



# THE WELLBEING SUMMIT 2022 SUSTAINABILITY REPORT

WELLBEING FOR PEOPLE. WELLDOING FOR OUR PLANET.

April 2023

URECULTURE



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TWBS 2022

# OUR SUSTAINABILITY STATEMENT

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At The Wellbeing Project we understand the urgent need to preserve our natural environment to protect the health and wellbeing of current and future generations. The health and wellbeing of the planet is intrinsically connected to the health and wellbeing of all people.

Social and economic sustainable development will only succeed if action is also taken to defend and regenerate the living world.



**TWBS 2022**

# **OUR SUSTAINABILITY STATEMENT**

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We are committed to bringing sustainability to the core of the objectives of The Wellbeing Summit. In 2022 we planted this seed and our ambition for our 2025 edition is to align with best practice in sustainable and responsible events planning.

Throughout 2022 our pro bono specialised partner UreCulture have worked on an environmental audit of the impact of the Summit. As we believe that we can't change what we can't measure, data relating to energy consumption, water consumption, use of materials and waste were obtained from our venues, artists and delegates. Acciona Cultura, our event production company, also carried out a carbon audit of certain elements of the Summit.

This Report seeks to share the details of the environmental audit, the resulting carbon footprint calculation, as well as the steps TWBS 2022 took to minimise our environmental impact where possible.

This environmental audit has provided us with the benchmark on which to improve on for the Summit in 2025. This audit and Report aims to act as the building block of the sustainability plan for our 2025 edition which will be embedded into all aspects of our strategy and event planning.

We understand the importance of acknowledging responsibility for the environmental impact of the Summit, as well as sharing our footprint transparently. At The Wellbeing Summit we aim to lead by example in the growing environmental and sustainability practices of the event industry.

## ENVIRONMENTAL AUDIT SCOPE

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The focus of The Wellbeing Summit environmental audit was a carbon analysis which is summarised in two tables below. Two of our partners participated in this carbon audit, UreCulture and Acciona Cultura.

### TWBS 2022 SUSTAINABILITY ENVIRONMENTAL AUDIT SCOPE SUMMARY

#### URECULTURE CARBON AUDIT SCOPE

**1. Summit Delegates:**

- Travel to and from Bilbao
- Travel within Bilbao
- Energy consumption of hotel stay

*\* Delegates include all summit invitees, event staff and artists.*

**2. Summit Main Programme:**

- Energy consumption of the Summit venues
- Energy consumption of the side events

**3. Summit Arts Programme:**

- Manufacture of the materials required for the production of artworks
- Transportation of the artworks and related materials to the Summit
- Energy consumption of the venues that hosted the Arts Programme

## TWBS 2022 SUSTAINABILITY - ENVIRONMENTAL AUDIT SCOPE SUMMARY

### URECULTURE AUDIT EXCLUSIONS

a. ACCIONA CULTURA CARBON AUDIT SCOPE	See page 10 of this Report.
b. BROADER SUSTAINABILITY DIMENSIONS	<p><b>Social and Financial Dimensions:</b> Whilst sustainability encompasses environmental, social and financial dimensions, this Report has focused on an environmental audit. For the social dimensions, the positive impact of the Summit is considered briefly in the <i>Reciprocity with our Planet</i> section of this Report.</p> <p><b>Waste, circularity and water consumption:</b> Some data was collected and discussions/steps were taken in relation to this. However, only partial data was available and therefore they have not been included in the audit. We recommend to monitor these environmental impacts and report them more fully in the future. This Report however does highlight some positive steps taken by the Summit to become more circular in its approach (see <i>New Thinking for Less Impact</i> section of this Report).</p>

### URECULTURE DATA COLLECTION PROCESS

	<ul style="list-style-type: none"><li>- UreCulture prepared an Environmental Audit Questionnaire which served as the framework for the data collection process.</li><li>- TWBS shared details relating to delegates travel and use of private cars.</li><li>- The venues and hotels shared historic data relating to their energy consumption, water, and waste. For Palacio Euskalduna we have exact energy readings post Summit.</li><li>- TWBS team obtained from the artists general details of the materials, production and logistics of their commissioned artworks. A detailed excel of this data was produced. For the carbon footprint calculation we included assumptions and estimates due to the general nature of the information provided.</li><li>- Where data were not available, assumptions and estimates were made based on typical energy and material usage by similar events and venues, where available.</li></ul>
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TWBS 2022

# CARBON FOOTPRINT - URE CULTURE

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TWBS 2022 was attended by 882 attendees over the course of 3 days. This is the carbon footprint.

## TOTAL CARBON FOOTPRINT

**1.258**  
tonnes  
CO<sub>2</sub>e

## ATTENDEE FOOTPRINT

**1,4**  
tonnes  
CO<sub>2</sub>e

1.258 t CO<sub>2</sub>e  
IS EQUIVALENT TO:



**586**

Annual energy consumption of  
Spanish households

FOR 1.258 t CO<sub>2</sub>e TO BE  
ABSORBED IT WOULD REQUIRE:

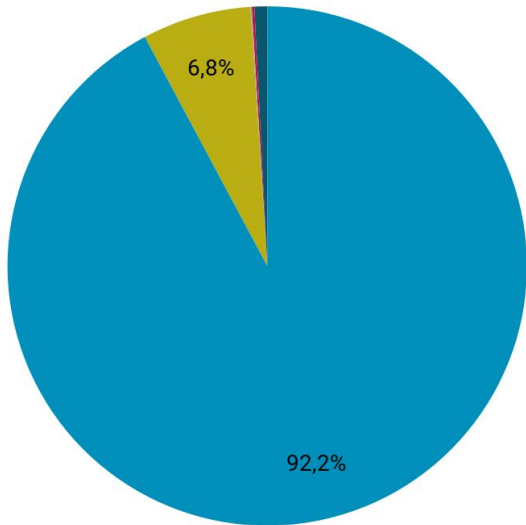


**12.580**

European broadleaf trees living  
each for 100 years

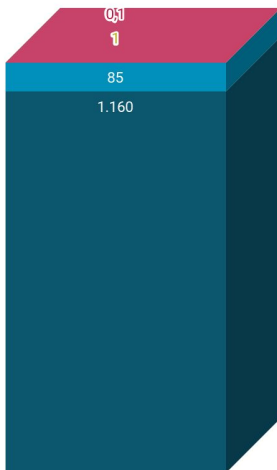
# TWBS 2022

## CARBON FOOTPRINT - URE CULTURE



### TWBS 2022 TOTAL CARBON FOOTPRINT

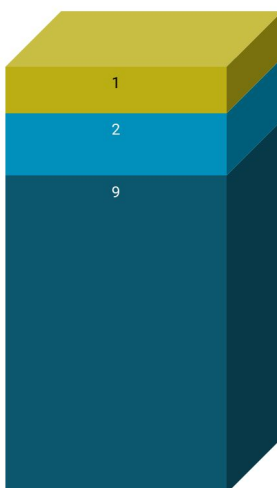
- Attendees Travel to summit: 1.159,7 (92,2%)
- Attendees Hotel energy use: 85,3 (6,8%)
- Attendees Travel during summit: 1,0 (0,1%)
- Venue energy: 2 (0,2%)
- Art programme: 10 (0,8%)



### DIRECT SUMMIT EMISSIONS

- Energy use of venues (0,01%)
- Travel during summit (0,1%)
- Hotel energy use (7%)
- Travel to summit (93%)

TOTAL: 1.246 TCO2



### ARTS PROGRAMME EMISSIONS

- Transport of art materials (11%)
- Venue energy use (15%)
- Art materials manufacture (74%)

TOTAL: 12 TCO2



# CARBON DATA - URE CULTURE

## **Direct Conference Emissions (UreCulture Audit)**

	Amount	Units	t CO <sub>2</sub> e	% total emissions
Attendees travel to the Summit	8.121.998	passenger-km	1.160	93%
Attendees hotel energy use	4.563	room-nights	85	7%
Attendees travel during Summit	10.704	passenger-km	1	0,1%
Energy consumption Summit venues	352	KWh	0,1	0,01%
<b>TOTAL</b>			<b>1.246</b>	

## **Arts Programme Emissions (UreCulture Audit)**

22 artwork installations / performances (see appendix) running for 4 - 5 days.

	Amount	Units	t CO <sub>2</sub> e	% total emissions
Venue energy use	10.362	KWh	2	15%
Art materials manufacture	2.227	kg	9	74%
Transport of art materials	3.547	tonne-km	1	11%
<b>TOTAL</b>			<b>12</b>	

The link to the TWBS 2022 Carbon Calculator workbook can be found [HERE](#) and to the Environmental Questionnaire [HERE](#).

# CARBON FOOTPRINT - ACCIONA CULTURA

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Acciona Cultura, in its capacity of the event production agency of the Summit, carried out a carbon audit of some elements of the Summit which came to a total of **415 tonnes of CO<sub>2</sub>**.

The methodology of the audit is shared in the report issued by Acciona Cultura. Below is the scope of their carbon audit and on the next page there is a summary of carbon emissions per activity area.

- **Energy consumption of venues:** Deusto, Bizkaia Aretoa, Museo Arte Sacro, Azkuna Zentroa, Mandala LAB, Guggenheim Info Point (excludes Palacio Euskalduna)
- **Catering at different venues and with different suppliers**
- **Technical production at different venues and with different suppliers**
- **Hotel accommodation (421 hotel rooms) and flights (271)** of attendees who booked through Acciona Cultura
- **Hotel accommodation and flights of Acciona Cultura staff**
- **Waste Production**
- **Merchandise production**

The Acciona scope excluded the energy consumption at the main venue Palacio Euskalduna which has been included in the UreCulture audit, however the UreCulture audit has also included in its own audit the other Summit venues. Therefore there may be some small overlap between the two carbon calculations (less than 2 tonnes tCO<sub>2</sub>e). All other scope areas listed above have not been included in the UreCulture audit.

# CARBON FOOTPRINT - ACCIONA CULTURA

	Emisiones (Kg. CO <sub>2</sub> )	Emisiones (t. CO <sub>2</sub> )
DESPLAZAMIENTOS Y TRANSPORTE	369.863,10	369,86
ALOJAMIENTO	44.749,10	44,75
CONSUMO ELÉCTRICO	306	0,306
CONSUMO COMBUSTIBLE	133,8	0,1338
GENERACIÓN DE RESIDUOS	47,15	0,0471
<b>TOTAL EMISIONES GEI</b>	<b>414.965,36</b>	<b>414,9653</b>
<b>TOTAL EMISIONES GEI/PAX</b>	<b>595,36</b>	<b>0,5953</b>

Table source: Acciona Carbon Emissions Report for The Wellbeing Summit

Acciona Cultura have obtained a *Voluntary Certificate of Cancellation (United Nations Framework Convention for Climate Change)* whereby a offset has been made by donating 415 CERs to the *Oaxcaca IV Wind Energy Project*.



**United Nations**  
Framework Convention on  
Climate Change

Date: 01 September 2022  
Reference: VC/0809/2022

## VOLUNTARY CANCELLATION CERTIFICATE

**Presented to:**

CDM Project 8216: Oaxaca IV Wind Energy Project

**Reason for cancellation:**

OFFSET ON BEHALF OF: The Wellbeing Project REASON FOR COMPENSATION: The Wellbeing Summit for Social Change 2022



**Number and type  
of units cancelled**

**415 CERs**

Equivalent to 415 tonne(s) of CO<sub>2</sub>

Start serial number: MX-5-35478801-2-2-0-8216  
End serial number: MX-5-35477215-2-2-0-8216

The certificate is issued in accordance with the procedure for voluntary cancellation in the CDM Registry. The reason for cancellation included in this certificate is provided by the canceller.

# NEW THINKING FOR LESS IMPACT ON OUR PLANET

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In 2022 the environmental impact was measured in order to build a comprehensive strategy to minimise the impact for the 2025 edition. We unfortunately did not have the capacity to reduce the impact substantially for this year, however some steps were taken:

## TRAVEL

**As the primary source of emissions during an event, it is essential to be aware of the impact caused by travelling, to monitor it, and put in place preventive measures.**

- The TWBS 2022 website provided recommendations for responsible travel, including the invitation to delegates to make impactful donations in compensation for the carbon impact.
- TWBS 2022 offered Economy Class tickets to speakers, artists and grantee delegates, with very few exceptions mainly related to health issues.
- A free hybrid option was also set up, with digital access through our event platform for participants wishing to follow the plenary sessions and have access to online exclusive content.

## MATERIALS

**During any event, resources are widely used. Following the circular economy methodology, we tried to minimise resource consumption and waste wherever and whenever possible.**

- TWBS 2022 was a paper-free event. All information was available digitally and on big billboards at the main venue.
- Use of already existing buildings (no event tent/marquee).
- Delegates welcome pack was designed as sustainably as possible:
  - All materials, with the exception of the lanyard from Portugal, were made in Spain.
  - Yute Tote bag – TWBS opted to not use cotton, nor recycled or organic cotton due to high amount of water used. Yute is a more sustainable material. However, the logo printed on vinyl made the future circular/recyclable life of the tote bag more difficult.

# NEW THINKING FOR LESS IMPACT ON OUR PLANET

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- The pin was made with a sustainable material and mint seeds which also can be planted.
- Lanyard made from organic cotton.
- Badge made from plantable seed paper (poppies, chamomile, etc) and badge holder made from recycled cardboard.
- At TWBS 2022 all furniture was rented instead of bought and most was made from sustainable or recycled materials (cardboard, natural wood, etc.). No carpet was used, only rent rugs to decorate the Homebase.
- Stage of the Welcome Cocktail made from recycled wood pallets.
- Staff t-shirts made from organic cotton and sourced locally.
- At TWBS 2022 no plastic bottles were used, and several water fountains were placed around the main venue.

## FOOD

**The catering offered has an important environmental impact and it is crucial to opt for responsibly sourced food.**

- Except for the Welcome Cocktail and the Lunch Box on the last day, Delegates were provided with lunch vouchers - to be used in local restaurants close to the main venue - in order to have a positive impact on the local economy and avoid waste systematically created by catered lunches.
- TWBS used local catering and specifically asked where possible to source seasonal and KMO ingredients.
- Vegetarian options were always available (low-carbon options).
- Catering company for TWBS vernissage and other small events: The small caterings for Mandala Lab opening, Vernissage Night at Palacio San Nicolás and at Museo de Arte Sacro were provided by a local association employing young people at risk of marginalisation.

# NEW THINKING FOR LESS IMPACT ON OUR PLANET

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## CITY AND VENUES

**The selection of the city and venues are key to reducing the impact.**

- Selection of a small city and specific venues which were all at maximum 15 min. walking distance between them and, alternatively, reachable by public transportation.
- A public bus with a very affordable price ran every 30 min. from the airport to the city centre.
- For transportation of attendees with specific accessibility requirements, artists and speakers pick ups and production staff, electric cars offered by one of our sponsors were used.

## DIVERSITY, EQUITY AND INCLUSION (DEI)

**The Wellbeing Project is deeply committed to inclusivity, therefore creating an event in which everyone would feel represented and included was key. We also believe that the ecological challenge is a global one and that it can only be tackled by a diverse, inclusive and united community.**

- TWBS 2022 was a “by invitation only” event in order to carefully curate the invitee list and ensure diversity and inclusivity. An example: 83 different countries and 6 continents represented. Still, anyone could express their desire to participate through a self-nomination process and each candidate was taken into consideration and carefully evaluated before being invited.
- Selection of speakers and artists to ensure diversity and inclusivity. An example: 54.2% female speakers; 60.2% female artists.
- Sponsoring for delegates with diverse backgrounds: 53.4% of delegates had a subsidy of their ticket. This could range from a partial subsidy all the way to a free ticket to attend TWBS 2022. For 10.4% of delegates The Wellbeing Project covered the ticket, the flight and the accommodation.
- Management of visa to ensure diversity: 151 visa requests were managed by The Wellbeing Project.

# NEW THINKING FOR LESS IMPACT ON OUR PLANET

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- All venues were accessible for people with disabilities or impairments and a support team was available on demand to guarantee full accessibility to everyone. An example: 7 accessibility requests for the full duration of the event were promptly attended.
- Yoga mats and pillows were redistributed to local associations working with homeless people.
- The catering offer at specific smaller events was provided by a local association employing young people at risk of marginalisation.
- A contact list of babysitting services available in the city was provided on TWBS 2022 website.

## TWBS 2022 PROGRAMME ON SUSTAINABILITY, CLIMATE CHANGE AND EARTH RELATED ISSUES

We considered it fundamental to include environment-related content in the Conference and Arts Programmes in order to inspire, help raise awareness and create change.

### Arts Programme

- [Yazmany Arboleda](#) - [Hospital for the soul](#)
- [Himali Singh Soin](#) - [Ancestors of the blue moon](#)
- [Mohau Modisakeng](#) - [The water drummer](#)
- [Daniel Steegman Mangrané](#) - [Fog dog](#)

### Conference Programme

- [Satish Kumar](#), peace-pilgrim and environmentalist - Opening Plenary Session and morning meditation
- Kumi Naidoo, human rights and environmental activist - Closing Plenary Session
- [Laureline Simon](#), founder and Director, One Resilient Earth; [Mallika Dutt](#), Founder Inter-Connectd, Activist, Social Change Leader; [Carolin Schmee](#), Partner at Manejo ambiental; [Clare Celeste](#), Artist - Workshop “Our Relationship with Nature: How Climate Change Impacts Emotions”

# RECIPROCITY WITH OUR PLANET

## DONATIONS AND SOCIAL COMPENSATION TO REGENERATE OUR PLANET

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Delegates have been invited to carry out **impactful donations** to compensate for the impact of their travel to the Summit through our website.

Acciona Cultura have obtained a **Voluntary Cancellation Certificate** on behalf of TWBS in relation to the 415 t CO<sub>2</sub>e identified in their audit.

### **SOCIAL COMPENSATION VIA OUR INNER DEVELOPMENT PROGRAM**

The remainder of the carbon impact of TWBS 2022 (excluding attendees travel) corresponds to **a total of 98 t CO<sub>2</sub>e**.

To take responsibility for it, TWBS has decided to focus on **social compensation**. We acknowledge that it is only a first step and our ambition for the next edition is to diversify our donation approach by also including environmental donations.

An experienced social change leader whom work focuses on sustainable development will be offered to participate in the 5th cohort of our internal **Inner Development Program**.

This **18 month program** creates a cultural change in the field of social change towards one that is healthier and enduring. The collective objective with this initiative is to begin to create a new kind of infrastructure of personal support for the world of social change. The support and programming provided to each participant consists of **retreats, individual personal wellbeing work, peer calls, and wisdom teachers and learning modules**.

A seven person **research team** followed the program's individuals over several years documenting their inner wellbeing journey and how that shifted the work of social change. After focusing on wellbeing, changes happened within individuals, their organizations and even across the sector. We found that **wellbeing inspires welldoing**.



TWBS 2025

# OUR FUTURE SUSTAINABILITY GOALS – WE ARE BRINGING THE PLANET INTO OUR PLANNING FOR OUR 2025 EDITION

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## FOCUS TOPIC

Over the past three years The Wellbeing Project has been convening a global Think Tank, [Being & Transforming](#), in partnership with one of our co-creators, Georgetown University. The Think Tank explores the relationship between the inner self and the outer world so that an inner wellbeing orientation deeply informs the social change sector's thinking and work, including educating the next generation of changemakers. The next major research initiative is on **Ecological Belonging** and our 2025 Wellbeing Summit for Social Change will also explore this topic.

## SUSTAINABLE EVENT PLANNING

In 2022 we planted the seed to align with best practice in sustainable and responsible events planning for The Wellbeing Summit 2025.

Our goals will be to:

- Align TWBS 2025 objectives with the SDGs and Agenda 2030.
- Reduce our overall carbon emissions (when compared to the baseline footprint of the 2022 edition). As the majority of our emissions comes from delegate travel to the Summit, exploring environmentally friendly travel options will be a key focus area.
- Deepen our knowledge on how to reduce waste and how to support a circular economy, in collaboration with our providers and partners.
- Look for providers and partners who share our values and are taking concrete steps to reduce their environmental impact.
- Research innovative solutions for social inclusivity as, for example, access riders.

Over the next 2 years we'll keep researching and looking for innovative solutions to reduce our environmental impact, promote eco-friendly and socially inclusive practices and design a sustainable experience for our attendees and stakeholders.

TWBS 2022

## APPENDIX - BIOGRAPHY

### NICKY URE - URE CULTURE MANAGING DIRECTOR

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Nicky is a culture sector strategist and the managing director of UreCulture offering +14 years experience working on high profile institutional and public sector cultural projects. Her current goal and area of specialisation is to support the arts and its actors to become sustainability leaders, working with museums, artists, galleries and NGOs.



Nicky is a founding member of Gallery Climate Coalition Spain and has been invited to speak on the topic of sustainability in the arts at the Art Business Conference at Art Dubai 2023 and at the Instituto de Empresa in Madrid.

Nicky worked at the Department of Culture and Tourism Abu Dhabi (DCT). She was appointed Director of Programmes Department (Culture) and worked on the development of the Cultural Authority, Saadiyat museums, Abu Dhabi Art, Manarat Al Saadiyat and other programmes. Prior to working in the culture sector, Nicky was a banking lawyer at UK law firm Simmons & Simmons. Nicky holds a MA Hons. from the University of St Andrews, a Postgraduate Diploma in Law from the University of Law, London and a certificate in Business Management Sustainability from the University of Cambridge Institute of Sustainability Leadership.

[UreCulture](#) develops and implements strategies, plans and projects that help enable, promote and protect art and culture. We work at the intersection of culture and sustainability to build a better future for the planet and its people. UreCulture is an Active Member of the Gallery Climate Coalition committed to reducing its footprint by 50% by 2030 and a proud members of 1% for the Planet.

TWBS 2022

## APPENDIX - BIOGRAPHY

# DANNY CHIVERS - URE CULTURE ENVIRONMENTAL SPECIALIST AND CARBON ANALYST

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UreCulture works with [Danny Chivers](#), a freelance environmental researcher and climate change consultant. He offers +15 years experience working on sustainability projects for small and large businesses, national and local government, the education sector, NGOs, large public sector bodies, and the media. Danny Chivers has carried out the Carbon Footprint audit for TBWS 2022.



Danny is a sustainability advisor to the Gallery Climate Coalition, an art industry group whose goal is to facilitate a more sustainable art world, as well as a co-developer of their online carbon calculator specialised for art galleries. He was a lead analyst at the highly respected footprinting consultancy Best Foot Forward, working on a wide range of footprinting projects including electrical product manufacture, agriculture, food processing, local authority carbon monitoring, retailers, offices, and national government. He has acted as the lead external carbon consultant for Oxfam GB, Christian Aid, Trócaire and ActionAid. He has also carried out carbon footprinting work for Concern, CAFOD, Anthesis Ltd, DECSY, and the Guardian, among others.

He is the author of the “No Nonsense Guide to Climate Change” (2011) and “No-Nonsense Renewable Energy” (2015) and writes a regular climate change column for New Internationalist Magazine. He holds a BSc in Environmental Biology, an MSc in Nature, Science and Environmental Policy and an MProf in Leadership for Sustainable Development.



## TWBS 2022

# APPENDIX - SUPPORTING THE UNITED NATIONS 2030 AGENDA



### Goal 3 Good Health and Wellbeing

Ensure healthy lives and promote well-being for all at all ages



### Goal 13 Climate Action

Take urgent action to combat climate change and its im



### Goal 12 Responsible Consumption and Production

Ensure sustainable consumption and production patterns



### Goal 17 Partnerships for the Goals

Strengthen the means of implementation and revitalize the global partnership for sustainable development



**TWBS 2022**

## **APPENDIX - ARTS PROGRAMME**

[More information](#)

<b>ART PROGRAMME</b>	<b>LOCATION</b>
JUNE CRESPO 2/3 x "Core" series	Museo de Bellas Artes (video) and its garden (sculpture)
ALICIA FRAMIS "Taking flight"	Bizkaia Aretoa
JANET CARDIFF & GEORGE BURES MILLER "Tone installation"	Deusto University - Salón de Grados
NIKHIL CHOPRA "What's love got to do with it?"	Plaza de los Tres Pilares (public space)
CARLOS GARAICOA "Soñamos en la superficie rayada de un cristal"	Calle Ercilla (public space)

ART PROGRAMME	LOCATION
AARON HUEY "Amplifier"	Euskalduna Congress Center + bus stops
HIMALI SINGH SOIN "Ancestors of the Blue Moon"	Azkuna Zentroa
GRIMANESA AMOROS "SCENTIA"	Azkuna Zentroa - Atrium
MIROSLAW BALKA "Now we here"	Euskalduna Congress Center
SHIRLEY TSE "Quantum Portal"	Euskalduna Congress Center
MOHAU MODISAKENG "The Water Drummer"	Euskalduna Congress Center
YAZMANY ARBOLEDA "Hospital for the Soul"	Parque Doña Casilda
URSULA HAUSER COLLECTION "Berlinde de Bruyckere"	Museo de Arte Sacro
BBVA "Art and Spirituality"	Palacio San Nicolás





ART PROGRAMME	LOCATION
SCIENCE GALLERY BENGALURU "Psyche"	Bizkaia Aretoa
DANIEL STEEGMANN MANGRANÉ "Fog Dog"	Guggenheim Museum - Auditorium
DAAN ROOSEGAARDE "Spark"	Parque Doña Casilda
RUBIN MUSEUM "Mandala Lab"	Parque Doña Casilda
TOD MACHOVER "A city symphony - Bilbao"	Azkuna Zentroa
SONJA SCHENKEL "Chrysalis"	Euskalduna Congress Center
CAN "Data Strings Board"	Euskalduna Congress Center
MAP "Sounds & Sights"	Euskalduna Congress Center
Music, dance and theatre performances (various)	Various