



SUSTAINABILITY PLAN (2025)

Dublin International Film Festival (DIFF) is dedicated to fostering a sustainable future by prioritising best practice environmental stewardship in all aspects of our operations. We recognise the important leadership role we play in inspiring change through our actions as a festival and organisation.

We are committed to transformative change by promoting sustainable practices and working towards minimising our carbon footprint. Our Sustainability Plan is informed by our **Environmental Policy** which highlights our commitment to environmental protection, sustainability, and responsible resource management, which reflects our ambition to be an inclusive, well-managed, well-funded and well-governed organisation.

Our Sustainability Plan (2025) is guided by the following principles:

- **Ambition:** we aim to set ambitious yet achievable goals that align with our values and resources.
- **Collaboration:** we will work closely with all our stakeholders to implement sustainable practices.
- **Transparency:** regular reporting and communication will ensure transparency in our efforts.
- **Continuous Improvement:** we will review and update our policy and plans to adapt to new challenges and opportunities.

We aim to foster a sense of environmental responsibility among our artists & filmmakers, audiences & participants, staff, board of directors and stakeholders.

Our work in this area is aligned with the Arts Council's Climate Action Plan and Climate Action & Environmental Policy. Like many other arts organisations, we are on a learning journey. Our thinking is informed by an internal operational review and from consultations, workshops, and learnings shared by the Arts Council, Julie's Bicycle, Native Events, Green Arts Initiative Ireland, Performing Arts Forum and colleagues.

Some examples of best practice in operation, include:

- Hybrid working model for core staff, which highlights our agile nature and responsiveness.
- Scalable organisation & working spaces, which expands from 5 to over 20 employees.
- Strategic partnership with Volvo. Volvo provides a fleet of electric cars during festival period to cover all guests & visiting artists ground transportation and festival travel logistics.

Our Sustainability Action Plan priorities are as follows:

Office/Working Spaces

Goal: *To ensure efficient energy use, responsible water use and effective waste management controls are in place and adhered to.*

DIFF office & working spaces are rented. We are not always able to control the supply of our services but will endeavor where possible to work in partnership with our landlord and all venue partners to ensure efficient energy use, responsible water use and effective waste management controls are in place and adhered to.

This includes our commitment to ensuring we:

Move to smaller office April-Oct annually when team is smaller
Limit energy use only to what is necessary
Continue with policy to turn off heat from April to September annually
When purchasing new equipment choose the most energy efficient options
Ensure equipment is not left on standby when not in use
Maintain equipment regularly
Where possible avoid the use of mercury and cadmium-based batteries and switch to rechargeable ones.

Digital Waste and Environmental Footprint

We recognise the environmental impact of digital waste and are committed to minimizing our digital environmental footprint. We acknowledge that the management of digital resources, such as emails, websites, and cloud storage, can have significant energy and resource implications. Therefore, we are dedicated to implementing practices that reduce digital waste and optimize our digital operations.

Email Management

To minimize digital waste associated with email communication, we will:

Encourage staff to adopt responsible email practices, including regular email decluttering, deleting unnecessary emails, and organizing emails into relevant folders.
Promote efficient email communication by using concise and clear messaging to minimize unnecessary back-and-forth correspondence.
Educate staff about the importance of email sustainability and encourage them to prioritize essential information over excessive attachments or large file sizes.
Encourage staff to unsubscribe from unnecessary mailing lists and promotional emails to reduce the volume of incoming emails.
Implement email archiving strategies that adhere to best practices, ensuring that important correspondence is preserved while unnecessary data is regularly deleted.

Cloud Storage and Data Management

While recognising the convenience and accessibility of cloud storage, we are mindful of its environmental impact. To minimize unnecessary resource consumption and digital waste associated with cloud storage, we will:

Evaluate our data storage needs.
Regularly review and delete outdated or unnecessary files from cloud storage to free up space and minimize resource consumption.
Prioritize efficient file compression techniques to reduce the size of stored data.
Implement data backup and retention policies that align with best practices to avoid excessive duplication and unnecessary storage.

Staff Engagement and Training

We recognize the importance of staff awareness and training in fostering a culture of sustainability.

To achieve this, we will:

Raise awareness among our staff about the importance of environmental sustainability and the role they play in our organisation's overall environmental initiatives.

Collaborate with the Environmental Protection Agency (EPA) and Sustainable Energy Authority Ireland (SEAI) and others to access valuable resources and guidance on resource efficiency and sustainable energy practices. We will utilise approved toolkits for resource efficiency to identify areas where we can enhance our operational efficiency, reduce waste, and minimize our environmental impact.

Provide regular training and educational opportunities to our staff on sustainable practices, energy conservation, waste management, and biodiversity conservation. This will ensure that all employees are equipped with the knowledge and skills necessary to contribute to our environmental goals effectively. Encourage staff members to actively participate in sustainability initiatives by soliciting their ideas and suggestions for improving our environmental performance.

We will establish a feedback mechanism to foster open communication and dialogue on environmental matters within our organisation.

Travel and Transportation

Goal: *Encourage all travel, including local, national and international, using more sustainable means. Raise awareness among our audiences & participants about our environmental efforts and encourage them to adopt sustainable practices, such as using public transportation, carpooling, or cycling when attending our events.*

Guest Artist and Production Travel

Encourage travel using more sustainable public transport, such as trains, ferry or electric vehicle.

Where possible, engage artists & guests for longer periods so they can make fewer journeys.

Share & co-ordinate as appropriate our international guests with other national & international partners to minimise effect of long-haul international travel.

Enable digital participation.

Use electric vehicles where possible for ground transport during festival.

DIFF Team Travel

Avoid domestic flights when possible.

Choose carriers that use carbon offsets.

Set carbon targets for staff and guest artist travel which decrease year on year.

Attend more meetings digitally.

Programme more work from video or livestream rather than flying to see.

Continue flexible/hybrid working and work from home policies.

Audience & Participant Travel

Motivate audiences and participants to choose lower impact travel options.

Include a note in our event reminder emails to travel to the event in the most sustainable way possible and encourage using public transport and carpooling.

Measure audience transport use in post-event surveys.

Expand our digital offering to enable a portion of national & international audiences to enjoy DIFF, without attending in-person.

Switch from paper to digital ballots in Audience Award voting.

Explore digital 'guesses' for Surprise Film

Screenings, Events and Venues

Working with venue partners to improve the sustainability of venue operations and facilities.

Building sustainability into screening & presentation production design.

Work with partners to make use of industry tools such as 'Julie's Bicycle' to collect data on the carbon footprint of events and identify areas for reduction.

Work with local catering businesses for the supply of catering for events.

Procure local, seasonal food and drink.
Minimise packaging and carbon in the supply chain.
Encourage an increase in plant-based options.

Accommodation

Book greener accommodation for staff and guests.
Encourage artists, staff and guests to opt for shared rooms wherever possible
Encourage audiences to choose accommodation providers that can demonstrate their environmental credentials.

Monitoring and Evaluating Success

Our Sustainability Plan is a 'living' document, and a work-in-progress. We are on a learning journey. Our approach to implementing its actions remain agile and responsive.

We will regularly review and update our policy & plans to adapt to new challenges and opportunities.

Implementation is led by the Executive Festival Director, with the overall team responsible for its delivery. Oversight rests with the Board of Directors.

Our action plan has identified a range of measures that we will monitor, to track delivery against our stated objectives; to be reviewed and evaluated annually, in line with the board's ongoing governance & review work programme.

We actively encourage feedback, and we will use quantitative & qualitative tools supported by annual self-review to inform how we will evaluate and monitor our progress. Quantitative tracking of activity and feedback also inform programme development and delivery. To this we will incorporate analysis of existing data, focus groups, qualitative research methodologies and other evidence gathering (including review meetings with our partners) to track the success and impact of achieving our strategic priorities.