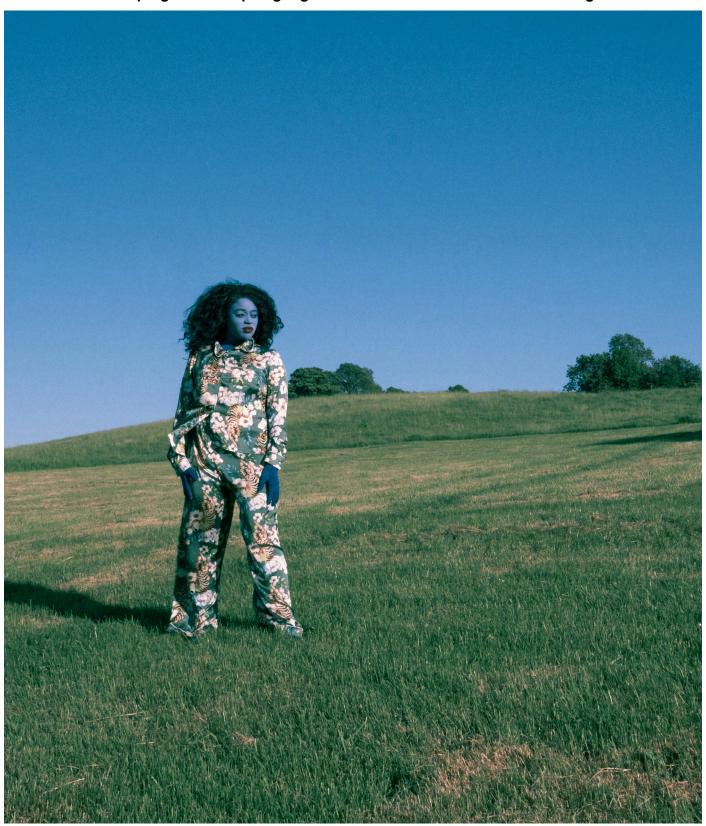
REFLECTING ON SEASON 2020 FOR CHANGE AND ITS IMPACT



A UK-wide cultural programme inspiring urgent and inclusive action on climate change



the dream(ing) field lab. Photo by Flannery Miller

www.seasonforchange.org.uk #SeasonForChange @jointheseason_

Led by











About Season for Change



Love Ssega, Airs of the South Circular. Photo by Nick Obank

Season for Change was a UK-wide cultural programme inspiring urgent and inclusive action on climate change from January 2020-Autumn 2021, led by Artsadmin and Julie's Bicycle, delivered in collaboration with partners nationwide and generously supported by Arts Council England and Paul Hamlyn Foundation. It aimed to mobilise creatives and cultural organisations to put climate action at the heart of their practice and programming, and platform voices and communities that are historically excluded from the climate conversation. We did this through:

- 15 participatory commissions with arts partners and artists nationwide that engaged diverse communities with the climate crisis.
- Season for Ex-Change's free online events and resources to empower artists

- and cultural organisations to take action and inspire their audiences.
- A national campaign of events, called the open programme, where artists and arts organisations across the UK could submit their events to be promoted.

This report, written by Season for Change Programme Director Emma Dunton with Artsadmin and Julie's Bicycle's teams, reflects on its achievements and impact.

1	Introduction: context and the journey of Season for Change	5
2	Programme achievements	6
3	The artistic programme	11
4	Connecting and learning: Season for Ex-Change	22
5	The wider debate: climate, community, art and action	24
6	Legacy and next steps	25

Highlights

Cultural sector // The benefits to the cultural sector were far-reaching – and the support and connections made between the artists during such complicated times were invaluable. 3,010 artists, arts professionals and scientists attended the 29 Season for Ex-Change and related climate sector events; there were 15 new artists' commissions; 230 events were submitted to the open programme and 100 artists and creatives were supported with paid opportunities through the Season. The connections made were both in the UK and globally.

Audiences // Reach exceeded expectations as the Season connected with over a million people via press and media, and engaged with 231,000 members of the public through the artists commissions.

Digital // The elongation and digitisation of some projects meant that they reached further afield than originally anticipated, and it gave creatives and cultural organisations a real opportunity, through necessity, to experiment with what was possible online.

Legacy // The strength and length of the legacy and spin-offs of the programme to both artists and all those who connected continue: the beat goes on.

"Season for Change demonstrated the power of artists to lead, inform and empower communities in the climate justice movement. This excellent programme of arts activities not only changed hearts and minds but generated much needed action on climate."

- Róise Goan, Artistic Director, Artsadmin



Participant taking part in Immersion by Selina Thompson. Commissioned by Artsadmin. Photo by Matthew Kinani

"If anyone doubts that climate action needs culture, a quick immersion into Season for Change is all the persuasion needed. Artists and activists weaving climate, justice, community and creativity into a breath-taking programme of events and content makes an utterly compelling case that culture should be at the heart of climate action."

 Alison Tickell, Founder and CEO, Julie's Bicycle

Introduction: context and the journey of Season for Change

January 2020 - November 2021



Walking Forest, Coventry City of Culture 2021

Timing of the programme, the pandemic and COP26

The journey of the Season for Change project took place in truly extraordinary times. The pandemic created an unpredictability never experienced before: COP26, which Season for Change was designed to synchronise with, was delayed so this meant that the programme teams and artists had to be extremely creative and dynamic within the constantly changing tides of the lockdowns.

Under the leadership of the two founding organisations, Artsadmin and Julie's Bicycle, the focus was to protect the creative journeys that the artists, scientists, and the cultural organisations embarked upon during these unprecedented times.

The nature and outcomes of the programme had to shift and adapt accordingly, whilst remaining focused on tackling the complex

and similarly fast-changing issues and conversations around climate change and climate justice.

Despite the unavoidable issues and cancellations, the results of creating the programme were overwhelmingly positive both with the creators and the attendees.

"Season for Change provided a structure, peer group and support to continue the work during the pandemic. I found it difficult to get used to doing everything online, but was conscious of the care and attention to well-being that was put into the plan in consideration of everyone striving to find the new normal."

 Hwa Young Jung, Common Ground Commission Artist

Programme achievements | >



Walking Forest, Coventry City of Culture 2021. Photo by Maria Raluca

Season for Change activity influenced people's perceptions and behaviours around the environment

From the audience research conducted at the commissions, the Audience Agency made some exciting discoveries:

People's responses to Season for Change activity show that **exploring the issues of climate change through arts programming is an effective way of engaging people in the debate.**

The data suggests that participation in immersive, focused activity gave participants the space and time to think about how their own personal choices have an impact on local and global environments, stimulated behavioural and attitudinal change, and was a key factor in bringing about change in how participants act.

Engaging with Season for Change activity often prompted considerations of how individual actions and decision-making can influence the process of climate change; some respondents also indicated a commitment to making lifestyle changes to reduce their impact on the environment.

231,000+

people engaged in Season for Change commissions and events

182,000

people engaged with Season for Change online

1,030,000

people reached via press and media reach



How and why did engaging with Season for Change change people?

- It increased mindfulness and awareness that personal choices have an impact on climate change.
- Greater understanding of the possibilities for combatting climate change, and positivity that it's not too late.
- More awareness that the impacts of climate change, including levels of severity and urgency, are different for different communities, both locally and globally.
- Taking part allowed respondents to step outside of their everyday life and focus on the issues of climate change; the immersive and multi-sensory activities were particularly effective in this regard.
- Respondents had the opportunity to explore different perspectives and contexts for climate change.
- The programme offered opportunities to connect with like-minded people and gave time and space for personal reflection.

For example, Love Ssega's music video campaign reached over 100,000 residents living in Lewisham, around a third of the population, raising awareness of the dangers of air pollution. Over 80% of people surveyed said the video made them more passionate about air pollution.



Selina Thompson, Immersion. Photo by Matthew Kinani

"It's made me more conscious to slow down and be more mindful of my surroundings... to consider the past and future and consequences of our actions in the present."

 Audience participant of Duncan Speakman's Only Expansion

Arts sector impacts and benefits



29

Season for Ex-Change events

100

artists and creatives supported with paid opportunities through the Season

230

events were submitted to the open programme

3,010

artists, arts professionals and scientists attended Season for Ex-Change and related climate sector events

We surpassed our target of engaging 250 artists and cultural organisations in sector events, reaching 3,010 artists, arts professionals and scientists.

We aimed for 75% of engagement to be from outside of London and exceeded this goal: 90% of Season for Ex-Change attendees and 86% of events in the open programme were not London-based.



The artistic programme



Nine Arts Partner Commissions

At the heart of Season for Change were nine participatory commissions with arts partners nationwide that engage diverse audiences with the climate crisis.

1 The Wicked Problem

/ Ergon and Contact (Manchester)

A performance-based work about futures and the climate crisis. Audiences were invited to be jury members in an ecological genocide trial. The work was aimed at young people: 34% of ticket bookers were 18-25; 50% were under 35.



Ergon. Photo by Alex Hewitt



2 Immersion

/ Selina Thompson and Artsadmin (Tower Hamlets, London)

Immersion explored the sacredness of breath by inviting 30 intergenerational womxn of colour from Tower Hamlets, a borough with dangerous levels of air pollution, to record their exhalations and voices in workshops. An audio work was created and broadcast in four parks, at the North, South, East and West of Tower Hamlets, accompanied by a choral performance that pushed back against the confines of climate catastrophe.

Immersion by Selina Thompson. Photo by Bettina Adela

"73% of audiences attended Season for Change events 'to be inspired' and 63% attended 'to learn something'. Audience's overall satisfaction of and willingness to recommend (the net promoter score) as 'very good'."

- Evaluation Report Audience Agency, January 2022 "Beautiful" "Inspiring" "Fun" "Refreshing" "Soothing" "It was my first time leaving the house since the pandemic and this made it a very positive experience."

Women of colour taking part in Immersion



3 Cece's Speakeasy

/ Zena Edwards and Apples and Snakes (Deptford, London and Birmingham)

Set in a future world where coffee and chocolate are nearly extinct, Cece's Speakeasy is an immersive poetic experience where storytellers, poets and musicians share new work exploring hope and action during the climate emergency. For the London show, poets and musicians Jan Blake, Anthony Joseph, The Repeat Beat Poet, Safiya Kamaria Kinshasa and Amyra León were commissioned to create responses.

Cece's Speakeasy, Zena Edwards. Photo by Suzi Corker

"Cece's Speakeasy made a significant impact on me emotionally. For most of the audience and artists it was the first live music experience since the pandemic, and it made the impact of the messages around future climate change even more profound."

- Audience member

4 Walking Forest

/ Ruth Ben-Tovim, Anne-Marie Culhane, Lucy Neal and Shelley Castle, and Coventry City of Culture (Coventry and Devon)

A 10-year artwork taking place in sites across the UK exploring links with activism, natural forest networks and communities. The commission involved a camp for Coventry women to learn from women earth defenders globally and a public procession through the city.



Walking Forest, Rough Close Camp, May 2021. Photo by Adele Mary Reed

"It has given me a sense of community, it has helped me be more confident, find a voice, speak publicly."

- Participant

"Before the camp, I felt very out of place..
it's good to feel surrounded by other
people who care about things that are
meaningful to you as well."

- Camp participant



5 Love Letters to a Liveable Future

/ METIS and Cambridge Junction

A theatre show that imagined the worlds we want to live in, presented physically and digitally in Cambridge, Manchester and Coventry. Their live performance was the culmination of a two-year process of 'research-in-public', during which METIS' artistic director Zoë Svendsen and her team gathered different voices and contributions.

Love Letters to a Liveable Future, METIS. Photo by Tom Oliver Lucas

"We've been dreaming our way out of the climate crisis – and now we've made a show: watch us spar, flirt, fight, argue, laugh and cry our way towards imagining the world(s) we want to live in."

- Zoë Svendsen, Director, METIS

"Very happy to have booked Cabanon, it was a great retreat for a night, perfectly restful and taking us away from the business of the urban sprawl."

- Attendee

6 The Space Between

/ Xavier de Sousa, Nwando Ebizie, Nicolas Henninger, Jake Krushell, and East Street Arts (Leeds)

A project about community, science art and activism in local communities with four artists. The Space Between brought together 502 audience members and participants, including: 44 sessions of bookable, live immersive experiences, 20 overnight stays in our eco-cabin, 8 local people from refugee backgrounds engaged as participants, 6 translations of artist's writing into languages spoken in the local area, 5 in person workshops, 4 local artists engaged in the installation project as facilitators, 2 days of open studios, 1 power generating wind turbine made from scratch.



Cabanon

/ Nicolas Henninger

Cabanon invited people to live in the house for a couple of nights to explore their habits and a more sustainable way of life.

Nicolas Henninger and Awais Ali creating Cabanon. Photo by Seren Oakley



Turbine

/ Jake Krushell

Jake's Turbine was designed to generate energy to power Nicolas Henninger's Cabanon while bringing a strong and permanent aesthetic contribution to the neighbourhood.

Photo by Seren Oakley



Regnant

/ Xavier de Sousa

Participants from East Leeds and audiences explored the themes of migration, identity,

belonging, adaptation and power structures and how these collide with the pressing issue of climate change. Residents from refugee and asylum seeker backgrounds participated in pottery making workshops to assist in creating the plates, bowls, and serving pots needed for Xavier's final live event.

Xavier De Sousa in studio in Portugal.



Extreme Unction Vol. 2

/ Nwando Ebizie

A multi-sensory immersive environment and, in the artist's words, "a sonic installation, instrument, performance, and healing space." It was inspired by the works and life of composer, Hildegard von Bingen, biophilia and natural and holistic architecture.

Extreme Unction Vol. 2, Nwando Ebizie. Photo by Seren Oakley



7 No Going Back

/ Happy Museum (nationwide)

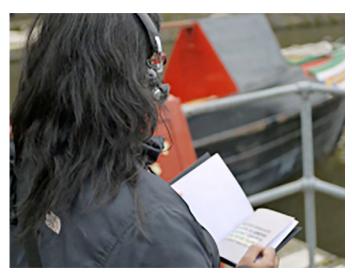
Conversations and peer learning workshops inspiring museums and their communities, including a session on Holistic Energy Management in Museum Practice by Julie's Bicycle.

Compassion. Photo by Dave Lowe on Unsplash; Imagine. Photo by Belinda Fewings on Unsplash

8 Only Expansion

/ Duncan Speakman and Watershed (Liverpool, Leicester, London, Gateshead, Lincoln, Hull and Bristol)

An audio walk that combined the sound of your surroundings with recordings of environments from around the world, letting you experience an immersive and visceral response to our current ecological crisis. The tour was extended beyond the original 4 venues (Liverpool, Leicester, London and Gateshead) to include Lincoln, Hull and Bristol, and the piece was shown within 3 festivals, so ended up with a much wider audience than originally expected.



Only Expansion, Duncan Speakman.

"Our audiences were museum professionals and others with an interest in the work of museums. The conversation programme was attended by 400 participants at 8 sessions with 1200 more watching the sessions online. 13 museum teams with 40 individuals took part in the Peer Learning programme and 10 mentors from our Community of Practice supported us in leading it."

 Hilary Jennings, Director of Happy Museum "It was nice to feel part of the surroundings - you start thinking about your role in the world."

- Gateshead participant

"Fascinating and helped me think about the city and the threat it faces."

- Liverpool participant

"Incredible - made my hair stand on end. I felt both superhuman and invisible."

 Hull audience participant at Freedom Festival



9 Planet People Power

/ Balraj Samrai and Farah Ahmad Khan, Manchester Museum (Manchester)

A collaborative work exploring Black, Indigenous and South Asian diaspora experiences in relation to climate change, touching on intersectional environmentalism, environmental inequality and the ecological interconnectedness between Manchester and the Global South. The work features a plethora of international collaborators from artists, activists and musicians to poets, producers and curators. Balraj and Farah's audio work was shared on BBC 6 Music, Bandcamp, Jamz Supernova, Imrano (Fever FM) and Talat (BBC Radio Manchester).

Balraj Samrai and Farah Ahmad Khan. Photo by Sarah Ahmed

"Amazing work, so emotive, made me stop and listen when I first heard it on BBC 6 Music earlier. We hear about climate change daily but this piece of music connected with me. I will attempt to change."

- Audience reaction

Six Common Ground Artist Commissions

Common Ground supported UK-based artists to create collaborative works centred around under-represented communities in the climate movement, prioritising artists who identify as Black, global majority, neurodivergent, working class and LGBTQIA+. Artists received a grant and took part in a professional development programme, delivered by Metal.

"This project has transformed my life in so many ways.... I also consider myself an active climate justice activist and feel my practice will now always have an element of this work."

- Rosa Cisneros, Roma: Recycle-Reuse-Reimagine



10 PTOWN BAY MMXXX

/ Hwa Young Jung (Peterborough)

A board game based on Peterborough in 2030 co-created with six 15 year olds who are excluded from mainstream education through NACRO in Peterborough.

PTOWN BAY MMXXX, Hwa Young-Jung.



11 Airs of the South Circular

/ Love Ssega (South Circular in Lewisham, London)

In response to the death of Ella Adoo-Kissi-Debrah, killed by toxic South Circular air pollution, Love Ssega created a music single and a comic targeted at local residents. The launch of the single was amplified by a partnership with Purpose. Ssega created a full music video, by filmmaker Tracy Kiryango, and a comic that centered communities of colour who live along the main road, and care about and are impacted by air pollution. Billboard campaigns in Lewisham, press coverage in HUNGER magazine, South London Press and the Evening Standard led to 62,000+ music video views and 180,000+ social media impressions.

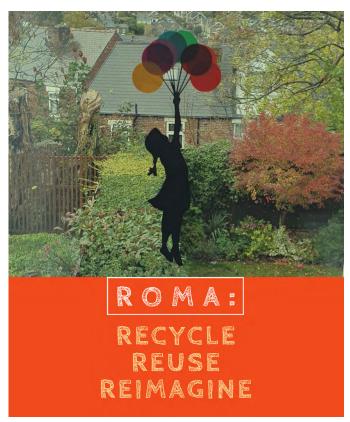
Love Ssega, Airs of the South Circular. Photo by Nick Obank

"I wasn't hearing Black people's opinions on climate change in the news, so I made a song about air pollution that's killing." - Love Ssega

12 Roma: Recycle-Reuse-Reimagine

/ Rosa Cisneros, Roma communities (Sheffield, Coventry, Liverpool, Birmingham, Cardiff, Slovakia)

Rosa Cisneros created a children's book with Roma families, YouTube and children nationally exploring the importance of both Roma history and of recycling in English and Romani Gypsy Language. The Roma Project Charity in Coventry now has an arts corner and climate justice library at their offices. The idea for the space came from the families themselves.



Flyer for Roma: Recycle-Reuse-Reimagine.

"You know I can't believe how much I have learned from such a simple but so powerful children's book! I started to recycle! I strongly believe that these books are going to make a massive difference in our community!"

- Participant



13 the dream(ing) field lab

/ Jennifer Farmer & Zoë Palmer (Somerset and London)

Crucible, carnival, sanctuary, imaginarium. The dream(ing) field lab wove together acts of rest, ritual, care, creation and celebration offering a retreat that gave space in Somerset for women and femmes of the African diaspora to re-vision their relationship with land in the context of climate breakdown. The project was publicly shared at Artsadmin's What Shall We Build Here festival at Toynbee Studios in September 2021, and a half an hour soundscape from the event by sound recordist Nina Perry was featured as an Open Audio Production for BBC Radio 3.

the dream(ing) field lab. Photo by Flannery Miller

"I would love to sow wildflowers as an act of rebellion all over the city."

- Retreat participant

"I feel as if the earth of my body, my spirit has been tilled over, I feel emboldened."

- Retreat participant

"Thank you to the dream(ing) field lab for a life-changing experience reconnecting me with nature and helping me to want to make a change for a better world full of love, light and creativity."

- Kookie Blue, Afrofuturist artist

14 Climate Exploration Cookbook

/ Ling Tan co-commissioned with Chinese Arts Now (Soho, London)

A group of East and South-East Asian (ESEA) Chinese participants aged 20-70 years old looked at climate change through Chinese food culture, and their own eating and cooking habits. They experimented with cooking low carbon versions of two traditional Chinese dishes – Mapo Tofu and Braised Pork Belly – culminating in a gathering where the recipes were prepared by chefs from Chinatown Community Centre and shared with the community.



Ling Tan, Climate Exploration Cookbook.



15 Ecocide, Drill Minster

/ co-commissioned with Counterpoint Arts (London and nationwide)

A documentary and musical reflection on the perception of environmental issues by some members of the British public.

Drill Minister, Eco-Cide.

Open Programme



Reverend Billy and The Stop Shopping Choir. Photo by John Quilty

86%
of events in the open programme were outside of London

Organisations and artists across the UK were invited to share arts events and activities that responded to the climate crisis and sparked public conversation about the future of our planet. Our website showcased over 230 UK-wide artistic events from June 2020-November 2021 and participating artists and organisations used the #SeasonForChange hashtag to raise awareness

Connecting and learning: Season for Ex-change

The **Season for Ex-Change** online events programme was designed for artists, arts organisations, cultural practitioners, producers, curators, scientists and anyone who wanted to learn about, share knowledge or get ideas and inspiration on embedding climate action and climate justice in their work. In a moment of isolation during lockdowns, the 29 Ex-Change events provided spaces for connection and conversation within the cultural and climate sectors, particularly between artists. The topics ranged from 'Justice' with Thimali Kodikara (Mothers Of Invention), Layel Camargo, Magid Magid and Reecha Upadhyay (Portfolio Manager for India at Clean Air Fund); to Julie's Bicycle's Creative Climate Chats with Araceli Camargo, director of a neuroscience research lab creating strategies to improve public health, Director of the Horniman Museum Nick Merriman and Sadie Young, Director of Timespan; to Tackling Climate Change Together with the British Council and an In Conversation about Reimagining Futures and Creative Practice with artists Selina Thompson and Ama Josephine Budge.

Julie's Bicycle also partnered with Season for Change to host the 2020 Creative Green Awards, with 158 live attendees and performances from commissioned artists METIS and Love Ssega.



Selina Thompson and Ama Josephine Budge in conversation during Season for Ex-Change

55

speakers from across the world took part

90%

of attendees were based outside of London

93%

of attendees said they would consider or are already considering the environmental impact of their work

Feedback From Season for Ex-Change attendees

"Definitely inspired some changes in my organisation such as creating an ethical funding policy."

"The session with Zena Edwards was just brilliant, inspiring, creative and challenging."

"It was great to have artists and a social scientist in conversation - good to be interdisciplinary!"

"I loved this event so much – really appreciated the artistic means of addressing such complex issues."

"Really enjoyed hearing from a major institution which is nimble and receptive enough to be able to respond quickly and powerfully to the climate emergency."

- Attendee talk with Nick Merriman, Horniman Museum and Gardens "I really appreciate having access to this in my own home. I live in a very rural part of east England and getting to events is always pretty challenging (and consumes carbon) so it is really inspiring to have access to some extremely interesting and stimulating conversation on a topic that is fundamental to my own practice."

The wider debate: climate, community, art and action



Can cultural events catalyse engagement?

Season for Change engaged and triggered hundreds of professionals, artists and activists from both the cultural and climate sectors to have conversations about the evolving role of the arts in the climate and climate justice movement – and how the arts can provide context in which to bring together the climate debate and community action. The programme commissioned a case study to report on key observations and insights 'Can cultural events catalyse engagement with climate change? A Season for Change case study' by Briony Latter and Adam Corner - the full report can be accessed here.

Walking Forest, Coventry City of Culture 2021.

"The extent to which climate change is explicitly referenced or linked to, varies – reflecting different approaches to audience engagement through creative practice.

Cultural events can catalyse public engagement with climate change, but by building climate engagement more systematically into cultural programming there is the potential to achieve much more."

- Case Study, Latter and Corner

"A vision of a world where the relations to the earth had changed...That fine line between an actual emotional connection and then not being overwhelmed by that – that's where I want people to be. Because that's a space where change can happen."

- The Repeat Beat Poet, Cece's Speakeasy, Apples and Snakes

"I made a deliberate attempt to refrain from telling them that "this is what you need to do, and this is the problem and we're all going to die" because as poets, this is what we end up doing when we are too serious or too concerned about an issue right...? We end up almost bashing and blaming the audience...It was a call to action without being too direct, asking them to join my dance, which was much more inviting, fun and beautiful I think."

 Bhumika Billa, Poet in Cece's Speakeasy, Apples and Snakes



Love Ssega speaking at Julie's Bicycle's COP26 Green Zone event. Photo by Gaelle Beri

Legacy and next steps



The legacy of the Season for Change programme is far-reaching. Many of the commissioned projects are continuing into 2022 and the programme, as was expected, has acted as a trigger for many other incarnations including: Cece's Speakeasy and Only Expansion continue to tour; Cabanon by Nicholas Henninger is a permanent fixture and can be booked as a place to stay in Leeds; Ling Tan has become an Associate Director of CAN and the Climate Exploration Cookbook is being further developed; Walking Forest is an ongoing ten-year project; METIS is taking Love Letters to a Livable Future to the Wellcome Collection in April 2022; Love Ssega has been awarded the 2022 Art Foundation Fellowship and has continued collaboration with Purpose on other projects; a further commission is being created between British Council Korea and Watershed; the Roma Project Charity in the Coventry now has an arts corner

the dream(ing) field lab at Artsadmin's Toynbee Studios. Photo by Matthew Kinani

"I feel like we have one last chance to transform our behaviour and switch track away from a dangerous dystopian future towards a more hopeful destination."

 Audience feedback on a Season for Change commission and climate justice library at their offices; Regnant by Xavier de Sousa continued as a performance at HOME in Manchester and form new participatory workshops and exhibition at East Street Arts in October; and the dream(ing) field lab's participants are now setting up projects in their own communities and it has become a blueprint for engagement and the development of future work in this area.

Artsadmin and Julie's Bicycle are now planning to build on the legacy of Season for Change with a new programme from 2024-2026, reconnecting with many of those who took part in and created this edition as well as engaging with more artists, scientists and partners in the UK and globally. The beat goes on.

"The success was having a project that resonated with the community (they agreed to be in my music video) and also resonated enough with schools for them to engage with it through the comic or talks. From a career-perspective it has also opened up future collaborators such as National Literacy Trust, Jack Arts, Metal Liverpool and Purpose."

- Love Ssega on his project Airs of the South Circular in Lewisham, South East London



Walking Forest, Coventry City of Culture 2021. Photo by Oana Catalina Necsulescu

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- The Season for Change team Emma Dunton, Salome Wagaine, Selina Ocean, Sholeh Johnston, and Octagon Norman, alongside staff from Artsadmin and Julie's Bicycle.
- All the artists, scientists, arts professionals and panellists who took part in the Season for Ex-Change programmes.
- Special thanks to Judith Knight for her pioneering leadership and for initiating the Season.

Although every effort has been made to provide complete and accurate information, Artsadmin and Julie's Bicycle makes

no warranties, express or implied, or representations as to the accuracy of content in this report. Please contact admin@artsadmin.co.uk with any queries.

This reflection has been created using the following sources:

- Audience Agency's Season for Change Report 2021, which provided a snapshot evaluation of commissioned organisations. Written by Jacqui Fortnum, Zoe Papiernik-Bloor and Peta Cooke.
- 'Can cultural events catalyse engagement with climate change? A Season for Change case study'. Written by Briony Latter and Adam Corner, both researchers at or affiliated with 'Climate Change and Social Transformations', the Centre for Climate Change and Social Transformations (CAST).
- Impact Report and case study by Purpose Climate Lab.
- Common Ground Artists' evaluation forms.
- Media report by Flint.
- Season for Change, Julie's Bicycle and Artsadmin staff and team feedback.