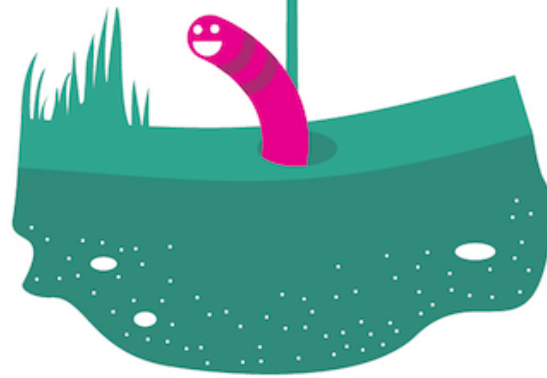


GLASTONBURY

LOVE THE FARM, LEAVE NO TRACE

LOVE
THE FARM.
LEAVE
NO
TRACE.



Glastonbury Festival



- 177,500 people
- 2013 Sold out in two hours
- All camping, greenfield site
- Wednesday – Sunday
- Headliners in 2013 are The Arctic Monkeys, Primal Scream, Portishead, Mumford & Sons, Public Enemy and The Rolling Stones.

GLASTONBURY

- Onsite composting
- On-site Recycling
- Pollution aware
- On-site water reservoirs
- Nearby sewage treatment
- Promoting public transport,
- Bio-tractors running on bio-diesel from recycled vegetable oil
- Solar array
- *Love the Farm – leave No Trace*
- Greener Festival Award 2011 – *Highly Commended* and holds the ‘Industry Green’ Award.



Glastonbury tries hard



- ‘Green initiatives’ and ‘sustainability’ are embedded in the culture and history of Glastonbury Festival. This extends from the festival management to participants and audience.
- “The enormous size and complexity of the event and its duration means the Festival relies on local area management of sustainability initiatives to support the overall ethos. The systems work because of the support of participants. The festival is fortunate to have a dedicated green initiatives co-ordinator who has a clear vision and works very hard to make a difference.” [AGF 2011]

Issues



- Very large site
- 8K mile perimeter fence
- Temporary tented population the size of a large city (Sunderland)
- Remote from infrastructure – water, sewage.
- Remote from public transport especially bus and rail
- Working organic dairy farm

2011

- 2011 was a challenging year weather-wise, with heavy rain at the start. This turned parts of the site into very muddy areas which were harder to manage. Nonetheless, plenty of initiatives were successfully carried out. 2013 – rain then lots of sun!
- One focus was sustainable transport for the audience. Alternative travel to cars was encouraged, such as coach, train and bicycle. The ‘green traveller’ was offered incentives, such as a special campsite with its own facilities and discounts from traders.

WHAT THE AUDIENCE THINKS

- Where do you think festivals have a negative environmental impact?
- Noise 76.5%
- Waste 87.4%
- CO2 56.1%
- Water Waste 55.3%
- Traffic 81.4%
- Land damage 65.5%



WHAT THE AUDIENCE THINKS

- “I would travel by public transport if it was provided as part of the ticket price”
- Strongly agree 44.1%
- Agree 25.4%
- Not sure 17.5%
- Disagree 9.5%
- Strongly disagree 3.5%



WHAT THE AUDIENCE THINKS



- When it came to paying for green events, 49.8% of festival goers would pay an increased ticket price to reduce the festival's environmental impact (up from 41.5% in 2008) but 18.8% would not accept any rise.

WHAT THE AUDIENCE THINKS



- “I separate my rubbish at festivals where separate recycling bins are provided”
- Strongly agree 50.8%
- Agree 35.8%
- Not sure 7.2%
- Disagree 4.9%
- Strongly disagree 1.3%

WHAT THE AUDIENCE THINKS

- 43.1% of fans said that they had changed their behaviour as a result of green initiatives or ideas they had discovered at festivals
- Taken from the 2012 survey of 2,281 music fans by Bucks New University and A Greener Festival. Moore, T (2013) *Audience attitudes on the environmental Impact of Events* CM&SS/AGF



ENERGY USE AT GLASTONBURY



- The Festival uses green tractors running on 100% biodiesel
- in 2011 moved away from 4x4 vehicles towards electric golf buggies that will be recharged using the solar panels. The golf buggies will be used to drive around the site, for example to pick up all stallholder batteries for recharging.
- Working with Julies Bicycle to reduce greenhouse gas emissions

Specific power solutions

- The Theatre and Circus Fields and Shangri-la used a combination of cutting edge 'Orion' solar generators and modern PA and LED technology which requires substantially less energy to run
- The Orion Solar Generator is a purpose built box trailer containing batteries, solar panels, solar charge controller and power inverter, everything needed to take power from the sun to the stage.



Power initiatives



- A focus on reducing energy consumption, with attention to minimising power use such as on the site lighting
- Stallholders who buy their own portable solar panel batteries for their stalls can recharge them using the solar panels at the farm and receive a reduced pitch fee for their stall at next year's event.
- In 2011 new ecolights used a quarter fuel of normal towerlights (normal = 14,000litres diesel, these = 3,000 diesel)

SOLAR ARRAY

- The largest private solar electricity-generating system in the UK.
- Generates enough electricity to meet the annual demand of 40 average homes.
- Helps combat climate change by saving about 100 tonnes of carbon dioxide emissions each year.
- The system, installed on the roof of Worthy Farm's cow shed, contains more than 1,100 solar photovoltaic (PV) modules.
- The PV modules generate direct current electricity which is converted into alternating current by two large inverters.
- The power can then either be used in Worthy Farm's buildings, or, when there is more supply than demand, exported to the grid.



SOLAR ARRAY



- With the benefit of the UK government's new feed-in tariff for renewable energy, the payback time for the system is expected to be about 9 years.
- The system is designed to keep operating for at least 20 years.

SOLAR ARRAY

- Power output: 200.88 kilowatts peak (kWp)
- Modules: 1,116 Romag modules
Inverters: Sputnik SolarMax
- Inclination and orientation:
Inclination 5°, faces south
- Expected annual yield: 160,700 kilowatt hours (kWh)
- Lifetime carbon dioxide saving:
More than 2,000 tonnes
- Area of solar PV array: 1,500 square metres



Reducing power use in 2013



- Intelligently communicating with its power providers, infrastructure and area organisers (8% reduction);
- promoting power sharing, reducing the bunker bin orders and analysing festival infrastructure (1% reduction);
- increasing the number of renewables on site (2% reduction).
- implement a “Switch off” campaign

CARS, PLANES, BIKES AND COACHES

- Limited access to public transport
- Cannot get any more customers on site using existing rail network
- Coach travel prioritised and a dedicated allocation of tickets for coach travel
- In 2011 encourage festival-goers travelling by car to check that their tyres are inflated to the right pressure to allow the car to run efficiently and burn less fuel.
- 2011 was the first time car numbers dropped



GREEN TRAVELLER SCHEME

- Gives incentives for people to travel by public transport
- Over 50% of the Festival's CO2 emissions are from audience transport
- competition prizes eg chance to watch a band on the Pyramid Stage, free coach travel for a year - for coach rail and bike travellers to the site



Go by bike!



- Ticket holders who arrive at the Festival by public transport or bicycle will be given a Green Traveller lanyard, offering vouchers for discounts on meals, solar showers, solely provided for Green Travellers, access to beautiful clean compost toilets and a generous discount on a Festival T-shirt.

Car pooling is encouraged



- 47,500 come by public transport:
16,000 train, 7500 National Express coach, 25,000 other coach companies.
- 500 cycle
http://www.youtube.com/watch?feature=player_embedded&v=pUNvXeXYWPU
- The rest come by motorbike, car, van or motorhome - so it is vital to promote **car pooling** and shared cars

Coach and train travel



- *"We understand that public transport can be expensive and we are working on trying to keep the prices fair. And yes, we know that getting on a train or bus isn't necessarily as easy as jumping in a car parked outside your house. But once you have decided to head for your bike, the bus stop or the train station, we'll do our best to make Festival life a little bit easier for you - from the moment you're dropped right by the gate!"*

Rail

- Networked services are at capacity for Festival
- In 2011 special trains were arranged with a new train company (but maybe ticket prices too high to be an incentive).
- A local station was opened for train travellers and free shuttle buses provided from the stations.



Reduce



- During the 2010 event the management team also put pressure on Eve Trackway to store the perimeter ‘super’ fence within 3 miles of the site, at a suitable alternative site they located, when it had previously been stored at Maidenhead, a return trip of 373.4 miles!
- And its a big fence!

Green Police



Green Police



- Help Glastonbury Festival create a green and clean festival. A funky alternative walkabout in the heart of the festival. Fun, creative and carry a very important message. Personal!
- Stop people polluting the water and hedgerows with urine. Urine is a major problem when it enters the water table and local waterways .
- Make sure people dispose of their cigarette butts correctly.
- Encourage litter picking, recycling and better waste management.

There are limits



Green Traders

- Successful Award scheme
- Includes promoting fair trade, organic, free range.
- Lots of interest from traders to enter and award is “keenly sought after”
- Gold and Silver Award winners well publicised
- Gold winners for both the food and non-food category are given a free stall for the following year.



The Green Trader Awards



- 850 traders on-site
- Gold and Silver awards for both food and non-food
- NCASS Award for energy efficiency
- Ethical Trade Award
- Sustainable food Award
- Greenpeace Award
- People's Choice Award

Advice to traders

- Minimise packaging
- Use biodegradable cups, plates and cutlery
- Use LED Lighting
- Use solar panels
- Know where your stock comes from – use local, low impact, ethical and fair trade
- Get creative and recycle with designs!



Greencrafts Village

- Over 120 workshops
- Clay workshops include pottery and sculpting
- Survival skills advice
- Wood workshops include yurt making and furniture making
- Also have willow, metal, jewellery, textile, musical instrument, stone and glass workshops



WASTE AND RECYCLING



RE-USE!



- Please don't bring
- Tents to leave behind
- Other camping gear
- Excess food
- Chinese lanterns
- Not everyone listens
- Glastonbury tries to re-use and recycle whatever it can.

Recycling



- All cutlery used is compostable or reusable, from FSC-certified wood or cardboard.
- All wooden structures are made using local recycled wood that is FSC-certified, which is dismantled and chipped following the event to be re-used around the farm.
- Waste generation is tackled by initiatives such as the “**Please take it home again**” campaign; it encourages festival-goers to pack up all their belongings and take them with them when they leave the festival. Festival-goers are also encouraged to bring in their own reusable water bottles to fill up at taps instead of buying bottled water.

RECYCLING statistics 2008



- Recycled 193.98 tonnes of composted organic waste,
- 400 tonnes of chipped wood,
- 9.12 tonnes of glass,
- 54 tonnes of cans and plastic bottles,
- 41 tonnes of cardboard,
- 66 tonnes of scrap metal,
- 11.2 tonnes of clothing, tents, sleeping bags,
- 0.264 tonnes of batteries,
- 10 tonnes of dense plastic.
- 0.25 tonnes plastic sheets.
- **863.32 tonnes of waste was recycled.**
- 2011 55% + waste recycled

Sorting waste in 2011



Ands there is a lot to sort



COMPOSTING!



- All food waste produced by traders on site is composted.
- All coffee, tea, sugar and chocolate on site is Fairtrade.
- All cutlery reusable or is compostable

SEWAGE

- The festival uses solar showers and composting toilets.
- It has invested money in local sewage plants to reduce the distance sewage waste from the festival has to travel to be treated.



Don't pee!

- The festival was fined £10,000 in 2003 after sewage leaked into the local River Whitelake
- Male customers also cause a problem – high levels of ammonia downstream in rivers in 2000!
- “Use the Loos” - please don't pee in the ditches, streams and hedges
- In 2011 soil and river tested by Nottingham University



2012: Waste



- Compost toilets remain a popular facility!
- There are now 40,000 very well signposted and beautifully painted bins (colour-coded for recycled and other rubbish)
- As you enter the site stewards will hand you a black bag and a green bag – “please fill these up as you go”!
- **'BUTT BINS'** - big white cigarette bins around the site.

Chinese lanterns



- Real fire risk (there has just been a major UK fire)
- Once launched, there is no control
- Wire and bamboo frames can end up in grazing land and in straw or silage – lethal to animals (two cows have died at Worthy Farm)
- BANNED at Glastonbury

2012: Water water water

- The Bucks/AGF survey showed that water management is of growing importance at greenfield sites, with 75% of events saying they promoted water efficiency to audiences and staff.
- 68% of festivals encouraged their audience to bring their own bottle for water or provide refillable bottles that can be refilled onsite.
- Only 41% now promoted ethically sourced bottled water, with most preferring to avoid bottled water.



Water

- Glastonbury has invested in a mains pipe and two water reservoirs to reduce the haulage miles for water;
- Now all of the water comes from the mains so there is no longer a need to truck water in from 10 miles, reducing a large number of truck journeys.



Reducing water use



- The volume of water being consumed will also be reduced by:
- decreasing the number of showers and bunker bins with showers on site (8% reduction);
- decreasing water pressure onsite (20% reduction);
- increasing the number of compost toilets (8% reduction).

CAMPAIGNS



- Festival has long had a green ethos. From Day 1.
- The Glastonbury Greenfields are 60 acres (24 hectares) of small fields where you can discover “a vision of possibilities for the future”.
- Powered by the sun, wind and “pure imagination” !
- Low impact living, permaculture, traditional crafts all feature

CAMPAIGNS

- The world's biggest single regular donor to Greenpeace. Also supports Oxfam and Water Aid. This year Greenpeace focussed on climate change and the Arctic
- Glastonbury works hard to protect the local habitats and plants a large number of trees on a regular basis. The bio diversity surveys shows that there is plentiful wildlife, including deer, which is a good sign!
- It is an organic working farm – and is cleaned by hand. Tent pegs remain a problem – corn starch pegs were tried in 2010
- Glastonbury's own campaigns - “Love the Farm Leave No Trace”, “Green Traveller”, “Please take it home again” and “Use the Loos” - please don't pee in the streams and hedges

CAMPAIGNS - OXFAM



GREENPEACE

GREENPEACE UK



Greenpeace – Arctic 2013



WATERAID



Take it Home



- Left behind tents (and tent pegs) remain major issues
- Supports LOVE YOUR TENT
- We have our own '*Take It Home*' campaign
- In 2008 invited BBC TV to film post-event to show waste left behind
- 'Aftermath' is shocking – this picture is from 2013

Please



Thank you



- Ben Challis is co-founder of A Greener Festival and a founding director of Julies Bicycle
- He is the General Counsel for The Glastonbury Festival and Executive Producer for TV
- The credit for all of these initiatives does NOT belong to him!

LOVE THE FARM – LEAVE NO TRACE

<http://www.glastonburyfestivals.co.uk/information/green-glastonbury>

