

Act Green 2025

Understanding audience attitudes towards
the role of cultural organisations in
tackling the climate emergency

Benchmark Report – October 2025

92%

of audiences and visitors are
worried about the impact of
climate change

ONLY

19%

think cultural organisations
currently place great importance
on tackling the climate
emergency

“

*“Audiences want cultural
organisations to use their voice and
creativity to inspire climate action
and model sustainable values.”
- Act Green respondent 2025*

Introduction from Indigo



indigo

Katy Raines

Founder & CEO

At Indigo, we believe that change happens faster and with greater impact when we work together. Since launching *Act Green* in 2022, our goal has been to listen collectively to audiences across the cultural sector, to understand what they think, feel and expect when it comes to sustainability and the climate crisis.

Every year, thousands of people have generously shared their views through this research, helping us to build a clearer picture of how audiences want cultural organisations to respond to one of the biggest challenges of our time. By pooling data across the sector, Act Green gives us all the evidence we need to act with confidence, and to show audiences that their values are reflected in the choices we make.

This year's study marks an important milestone: our first Act Green project in Ireland, delivered in partnership with the Performing Arts Forum. Together, we've gathered insights from more than 3,000 audience members across the country from local arts centres and touring companies to national festivals and museums. Their voices remind us just how much people care, and how much they want the arts to lead with creativity, courage and collaboration.

As always, we're deeply grateful to every organisation that took part and to every audience member who shared their perspective. Collective research like this doesn't just measure change, it accelerates it.

Introduction from Performing Arts Forum



Irma Mcloughlin

Director

Participating in this research marks an important milestone for Performing Arts Forum and our ongoing work on climate action in the arts. Through our partnership with the **Green Arts Initiative in Ireland**, we are deepening our commitment to supporting the sector in building knowledge, sharing best practice, and taking practical steps toward a more sustainable future.

This research reinforces what we already know: audiences care deeply about the climate crisis and expect the cultural sector to take meaningful action. At PAF, we are committed to supporting our members to lead change and embed sustainability in every aspect of their work.

Introduction from Green Arts Initiative Ireland



Catriona Fallon

Co-founder

This report highlights the gap between what cultural organisations are doing to address climate change and the awareness their audiences have of those actions.

Many in the cultural sector are working hard to improve their environmental sustainability, this report should give them the courage and confidence to celebrate it!

Context

Since 2022, Indigo's Act Green research has been exploring how audiences across the cultural sector view the role of arts and cultural organisations in tackling the climate emergency. Now in its fourth year, Act Green has become a key benchmark study for the sector — shaping sustainability strategies and informing sector-wide initiatives such as the Theatre Green Book.

This year marks the first dedicated Act Green study in Ireland, delivered in partnership with the Performing Arts Forum (PAF). The aim was to understand how Irish cultural audiences think and feel about climate change, and what they expect from the organisations they attend.

Methodology

Cultural organisations across Ireland — including theatres, arts centres, festivals, touring companies, museums and galleries — were invited to take part in the research.

Each organisation was provided with a unique survey link to share with their audiences, who were asked about their attitudes, expectations and actions relating to the climate emergency and cultural organisations' sustainability efforts.

In total, 3,371 complete audience responses were gathered from 28 participating organisations across all regions of Ireland. Results from all organisations were aggregated to create the national dataset, with each participating organisation also receiving access to its own results in real time.

To provide context, selected Act Green 2025 results were compared with the Environmental Protection Agency's (EPA) 2024 report *Climate Change in the Irish Mind*, a nationally representative benchmark of public attitudes in Ireland.

Act Green 2025: Participating organisations

An Grianán Theatre

An Táin Arts Centre

Axis Ballymun

Carlow Arts Festival

Cork International Film
Festival

Dublin Fringe Festival

Dunamais Arts Centre

Gaiety School of Acting

Garter Lane Arts Centre

glór

Lime Tree Theatre

Mermaid Arts Centre

Music Network

National Opera House

Nenagh Arts Centre

Project Arts Centre

Siamsa Tíre

Súil Gallery

The Dock

The Gate Theatre

Town Hall Theatre Galway

Triskel Arts Centre

Uillinn West Cork Arts
Centre

VISUAL Carlow

Watergate

Draíocht Blanchardstown

Galway Arts Centre

Pallas Projects Studios

Act Green 2025: Key Stats

Survey overview

28 Participating organisations

3,371 Complete audience responses

Cultural audiences and the climate crisis

92% of cultural audiences are worried about climate crisis

93% say climate change matters to them personally

The role of cultural organisations

81% think cultural organisations have a responsibility to influence society about the climate emergency

19% think cultural organisations place great importance on the role they play in the climate emergency

Organisations and sustainability initiatives

89% expect organisations to be reducing and recycling waste.

75% expect organisations to provide information to help audiences act more sustainably.

66% expect organisations to work with suppliers who share their values on environmental issues.

61% expect organisations to be joining together to campaign, lobby and influence.

Getting audiences involved

73% would act more sustainably either to support an organisation or if it was made easy for them.

67% would support a fundraising campaign to help an organisation redevelop outside space to promote biodiversity.

69% said availability of public transport is the key consideration when thinking about how to travel to an organisation

29% would donate their time as a green volunteer to help support cultural organisations to achieve their goals.

Act Green 2025: Summary Findings



- 1 Irish cultural audiences are strongly engaged with the climate crisis: more than nine in ten say it matters to them personally, a higher level of concern than the general population.
- 2 They expect cultural organisations to lead by example. Most believe the arts have a responsibility to influence society, but only a small proportion feel organisations place great importance on playing an active role in tackling climate change, revealing a clear gap between expectation and visible action.
- 3 What audiences value most is authenticity and practical change. They want to see organisations reducing waste, reusing materials, and making sustainable travel easier. Visible action builds trust, while silence or inconsistency risks damaging it.
- 4 Collaboration is seen as essential. People want openness and shared effort across the sector. As one respondent said, “Arts organisations can’t do this alone.”
- 5 Encouragingly, audiences are ready to act too. Many want to support organisations’ sustainability goals through small everyday choices, volunteering or backing creative projects that explore climate issues.

Act Green 2025: Three suggestions for communicating with audiences

1

Visit our Act Green communications pyramid | [Find out more](#)

Developed from the results of Act Green 2023, this model is about building audience trust. It starts by ensuring you are doing what audiences expect of you before moving onto leading by example through innovative sustainability projects, positively challenging audiences to come on the journey with you and eventually using your position as cultural organisations to inspire people to think about a new future.

2

Get your sustainability messaging front and centre

These results clearly show that audiences want to see more from cultural organisations. They want you to be leading the way, educating and informing the public, and they want to support organisations whose values align with theirs. Remember though, that if you decide to put sustainability front and centre, it means you then need to think about how that might affect other things you are saying to audiences and will very quickly shine a light on any dissonance between what you say and what you do.

3

Remember you're not alone

The power of collaboration is demonstrated through *Act Green*, the results of which have been shared widely across the sector. Let's keep sharing successes and learnings, collaborating across the sector and outside of it, and hopefully accelerating the much-needed change.



Act Green 2025

Full results



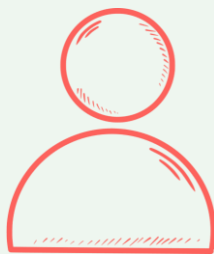
Sections

- **Section 1:** Respondent and organisation profile
- **Section 2:** Cultural audiences and the climate emergency
- **Section 3:** The role of cultural organisations
- **Section 4:** Organisations and sustainability initiatives
- **Section 5:** Getting audiences involved

Respondent and organisation profile

What types of cultural organisations took part?

Which of their audiences and visitors responded to the Act Green survey?



28 Participating organisations



Location

Connacht – 3
Dublin City - 8
Leinster – 7
Munster – 9
Ulster – 1



Type

Arts Centre - 18
Theatre – 3
Festival - 3
Touring Company – 1
Museum/Gallery – 2
Other – 1

3,371 Complete audience responses



Age

9% - under 35
38% - 35 to 54
53% - 55 or over



Profile

11% identify as disabled
87% Irish ethnic origin



Frequency

36% attend at least once a month



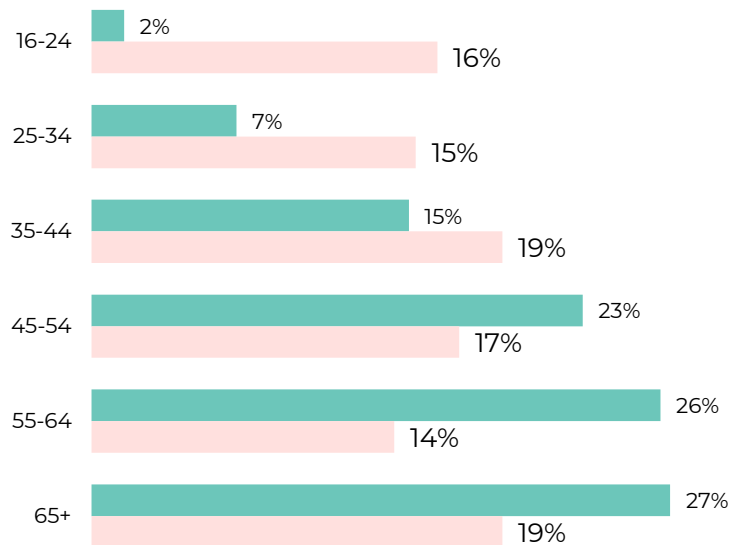
Support of culture

66% have previously donated

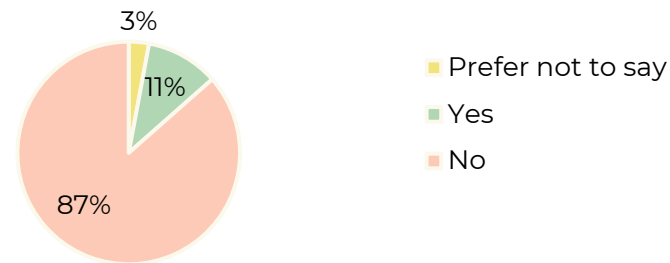
Respondent profile: Age, ethnicity and disability

Age

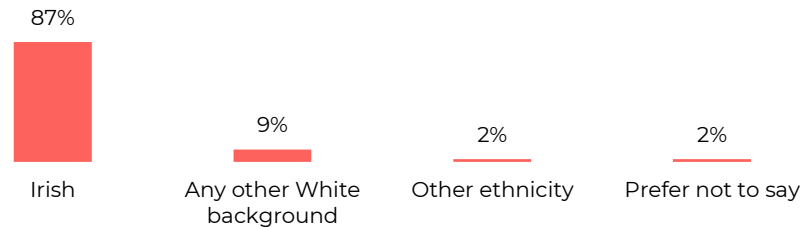
Act Green Ireland



Do you identify as a D/deaf or D/disabled person, or have a long term health condition?



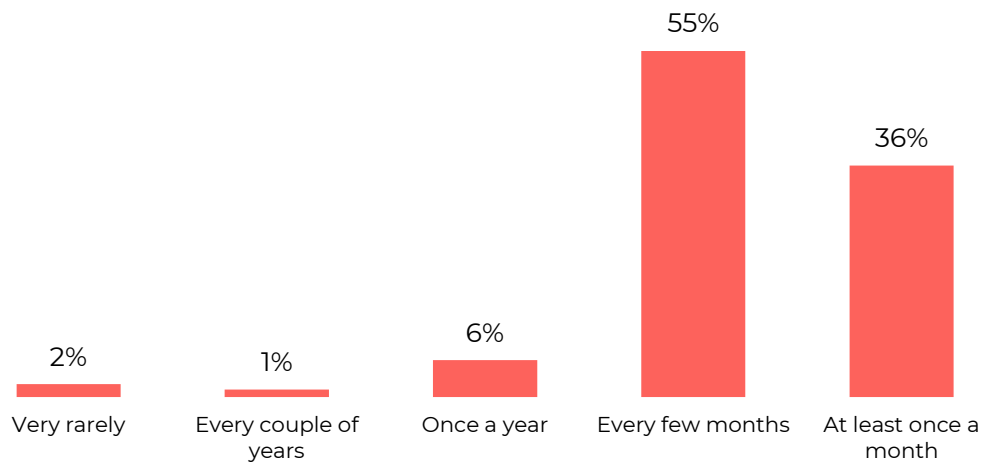
Ethnicity



Data Source: cso.ie Census of Population 2022. NB age range in census is 15-24

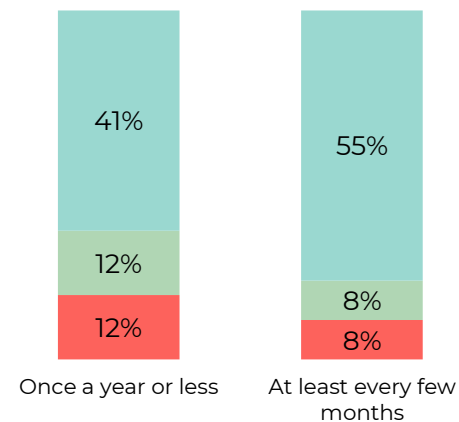
Respondent profile: Arts and cultural event attendance

How frequently would you say you attend arts and cultural events or venues?



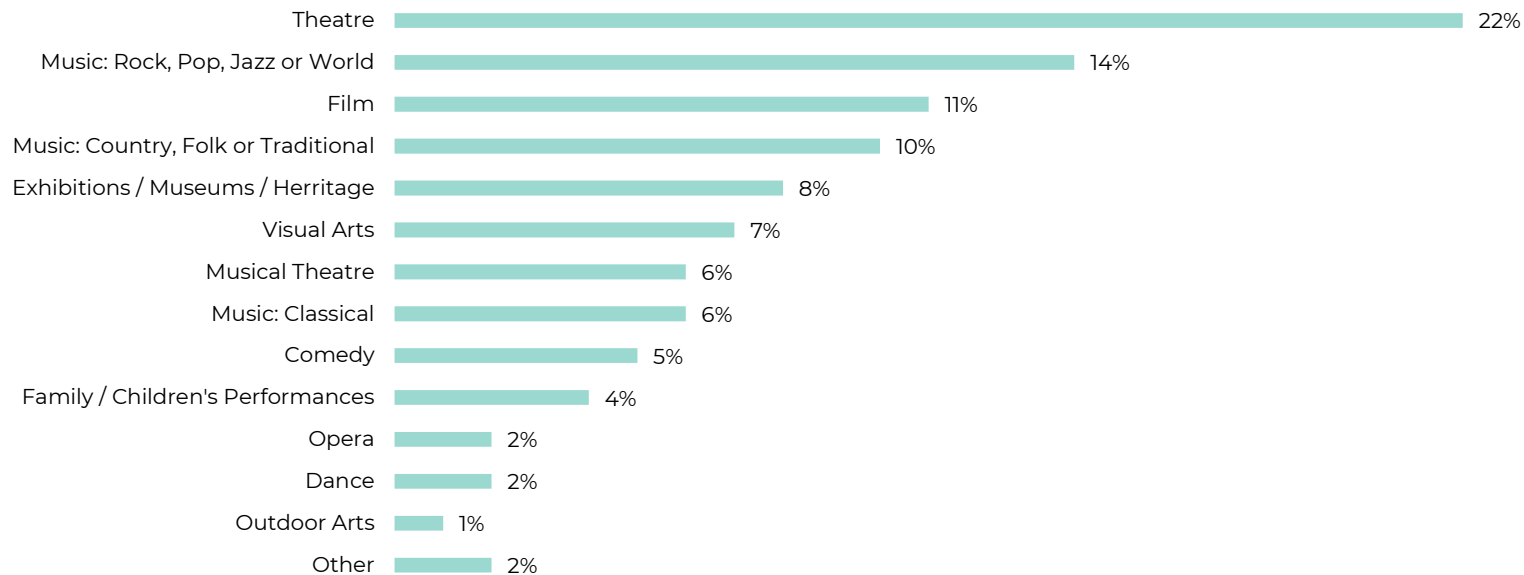
Higher and lower frequency by age

Under 35s 35-54 55+



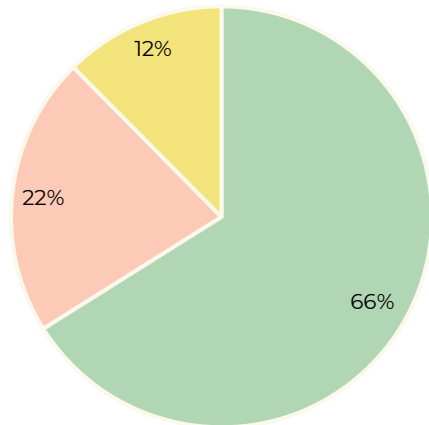
Respondent profile: Artform attendance

Which artform do you tend to go to most regularly?



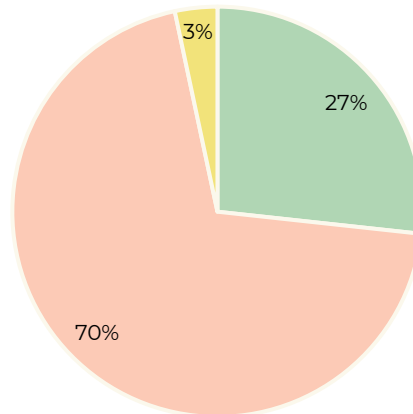
Respondent profile: Donor and membership

Have you ever made a donation to a cultural organisation?



■ Yes ■ No ■ Not sure

Are you a regular supporter of any cultural organisations e.g. through a membership scheme?



■ Yes ■ No ■ Not sure

Section 2

Cultural audiences and the climate emergency

How concerned are cultural audiences about the climate emergency?



Key findings:

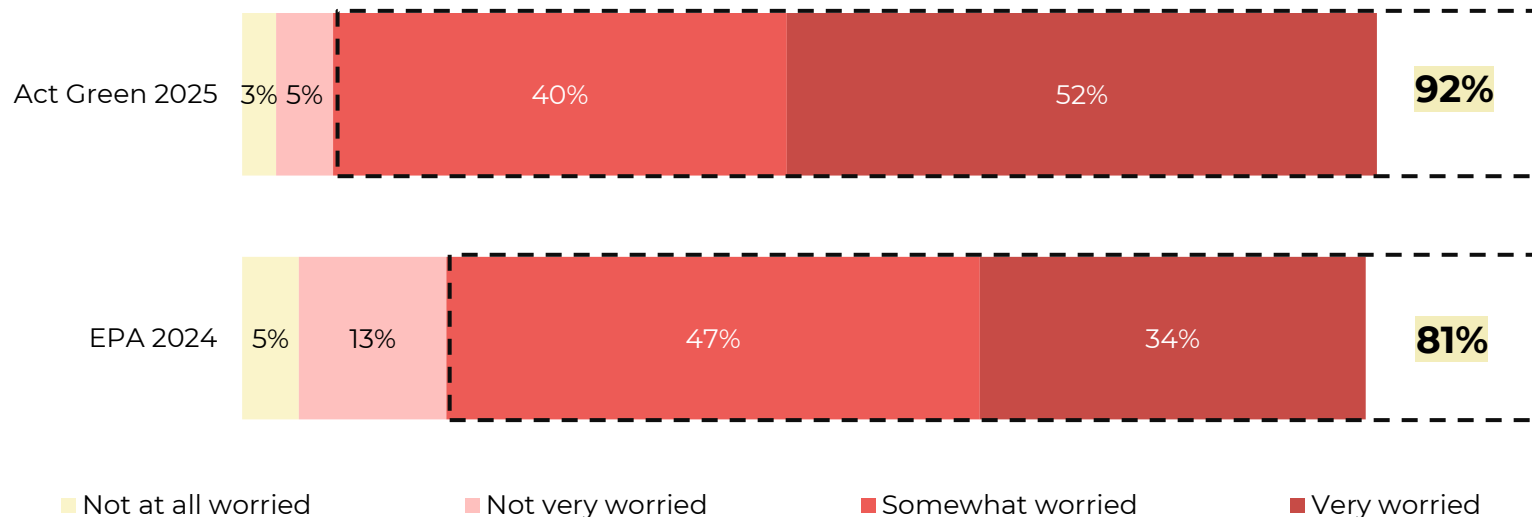
- **92%** of cultural audiences are worried about the impact of climate change, compared to **81%** of the general population.
- **93%** of respondents feel businesses should be doing more to address climate change
- Arts audiences are far more likely than the general public to choose companies based on climate action.

Note: Responses in this section are compared with responses to Environmental Protection Agency's (EPA) report:

- [Climate Change in the Irish Mind](#) (2024)

Irish cultural audiences are deeply concerned about climate change.

Q1. How worried are you about climate change?



Comparison with [Climate Change in the Irish Mind](#) (2024)

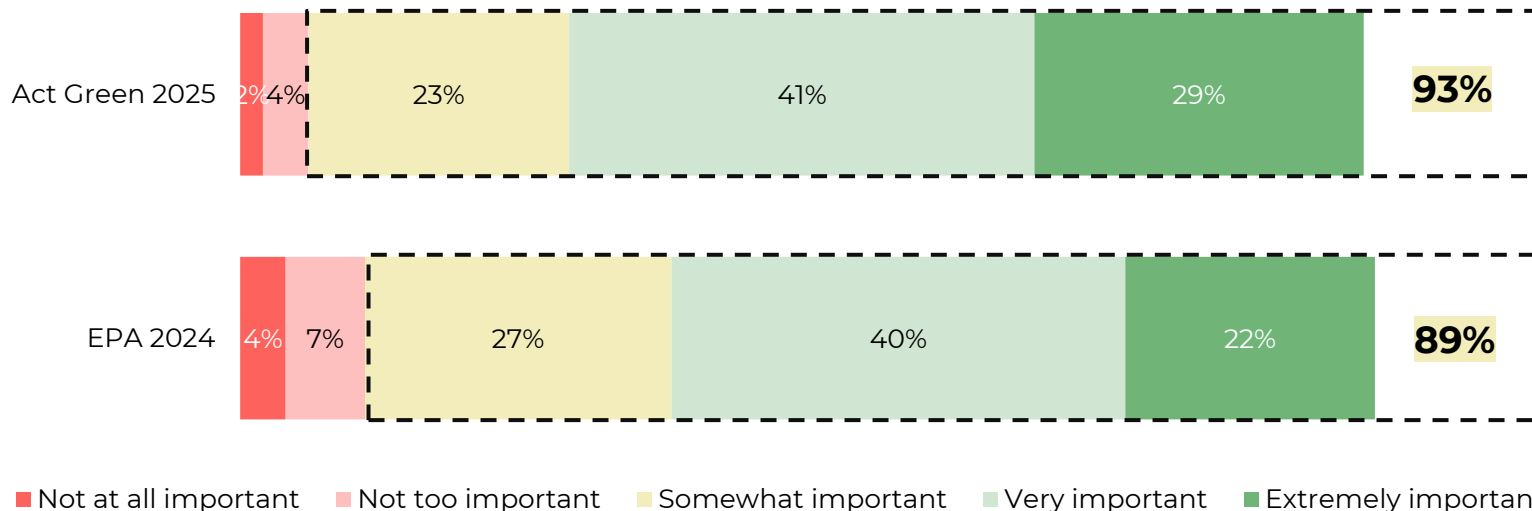
“

**It's hard to think about anything else
when you've children. It feels like
their future is at stake.**

”

For most, climate change is a personal issue that matters deeply.

Q2. How important is the issue of climate change to you personally?

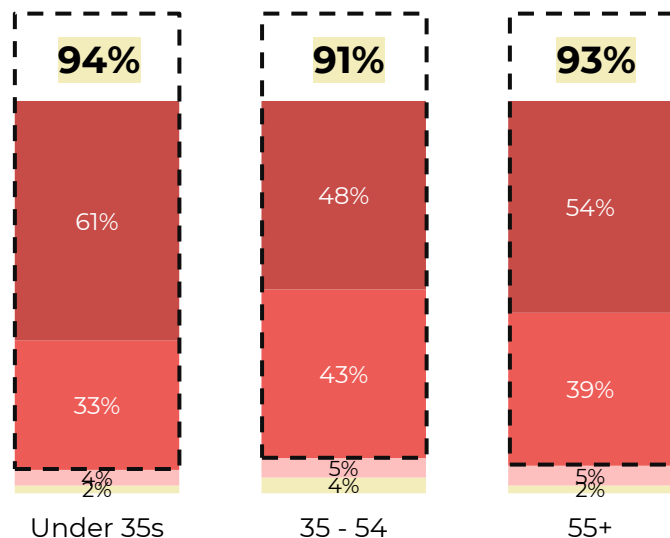


Comparison with [Climate Change in the Irish Mind](#) (2024)

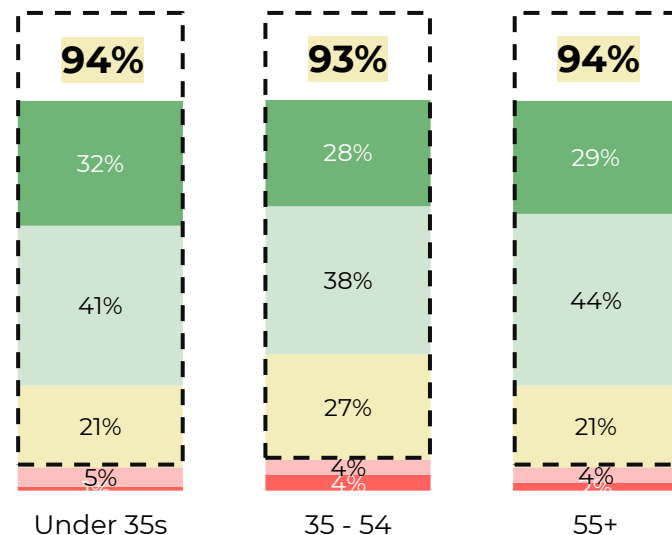
Concern runs across all ages, though intensity varies slightly.

Q1. How worried are you about climate change? Q2. How important is the issue of climate change to you personally?

■ Not at all worried ■ Not very worried ■ Somewhat worried ■ Very worried



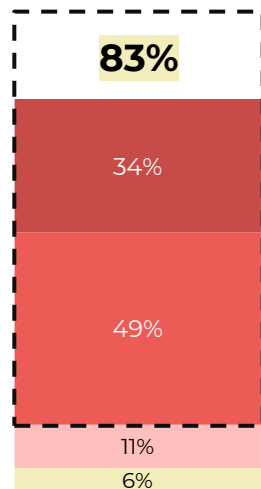
■ Not at all important ■ Not too important ■ Somewhat important
■ Very important ■ Extremely important



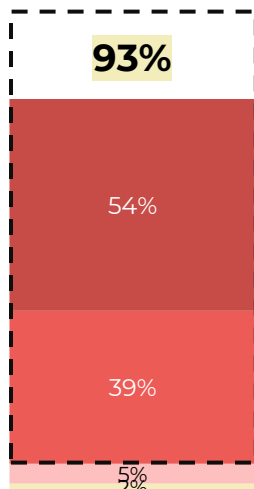
Those most engaged with culture feel the issue most strongly.

Q1. How worried are you about climate change? Q2. How important is the issue of climate change to you personally?

■ Not at all worried ■ Not very worried ■ Somewhat worried ■ Very worried

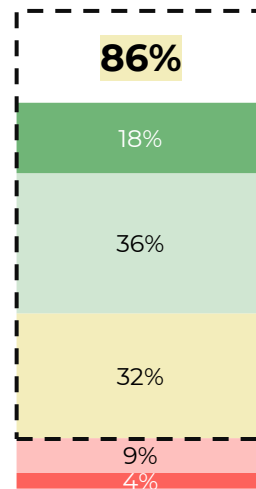


Once a year or less

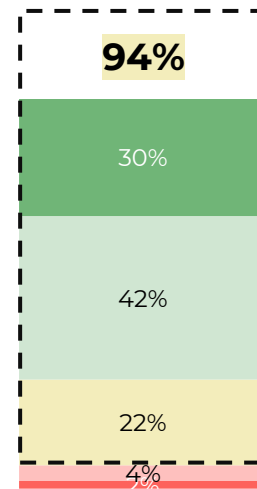


At least every few months

■ Not at all important ■ Not too important ■ Somewhat important
■ Very important ■ Extremely important



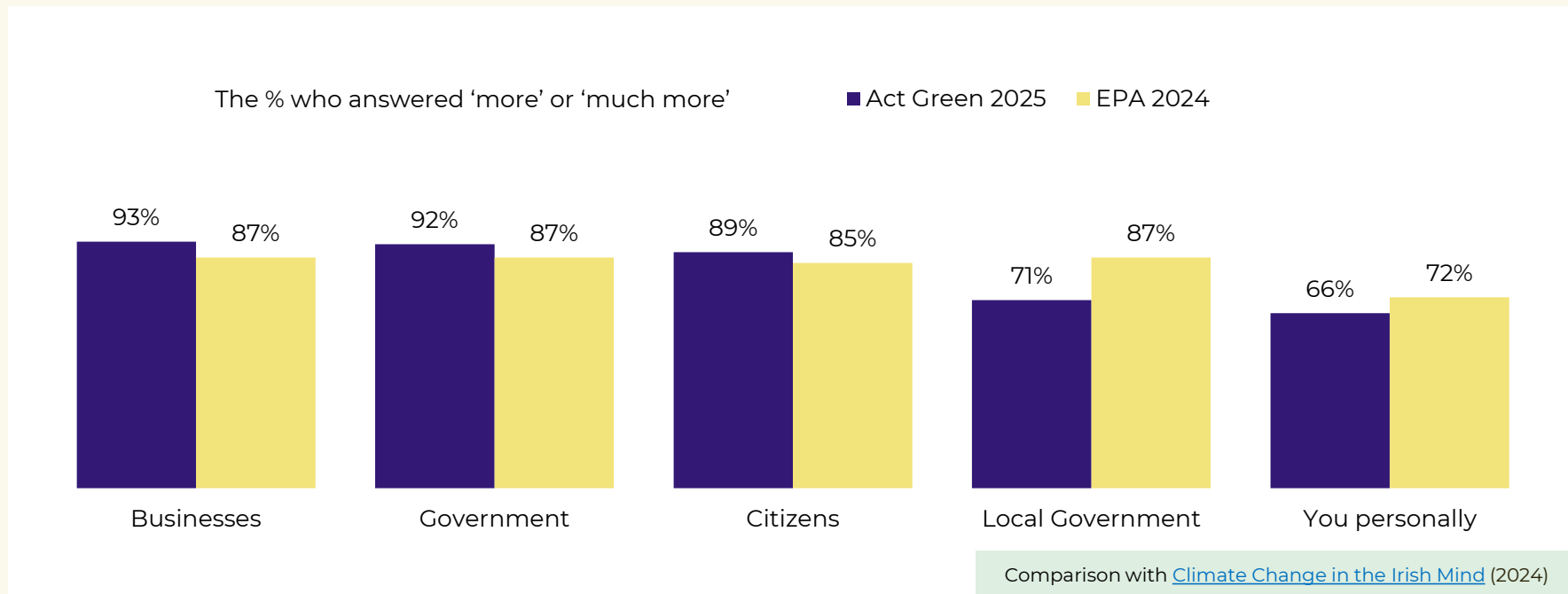
Once a year or less



At least every few months

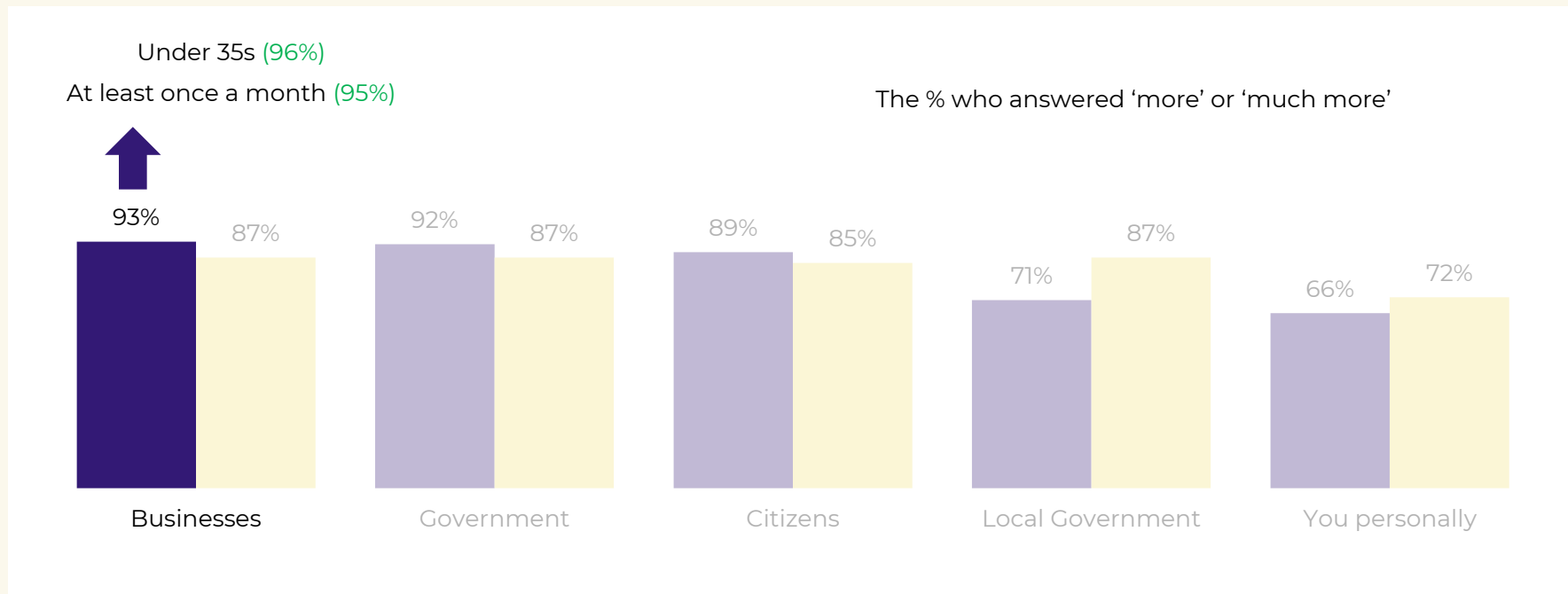
Audiences believe government and business should lead on climate action.

Q3. Do you think each of the following should be doing more or less to address climate change?



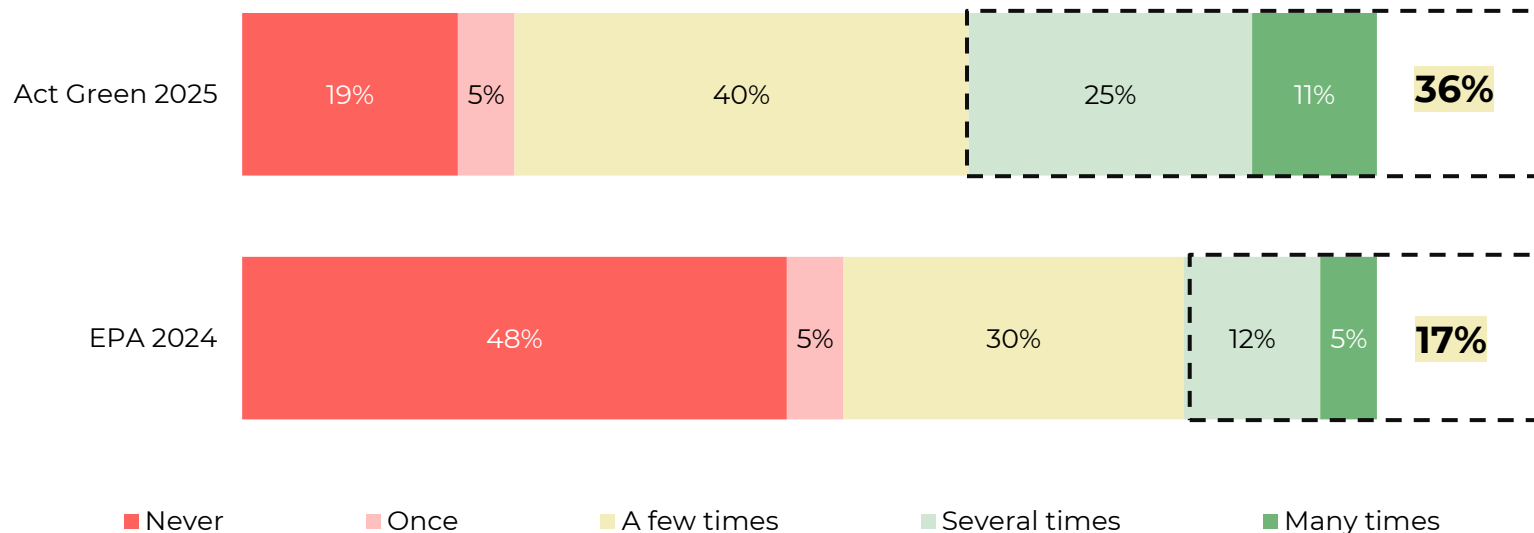
Younger and most engaged audiences place greatest responsibility on business.

Q3. Do you think each of the following should be doing more or less to address climate change?



But cultural audiences act on their values when choosing who to support.

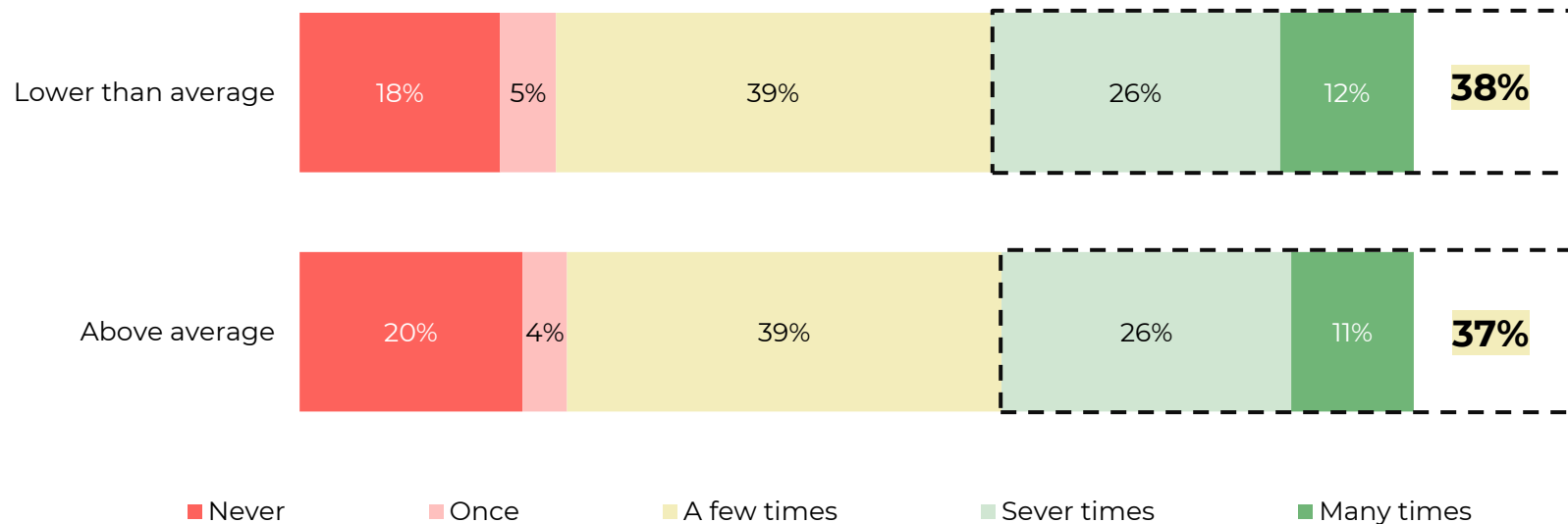
Q4. Over the last 12 months, how many times, if ever, have you bought a good or service from a company because they have taken action to reduce climate change?



Comparison with [Climate Change in the Irish Mind](#) (2024)

Their spending choices reflect principles, not income.

Q4. Over the last 12 months, how many times, if ever, have you bought a good or service from a company because they have taken action to reduce climate change? (by salary)



Section 3

The role of cultural organisations

What role do audiences expect the organisations they attend to play in tackling the climate crisis?

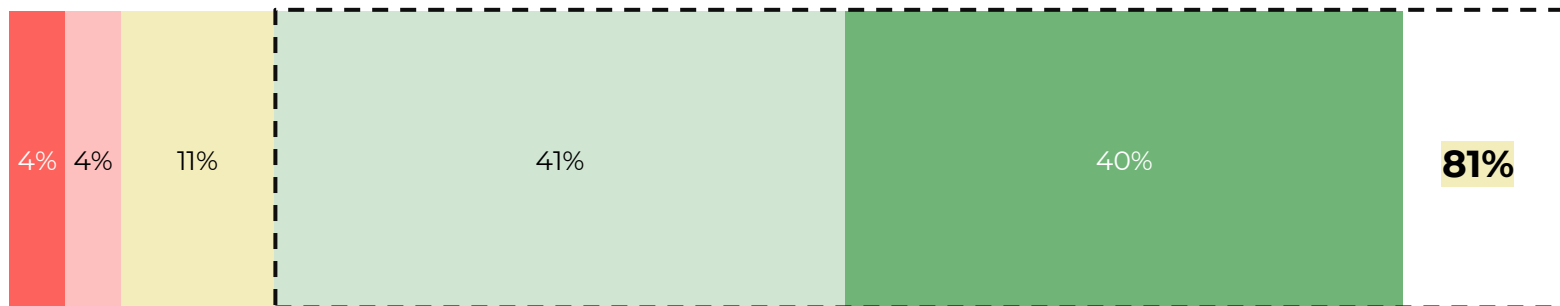


Key findings:

- **81%** of cultural audiences think cultural organisations have a responsibility to influence society to make radical change to address the climate emergency – this is even higher for donors.
- **Only 19%** think cultural organisations place great importance on playing an active role in tackling climate change.
- When asked to say how much importance the organisation who sent them the survey places on playing an active role in tackling climate change, **23%** said they don't know.

Audiences see cultural organisations as powerful influencers for change.

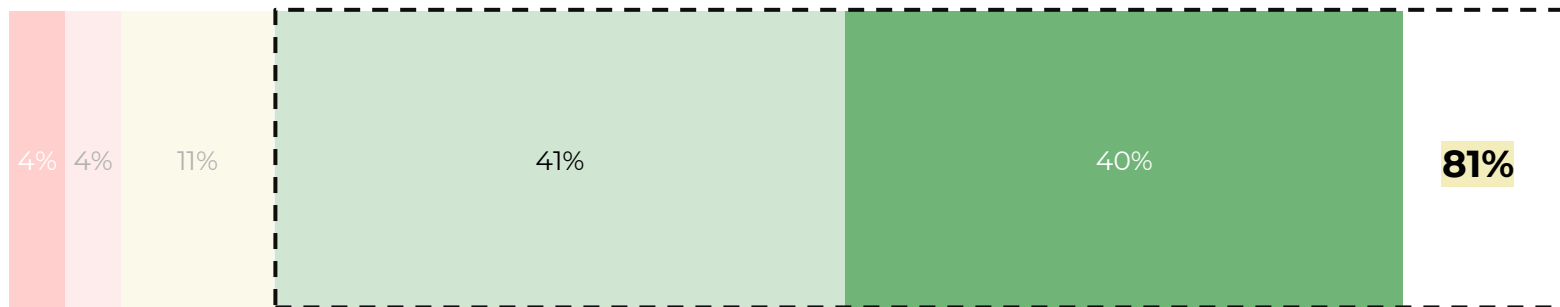
Q5. To what extent do you agree with the following statement? “Cultural organisations have a responsibility to influence society to make radical change to address the climate emergency”



■ Definitely disagree ■ Tend to disagree ■ Neither agree nor disagree ■ Tend to agree ■ Definitely agree

This belief is strongest among those who already support the arts.

Q5. To what extent do you agree with the following statement? “Cultural organisations have a responsibility to influence society to make radical change to address the climate emergency”

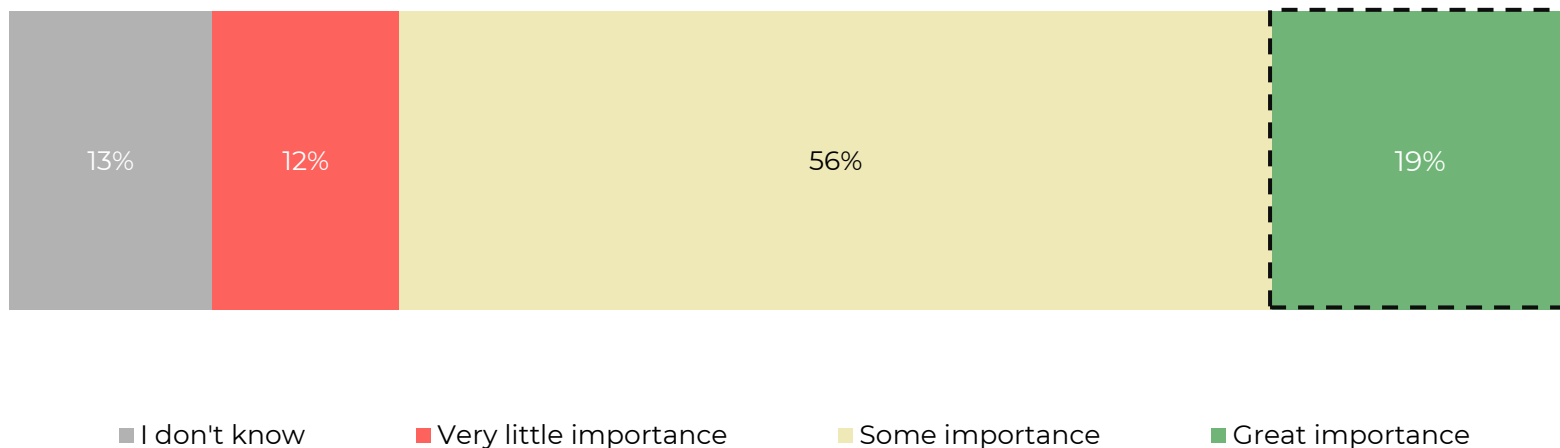


Donor: 84%
Non-Donor: 73%

■ Definitely disagree ■ Tend to disagree ■ Neither agree nor disagree ■ Tend to agree ■ Definitely agree

But few think cultural organisations place strong importance on climate action.

Q6. How much importance do you think [the organisations you visit] place on playing an active role in tackling climate change?



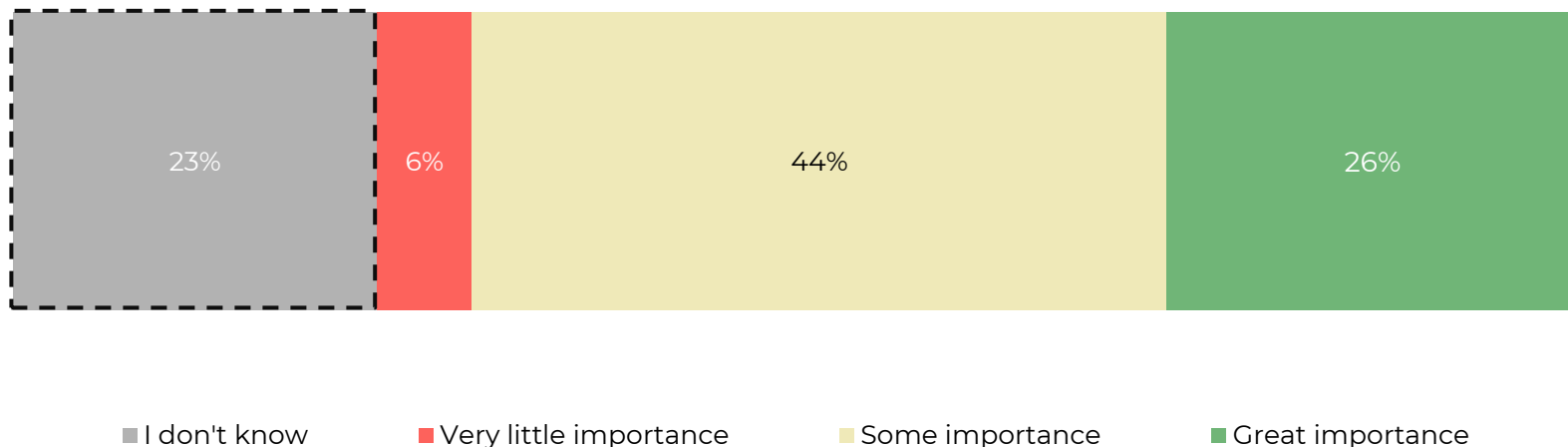
“

**Everyone should be doing more,
especially those who bring
communities together like cultural
organisations.**

”

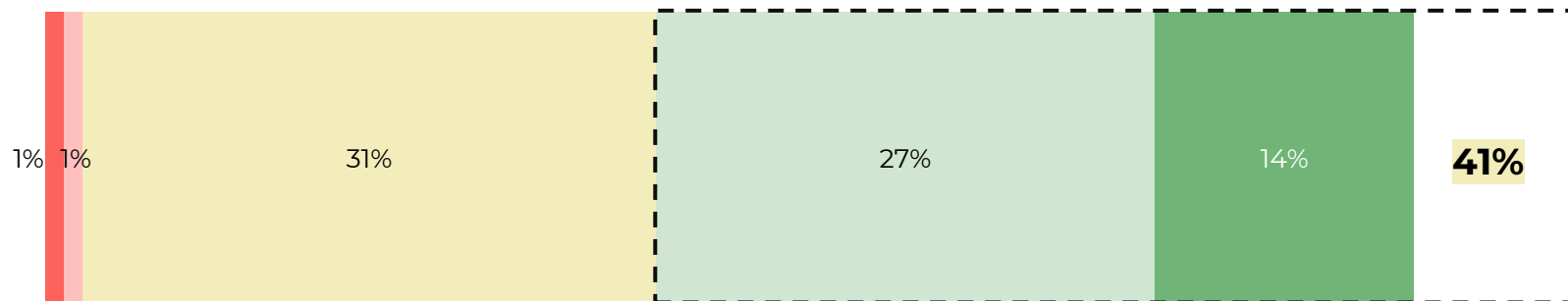
Many audiences are unsure what organisations are actually doing.

Q7. How much importance do you think [the organisation who sent you this survey] places on playing an active role in tackling climate change?



Still, two in five have noticed more visible climate action this year.

Q8. In the last 12 months, have you noticed any change in how much importance this organisation places on playing an active role in tackling climate change? I've noticed...



■ 26% answered 'I'm not sure'

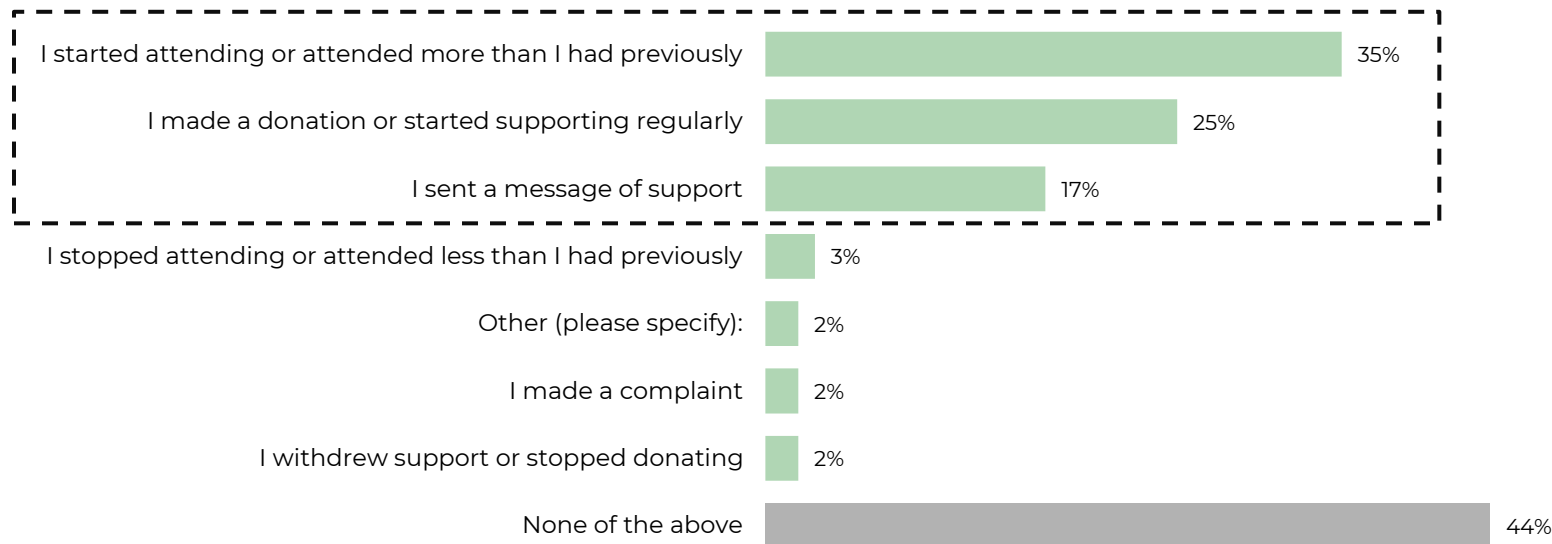
■ A significant decrease ■ A decrease ■ No particular change ■ A slight increase ■ A significant increase

Base: those who didn't answer 'I don't know' at Q7

Visible commitment drives positive audience engagement and support.

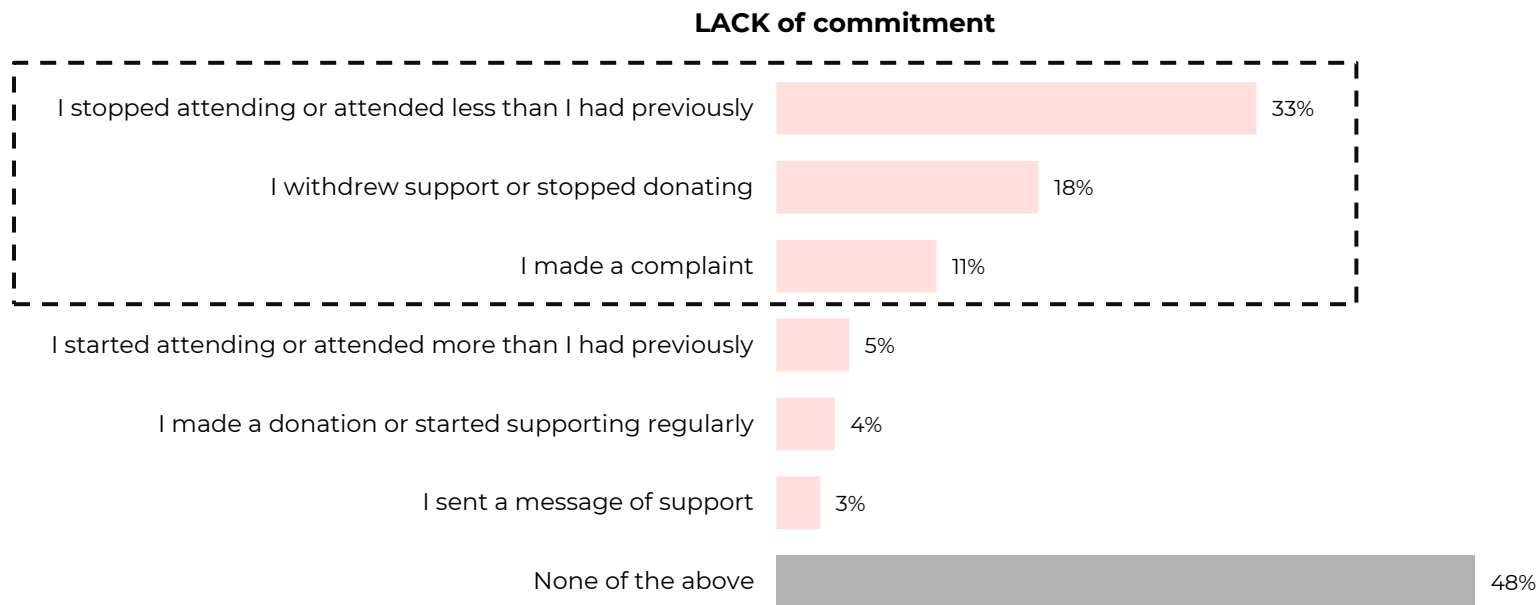
Q16. Thinking of times when cultural organisations have shown an ACTIVE commitment to environmental sustainability, have you ever responded in any of the following ways?

ACTIVE commitment



A lack of visible action risks losing trust and loyalty.

Q16. Thinking of times when cultural organisations have shown a LACK of commitment to environmental sustainability, have you ever responded in any of the following ways?



Section 4

Organisations and sustainability initiatives

What sustainability initiatives do audience members expect from cultural organisations, and which do they think are the most important?



Note: The questions in this section were structured to match the Theatre Green Book.

Key findings:

- **89%** expect *materials to be reused or recycled after an event or exhibition.*
- **69%** expect *engaging audiences and facilitating conversations (e.g., events/workshops).*
- **82%** expect organisations to *avoid environmentally harmful cleaning products and procedures.*
- **77%** expect *using sustainably sourced and recyclable paper.*
- **62%** expect *info on how to travel more sustainably,* and **62%** expect *facilities that support sustainable travel.*
- **90%** expect *avoiding disposable packaging and single-use plastic.*
- **66%** expect *avoiding disposable packaging and single-use plastic.*

Theatre Green Book

The Theatre Green Book together practitioners and sustainability experts to create a common standard for making theatre and the arts sustainable. It is a free resources for everyone in the cultural sector.

Find out more: theatregreenbook.com

The questions in the next section were structured to align with the volumes of the Theatre Green Book.



Volume One

Sustainable productions

Managing exhibitions or producing events

Curating exhibitions and developing work



Volume Two

Sustainable buildings

Managing cultural buildings or festival sites



Volume Three

Sustainable operations

Engaging with audiences and visitors before and during a visit

Encouraging sustainable travel

Managing the bar, café or restaurant

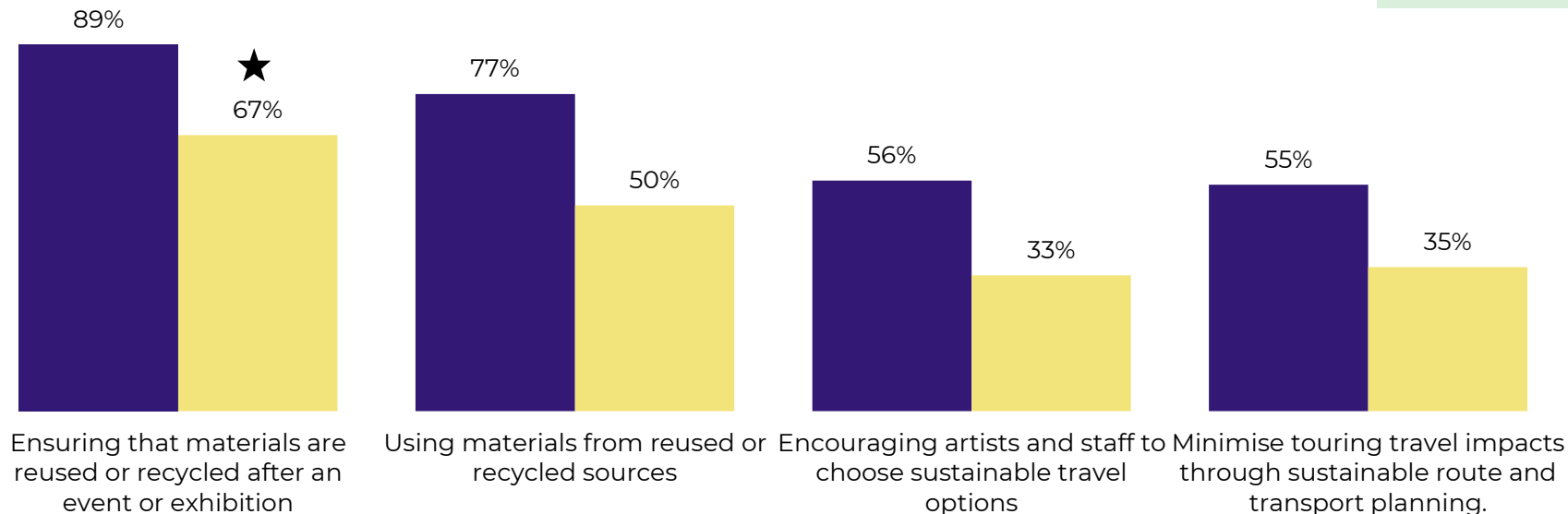
Audiences want events and exhibitions to model sustainable practice.

Q10. When managing exhibitions or producing events, which of the following would you expect a cultural organisation to be doing to tackle climate change? If implemented, would any of them make you more likely to attend?

■ Expected action ■ Encourage attendance



Volume One
Sustainable
productions



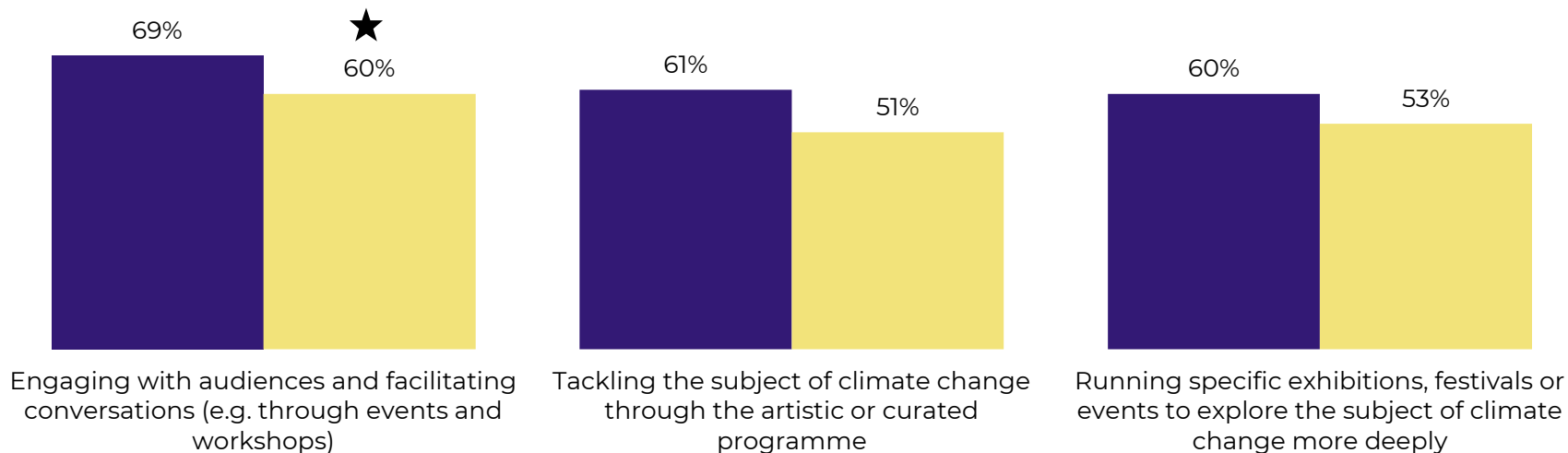
Creative programming on climate is expected — and welcomed.

Q11. When curating exhibitions and developing work, which of the following would you expect a cultural organisation to be doing to tackle climate change? If implemented, would any of them make you more likely to attend?

■ Expected action ■ Encourage attendance



Volume One
Sustainable
productions



“

**Use exhibitions to make
people think about our impact
on the planet.**

”

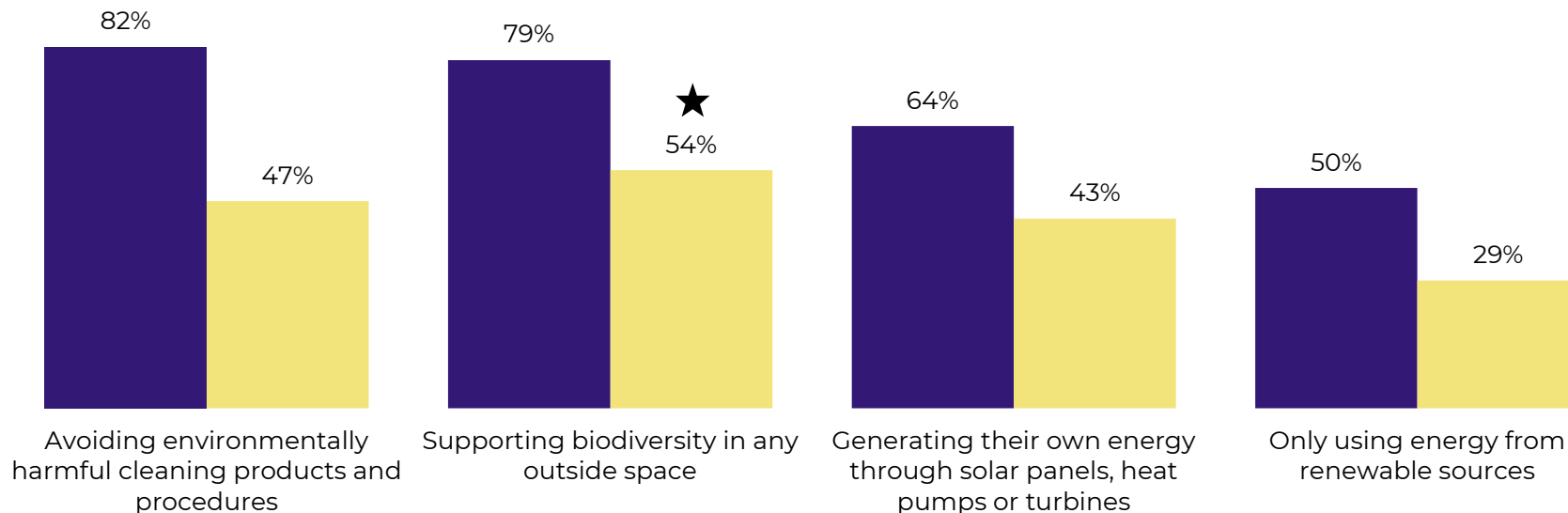
Sustainability should be built into everyday operations.

Q9. When managing cultural buildings or festival sites, which of the following would you expect a cultural organisation to be doing to tackle climate change? If implemented, would any of them make you more likely to attend?

■ Expected action ■ Encourage attendance



Volume Two
Sustainable
buildings



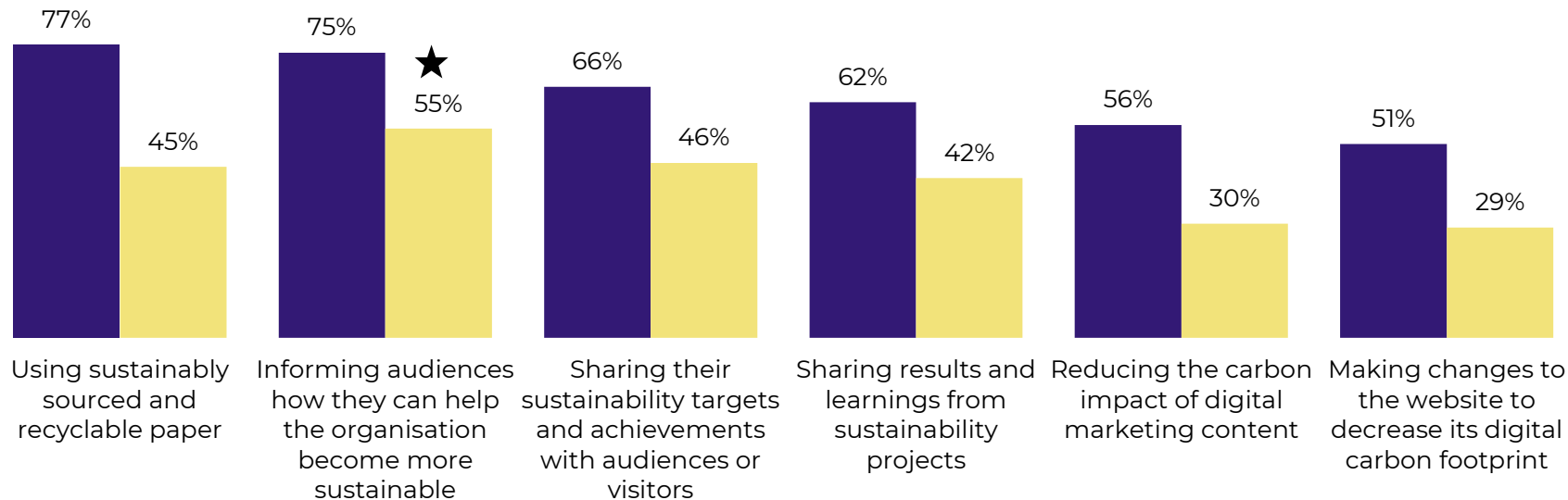
Communications should embody the organisation's sustainable values.

Q12. In marketing and communications, which of the following would you expect a cultural organisation to be doing to tackle climate change? If implemented, would any of them make you more likely to attend?

■ Expected action ■ Encourage attendance



Volume Three
Sustainable
operations



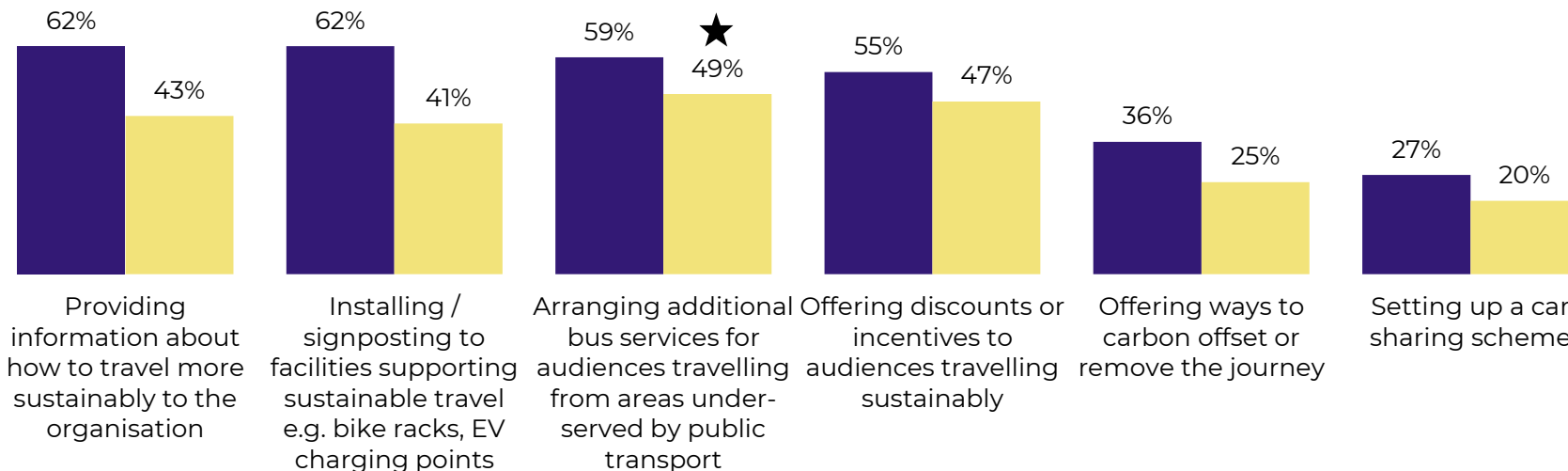
Audiences value help to make greener travel choices.

Q13. When encouraging sustainable travel, which of the following would you expect a cultural organisation to be doing to tackle climate change? If implemented, would any of them make you more likely to attend?

■ Expected action ■ Encourage attendance

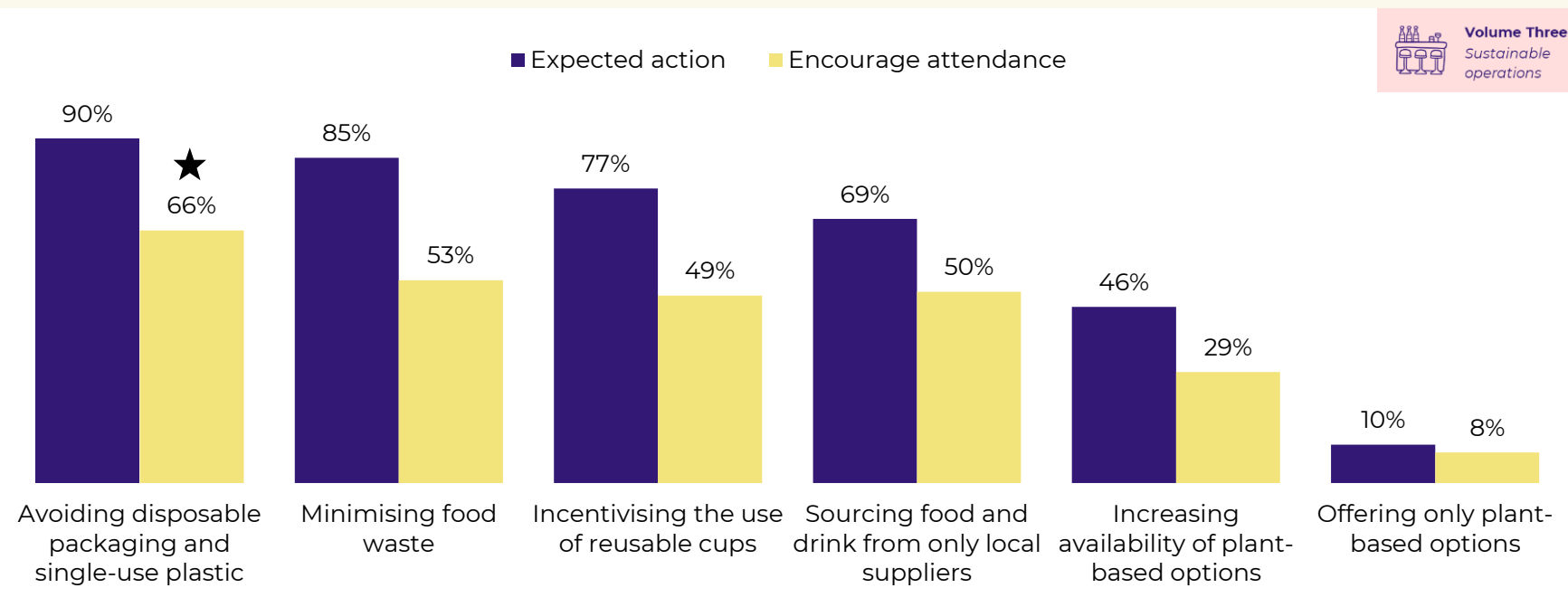


Volume Three
Sustainable
operations



Cutting single-use plastic is now the baseline.

Q14. When at the bar, café, or restaurant, which of the following would you expect a cultural organisation to be doing to tackle climate change? If implemented, would any of them make you more likely to attend?



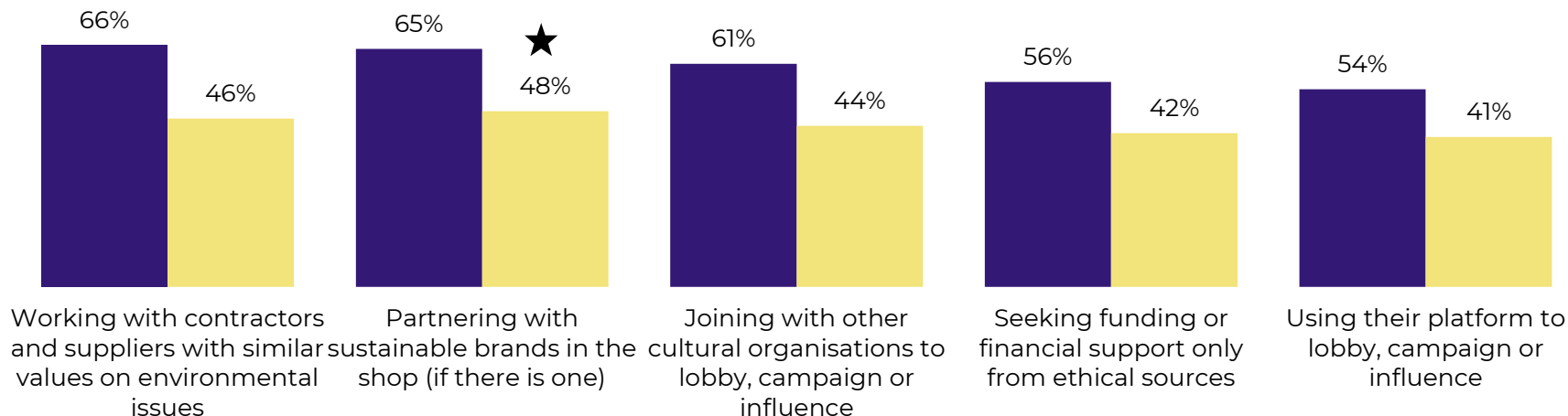
Collaboration reinforces credibility and audience confidence.

Q15. Considering partnerships and influence, which of the following would you expect a cultural organisation to be doing to tackle climate change? If implemented, would any of them make you more likely to attend?

■ Expected action ■ Encourage attendance



Volume Three
Sustainable
operations



Section 5

Getting audiences involved

What part are audiences willing to play to support the sustainability initiatives of the cultural organisations they visit?

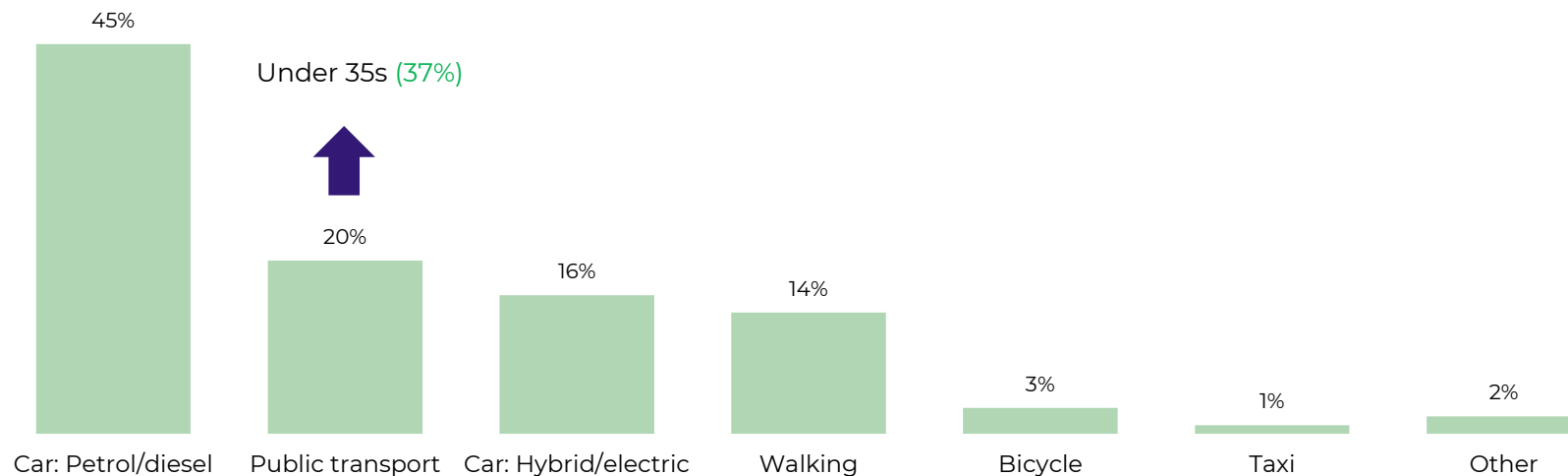


Key findings:

- **50%** want to actively support organisations' efforts to become more sustainable. A further **23%** would act more sustainably if it's made easy for them.
- **29%** would be likely to volunteer to help an organisation achieve its sustainability goals.
- **67%** would support a fundraising campaign to redevelop outdoor space for biodiversity, and **54%** would support artistic projects exploring climate issues.

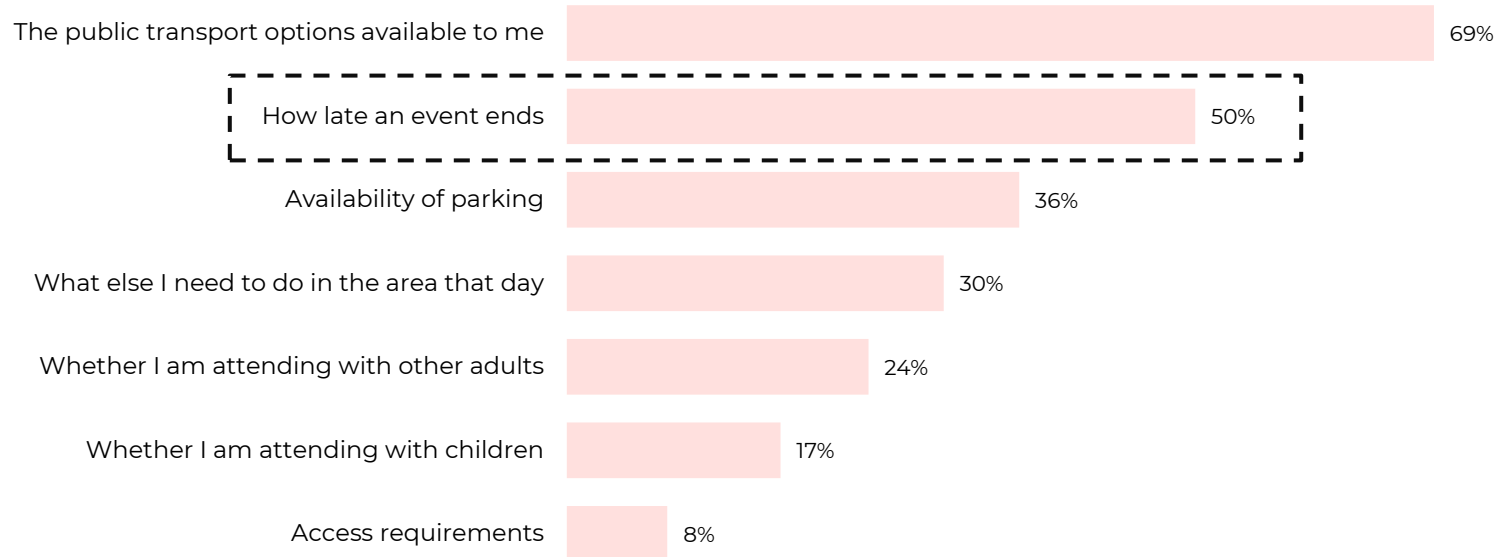
Most audiences still travel by car — but younger ones choose greener options.

Q17a. How do you typically travel to the organisation who sent you the survey?



Convenience and timing shape sustainable travel choices.

Q17b. Do any of the following influence the way you travel to an organisation?



Half want to actively support cultural organisations' sustainability goals.

Q18. Which of the following would best describe your motivation to act sustainably when visiting a cultural organisation?

me

50%

I want to actively play my part in supporting a cultural organisation's efforts to become more sustainable

23%

I would make changes if it's made easy for me and doesn't inconvenience me

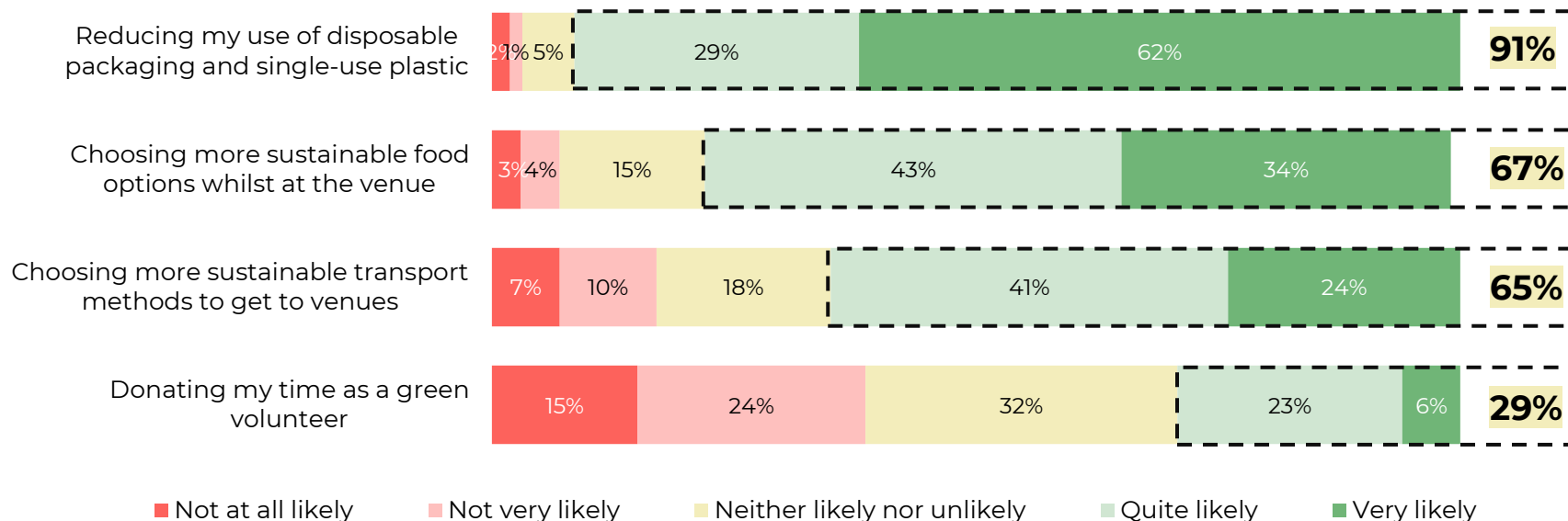
18%

I would change my behaviour in exchange for incentives or rewards from the organisation

Only **8%** answered 'none of the above'

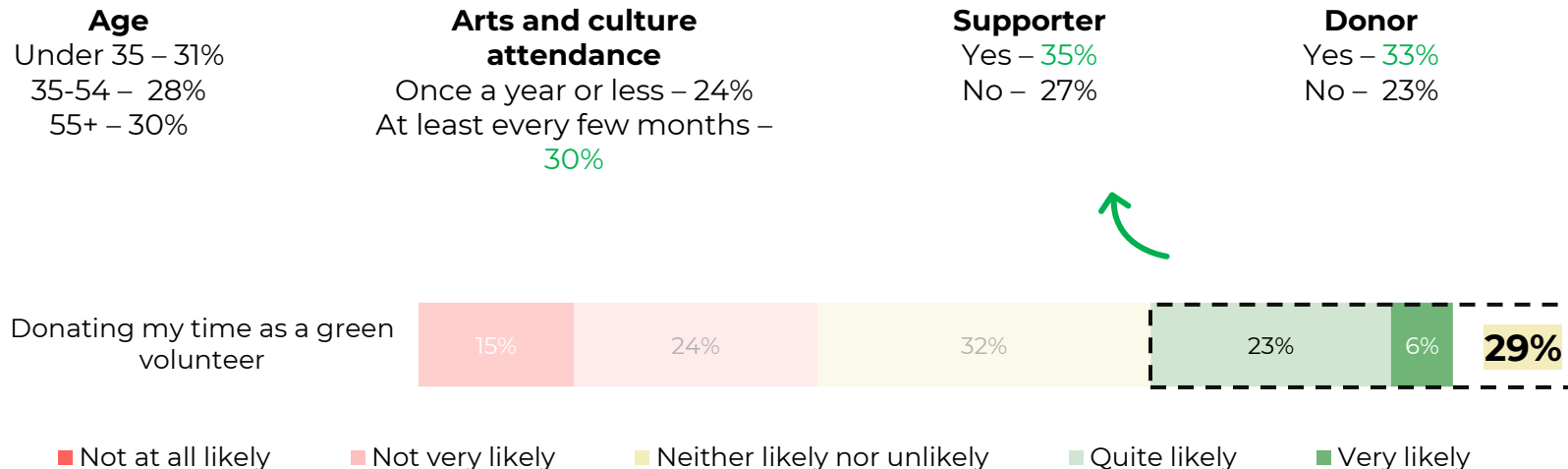
Audiences are willing to back sustainability through everyday choices.

Q19. How likely is it that you would do any of the following to support cultural organisations to achieve their sustainability objectives?



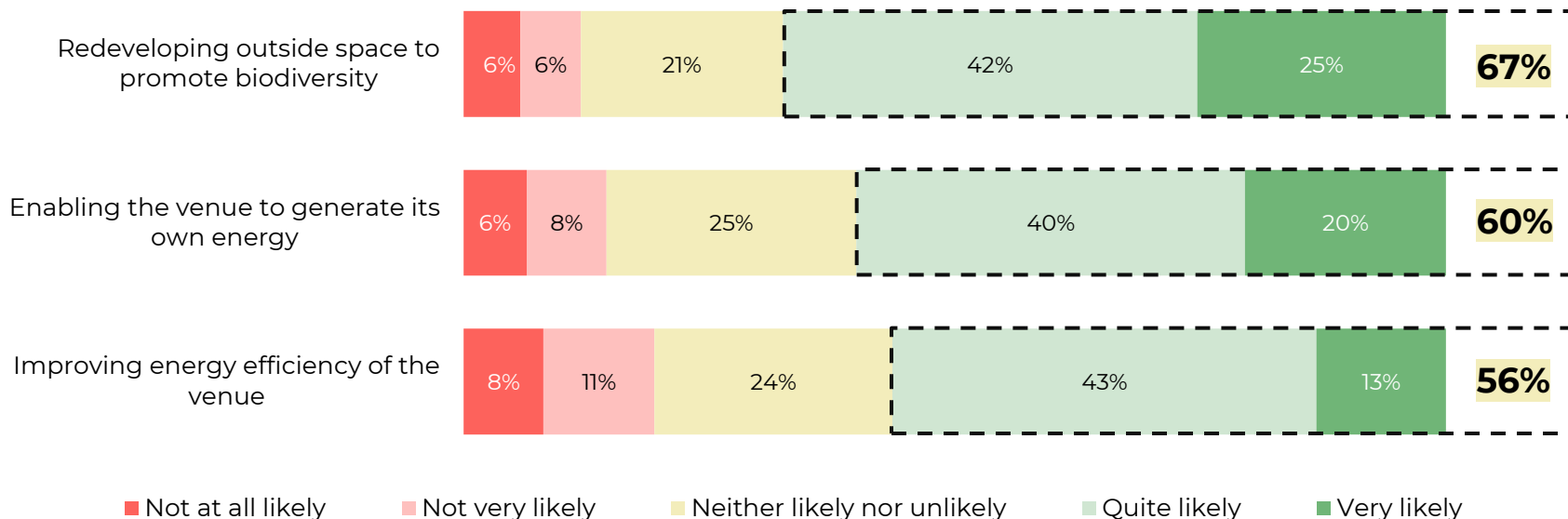
Nearly a third would volunteer to help sustainability efforts.

Q19. How likely is it that you would do any of the following to support cultural organisations to achieve their sustainability objectives?



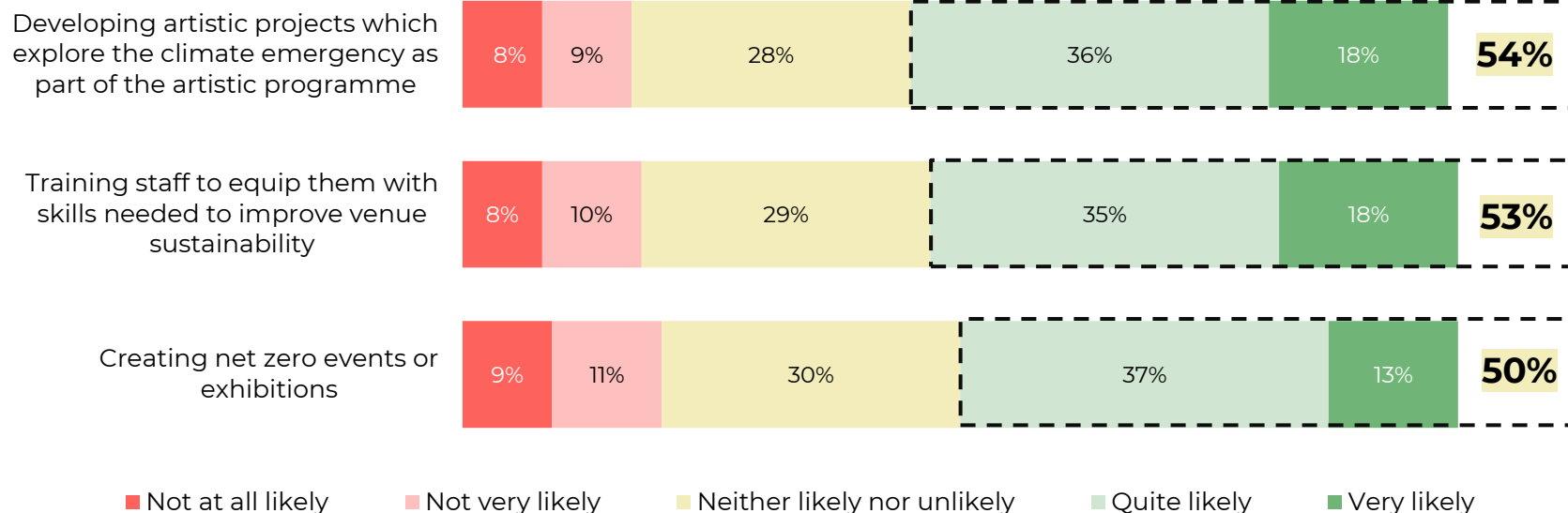
Audiences are ready to fund visible and practical green projects.

Q20. How likely would you be to support a fundraising campaign run by a cultural organisation to enable sustainability initiatives in the following areas?



Audiences also back creative projects exploring climate issues.

Q20. How likely would you be to support a fundraising campaign run by a cultural organisation to enable sustainability initiatives in the following areas?



Audiences want cultural organisations to lead, collaborate and inspire.

Q21. Do you have any comments or suggestions about the role of cultural organisations and audiences in tackling the climate emergency?

Lead and influence change

Audiences want cultural organisations to use their voice and creativity to inspire climate action and model sustainable values.

“Think bigger about your role in influencing your community”

“Cultural organisations should model the behaviour they want to see”

Educate and engage

Arts spaces are seen as ideal for learning and helping people, especially young audiences, understand climate issues.

“Run more free educational events for young adults”

“Use exhibitions to make people think about our impact on the planet”

Act visibly and practically

People expect clear, everyday action: reducing waste, cutting plastics and enabling sustainable travel.

“Stop using plastic cups at events”

“Make it easier to get there by public transport”

Collaborate for real impact

Respondents stress that organisations can’t act alone, they need to work with government, funders and communities.

“Government role and commitment vital”

“Arts organisations can’t do this alone”



Thank you

For more analysis of *Act Green* 2025.

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About us

We are award-winning audience specialists.

We work individually with arts and cultural organisations to bring the audience's voice into decision-making, as well as running sector-wide research projects on particular issues and topics.

Our ground-breaking sector-wide research during the Covid-19 crisis included *After the Interval*, the *Culture Restart Toolkit* and *Missing Audiences*. It was used by over 500 cultural organisations and gathered over 500,000 responses, and won us multiple national awards, including a national 'Outstanding Leadership' award for Katy Raines, Indigo's CEO.

You can see all our previous reports, plus the latest articles and insights on our [blog](#).

If anyone requires this document in an alternative format please contact us at info@indigo-ltd.com



[Indigo Share](#) offers the cultural sector a collective approach to audience insight:



[Subscription](#) – a flexible annual programme featuring post-visit surveys and an annual survey.



[Hot Topics](#) – FREE ad hoc surveys responding to particular topics and sector challenges.

If you are interested in finding out more about Indigo Share or would like to speak about a potential project, please email us: info@indigo-ltd.com

Or book in a call with one of the team:

Katy Raines, CEO | [Book a 30 minute call](#)

Kerry Radden, Associate Director | [Book a 30 minute call](#)