

CURZON

April 2017

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policy  
environmental

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Chasing Ice (2012)





We celebrate our common humanity through the power of storytelling. I believe many of our films have contributed to that. All of us at Curzon are concerned about the future.

**Philip Knatchbull**  
CEO, Curzon World

Curzon's long history of bringing audiences authentic stories from around the world is rooted in our commitment to exploring the diverse perspectives that make our common humanity. We recognise our contribution to society, to inform and inspire all our community, from our audiences and film-makers through to our staff and supply chains. We are in a strong position to create the space for critical conversations about the world we live in, and our common future.

Climate change requires rapid and urgent action across all sectors of society. Curzon is joining the growing community of business leaders committed to taking bold, strategic action on climate change aligned to the Paris Agreement, the international framework for limiting global warming to no more than 2°C.

A photograph of a modern cinema interior. The ceiling is a complex, white, perforated structure with many circular and oval-shaped openings, some of which are illuminated from within, casting a warm yellow glow. The walls are dark and feature a textured, possibly stone or wood-like finish. A large, bright white screen is the focal point at the front of the room. The seats are dark and arranged in rows, with a few people visible in the foreground, some looking towards the screen. The overall atmosphere is sophisticated and contemporary.

## Our responsibility to climate change and environmental action

Building on Curzon's reputation for providing new perspectives and challenging audiences, we have a powerful contribution which puts culture and creativity at the heart of the climate change/ environmental movement. Our corporate ethos of independence, risk and creativity offers a strong platform to incorporate environmental leadership as a core business value.

Providing world-class cinema carries an environmental impact, but at Curzon Cinemas, we are committed to creating and fostering a sustainable culture - demonstrating and amplifying good practice and inspiring our community to action.



# Our Environmental Values

Embedding an environmentally-responsible culture will work to mutually reinforce Curzon's creativity, stewardship and business resilience.

Our approach will be based on the following principles:

## 1 Leadership

We understand environmental sustainability is a precursor to resilience. Leadership means providing strong governance, pioneering new ways of seeing and doing, embedding sustainability within decision-making, and inspiring cultural change.

## 2 Resilience

Our ambition is achieving sustainable growth by reducing our environmental impacts relative to audience numbers and becoming a more resilient and future-facing organisation in line with our priorities.

## 3 People

People feel happier engaging with an organisation they feel demonstrates positive values. Our communications and engagement programme will inspire our employees, members, audiences, suppliers, partners and supporters to join us on our environmental journey.





## Scope of Our Environmental Impacts

Our aim is to understand and reduce our direct environmental impacts of **energy use**, **water use**, **waste generation** and **business travel**.

We also aim to influence our indirect environmental impacts embodied in the materials, products and services we procure (i.e. food and beverages, audience travel, promotional materials and construction materials used in our new cinemas, etc.)

This policy applies to all the Curzon cinemas, and across our business activities, notably:

- Cinemas
- Artificial Eye
- Curzon on Demand
- Offices

# Our Environmental Objectives

Curzon Cinemas is committed to achieving the following environmental objectives:

## Commitment

- Adopt strong environmental governance through strategy, policy, procurement and staff responsibility
- Communicate and engage with employees, audiences and other key stakeholders on our environmental ambitions, activities and progress
- Inspire employees and audiences through curating and programming

## Understanding

- Monitor carbon footprint and environmental impacts to gain an in-depth understanding of impacts
- Use insights gained from environmental monitoring to set priorities in the action plan and to set reduction targets
- Evaluate the effectiveness of environmental actions through quantifying savings and level of engagement

## Improvement

- Procure 100% renewable energy supply
- Track measured reductions in water use, waste generation, and energy consumption and energy-related emissions
- Work towards achieving year-on-year improvement in Julie's Bicycle's Creative Green certification





## Our Environmental Partnership

To assist us in our sustainability journey, we have partnered with Julie's Bicycle, a charity dedicated to working with the creative community to develop inspirational and direct responses to climate change.

Julie's Bicycle  
SUSTAINING CREATIVITY