



# SWG3 SUSTAINABILITY REPORT

2023





# CONTENTS

## INTRODUCTION

Executive Summary	3
Climate Emergency	4
Our Aims	5

## GOING NET ZERO

Net Zero Targets	7
Net Zero Progress	8
Carbon Budget	9–10

## CARBON FOOTPRINT

Carbon Footprint	11–12
Methodology	13
Results	14–21

## SUSTAINABILITY AT SWG3

Actions	22–24
---------	-------

## SUSTAINABILITY ACTION PLAN

Net Zero	25–31
Wider Strategy	32–39
Ownership	40
Appendix GHG Inventory	41–44







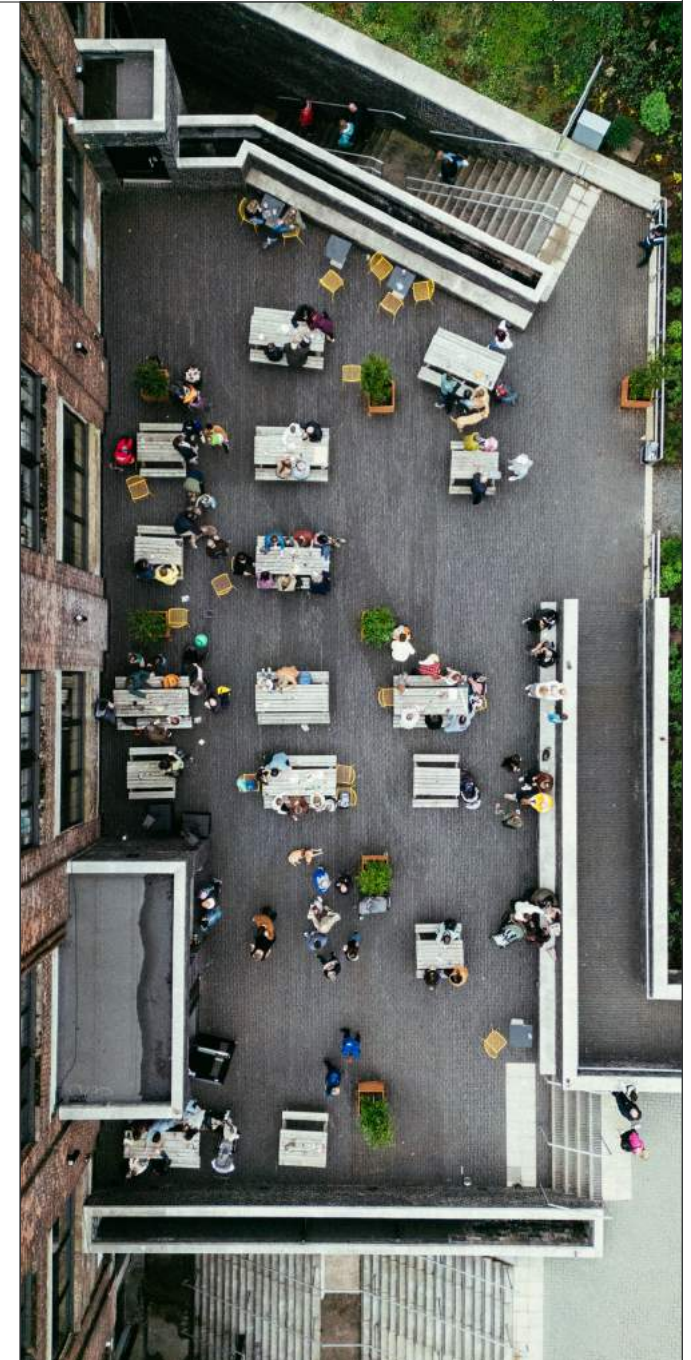
# EXECUTIVE SUMMARY

SWG3's Sustainability Strategy has been developed in line with Glasgow City Council's Climate Plan for carbon neutrality by 2030 and the Scottish Government's Net Zero strategy for 2045. In 2021, SWG3 committed to going Net Zero; this report provides a Net Zero progress update and sets out a roadmap for SWG3 to become operationally Net Zero by 2025 and to reduce Scope 3 emissions by 2030. The report also includes an action plan for SWG3's wider sustainability strategy across our programme which centres around six themes: circularity, biodiversity, education & outreach, creative placemaking, leadership & collaboration and climate adaptation & mitigation.

SWG3's total carbon footprint in 2023 was 714.33 tonnes CO<sub>2</sub>e. This marks a significant increase from last year's total of 67.42 tCO<sub>2</sub>e because we widened our scope to include the impact of water usage and audience travel to the venue. We discovered that audience travel accounts for almost 90% of our emissions but this has only inspired us to take more ambitious steps towards increasing active travel to the venue.

Our 2023 operational emissions were 15.42 tonnes CO<sub>2</sub>e, meaning that we are on track to be operationally Net Zero by 2025. Below are some key statistics indicating SWG3's environmental performance in 2023:

- Reduced staff commuting emissions by 8.87 tonnes of CO<sub>2</sub>e from 2022.
- 47.5% of audience travel is via sustainable modes.
- Recycled 61.7% of waste across the site.
- Avoided 27,500 single use plastic cups each month by switching to reusable cups.





# CLIMATE EMERGENCY

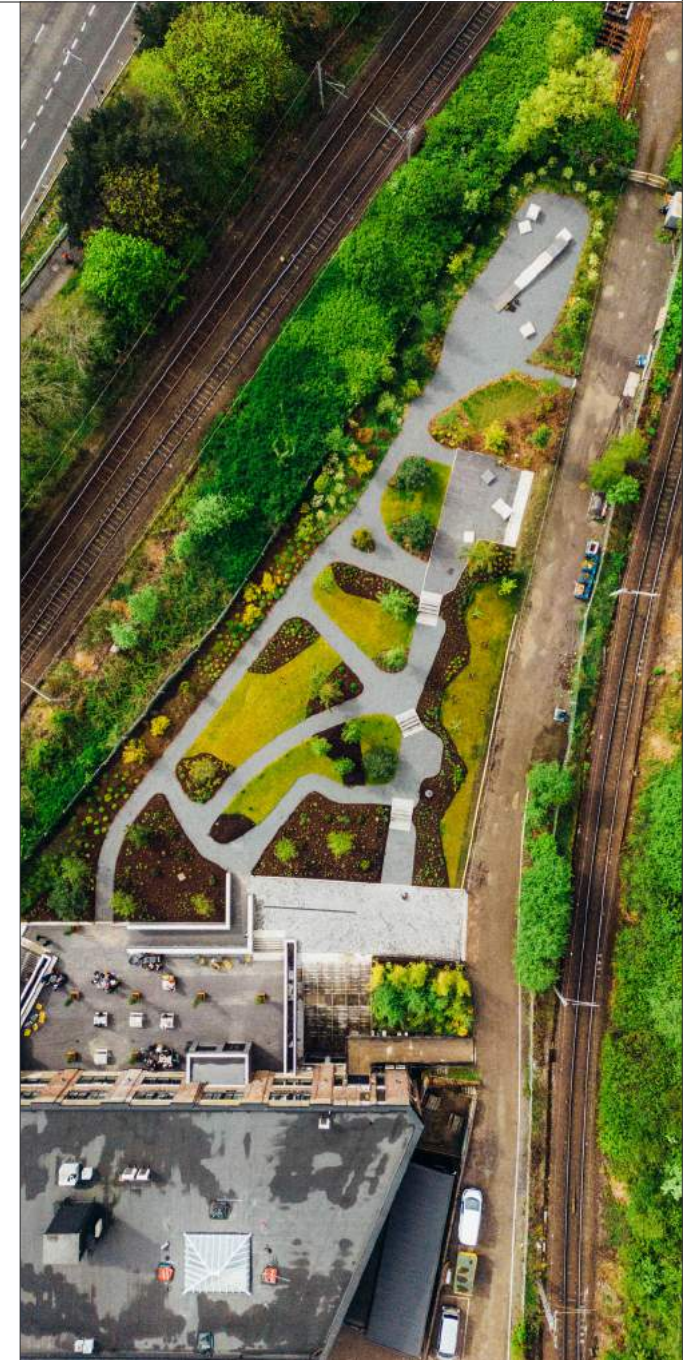
What role does an arts venue have in tackling the climate emergency? At SWG3, we believe that arts venues have an important role to play in communicating complex issues and bringing people together **to inspire action**. Climate action needs creative solutions.

Our mission is to take **ambitious climate** action and ensure the future of live music and culture for generations to come. We pledge to transparently measure, communicate and reduce our impact on the environment and influence our audiences and partners in the industry to do the same.

We recognise the severity, scale, and unequal impacts of the climate crisis. We approach our environmental work with the principles of **climate justice** and accept our responsibility to mitigate and adapt to a changing climate.

As a site that is embedded in the industrial history of Glasgow, we want to upturn extractive models of growth and build a **circular economy**, finding innovative ways to regenerate the landscape, increase biodiversity and reduce our environmental impact.

Additionally, through our sustainability strategy and wider vision to champion creative placemaking within the regeneration of the River Clyde Corridor and the Glasgow Riverside Innovation District, we aim to support our neighbouring communities to access greenspace, learn new skills and become more climate resilient.







# OUR AIMS

Adapted from the Net Zero Carbon Events Initiative:

---

## ENERGY

**Power our events efficiently with clean, renewable energy.**

By 2025 we aim to power our events with 100% renewable energy.

We aim to increase energy efficiency by 10% each year.

---

## WASTE

**Work with our suppliers to source materials, services, and food sustainably and design out waste.**

By 2025, we aim to achieve a recycling rate of 70% and by 2030, a rate of 85%.

By 2030, 50% of our supply chain will be committed to going Net Zero.

---

## TRAVEL

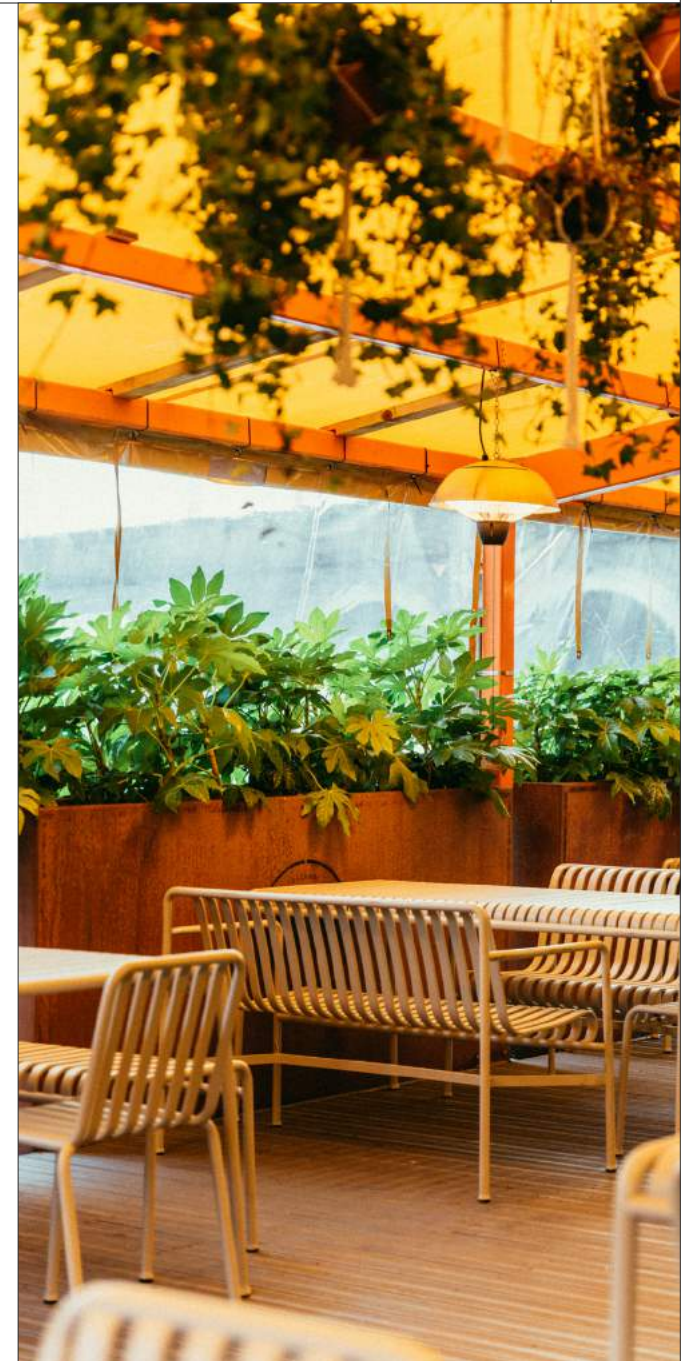
**Work with and influence partners in the travel sector to reduce and mitigate the emissions of travel to events.**

By 2030, our objective is for 50% of audience travel to the venue to be via sustainable methods.

---

## RENEGERATE

**Go beyond carbon reduction to embrace circular economy principles and regenerative practices that positively impact people and the planet.**







# GOING NET ZERO





# NET ZERO TARGETS

In the lead up to hosting The New York Times Climate Hub during COP26, SWG3 committed to going Net Zero.

Net Zero refers to a long-term reduction in global greenhouse gas emissions to meet the Paris Agreement goal of limiting global warming to 1.5°C above pre-industrial levels by 2050 to prevent climate and biodiversity breakdown.

## SCOPE

Emissions reporting falls under three scopes:

- **Scope 1:** Emissions from the combustion of fossil fuels from sources directly owned or controlled by an organisation.
- **Scope 2:** Indirect emissions from the purchase and use of electricity in company operations.
- **Scope 3:** All other indirect emissions that occur across the whole supply chain of an organisation.

We began our Net Zero journey by calculating our average baseline emissions between 2018-2020 and set reduction targets that align with the Science Based Targets Initiative (SBTi). Our initial carbon footprint assessment boundary included gas, electricity, business travel and waste and recycling. We have now expanded our boundary to include owned transport, staff commuting, audience travel and water supply and treatment. Artist travel and supply chain emissions are still out of boundary but we aim to include these categories in our reporting by 2025.

## BASELINE EMISSIONS

Our baseline carbon footprint was **131 tonnes CO<sub>2</sub>e**. As the boundary of our carbon footprint expands with improved data collection, we will likely see our carbon footprint increase before it decreases. In the spirit of learning and transparency, we are committed to measuring all direct and indirect operational emissions and externally reporting our emissions data every year.

## SETTING TARGETS

Our near-term target is to **reduce our absolute Scope 1 and 2 emissions by 90% by 2025**. These are our operational emissions including gas, electricity, and owned transport. We aim to **reduce our absolute Scope 3 emissions by 90% by 2030**. Scope 3 includes all of our indirect emissions such as audience travel and our supply chain. We commit to neutralising any unabated emissions when this long-term target is achieved.

This is our first detailed sustainability report where we hope to share our successes and learnings, provide an update on our progress and how we are taking action going forward.





# NET ZERO PROGRESS

## 2018-20

We calculated our average baseline emissions between 2018-2020 to account for fluctuations caused by the pandemic. Our baseline carbon footprint (Scopes 1, 2 and 3) was 131 tCO<sub>2</sub>e and our baseline operational emissions (Scopes 1 and 2) were 123 tCO<sub>2</sub>e (this is our benchmark for tracking progress towards Net Zero operations by 2025).

## 2021

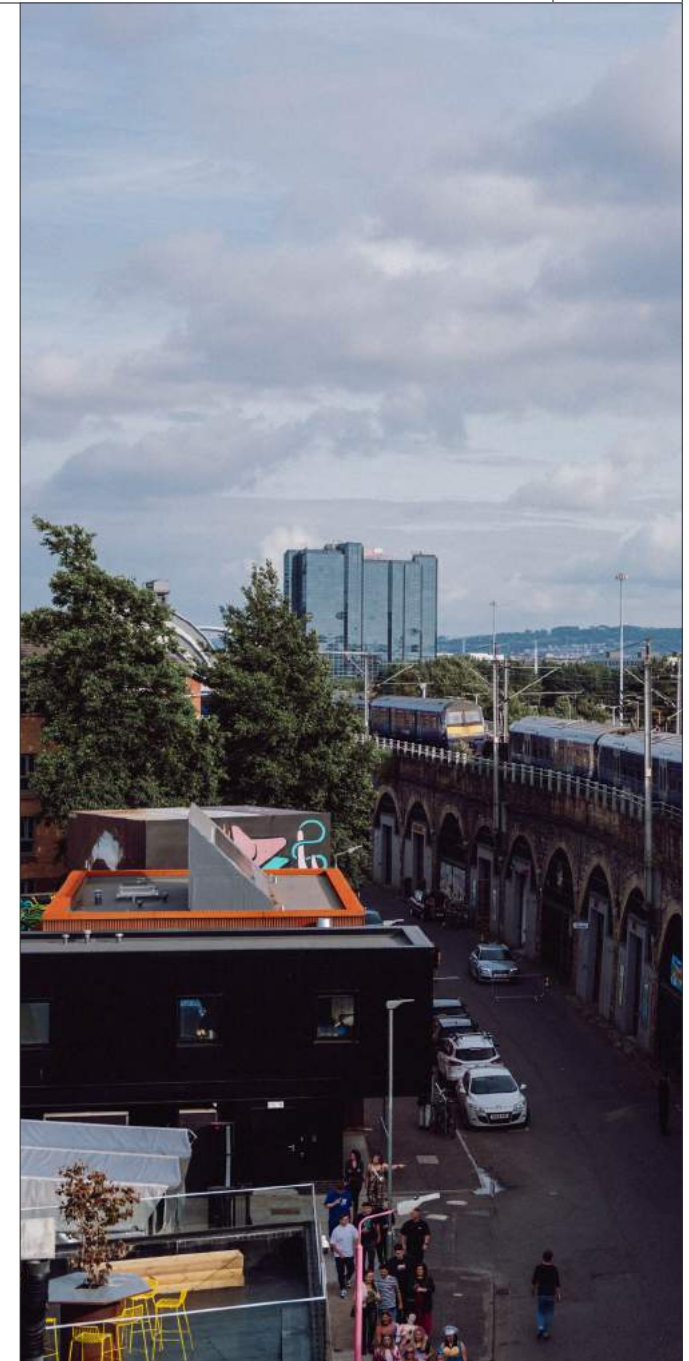
In 2021 our total carbon footprint was 109.7 tCO<sub>2</sub>e, resulting in a 16.26% emissions reduction from our baseline. Our total operational emissions were 102 tCO<sub>2</sub>e.

## 2022

At the end of 2021 we switched to a 100% renewable energy tariff and in 2022 we switched on BODYHEAT (our renewable thermal heating and cooling system that harnesses body heat from our audiences), which brought our carbon footprint down to 67.42 tCO<sub>2</sub>e, a massive reduction of 38.54% on the previous year. We also measured and included emissions from staff commuting for the first time. Our operational emissions were 7.36 tCO<sub>2</sub>e.

## 2023

In 2023, our main aim was to build a fuller picture of our Scope 3 emissions to better understand our impact and identify areas of influence. We successfully measured our water usage and estimated the impact of audience travel to the venue. This has resulted in a big leap in our total carbon footprint (audience travel accounts for almost 90% of our emissions) but this has only inspired us to take more ambitious steps towards increasing active travel to the venue. Our total carbon footprint in 2023 was 714.33 tCO<sub>2</sub>e and our operational emissions crept up slightly to 15.89 tCO<sub>2</sub>e. However, we are still well within our operational carbon budget for the year and on track to Net Zero operations by 2025.







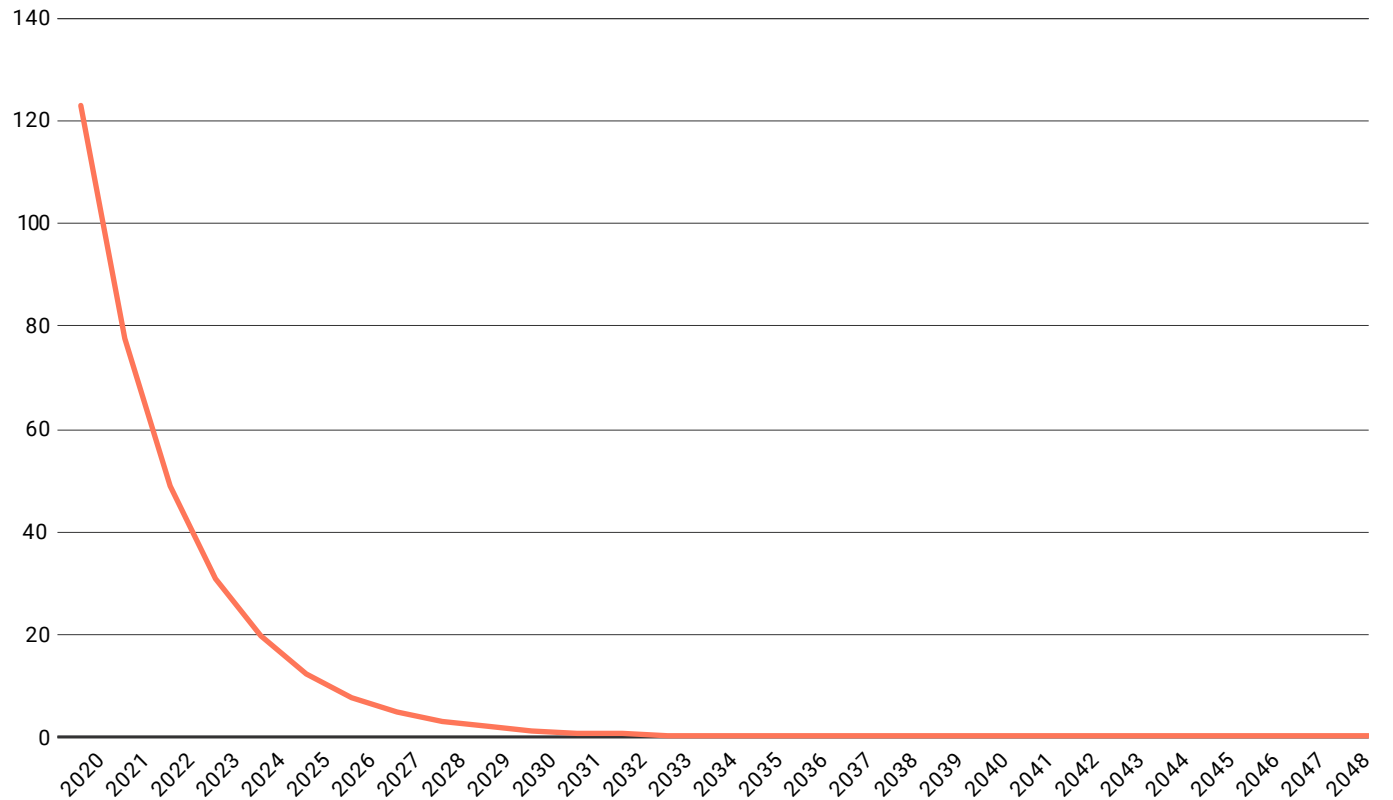
# CARBON BUDGET

A carbon budget allows us to see how much our emissions should reduce each year to reach Net Zero. The graph on the left shows SWG3's carbon budget for our Scope 1 and 2 (operational) emissions using Creative Carbon Scotland's Budget Calculator (V3). Our carbon budget for 2023 was 30 tCO<sub>2</sub>e and we used 15.89 tCO<sub>2</sub>e. Our target is to reduce our emissions to 12.3 tCO<sub>2</sub>e by 2025 so we are well on our way to meeting that target.

SWG3 CARBON BUDGET (SCOPE 1 & 2)

Carbon Budget by Year

— Net Zero Target Year 2025

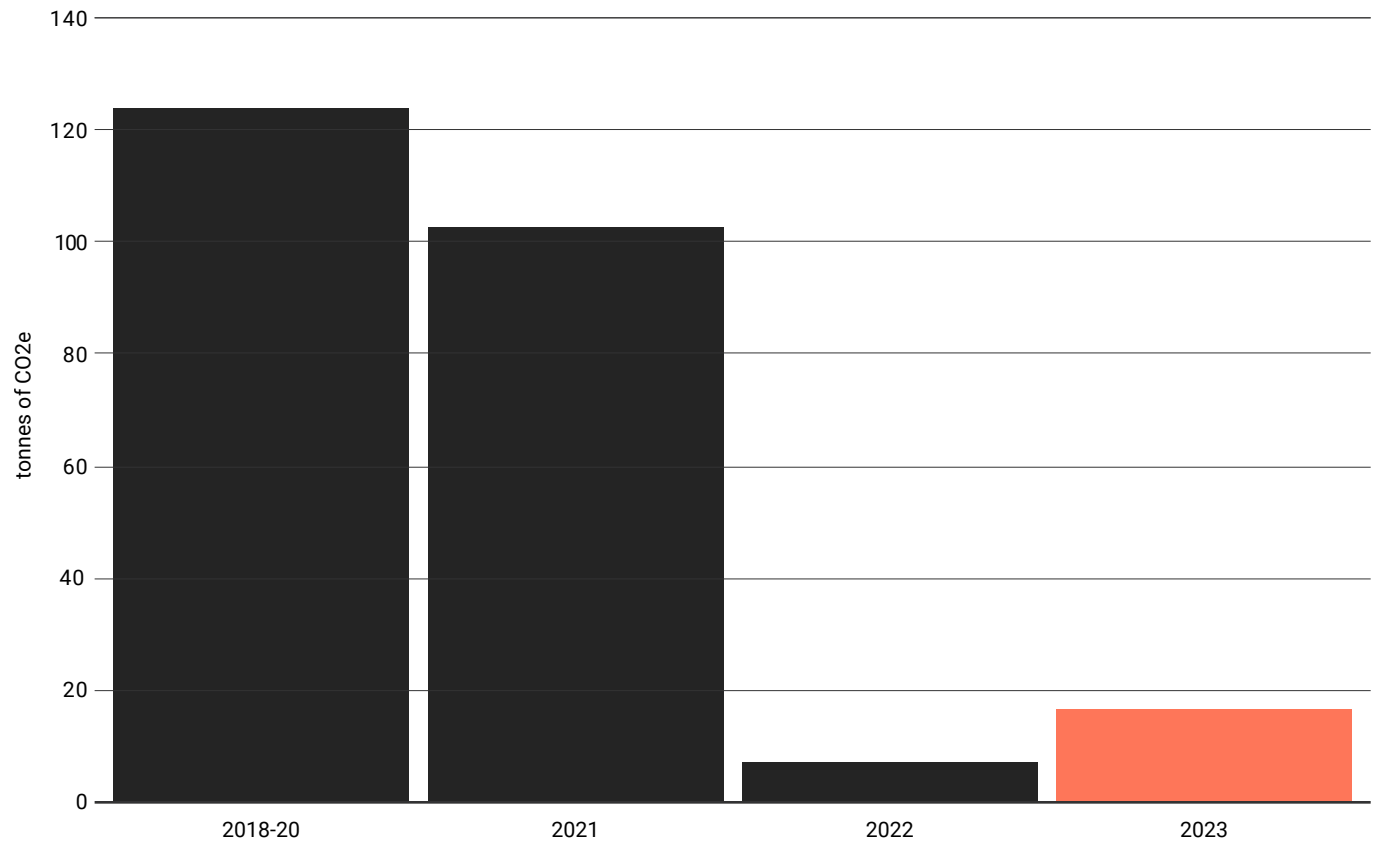




# CARBON BUDGET

The graph shows our actual operational emissions which decreased rapidly in 2022 due to switching to 100% renewable energy and decarbonising our heating and cooling system using BODYHEAT. Our total energy usage increased slightly in 2023. This was due to the opening of our new Yardworks Studio which became operational in 2023.

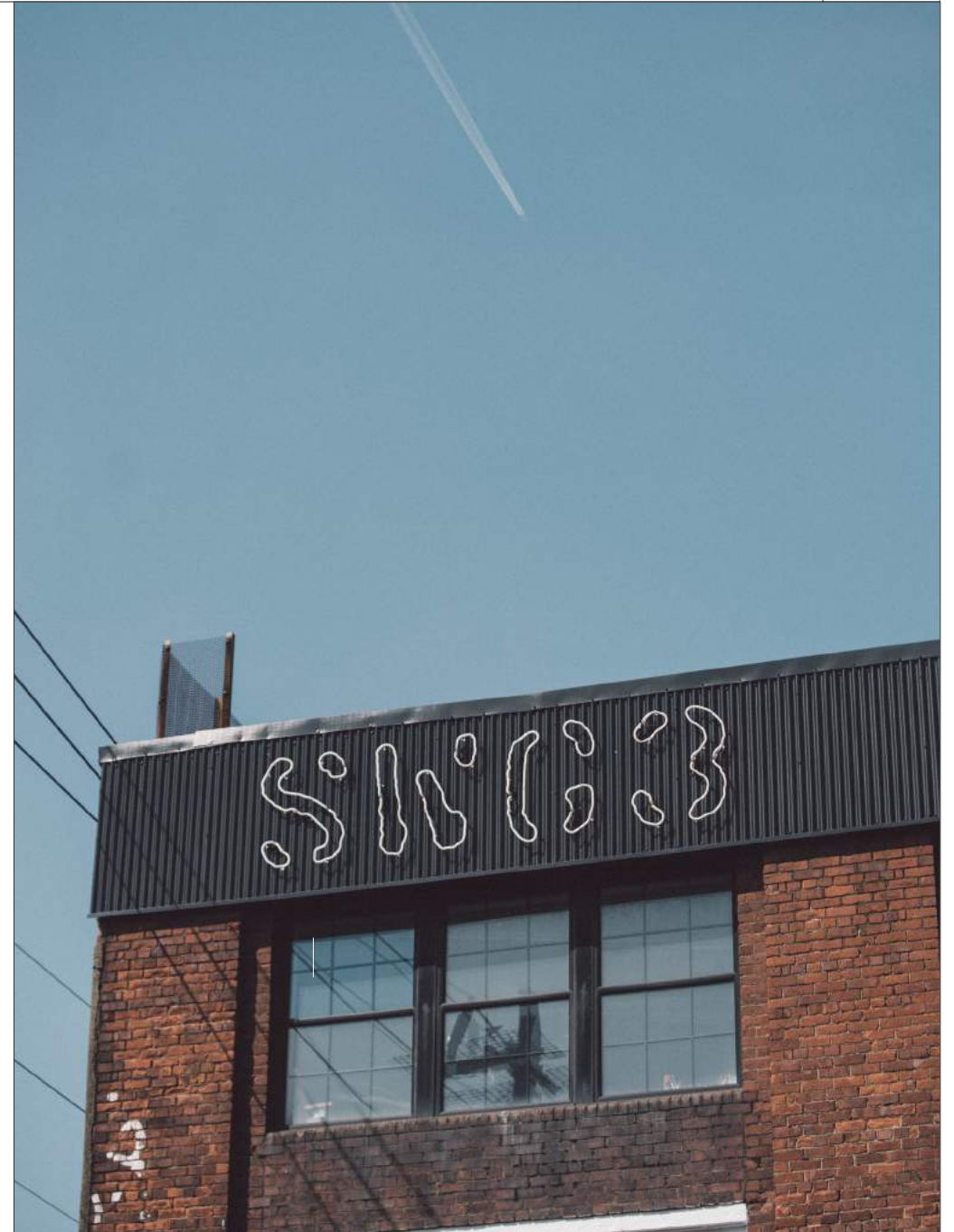
OPERATIONAL EMISSIONS







# CARBON FOOTPRINT





# CARBON FOOTPRINT

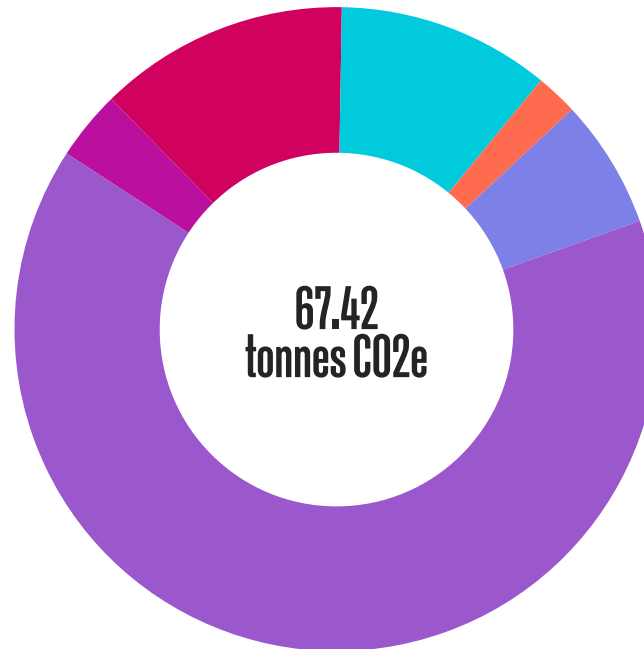
## 2022

## 2023

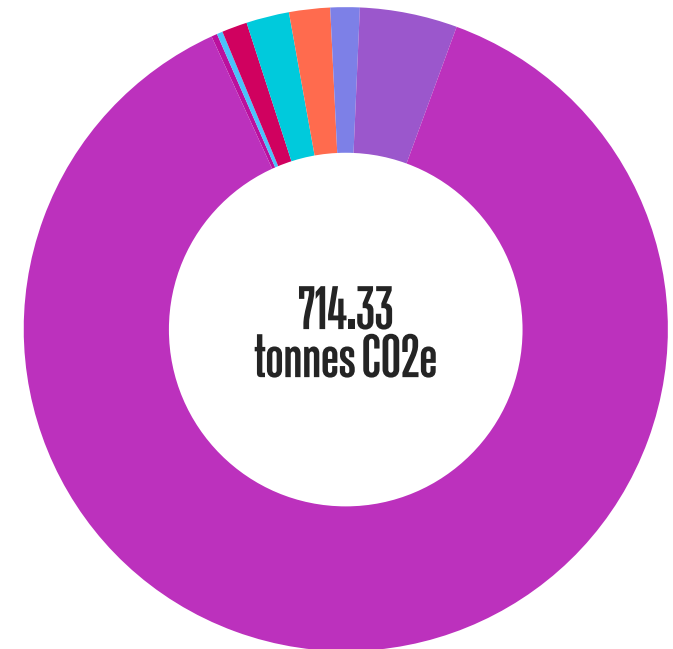
SWG3's total carbon footprint in 2023 was 714.33 tonnes CO<sub>2</sub>e.

This marks a significant increase from last year's total of 67.42 tCO<sub>2</sub>e because this year we widened our scope to include the impact of audience travel which accounts for 89.4% of our total carbon footprint.

For us, this isn't a negative; the carbon impact of audience travel has always existed and it is one of the most significant sources of emissions for the events industry. Now we have begun to measure this impact, we have the opportunity to do something about it.



- Waste & Recycling: 3.50%
- T&D Losses: 12.60%
- Energy: 10.70%
- Owned Transport: 2.10%
- Business Travel: 6.50%
- Staff Commuting: 64.70%



- Waste & Recycling: 0.30%
- Water Supply & Treatment: 0.30%
- T&D Losses: 1.30%
- Energy: 2.20%
- Owned Transport: 2.10%
- Business Travel: 1.50%
- Staff Commuting: 5.00%
- Audience Travel: 89.40%





# METHODOLOGY

We calculated our carbon footprint using the UK Government GHG Conversion Factors for Company Reporting. You can find our full GHG inventory in the Appendix. We use a 'market-based' accounting approach\* to set and track progress towards our Scope 2 targets but also report on our 'location-based' emissions for full transparency (see p. 15). Here is the current scope of the emissions sources included in this report:

## SCOPE 1

Gas, refrigerants, owned transport.

## SCOPE 2

Purchased electricity.

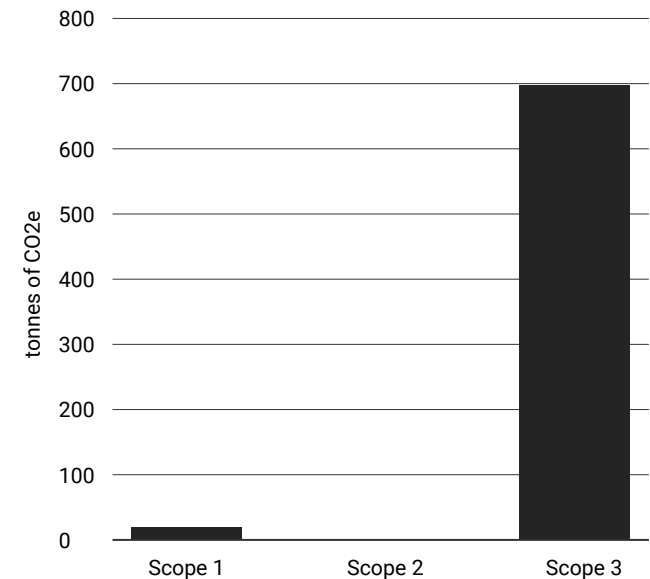
## SCOPE 3

Business travel, staff commuting, audience travel, waste and recycling, T&D losses, water supply and treatment.

## OUT OF SCOPE

Artist travel, supply chain (by 2025 we aim to include these categories in our reporting).

SCOPE BREAKDOWN 2023



\*A note on dual-disclosure: As part of our Net Zero Strategy, we are using a 'market-based' accounting approach to set and track progress towards our Scope 2 targets (in line with SBTi guidance). However, as outlined in our strategy, we remain committed to increasing energy efficiency each year to reduce our demand on the UK grid, so we will also report our 'location-based' emissions. The current Greenhouse Gas Protocol Scope 2 Guidance states that, where possible, companies are required to report Scope 2 electricity-based emissions according to both a 'location-based' method and a 'market-based' method. Location-based means electricity emissions from the general grid emission factor for a particular geographical region (e.g., a country). Market-based means emission factors specific to electricity from a particular supplier. This method takes into account the impact of purchasing renewable energy.



# ENERGY







# ENERGY

We have been purchasing 100% renewable energy since 2021 and in 2022 we switched on BODYHEAT (our renewable thermal heating and cooling system that harnesses body heat from our audiences using heat pumps and geothermal storage). BODYHEAT is now active across four separate spaces – the Galvanizers, the TV Studio, the main foyer entrance, and our brand new Yardworks Studio. However, our total energy usage increased slightly due to the opening of our new Yardworks Studio which became operational in 2023. We are still working to reduce our demand on grid electricity, so our aim for 2024 is to implement further energy efficiency strategies and explore onsite renewable energy generation.

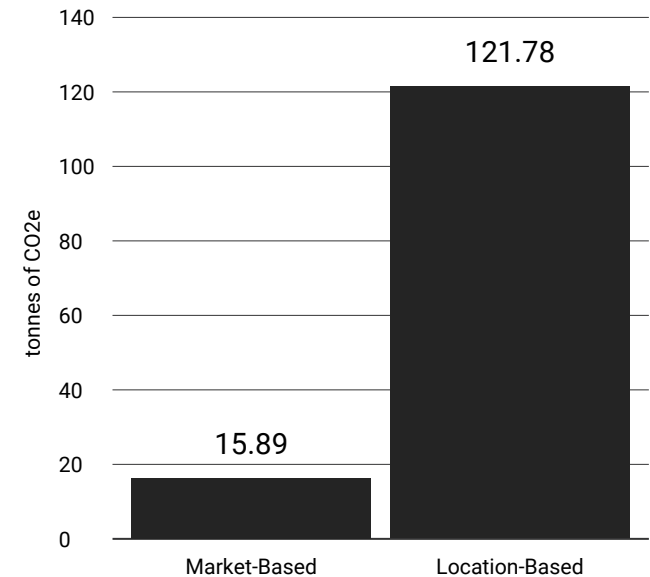
## ACTION TAKEN

- Switched to 100% renewable energy tariff
- BODYHEAT fully operational
- Offset operational emissions with VCS local tree-planting projects
- Installed office smart meter
- Optimised set-point temperatures and timers for heating and AC

## NEXT STEPS

- Implement further energy efficiency strategies
- Obtain quote for solar panel installation
- Switch to 100% biogas contract (switch gas off by 2025)

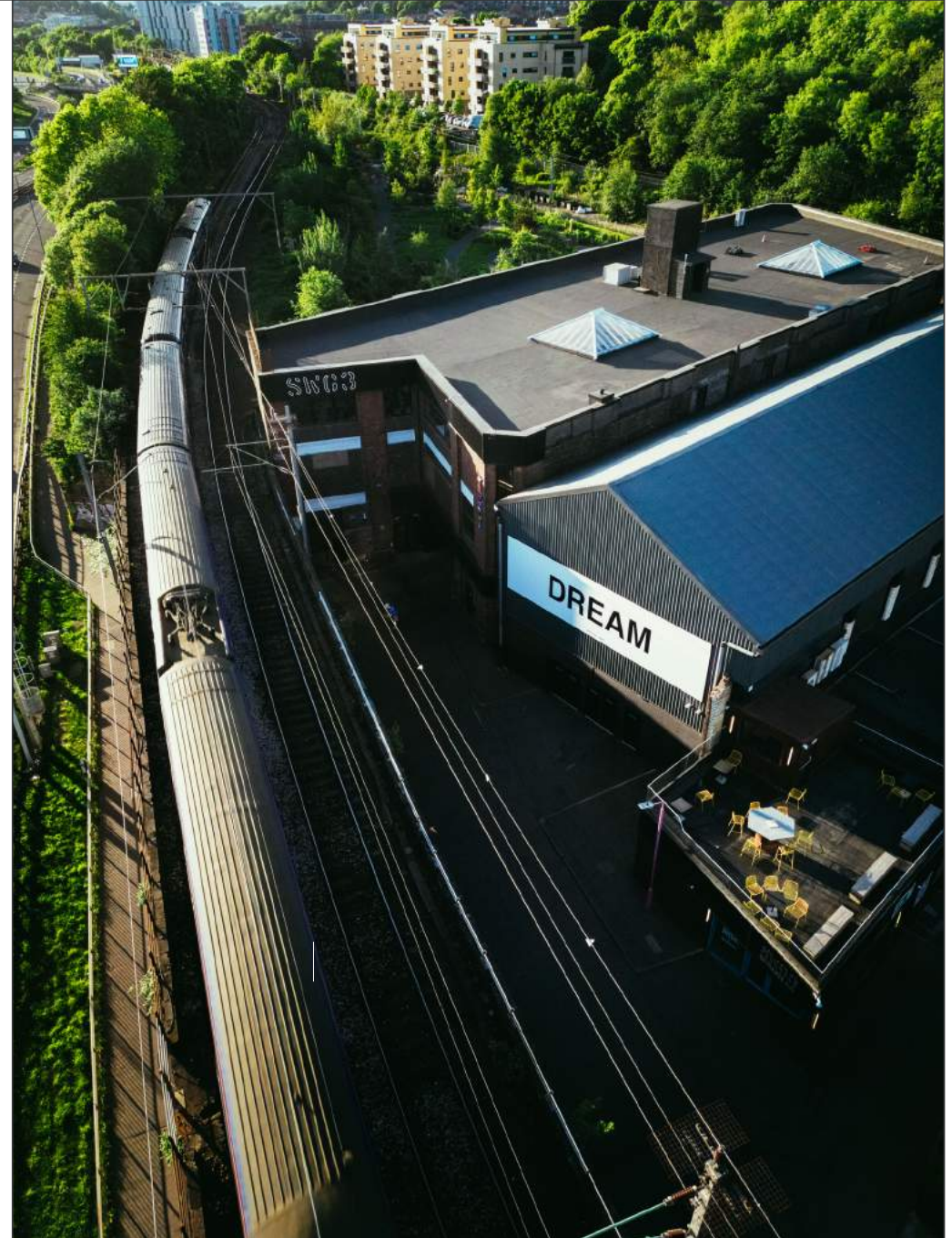
MARKET VS LOCATION BASED EMISSIONS 2023



A note on offsetting: every year since 2021 we offset our location-based operational carbon emissions through Verified Carbon Standard local tree-planting projects. However, we don't claim to be 'carbon neutral' because we recognise the urgent need to reduce emissions, not just compensate for them. We see offsetting like a voluntary carbon tax and our focus will always be on reduction.



# TRAVEL







# TRAVEL

The most significant change to our carbon footprint in 2023 was the inclusion of audience travel emissions in our assessment boundary, based on data from our Sustainable Travel Survey and our attendance numbers. Audience travel is our most significant source of emissions, as is the case for most venues and events. Measuring and including this data has shown us the potential influence that we could have by working with our audiences and partners in the travel sector to help decarbonise Glasgow's transport system. In 2023, staff commuting emissions decreased by 8.87 tCO<sub>2</sub>e from 2022. We plan to continue this reduction by improving onsite facilities such as installing a sheltered bike rack and developing an Active Travel Plan in collaboration with the SWG3 team.

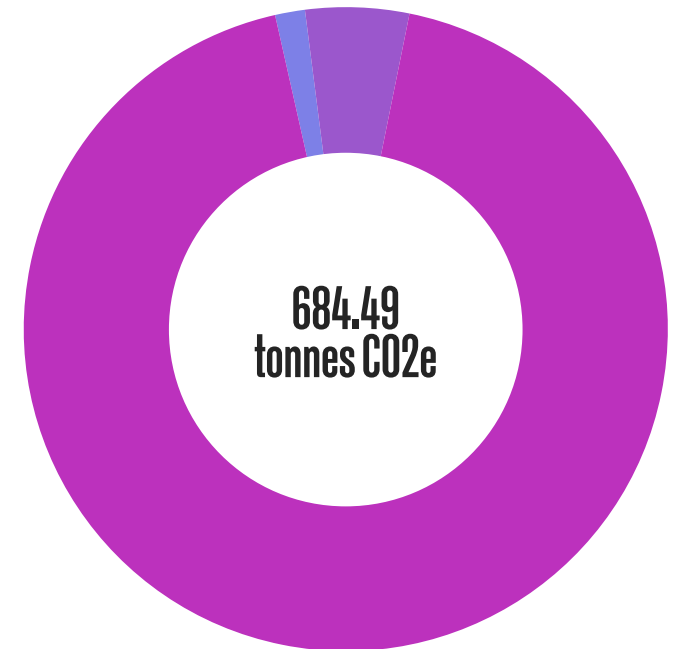
## ACTION TAKEN

- Conducted Sustainable Travel Survey
- Calculated staff travel emissions
- Implemented Sustainable Business Travel Policy
- Calculated audience travel emissions

## NEXT STEPS

- Implement Active Travel Plan
- Install sheltered bike rack
- Calculate artist travel emissions
- Work with the council to increase public transport provision

TRAVEL EMISSIONS 2023



- Business Travel: 1.50%
- Staff Commuting: 5.20%
- Audience Travel: 93.30%



# AUDIENCE TRAVEL

We took a deep dive into the data behind our audience travel to understand patterns of behaviour and how we can begin to shift the dial towards more sustainable and active modes of travel to SWG3. Below is a breakdown of how our audiences travelled to the venue. Currently 47.5% of our audience travel to the venue via sustainable modes (active travel or public transport). While we have minimal control over this, we recognise our ability to influence our audiences and aim to increase this to 50% by 2030 through our Active Travel Plan.

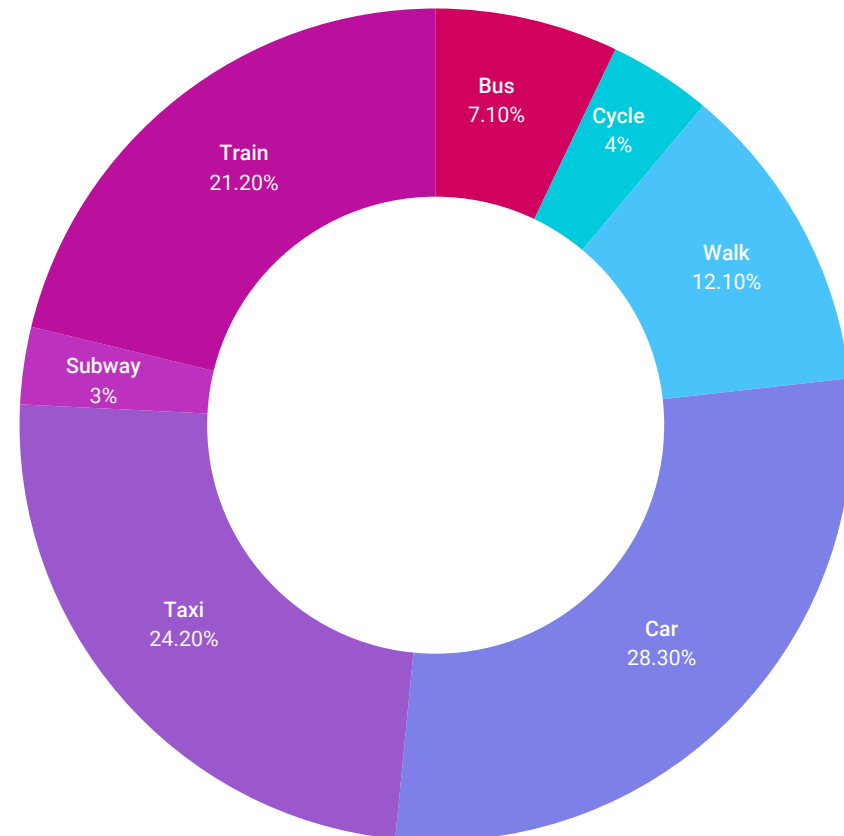
## AUDIENCE TRAVEL EMISSIONS 2023

**685**  
events hosted  
at SWG3

**1.04 tCO<sub>2</sub>e**  
emitted per event  
(On average)

**289,265**  
people came through  
our doors in 2023

**47.5%**  
of audience travels via  
sustainable modes  
(Active travel,  
or public transport)







# WASTE & RECYCLING

+

# WATER





# WASTE AND RECYCLING

In 2023, we took a big step to improve the sustainability of our events and reduce our waste by eliminating single-use plastic cups (our most significant waste stream) from our gigs and events by introducing reusable Stack Cups to our bars. This has resulted in the avoidance of **27,500 single use plastic cups each month**. In 2024, we plan to replace the single-use plastic cups that are still used at our club events with compostable Vegware. In 2023, we achieved a recycling rate of 61.7%. Our short-term target is to reach a recycling rate of 70% by 2025 and our long-term target is 85% recycling by 2030 while also reducing our overall waste.

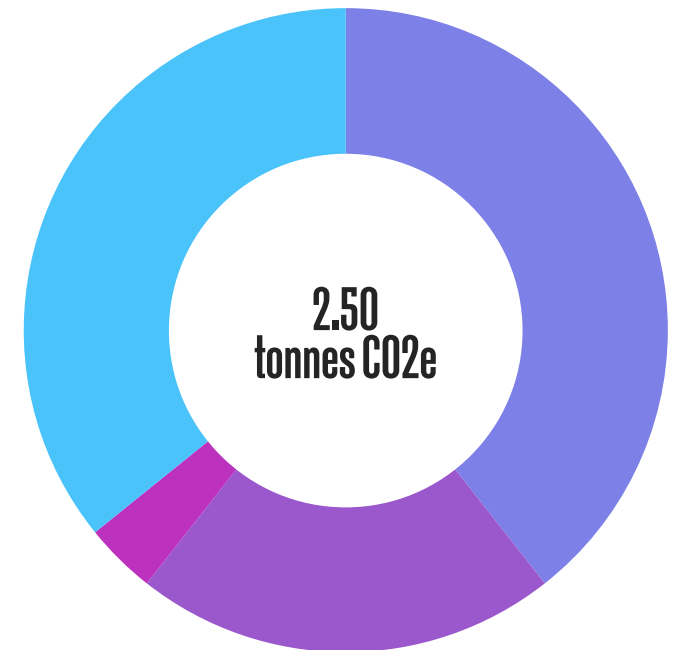
## ACTION TAKEN

- Carried out waste audit and set waste reduction targets
- Created SWG3 Recycling Guide
- Introduced reusable cups for gigs and events
- All Waste Electrical and Electronic Equipment (WEEE) is donated, repaired or recycled.

## NEXT STEPS

- Introduce reusable coffee cups to the Acid Bar
- Introduce Vegware to clubs
- Conduct a Material Flow Analysis

WASTE AND RECYCLING EMISSIONS 2023



- General Waste: 35.80%
- Glass: 39.40%
- Mixed Recycling: 21.20%
- Food Waste: 3.60%





# WATER

This is the first year that we have been able to measure and calculate the impact of our water supply and treatment. While water usage makes up a small part of our carbon footprint, increasing water efficiency and decreasing usage is essential for climate resilience in the face of increasingly unpredictable weather events.

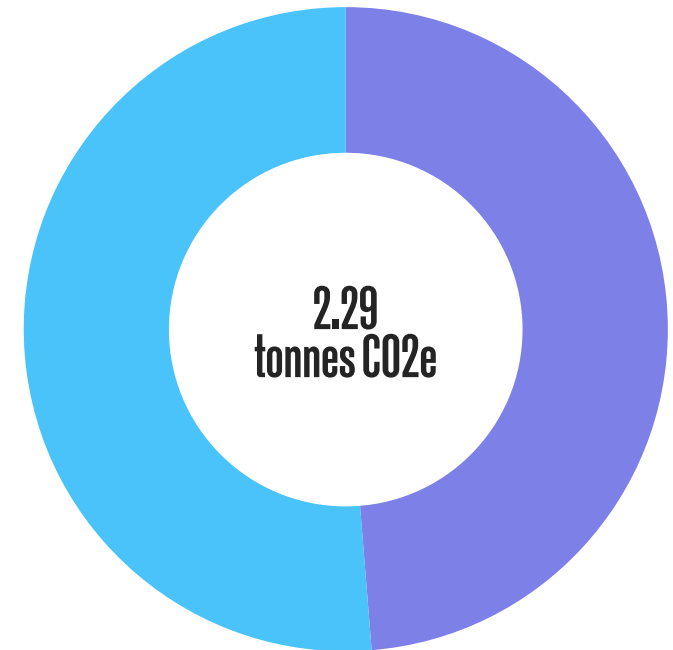
## ACTION TAKEN

- Installed and upgraded water meters
- Calculated impact of water supply and treatment

## NEXT STEPS

- Conduct water efficiency review
- Purchase rainwater harvesting tank for community garden
- Install water saving devices

WATER EMISSIONS 2023



■ Water Supply: 51.28%  
■ Water Treatment: 48.72%



# SUSTAINABILITY AT SWG3







# ACTIONS

While reducing greenhouse gas emissions has a key role to play in the sustainability of SWG3 and our planet, it isn't the whole picture. We recognise the need to approach our environment holistically and find ways to shift the culture at SWG3 and beyond. Our wider sustainability strategy centres around six themes: circularity, biodiversity, cultural programme, creative placemaking, leadership & collaboration and climate adaptation & mitigation. Here are some of the ways we have embedded sustainability into our programme and operations so far:



## CIRCULARITY

Embedding circular economy principles into our programme and operations.

- With funding from the UK Community Renewal Fund, we commissioned a feasibility report into transforming SWG3 into a Circular Village and testing site for circular business models in Glasgow.
- We designed a Circular Directory to encourage the reuse of materials within SWG3.
- We set up the SWG3 Swap Shop, a platform for resident artists to donate, swap and sell items, art supplies and materials with each other.
- We partnered with Circular Glasgow to launch a new event, the Circular Supper Club, which brings together a diverse group of people working towards greater sustainability and circularity across Glasgow.



## BIODIVERSITY

Enhancing biodiversity across our site to mitigate carbon emissions.

- In 2023, we opened our community garden to the public. The garden was designed in consultation with over 100 people from the local area.
- The garden is filled with native plants and trees, raised beds, a community orchard, wild food foraging area, communal growing space, beehives, and a wildflower meadow.
- In collaboration with Propagate, we deliver a programme of gardening events throughout the year, which aims to increase access to greenspace, connect people with nature, and provide opportunities to learn gardening and food growing skills.



## CULTURAL PROGRAMME

Inspiring positive behaviour change through education and outreach.

- Through our cultural programme, we bring people closer to art and nature, fostering the growth of creative skills within local communities which enable residents to actively participate in cultural projects that positively shape their environment.
- We use public art as a platform to promote climate awareness and sustainable practices.



# ACTIONS



## CREATIVE PLACEMAKING

Regenerating vacant and derelict land through new facilities and public art.

- Through our Yardworks programme we introduce the concept of creative placemaking to community members to empower them to take control of their local environment.
- We animate empty buildings and derelict land with stunning artworks to improve the local environment and make people feel more positive about where they live.
- CIA is increasingly being invited to develop public art as part of city-led regeneration strategies. Our largest project, Yardworks GRID, will transform Glasgow Riverside Innovation District into a street arts district and open-air gallery.



## LEADERSHIP AND COLLABORATION

Influencing the sector by taking ambitious climate action, sharing knowledge, collaborating and developing partnerships.

- In 2023, we launched our Green Events Guide which we share with every artist and event provider who comes through our doors. The guide aims to start conversations, communicate our aims and find ways to work together to reduce energy, waste and travel emissions.
- We contributed to the University of Glasgow's research project into Glasgow's music industry: 'Towards a Just & Green Music City'.
- We developed plans for a Rooftop Depot; an inspiring working environment for organisations tackling climate change across a range of creative disciplines.
- In 2022, we set up the SWG3 Green Team who meet regularly to generate ideas, discuss the programme and monitor sustainability progress.



## CLIMATE ADAPTATION AND MITIGATION

Reducing our carbon emissions and developing strategies to adapt to our changing climate.

- We have developed a robust Net Zero Strategy to reduce our carbon emissions and mitigate against the climate crisis.
- We are currently quantifying ways that our community garden contributes to local Biodiversity Net Gain (BNG), a strategy to develop land and contribute to the recovery of wildlife and nature.
- The garden plays a key role in our adaptation to a changing climate and will support our local community to become more climate resilient by providing a space to learn about the environment, connect with others, and increase our capacity to source locally grown food.
- We plan to develop a Climate Adaptation Strategy in 2024 using Creative Carbon Scotland's Cultural Adaptations Toolkit.



# OWNERSHIP

Primary responsibility for the implementation of SWG3's Sustainability Strategy lies with the following people:

**Andrew Fleming-Brown** – Managing Director

**Hannah George** – Sustainability Coordinator

**Bob Javaheri** – Operations Director

**Alison Fullerton** – Appeal Director & Strategic Impact Lead

## SWG3 Green Team

All SWG3 team members have a responsibility to uphold the environmental principles outlined in the Sustainability Strategy. The policy will be reviewed annually by the Sustainability Coordinator and senior management to ensure that it reflects SWG3's business activities, net zero targets and the changing nature of the climate emergency.

Date of next review: April 2025







# APPENDIX



# GHG INVENTORY

	tonnes CO2e
<b>Scope 1</b>	
Natural Gas	15.42
Refrigerants	0.00
Owned Transport	0.47
<b>Scope 2</b>	
Electricity (Location Based)	105.89
Electricity (Market Based)	0.00
<b>Scope 3</b>	
<b>Business Travel</b>	
Taxi	3.00
Air (Short Haul)	4.50
Air (Long Haul)	2.22
Rail	0.44
Hotel (UK)	0.25
Hotel (London)	0.05



# GHG INVENTORY

	tonnes CO2e
<b>Staff Commuting</b>	
Petrol or Diesel Cars	30.15
Electric Cars	0.78
Subway	0.15
Train	3.64
Bus	0.93
Cycle	0.00
Walk	0.00
<b>Audience Travel</b>	
Car	266.16
Taxi	279.49
Subway	4.67
Train	41.68
Bus	46.38
Cycle	0.00
Walk	0.00





# GHG INVENTORY

	tonnes CO2e
<b>Waste and Recycling</b>	
Waste Collection	0.55
Dry Mixed Recycling	0.42
Glass	0.79
General	0.72
Food Waste	0.03
<b>Utilities</b>	
T&D Losses	9.16
Water Supply	1.10
Water Treatment	1.19