



CREATIVE CLIMATE CHARTER

The Creative Climate Charter is a commitment from the UK Creative Industries to mobilise ambitious action on the climate and biodiversity crisis.

We are coming together to bring our collective imagination, economic influence and leadership to this huge challenge and take action now.

As storytellers, creators, communicators, designers and educators, we have a unique ability to be role-models for change. We will reduce our own environmental footprints in line with the science and will measure the progress that is made on this. We will find practical and scalable solutions. We will use our collective voice and creativity to catalyse ideas and connect with people and communities all over the UK and internationally. And we will act on our responsibility to ensure a just and equitable transition, acknowledging the causes of the climate crisis, and that those with the least responsibility for causing climate change are experiencing the worst consequences.

We recognise the different targets and priorities of the governments of the UK, Northern Ireland, Scotland and Wales. We also recognise the diversity of our sector, including the large number of small businesses and freelancers.

As major generators of employment, social cohesion and international renown, we have a huge, yet to be fully realised, potential to bring about positive and enduring change for current and future generations.

To meet the aims of this Charter, we will commit to eight principles:

- 1. Targets and pathways:** Set ambitious, measurable targets to minimise the negative environmental impacts of our work in line with the science. Commit to reaching net zero and take action to meet legal targets to reduce Greenhouse Gases.
- 2. Creativity:** Engage our audiences in climate action through storytelling and inspiring narratives that drive positive change and challenge disinformation.

Use our creativity and innovation skills to find, and where possible scale, climate solutions that recognise the systemic changes required.

- 3. Stewardship:** Work in a resource-efficient way and demand the same of our value chains and partners. Commit to the principles of the circular economy, the 3 Rs (Reduce, Re-use, Recycle) and nature-based, regenerative solutions.
- 4. Learning:** Ensure the climate crisis is prioritised in how we work, and in our governance. Provide environmental training, tools and learning opportunities for the creative workforce. Continually learn from each other and from initiatives outside the creative industries.
- 5. Advocacy:** Speak up and out about the climate and biodiversity crisis, to raise awareness and drive positive action with government, colleagues, partners and the public. Champion existing initiatives within the creative industries and grow our collective capacity to shape and influence the wider debate.
- 6. Collaboration:** Strengthen partnerships and collaborate with our peers, supply chains and stakeholders to drive tangible actions. Jointly support one another, sharing knowledge, prototyping and championing solutions together nationally and internationally.
- 7. Just transition:** Recognise the ethical imperative of the just transition and take action to support it.¹ Ensure the engagement and inclusion of the full and diverse range of people and voices that the creative sector encompasses.
- 8. Accountability** Where possible, and relevant, regularly report and publish our progress to the Creative Industries Council. Ensure environmental performance is included as a key metric within our governance and public reporting. Share relevant and meaningful data that tracks progress on decarbonisation (mitigation, adaptation, net zero), and nature positive impacts. We commit to honesty and transparency to avoid greenwashing and green hushing.

¹ According to the UN CPD, the 'just transition' is "broadly defined as ensuring that no one is left behind or pushed behind in the transition to low-carbon and environmentally sustainable economies and societies" - ([United Nations, Committee for Development Policy, Report excerpt on the Just Transition, 2023](#))

The IPCC highlights the importance of just transition within Equity and Inclusion policy – "Prioritising equity, climate justice, social justice, inclusion and just transition processes can enable adaptation and ambitious mitigation actions and climate resilient development" - ([IPCC Climate Change Synthesis Report, 2023](#))

This is also understood within a national policy context. For the Scottish Government's [Just Transition Commission](#) "a just transition is both the outcome – a fairer, greener future for all – and the process that must be undertaken in partnership with those impacted by the transition to net zero. It supports a net zero and climate resilient economy in a way that delivers fairness and tackles inequality and injustice".

Notes:

The Creative Industries

The Creative Industries Council represents the industries that DCMS has defined, which includes: advertising and marketing; architecture; crafts; design and designer fashion; film, TV, radio and photography; IT, software and computer services, including computer games; publishing; museums and galleries; and music, performing and visual arts.

This charter sits above any individual charters or commitments of the organisations that make up the Creative Industries. This is about the commitments we are prepared to make as a sector and where we can be powerful together. It is about leveraging the collective voice of the Creative Industries Council and the power it has to shape and influence the debate.

We will

- State our pledge publicly
- Display quotes from high-profile supporters / signatories of the CIC pledge
- Publish actions and initiatives that members are already taking
- Enable members of the CIC wider networks to sign up to the pledge
- Link to resources that can support creative businesses to fulfil the pledge
- Where helpful, inform UK Government, and the Scottish, Welsh and Northern Ireland devolved governments of our progress
- Revisit the Charter at regular intervals, so that it remains relevant and dynamic.