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Ideas that center culture, climate,
and our collective future.

At LHL Consulting, we see a future where...

Art is essential to a sustainable, resilient, and equitable world.

LHL Consulting works on projects that center culture, climate, and our collective future.

Our goal is to build an arts & cultural sector that is a vital contributor to the **health of our communities and our planet.**

We work with clients to create **climate impact reports for exhibitions and operations, develop strategic plans, and identify opportunities to lead** their communities towards sustainable futures.

We advance sector-wide initiatives and provide tailored sustainability coaching, consulting, and solutions, specializing in **art museums, galleries, and foundations.**

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ADAA: The Art Show 2024
Exhibitor Climate Impact
Reports

The Art Show
Sustainability Roadmap

The Art Dealers Association of America (ADAA) **commissioned its first-ever Sustainability Roadmap in 2022**—a comprehensive guide for The Art Show, which assesses aspects of the fair that might impact climate or general wellness.

In 2022, The Art Show asked a pilot group of exhibitors to track their climate impact resulting from participation in the fair, using the Climate Impact Report (CIR) model developed by Artists Commit. These CIRs were tailored by LHL Consulting for exhibitors' specific participation in the fair.

All exhibitors were invited to take part in the CIR process in both 2023 and 2024. In 2023, 33 out of 78 booths provided reports, **while 45 out of 75 booths participated in reporting in 2024.**

In addition to promoting a practice of **self-assessment and building climate-fluency,** CIRs submitted for The Art Show will **help design more environmentally responsible future fairs.**

The Art Show is organized annually by the ADAA, offering intimately scaled and thoughtfully curated presentations by some of the nation's leading fine art dealers.

200

ADAA Member Galleries
Members come from nearly 40 US cities.

75

Booth Presentations at The Art Show 2024
The 36th edition of the fair hosted 75 exhibitors. Historically, there have been between 72-78 booth presentations.

19

Non-NY Member galleries presenting
While 75% of exhibitors are local to New York, members from California, Massachusetts, Texas, Pennsylvania, Washington DC, and Missouri also exhibited at the fair.

The Art Show: Exhibitor Booth Impact Areas

1. **Engagement:**
   Increase participation & awareness

2. **Emissions:**
   Calculate and understand carbon emission impact of shipping and travel decisions

3. **Waste:**
   Improve material sourcing and end-destination decisions

4. **Workers:**
   Build climate capacity for exhibiting teams

5. **Community:**
   Contribute to a climate movement

Key Insight:

Galleries appreciate The Art Show for introducing the exhibitor booth Climate Impact Reporting initiative.

Exhibitors find working on a Climate Impact Report to be a **meaningful and straightforward process:**

Completing the CIR was **a team effort that brought out strong communication and collaboration.** We divided aspects of the report based on our expertise, helping to ensure accurate and thorough data collection.

Overall, this process was **straightforward and provided valuable insights** into our gallery's operations.

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Exhibitors across the board **appreciate that The Art Show is unique in its approach to prioritizing sustainability:**

I'm **really glad that TAS is taking this initiative!** It's something we think about a lot and try to keep in mind, so it was a great incentive to make sure we didn't drop the ball.

Thanks!

No other fair that we participate in does this climate impact reporting.

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So, how did we do?

Key Performance Indicators

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In 2024, we identified four goals to focus on.

| Goal	Key Performance Indicator (KPI)
Increase participation	% of galleries reporting
Increase engagement	% of galleries listing outside stakeholders involved in report
Increase Carbon Literacy	# of galleries with emission data
Reduce "Booth Order" Waste to Landfill	% of galleries opting for Green Lightbulb booth order options

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KPI: Engagement Goal

Increase Participation

We increased CIR participation by 19 percentage points, from 42% to 61%.
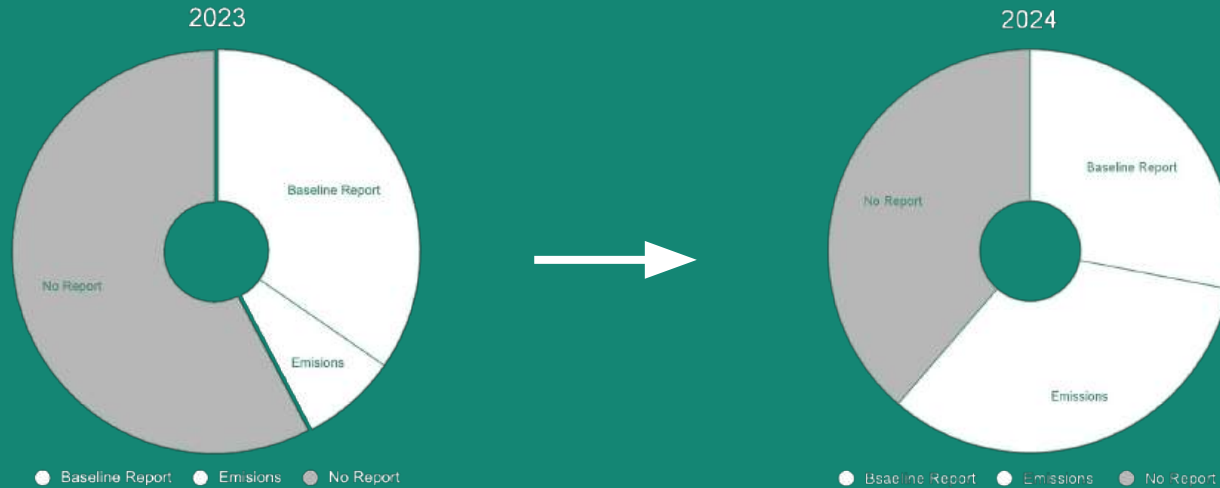
46 out of 75 exhibiting galleries submitted a report in 2024. We also increased the number of galleries calculating emission data from 12 to 25.

We also **improved the drop off rate** after sign ups, going from 57% follow through to 77%
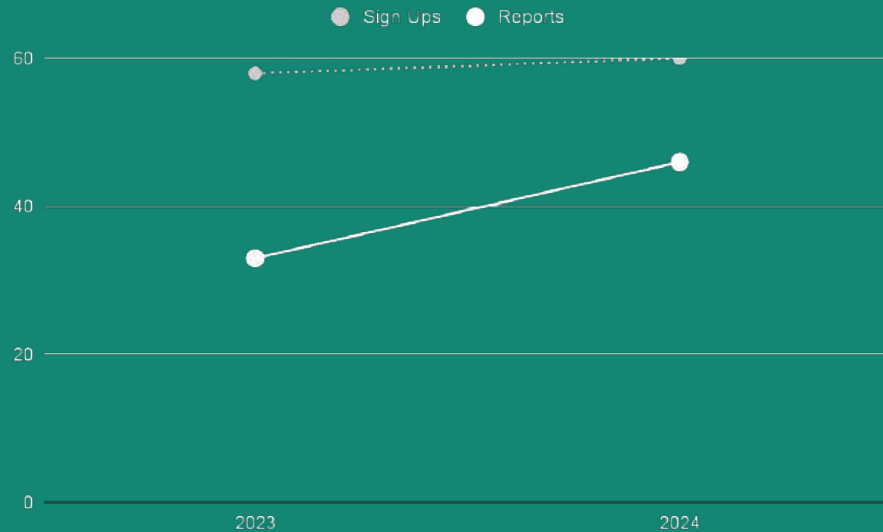
Galleries indicate reporting interest in their booth application, then submit a preliminary report before the fair, and booth data after the fair.

KPI: Success!

How did we do this?

- Required a simple **preliminary report before the fair** that provided all data for a baseline report.

- **Active follow up** with participants, including granting flexible extensions.

- Completed a few reports based on **email responses or in person conversations.**

- **Distinguished between reports** that had required emissions to report.

- Created a **Social Media Campaign and video assets** highlighting the initiative.

Spotlight On:
Booth Signage

Booths received on site acknowledgement for participating in the reporting initiative, made possible by submitting a preliminary report.

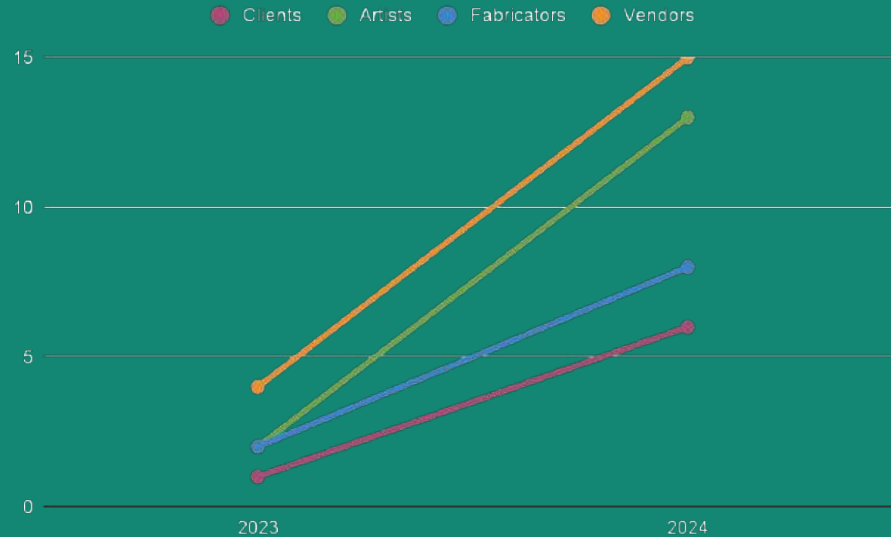"The Climate Initiative signs at the fair **drew attention from visitors.** " - Debra Force Fine Art

KPI: Engagement Goal

External Stakeholder Engagement

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External stakeholder engagement increased dramatically in all categories.

Clients   Artists   Fabricators   Vendors

15

10

5

0

2023   2024

29 galleries, or **64%** of those reporting, said they engaged an external stakeholder. **Vendors and Artists** were the most commonly engaged.

KPI: Success!

How did we do this?

- **Training webinar** emphasized asking your vendors and fabricators to compile data.

- **Preliminary report** before the fair led to more galleries thinking about this during planning and install phase, not just after the fact.

- **On site booth acknowledgement** led to conversations among clients and other stakeholders.
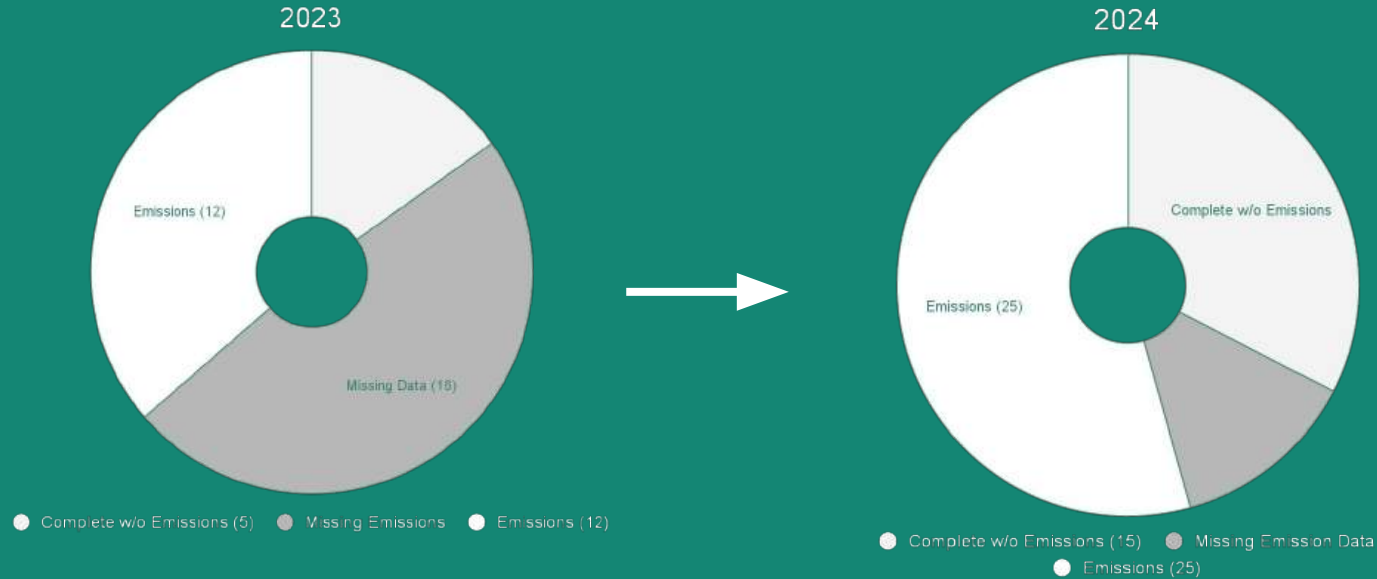
KPI: Emissions Goal

Increase Carbon Fluency

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Galleries calculating emissions **doubled**, and better data collection gave us clearer insights.

2023
Emissions (12)
Missing Data (18)
Complete w/o Emissions (5)   Missing Emissions   Emissions (12)

2024
Complete w/o Emissions
Emissions (25)
Complete w/o Emissions (15)   Missing Emission Data
Emissions (25)

For galleries that indicate no long haul travel or shipping, reports are "complete" with no required emission categories to calculate.

KPI: Success!

How did we do this?

- **Training webinar** and **email hotline** offering emissions training and support.

- Provided **Data Tracker** to be filled in by projects with flights, long haul shipping, and material usage, providing individual data points for us to verify.

- The **preliminary report phase** also helped, as it created a situation where all baseline data was submitted before the fair, and essentially the only thing we had to ask for after the fair was to complete the Data Tracker and calculate emissions.

Spotlight On:

Data Tracker

This year, galleries with flights and long haul shipping were asked to send in a detailed data tracker spreadsheet.

23 galleries submitted the tracker, allowing us to **verify emission calculations** and see **greater data texture** in travel, shipping, and material waste reporting.

Road Freight (Truck / HGV)

Artwork or large volume shipments paid for by the project budget

ENTRY	ROUTE Origin > Destination	RETURN / ONE–WAY	WEIGHT inc. packaging (if known)	DISTANCE *
FALSE	This project had no road freight			
FALSE	We have a consolidated carbon impact estimate (if so, please add Carbon and			
example	Paris to Basel	Return	1080kg	569km
1	Gallery to Storage	Return	350lb	9.7m
2	Storage to Fair	Return	350lb	9.2m
3	Fair to Gallery	Return	150 lb	3.4m
4	Fair to Storage	Return	150lb	9.2m
5				
6				

We asked for emissions data on:
Flights, Air Freight and Road Freight.

Local Travel and Shipping was optional.

Type of Emission	Number of Data Points
Flights	16
Other Travel (optional)	25
Air Freight	3
Road Freight	8
Local Freight (optional)	27

Emissions by Category

Legend: Flights (Business), Flights (Economy), Other Travel Reported (Optional), Local Freight, Road Freight
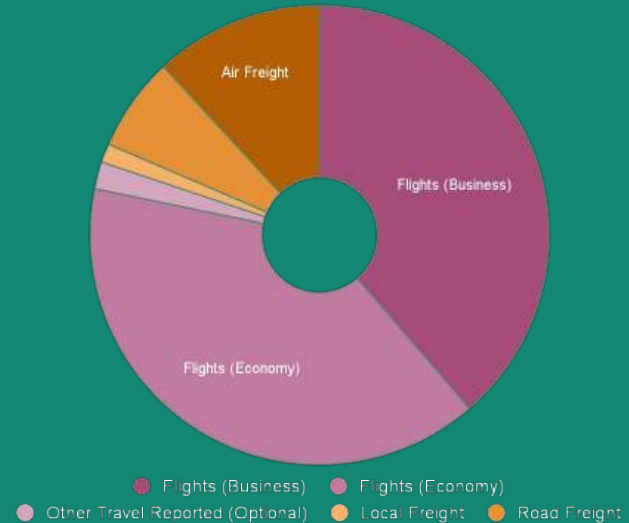
33% of booths calculated emissions, and another 20% confirmed they had no long haul travel or shipping emissions to report, providing data on 53% of booths.

Despite accounting for only ¼ of flights, just **four business class flights made up half of flight emissions.**

Number of Flights

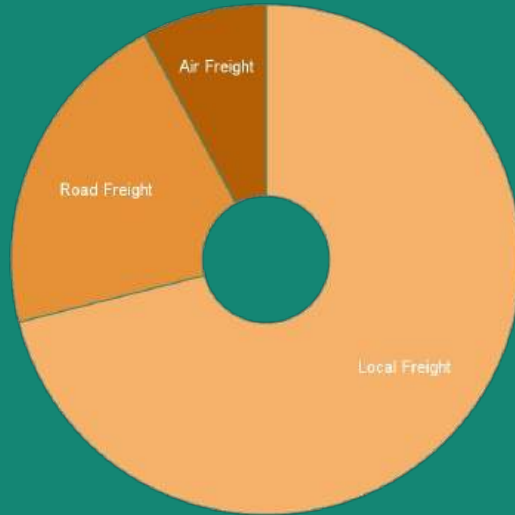Business

Economy

Business   Economy

Emissions by Type of Flight

Economy

Business

Business   Economy

And just three **airfreight shipments accounted for 60%** of all calculated freight emissions.

Number of Shipments Reported by Category
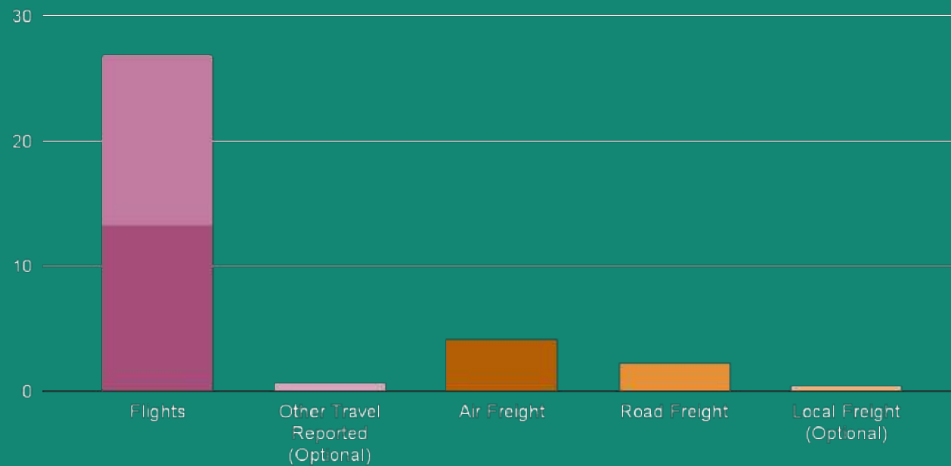
Air Freight
Road Freight
Local Freight

Local Freight   Road Freight   Air Freight

Emissions Reported by Category

Road Freight
Air Freight

Local Freight   Road Freight   Air Freight

Flights were the highest reported emissions,
despite only 5 booths giving flight emission data.

Emissions reported by category

Out of 19 Non-NY galleries, 13 submitted reports. 12 of these reporting galleries indicated flights were taken, and one traveled by car. Only 5 of the 12 booths reporting flights provided flight emission data.

With data on 53% of booths, we calculated **35 tCO2e emitted from booth participation.**

35 tCO2e would be the equivalent of filling about 2.7 NYC blocks of 3 story brownstones with C02.

35 tCO2e is emitted by about 5 US houses annually.

35 tCO2e will take 35 acres of US forest a year to sequester.

Emissions came **primarily from out of state galleries,** which naturally have longer haul travel and shipping needs.

Reducing flights, using one trip for multiple purposes, flying economy instead of business class, and hiring local support teams can reduce emissions from flights.

Opting for road freight, sourcing work domestically, or planning ahead for shuttle deadlines or even sea freight can reduce air freight emissions.

I had always known we were conscious of our environmental impact, but **being able to actually put these actions into numbers makes our gallery initiatives feel worthwhile.**
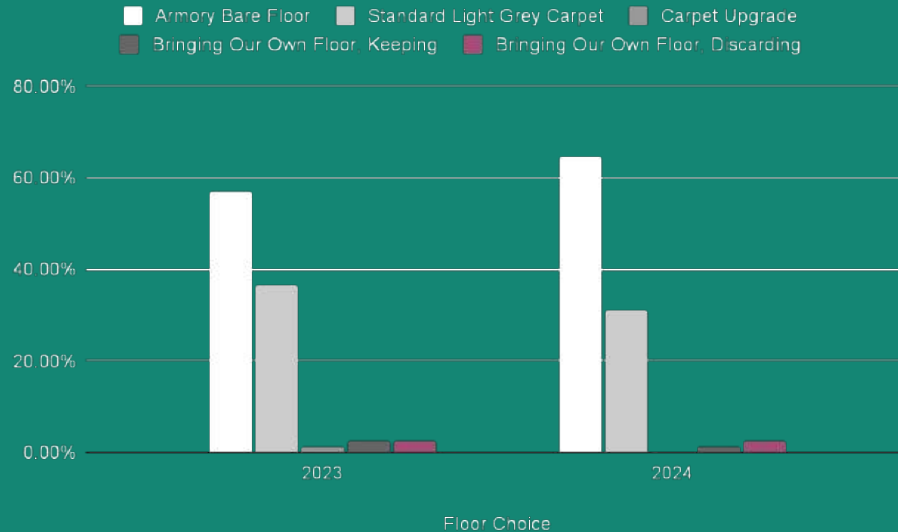
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KPI: Waste Goal

Improve Booth Build Choices

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We identified "Climate Responsible Booth Choices" out of the booth options provided by The Art Show.
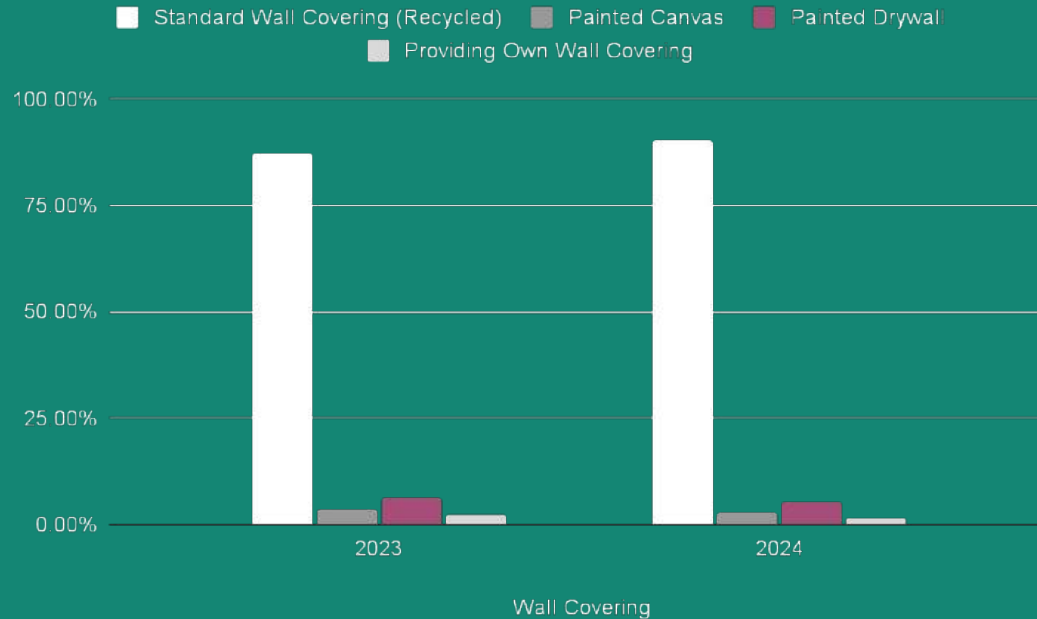
💡 These were marked by a green lightbulb in the exhibitor manual.

For flooring, **exhibitors opting for the Armory Bare Floor helped reduce carpet orders.**

Legend: Armory Bare Floor · Standard Light Grey Carpet · Carpet Upgrade · Bringing Our Own Floor, Keeping · Bringing Our Own Floor, Discarding

Floor Choice (2023, 2024)

The required plastic protection layer was noted as a concern by some exhibitors, indicating that exhibitors could use more education on why this is still the best option.

For Wall Covering, we recommended the **Standard Wall Fabric** because it can be recycled.


Legend: ■ Standard Wall Covering (Recycled) ■ Painted Canvas ■ Painted Drywall ■ Providing Own Wall Covering

Y-axis: 100.00%, 75.00%, 50.00%, 25.00%, 0.00%

X-axis: 2023, 2024

Wall Covering

Wall Covering choice did not significantly change since last year.

For other booth orders, some things like **undamaged walls can be reused.**

Legend: 2023 | 2024
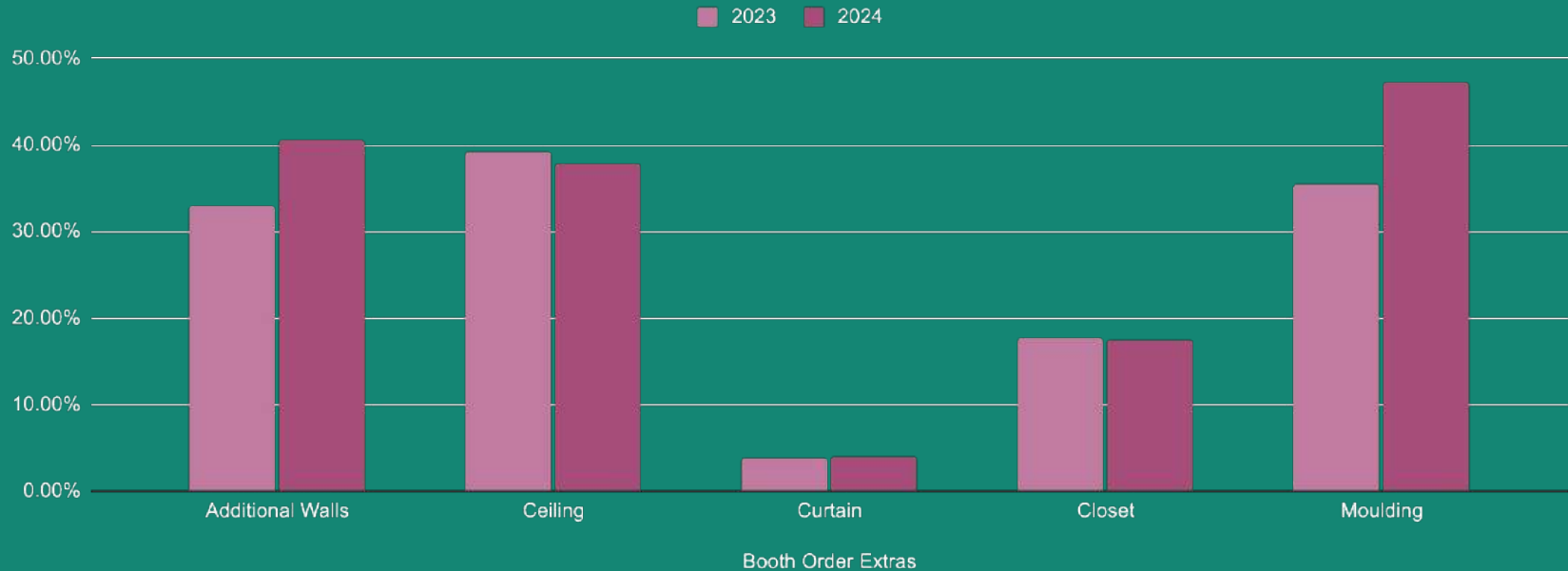
Booth Order Extras

Booth order extras were similar between 2023 and 2024.

While year over year change seems minimal, **galleries submitting CIRs were more likely** to opt for the Armory Bare Floor.
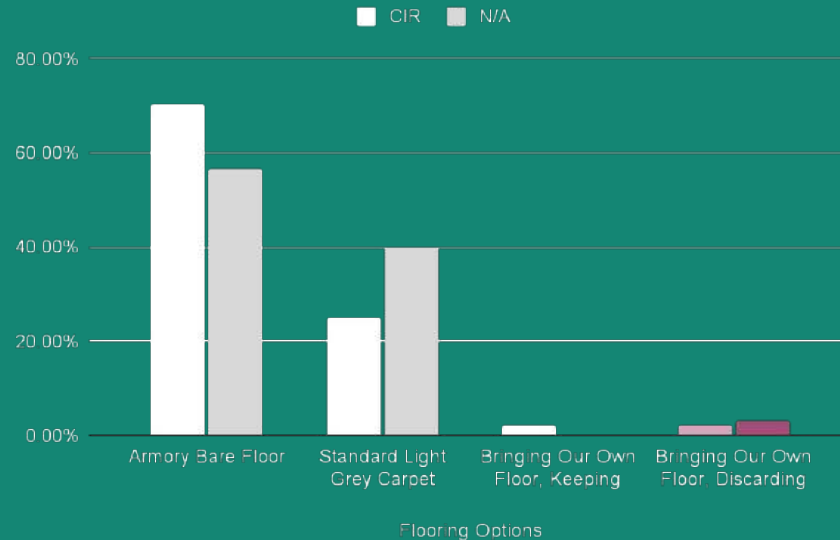
It's possible this is due to education in the webinar and emails explaining why this was the best choice (the amount of plastic film going to waste is less than carpet).
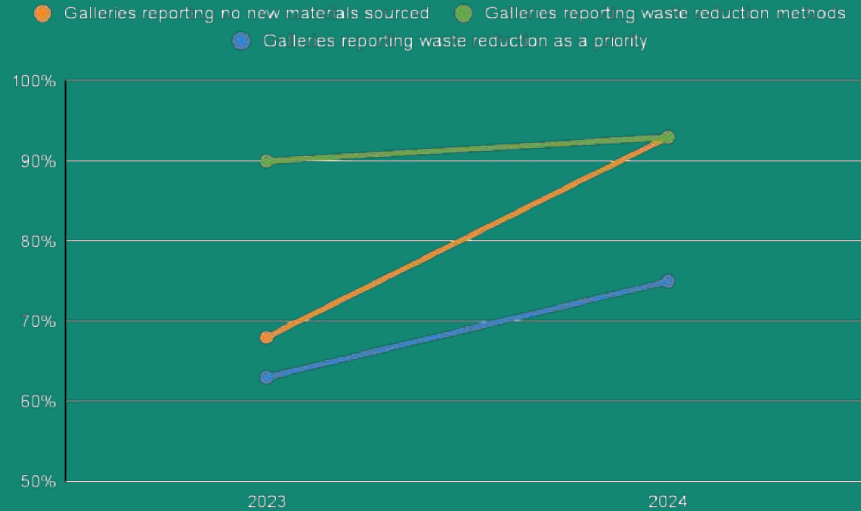
KPI: Inconclusive

What did we try?

- Included **Green Light Bulb throughout the exhibitors manual** for tips on climate responsible booth decisions

- **Training Webinar & Email Guidance** in advance of the fair encouraged use of:
  - bare floors with recycled plastic covering
  - standard wall fabric treatment
  - minimize use of ceilings or curtains

- Success: Galleries who completed **CIRs were more likely to choose the recommended flooring option.**

While *Booth Orders* were minimally affected, **all other Waste KPIs showed significant positive increases.**

Legend:
- Galleries reporting no new materials sourced
- Galleries reporting waste reduction methods
- Galleries reporting waste reduction as a priority

While most galleries were already reporting waste reduction methods, the number of **galleries saying waste reduction is a priority is increasing.**

Spotlight On:

Data Tracker

The 23 galleries that submitted a data tracker for their emissions were also asked to provide itemized details about the materials they used for their booth.

From this data, we are **able to make some additional insights on material waste at TAS24.**

Pedestals and packing materials are common, but **many galleries reuse these from their inventory.**

Material by Source

Legend: Reclaimed/Diverted · Reused - External Source · Reused - Inventory · New

X-axis: Pedestal/Plinth, Reusable Packing, Wall Vinyl, Install/Build, Frame, Single Use Packing, Wall Paint

Y-axis: 0, 2, 4, 6, 8, 10
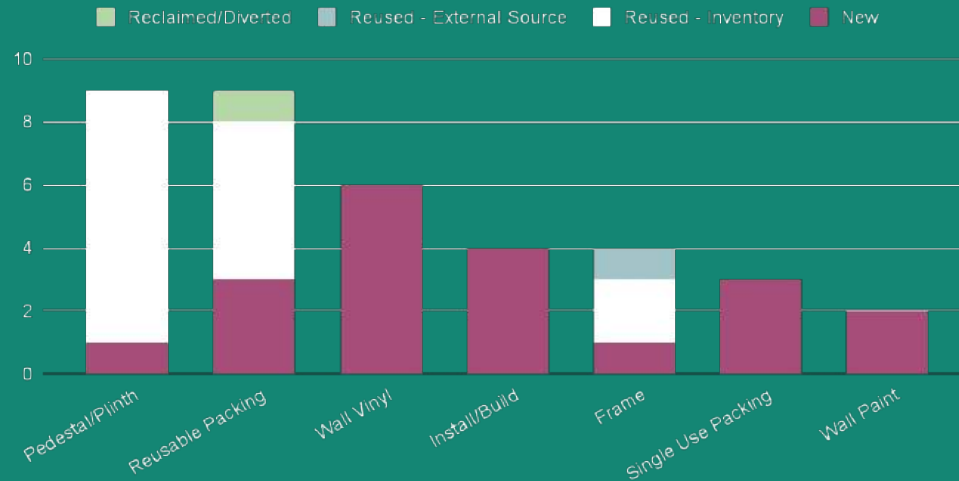
Wall vinyl, wall paint, and single use packing are always sourced anew each time they are used.

While they are common, pedestals and packaging **also tend to get reused** - including "single use" packaging!

Material by Destination

Legend: Reused, Sold/Donated, Storage, Composted, Landfill, Other / Unknown
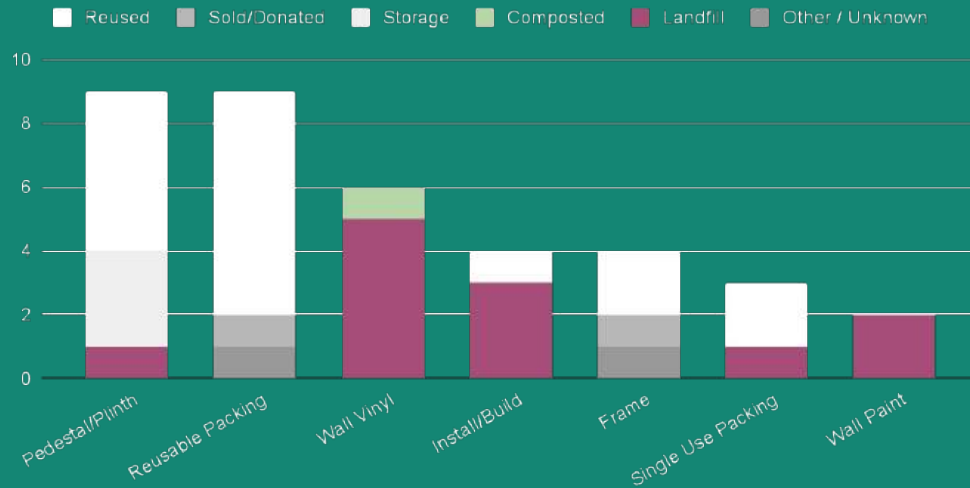
Wall vinyl and paint always go to landfill - except for one gallery that said they composted their vinyl!

So, how did we do?

Key Takeaways

How did we do on our 4 priorities?

Goal	Key Performance Indicator (KPI)
✓ Increase participation	% of galleries reporting
✓ Increase engagement	% of galleries listing outside stakeholders involved in report
✓ Increase Carbon Literacy	# of galleries with emission data
✱ Reduce "Booth Order" Waste to Landfill	% of galleries opting for Green Lightbulb booth order options

✱ While this specific KPI wasn't met, we did improve on other Waste KPIs.

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Key Insights

- 75% of exhibiting galleries and 71% of reporting galleries are NY based, and all members are in the US. **Local galleries usually display work already in New York** . This keeps shipping and travel emissions low.

- Not many exhibitors have to fly, but when they do they have high emissions. **Flights, especially business class, are the biggest contributor** to exhibitor emissions at the fair.

- Most galleries reuse material for their booth and implement waste reduction efforts. The number of **galleries reporting waste reduction as a priority is increasing.**

- The greatest waste by volume comes from fair booth build options like carpet, ceilings, and wall treatments, and this is **an area within TAS control to innovate waste solutions** .

Several galleries specifically mentioned that **TAS is a particularly low impact fair.**

Being a local fair to us, we consolidated shipments and worked with our local vendors to minimize transport-related emissions by using public transport and other eco-friendly modes of transport. These decisions positively impacted our climate footprint.

We have kept the exhibition to simple elements, small paintings that can be easily transported by car service and using simple installation system of florentine hooks.

Our gallery is located very near to this fair venue (0.6 miles away), making it easy to opt for sustainable materials [and shipping and travel options].

Our booth will be especially climate-friendly given that all the artwork is old and requires little packing materials for the short trip to the Armory.

We are a local gallery using mass transit for staff to go to and from the fair. We are using existing packing materials that will be re-used at the end of the fair, and using a single truck from our fine art shipper to deliver and pick up the artworks from the fair. All staff will stay in their own homes. It's our lightest environmental impact of any fair.

For this booth we are especially climate friendly since we are only a few stops away from the fair location and the artist lives and works in Brooklyn. We consolidated shipments only taking two trips from her studio to the gallery to transport the work, and one trip to the fair.

This fair had a particularly lower climate impact for us than other fairs because we chose to exhibit a single artist who is local to New York, so we did not have any cross-country transport.

Key Insight:

The Climate Impact Initiative is helping galleries learn about climate impact and has a lasting effect on gallery action.

Reporting results in responsible decision making, and **a better understanding of the climate impact** of those decisions:

We **are striving for a low impact footprint** with this year's participation at the Art Show.

While we strive for responsible practices in all of our activities, **this fair pushed us to simplify and streamline** logistics to reduce waste.

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The impact of reporting often **goes beyond just the team compiling the report,** rippling out to our artists, vendors, and other collaborators:

We have been **excited to consider this and our artist was happy** to know we took part in this process as well.

On our journey, **we can engage in discussions and activities that raise awareness** about environmental issues amongst our team and partners.

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After reporting for The Art Show, galleries **want to continue engaging with sustainability priorities.**

I would be interested in using the emissions calculator and carbon results **to paint a broader picture** [of other gallery activities].

We **realized that we need to focus more on this subject.** It is clear that making even small adjustments, can make a meaningful difference.

We are excited to be creating this report for the first time and **hope to continue to do so** in the future!

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THANK YOU!

Please contact support@climateconsulting.art with questions or requests

Addendum I

Key Performance Indicators (KPIs)

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GOALS AND KPIs

ISSUE		GOAL	KPIs
Engagement	E1	Increase participation	Number of galleries submitting reports
	E2	Increase engagement	Number of galleries engaging non-staff in report
	E3	Impact gallery action	Number of galleries with existing climate action or policy
Carbon Emissions	C1	Increase carbon literacy	Number of galleries reporting emission data
	C2	Reduce emissions from travel	Galleries reporting emission efficient vs emission intensive travel
	C3	Reduce Emissions from air freight	Number of galleries shipping by air / sea
	C4	Reduce carbon emissions per booth	Average booth emissions
Waste	W1	Increase material circularity	Galleries reporting use of second hand materials
	W2	Reduce waste to landfill	Galleries reporting waste reduction efforts
Workers	A1	Cultivate climate capacity of exhibitor staff	Number of galleries with climate supportive policies
Community	B1	Build ties between exhibitors and community	Booths that engage community networks

ENGAGEMENT KPIs

	GOAL	KPIs	2022	2023	2024
E1	Increase participation	Galleries submitting reports	**5 galleries** **6%**	**33 galleries** **42%**	**46 galleries** **61%**
E2	Impact gallery action	Galleries with existing climate action or policy	**0 galleries** **0%**	**1 gallery** **1.3%**	**5 galleries** **6.7%**
E3	Increase Engagement	Galleries engaging non-staff in report	**3 galleries** **4%**	**8 galleries** **10%**	**28 galleries** **37%**

Out of 78 galleries   Out of 75 galleries, 74 booths

EMISSIONS KPIs

	GOAL	KPIs	2022	2023	2024
C1	Increase carbon literacy	Galleries reporting emission data	**5 galleries 6%**	**12 galleries 15%** Out of 78 total	**25 galleries 33%** Out of 75 total
C2	Reduce emissions from travel	Galleries reporting flights	–	**5 galleries 19%** Out of 26 reporting	**13 galleries 28%** Out of 45 reporting
C3	Reduce Emissions from air freight	Galleries shipping by air / sea	–	**Air: 2 Sea: 0 All Road: 31** Out of 33 reporting	**Air: 4 Sea: 0 All Local: 29** Out of 45 reporting
C4	Reduce Emissions per booth	Average booth emissions tCO2e (shipping/travel)	**Travel: 1.71 Ship: .23 Both 2.01** 5 reporting	**Travel: .88 Ship: .40 Both: 1.28** 12 reporting	**Travel: 1.15 Ship: .27 Both: 1.31** 25 reporting

WASTE KPIs

	GOAL	KPIs	2022	2023	2024
W1	Increase material circularity	Galleries reporting no new materials sourced	–	**21 galleries** **68%** Out of 31 reporting	**43 galleries** **93%** Out of 46 reporting
W2	Reduce waste to landfill	Galleries reporting waste reduction methods	–	**29 galleries** **90%** Out of 32 reporting	**43 galleries** **93%** Out of 46 reporting
W3	Increase waste prioritization	Galleries reporting somewhat a priority	–	**19 galleries** **63%** Out of 30 reporting	**33 galleries** **75%** Out of 44 reporting

WORKER & COMMUNITY KPIs

	GOAL	KPIs	2022	2023	2024
A1	Cultivate climate capacity of exhibitor staff	Galleries with climate supportive policies/actions	–	**5 galleries** Out of 6 reporting*	**33 galleries** **75%** Out of 44 reporting
B1	Build ties between exhibitors and community	Booths w/ external engagement actions	–	**3 galleries** Out of 6 reporting*	**24 galleries** **77%** Out of 31 reporting

*These questions only appeared in extended report version in 2023

Hot Tips Shared with Exhibitors

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Exhibitor Manual Tips

Look for the Green Light Bulb throughout the exhibitors manual for tips on climate responsible booth decisions

Shipping

- Strategize showing work with low emission shipping needs.
- Opt for sea freight (international) or road shuttle (domestic) for artwork freight.
- If coordinating your own truck, see if you can consolidate with other galleries.
- Pack efficiently to reduce shipping weight.

Travel

- Minimize flights by strategizing efficient staff travel and hiring local support.

**First and business class flights can account for 4x more carbon emissions than an economy seat.

Waste

- Make lower-waste booth build decisions:
  - bare floors with recycled plastic covering
  - standard wall fabric treatment
  - minimize use of ceilings or curtains
- For pedestals and display material, use existing or source reuse options
- Donate via Barder or Materials For the Arts after the fair

Engagement

- Engage your stakeholders!

  Talk to your team members, artists, vendors, shippers, and clients about your CIR and see if they can contribute to improving the booth's climate impact.