

# Bucks New University/ A Greener Festival

What the Audience Thinks  
about the Environmental Impact of Live Events

2012 Survey Results

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# About Buckinghamshire New University



# About the 2012 Research

- The research was supported by the Association of Independent Festivals (AIF) in the UK and Yourope,
- Asked festival fans 15 questions on green issues.
- Fans responded from 32 countries worldwide.
- Top responding countries included the  
UK (40%),  
Slovakia (27%)  
Germany (13%)
- home nations of other fans responding included other European countries, the USA, Canada, China, Russia, India and Turkey.



# Methodology

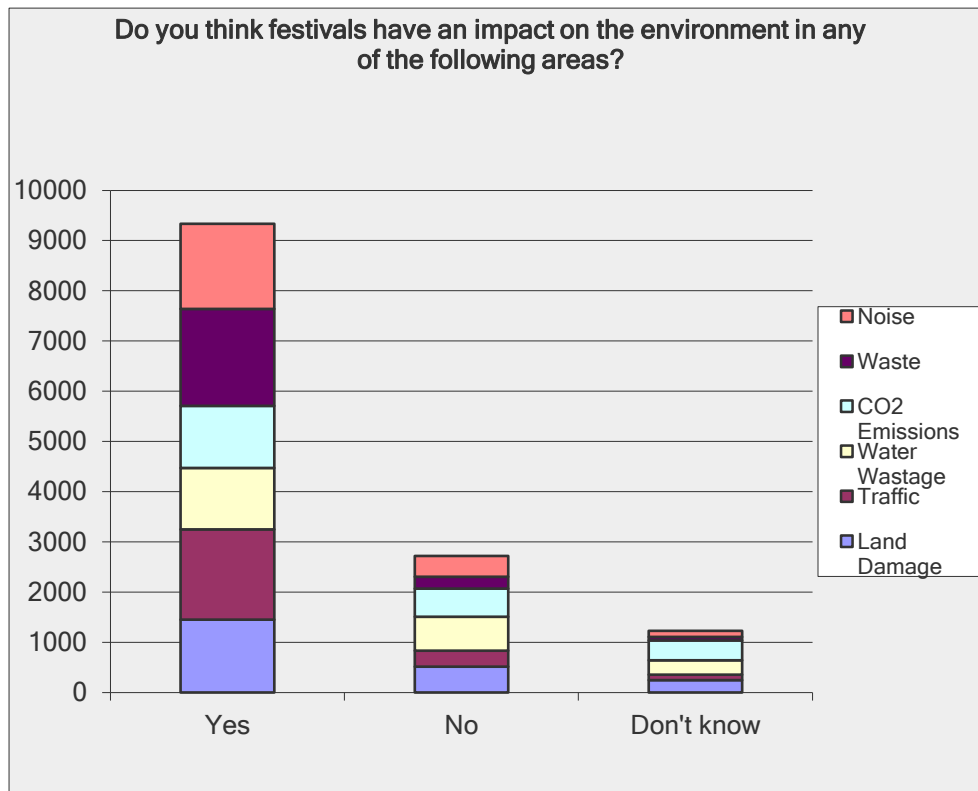
## The survey

- has been designed to mirror the 2008 survey so that we can look at changes over time (Longitudinal study)
- was conducted wholly online using survey monkey to collect responses.
- used the questionnaire tool for analysis of the closed questions .
- Initial analysis of the open questions has been undertaken manually.

# Do you think festivals have an impact on the environment ?

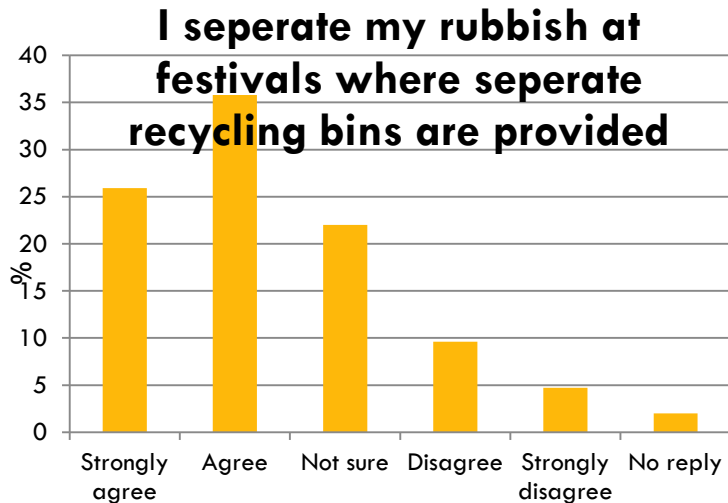
## 2012

Noise	76.5%
Waste	87.4%
CO2	56.1%
Water	
Wastage	55.3%
Traffic	81.4%
Land	
Damage	65.5%

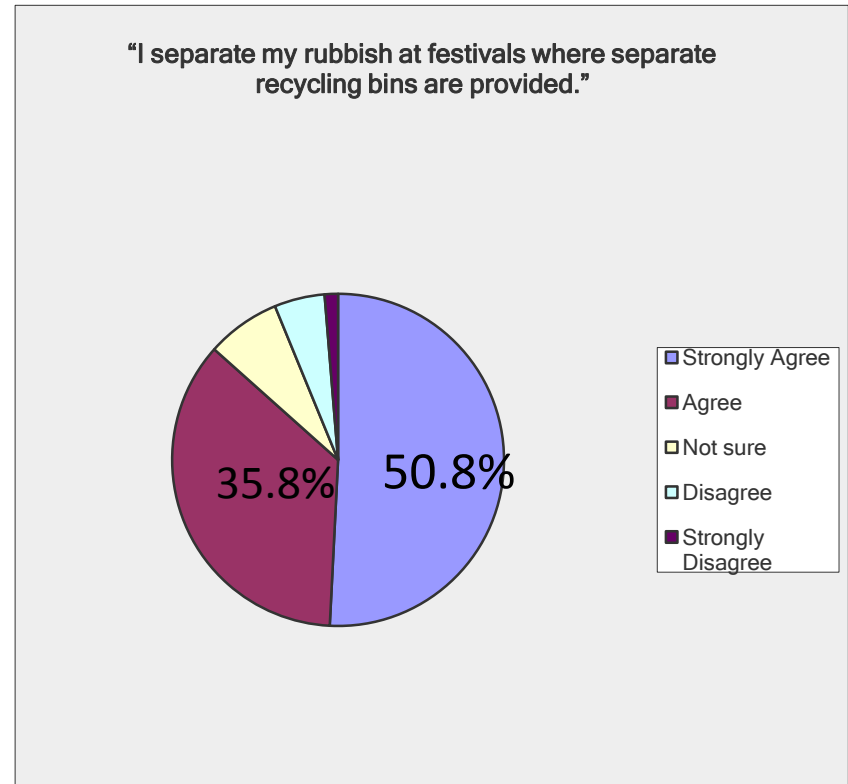


# Separating Waste 2008/2012 Results

2008



2012



# Waste 2012

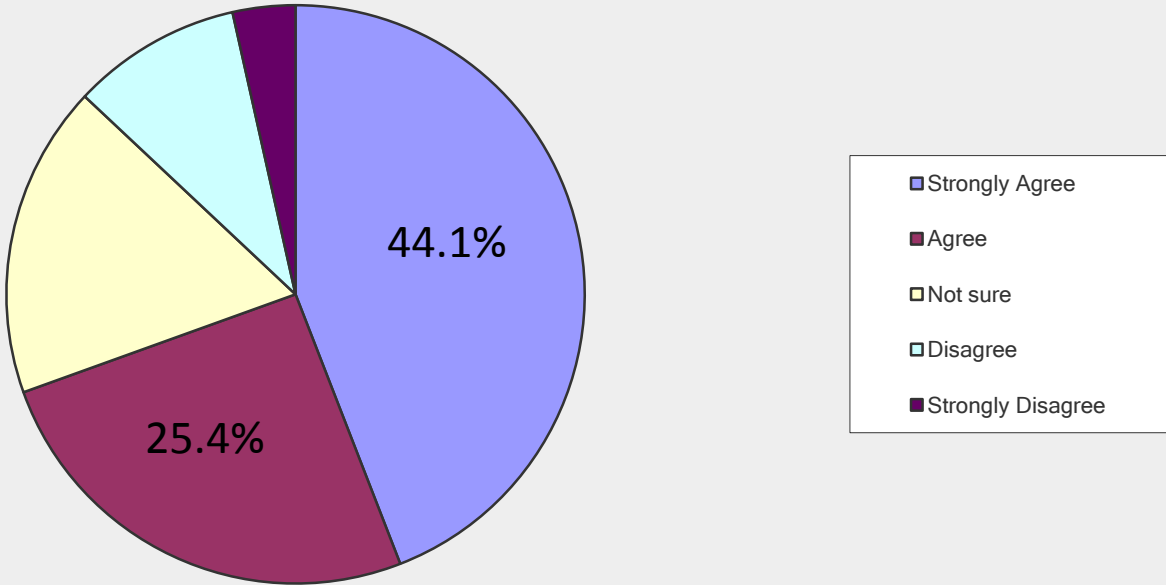
- 68.5% of fans supported the use of re-usable cups, plates and glasses. This number was actually a drop from 2008 when 78% of fans supported re-usable utensils.
- 
- 65.5% of festival goers would be happy to pay a deposit on reusable cups and glasses although 17.7% would not.
- 
- 86% supported the composting of food waste.



# Paying for Environmental Initiatives

“I would travel by public transport to a festival if it was provided as part of the ticket price.”

%



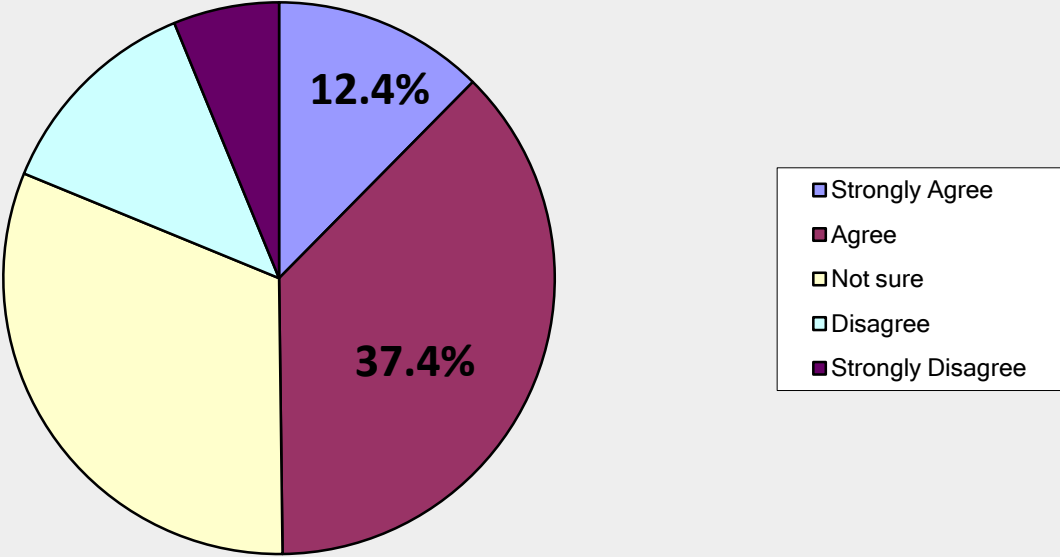


# Paying for Environmental Initiatives

## 2012 Results

"I would accept an increased ticket price for a festival if it was for the reason of improving environmental performance."

%



# What They Said

## On Increasing Ticket Prices

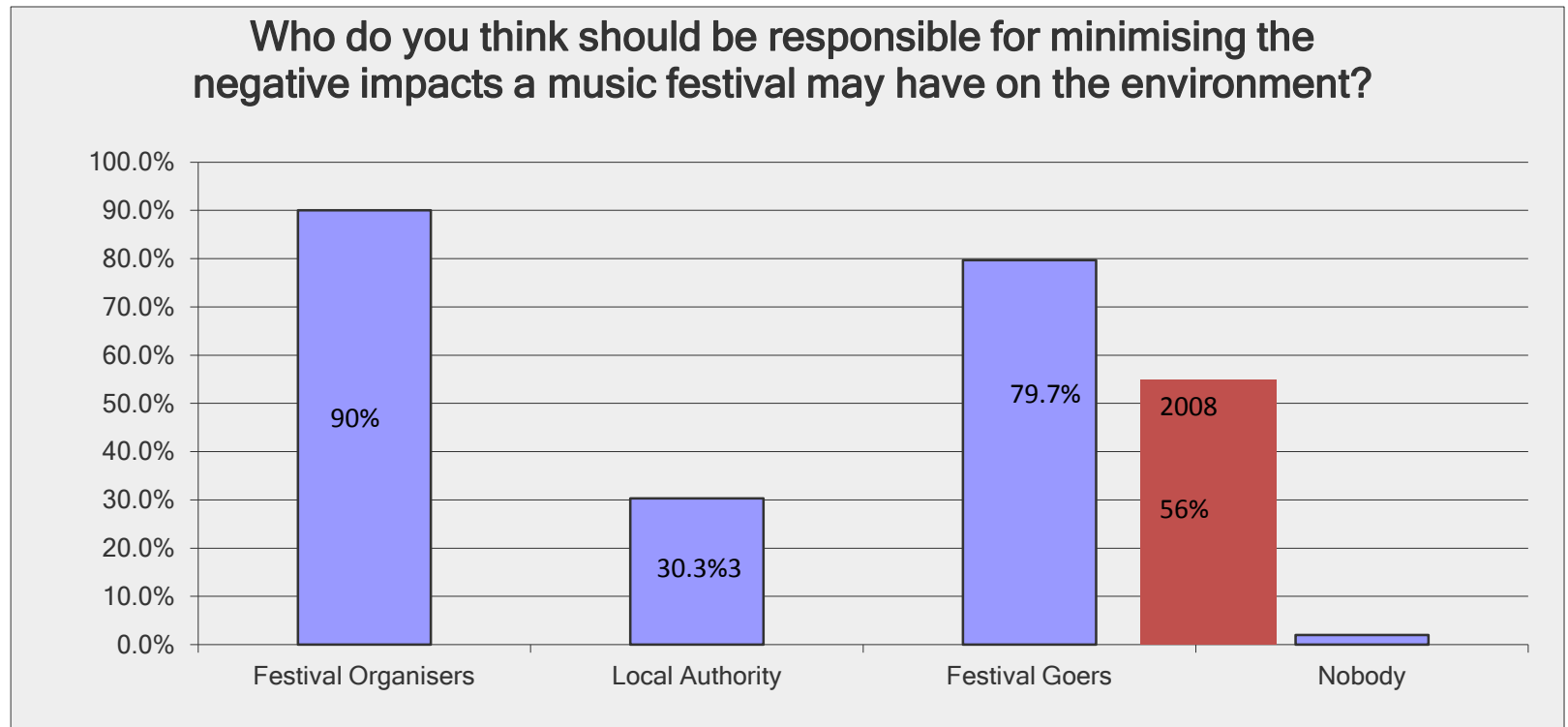
### Yes

- Not more than 15% of the ticket price
- £1 Enviro tax
- up to £5 - but would need clear evidence of improvements
- Not an insane amount, it doesn't cost much to raise awareness and let people know not to litter

### No

- No cost should not be passed solely to festival goer and should also be absorbed by organiser/festival traders profits
- Tickets are expensive enough for some of the larger festivals. Glastonbury & Bestival are the price of a last minute holiday abroad!

# Responsibility 2012/2008



# What they said

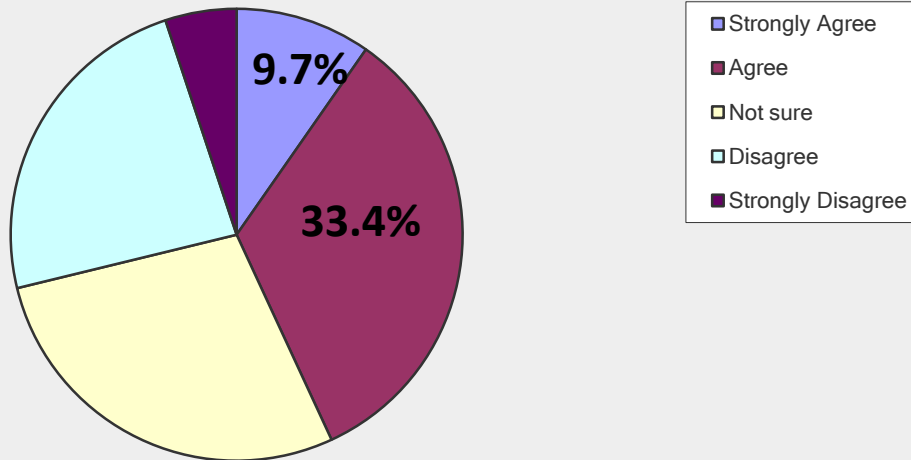
## On Whose responsibility

- The government through law-making
- Artists, all stakeholders
- CORPORATE SPONSORS
- also traders, particularly food outlets.
- NGO organisations, green organizations
  
- All need to play their part - goers should clear up and organisers/local authority should include it in their planning

# Findings 2012

## Do attitudes reflect behaviour?

"Have you ever changed your day to day behaviour as a result of environmental initiatives or ideas you have learned at a festival."



# About the 2012 Research

## TOP RESPONDING FESTIVALS

- Melt! Festival (Germany, capacity 20,000)
- Glastonbury Festival (UK, capacity 177,000)
- Pohoda Festival (Slovakia, capacity 30,000)
- The Cambridge Folk Festival (UK, capacity 20,000)
- OpenAir St Gallen ( Switzerland, capacity 30,000)

# Research Reference and Sources

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## Moore T (2013) Audience Attitudes to the Environmental Impact of Live Events: CM&SS

More details of the research can also be found on:

Bucks CM&SS website

[www.crowdsafetymangement.co.uk](http://www.crowdsafetymangement.co.uk)



A Greener Festival [www.agreener.com](http://www.agreener.com)



GO-Group Europe <http://go-group.org/>

