

SEASON FOR CHANGE: SUMMARY REPORT 2020 – 21

SEASON FOR
CHANGE



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

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 artists 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. The programme consisted of:

- **15 new participatory cross-artform commissions** with arts partners and artists nationwide that engaged diverse communities with the climate crisis;
- **Two Season for Ex-Change programmes** of online panel events, workshops and resources to empower artists and cultural organisations to take action and inspire their audiences;
- **An Open Programme**, where artists and arts organisations across the UK could submit their cultural and climate events to be promoted.

Impact and reach

The cultural and climate sectors // The benefits were far-reaching and exceeded targets. The support and connections made between the artists, cultural and climate organisations, in the UK and globally, during such complicated times were invaluable:

- **3,010** artists, arts professionals and scientists attended the 29 Season for Ex-Change featuring 55 speakers from across the world
- **100** artists and creatives were supported with paid opportunities
- **230** events were submitted to the Open Programme

“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, Artist, Roma: Recycle-Reuse-Reimagine (Sheffield, Coventry, Liverpool, Birmingham, Cardiff, Slovakia)

“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, Artist, Airs of the South Circular in Lewisham, London

Audience reach // The Season **connected with over a million people** via press and media, and **engaged with 231,000 members of the public** through the commissions.

Digital activity // **182,000 people engaged online**. The elongation and digitisation of some projects meant that they reached further afield than originally anticipated and it gave creatives and cultural organisations an opportunity to experiment with what was possible to create online.

231,000+

people engaged in Season for Change commissions and events

182,000

people engaged with Season for Change online

1,103,000

people reached via press and media reach

“It has given me a sense of community. It has helped me be more confident, find a voice and speak publicly.”

- Participant on Walking Forest by Ruth Ben-Tovim, Anne-Marie Culhane, Lucy Neal and Shelley Castle (South West, Coventry)

“Fascinating. It helped me think about the city and the threat it faces.”

- Liverpool participant of Only Expansion, Duncan Speakman and Watershed (Liverpool, Leicester, London, Gateshead, Lincoln, Hull and Bristol)



Walking Forest, Coventry City of Culture 2021

Behavioural change // Audience research showed that **exploring the issues of climate change through arts programming is an effective way of engaging people in the debate**. Data suggests that participation in immersive, focussed activity gave people the space and time to think about how their personal choices have an impact on and influence local and global environments and climate change, and stimulated behavioural and attitudinal change.

“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

“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

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