



# CULTURE AND SUSTAINABILITY IMPLEMENTATION GUIDE

## Executive Summary



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# EXECUTIVE SUMMARY

This study is an extension of the report carried out in 2018 on culture and sustainability designed to update the state of affairs regarding the relationship between culture and sustainability and also to prepare practical guidelines to help cultural sector organisations adopt sustainable development measures in the environmental area.

To achieve these aims, an exhaustive review of the existing proposals would be made, covering the international and state level and autonomic areas, and the most relevant ideas would be synthesised in the preparation of a practical action guide which would include a battery of useful implementation tools.

The first step in the analysis of the current state of the relationship between culture and sustainability would be to set the definitions of *sustainable development* and *culture* on which the report will be based.

**Sustainable development** can be defined as the satisfaction of the needs of the present generation without compromising the capacity of future generations to satisfy their own needs, and is made up of three basic mainstays which must be achieved in a balanced form: **economic development, social development and environmental protection**.

**Culture** can be defined as the set of activities which can be consumed or produced, and which generate an impact on the agents involved. The concept is related to participation in cultural, artistic and creative activities, from both the angle of cultural consumption habits and cultural production.

Despite the evidence of the existing link between culture, progress and development, when sustainability is included as an essential factor in development, the cultural area seems to be relegated to the background in political agendas.

When the concept of sustainability reaches the international public agenda, the first statements, reports and guides develop the concept theoretically and justify the importance of committing to sustainable development at a global level. However, the first works concerning sustainable development are closer to declarations of good intentions than to guidelines for real implementation.

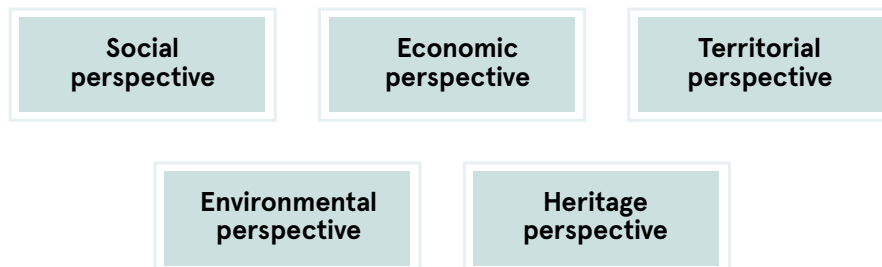
- 1.** Initially, this catalogue of good intentions would be laid out in specific objectives which the approval of Agenda 2030 would commit to, by carrying out an initial exercise to specify between the theoretical benefits of sustainability and the need to mark specific milestones
- 2.** Secondly, the urgent situation would entail the transfer of generic guidelines to more specific objectives, because factors such as the persistence of large inequalities, the climate emergency, the exhaustion of natural resources, etc. make evident the need to work consistently to change the direction of current development.

**3.** Thirdly, the specific preparation of action guidelines and plans would begin, first generically and driven mainly by public institutions and, later, more specifically for sub-sectors of both the creative and cultural fields.

The context of global emergency is what speeds up advances in the debate on development, making evident the need to put into practice effective actions imminently. This situation of need leads to a change in the theoretical debate, which must lead to the definition of specific, practical and operative proposals allowing different companies, organisations and private citizens to apply sustainability criteria.

Work has been done from the cultural sector with the proven premise that culture is essential for the advance of sustained development, and this has led to the current emergence of numerous initiatives committed to guiding the sector towards more sustainable practices. The report analyses 3 generic and cross-sectional guides and 5 specific sectoral guides, mainly linked to music festivals and audiovisual productions.

Reality shows that in the cultural field, sustainability solutions can be applied from multiple perspectives, but the will to set boundaries involves the need to specify the concept of sustainability to make it operative. This report shows that the cultural aspect of sustainable development is configured by the inter-relationship between 5 differentiated perspectives from which culture as a field of action can contribute to improving sustainability.



Despite the fact that all perspectives influencing sustainability are essential, the will to specify means that the recommendations and actions covered in this guide focus on the environmental perspective of sustainability, contributing to the need to act urgently in the current climate crisis. In the field of environmental sustainability, action is being taken on three key fronts:



This report proposes the preparation of an action guide for those cultural and creative sector organisations wishing to adapt their activities to environmental sustainability criteria. To adapt this practical guide to the great diversity existing in the cultural sector, potential activities and organisations linked to the creative and cultural industry are sorted according to classification criteria and specific grouping axes. The recommendations would be then classified according to fields of action adaptable to each of the proposed groupings.

Division into classification criteria and grouping axes allows the recommendation guide to become operative for all organisations linked to the creative and cultural industries sector, whatever specific activity they carry out.

Classification of organisations and activities		Classification of recommendations by fields of environmental incidence		
Classification criteria	Grouping axes	Generic	Fields of action	Recommendations
Seasonality	Ephemeral activities		Mobility	Specific recommendations for the field of mobility
	Stable activities		Use of raw materials	Specific recommendations for the field of raw materials consumption
Space	Installations and equipment		Energy	Specific recommendations for the field of energy
	Environment		Waste	Specific recommendations for the field of waste
Public	Mass activities		Water	Specific recommendations for the field of water
	Small format activities			
Activity profile	Live activities		Shopping and consumption	Specific recommendations for the field of shopping
	Industrial activity			

The different typologies of organisations making a more or less intensive use of resources linked to these six fields of environmental incidence.

	Mobility	Use of raw materials	Use of energy	Waste generation	Use of water	Shopping and consumption
Ephemeral activities	More intensive use	Less intensive use	More intensive use	More intensive use	Less intensive use	Less intensive use
Stable activities	Less intensive use	Less intensive use	More intensive use	More intensive use	Less intensive use	More intensive use
Installations and equipment	Less intensive use	Less intensive use	Less intensive use	Less intensive use	More intensive use	More intensive use
Environment	Less intensive use	Less intensive use	Less intensive use	More intensive use	Less intensive use	Less intensive use
Mass activities	More intensive use	Less intensive use	More intensive use	More intensive use	More intensive use	More intensive use
Small format activities	Less intensive use	Less intensive use	Less intensive use	Less intensive use	Less intensive use	Less intensive use
Live activities	More intensive use	Less intensive use	More intensive use	Less intensive use	Less intensive use	Less intensive use
Industrial activity	More intensive use	More intensive use	More intensive use	More intensive use	More intensive use	More intensive use

More intensive use
  Less intensive use

From these classifications, an action guide is prepared including specific recommendations and proposals to apply in each of the listed fields of environmental incidence. Each type of organisation or agent, according to the type of activity, must adapt this action guide giving greater or lesser importance to the different fields of application according to the specific needs of their sector and the activity they carry out.

The action guide is accompanied by a set of tools, some already consolidated and some still in the process of consolidation, which are useful for the implementation of the listed recommendations.

Consolidated tools	Emerging tools
Current legal framework	Action guides
	Impact assessments
Environmental certification systems	Action plans
	Impact indicators

The analysis carried out for the preparation of this report allows us to conclude that the majority of practical implementation guides produced in Spain have been action guides aimed at music festivals and audiovisual productions. Mass activities and the more industrialised activities are the two most controversial action fields with regard to pollution of the environment and, additionally, they are the activity sectors that have carried out most actions to adapt themselves to environmental sustainability requirements.

The holding of large mass events is against sustainability criteria from its own conceptualisation and, consequently, more effort has been made to make practices, projects and events sustainable, which, by their own definition, they are not; and to adopt measures aimed at compensating for their negative impacts. Those fields of the cultural sector with less pollutant activities have not made the same effort to adapt themselves to sustainability criteria.

This guide aims to direct the action of those cultural companies, organisations, entities or agents wishing to adapt their activity to environmentally responsible criteria.

