



A GREENER FESTIVAL

FESTIVAL SUSTAINABILITY – BEST PRACTICE

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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 Thinking
5. Green Events & Innovations Conference – 7th March 2013
6. Audience Research – Bucks Uni

Transport

Oxford University / JB 2008 study: 63% emissions from audience travel. (Jam Packed, 2009)

Association of Independent Festivals (AIF) 2012: 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
- ⊙ Choose urban site
- ⊙ Organisers can facilitate but audience must take responsibility too

Audience Transport

- Priority entry for green travellers (fast track queuing)
 - Coach drop off & cycle lock ups closer to gates
 - Glastonbury priority camping. Solar Showers / Compost Toilets
 - “Green Traveler Card” discounts on food / merchandise etc
- Dedicated allocation of tickets for coach travel
- Green Traveller team give out prizes to people wearing Green Traveller lanyard:
 - Chance to watch a set from the side of Pyramid Stage
 - Year's supply of Ecover cleaning products
 - Chocolate hamper from Seed and Bean

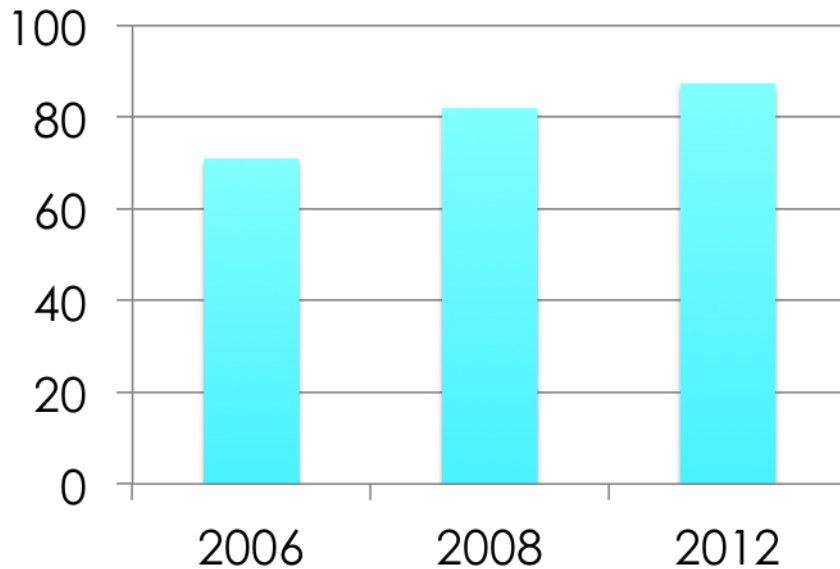




3 sponsored arrivals (bike, swim, walk) / 2.2km / £10k for charity

The Audience Thoughts: Waste

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



	2006	2008	2012
Agree	71%	82%	87.4%

SOURCE:

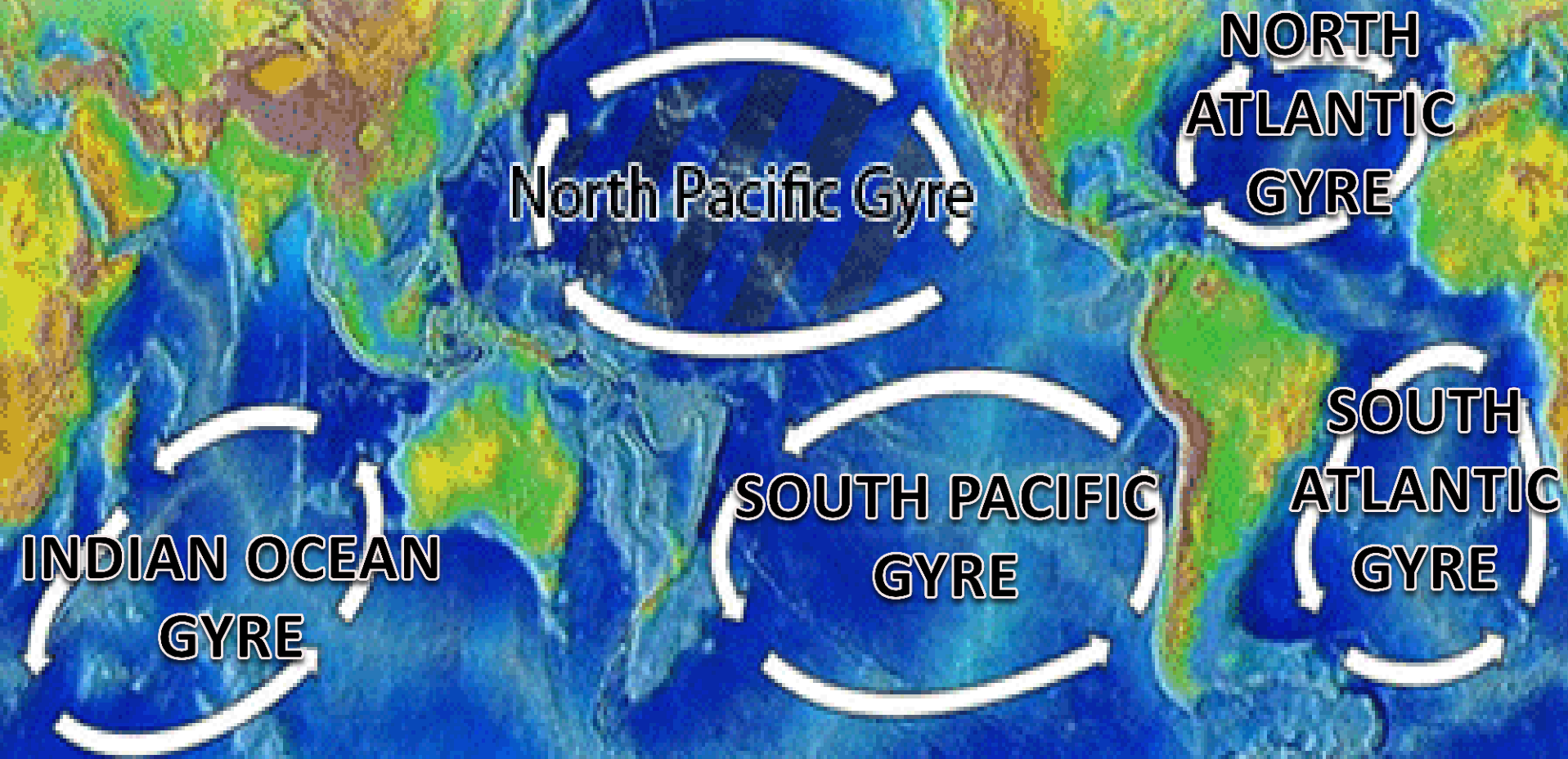
- A Greener Festival / Buckinghamshire New University 2006 / 2008 / 2012

Perversely, 1 in 5 said they have left their tent at a festival (AIF, 2012)

Waste Management

1. Concentrate on inputs to the waste system and tailor waste infrastructure to match those inputs
 - Central source of biodegradables?
 - Reusable cups on deposit scheme? What are they made of?
 - Sponsor giveaways?
2. Source separation through provision of appropriate infrastructure, and during collections
3. Education of waste producers & collectors
4. Different audiences require different approaches
5. Recycling initiatives
 - Canaconda, Rainbow Serpent, Victoria, Australia
 - Pint of cigarette butts / 10 x bottles, Sonica, Italy

Gyres - The Great Ocean “Landfills”



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

Recyclable – Biodegradable - Re-usable???

- 240,000 tonnes of plastic bottles sent to landfill in UK = £91million potential revenues in the bin.
- 1 PET bottle = 1ltr water and ½ ltr oil?
 - Approx 4.5bn ltrs of oil and 9bn ltrs water landfill
 - As much water as 1.7m people use per year in the UK
- Embodied carbon in extraction.
- Difficulties in varied waste streams.

Refillable bottles for Water



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

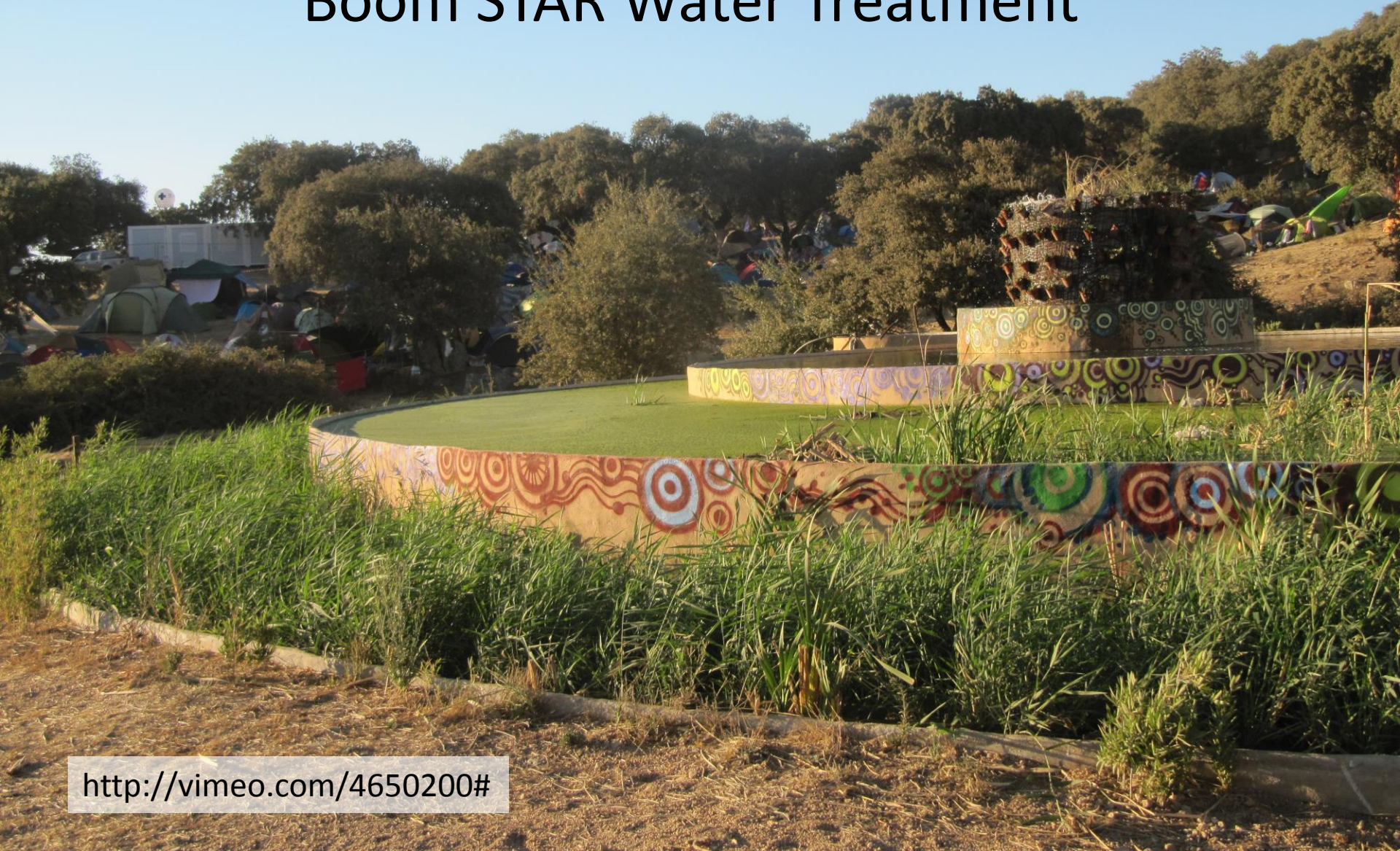
- ◉ Frank Water and Watermills

Refillable water bottles and filtered water.

Proceeds to clean water projects.



Boom STAR Water Treatment



<http://vimeo.com/4650200#>

FareShare: Food

FareShare is a national UK charity supporting communities to relieve food poverty. FareShare is at the centre of two of the most urgent issues that face the UK: food poverty and food waste.

- 1/3 UK's greenhouse gas emissions from food.
- 50% of food thrown away = 2bn tonnes food per year (Institute of Mechanical Engineers)
- 7bn people, 1bn going hungry.
- In UK 4million people can't afford to feed themselves.
 - 450,000t usable "in date" food thrown away.
- In 2012 FareShare gave out 7m meals (300tonnes) less than 1% of food waste.
- Setting up networks with festivals to divert edible food from entering the waste stream.
 - Super Club (Shambala & Brisfest)

Onsite Power Provisions

- Festivals running on near 100% renewable energy:
 - Croissant Neuf Summer Party, Sunrise Celebration, Shambala Festival
- Combined methods most effective
- Research from the Powerful Thinkers:
 - Every system had periods below 25% and some entirely below
 - One stage generator 7 x peak load
- Fuel that is not used is burned away to emissions.
- Shambala festival saved 20% in fuel by adopting these practices. (£4k)

Solutions

- ✓ Reduce power demand
- ✓ Accurately assess demand
- ✓ Combine loads on generators
- ✓ Know Your Power

Problems

- ✗ Uncertain requirements
- ✗ Low Priority
- ✗ Lack of understanding / energy awareness

Bonnaroo: Permanent Solar Array

- 50kW Solar Array providing 61,000kWh / year
- Permanent and generating energy year round.
- Providing 20% festivals energy
 - 700 acre farm, Tennessee
 - 80,000 tickets sold out
- Sell energy back to local distribution network



Funding the Project

- Funded entirely by attendees via optional fee presented during the ticket purchasing process.
- The fee, in place for the past 3 years has previously funded the "mobile tower of power," the compost pad, and the festival's garden.
- 2012, Bonnaroo added a \$1, non-optional fee to all ticket sales, the proceeds from which are also set aside to fund additional green projects.

49.8% audience
would accept
increased ticket price
for environmental
improvements.
(AGF/BNU 2012)

Hybrid Generator

Power consumption:



Power sources:





Firefly Solar release:

- 8 KVA / 16 KVA / 24KVA
Solar generators on to the market
- Currently 75KvA Capacity.

Pictor – Campsite application

- Light tower connected
- Silent
- 1.4KVA
- Twilight sensor turns lights on/off
- Can be used in or outdoors
- Reduced man hours



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TREES FOR LIFE
Restoring the Caledonian Forest

Reforestation project - Apr
2012
Dundreggan, Caledonian 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.”



- 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.



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