
SUSTAINABILITY POLICY

2022-2024

Internal guide
towards sustainability
within the network



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LIVEDMA

CHAPTER 1	MANAGEMENT AND POLICY
NORM 1.1 Sustainability Policy	LIVE DMA Sustainability Policy seeks to define the principles of sustainability and how LIVE DMA promotes them throughout its work.
Elaboration/Responsibilities	<p>The Sustainability policy aims to act toward a future in which environmental, societal and economic considerations are balanced in the pursuit of an improved quality of life for the organisation and beneficiaries of LIVE DMA's work. The Sustainability policy consists in orientations where the efforts should be done as best as possible.</p> <p>The policy applies to all staff employees and board members. It also operates as a guideline when working with service providers. They are required to ensure that in any activities that they undertake or projects that they manage or co-manage as part of their LIVE DMA duties, they ensure that LIVE DMA Sustainability Policy is complied with in action, letter and spirit. Board members are required to ensure that their decisions and the work of LIVE DMA and its staff comply with the Sustainability Policy in action, letter, and spirit.</p> <p>LIVE DMA Sustainability Policy is signed by the leadership of LIVE DMA (Co-Presidents) and is published on LIVE DMA website.</p> <p>LIVE DMA Sustainability Policy will be reviewed at least once between audits.</p>
Proof	The signed LIVE DMA Sustainability Policy including the evidence of review is published on LIVE DMA website.
NORM 1.2 Green Team	LIVE DMA has a Green Team.
Elaboration/Responsibilities	<ul style="list-style-type: none"> • Responsible for the implementation of LIVE DMA Sustainability Policy and Sustainability Action Plan • Write this policy • Remind the organisation (office, board) to follow this policy • Put in place processes and procedures, checklists • Cooperate with green teams from other organisations • Identify new measures/actions for LIVE DMA
Proof	LIVE DMA's Green Team is made up of team members and at least one LIVE DMA board member.
NORM 1.3 Annual Refresher Training	LIVE DMA Green Team attends the Annual Refresher Training.
Elaboration/Responsibilities	<ul style="list-style-type: none"> • At least one member of LIVE DMA 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 LIVE DMA 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 LIVE DMA team members, board...
Proof	<ul style="list-style-type: none"> • Proof of attendance of the training (participants list, certificate etc.) • Proof of internal training for LIVE DMA

NORM 1.4 Sustainability Action Plan	LIVE DMA's Sustainability Action Plan foresees concrete steps and actions to take by the end of 2024.
Elaboration/Responsibilities	<p>LIVE DMA Sustainability Action Plan is informed by LIVE DMA Sustainability Policy and includes sustainability goals and related sustainability targets for the next 2 years that are relevant to LIVE DMA's core business.</p> <p>LIVE DMA Sustainability Action Plan is reviewed and updated at least once every 2 years by the Green Team and as often as necessary to keep the progress moving forward.</p> <p>LIVE DMA Sustainability Action Plan specifies the goals (including ecology, gender inclusion) and targets LIVE DMA wants to work towards. This will act as the baseline from which the progress will be measured.</p>
Proof	The signed LIVE DMA Sustainability Policy including the evidence of review is published on LIVE DMA website.
NORM 1.5 Measuring the Ecological Impact	LIVE DMA choose a tool to measure its ecological impact with a focus on the digital impact of its activities.
Elaboration/Responsibilities	<p>LIVE DMA green team make a benchmarking of the different existing tool to measure the ecological footprint of the network.</p> <p>LIVE DMA calculate the ecological impact of its activities every year or two years and compare the results to the previous ones.</p> <p>LIVE DMA green team analyses the results and reflect on them to present some solutions or paths of improvement.</p>
Proof	LIVE DMA presents the results of the calculator chosen to measure its ecological impact.

CHAPTER 2	COMMUNICATION AND AWARENESS RAISING
NORM 2.1 Communication to Members and Partners	LIVE DMA will communicate to their members and to other parties (funders, partners, followers, public etc.) at least twice a year about LIVE DMA Sustainability Policy, LIVE DMA Sustainability Action Plan, activities and/or progress.
Elaboration/Responsibilities	<ul style="list-style-type: none"> • Communication to LIVE DMA members in the Members' Newsflash, Annual Meeting, LIVE DMA Activity Report or other meetings for LIVE DMA members • LIVE DMA will also communicate its sustainability actions through the newsletter and its social media channels. • The communication may highlight the progress achieved in LIVE DMA Sustainability Action Plan since its implementation.
Proof	Evidence of communication (newsletters, social media posts, Activity Reports etc.)
NORM 2.2 Communication to Employees and Board Members	LIVE DMA Green Team regularly communicates to the staff and board about LIVE DMA Sustainability Policy, LIVE DMA Sustainability Action Plan, activities and/or progress.
Elaboration/Responsibilities	<ul style="list-style-type: none"> • LIVE DMA Green Team will report the progress, actions, and activities to the board in every regular board meeting (at least 2 times per year). • LIVE DMA Green Team will send information about the progress, actions, and activities in writing to staff and board at least 2 times per year.
Proof	Evidence of communication (e.g. written progress reports, presentations).
NORM 2.3 Awareness Raising Actions	LIVE DMA will develop actions that can raise awareness of environmental sustainability.
Elaboration/Responsibilities	<p>These actions can include but are not limited to:</p> <ul style="list-style-type: none"> • Articles in on- and offline media • Communication about environmental sustainability at LIVE DMA/music & culture sector level via social media • Presentations at conferences, other events • Organising webinars, trainings • LIVE DMA members and other organisations can use LIVE DMA environmental policy as a model • Modification, reflection on the communication strategy of the association
Proof	Evidence of awareness raising activities (articles, presentations, webinars, green communication charter etc.)
Goals	Have an inclusive and sustainable communication charter
Actions	Create a green and inclusive communication charter

CHAPTER 3	TRAVEL
NORM 3.1 Internal Sustainable Travel Guidelines	The internal travel guidelines, included in the action plan, specify regulation and tools on how to support LIVE DMA's sustainability when travelling to meeting and events.
Elaboration/Responsibilities	<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 etc.).</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 principles apply when travelling:</p> <ul style="list-style-type: none"> • Take the train whenever possible, especially if the journey lasts less than 5h. • Avoid indirect flights (even if they might be less expensive than direct flights). • Avoid travelling alone in the car • Encourage the use of public transportation • 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) • Take into consideration the travel fatigue of staff and Board when booking a journey <p>The travel guidelines will be reviewed at least once between audits.</p>
Proof	Travel guidelines, evidence of reviews/updates.
Goals	Achieve a reduction of the emissions per kilometer of transport to meetings and events in relation to baseline year
Actions	Creating internal travel guidelines

NORM 3.2 Calculation of the Emissions by Kilometer of Transport to Meetings and Events	Every year, LIVE DMA completes a calculation of the emissions by kilometer for its own travel activities. LIVE DMA Green Team is responsible for this task and establishes an internal system for calculation reporting, which shall be consistent and regularly maintained throughout the year.
Elaboration/Responsibilities	<p>The calculation of travel will be focused on the following travel activities:</p> <ul style="list-style-type: none"> Travel to meetings or events that LIVE DMA (co-)organises (e.g. statutory or legal obligatory meetings, events, workshops, focused group committees etc.). It concerns the travel of persons that LIVE DMA directly supports financially 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). It concerns the travel of persons that represents LIVE DMA for the event, meeting... <p>LIVE DMA uses a carbon calculator 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.</p>
Proof	Data set from carbon calculator. The same carbon calculator should be used continuously/each year to ensure comparability of data.
Goals	Achieve a reduction of the emissions per kilometer of transport to meetings and events in relation to baseline year
Actions	<ul style="list-style-type: none"> Choose a carbon footprint calculator Gathering annual quantitative data on travel modes used by event participants in spreadsheet

NORM 3.3 Reduction of Annual Emission per Kilometre	LIVE DMA reduces the total annual emissions by kilometer 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).
Elaboration/Responsibilities	<p>The specific goal is described in LIVE DMA Sustainability Action Plan.</p> <p>The first audit will serve to set the baseline. Based on this, LIVE DMA will set an ambition (e.g. a reduction of a certain percentage) relevant to its own context.</p> <p>If there is no reduction, LIVE DMA 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).</p>
Proof	Data and brief analysis of total calculation of emission by kilometer of transport over at least a three-year period; explanation if carbon emissions are not reduced. Special circumstances (e.g. pandemic) can be incorporated into this reflection.
Goals	Achieve a reduction of the emissions per kilometer of transport to meetings and events in relation to baseline year
Actions	Comparing the data related to the carbon footprint of Live DMA's events from one year to another

CHAPTER 4	EVENTS
NORM 4.1 Selection Criteria Event Destinations	When selecting an event destination, LIVE DMA considers the environmental impact of hosting the event in this location as one of the selection criteria. LIVE DMA 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 2 years.
Elaboration/Responsibilities	<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 LIVE DMA's destination selection over a longer period (2 years).</p> <p>Although a strong geographical spread of activities is (often) at the heart of LIVE DMA's mission, and LIVE DMA may point towards its goal to be accessible to a diverse membership, LIVE DMA will centralize its activity on more regionally accessible destinations. Generally, LIVE DMA will not discriminate against people located in remote areas to participate in LIVE DMA's activities.</p>
Proof	Report and reflection on event destinations chosen in the past period, evidence of all criteria used for the destination's selection.
Goals	Consider the environmental impacts of our events
Actions	Adopting environmental criteria when choosing event destinations

NORM 4.2 Selection Criteria Venues	For the selection of the venues required for its events LIVE DMA selects: Venues engaged in sustainability; and Venues that are accessible by public transport.
Elaboration/Responsibilities	<p>If it is not possible to select a sustainable accommodation, LIVE DMA must be able to justify why it has not selected and/or recommended an accommodation with a recognised ecolabel or small and independent accommodation and/or why the accommodation is not easily accessible by public transport. When booking is partly done by/with a cooperation partner for the event, LIVE DMA Sustainability Policy on booking/recommending accommodation has to be part of the cooperation agreement.</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 is a or small and independent accommodation or not and whether the accommodations are accessible by public transport or not.
Goals	80% of hotel booking are hotels with an ecolabel or small independent accommodation
Actions	Always ask participants to events if they have any special needs (mobility, sensory, visual, hearing...) and choose venue/accommodation in accordance with these needs

NORM 4.3 Selection Criteria Accommodations	For the selection/recommendations of accommodation required for events, LIVE DMA selects and/or recommends: <ul style="list-style-type: none"> Accommodation with a recognised ecolabel or small independent accommodation; and/or Accommodation that is accessible by public transport.
Elaboration/Responsibilities	<p>If it is not possible to select a sustainable accommodation, LIVE DMA must be able to justify why it has not selected and/or recommended an accommodation with a recognised ecolabel or small and independent accommodation and/or why the accommodation is not easily accessible by public transport.</p> <p>When booking is partly done by/with a cooperation partner for the event, LIVE DMA Sustainability Policy on booking/recommending accommodation has to be part of the cooperation agreement.</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 is a or small and independent accommodation or not and whether the accommodations are accessible by public transport or not.
Goals	80% of hotel booking are hotels with an ecolabel or small independent accommodation
Actions	Always ask participants to events if they have any special needs (mobility, sensory, visual, hearing...) and choose venue/accommodation in accordance with these needs

NORM 4.4 Sustainability Clause in Event Contract	LIVE DMA reduces the total annual emissions by kilometer 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).
Elaboration/Responsibilities	<p>This clause (depending on the partner/type of event) includes at least six of the following 11 aspects:</p> <ul style="list-style-type: none"> Communicating about the efforts to make the event more sustainable to the participants of the event before, during (on-site) and after the event. Making the event as paperless as possible (if paper is needed, then recycled or eco-certified). Having an event-specific purchase policy for materials and services. Choosing sustainable options for catering (e.g. organic, fair trade, vegetarian/vegan, local). Using reusable/sustainable name badges. Banning the use of plastic disposables, plastic bags and plastic water bottles at the event. Banning the event use of tote bags. Minimising the event use of 'marketing goodies' unless they are necessary for particular aspects of the event. 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.). Encouraging participants to make use of environmentally friendly transportation modes to reach the venue (e.g. walking, bicycle, public transport, carpooling, shared transport etc.). 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>LIVE DMA 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 LIVE DMA and the organiser/partner/host, LIVE DMA 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	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 is a or small and independent accommodation or not and whether the accommodations are accessible by public transport or not.
Goals	80% of hotel booking are hotels with an ecolabel or small independent accommodation
Actions	Always ask participants to events if they have any special needs (mobility, sensory, visual, hearing...) and choose venue/accommodation in accordance with these needs

NORM 4.5 Environmentally Friendly Transportation Modes	During events, employees, board members of LIVE DMA 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/Responsibilities	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.
Proof	Evidence of communication encouraging this behaviour.
Goals	90% of the transport of team and board during an event is made by environmental friendly transportation mode
Actions	Encourage employees and board members to use public transports when it is possible

NORM 4.6 Sustainable Catering (optional)	For catering at events and lunches, dinners etc. at restaurants, LIVE DMA will choose sustainable catering options.
Elaboration/Responsibilities	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
Proof	Order receipts / bills
Goals	50% of catering are vegetarian/local/organic
Actions	Have a speech ready to give partner and service provider about our sustainable criteria when organising an event

NORM 4.7 Gender Diversity (optional)	When organizing public meetings, Live DMA commits to have a diverse gender representation on stage among speakers.
Elaboration/Responsibilities	Live DMA will add the possibility to indicate the gender of speakers and participants in the registration forms. This answer is not mandatory; therefore, the results might not be accurate, providing rough numbers.
Proof	Data and brief analysis of total calculation of emission by kilometer of transport over at least a three-year period; explanation if carbon emissions are not reduced. Special circumstances (e.g. pandemic) can be incorporated into this reflection.
Goals	have a gender diversity and large gender representation to our public events // 50% women representation at public events (Keychange Pledge)
Actions	Ask participants to Live DMA panels what gender they identify with, give the possibility to not answer

CHAPTER 5	OFFICE
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NORM 5.1 Energy Efficiency of Building	LIVE DMA does not own the office building but it encourages the owner of the building to make it more energy efficient.
Elaboration/Responsibilities	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.
Goals	Decrease the energy consumption in the office
Actions	<ul style="list-style-type: none"> • Request improvements of the electricity system in the office to the owner and in the whole building (ex: insulation) • Change contract with a green energy provider • Purchase low energy equipment if non-second handed • Create a charter with the organisations sharing the office on greener practices in the office

NORM 5.2 Environmentally Sustainable Commute	LIVE DMA 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/Responsibilities	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 LIVE DMA. LIVE DMA does however offer/encourage sustainable commute by: Offer of the local/regional Soft mobility package for public transport and the use of the bike Encouraging the building owner to provide sufficient number of bike stands
Proof	Internal agreement between LIVE DMA and its employees regarding soft mobility
Goals	Remove the use of the car for the staff commuting Sustain an office accessible by public transportation (in case of movings) and by foot/bike
Actions	Offer of the local/regional soft mobility package for public transport and the use of the bike Encouraging the building owner to provide sufficient number of bike stands Develop further incentive measures for the staff to adopt sustainable behaviours regarding transportation

NORM 5.3 Sustainable Actions for Office Space	<p>For the office, LIVE DMA has taken (at least) the following sustainable steps:</p> <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, toilet paper with a recognised ecolabel; • Sustainable cleaning products with a recognised ecolabel (for those that are directly purchased by LIVE DMA staff, e.g. dish soap).
Elaboration/Responsibilities	<p>Even though LIVE DMA 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 LIVE DMA:</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 LIVE DMA); • External cleaning via the building owner: LIVE DMA encourages the use of sustainable cleaning products;
Proof	Evidence of purchased products and evidence of waste separation at office space.
Goals	<ul style="list-style-type: none"> • Reduce waste in the office • Ensure basic toilet needs in the office, for everyone
Actions	<ul style="list-style-type: none"> • Purchase second hand equipment as much as possible • Get rid of plastic disposables • Buy coffee, tea and supplies to local providers, if possible • Genderless bathrooms in the office + sanitary pads available for free • Purchase a tap-water reductor (foamer) • Re-use organic waste • Contact cleaning enterprise and request use of eco labels products

ANNEXES

Norm 2.3: Sustainable Communication Charter

With regards to inclusive communication, we will base ourselves on the [communication guidelines of the Diversity Roadmap](#).

GRAPHIC CHARTER

The objective is to use less ink when printing

Modification of the graphic charter so it respects eco-graphic design guidelines

- Conscious use of colours and heavy black, avoid to use each of them at 100%.
- Avoid when possible the use of bold fonts
- Reshape of the logo so it uses less ink

PRINTS

The objective is to avoid overproduction and waste of paper

- Avoid printing when it is not necessary
- Choose a recycled paper, if possible unbleached
- Print in black and white as much as possible
- Print in medium quality when possible
- Print in small quantity at first, then add more if necessary

WEBSITE

The objective is to limit the impact of websites

- Compress all the images and videos
- Choose wisely the fonts
- Choose an ecological server (not ovh...)
- Use catching plugins to reduce the charging time of the pages
- Avoid multiply the pages on the website
- Calculate the footprint of the website every 2 years!

MAILING

The objective is to reduce the impact of mailboxes

- Open messages as soon as they arrive, delete them if they are not relevant. Clean regularly the mailbox
- Avoid sending messages to too much recipients, think “do they need the message”
- Reduce the use of attached files
- Stock the mails in local, not on a server

EXTERNAL / INTERNAL COMM**SOCIAL MEDIA / NEWSLETTER / WEBSITE**

The objective is to talk about the sustainability policy, giving examples of what we implement

- Announce the new graphic charter and explain why
- Communicate about the results
- Communicate about other sustainable actions within the sector
- Show the members how they can implement sustainability actions
- Organise meetings, webinars, trainings, discussions

THE FOLLOWING GUIDELINES APPLY WHEN TRAVELLING

- Take the train whenever possible, especially if the journey lasts less than 5h.
- Avoid indirect flights (even if they might be less expensive than direct flights).
- Avoid travelling alone in the car
- Encourage the use of public transportation
- 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)
- Take into consideration the travel fatigue of staff and Board when booking a journey

QUESTIONS, CRITERIA TO CONSIDER TO TAKE PART OF AN EVENT PHYSICALLY RATHER THAN ONLINE WHEN POSSIBLE

- Is the travel part of an activity included in LSE II original plan and schedule? Yes/No
- Does a Live DMA member invite you or advise you to attend this event/activity? Yes/No
 - If yes, is it the first time for a while that we visit this country? Yes/No
 - If no, is it part of a formal partnership with an external partner? Yes/No
 - If no, do you see any concrete possibility to establish new partnerships? Yes/No
- Do you have enough material/presentations/outputs to participate in the event/activity? Yes/No
- Do you think attending the event/activity physically brings a real benefit rather than participating online? Yes/No
- Do you see other benefits attending the event/activity? (Side-meetings or visits) Yes/No

PRACTICALITIES

- Are the travel costs covered by the hosts or not exceeding the LSE II budget? Yes/No
- Do you have enough time to prepare yourself for the event/activity? Yes/No
- Will you spend more time on the activity/event than travelling? Yes/No
- Do you travel during a normal working day? Yes/No

CRITERIA TO CONSIDER TO HOST PHYSIC MEETINGS

- Reachable via train (or direct flights)
- Reachable by public transport
- When possible, centralise the activity on more regionally accessible destinations