



Arts and  
Humanities  
Research Council



Department for  
Digital, Culture,  
Media & Sport

### **AHRC-DCMS Policy Fellowships 2021: Opportunity Description**

Fellowship Title: Media and Creative Industries environmental sustainability

Policy area: Creative Industries

Relevant academic disciplines: Creative Industries (in particular sustainability in Fashion and Music), economics and behavioural economics, environmental accounting, environmental humanities

#### Practical details

Start of 3-month inception phase: 1<sup>st</sup> June 2022

Length of core placement: 6-9 months

FTE for core placement (range): 0.5 – 1

Location requirements: This role will be based in any one of DCMS's regional hubs. Hubs are currently based in London and Manchester, with further regional hubs set to be established in the near future. Depending on the team and role, candidates will be expected to adopt a hybrid working pattern, with some attendance at the office, and some home/remote working. Travel to and from the candidate's base office will not be funded by DCMS and should therefore be factored into your application. In the application, please base your commuting costs on the location of your preferred hub.

#### Detailed description

The Creative Industries<sup>1</sup> have been identified by the Government as a sector with high growth potential both in the 2018 Creative Sector Deal and more recently in the 2021 Build Back Better Plan for Growth. This is a reflection of the strong pre-pandemic performance of the sector and its international reputation for excellence. Over the last two decades the creative industries (CIs) have made a substantial and sustained contribution to the economy.

With this emphasis on growth, greater attention is being paid to the environmental impacts of the creative industries, particularly their contribution to greenhouse gas emissions and climate change. There is therefore an opportunity to develop our evidence base and understanding of these impacts.

There is no baseline data on the levels of environmental impacts of creative industries activities, whether that is climate change or plastic pollution for example. Initial research reports are beginning to emerge on some elements such as Music touring<sup>2</sup> but there are still large gaps, and a first step will be to develop approaches to measures environmental impacts.

---

<sup>1</sup> The Creative Industries are made up of 9 sub sectors including: Advertising, Architecture, Crafts, Design and designer fashion, Film and TV, IT, software and computer services, Music and the performing arts, Publishing, and Museums, galleries and Libraries.

<sup>2</sup> <https://www.bbc.co.uk/news/science-environment-58442599>

Other areas of possible exploration include:

- What beliefs and behaviours do the creative industries embed when considering their broader environmental impacts beyond their primary profit objective?
- How do these beliefs and behaviours shape various processes and activities across the creative industries?
- How can changing beliefs and behaviours affect business activity, including innovation, to drive it to greater environmentally sustainable practices.
- What industry initiatives are already underway? How successful have these been? What are the barriers to greater uptake of existing initiatives?
- What measures can the creative industries take from other sectors that could be adapted and adopted?
- What are the limits of influence the various actors in creative industries have, within their own businesses, their supply chains, and other industries? How can creative activity such as design drive changes in supply chains? How can Creative Industries use their voice to influence others?

Based on an understanding of some or all of the above, we would then like to understand whether there is a role for government intervention. A Creative Industries Sector Vision is currently being developed and this includes an objective to: Enhance the cultural, environmental and social value of the CIs in the UK and internationally.

The research fellow will be responsible for scrutinising the work to date to identify environmental impacts and propose routes to enhance our evidence base on the level of impacts. The fellow will also be responsible for supporting the use of evidence for policy development and working with other members of the team to share information enabling the development of ideas into practical policies.

#### Person specification

Applications will be assessed against the following opportunity-specific requirements in addition to the generic eligibility and call criteria.

Skills/expertise:

- Be able to work effectively at pace to deliver expected outcomes, including working as part of a team on shared goals
- Excellent written and verbal communication skills, with the ability to translate complex information into meaningful narrative that is accessible to a non-academic audience.
- Working experience of conducting qualitative and quantitative research