

# SERM Cutting Carbon Programme

## Guidance notes

**Deadline: Midday Monday 11 December 2023**

### Introduction

As part of the SHARE Environmentally Responsible Museum project, SHARE will fund and support two museums not yet engaging with environmental sustainability and responsibility to embed good sustainability practice into their aims and objectives, with a specific focus on cutting carbon emissions.

This project is kindly funded by National Lottery Heritage Fund and Arts Council England.

### Programme Scope

The Cutting Carbon programme will run from January 2023 to December 2024. Over that year two museums will benefit from:

- Carbon Literacy training and certification for as many of the museum's staff, volunteers, trustees etc. as possible.
- Assistance calculating your museum's carbon footprint.
- Training on how to write/update an environmental plan with a focus on reducing carbon emissions, with follow on support in collecting data and writing an environmental plan for your museum.
- A comprehensive Energy Audit from Groundwork East, with a bespoke report and decarbonisation action plan including low/no cost options, and medium- and longer-term measures.
- Training on writing funding applications for environmental sustainability projects, with a half day of follow-up support from the trainer
- Ongoing support from SHARE to assist museums to complete the programme, including a advice and signposting on Environmental Sustainability
- A small grant to help your museum make progress in reducing its carbon emissions and/or engaging audiences with environmental sustainability.

This is an intensive programme, with the potential to initiate a permanent change in your museum's approach to environmental sustainability. If offered a place your museum is expected to commit fully to the programme; engaging your staff, volunteers, and audiences and embedding the outcomes into your museum's programme and plans for the future.

### Eligibility

This programme is open to the following museums in the East of England region:

- Accredited Museums (not including NPO funded museums or Nationals)
- Museums Working Towards Accreditation

- Museums without Accreditation.

The programme is not open to:

- Applications from private collections
- NPO funded museums
- National Museums

### **How to apply**

An expression on interest form is available [here](#). The form can be previewed [here](#), but applications will **only** be accepted via the online form. If you are unable to use the online application form, please email us at [sharemuseumseast@museums.norfolk.gov.uk](mailto:sharemuseumseast@museums.norfolk.gov.uk).

Your application must also include the support of a second senior person at your museum, e.g. Chair, Director or Manager. It is vital you can evidence there is support from management for making changes to how your museum engages with environmental responsibility and reducing carbon emissions.

It is recommended you discuss your Expression of Interest with your county Museum Development Officer before submitting. You can also choose to include a statement of support from your MDO or Museum Mentor.

### **How we will assess and select museums for the programme**

Museums will be selected by SHARE and independent assessors based on the Expressions of Interest, and in consultation with your regional Museum Development Officer.

The selection will be based on the following factors:

- Museums demonstrating their need and intent to address environmental sustainability and responsibility across all aspects of their work.
- Museums with the greatest potential for reducing their carbon emissions over the programme.
- Museums with the drive and support from senior management as well as the day-to-day team to make changes in their approach to environmental responsibility.

### **Other guidance resources**

For further advice and information regarding environmental sustainability and carbon emissions the following resources may be useful:

- Recording of SHARE training '[How to plan and deliver carbon reduction](#)' .
- [Museums Association's Climate Resources Bank](#)

- [Greater South East Energy Hub](#)
- [Julie's Bicycle](#) and their [Creative Climate tools](#) (includes Return on Investment calculator for LEDS, Air Source Heat Pump, and Photovoltaics)
- [Fit for the Future](#)
- Free downloads on [Curating Tomorrow](#)
- [Carbon Literacy Toolkit for Museums](#)

### **Programme Offer and Contract**

Successful applicants will receive an offer letter and agreement by email. To be accepted onto the programme the agreement must be completed, signed, and returned by the deadline stated in the letter.

Museums will be expected to provide feedback on the process as part of the project evaluation. All aspects of the programme, including the carbon footprint and energy audits will be shared with SHARE, and may form part of the SERM project evaluation.

You are likely to be asked to write-up your experiences of the programme as a case study and provide photographs. You may also be asked to share learning at a SERM conference in 2024.

Publicity about the audit must acknowledge it has been organised by SHARE Museums East, and supported using public funding from National Lottery Heritage Fund and Arts Council England. Logos are available on request by email to [sharemuseumseast@norfolk.gov.uk](mailto:sharemuseumseast@norfolk.gov.uk).

### **Key dates**

**Midday 11 December 2023: Deadline for all applications.**

8 January 2024: Successful applicants informed, and agreements sent.

31 December 2024: Deadlines for all project reports, claims and proof of expenditure.

### **Contacting SHARE**

For more information and to discuss the scheme, please contact Alex Gordon-Jones, Environmental Project Officer.

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