

# EARTH IMMA RISING

Impact  
Report

2024



# Table of Contents

01

Origin Story

02

Director's  
Message

03

Our Mission,  
Vision & Theory  
of Change

04

Earth Rising at a  
Glance

05

Insights &  
Soundbytes

06

How we  
Determine  
Impact

07

Our Carbon  
Footprint

08

Contributions to  
SDGs

# 01. Origin Story

**Established in 2021, Earth Rising is a dynamic annual festival dedicated to sparking climate conversations and actions through the power of art and culture. The festival, presented by the Irish Museum of Modern Art (IMMA), seeks to inspire collective action towards sustainability and environmental stewardship by providing a platform for artists, advocates, and community members.**

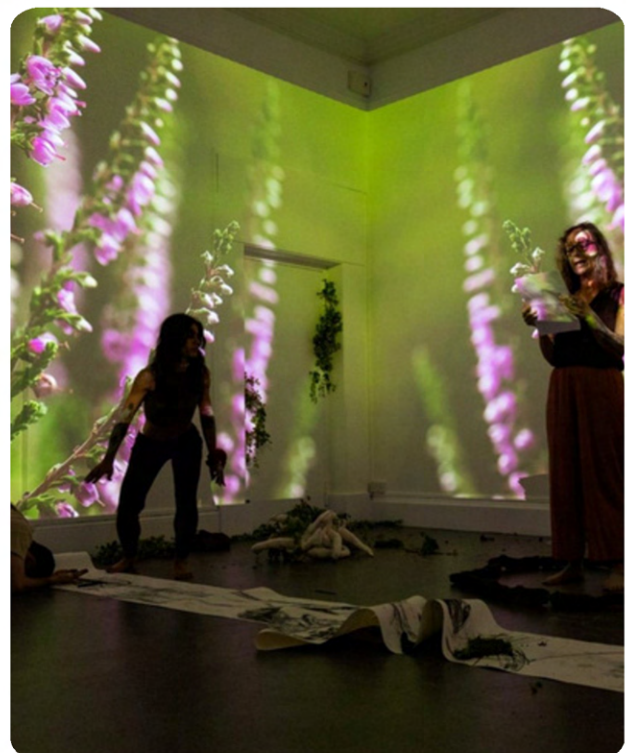
The festival emphasises the importance of creativity and community in addressing the climate crisis, aiming to foster a transformative and thriving climate movement in Ireland. Through immersive experiences and collaborative efforts, Earth Rising aspires to be a beacon of hope and a catalyst for positive change.

As Ireland's National Cultural Institution for Modern and Contemporary Art, IMMA understands its role as a space for dialogue and understanding, promoting social progress and cultural innovation in response to contemporary challenges. The Earth Crisis represents one of humanity's greatest challenges, requiring collective efforts to mitigate its impacts and ensure a sustainable future for future generations.

By engaging audiences in creative and thought-provoking ways, IMMA can foster a sense of urgency around the need for environmental stewardship and connect communities in an increasingly divided world.

IMMA presents Earth Rising as a space where artists and the public can reflect on and address social, cultural, and environmental concerns. Earth Rising is a catalyst for creative thinking and imagination, motivating and mobilising actions for positive change by showcasing artwork and conversations that help us reimagine a more sustainable and liveable future.

Earth Rising has evolved into an important national event, a testament to Ireland's growing collective energy to engage with climate and sustainability issues. In 2024, the festival brought together an extraordinary array of artists, thinkers, and environmental advocates, creating a space where art meets activism and showcased the vital role that culture plays in sparking hope and optimism for the future.



# 02. Director's Message

We introduced Earth Rising as a pilot idea in October 2021, and it's incredible to see how much it has grown and captured our audience's imagination in such a short time. The vision was simple: to create a space where the public can engage with artists and thinkers to explore how we might build a sustainable, thriving future.

Earth Rising is a vibrant creative assembly for everyone who cares deeply about our planet. This festival highlights the urgency of the climate crisis while showing how creativity inspires action and fosters shared responsibility. Earth Rising embodies sustainability, creativity, and community, demonstrating the power of collaboration and environmental stewardship. It's not just a celebration of art—it's a living example of how creativity can drive meaningful change.

Collaboration is central to Earth Rising. In 2024, we worked with partners like Creative Ireland, The Mary Robinson Centre, Research Ireland, the Dublin Volunteer Centre, Scouting Ireland, EcoUNESCO, SpunOut.ie, IPUT, Native Events, the DCU Institute for Climate, and more. Together, we built a collective effort to tackle one of humanity's greatest challenges: the Earth Crisis.

IMMA's role as a catalyst for social progress and cultural innovation is perfectly reflected in Earth Rising. It aligns with our five-year strategy to foster dialogue, inclusion, and creativity while encouraging urgent action to protect the planet and build a more sustainable world. Most importantly, Earth Rising is for everyone. Whether you're a seasoned climate advocate or simply curious, there's something here for you. We strive to create a welcoming space where we celebrate creativity and empower each other to reimagine a thriving future.

Finally, I extend heartfelt thanks to our previous Minister Catherine Martin T.D. and the Department of Arts, Media, Communications, Culture and Sport for their invaluable support. Their commitment ensures we can continue to provide spaces like Earth Rising for critical conversations and action.

*Annie*

Annie Fletcher,  
Director, IMMA





# 03. Our Mission, Vision & Theory of Change

## Our Mission

Our mission is to present artistic and cultural experiences at Earth Rising, that catalyse climate conversations and actions.

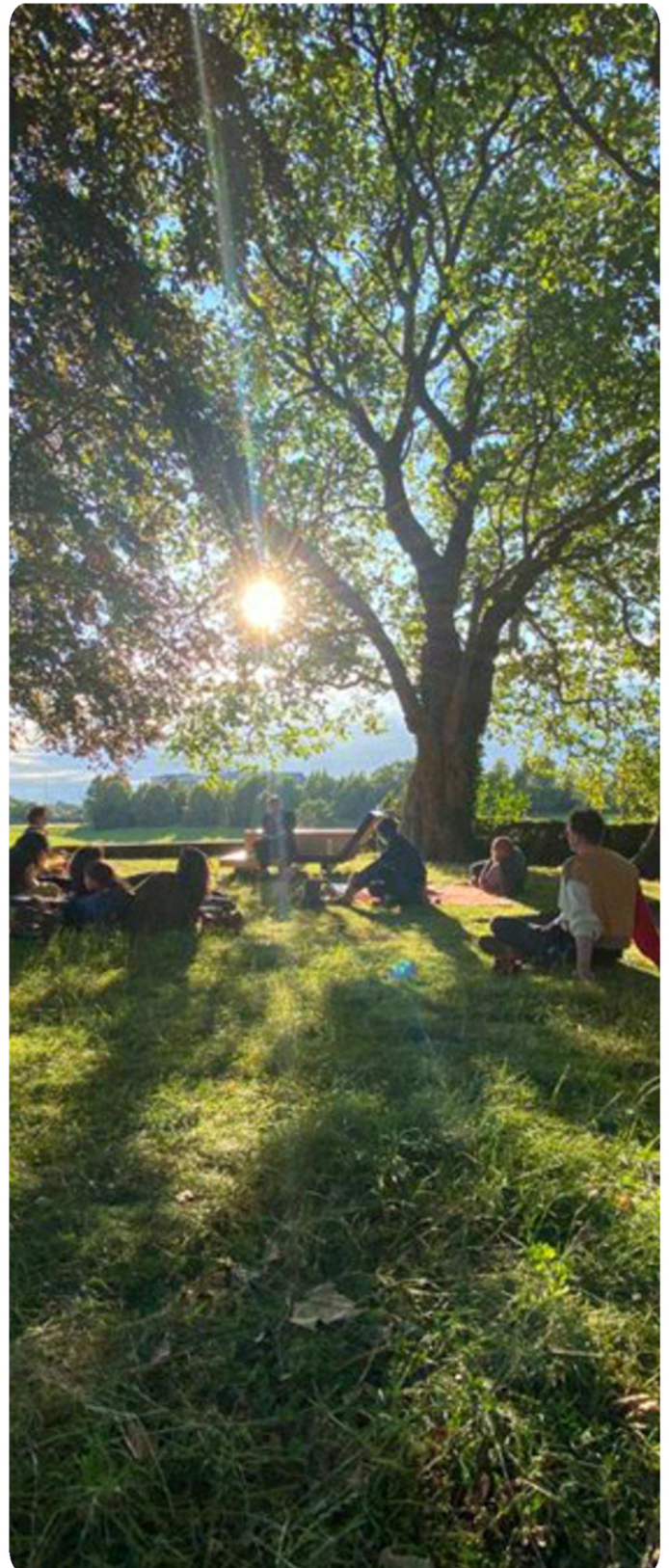
## Our Vision

Our vision is to be a nationally and internationally significant event that sparks a transformative and thriving creative climate movement in Ireland.

## Our Theory of Change

If Earth Rising provides a **welcoming and regenerative space**, enables **direct climate action**, and offers **immersive learning opportunities**, then Earth Rising can be an ally and a creative catalyst of the climate movement.

If Earth Rising is an ally and a creative catalyst of the climate movement, then Ireland will have a thriving creative climate movement that enables us to achieve a sustainable future for generations to come.





# 04. Earth Rising 2024 at a glance

230+

experiences across the festival  
weekend

2.5

days of festival events

15

outdoor installations

66

speakers from Ireland and  
overseas

54

workshops & installations

100+

Open Call artists presented  
their work

13

Family friendly experiences

10

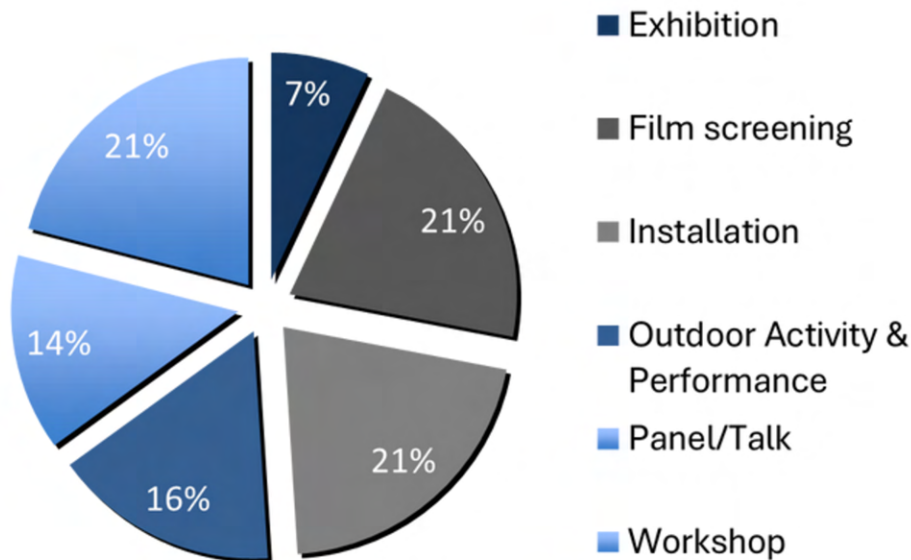
Youth focused experiences

15,000+

attendees



# Earth Rising 2024 at a glance: types of events & experiences



# Earth Rising 2024 at a glance: topics & themes





# 05. Insights & Soundbytes

## from the Earth Rising Talks Series

### 1

#### Colonialism and Environmental Destruction

Colonialism established extractive systems that led to environmental degradation, a practice that persists today under global capitalism. These systems of exploitation impact both the earth and marginalised communities disproportionately.

*"There is no destruction of the earth without colonialism. The plantation was a system of extracting life—of people, of the earth—and this system persists today in how we consume and exploit."*

**Dr. Rolando Vázquez, Amsterdam School for Cultural Analysis**

*"Racial capitalism fabricates a toxic, deadly environment... It externalises pollution to the Global South, ensuring that vulnerable communities suffer disproportionately."*

**Francoise Verges, author, and feminist scholar**

*"The legacy of colonialism is etched into our landscapes—each forest planted, each soil depleted is a story of imperialism"*

**Ruairí Ó Donnabháin, artist and language activist**

### 2

#### The Politics of Breathing and Suffocation

The ability to breathe freely symbolises broader struggles against systemic oppression, environmental racism, and colonial legacies. Breathing, both literal and metaphorical, is a site of resistance and survival.

*"We must talk about who gets to breathe clean air and who doesn't—this is as much about systemic inequality as it is about environmental pollution"*

**Dr. Louise Fitzgerald, Dublin City University**

*"The health impacts of the state's failure to address air pollution disproportionately affect racialized groups... This environmental harm is a form of institutional violence."*

**Dr. Nadine El-Enany, University of Kent**

*"Access to clean air is not an equitable right—it's a privilege tied to geography and socioeconomic status, a situation built and maintained by systemic oppression."*

**Dr. Ben Mallon, Dublin City University**



# 3

## Decolonising Knowledge and Aesthetics

There is a need to dismantle Eurocentric perspectives in knowledge production and aesthetics. This involves epistemic restitution and recognising alternative ways of knowing, living, and creating.

*"The imagination of multiple solidarities and resistance lies in recovering knowledge that colonial histories have erased."*

**Dr. Sharae Deckard, University College Dublin**

*"Western science can catalogue genetic codes, but it cannot recreate destroyed ecosystems. Indigenous methodologies offer a deeper connection to living systems, something we must learn from"*  
**Kate Rushe BothAnd Group**

*"Art and aesthetics must go beyond representation; they must engage in listening and healing. To decolonize is to reimagine our ways of knowing and seeing the world."*

**John Conway, visual artist**

*"Philosophy and poetry do not just come from Greece and Rome; every society has its own epistemologies. Epistemic restitution begins with listening."*

**Dr. Rolando Vázquez, Amsterdam School for Cultural Analysis**

*"The challenge is to unlearn what we have inherited from colonial systems and to centre relationality in our understanding of both art and knowledge"*

**Dr. Fiona Whelan, visual artist, and educator**

# 4

## Community and Relationality as Resistance

Individualistic approaches to the climate crisis are insufficient. Collective action, relationality, and indigenous practices offer pathways to meaningful change and ethical coexistence.

*"Community-building and imagination are the heart of climate action. This isn't just a fight for survival—it's a fight for meaningful, shared futures"*

**Laura Costello, Thinkhouse Communications**

*"When we think about who is responsible for change, the answer lies in collective, not individual, agency—building new relational models is essential."*

**Dr. Mick Wilson, University of Gothenburg**

*"Listening must be seen as an output of artistic and ecological practice. It's the foundation for fostering meaningful relationality and collective action"*

**Ray Ó Foghlú, HomeTree**

*"We need to move from success as individuals to meaning with others. A successful life alone is empty; a meaningful life requires connectivity."*

**Dr. Rolando Vázquez, Amsterdam School for Cultural Analysis**

*"Addressing systemic power imbalances requires long-term collaboration across sectors. Relationality is central to tackling structural inequalities"*

**Dr. Fiona Whelan, visual artist, and educator**

# 06. How we determine our impact

The festival's impact hypothesis is centred around three interconnected impact pillars, each designed to reinforce the others with actionable strategies tailored for EARTH RISING's unique context

## COMMUNION:

Provide a  
Welcoming &  
Regenerative Space

## LEARNING:

Offer Immersive  
Learning  
Opportunities

## ACTION:

Enable Direct  
Climate Action





# COMMUNION: Provide a Welcoming and Regenerative Space

**Earth Rising aims to highlight and support the work of other organisations and individuals, fostering a resilient and interconnected community that can collaborate effectively.**

In 2024...

13 programme partnerships were established  
10 eco-entrepreneurs were represented at the festival eco-fair  
62 joint workshops and panel discussions were hosted  
100 open call artists represented

**Amplifying the work of others through PR and social media, allows successful initiatives reach a broader audience. Earth Rising 2024 achieved the following communications reach numbers...**

Press reach **1.9m**  
Digital reach: **4.5m**  
Total festival attendance: **15,000+**

**Earth Rising also aims to create a supportive atmosphere and sense of community where individuals and groups feel safe to share their ideas and projects and in doing so, encourage open dialogue and collaboration.**

In 2024...

**72%** of speakers and presenters were from underrepresented groups (i.e. women, LGBTQ+, racial/ethnic minorities, people with disabilities).

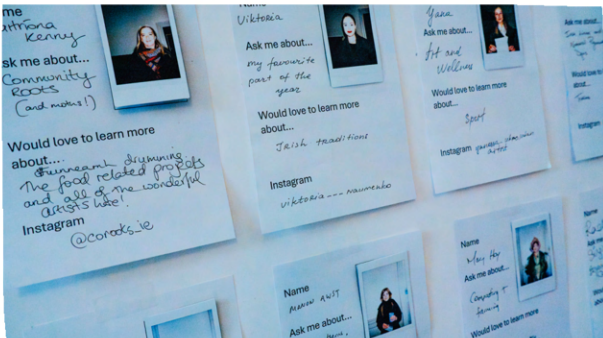
**31%** of speakers and presenters were from different regions or countries.





## Networking & Ideas Exchange

New in 2024, Earth Rising looked to facilitate networking and sharing of ideas between artists, speakers, and all contributors to the festival. A special networking board was installed in the festival green room, where participants could swap contact details and interests



## Citizen Volunteering

New in 2024, Earth Rising looked to facilitate networking and sharing of ideas between artists, speakers, and all contributors to the festival. A special networking board was installed in the festival green room, where participants could swap contact details and interests.

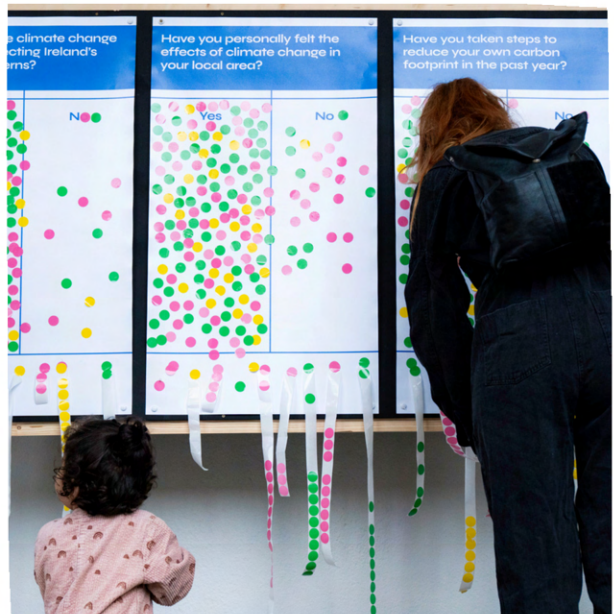


In total **41** festival volunteers joined the festival team ensuring a warm and friendly welcome for all festival attendees. These included volunteers from the **Dublin City Volunteer Centre**, **Scouting Ireland**, students from **Inchicore College**, and **NCAD**.

## Innovative Data Collection



Earth Rising 2024 looked to create an opportunity for attendees to express their thoughts or opinions and display these prominently to show the diversity of perspectives within the festival community. With this in mind, a number of visual data collection points were placed in the IMMA courtyard. These proved very popular, providing a fun and interactive way for attendees to voice their opinion.

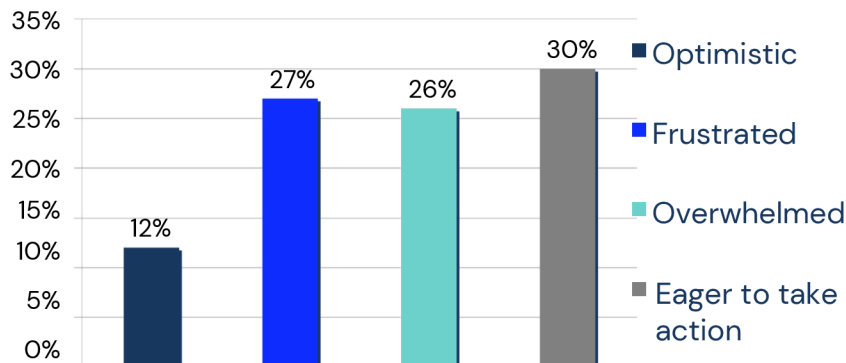




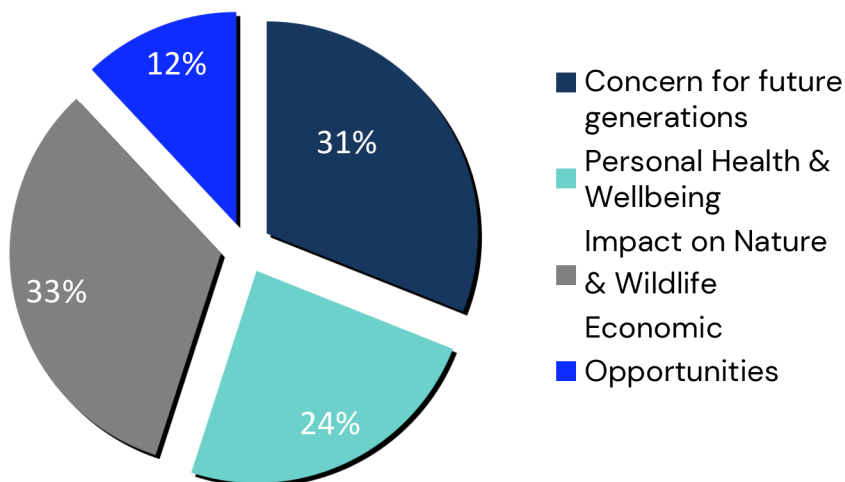
# CLIMATE ATTITUDES 2024

During EARTH RISING 2024, we asked our visitors to share their thoughts and opinions on Earth crisis related topics. Here's what they had to say...

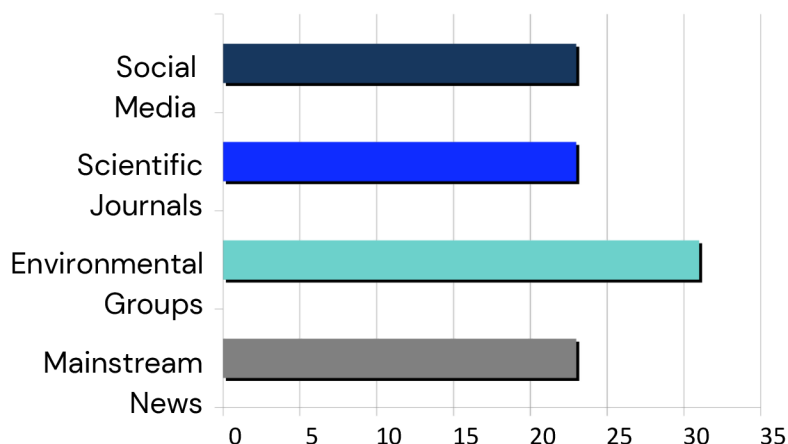
## How do you feel about the Earth Crisis?



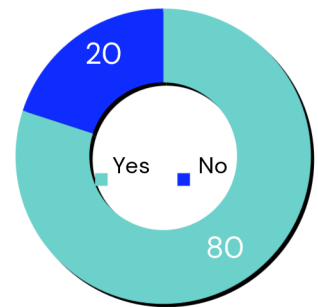
## What motivates you the most to take action to address the Earth Crisis?



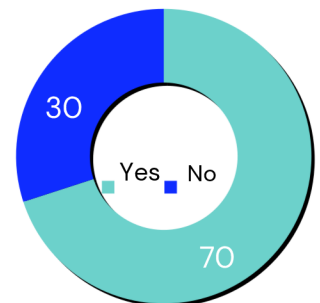
## Where do you go for trusted news about the Earth Crisis?



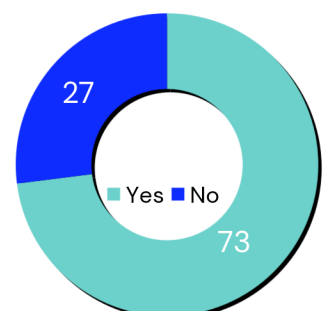
## Do you believe climate change is directly affecting Ireland's weather patterns?



## Have you personally felt the effects of climate change in your local area?



## Have you taken steps to reduce your personal carbon footprint in the last year?



# LEARNING: Providing Immersive Learning Opportunities

Earth Rising sought to engage participants in hands-on, interactive learning experiences related to climate action and sustainability.

54

Hands on  
Workshops



30

Talks & Panel  
Discussions



10

Youth focused  
experiences



Across the festival programme, several leading educational and research institutions were represented including, Dublin City University, University College Dublin, Trinity College Dublin, Research Ireland, University of Gothenburg, Amsterdam School for Cultural Analysis, University of Kent, Queens University, University of Westminster, Open University and University of Bristol.



# ACTION: Enable direct climate action

We felt it was important that our volunteers were well-informed and capable of contributing to climate action efforts. To this end, a training session was organised before the festival which included free climate literacy training.

In 2024...

**164 hours** of free climate literacy training was delivered to our festival volunteers.

In addition, **6** of the Scouting Ireland volunteers received their Scouts Sustainability badges in recognition of their valuable contribution to the festival.





In addition, we also wanted to make it easy for festival goers to find opportunities for them to take direct action in their every-day, but in a fun and meaningful way. So, we partnered with impact agency Protect Blue who created an exciting new game called **Climate Therapy**, designed to help festivalgoers discover practical and personalised actions that feel right for them.



In just five minutes, this simple, playful game asks four questions about your emotions, values, and connection to nature. Based on your answers, you receive tailored advice to help you take effective climate action that resonates with who you are.



Hundreds of festival attendees completed a "Climate Therapy Session" and since Earth Rising the game has been rolled out to students in Technical University Dublin and Dublin City University.

In 2024, Earth Rising partnered with Native Events who supported our efforts to demonstrate best practice by making Earth Rising as sustainable as possible. In addition to renewable energy, plant-based food options, water stations and reusable dishware, the Native Events team introduced **Nifty Bins**.

Nifty Bins are not just bins, they are an education system. This fun and engaging waste collection station serviced by Native Events Smart Waste Team. Nifty Bin Pods Stations located throughout the festival site included 7 waste streams – soft plastic, hard plastic, mixed metal, paper, and card, compostables, mixed food, and glass.



Native Events provided reduce, reuse, recycle communications for all festival and event stakeholders and specific checklists for stakeholders helped align the festival's goals with the real actions on the ground.



# 07. Our Carbon Footprint

This report outlines the carbon dioxide equivalent (CO<sub>2</sub>e) emissions from Earth Rising Festival 2024. The total estimated emissions generated by the festival was 4.44 tonnes CO<sub>2</sub>e and includes staff and programme travel, supplier freight, materials, waste, and staff meals. It is noted that audience travel is not included in the footprint due to an incomplete dataset that does not accurately represent the estimated 15,000 attendees. It is the intention of the festival to understand the impact of audience travel at future Earth Rising festivals and include it as part of the Scope 3 assessment.

CARBON SCOPE	DEFINITION	ACTIVITIES
Scope 1	Direct emissions from sources owned or controlled by the festival organisers.	<ul style="list-style-type: none"><li>Onsite fuel combustion from generators</li></ul>
Scope 2	Indirect emissions from purchased electricity, heating, or cooling.	<ul style="list-style-type: none"><li>Purchased electricity for offices and festival site</li></ul>
Scope 3	Indirect emissions from sources not owned or controlled by the festival organisers.	<ul style="list-style-type: none"><li>Staff and programme travel</li><li>Vehicles and machinery</li><li>Freight transport</li><li>Purchased accommodation</li><li>Food and beverages (not included)</li><li>Purchased and rental materials</li><li>Purchased and rental infrastructure</li></ul>

# Total Festival CO2

CARBON SCOPE	IMPACT AREA	TCO <sub>2</sub> E	%
Scope 1	Energy (Generators)	0.1 (0.096707)	2%
Scope 2	Energy (Electricity and Gas from the Grid)	0.14 (0.1383)	3%
Scope 3	Staff Travel	1.91 (1.89969903)	43%
	Freight (of Materials)	1.77 (1.771632085)	40%
	Waste	0.01 (0.0063227634)	1%
	Staff Meals	0.5 (0.52599)	11%
TOTAL		4.44 tCO <sub>2</sub> e	

At Earth Rising, we recognise that all festivals and events come with a carbon footprint—from production to audience travel. While reducing our environmental impact is always our priority, we also believe in taking meaningful action to support nature restoration.

That’s why, we’re partnering with Hometree, a not-for-profit nature restoration charity based in the west of Ireland. Together, we are pledging to restore one acre of Wild Atlantic Rainforest—a permanent native woodland that will be protected in perpetuity for the benefit of people, wildlife, and the planet.

Hometree’s approach goes beyond traditional tree-planting, focusing on whole-ecosystem rehabilitation that enhances biodiversity, creates resilient habitats, and safeguards

Ireland’s remaining native woodlands. The land will remain publicly accessible and be carefully stewarded to thrive for generations to come.

By supporting Hometree, we’re contributing to a vision of Ireland where forests flourish once again—ensuring that Earth Rising 2024 leaves a positive legacy, not just a footprint. Find out more about Hometree’s incredible work at [www.hometree.ie](http://www.hometree.ie)





# 08. Contribution to SDGs

This report was generated using the [Accelerating Action](#) tool to evaluate how the events and experiences delivered as part of Earth Rising 2024 contribute towards the Sustainable Development Goals (SDGs). The results show that Earth Rising 2024 contributed positively to all 17 SDGs, with particular strengths relating to Sustainable Cities and Communities (SDG 11), Life Below Water (SDG 14) and Peace, Justice, and Strong Institutions (SDG 16).



EARTH RISING FESTIVAL 2024

We thank our programming partners in 2024 for their support

Creative Ireland  
DCU Institute for Climate  
Demolition Takedown  
ECO Unesco  
Goethe Institute  
IPUT  
Native Events  
Office of Public Works  
Protect Blue  
Purpose Disruptors  
Scouting Ireland  
Spunout.ie  
The Mary Robinson Centre  
TU Dublin

We thank our funding partners in 2024 for their support

Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media  
Research Ireland

Earth Rising is presented by

**IMMA** ÁRAS NUA-EALAÍNE  
NA hÉIREANN  
IRISH MUSEUM OF  
MODERN ART