



*A Regional Group of the
International Music Council*

SUSTAINABILITY POLICY

2022 - 2023

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CHAPTER 1: MANAGEMENT AND POLICY

Norm 1.1 Sustainability Policy	The EMC Sustainability Policy seeks to define the principles of sustainability and how the EMC promotes them throughout its work.
Elaboration/Responsibilities	<p>The policy applies to all staff, board members, freelancers, fellows, mentors & mentees, and volunteers. They are required to ensure that in any activities that they undertake or projects that they manage or co-manage as part of their EMC duties, they ensure that the EMC Sustainability Policy is complied with in action, letter and spirit.</p> <p>Board members are required to ensure that their decisions and the work of EMC and its staff comply with the Sustainability Policy in action, letter, and spirit.</p> <p>The EMC Sustainability Policy is signed by the leadership of EMC (President, Secretaries General) and is published on the EMC website.</p> <p>The EMC Sustainability Policy will be reviewed at least once between audits.</p>
Proof	The signed EMC Sustainability Policy including the evidence of review is published on the EMC website.
Norm 1.2 Green Team	The EMC has a Green Team.
Elaboration/Responsibilities	<ul style="list-style-type: none"> • Responsible for the implementation of the EMC Environmental Sustainability Policy and Sustainability Action Plan • Write environmental policy • Remind the organisation (office, board, members, partners) to live by this policy • Put in place processes and procedures, checklists • Cooperate with green teams from other organisations • Identify new measures/actions for the EMC
Proof	The EMC's Green Team is made up of Katharina Weinert and Miceál Mullen and Harrie van den Elsen.
Norm 1.3 Sustainability Action Plan	The EMC's Sustainability Action Plan foresees concrete steps and actions to take for the next 2 years.
Elaboration	<p>The EMC Sustainability Action Plan is informed by the EMC Sustainability Policy and includes sustainability goals and related sustainability targets for the next 2 years that are relevant to EMC's core business.</p> <p>The EMC Sustainability Action Plan is reviewed and updated at least once a year by the Green Team and as often as necessary to keep the progress moving forward.</p>

	The EMC Sustainability Action Plan specifies the goals and targets the EMC wants to work towards. This will act as the baseline from which the progress will be measured.
Proof	Latest version of the EMC Sustainability Action Plan
Norm 1.4 Annual Refresher Training	The EMC Green Team attends the Annual Refresher Training.
Elaboration	<ul style="list-style-type: none"> • At least one member of the EMC Green Team is required to attend the Annual Refresher Training that will be centrally organised by the SHIFT eco-label organisation (still to be identified) • The training can take place online or on-site. • If no EMC Green Team member can attend the Annual Refresher Training, a suitable alternative can be a local or international independent training. • The participant shall pass on the new learnings to EMC team members, board, fellows...
Proof	<ul style="list-style-type: none"> • Proof of attendance of the training (participants list, certificate etc.) • Proof of internal training for EMC
Norm 1.5 Reflection on Climate Adaptation (Optional)	The Board will be encouraged to start the reflection

CHAPTER 2: COMMUNICATION AND AWARENESS RAISING

Norm 2.1 Communication to Members and Partners	The EMC will communicate to their members and to other parties (funders, partners, followers, public etc.) at least twice a year about the EMC Sustainability Policy, the EMC Sustainability Action Plan, activities and/or progress.
Elaboration	<ul style="list-style-type: none"> • Communication to EMC members in the Members' News, Annual Meeting, EMC Activity Report, EMC Lab or other meetings for EMC members • The EMC will also communicate its sustainability actions through the newsletter and its social media channels. • The communication may highlight the progress achieved in the EMC Sustainability Action Plan against the baseline.
Proof	Evidence of communication (newsletters, social media posts, Activity Reports etc.)
Norm 2.2 Communication to Employees and Board Members	The EMC Green Team regularly communicates to the staff and board about the EMC Sustainability Policy, EMC Sustainability Action Plan, activities and/or progress.
Elaboration	<ul style="list-style-type: none"> • The EMC Green Team will report the progress, actions, and activities to the team members once a month.

	<ul style="list-style-type: none"> • The EMC Green Team will report the progress, actions, and activities to the board in every regular board meeting (at least 3 times per year). • The EMC Green Team will send information about the progress, actions, and activities in writing to staff and board at least 3 times per year (every 4 months).
Proof	Evidence of communication (e.g. written progress reports, presentations).
Norm 2.3 Awareness Raising Actions	The EMC will develop actions that can raise awareness of environmental sustainability.
	<p>These actions can include but are not limited to:</p> <ul style="list-style-type: none"> • Articles in on- and offline magazines • Communication about environmental sustainability at EMC/music & culture sector level via social media • Presentations at conferences, other events • Organising webinars, trainings • EMC members and other organisations can use EMC environmental policy as a model
	Evidence of awareness raising activities (articles, presentations, webinars etc.)

CHAPTER 3: TRAVEL

Norm 3.1 Internal Sustainable Travel Guidelines	The internal travel guidelines specify regulation and tools on how to minimise the EMC's environmental impact of travelling to meeting and events.
Elaboration	<p>The travel guidelines relate to any person for whom the network organisation is financially responsible in terms of travel expenditure (incl. employees, board, speakers, fellows etc.). The guidelines are informed by current information pertaining to sustainable travel.</p> <p>When considering travel to events, meetings etc., the objectives/aims/impact of attending in person will be taken into consideration.</p> <p>The following guidelines apply when travelling:</p> <ul style="list-style-type: none"> • Take the train whenever possible. • Distance of less than 600km should (always) be by train • Avoid indirect flights (even if they might be less expensive than direct flights). • Avoid travelling alone in the car

	<ul style="list-style-type: none"> • Allow higher travel expenses to be reimbursed for environmentally friendly/friendlier travel (take into consideration that more time might be needed for work-life balance and personal needs) • Allow for different choices of team members <p>The travel guidelines will be reviewed at least once between audits.</p>
Proof	Travel guidelines, evidence of regular reviews/updates.
Norm 3.2 Carbon Footprint Calculation of organisation travel	<p>Every year, the EMC completes a carbon-footprint calculation for its own travel activities.</p> <p>The EMC Green Team is responsible for this task and establishes an internal system for carbon footprint reporting, which shall be consistent and regularly maintained throughout the year.</p>
Elaboration	<p>The carbon footprint calculation of travel will be focuses on the following travel activities:</p> <ul style="list-style-type: none"> • Travel to meetings or events that the EMC (co-)organises (e.g. statutory or legal obligatory meetings, events, trainings, workshops, symposia, focused group committees etc.) • Travel to meetings or events organised by third parties (e.g. events, workshops, conferences attended as guest) or business trips (e.g. preparation of projects) <p>The EMC uses the Claim Expenses carbon calculator by Creative Carbon Scotland to log travel to the two types of events described above. It will be used to calculate the carbon footprint on a yearly basis and provide a basis for comparison and improvement. (The Creative Green Tools carbon calculator by Julie’s Bicycle will be used for other event-related carbon emissions other than travel).</p> <p>It concerns the travel of persons that the EMC directly supports financially e.g. EMC staff, board members, fellows, invited speakers and musicians, volunteers</p>
Proof	<p>Data set from carbon calculator Claim Expenses.</p> <p>The same carbon calculator should be used continuously/each year to ensure comparability of data.</p>
Norm 3.3 Reduction of Annual Carbon Emissions and/or Emission per Kilometre	<p>The EMC reduces the total annual carbon emissions and/or the emissions by kilometre of transport to meetings and events (see Norm 3.2) compared to the previous audit period and over a longer period of time (minimum 3 years).</p>
	<p>The specific goal is described in the EMC Sustainability Action Plan.</p> <p>The first audit will serve to set the baseline. Based on this, the EMC will set an ambition (e.g. a reduction of a certain percentage) relevant to its own context (for instance linking to relevant local, national, and European carbon reduction targets, thereby effectively contributing towards the EU climate neutral by 2050 target).</p>

	If there is no reduction, the EMC must justify why its carbon emission of travelling have remained at the same level, or increased (for instance in an effort to diversify the geographical spread of event locations).
	Data of total annual carbon emissions of transport over at least a three-year period; brief reflection on development of total annual carbon emissions; explanation if carbon emissions are not reduced. Special circumstances (e.g. pandemic) can be incorporated into this reflection.
Norm 3.4 Tracking travel of event participants (Optional)	EMC will ask participant of events at the registration about their means of travel, to raise awareness for more sustainable travelling. The results will not be published.
Norm 3.5 Additional reduction of environmental impact: travel (Optional)	

CHAPTER 4: EVENTS

Norm 4.1 Selection Criteria Event Destinations	When selecting an event destination, the EMC considers the environmental impact of hosting the event in this location as one of the selection criteria. The EMC reflects on the environmental impact of its event distribution as part of the audit and attempts to minimise emissions in balance with other selection criteria over a period of 4 years.
Elaboration	<p>Criteria to consider:</p> <ul style="list-style-type: none"> • Reachable via train (or direct flights) • Reachable by public transport <p>This norm does not negate the more content-driven reasons which justify the selection of an event location. However, the footprint should play a role in the EMC’s destination selection over a longer period (4 years).</p> <p>There are excellent reasons for the EMC to organise events in areas that might be more challenging to travel to in a sustainable manner – a strong geographical spread of activities is (often) at the heart of EMC’s mission. As part of the report, the EMC may point towards its goal to be accessible to a diverse membership and the context in which it is active. Generally, the EMC will not discriminate against destinations and subsequently people located there based upon sustainable transport criteria that are beyond the EMC’s responsibility.</p>
Proof	Report and reflection on event destinations chosen in the past period, evidence of all criteria used for the destination’s selection.
Norm 4.2 Event Carbon Footprint Calculation (Optional)	

Norm 4.3 Selection Criteria Venues	For the selection of the venues required for its events the EMC selects: a. Venues with a recognised eco-label; and b. Venues that are accessible by public transport.
Elaboration	<p>If it is not possible to select such venues, the EMC must be able to justify why it has not selected a venue with an ecolabel for their event and/or why the venue of the event is not easily accessible by public transport.</p> <p>This norm relates to norm 4.5 (contract clause) but it is critically important in terms of carbon footprint and deserves its own norm and reflection.</p> <p>List of recognised ecolabels: GSTC-Recognised Standard for Hotels</p>
Proof	List of venues for the events between audits, a brief reflection on whether the chosen venues have a recognised ecolabel or not, and whether the venue is accessible for public transport or not.
Norm 4.4 Selection Criteria Accommodations	For the selection/recommendations of accommodation required for events, the EMC selects and/or recommends: a. Accommodation with a recognised ecolabel; and/or b. Accommodation that is accessible by public transport.
Elaboration	<p>If it is not possible to select a sustainable accommodation, the EMC must be able to justify why it has not selected and/or recommended an accommodation with a recognised ecolabel and/or why the accommodation is not easily accessible by public transport (relates to norm 4.5).</p> <p>In the following cases, the EMC books/recommends accommodation:</p> <ol style="list-style-type: none"> 1. Own events: booking for staff, board, fellows, speakers, AND recommendation for participants As this is partly done by/with a cooperation partner for the event, the EMC Sustainability Policy on booking/recommending accommodation has to be part of the cooperation agreement. 2. Events organised by others – self booking: Criteria above apply 3. Events organised by others – booking by others: ask/check with organiser about ecolabel and/or if hotel is reachable by public transport <p>Quite often, the EMC recommends accommodation rather than prescribing or organising booking (except for staff, board, fellows and speakers). Therefore the word ‘recommend’ holds importance – here the EMC can influence the choice of participants by guiding them to more sustainable types of accommodation.</p> <p>List of recognised ecolabels: GSTC-Recognised Standard for Hotels</p>

Proof	List of accommodations selected and/or recommended for the events held between audits as well as a brief reflection on whether the accommodations have a recognised ecolabel or not and whether the accommodations are accessible by public transport or not.
Norm 4.5 Sustainability Clause in Event Contract	The EMC has an environmental sustainability clause included in the contract with the organiser/partner/host of the event.
Elaboration	<p>This clause (depending on the partner/type of event) includes at least six of the following 11 aspects:</p> <ol style="list-style-type: none"> 1. Communicating about the efforts to make the event more sustainable to the participants of the event before, during (on-site) and after the event. 2. Making the event as paperless as possible (if paper is needed, then recycled or eco-certified). 3. Having an event-specific purchase policy for materials and services. 4. Choosing sustainable options for catering (e.g. organic, fair trade, vegetarian/vegan, local). 5. Using reusable/sustainable name badges. 6. Banning the use of plastic disposables, plastic bags and plastic water bottles at the event. 7. Banning the event use of tote bags. 8. Minimising the event use of ‘marketing goodies’ unless they are necessary for particular aspects of the event. 9. Encouraging participants from out of town explicitly in the event invitation to choose environmentally friendly travel modes to travel to the event (e.g. public transport, carpooling, shared transport etc.). 10. Encouraging participants to make use of environmentally friendly transportation modes to reach the venue (e.g. walking, bicycle, public transport, carpooling, shared transport etc.). 11. Offering participants waste separation points. <p>The contract clause should also include a reflection on the environmental impact of the event and in how far these measures contributed to reducing it.</p> <p>The EMC will use the SHIFT Contract Clause Examples for this purpose. It is crucial to stress that the clause exists as a standard point in every contract and that the conversation with the (local) partner is part of the agenda. It is considered that not all 11 aspects of the norm can be fulfilled in all cases/partnerships/situations.</p> <p>If there is no event contract between the EMC and the organiser/partner/host, the EMC confirms in writing that environmental sustainability should be considered when organising the event. In such cases, the different aspects of this norm are fixed in an email, letter, or informal agreement.</p>

Proof	Evidence of contracts (or, if this is not possible, evidence of information agreement) and subsequent evaluation.
Norm 4.6 Environmentally Friendly Transportation Modes	During events, employees, board members, fellows and volunteers of the EMC are encouraged to make use of environmentally friendly transportation modes, depending on the local context (e.g. walking, bicycle, public transport, carpooling, shared transport etc.).
Elaboration	The use of public transport at the event location is often possible, but there will be cases when this is not possible. Therefore, the norm focuses on raising awareness amongst the employees, board members, fellows and volunteers.
Proof	Evidence of communication encouraging this behaviour.
Norm 4.7 Online Event Streaming (Optional)	
Norm 4.8 Additional Reduction of Environmental Impact: Events (Optional)	Accommodation If eco-label hotels are not available or too far from the venue (and would therefore require additional commute), a “regular” hotel in walking distance is/might be preferable. Look for hotels near public transport
Norm 4.9 Sustainable Catering (Optional)	For catering at events and lunches, dinners etc. at restaurants, the EMC will choose sustainable catering options.
	Catering and restaurants will be chosen based on the following criteria (if available): <ul style="list-style-type: none"> • Vegetarian • Local • Organic • Tap water See also Norm 4.5 Sustainability Clause in Event Contract

CHAPTER 5: OFFICE AND HOME OFFICE

Norm 5.1 Energy Efficiency of Building	The EMC does not own the office building but it encourages the owner of the building to make it more energy efficient.
Elaboration	Whether or not this encouragement has any effect is not scored.
Proof	Proof of communication with building owner. Reflection on the chosen office location and on the question whether more sustainable premises might be needed in the future.
Norm 5.2 Office Carbon Footprint Calculation (Optional)	
Norm 5.3 Environmentally Sustainable Commute	The EMC encourages employees to make use of environmentally friendly transportation modes for the commute to the office (e.g. walking, bicycle, public transport, carpooling, shared transportation etc.)
Elaboration	<p>Encouraging a sustainable office commute is important. At the same time, sustainable commuting is a personal choice for employees. It is not always possible to travel sustainably, depending on local transportation systems for instance, and both personal and professional challenges beyond the scope of the EMC.</p> <p>The EMC does however offer/encourage sustainable commute by:</p> <ul style="list-style-type: none"> • Offer of the local/regional JobTicket for public transport • Encouraging the building owner to provide sufficient number of bike stands
Proof	Contract with public transport provider about JobTicket
Norm 5.4 Sustainable Catering (Optional)	
Norm 5.5 Sustainable Actions for Office Space	For the office, the EMC has taken (at least) the following sustainable steps: <ul style="list-style-type: none"> • Not acquiring plastic disposables for food & beverages, plastic bags, and plastic water bottles; • Separation of waste at the office – at least 3 options of glass, paper, organic, plastic and general waste; • Stationery paper with a recognised ecolabel; Sustainable cleaning products with a recognised ecolabel (for those that are directly purchased by EMC staff, e.g. dish soap).
Elaboration	<p>Even though the EMC does not own the building where the office space is located, practices, procedures and protocols to run an office that is more environmentally sustainable, can be established. It is noted that several elements may not be in the control of the EMC:</p> <ul style="list-style-type: none"> • Plastic garbage bags and plastic packages from suppliers are excluded from the plastic related criteria (beyond control of EMC);

	<ul style="list-style-type: none"> External cleaning via the building owner: EMC encourages the use of sustainable cleaning products (recognised ecolabels for cleaning products: ECOLABELINDEX); Other recognised labels for paper and cleaning products are: EU Ecolabel, FSC (only paper), Blauer Engel, Nordic Swan, Cradle 2 Cradle etc. (relates to Norm 1.1).
Proof	Evidence of purchased products and evidence of waste separation at office space.
Norm 5.6 Encouraging Sustainable Choices Employees (Optional)	
Norm 5.7 Additional Reduction of Environmental Impact: Office (Optional)	