



ROYAL
OPERA
HOUSE

CULTURE CHANGE CONFERENCE

HELPING TO BUILD BUSINESS SUSTAINABILITY IN CREATIVE AND
CULTURAL INDUSTRIES ACROSS THE EAST OF ENGLAND

Wednesday 5 February at the Royal Opera House

Free for participants. Registration required.

The Royal Opera House, together with Creative & Cultural Skills, High House Production Park, Julie's Bicycle and Thurrock Council is launching a new business sustainability programme starting with a special **Culture Change conference** on Wednesday 5 February from 10.15am until 4pm at the Royal Opera House, Covent Garden.

Guest speakers include **Chris Rapley** (Professor of Climate Science at University College, London), **Orsola De Castro** (leading eco fashion designer and founder of Esthetica), **Nicholas Hare** (award-winning architect) and **Lucy Siegle** (environmental journalist).

The Culture Change conference is completely free for participants and is the first event in a series of conferences focussing on business sustainability particularly within the creative and cultural industries in the East of England.

This 18-month-long free Culture Change programme is aimed at small and medium enterprises and microbusinesses (fewer than 250 employees and an annual turnover of less than €50 million). Participants will receive a **minimum of 12 hours free support** ranging from carbon calculation to developing a sustainability strategy, led by industry experts, Julie's Bicycle. The programme will also include practical workshops about sustainable recruitment, digital marketing, using social media and access to finance. Bespoke support and action planning, together with the creation of a peer-to-peer business support network will be vital to the success of the programme.

Andrea Stark, Conference Chair for Culture Change and Chief Executive of the High House Production Park said, 'This really is a unique programme with fantastic opportunities for small organizations, many of whom may be geographically quite isolated, to gain access to support and ideas as to how to make their business

sustainable in the long term. It's not just about having an environmentally sound building, although that's important, but it's about thinking about your place in the creative and cultural ecology, how you are impacted by funding, training or business opportunities – or lack of – and how you impact others as you run your business.'

'It's also a great way to expand your network of contacts within the industry, learn from some leading organizations such as Julie's Bicycle, the Royal Opera House, Creative & Cultural Skills and to hear from sector experts on our panels. And it's free.'

To register a place, or for further information on Culture Change visit www.roh.org.uk/culturechange

Notes for Editors

The Culture Change Programme is supported by the East of England ERDF Programme 2007 to 2013. The Department for Communities and Local Government is the managing authority for the European Regional Development Fund Programme, which is one of the funds established by the European Commission to help local areas stimulate their economic development by investing in projects which will support local businesses and create jobs. For more information visit <https://www.gov.uk/browse/business/funding-debt/european-regional-development-funding>

PRESS OFFICE CONTACTS

Elizabeth Bell
Head of Press and Communications
Tel: 020 7212 9717
elizabeth.bell@roh.org.uk

