

# Sustainability approach

**2025-2027**

The document is reviewed on an annual basis by our Board of Trustees and updated as and when necessary.

Date of update	Trustee
30 December 2024 (Created)	Liz Carter



## Our Approach

Applause is a charitable organisation that creates opportunities for people in rural and culturally under-served places to reimagine their communities through creative and cultural experiences. We recognise sustainability as the on-going activity of ‘meeting the needs of the present without compromising the ability of future generations to meet their own needs’ (United Nations Brundtland Commission, 1987).

Each year, through our touring programmes, Applause reaches over 140 communities, 35,000 audience members and more than 500 volunteers. The biggest positive impact we can have on sustainability is through our work in bringing people and communities together and offering an opportunity to engage people in changemaking at a local level.

Our approach is to:



## Core principles

This document explains our approach to sustainability so we may clearly communicate it to our staff and freelancers, to the artists and promoters we partner with, to our audiences and to Arts Council England who invest in our work.

Our approach will be reviewed at least annually by our Board of Trustees and updated as necessary. Our action plan will be a standing agenda item at Senior Management and Board meetings. We will also report annually to Julie’s Bicycle/Arts Council England (ACE) Applause is committed to the following Sustainability Principles (SPs) which we have aligned to the Arts Council England Investment Principles (IPs).

<b>Applause Sustainability Principles</b>	<b>Arts Council England Investment Principles</b>
<p>Responsibility - Reducing our negative impacts on the environment because we are all dependent on our living planet and on one another.</p>	<p>Environmental Responsibility</p>
<p>Partnership - Working collaboratively with our stakeholders to maximise the positive impact of our work and to co-create best practice.</p>	<p>Dynamism Inclusivity &amp; Relevance</p>
<p>Leadership - Stepping up our role with artists and community volunteers to forge shared cultural ambition and creative leadership for the benefit of society and the environment.</p>	<p>Dynamism Ambition &amp; Quality</p>
<p>Transparency - Being honest and open about the decisions we make and activities that impact people and the environment through our reporting and communications.</p>	<p>Environmental Responsibility Inclusivity &amp; Relevance</p>
<p>Improvement - Reviewing our achievements and setting new targets for improvement each year to weave our vision for sustainability through all our activity.</p>	<p>Ambition &amp; Quality</p>

## Overview of action plan

To meet our commitments, our key activities over the next 4 years will be around:

- 1. Responsibility
- 2. Partnership
- 3. Leadership
- 4. Transparency
- 5. Improvement

	Take action ourselves	Inspire and activate others
2024	<p style="text-align: right;"><b>DELIVERED</b></p> <p>Develop the role of our Environmental Board Champion.</p> <p style="text-align: right;">1</p>	<p style="text-align: right;"><b>IN PROGRESS</b></p> <p>Continue to collect and monitor responses from artists on how they are limiting waste and designing to re-use materials.</p> <p style="text-align: right;">2</p>
	<p style="text-align: right;"><b>DELIVERED</b></p> <p>Have a member of our team certify as Climate Literacy trained.</p> <p style="text-align: right;">5</p>	<p style="text-align: right;"><b>DELIVERED</b></p> <p>Deliver sustainability away day for trustee and staff.</p> <p style="text-align: right;">3</p>
	<p style="text-align: right;"><b>DELIVERED</b></p> <p>Have a member of our team undertake Climate Fresk facilitator training.</p> <p style="text-align: right;">5</p>	<p style="text-align: right;"><b>IN PROGRESS</b></p> <p>Review our Programming Policy with a sustainability lens and weave in our SPs.</p> <p style="text-align: right;">5</p>
2025	<p style="text-align: right;"><b>DELIVERED</b></p> <p>Publish our Sustainability Strategy on the website.</p> <p style="text-align: right;">4</p>	<p style="text-align: right;"><b>DELIVERED</b></p> <p>Sign the <a href="#">Creative Medway</a> Environmental Sustainability Pledge with our own pledges.</p> <p style="text-align: right;">4</p>
	<p>Change the way we use IT to reduce carbon emissions.</p> <p style="text-align: right;">1</p>	<p>Explore options to reduce travel emissions starting with our own community via CreativeTW and Amplifi.</p> <p style="text-align: right;">1</p> <p style="text-align: right;"><b>DELIVERED</b></p>
	<p>Offer ethical pensions options to all staff.</p> <p style="text-align: right;">5</p>	<p>Offer soundings with promoters/ artists and include environmental sustainability section in newsletters.</p> <p style="text-align: right;">3</p>
	<p>Continue buying locally and choosing suppliers whose vision and values are aligned with our own.</p> <p style="text-align: right;">2</p>	<p>Share our approach to sustainability with key partners whose vision and values align. Start the conversation on how we grow impact together.</p> <p style="text-align: right;">2</p>

	Take action ourselves	Inspire and activate others
	Review what we measure with the intention of widening our carbon emission data pool. 1	Climate Fresk training delivered to wider team and board. 5
	Publicise our activities to help build trust in Applause as a forward-thinking organisation. Align to awareness days e.g. during National Recycling Week share news of our artists repurposing materials and using the Theatre Green Book. 4	Second member of staff or board Climate Literacy trained. 5
	Publish our Sustainability Approach on the website 4	Publicise our activities to help build trust in Applause as a forward-thinking organisation. Align to awareness days e.g. during National Recycling Week share news of our artists repurposing materials and using the Theatre Green Book. 2
2026	Review our EDI policy and recruitment practices to align to social impact objectives as a responsible employer. 5	Explore opportunities with Eventotron for a data plan that supports collection of data we need to support our approach. 2
	Maintain a reduction in our own operational emissions against our baseline. 1	Work with artists to choose credible carbon offsetting for tours 1