

Sustainable Art Production and Consumption in Northeast Asia: A Study on Environment, Social, and Government Management in Film and TV Industry

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Abstract

This research paper explores the perceptions and practices of sustainable art production and consumption related to Environmental, Social, and Governance (ESG) principles in Northeast Asia's Film and TV industry which aims to identify the gaps and challenges hindering the adoption of sustainable practices and to propose recommendations for improving sustainable art production and consumption in the region. The research problem addressed in this paper is the limited understanding and implementation of ESG practices within the art industry in Northeast Asia. The research adopts a mixed methods approach that combines a cross-sectional survey with a secondary analysis of policies, reports, and literature. The research involves a survey of 104 participants from various roles within the industry, including investors, producers, directors, writers, actors, managers, and others both in China and South Korea. The result is that as sustainability becomes a global concern, the entertainment sector must embrace ESG principles to minimize its environmental impact, promote social responsibility, and ensure transparent governance. By assessing the current state of ESG knowledge and practices among industry professionals, the study highlights the areas for improvement. Stakeholders, policymakers, and organizations can develop targeted strategies, training programs, and regulations that foster a more environmentally conscious, socially responsible, and ethically governed art industry. Emphasizing ESG practices can enhance the industry's resilience, reputation, and long-term viability in an ever-changing global landscape.

Keywords: Art industry resilience, environmental impact, sustainable consumption, social responsibility, transparent governance

1. Introduction

The construct of sustainability has seen significant evolution, harking back to the era of the Industrial Revolution, where concerns about the availability of resources and the quest for equilibrium states emerged (Nightingale et al., 2019). Notwithstanding this evolution, a precise understanding and application of 'sustainability transformation' remains elusive, given its varied interpretations and limited real-world instances (Salomaa & Juhola, 2020). At a global level, an increasing number of corporations are diligently integrating Environmental, Social, and Governance (ESG) standards into their operational strategies. This progressive incorporation of ESG factors into corporate management and investment decisions is fueled by diverse trends, encompassing demands for Corporate Social Justice, promising opportunities for financial market performance, and government regulations promoting climate change mitigation and sustainable finance (Puaschunder, 2021). ESG factors are progressively recognized as strategically significant and are increasingly influencing business operations and investment strategies (Neri, 2021).

However, this global shift towards sustainability exhibits a marked disparity across various sectors. In Northeast Asia, for instance, the Film and TV industry lags in the implementation of ESG principles relative to its regional counterparts in media production and other cultural industries. These industries have experienced exponential growth, marked by efficient cross-border collaborations and cultural content exports (Cheung, 2018). The Northeast Asian Film and TV industry, despite its potential, confronts challenges in regional integration and development. This industry operates within a complex web of relationships spanning media capitals such as Beijing, Busan, Hong Kong, Shanghai, Taipei, and Tokyo (Otmazgin, 2020). While industries like the electrical and transportation equipment sectors have succeeded in achieving regional economic interconnection, the film and TV industry in Northeast Asia remains comparatively disjointed (Kawasaki & Sato, 2021).

Against this backdrop, the focal point of this research is to critically investigate the contemporary perspectives and practices related to ESG principles within the Northeast Asian Film and TV industry. Leveraging an exhaustive survey methodology that engages a wide array of industry stakeholders, the study endeavors to comprehend the hurdles and impediments that constrain the extensive adoption of sustainable art production and consumption in this sector.

Film and television productions wield considerable power to shape public sentiment and influence economic, social, and political trajectories, thus serving as potent instruments for propelling sustainability. Expanding the volume of productions dedicated to such themes can spur progress towards sustainability, facilitated by innovative practices (Knight, 2020). However, it is incumbent on the film industry to grapple with the challenge of overconsumption and endorse sustainable lifestyles, underscoring the media's responsibility towards current and future generations (Jackson & Gunn, 2006). The nascent paradigm of

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"green filmmaking" seeks to curb the environmental footprint of film production processes and could potentially galvanize environmentally-oriented economic growth within the sector (Victory, 2015). At a broader level, ensuring the financial sustainability of enterprises within the film industry is of paramount importance in the face of global competition. Hence, identifying and managing associated risks are crucial to preserving sustainability.

Given the significant cultural influence of countries such as China and South Korea in Northeast Asia, their engagement with sustainable art production and consumption could yield impactful results for the region and further afield. Through collective efforts, the Northeast Asian art industry can not only realize sustainability within its operations but also inspire and facilitate wider societal transitions towards sustainable practices. This research provides valuable insights for industry stakeholders, policymakers, and organizations to strategize and develop regulations for sustainability, enhancing the industry's resilience, improving its reputation, and ensuring the long-term viability of various systems and industries.

2. Literature Review

2.1 Harnessing the Arts: Envisioning Sustainability through Resilience and the ESG Framework

The implementation and observance of ESG principles entail the integration of environmental (E), social (S), and governance (G) policies into financial undertakings, including insurance firms and pension funds capital (Li et al., 2021). The convergence of the art industry, resilience, and the Environmental, Social, and Governance (ESG) framework presents a compelling vista for upcoming sustainability initiatives. The exhibition industry, for instance, generates substantial waste with significant ecological repercussions, underscoring the importance of fostering 'Green Exhibitions' as a future direction (Wang & Dai, 2019). In the realm of art, technology takes center stage, offering artists the chance to fashion unique and innovative masterpieces. Yet, it also poses formidable challenges on social and ethical fronts (Dhunna & Singh, 2021). Particularly, socially engaged art practices can proffer innovative strategies to tackle sustainability issues, catalyzing novel perspectives and solutions (Lineberry & Wiek, 2016). This solution landscape includes adopting green practices such as utilizing eco-friendly materials and employing energy-efficient logistics.

Art holds the potential to become a potent catalyst for change, emphasizing the significance of sustainability. Artists and cultural practitioners confront current concerns by envisioning innovative ways of sustainable living, intending to spur social transformation, environmental change, and a shift in values (Bubla, 2020). An integrative approach that amalgamates art and science, unifies body and mind, and blends diverse forms of knowledge can encourage community resilience and participation in tackling environmental transformation (Bentz et al., 2022). Artistic thinking — characterized by novelty, criticism, perfectionism, uniqueness, and passion — can promote sustainable behavior and co-create sustainable value with customers

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(Chen, 2018). The arts can play a critical role in engaging audiences with fresh perspectives on climate change and sustainability issues, fostering opportunities for critical reflection, creative imagination, and experimentation (Connelly et al., 2016).

Resilience becomes a cornerstone in this transition, with the art industry needing to foster resilience to adapt, endure, and rebound from adversities amid global climate crises, pandemics, and social unrest (Mach et al., 2021). This resilience can be cultivated through diversified funding sources, decentralized production networks, and the adoption of new technologies for virtual displays and communication. The ESG framework can further enhance the industry's sustainability and resilience, aiding growth, cost reduction, legal intervention minimization, productivity boost, and investment optimization (Singhania & Saini, 2023). By considering environmental, social, and governance aspects, the art industry can address ethical dilemmas and promote sustainable practices.

The intricate dynamics of the film industry have been examined to comprehend the resources contributing to their performance, but the operationalization and testing of the resource-based view have seen limited scope (Miller & Shamsie, 1995). The industry's resource-intensive nature is not confined to Hollywood and Western Europe, as film and television production in various contexts also demand substantial resources. With the urgency of global environmental challenges, there is an escalating need for the industry to transition towards more sustainable practices.

Notable hurdles to the transition towards sustainable practices include limited understanding, knowledge gaps, and insufficient commitment, which impede progress towards sustainability in various sectors. Bridging these sustainability gaps can be achieved by promoting the circular economy, emulating natural processes (biomimicry), and integrating knowledge from diverse disciplines (Markard et al., 2021). In the context of the Film and TV industry, ESG principles refer to the strategic integration of environmental conservation, social responsibility, and transparent governance.

By weaving resilience and the ESG framework into its tapestry, the art industry can navigate its unique challenges and contribute to a more sustainable and inclusive future.

2.2 Green Aesthetics: Navigating Sustainability in Art Production and Consumption

Sustainable art production signifies an in-depth consideration of the ecological footprint implicated in the creation and dissemination of art. This comprehensive consideration encompasses the utilization of eco-friendly materials, adoption of energy-efficient production methodologies, and meticulous waste minimization (Heras et al., 2021). The digital revolution in the domain of art distribution compels us to ponder energy consumption and electronic waste propagated by digital platforms. The employment of digital media in art, for instance, limited digital editions and digital paintings, gives rise to sustainability concerns and the environmental impacts of these practices (García-Monleon et al., 2022).

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On the spectrum of sustainable consumption, it becomes essential to incite public demand for sustainable art. This involves enlightening consumers about the environmental, social, and economic repercussions of their consumption choices, fostering sustainable purchasing behavior, and extending support to artists and organizations that espouse Environmental, Social, and Governance (ESG) principles. These aspects form integral components of sustainable development and consumption. A wide array of factors, including psychological, social, cultural, biological, and economic elements, influence consumer choices (Szalanka, 2021). Despite consumers' perception of sustainability as predominantly complex and environmentally inclined, sustainable behaviors extend across the entire consumption lifecycle (Stancu et al., 2020). Individuals hold a pivotal role in maintaining their environmental and social values and curtailing personal resource consumption, thereby contributing to pro-environmental change (Haswell, 2021). Education for Sustainable Development (ESD) within higher education and the participation of Civic Society Organizations can foster the democratization of knowledge production and enhance equitable citizen engagement in sustainable development (Adefila et al., 2021).

The production and consumption of visual art transpire in relation to authoritative discourses, spaces, and institutions and provide valuable insights into the power dynamics shaping the significance of cultural phenomena within leisure activities (Chakrabarti, 2021). Beyond its aesthetic appeal, art assumes a transformative role in subsistence marketplaces, preserving heritage, upholding socioeconomic value, and safeguarding cultural identity and sovereignty.

3. Methodology

3.1 Research Methods and Survey Design

This research aims to explore the awareness and attitudes of ESG management and sustainable art production and consumption in the film and TV industry in Northeast Asia. The study adopts a mixed methods approach that combines a cross-sectional survey with a secondary analysis of policies, reports, and literature. The survey was developed in three languages: Chinese, English, and Korean, to accommodate the diverse linguistic backgrounds of the participants. The survey was distributed through different platforms depending on the language: the Survey Star app via WeChat for the Chinese version and Google Forms via KakaoTalk for the English and Korean versions.

The survey consists of two main sections. The first section collects background information on the participants, such as their role in the industry, organizational background, age, gender, education level, and international experiences. This information helps to contextualize the respondents' views and experiences. The second section assesses the knowledge and practices related to ESG management and sustainable art production and consumption. The goal is to measure how familiar the respondents are with ESG, how they perceive its relevance in their operations, what practices they currently follow, and what areas they can improve. This is done

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through multiple-choice questions that provide a comprehensive overview of the ESG awareness and procedures within the respondent's organization.

Additionally, some open-ended questions allow respondents to freely share their insights, observations, and recommendations. For example, questions about any ESG-related regulations or restrictions they have faced or any successful ESG practices they have witnessed among their peers. These open-ended questions provide qualitative data that enriches the survey findings, enabling the research to capture a more holistic view of the ESG situation in the industry.

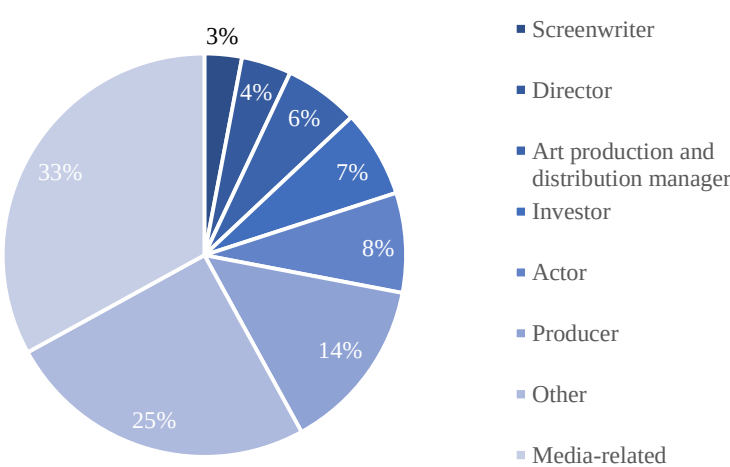
3.2 Data Collection and Pre-processing

Before coding, the recovered questionnaires were checked, and invalid questionnaires were eliminated. After inspection, from the 104 domestic and foreign questionnaires received, 0 invalid questionnaires were deleted, and 104 valid questionnaires were finally recovered, with an effective recovery rate of 100%. Then, all the collected Chinese and foreign questionnaires were imported into Excel. Next, the data from China and South Korea were preliminarily coded. Finally, the data of the two parts of the questionnaire were assigned values.

3.3 Sample Description

One hundred four survey responses were collected from China and South Korea, mainly distributed through industrial networks through online survey apps. The general background of the responses is attached in the end of the study in the Appendix 1 (figures 1, 2, 3, 4, 5, 6, 7, 8)

Figure 1: Occupational distribution pattern



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Figure 2: Distribution of working mechanism

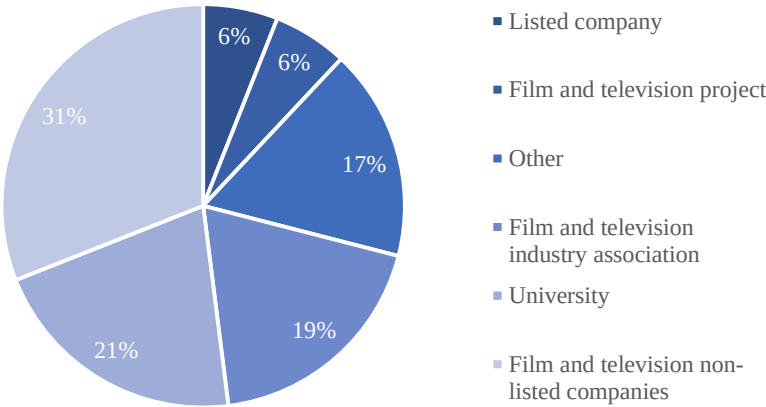


Figure 3: Gender distribution

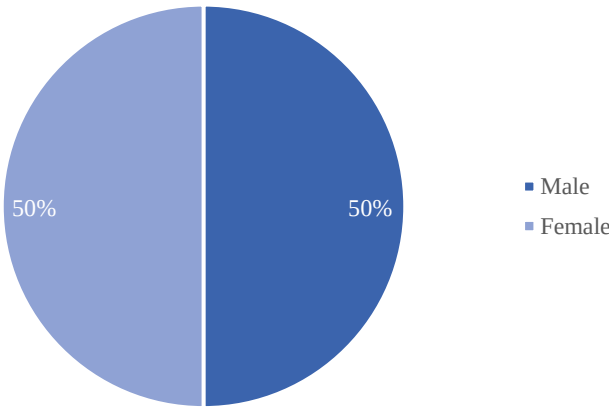


Figure 4. Age distribution

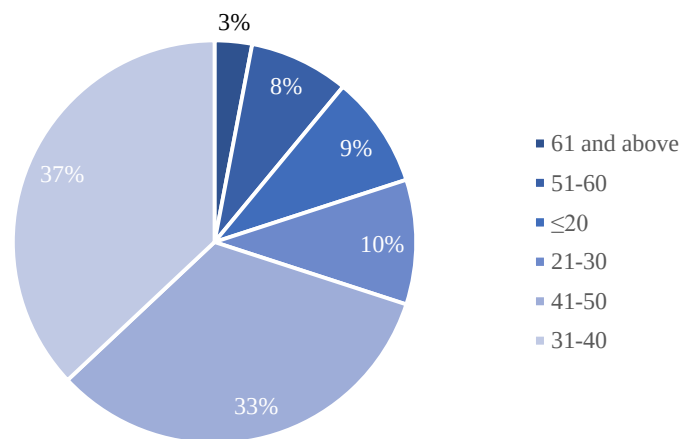
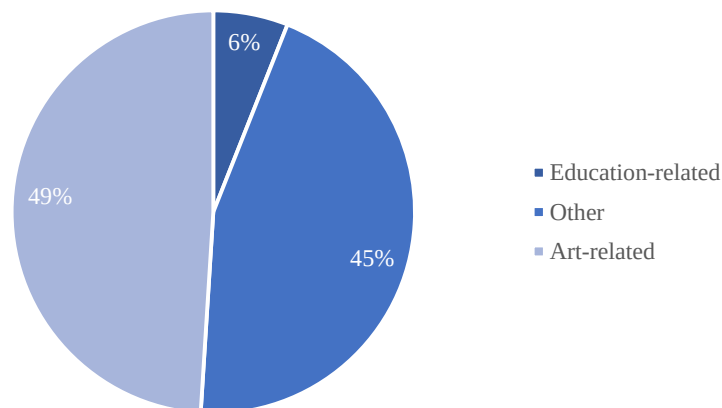


Figure 5: Job distribution



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Figure 6: Educational experience

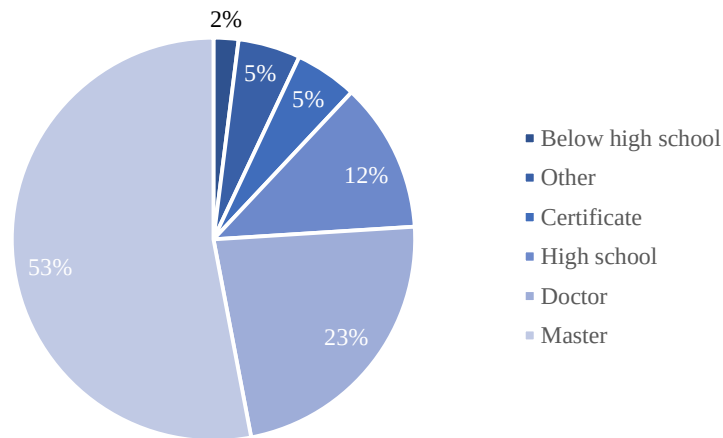


Figure 7. international experience distribution

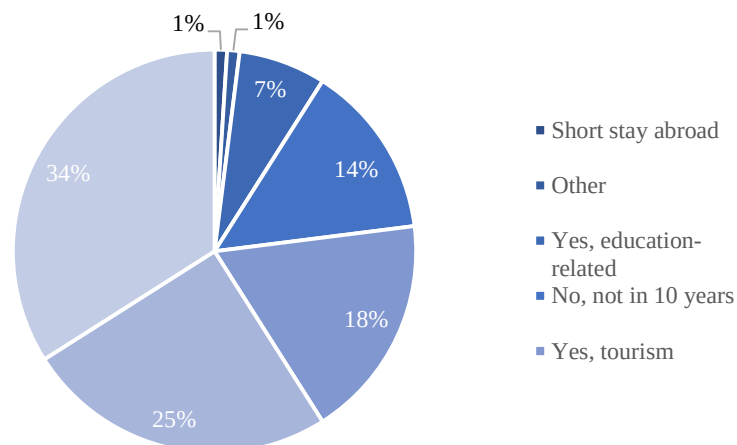
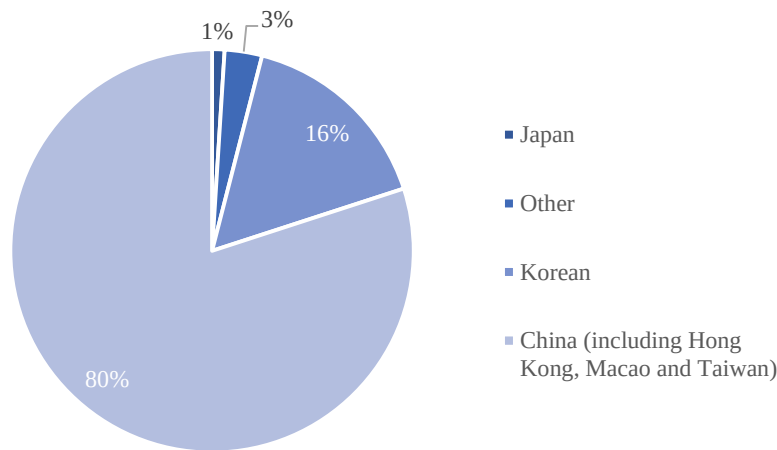


Figure 8. location distribution



4. Correlation Analysis of Influencing Factors

In Part 1, we identified demographic characteristics of the respondents. Respondents' organizational backgrounds were significantly positively correlated with their roles (1.1) and majors (1.2). This could suggest that those working within film and TV or related industries are more likely to have studied art-related majors. A significant negative correlation was observed between respondents' age (1.4) and roles (1.1). It indicates that the younger the respondent, the higher probability they fall into roles like investors or producers, and vice versa. The negative correlation between ESG awareness (2.1) and international experiences in the past 10 years (1.7) may indicate that individuals with fewer international experiences are more aware of ESG.

In Part 2, we found that there is a strong, positive correlation between respondents' behaviors toward Environmental, Social, and Governance (ESG) factors. This indicates that organizations that are environmentally conscious tend to also be socially conscious and place a high emphasis on governance. It is notable that the strongest correlation found in this analysis was between the potential for organizational improvement in social (2.6) and environmental (2.4) aspects. This suggests that organizations aware of the need for social improvement are also significantly aware of environmental improvement.

However, not all correlations were positive. There was a significant negative correlation between wastefulness in art production (2.9) and knowledge of ESG guidelines (2.2). This could suggest that the less knowledgeable respondents were about ESG guidelines, the more they identified with wasteful practices in their organizations.

The correlations observed in the study provide insight into the integration of ESG practices within the respondents' organizations. Generally, those who have already begun improvements

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in one area of ESG are also working on improvements in other areas. This indicates an integrated approach to ESG and suggests that understanding and progress in one area may drive progress in others.

A notable correlation was observed between peers doing well on ESG practices (2.11) and experiences with ESG regulations or restrictions (2.10). This suggests that those with first-hand experience of ESG regulation are more likely to recognize and acknowledge peers' successful ESG practices. This highlights the influential role of regulation and its potential to increase awareness and recognition of ESG practices within the industry.

Figure 9: Correlation analysis of influencing factors

	M	SD	MAX	MIN	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	2.9	2.10	2.11	2.12
1.1	5.65	2.409	8	1	1																			
1.2	3.7	2.076	7	1	0.168	1.000																		
1.3	1.52	0.521	3	1	-0.149	0.028	1.000																	
1.4	3.29	1.129	6	1	-.195*	-.306**	-.304**	1.000																
1.5	1.96	0.975	3	1	-.288**	-.234*	-0.075	0.063	1.000															
1.6	4.35	0.963	7	1	0.144	0.110	0.083	-.211*	-0.099	1.000														
1.7	3.61	1.803	7	1	-.239*	0.051	-0.121	-0.044	0.019	-0.083	1.000													
1.8	1.3	0.762	5	1	0.083	0.057	0.096	0.001	0.173	0.096	-0.168	1.000												
2.1	1.63	1.015	7	1	-0.163	-0.103	0.160	0.127	0.084	-0.048	-.212*	-.218*	1.000											
2.2	2.11	0.609	3	1	0.158	0.124	0.007	0.127	0.071	-0.012	-.207*	-0.110	-0.173	1.000										
2.3	2	0.945	3	1	0.034	-0.153	-0.138	-0.173	0.137	-0.032	0.177	0.135	-0.061	0.189	1.000									
2.4	1.82	1.095	5	1	-0.061	0.083	-0.087	-0.106	0.057	-0.041	0.121	0.089	-0.104	0.161	-.347**	1.000								
2.5	1.57	0.833	3	1	0.055	0.054	-0.059	-0.072	0.003	0.128	-0.037	-.205*	0.179	0.115	-.210*	-.296**	1.000							
2.6	1.6	0.99	5	1	-0.104	0.012	0.053	0.001	0.084	-0.005	0.100	0.135	-0.061	-.267**	-.239*	-.603**	-.386**	1.000						
2.7	1.8	0.896	3	1	-0.051	-0.168	-0.127	-0.163	-0.020	-0.098	0.082	0.046	0.121	0.024	-.321**	-.249*	-.402**	-.213*	1.000					
2.8	2.02	1.149	5	1	0.027	-0.006	-0.001	-0.042	-0.129	0.055	0.051	0.060	0.148	-.248*	0.152	-.489**	-.374**	-.459**	-.334**	1.000				
2.9	2.03	0.919	3	1	-0.131	-0.011	-0.052	-0.027	0.066	0.043	-0.093	-0.054	0.188	-.197*	-0.011	0.034	0.004	-0.051	0.101	-0.074	1.000			
2.1	1.05	0.215	2	1	-0.080	-0.055	-0.052	0.062	0.055	-0.034	-0.051	0.149	0.170	-0.040	-0.048	-0.045	0.117	0.046	0.101	0.036	-0.007	1.000		
2.11	1.02	0.138	2	1	-0.155	-0.014	-0.005	0.026	0.006	-.270**	-0.164	-0.055	0.051	-0.141	-0.149	-0.105	-0.096	-0.085	-0.125	-0.125	-0.004	-.296**	1.000	
2.12	1.82	0.619	4	1	-0.004	-0.088	-0.004	0.007	-0.108	0.091	0.022	0.014	0.186	-0.025	0.133	0.079	0.033	-0.042	-.300**	-.264**	-0.042	-0.006	-0.072	1.000

Note: *. At level 0.05 (two-tailed), the correlation was significant

**. At level 0.01 (two-tailed), the correlation was significant

5. Discussion and Conclusion

This research presents a new and unique approach to understanding sustainable art production and consumption. It focuses on the perspectives of both artists and art consumers, shedding light on the challenges they face, their expectations, and their attitudes towards sustainability. The findings of this study reveal that there is a growing awareness and sensitivity towards sustainable practices in the art industry. Both artists and art consumers are increasingly concerned about environmental and social issues related to art production and consumption. This heightened awareness suggests a positive change in attitudes towards sustainability within the industry. However despite this increased awareness, the study also identifies several hurdles that prevent the full implementation of sustainable practices in the art world. These obstacles could include financial limitations, lack of accessibility to sustainable materials or processes, and resistance to change within the industry. These challenges highlight the complexity of transitioning towards sustainability in the art field. It is important to note that these research findings both align with and deviate from existing literature on the subject of sustainable art production and consumption. This suggests that there is an evolution in attitudes and practices within the industry, as some aspects of previous research are confirmed, while new insights and perspectives emerge. Overall this study contributes to the understanding of sustainable art practices by providing a comprehensive analysis of the

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challenges, expectations, and attitudes of artists and art consumers. It highlights the progress made towards sustainability in the art world, as well as the barriers that still need to be overcome.

Despite the rich insights provided by the study, it is essential to acknowledge its limitations, which concurrently open-up new avenues for further research. The research primarily focused on the broad perceptions and attitudes towards sustainability in the art industry, without delving deeper into the specific barriers that artists encounter when transitioning towards sustainable practices. In-depth research into these impediments and the potential strategies to overcome them would offer a more comprehensive understanding of the field.

Further, the potential economic benefits associated with ESG compliance within the art industry, which this study does not explore, can form the crux of future investigations. Understanding the economic implications of adopting sustainable practices can provide added motivation for implementing industry-wide changes, and could also identify possible incentives to foster such transitions.

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