

# Sustainability Statement

## For Freelance Practice



### About

This sustainability statement responds to the Climate Emergency. Following Carbon Literacy Training with Museum Development North West, resulting in certification from the Carbon Literacy Trust, it sets out my commitment as a freelance museum and heritage consultant. I aim to embed low-carbon, responsible practices that address climate impacts within my projects. I will:

#### Digital Practices

- **Always power down** digital equipment when not in use.
- **Adjust laptop to energy-saving settings** E.g. screen brightness, standby or sleep modes and reduce unnecessary background apps.
- **Minimise data storage** by keeping only essential files, deleting duplicates, emails and attachments regularly. E.g. Review files at the end of a project, delete administrative emails.
- **Store and share digital files efficiently to reduce energy.** E.g. bundle documents for transfer instead of sending multiple separate emails; remove old report drafts to prevent duplicates; use PDF and compressed images.
- **Focus on efficient, lower-carbon ways to share work online**, e.g. via a website or digital files.
- **Use the Website Carbon Calculator** to estimate how much CO<sub>2</sub> my website emits per page view. Audit the website to simplify content. Avoid intensive energy use eg film
- **Avoid high-energy AI content generators** for creating new images online. Opt for a proofreader for lengthy reports. Responsibly use low-energy tools. E.g. grammar or spell checks.
- **Adopt a cautious approach to AI**, engage with the Museum Association ethical guidelines, staying mindful of environmental concerns; potentially develop an AI policy for future use; Search for sector training.
- **The Website Hosting Services** used is powered by electricity and is fully matched by renewable energy with a target of achieving carbon neutrality by 2030.

#### Banking

- **Review banking providers** and choose one that demonstrates strong environmental commitments and avoids investment in fossil fuel extraction or fracking.

#### Travel & Transport

- **Prioritise online meetings** to reduce travel.
- **Adopt active travel methods** for local work.
- **Opt for public transport** wherever possible; E.g. take the train where car travel is unavoidable, or car-share.
- **Use carbon calculators** to estimate travel emissions and log data. This will enable a baseline measure.
- **Continue to use a hybrid car** with low CO<sub>2</sub> emissions. Log use for work to ensure data capture.

#### Influence and Professional Practice

- **Share or signpost my Environmental Statement** with clients and colleagues to model low-carbon practice; use public platforms via my blogs, Linked-In or website.
- **Adapt my email signature** to incorporate the Carbon Literacy Certification logo with '*Think before you send; Think before you print.*'
- **Participate in CLAD [Carbon Literacy Action Day](#)**
- **Incorporate sustainability approaches** into project briefs, accreditation plans, community engagement and learning materials.
- **Encourage organisations to mitigate environmental impacts** by engaging with professional networks, sharing best practice or reading online content or obtaining second hand equipment via [Museocycle](#), '*Seeds for Action*' – a peer support group online via [Museum Development North](#), [Julie's Bicycle](#), [Museum Association Climate Resources](#), [GEM](#).
- **Apply for work that aligns** with sustainability and decarbonisation outcomes.
- **Raise awareness** through interpretation and storytelling in projects including material origins, object journeys, industrial histories and environmental impacts where appropriate e.g. object-based displays or learning sessions.

# Sustainability Statement

## For Freelance Practice



### Materials, Procurement and Supplies

- **Purchase materials locally** E.g. Source stationery and exhibition materials from local suppliers as far as possible.
- **Consolidate deliveries** to reduce vehicle journeys.
- **Sustainable paper use** by using existing paper stock before purchasing recycled alternatives, printing only when necessary, using both sides of the page and recycling old notes.
- **Signpost clients to UK sector networks** to support reuse of exhibition and collections materials, which are sometimes offered freely e.g. JISMAIL, Museum Development regional partnerships, local museum groups.
- **Recommend modular exhibition systems** which provide flexible usage.
- **Use sustainable companies.** Prioritise working with suppliers that demonstrate sustainable practices, have eco-friendly policies and procedures or are environmentally accredited.
- **Reuse ink cartridges and recycle responsibly.**
- **Opt for lower-impact printing solutions** for exhibition graphics where printing is required where viable (e.g. low-VOC/water-based inks)
- **Support the review of existing exhibitions** to enable adaptation or replacement for sustainability outcomes.
- **Review consultation materials** by looking to reuse eg print common questions, use wipeable boards or environmentally friendly voting systems

### Energy Use - Office

- **Minimise electricity usage** by working near natural light and by turning off unnecessary lights in the home office.
- **Reduce heating use** by keeping radiators low and dressing in additional layers.
- **Continue to use a green energy supplier** with verified wind and solar electricity and carbon-neutral gas. Its electricity comes from 100% renewable sources (approx. 99.2% wind, 0.5% solar, and 0.3% hydro), offsets its carbon emissions, and produces no nuclear waste.
- **Use low-energy bulbs** for the home office.
- **Reduce home office working** by working periodically in public spaces, E.g. libraries.

### Off-Setting

- **Offset unavoidable emissions** by donating time or funds to projects such as tree planting, habitat restoration and carbon reduction schemes like [The Woodland Trust](#).

### Food and Catering

- **Reduce meat intake**, opting for vegetarian options for work meetings, training or conferences.
- **Minimise food waste** by being mindful of portion sizes and specifying food choices in advance for meetings where refreshments are offered.
- **Use a flask or a drinks bottle** to refill and reduce reliance on single-use plastics. Use tap water.

### Caveat

Environmental measures will be implemented where reasonably practicable and proportionate to the scale of my consultancy, taking account of safety, operational and financial considerations. E.g. using car travel for lone or rural locations, or implementing changes gradually.

If this sustainability statement is helpful, feel free to use or adapt it. It is a work in progress and will be updated and refined as my understanding and approach evolves; please ensure you carry out your own research or seek training before writing your own or applying it.

### Acknowledgement

Thanks to the [Carbon Literacy Trust](#) and to [Museum Development North](#) for the Carbon Literacy Training, which is gratefully received.

My appreciation also goes to the 'Seeds for Action' online community for sharing their learning or signposting.

### Review

This Sustainability Statement and working practices will be reviewed in line with guidance, research and sector resources on an annual basis.