A GREENER FESTIVAL

Climate – What's going on?

- May 2013= 339th consecutive month global temperature above 20th Century average. (NOAA – National Oceanic & Atmospheric Administration)
  - 28 or younger?
  - March – May 0.97C higher than average 20th century temp
- World Meteorological Organisation said that carbon dioxide & methane levels reached record highs in 2011
  - Warmest decade since records began 160yrs ago.
- 2 degrees = death of coral, melting of ice caps, flooding, disrupted weather patterns
- Positive feedback
  - Methane release (20% stronger greenhouse than CO2), Albino effect, Ocean Acidification and stratification, Drying of forests, Expanding sea levels,
- Dec 2012 Kyoto Protocol extended – Promise for compensation from rich to poor countries impacted by climate change.
  - Now moving beyond prevention to adaptation and repair.

A GREENER FESTIVAL

"a not-for-profit company committed to helping music and arts events and festivals around the world adopt environmentally efficient practices."

1. Established in 2006
2. Greener Festival Award
   - UK, Europe, Australia, Canada, US, Brazil, SA.
   - Improvers / Commended / Highly Commended / Outstanding
3. Run by volunteers
4. Campaigns & Initiatives: Big Green Ideas, Love Your Tent, Festival Wood, Powerful Thinkers
5. Education and work experience
6. Green Events & Innovations Conference – London
7. Audience Research (Bucks Uni) / Festival analysis

Who's in the AGF team?

- 3 Co-founders / 5 directors
- Australian Awards coordinator
- US Awards coordinator
- Festival assessors
- 1 paid part-time member of staff
  - Administrator and European Awards coordinator.

All involved are from music industry or environmental science backgrounds.

AGF TEAM – UK Festival Awards 2012

www.agreenerfestival.com

Educate & Learn
Bring environmental issues of festivals to the forefront
Disseminate information as widely and freely as possible
A GREENER FESTIVAL
Aims
Encourage dialogue & make recommendations
Reward good practice and innovation

How is it funded?

- AGF receives no public or government funding
- Award application fees cover some expenses of volunteers and administration
  - GB£210, US$350, CA$375, AU$315, €320 or local equivalent.
- Remainder generated through some sponsorship: Robertson Taylor Insurance Broker
- We are all volunteers and also rely on goodwill from the music industry who support what we do:
  - free advertising, competition prizes etc

RobertsonTaylor
Las Vegas | London | Los Angeles | Manchester | New York

What do AGF do?

- The Greener Festival Awards
- Information resources for festivals
- Conferences & Training
  - Green Events & Innovations
  - Bucks New Uni & Association of Independent Festivals (AIF)
  - CCSkills & National Skills Academy
    - Lectures for Universities & colleges
    - Student placements with experienced assessors
- Green Insurance Scheme
  - Robertson Taylor
- Audience Research (Bucks Uni) / Festival analysis
- Festival Wood – Reforestation Project, Scotland

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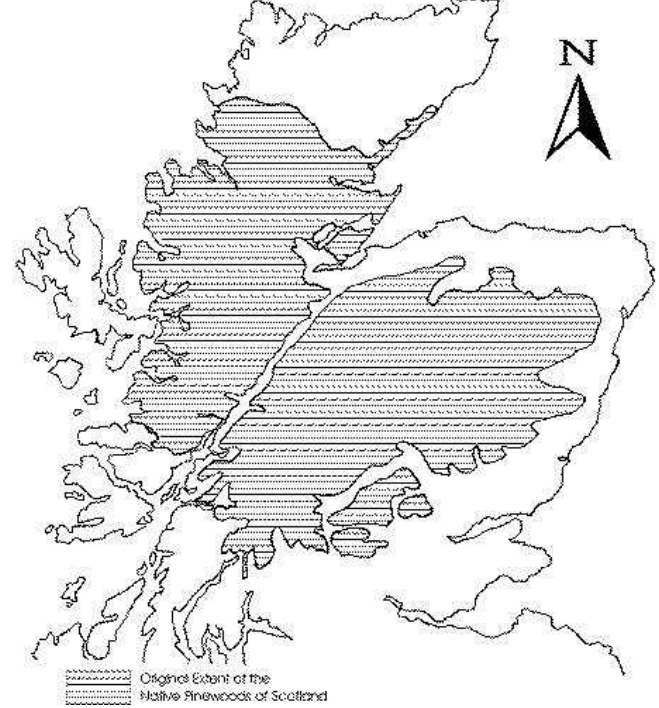
TREES FOR LIFE
Restoring the Caledonian Forest

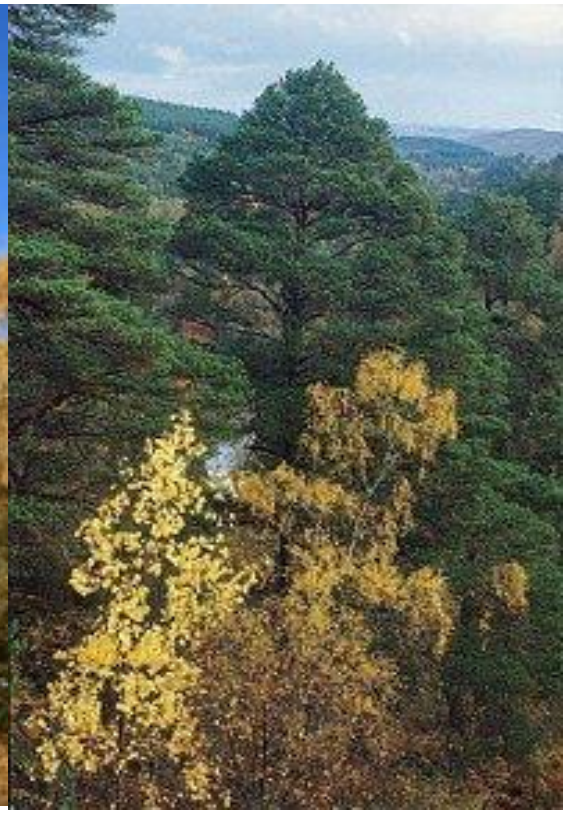
Reforestation project - Apr 2012
Dundreggan, Caldedonian Forest, Scottish Highlands

“Trees for Life's vision is to restore a wild forest, which is there for its own sake, as a home for wildlife and to fulfill the ecological functions necessary for the wellbeing of the land itself.”

The “Wet Desert”

- Prime candidate for ecological restoration work
- Caledonian Forest: Model with global relevance
- 10,000 acres near Lochness & Ben Nevis





- Native seeds Scots Pine, Aspen, Birch, Alder…
- Natural distribution patterns
- Maximum benefit for biodiversity
- Not an offset scheme – Chance for festival community to give back to the nature we love to enjoy.

The Greener Festival Award

- Event Management, Office & admin
- Travel & transport
- Energy use
- CO2e Emissions
- Waste management
- Water management
- Green initiatives
- The immediate environment & noise

Winners 2012:
8 outstanding, 14 Highly Commended, 13 Commended, 7 Improvers.

The Greener Festival Award - Process

- Festivals complete 45 point self-assessment
- Assessors assigned for onsite meeting with festival representative
- Post event supporting documents sent to assessor
- Assessor completes report and submits results to AGF
- Feedback given to festival
  - Option for more comprehensive report with recommendations for additional fee.
- AGF committee assigns awards
- Organisers notified. Press release circulated
- Awards ceremony (UK Festival Awards & GEI / SA)
- Festivals must re-apply each year

Awards Categories

Outstanding - for truly outstanding and inspirational events. These need to be exceptional events who have significantly reduced greenhouse gas emissions, have excellent travel, transport and waste management, protect the environment and minimise water use. Communicate this to the public and all stakeholders. Environmental sustainability is fundamental to these events.

Highly Commended - for well managed environmentally aware festivals which have taken significant steps to reduce waste, reduce their greenhouse gas emissions and engage with the audience and stakeholders. Environmental sustainability is fundamental to these events.

Commended - for well-managed, environmentally aware festivals with clear environmental policies and good evidence of implementation.

Improving - for festivals at the beginning of the green journey exhibiting at least a significant engagement with the process of reducing the events environmental impact. Clear goals have been set and steps are taken to achieve targets.

Green Inspiration Award

Congratulating those who have shown great examples of innovation, providing inspiration to the events industry and beyond with their actions and methods.

Open Air Festival - On-site bio-digesters (Czech Republic)

Boom Festival - STAR waste water recycling scheme (Portugal)

Shambala Festival - 'Surplus Supper Club' food recycling scheme (UK)

Sustain Food and farming alliance - 'Good Food For Festivals Guide' (UK)

Working within local & national Infrastructure

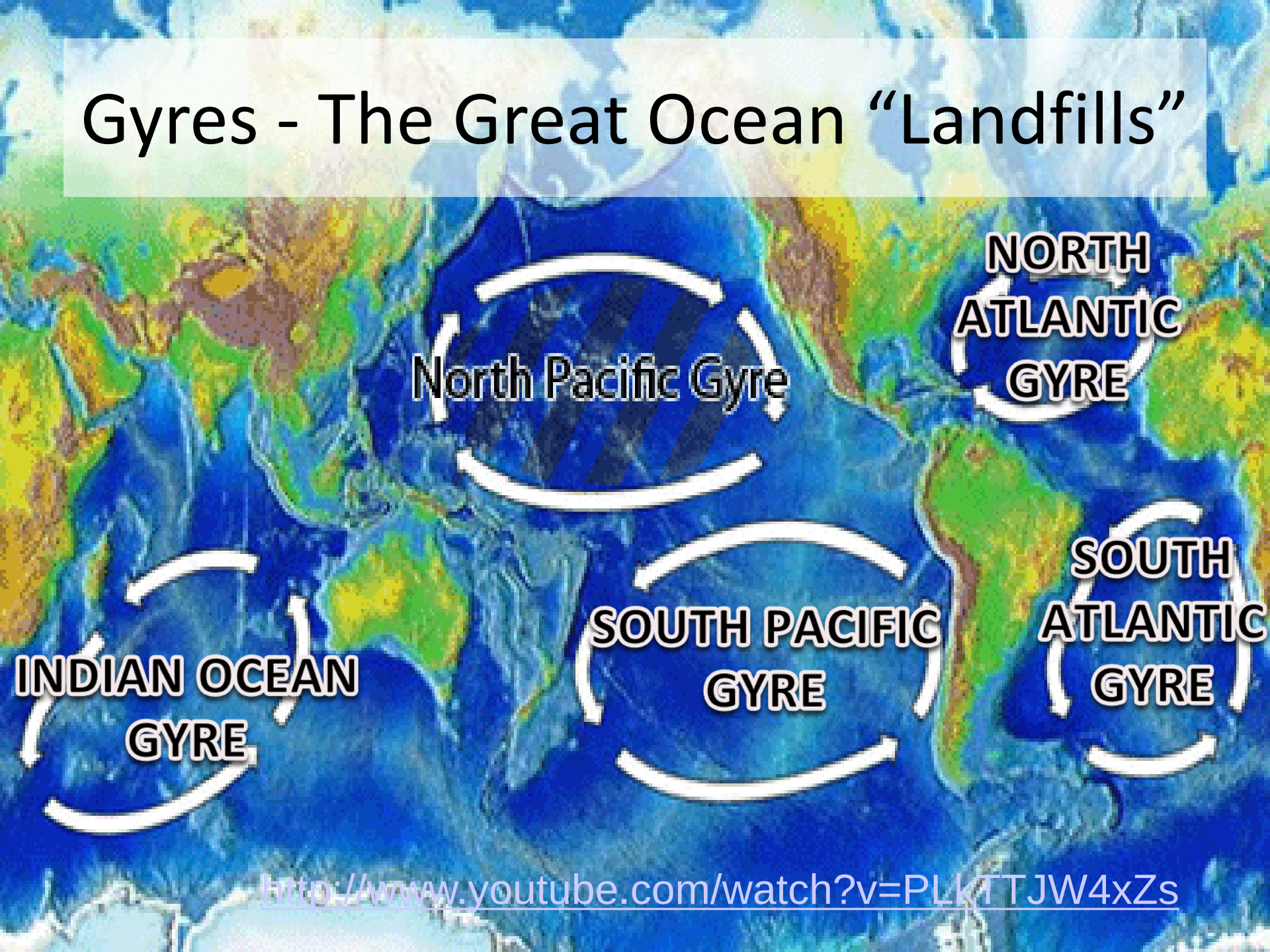
- Festival can be limited or enhanced by the waste, water or transport systems that surround them.
  - SOS4.8 Murcia – Local biodigester site for organic waste
  - Oya Festival, Oslo, Norway – City powered by Hydroelectricity.
- Significant investments in Serbia
  - **IPA** - €280.3m including environmental infrastructure improvements.
  - **MISP** – Pirot Landfill / Subotica waste water treatment etc
  - **MEGLIP** – Municipal Environmental Grant Loan Program (€50,7m)
  - **EUPROGRES** – €82,000 Recycling Centre Banjica Landfill
    - Nova Varos €250,000 extra for purchase and renovation of the facility.
    - Funds to raise awareness & educate… festivals have audience!
  - **GreenTech ltd** – SIEPA Agency investment, June 2013.
- Festivals can create their own infrastructure! (2.22)
  - Greater freedom to trial new tech & systems than permanent sites and cities.
  - Knowledge transfer between organisation and municipality.

WATER

- MINIMISE USE.
- Grassroots Eco Music Festival (Jersey Water & WaterAid)
- Push - stop taps
- Proved difficult to measure with fewest responses for quantity used in AGF and JB assessments
- Re-use of "grey water". Sunrise treat waste water (including from urinals) in local reed bed system
- Rain water harvesting

Picture: "udder" taps used at Hard Rock Calling 2011, Hyde Park, London

Gyres - The Great Ocean “Landfills”



http://www.youtube.com/watch?v=PLkTTJW4xZs

Refillable bottles for Water

- Shambala: trialing the "Bring a Bottle" campaign in 2013 for the first time selling no bottled water on site.

- Franks Water and Watermills: Refillable water bottles and filtered water. Proceeds to clean water projects.

Reduce, Re-use & Recycle

- Minimise waste first and foremost
- Don't allow wasteful handouts - especially check sponsors proposed giveaways
- Give away what isn't needed
- Re-use signage etc each year
- High visibility encourages separation of waste by audience
- Ban non-recyclable disposables at events.

- As organisers YOU control the supply chain.
- Innovative and informative ways of engaging the audience.
  E.g. The Canaconda

Reduce, Re-use & Recycle

- Cup Deposit schemes are now common place at festivals.
- Considerably more acceptance of the system according to AGF / BNU research. Up from 52% agree, 30% disagree in 2008.

65.5% said they would be happy to pay a refundable deposits on cups. 17.7% disagreed.

- Refillable bottles and filling station are the new trend starting to take root. E.g. Shambala Festival 2013
- Hadra are now seeking alternatives to re-usable plastic.

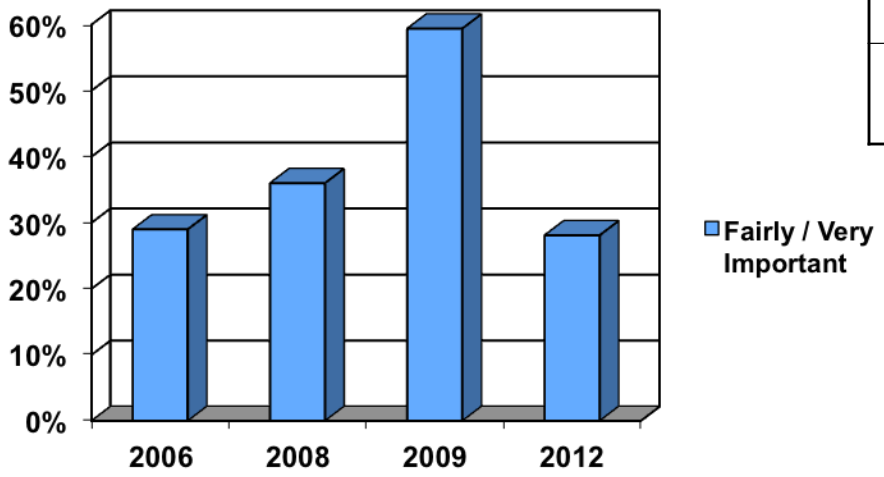
Tent Recovery - The Aftermath

- Cheap tents and camping equipment from supermarkets/chains encourages throw away attitude.

AIF'12 found that 25% audience have left their tent at a festival

Do the Audience Care?

"How important are environmental initiatives when choosing which festival to attend?"



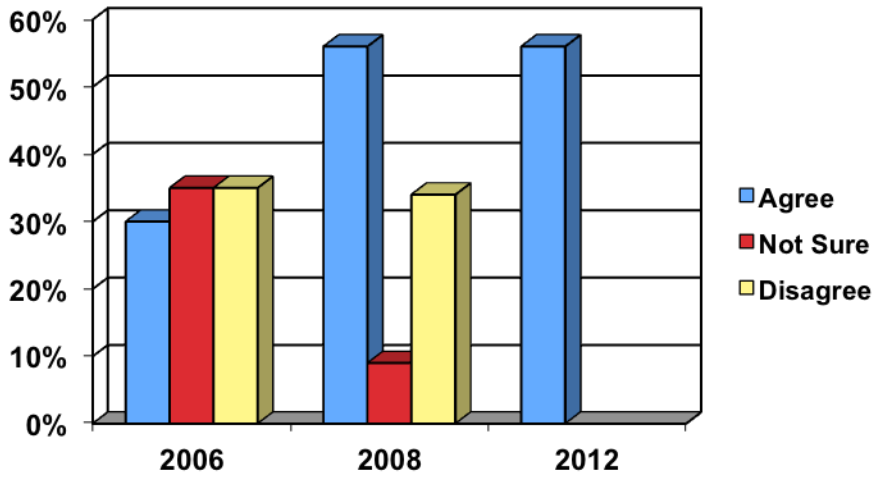
2006	2008	2009	2012
29%	36%	59.4%	28.1%

SOURCE:

- A Greener Fesival / Buckinghamshire New University 2006 / 2008 / 2012
- Virtual Festivals 2009

Do the Audience Care?

"Do you think that CO2 emissions are a negative environmental impact of festivals?"



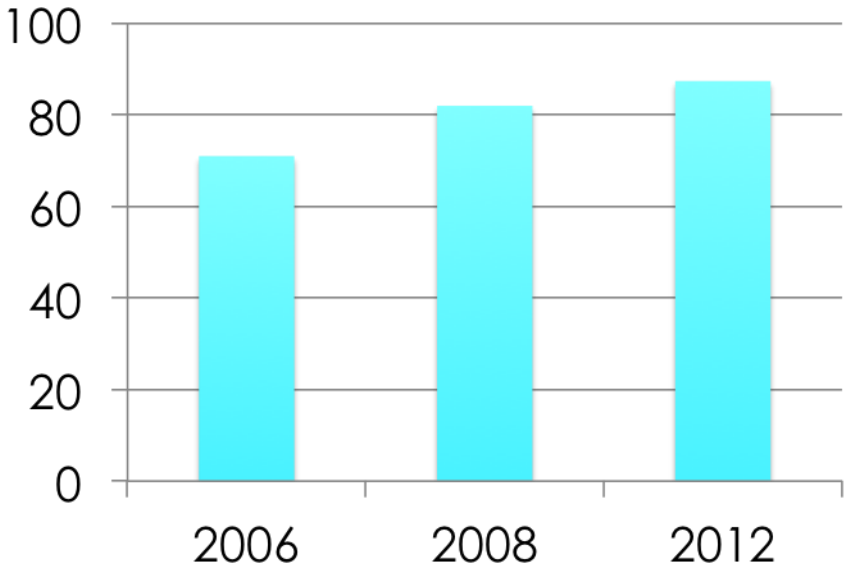
	2006	2008	2012
Agree	30%	56%	56%
Not sure	35%	9%	--
Disagree	36%	42%	--

SOURCE:

- A Greener Festival / Buckinghamshire New University 2006 / 2008

Do the Audience Care?

"Do you think that waste is a negative environmental impact of festivals?"



	2006	2008	2012
Agree	71%	82%	87.4%

SOURCE:

- A Greener Festival / Buckinghamshire New University 2006 / 2008 / 2012

Communicate to Audience

- Facilitate the best practice for the audience
- Inform the audience of your efforts & intentions
- Announce measurement results
- Engage the audience in improving the festivals performance

- Be aware of who your audience are. Different demographics / attitudes will dramatically impact the way to communicate with your audience effectively

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PICK UP YOUR SHIT!

BIG BOYS

CAMP IN GREEN

PLEASE DON'T LEAVE YOUR WASTE IN THE FIELDS. IT IS DANGEROUS FOR WILDLIFE WHO MAY BECOME TRAPPED!

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Role of music & performing arts

- Unique connection with public!
- 2012 research - 43.1% of fans said that they had changed their behaviour as a result of green initiatives or ideas they had discovered at festivals.

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Transport

Julies Bicycle 2008 study 63% of emissions was found to come from audience travel. 68 % by car (45% 2 or less in car). (Jam Packed, 2009)

Association of Independent Festivals (AIF) research in 2012 showed 25% audience travel with 2 or less in a car. 41% travel with 3 or more. 28% train or coach / bus.

- Liftshare / Go Carshare
- Subsidised coach travel
- Car park charges
- Shuttle buses from local train station
- Organisers can facilitate but audience must take responsibility too

Transport

- Incentivise
  - Priority entry for green travelers (fast track queuing)
  - VIP ticket incentives
  - Glastonbury priority camping

- "Green Traveler Card" discounts on food / merchandise
- Shambala / Sustrans
- Liftshare for Crew & Audience
- Locate near public transport links.

SWIM 2 BESTIVAL

3 sponsored arrivals (bike, swim, walk) /
2.2km / £10k for charity