

On the Move – Implementation of the SHIFT eco-certification for networks

First conclusions and lessons learnt (2023–2024)

On the Move is the international information network dedicated to artistic and cultural mobility, gathering 79 members from 29 countries. Since 2002, On the Move provides regular, up-to-date and free information on mobility opportunities, conditions and funding, and advocates for the value of cross-border cultural mobility. Co-funded by the European Union and the French Ministry of Culture, On the Move is implementing an ambitious multi-annual programme to build the capacities of local, regional, national, European and international stakeholders for the sustainable development of our cultural ecosystems.

On the Move regularly commissions researchers to investigate different themes closely related to the network's activities and the work carried out by its members. Reflecting on transversal concerns and key areas of artistic and cultural mobility, the network tries to establish a clearer picture of the current movements and trends while formulating policy recommendations.

<http://on-the-move.org>

General coordination Marie Le Sourd

This report uses the font Luciole – a typeface developed specially for visually impaired people. <http://luciole-vision.com/luciole-en.html>

Creative Commons Licence Attribution – Non Commercial – No Derivatives
4.0 International (CC BY-NC-ND 4.0)

On the Move - Implementation of the SHIFT eco-certification for networks: First conclusions and lessons learnt (2023-2024), is licensed under CC BY-NC-ND 4.0. To view a copy of this licence, please visit <https://creativecommons.org/licenses/by-nc-nd/4.0>

Suggested citation format: *On the Move - Implementation of the SHIFT eco-certification for networks: First conclusions and lessons learnt (2023-2024)*. Brussels: On the Move.

Available at <https://on-the-move.org/work/projects/mobility-spaces>.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Table of contents

The SHIFT eco-certification for networks - an introduction

>> *Page 4*

Lessons learnt after two years of SHIFT eco-certification for networks and yearly auditing

>> *Page 6*

OTM Green Report 2023

>> *Page 8*

OTM Green Report 2024

>> *Page 12*

The SHIFT eco-certification for networks - an introduction

On the Move started more intensively to work on environmental sustainability issues, from a resources and an advocacy's perspective from 2011¹.

An important advancement in improving environmental sustainability in On the Move's own operations was **the first year working with the SHIFT eco-certification**², a pilot phase with 15 other international cultural networks to co-develop a bespoke eco-certification for cultural networks, taking into account their specific needs and working methods. This builds on On the Move's work in 2022 (together with partner-networks and under the leadership of ELIA-European League of Institutes of Arts and EMC-European Music Council) to finalise the SHIFT Eco-guidelines for Networks.

In 2023 On the Move, in close collaboration with its member The Green Room, took sustainability actions and evaluated their environmental impact across four main areas of work: management and policy, communication and raising awareness, travel, and events. Additionally, this process was discussed and shared with On the Move network members, which will potentially lead to a multiplying effect of the eco-certificate as network members green their own practices based on the experiences shared by On the Move.

This also led to the formulation of a more holistic approach towards green mobility in the arts and cultural sector. On the Move defines Green Mobility as follows:

Green mobility...not only considers the means of transportation used by artists and culture professionals but also the contexts in which artists and culture professionals are evolving, the reasons behind their mobility, and the impacts of what is done at their destination and upon return to their local context.

Green mobility is a collective responsibility, involving both those who benefit from mobility and those who financially support it, and must take into account the social, political, economic, infrastructural, environmental and ethical dimensions that frame it.

Adhering to these guidelines has a potential impact on the events and travel undertaken by On the Move, as was seen in the decision-making process taken when selecting appropriate engagement activities throughout 2023.

¹ See for example *Green Mobility Guide for the Performing Arts* (commissioned in 2011 by On the Move and researched by Julie's Bicycle), the 2013 *Charter for a Sustainable and Responsible Cultural Mobility* and a number of other guides and publications produced with key industry partners.

List of publications at the bottom of the working group on Green context-specific mobility: <https://on-the-move.org/network/working-groups/green-context-specific-mobility>

² <https://on-the-move.org/about/our-news/shifting-towards-eco-practices-international-cultural-networks-take-lead>

For example, On the Move's new decision-making tool for the choice of locations of events and/or meetings' attendance³ (developed as part of the SHIFT eco-certification framework with the Green Room) outlines a number of questions to gauge the travel impacts, including the duration of the event, possible modes of transport, the opportunities it provides, its impact, the regularity of travel to that location and the environmentally sustainable approach of the local partners or organisers.

However, as On the Move acknowledges, a low carbon travel option usually implies spending more time travelling and might present reliability and comfort challenges in some contexts and that the final choice needs to take into consideration one's well-being, availability and personal/professional life balance.

³ http://www.on-the-move.org/sites/default/files/inline-files/OTM_sustainable-travel-decision-tools.pdf

Lessons learnt after two years of SHIFT eco-certification for networks and yearly auditing

Time is needed to work consistently on the different chapters and sub-chapters of the SHIFT eco-guidelines for networks. The first year is particularly intense as most of the reference documents need to be crafted and consolidated.

Collaboration with expert-organisations is key, eg. in our case with Green Carbon Scotland that has different tools and reference documents to be adapted from (such as the carbon footprint calculator's table) and Vector 42 (ex Green Leisure Group) for the auditing process.

Peer-to-peer learning is key and is greatly facilitated among networks through an annual training (that happened in Brussels in 2023 and online in 2024). There is also a peer-to-peer review with partner-networks on the mandatory and options norms of the guidelines under 4 categories: Management / Communication / Travels and Events (On the Move's team working remotely, there is no form of impact calculated for offices).

For the 2023 edition, the peer reviewer for On the Move was Aerowaves, and Circostrada for the 2024 edition.

Collaboration with key-expert members is crucial and has been a real asset for the development of the SHIFT eco-certification for networks for On the Move. On the Move has been collaborating with The Green Room which allowed to produce reference policy and travel documents but also new tools like the Decision-Making Tool for events that has been since then adopted in France (Le Périscope) and Slovenia (Motovila-On the Move's member)⁴.

Reworking on one's values and key concepts: the work around the Environmental Sustainability Policy by On the Move and its related action plan has been key to develop an adapted version of the very concept of green mobility (see page 4) that approaches the question of mobility beyond the types of travel means used by artists and culture professionals. In the same vein, the policy includes as well a key reference to mobility justice as defined by Dr Mimi Sheller: "Mobility justice is an overarching concept for thinking about how power and inequality inform the governance and control of movement, shaping the patterns of unequal mobility and immobility in the circulation of people, resources, and information. We can think about mobility justice occurring at different scales, from micro-level embodied interpersonal relations, to meso-level issues of urban transportation justice and the "right to the city", to macro-level transnational relations of travel and borders, and ultimately global resources flows and energy circulation'.⁵

⁴ <https://on-the-move.org/about/sustainability-policy>

⁵ See on top of the page 7: https://on-the-move.org/sites/default/files/inline-files/OTM_sustainability-policy.pdf

Numbers are interesting but need to be put into perspective: as attest the Green reports for the years 2023 and 2024 to be consulted in the next pages, 2023 was the reference benchmark year for On the Move for the calculation of its travels' impacts. If the total emissions (total emissions kg CO₂e) of the travels is higher in 2024 compared with 2023, a closer look at the key events for On the Move shall be taken into consideration (between the Cultural Mobility Forum and the PARI! programme). The importance of balancing diversity of participation and location of the meetings shall also be taken into account.

Communicating is also a way to collect experiences, feedback and suggestions to improve one's impacts for the years to come.

Creating one's tool and not imposing it: the strength of the SHIFT eco-certification lies in the fact that it was conceived, crafted, written by cultural networks for cultural networks. The idea is less to make it a norm for other networks (only those interested can join the group) but to propose one adapted way for ecosystems like networks, to embrace environmental sustainability in their very DNA, the one to create (on site) meaningful encounters and collaboration potentials between its members and external parties.

The sustainability of the SHIFT eco-certification for networks and its related guidelines will depend on the capacity of its members to adapt the norms when needed and to define in the years to come an adequate business model for the certification.

OTM GREEN ANNUAL FOCUS

In 2023 it was the first year of the [SHIFT eco-certification for networks in collaboration with 15 cultural networks*](#) and with the support and auditing of Creative Carbon Scotland and Green Leisure Group.

Facts and Figures

The year 2023 will act as a benchmark for the years to come, in order to minimise OTM's impact (particularly with regard to travel and events' production) and to produce and share knowledge on cultural mobility and environmental sustainability that is more place based and context sensitive.

1/ On management and policy

On the Move has a **green team** that is composed of:

- Board members: Mateja Lazar and Dace Resele (On the Move) and Quentin Guisgand (On the Move France)
- Referent Green Team for the team: Marie Le Sourd
- Referent in the membership and writer of the Sustainability Policy and its annexes: Gwendolenn Sharp for the Green Room (OTM members)

On the Move has a [sustainability policy](#) that has been online since 14 October 2023. The policy is complemented by a Sustainable Action Plan and Sustainable Travel Guidelines. These documents were prepared in close collaboration with OTM Member, The Green Room.

Key highlight of the On the Move Sustainability Policy, the definition of **green mobility**:

Green mobility is understood in a holistic way. It not only considers the means of transportation used by artists and culture professionals but also the contexts in which artists and culture professionals are evolving, the reasons behind their mobility, and the impacts of what is done at their destination and upon return to their local context.

Green mobility is a collective responsibility, involving both those who benefit from mobility and those who financially support it, and must take into account the social, political, economic, infrastructural, environmental and ethical dimensions that frame it.

On the Move took part in the yearly training of the SHIFT eco-certificate in Brussels on 16 October 2023 under the facilitation of the Green Leisure Group and Creative Carbon Scotland.

In 2023 On the Move also started a reflection on risk assessment and **climate adaptation** with regards to events, both their own and the ones the network is invited to.

* Including OTM members: European Music Council, IETM, Circostrada, RES ARTIS.

2/ On communication and awareness raising

The communication and awareness raising is continually strengthened through the experience of the network, which has been working on the subject since 2011 for references on this topic, see the different resources listed at the bottom of the page [‘Green Context-specific Mobility’](#).

The **communication and awareness-raising process** can be seen at various levels of competencies:

- 1/ The **members**, and the working group on [‘green context specific mobility’](#), took part in different discussions, including the final one on the On the Move Sustainability Policy was held on 9 October 2023.
- 2/ The **Board and the team** received regular updates and information on different steps as part of the SHIFT eco-certification process.
- 3/ The **general audience** (artists, culture professionals, policy makers and funders in

Europe and internationally) were also reached out to. As part of the SHIFT eco-certification for networks, the year 2023 was also a turning point, during which a greater emphasis was put on the questions of mobility justice, fairness with regard to environmental sustainability, and cultural mobility (especially during events and through research). The Cultural Mobility Forum in Tunis in May 2023, with its focus on environmental sustainability and cultural mobility and supported with a Yearbook focusing on the same topic, aimed to address these issues. These initiatives sought to explore the key questions on these topics and reference good practices, in order to work towards a system change that would be more respectful of places and people, as well as making clear the motivations behind mobility patterns. The Advocacy Report 2023 (pages 13-17) and the Engagement Report 2023 of On the Move both confirm this strong emphasis.



‘[We need] not to impose these [green] agendas, not because we don’t believe in them but because we think cultural practitioners should have their say on how they describe a green world (...). We need to work on our own tools and not only translate strategies.’

Areej Abou Harb, Culture Resource, Lebanon during the [Cultural Mobility Forum in Tunis on 9 May 2023](#).

@Mohamed Gharbi

Key numbers:

Events with a focus on environmental sustainability (organised by On the Move or to whom OTM was invited) include the following:

- **4 events organised by On the Move** or On the Move members at which **more than 500 people** were registered and actively engaged.
- **8 events** organised by third party organisations or Member States, European or International organisations at which environmental sustainability was a core focus, at which approximately **160 people** attended. (Note that for 3 of the events, held online, there was no estimate provided on the number of attendees)
- There were an additional **4 events** organised by third party organisations or Member States, European or International organisations at which environmental sustainability, although not the core focus, was touched upon. At these events there were approximately **450 attendees**.
- Publications (articles included) by On the Move: The publications' category includes **9 publications** directly focused on the question of environmental sustainability. Additionally, all cultural Mobility Funding Guides try to highlight schemes that have a sustainability component, when applicable.

3/ On travel

As part of its Sustainability Policy, and in collaboration with the Green Room, On the Move worked on its travel guidelines and internal sustainability guidelines.

During part of its first year of SHIFT eco-certification, the following total carbon emissions can be shared (for the year 2023):

Details:

Total emissions (kg CO ₂ e)	50,519.23
--	------------------

Total emissions per kilometre (kg CO ₂ e/km)	13.01
---	--------------

Details:

Total emission from travel to own events	37,286.88
--	------------------

Total emission from travel to third party events	13,228.71
--	------------------

Total emissions for other purposes	3.64
------------------------------------	-------------

Total emission per km from travel to own events	9.37
---	-------------

Total emission per km from travel to third party events	3.65
---	-------------

Total emissions per km for other purposes	0.01
---	-------------

This record includes 155 trips (return), of which 78 were done using railway, bus or shared cars.

On the calculation modus operandi:

On the Move records cross border trips or trips within a country (particularly France where On the Move has special partnerships) that are:

- paid for directly by On the Move for its team members, Board members, invited participants, speakers and guests
- paid for by On the Move and eventually reimbursed after the event.

The year 2023 was articulated around the Cultural Mobility Forum held in Tunis that was, in most cases, reachable by plane. This had an impact on the total emissions for the year.

When focusing on On the Move's members' participation, it can be seen that plane was the most common means of transport (91%), but that more than 54,5% of members stayed more than two days. This is in line with On the Move's decision making tool for the choice of locations of events and/or meetings' attendance, which prioritises longer meetings.

These numbers will serve as a baseline for the years to come, as part of the SHIFT eco-certification process.

4/ On events

All On the Move event locations and all participation in third-party organised events are chosen/discussed while using the new decision-making tool to choose event attendance, developed by the Green Room and available [here](#).

All contracts with members or partners for locations include an environmental clause that is inspired by the SHIFT eco-guidelines for networks (see [here](#), page 23). All events co-organised with On the Move, met at least six of the mandatory clauses.

Last but not least, most of the hotels chosen for the events co-organised with On the Move had an eco-label and/or were reachable by walking distance to all the meetings' venues.

The main OTM event (Cultural Mobility Forum), held in collaboration with HowlRound, was live streamed in order to limit onsite travel. The On the Move team is, however, very conscious of the environmental impact of online events.



Interaction moments at the Cultural Mobility Forum, at L'Art Rue on 10 May 2023.
@Mohamed Gharbi

OTM GREEN ANNUAL FOCUS

2024 was the second year of implementation of the SHIFT eco-certification for networks in collaboration with 15 cultural networks* and with the support and auditing of Creative Carbon Scotland and Vector 42.

Facts and Figures

The year 2024 thrived to continue to implement the SHIFT eco-guidelines for networks while minimising OTM’s impact (particularly with regard to travel and events’ production) and producing and sharing knowledge on cultural mobility and environmental sustainability that is more place based and context sensitive.

1/ On management and policy

On the Move was officially certified for the first year of SHIFT eco-certification for networks (2023) together with 14 other cultural networks.

The On the Move’s Green Team has remained the same (see page 8).

On the Move has an environmental sustainability policy online since 14 October 2023 and slightly revised since 9 December 2024. The policy is complemented by a Sustainable Action Plan and Sustainable Travel Guidelines, also slightly revised.

Beyond the key highlight of the definition of ‘Green mobility’, one of the most popular tools is the ‘Decision Making Tool’, co-developed by the Green Room for On the Move. The tool has since been adapted by the Périscop in France ([EN](#) / [FR](#)) and by Motovila, OTM Member in Slovenia.

Decision making criteria for attending or organising an event or a meeting

On the Move encourages more environment-friendly modes of transportation for domestic and international travels, as part of its sustainability policy for the network and its activities. However, it acknowledges that a low carbon travel option usually implies spending more time travelling and might present reliability and comfort challenges in some contexts and that the final choice needs to take into consideration one’s well-being, availability and personal/professional life balance.

The following list of questions is designed in order to support the inclusion of travel impacts in the decision-making process about whether to attend a meeting or an event:

	YES	NO
Is the event/meeting lasting less than a day?	<input type="checkbox"/>	<input type="checkbox"/>
Is the destination reachable by train?	<input type="checkbox"/>	<input type="checkbox"/>
If the destination is reachable by train, does the trip take more than 10 hours?	<input type="checkbox"/>	<input type="checkbox"/>
If the destination is not reachable by train, are there direct flights available?	<input type="checkbox"/>	<input type="checkbox"/>
Are direct flights only operated by low-cost airlines?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have possibilities to organise other meetings or attend/ connect to other events in the area?	<input type="checkbox"/>	<input type="checkbox"/>
Does the event/meeting offer future opportunities/ partnerships/ professional developments?	<input type="checkbox"/>	<input type="checkbox"/>
Does the event/meeting offer opportunities in the region (neighbouring countries) in terms of participation?	<input type="checkbox"/>	<input type="checkbox"/>
Does the event/meeting offer meeting opportunities with less visible communities/context/organisations?	<input type="checkbox"/>	<input type="checkbox"/>
Does the meeting/event organisers have a reflection on its environmental impact?	<input type="checkbox"/>	<input type="checkbox"/>
Did you discuss environmentally sustainable options with the organiser/host?	<input type="checkbox"/>	<input type="checkbox"/>
Can you bring back something to your local context/community/other professionals or organisations from this meeting/event (in terms of reciprocity)?	<input type="checkbox"/>	<input type="checkbox"/>
Is the venue/city chosen as a way to remain connected to contexts that would be excluded from cultural cooperation and dialogue if only reachable by said sustainable means?	<input type="checkbox"/>	<input type="checkbox"/>
Does the event offer opportunities to local communities that wouldn’t be available if you were not (co)organising it ?	<input type="checkbox"/>	<input type="checkbox"/>
Did you organise an event in the chosen country in the past two years?	<input type="checkbox"/>	<input type="checkbox"/>

If after answering these questions you have more than 60% of orange answers, maybe you can consider attending the meeting online in case of a hybrid format, or reassess the relevance of your trip/your event, considering other aspects like the number of people going, the financial costs, etc.



On the Move took part in the online yearly training of the SHIFT eco-certificate on 10 October 2024 under the facilitation of Vector 42 (ex Green Leisure Group) and Creative Carbon Scotland.

In 2024, following a reflection on risk assessment and climate adaptation, On the Move organised an OTM team training on climate adaptation in Paris on 13 September 2024, facilitated by Gwenn Sharp, The Green Room. The event was also attended by representatives from the International Music Council and Circostrada.

* Including OTM members: European Music Council, IETM, Circostrada, RES ARTIS.

2/ On communication and awareness raising

The **communication and awareness-raising process** is still to be analysed via various target groups.

- 1/ The **members**, and the working group on **'green context specific mobility'**, took part in two main discussions, one on 4 June with **Dr Mimi Sheller** on and the second one on 15 October **with Gwendolenn Sharp** that summarized the **key learning of the training on climate adaptation**. This second meeting was also the occasion to share about the main learning about the SHIFT eco-certification for networks.
- 2/ The **Board and the team** received regular updates and information on different steps as part of the SHIFT eco-certification process.
- 3/ Other **cultural networks** through the communication of networks involved through the SHIFT eco-certification have been committed to encourage more European cultural networks to join the certification with the campaign, **#MaketheSHIFT**.
- 4/ The **general audience** (artists, culture professionals, policy makers and funders in Europe and internationally) continued to be reached out through various channels. If the focus of the Cultural Mobility Forum 2024 in Caernarfon, North Wales was not specifically on environmental sustainability like in 2023, the topic was approached in different panels, including the third one on **'peripheries and centres'**.
The **Advocacy Report 2024 and the Engagement Report 2024** of On the Move highlight as well how the topic of environmental sustainability and the reference to the SHIFT eco-certification for networks are systematic.
Last but not least, the question of **mobility justice** is still a key point of attention for On the Move as attested by the abovementioned presentation by Dr Mimi Sheller.

Climate migration takes on different meanings depending on whether it is framed as a security threat, an issue of overpopulation, or beneficial.

Changing the narrative can generate new conversations and potentially new policies.

The term "climate refugees" has been negatively appropriated into security discourses that drive a fear of refugees "flooding our shores" and the corresponding "fortress" mentality. What if climate migration were protected as a kinopolitical response to mobility injustice?'

Dr Mimi Sheller, Dean of The Global School Worcester Polytechnic Institute, in her presentation on 4 June 2024, during the Green Context-Specific working group meeting of On the Move 's members.

Key numbers:

Events with a focus on environmental sustainability (organised by On the Move or to whom OTM was invited) include the following:

- **3 events organised by On the Move’s members and 6 events (including specific info sessions) organised by other organisations** attracting a total of **more than 325 people.**

- There were an additional specific set of **4 events directly organised by On the Move** that touched upon environmental sustainability such as the Cultural Mobility Forum 2024, the webinar on Internationalisation and the Caribbean, two working sessions on Green context-specific mobility.

- There were 5 Publications by On the Move or external parties that mentioned environmental sustainability and/or the SHIFT eco-certification for networks including for On the Move the **Cultural Mobility Yearbook 2024** with an article by Vania Rodrigues and a report produced by the Commission, **‘Quality assessment of Green Aspects in Creative Europe Programme’**.

This last publication specifically refers to the SHIFT eco-certification for networks and the definition of ‘green mobility’ by On the Move.



3/ On travel

As part of its Sustainability Policy, and in collaboration with the Green Room, On the Move worked on its travel guidelines and internal sustainability guidelines.

During part of its first year of SHIFT eco-certification, the following total carbon emissions can be shared: the number in blue are in 2023 and in orange for 2024.

Total emissions in 2023 (kg CO2e)	50,519.23
--------------------------------------	------------------

Total emissions in 2024 (kg CO2e)	51,341.51
--------------------------------------	------------------

Total emission from travel to third party events.	13,228.71
--	------------------

Total emission from travel to third party events	12,193.03
---	------------------

The 2023 record includes **155 trips (return)**, of which 78 were done using railway, bus or shared cars. The 2024 record includes **107 trips** including 43 using using railway, bus or shared cars.

Beyond the general conclusion of the travel's total emissions of On the Move and the increase of ca 1,9% between 2023 and 2024, one shall also look at the specificities of the main events organized on-site by On the Move: the Cultural Mobility Forum (or **Forum**) and the collective sessions of the training programme **PARI!** In Paris.

Event	Emission total (kgCO2e)	Distance total (km)	CO2e/km
Forum Tunis 2023	<u>26.223.31</u>	168,30	0.155
PARI ! session 2023 in Paris	<u>2.632.34</u>	30,45	0.086
Forum Wales 2024	<u>9.746.32</u>	57,75	0.169
PARI ! 2024, in Paris	<u>15.840.25</u>	85,71	0.184

There is a decrease of total emission for the main event of On the Move, the Cultural Mobility Forum as the venue, Caernarfon in North Wales, was more accessible by train and/or bus than Tunis in 2023.

For the programme PARI! held in Paris in September with 17 artistic compagnies invited on 17 or 24 September 2024, the impact was much higher as there were four participants from overseas territories including one from French Polynesia. However, for cultural diversity reasons, this programme remains very open to artists and culture professionals from overseas territories and regions and tries as much as possible to encourage longer stays and professional connections around the meeting days. Without the long-haul flight from French Polynesia, there would have been a total of emissions of CO2 km of 44,284.41 kms.

When focusing on On the Move's members' participation in the Cultural Mobility Forum, 36% took the train, 21% the plane only and 44,6% a combination of both.

As a reminder for the Forum in Tunis, the plane was the most common means of transport (91%), but that more than 54,5% of members stayed more than two days.

However participants / members stayed usually longer in Caernarfon and surroundings, than in Tunis: 34,6% stayed two more days, 30,8% 3-5 days and 34,6%, more than 5 days.

4/ On events

On the Move is still very much continuing to implement the same guidelines as in 2023 with regards to the choice of locations, the choice of venues, hotels and the possibility to organise online working sessions or hybrid events like the Cultural Mobility Forum.

The team of **Wales Arts International**, while hosting the Cultural Mobility Forum, with the support of the Arts Council of Wales, was also very committed to co-implement the guidelines: investment into shared mini vans / bus for the group from Bangor and Manchester, facilitation of coordinated professional visits in the surroundings of Caernarfon and Bangor, provision of local food and catering, paperless event with recyclable name-tags holders etc.

The Arts Council of Wales launched in 2024 a [Plan for Climate Justice and the Arts](#) that illustrates their commitment on the subject.