websites and in our brochures.
- We have added additional biodegradable recycling bins.
- We have created new posters to help encourage recycling throughout the building.
- We provide information on available cycle parking and best public travel options on our brochure map.
- Last year we added an 'Environmental Commitment' section on our websites where our Environmental Policy is available to view.
- Through our programming, we provide a platform for films and debate about environmental issues. This includes staging festivals like Take One Action and Africa in Motion, and running EIFF Industry events in partnership with Creative Carbon Scotland that focus on green practices in filmmaking.
- We plan to start publishing green news stories on our websites on a regular basis.

- We plan to be more systematic about communicating our Environmental Policy to new and existing suppliers/partners.

Building and Infrastructure Improvements:

- Resource Efficiency Scotland have carried out environmental audits on both Filmhouse and Belmont Filmhouse buildings.
- We have upgraded the Filmhouse boilers and heating control systems, cutting our annual gas usage by an average of 40% in volume.
- We have installed automatic doors at Filmhouse's public entrances, which significantly reduce energy loss.
- We have installed LED lights in Filmhouse Cinema 1, which operate at just 3% of previous energy consumption. We plan to upgrade to LED lighting systems across our premises as soon as funds become available to do so.
- We have installed energy efficient hand dryers in public bathrooms, which have reduced the quantity of paper towels used.
- We have invested in digital network infrastructure for film delivery, which reduces physical shipping by road and air freight.