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# Climate Action Training 2024

## Developing Action Plans: Festivals & Production Companies

1 October 2024



native  
events

Julie's Bicycle

CREATIVE • CLIMATE • ACTION



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the arts  
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# Welcome



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# Housekeeping

- Auto-captioning
- Chat and Q&A functions
- Webinar feedback questions at the end
- Recording and slides available post webinar on Arts Council climate action webpage

<https://www.artscouncil.ie/Arts-in-Ireland/Climate-action/Arts-Council-resources-and-supports/>





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# Our team today

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**Megan Best**



native  
events

**Catriona Fallon**



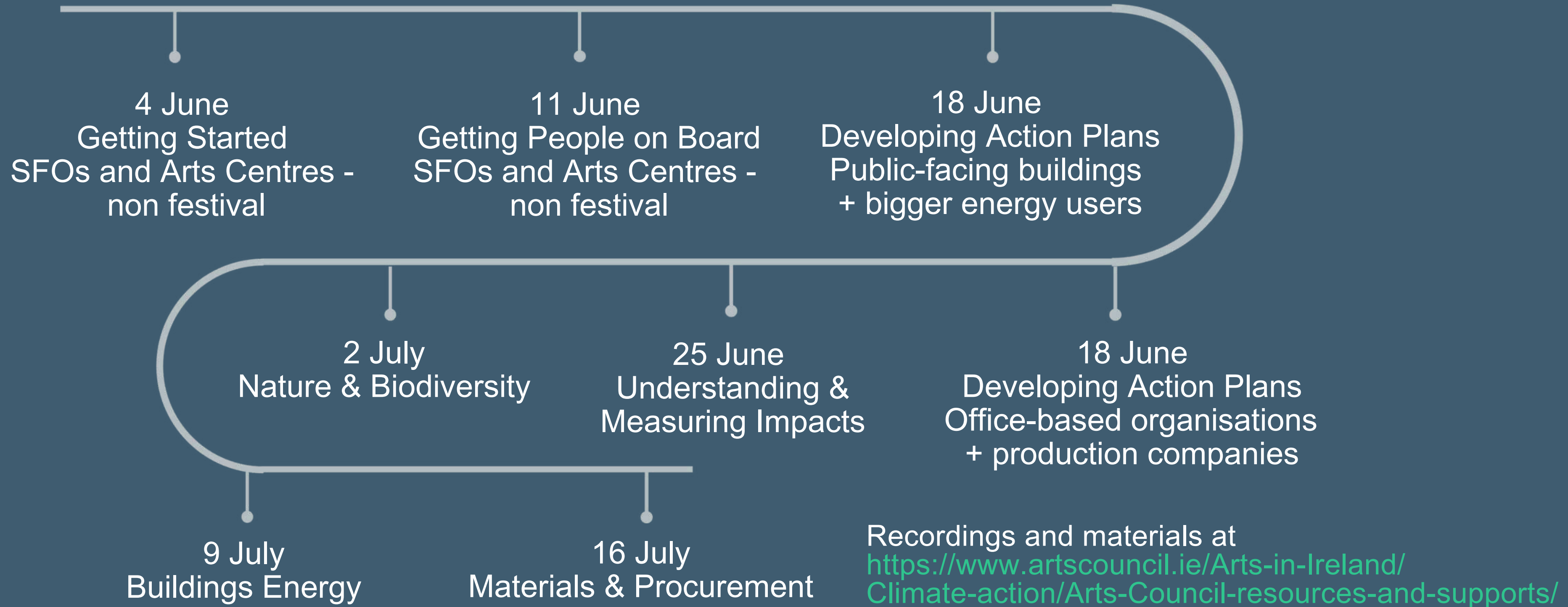
**Brecken Byron**



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events

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# Summer series training webinars:





# Autumn series training webinars:

17 Sept 10-11am  
Getting Started:  
Festivals & Production  
Companies

24 Sept 10-11am  
Getting People on Board:  
Festivals & Production  
Companies

**1 Oct 10-11am  
Developing Action Plans:  
Festivals & Production  
Companies**

22 Oct 10-11am  
Travel and transport

15 Oct 10-11am  
Audience travel

8 Oct 10-11am  
Materials and procurement  
Festivals & Production  
Companies

29 Oct 10-11am  
Content, programming and  
communications

5 Nov 10-11am  
Energy for festivals

12 Nov 10-11am  
Climate adaptation



**What are the aims of this session?**

**WE MUST  
CULTIVATE  
OUR GARDEN**



# If you joined the first two sessions you should feel you have an understanding of...

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- What an environmental **policy** should cover and how to go about developing it
- How to **identify and map your impacts** and where you have most control and influence
- Why it's important to **get people on board** in developing your approach
- How to go about identifying **who you need to engage** with and different ways of doing this



# What will we cover?

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- Quick **recap** of sessions I and II
- What should a climate and environmental action plan cover for **Festivals & Production Companies**
- How to go about developing your **action plan**
- **Examples** for different types of festivals & production companies
- Do's and Don'ts
- Q&A



*Life Festival Art Installation 2018*



# What should an action plan include?

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- Agreed **objectives**
- A breakdown of the **actions** which will allow your organisation to reach those objectives
- **WHO** is responsible for each action
- A **deadline** or timescale for completion of each action
- What you need to complete the action (e.g budget)
- An indicator or **metric of success**





# Recap on the Arts Council's ask to SFOs and Arts Centres

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A Climate and Environmental Policy and Action Plan provides a **consistency of approach** across your organization

A Climate and Environmental Policy and Action Plan provides the **guidance** and the **momentum** needed to achieve aims, objectives and targets

An Action Plan can be updated regularly- it is a **live document**

An Action Plan includes **tasks assigned** to team members

An Action Plan provides the template to ensure all your team knows their **involvement and responsibilities**



# Recap: Policy vs. Plan

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## POLICY

**Statement of topline** environmental ambition, commitment, goals, values, principles which is:

- Specific to **size, scale and nature of activity**
- Makes clear who is **accountable** and who is **responsible** overall  
Provides a **framework** for environmental **action and reporting**

## PLAN

**Plan of action** of how you will achieve what you have set out in your policy e.g.:

- Action to **reduce impacts** and green place, practice and/or production
- Action to **inform, inspire** or **support change** e.g. programming, sector support
- Environmental **comms and engagement**



# Which of the following statements best describes where you are on your action plan?

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- Just starting to think about it
- Working on it
- We have a list of actions
- We have a plan but it's not great
- We have the beginnings of a good plan
- We don't have an action plan but we have done a lot
- Other, please share in the chat



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# Developing your action plan

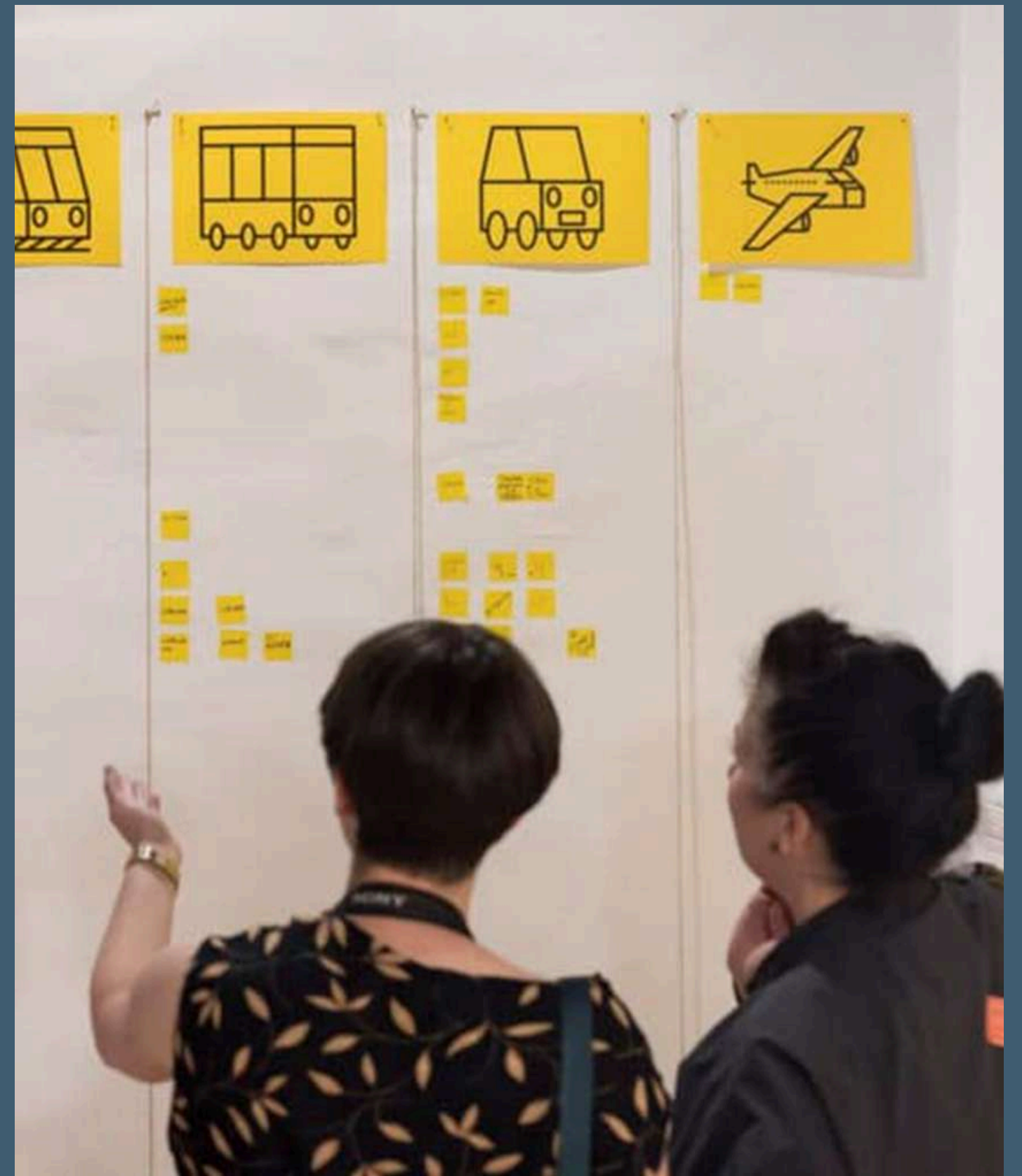


Image: Super Vernaculars – Exhibition View  
BIO27, 2022



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# Webinar 1



**Itemise  
your  
activities**

**Identify  
your  
impacts**



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# OR... Begin by collaborating with partners



**Webinar 1**

**Webinar 2**

**Webinar 3**

**Itemise  
your  
activities**

**Identify  
your  
impacts**

**Map &  
Collaborate  
with  
partners**

**Decide  
on  
priorities**

**Set goals  
& agree  
actions**



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# Avoid beginning at the end!!

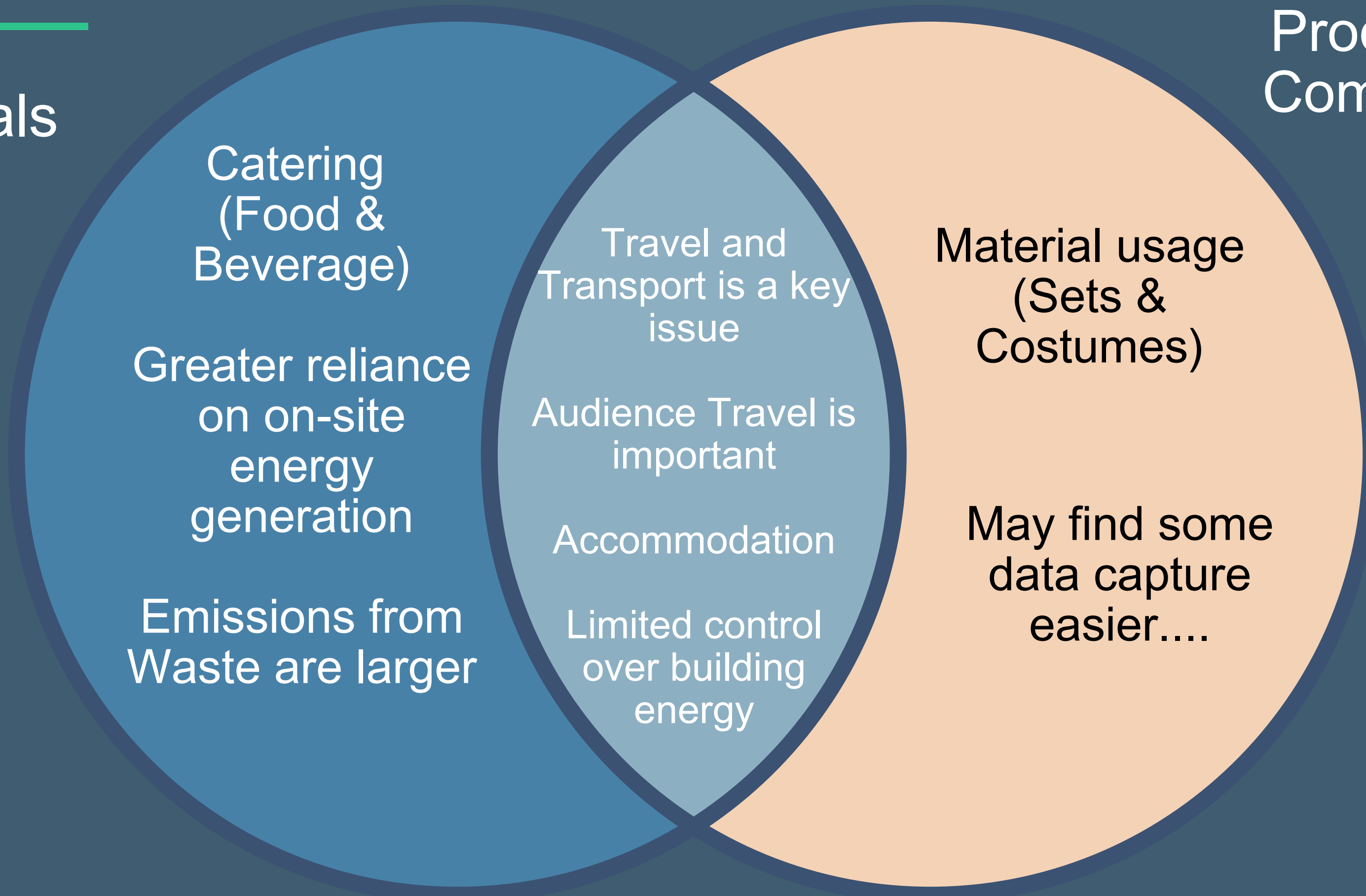
If you haven't grasped and understood what the impacts of your activities are, and haven't engaged with others, you might find yourself setting objectives and actions that are not well-informed or supported by the wider team...



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# Festivals

# Production Companies





# Example: A Green Field Festival

What are the key activities of this kind of organisation?

## Activities & Facilities:

- Staged events
- Entertainment & events (non-staged)
- Workshops
- Children's activities
- Catering provision
- On site accommodation (camping)





# Mapping festival impacts

## Energy – Electricity:

- Stage lamps/lighting rig during Rehearsal & Tech
- House & building lighting during Rehearsal periods
- Deciding on lighting design (more lamps on the rig, more usage)

## Catering:

- Whats on offer? Considerations around vegetarian / vegan options
- Where are the ingredients sourced from
- How is food to be served

## Travel & Transport:

- Bringing creatives and operations teams together (Director, Producer, tech, set design, venue managers)
- Artists and contributors travel
- Transport of materials for stages, installs, props



*Solar powered venue at Dublin Climate Action Week 2022*



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- Bringing creatives and operations teams together (Director, Producer, tech, set design, venue managers)
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- Transport of materials for stages, installs, props

## Accommodation:

- Hotel rooms for crew, artists and performers
- Distance from festival venues

## Materials:

- Staging, Decor, Branding

## Waste:

- Waste in production areas and FOH areas

## Other - Digital / Printing / Water:

- Online Meetings, emails, electronic & social media
- Printing of signage and programmes
- Design of marketing materials, website updates



# Identifying priorities for festivals

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Once you have mapped the impacts of all your organisation's activities, you need to decide what are the priorities to be tackled in your Action Plan. You will probably have reflected these in your Climate Action & Environmental Policy.



*Solar powered venue at Dublin Climate Action Week 2022*



# Festivals - priority examples..

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- Sustainable travel
- Relationship with the local community
- Nature & biodiversity



*Solar powered venue at Dublin Climate Action Week 2022*

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**Itemise  
your  
activities**

**Map  
your  
impacts**

**Map &  
Collaborate  
with  
partners**

**Decide  
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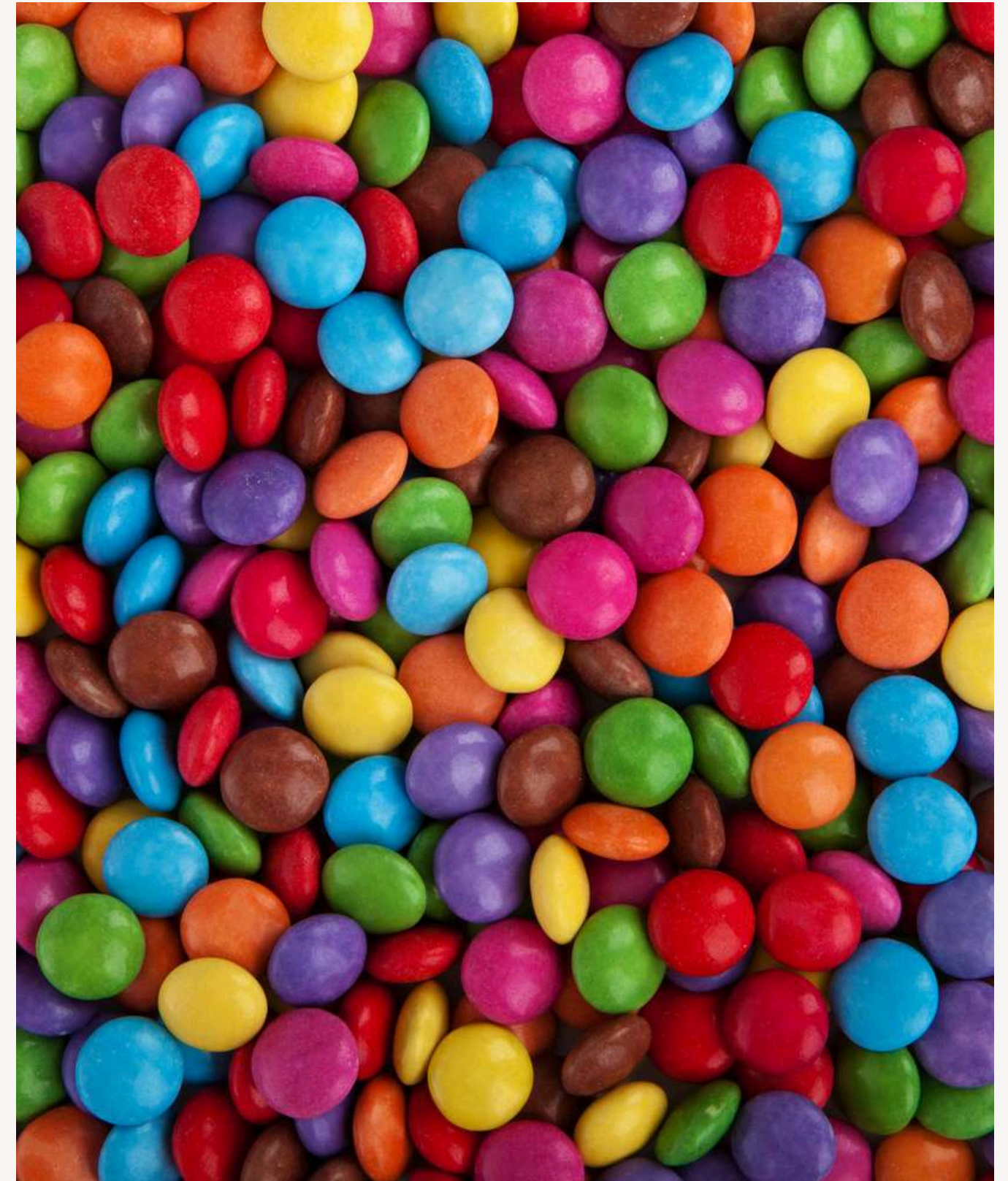
**Set goals  
& agree  
actions**



# Try to be as SMART... IE... as you can

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- **Specific** (simple, sensible, significant)
- **Measurable** (meaningful, motivating)
- **Achievable** (agreed, attainable)
- **Relevant** (reasonable, realistic and resourced, results-based)
- **Time bound** (time-based, time limited, time/cost limited, timely, time-sensitive)
- **Inclusive and equitable**





# Example: Identifying Goals for a Festival

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## Goal 1: UNDERSTAND EMISSIONS ASSOCIATED WITH TRAVEL

Calculate the emissions associated with travel by artists/performers, crew, staff team, and other creatives involved in curating and delivering our festival for 2025.





# Example: Identifying Goals for a Festival

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## Goal 1: UNDERSTAND EMISSIONS ASSOCIATED WITH TRAVEL

Calculate the emissions associated with travel by artists/performers, crew, staff team, and other creatives involved in curating and delivering our festival for 2025.

## Goal 2: CHANGE BEHAVIOUR AROUND TRAVEL

Work with the staff team and other stakeholders to understand and reduce travel impacts.



# Drawing Up An Action Plan

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## UNDERSTAND EMISSIONS ASSOCIATED WITH TRAVEL - Actions

- Create a travel policy for the organisation by the end of 2025. Consult with all relevant stakeholders to ensure buy-in from the wider festival team.
- Create a spreadsheet to record all travel included in festival budgets (ie. that we pay for). Note details of travel including method of travel, distance, purpose, and who travelled from January 2025.





# Drawing Up An Action Plan

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## UNDERSTAND EMISSIONS ASSOCIATED WITH TRAVEL - Actions

- Share the details of emissions associated with travel with the wider staff team and stakeholders by no later than the end of February 2026.
- Set a target in March 2026 for travel emissions reduction to the end of the year.
- Update travel policy to reflect the new approach to travel (if required).

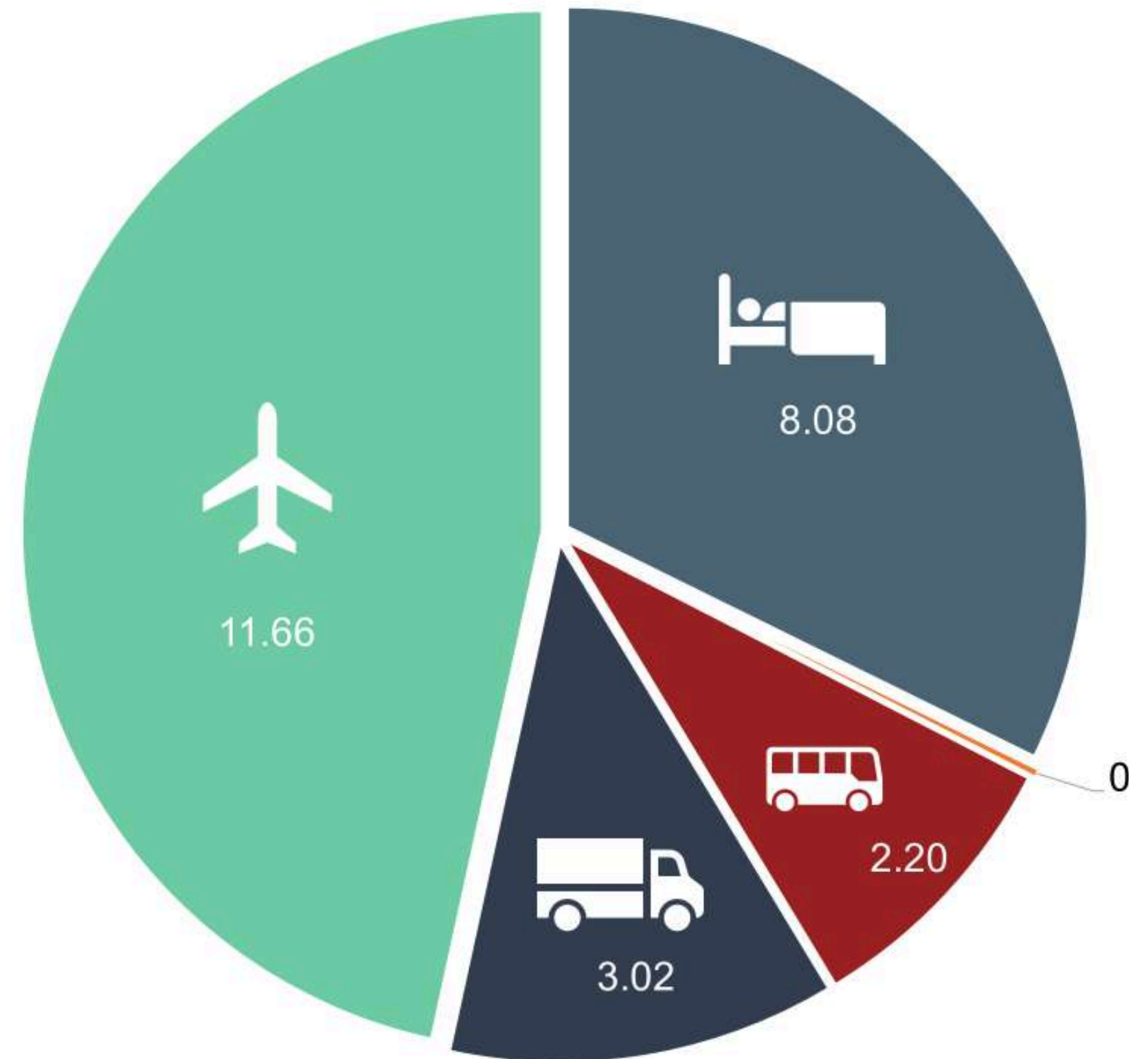


# MEASURING TRAVEL:

Example - A **dance production company** uses travel data to set a reduction target for emissions associated with travel...

Emissions for travel, transport and accommodation for a national tour amounted to:

**25.01 Tonnes of CO<sub>2</sub>e**



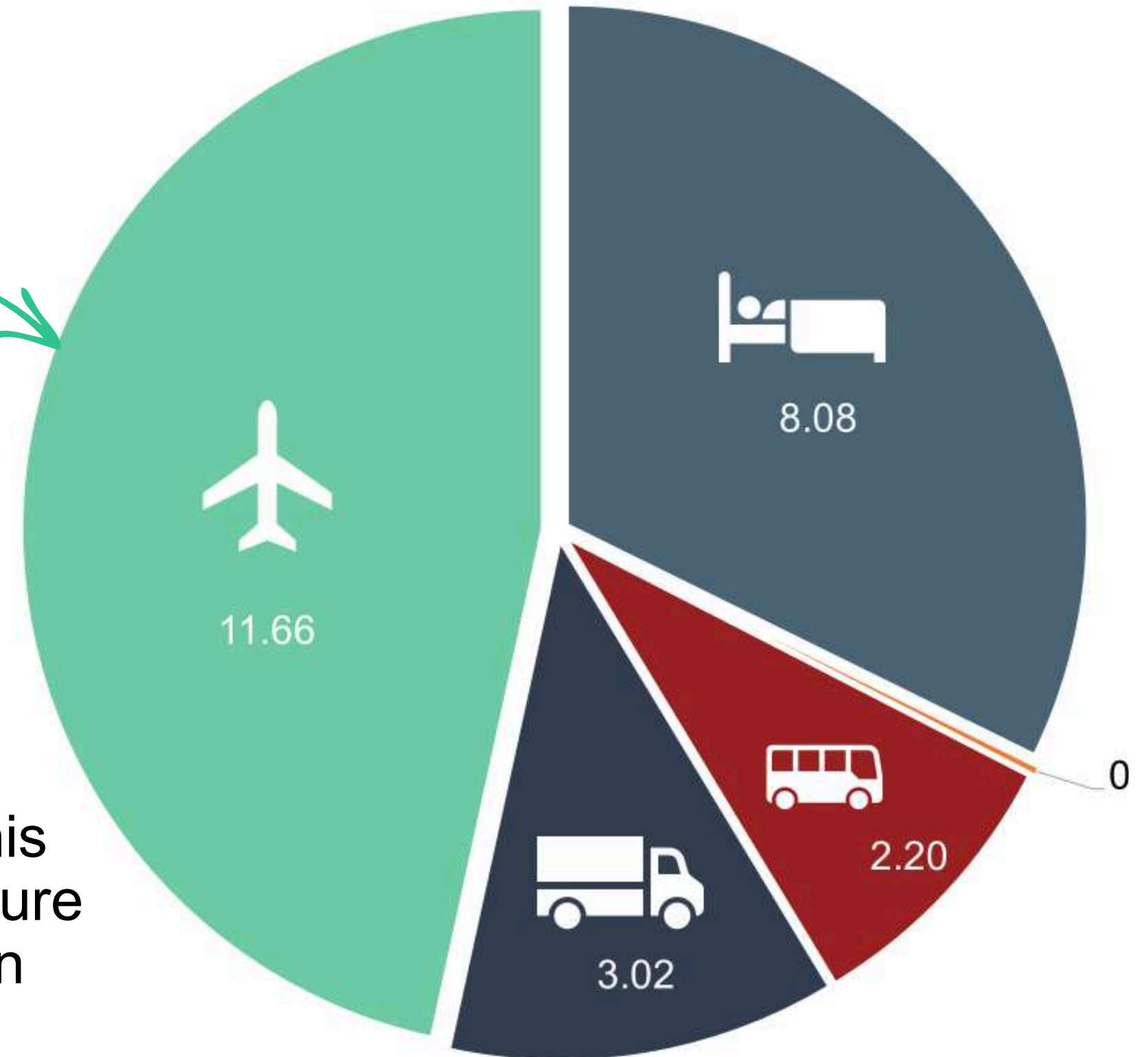


## MEASURING TRAVEL:

Example - A **dance production company** uses travel data to set a reduction target for emissions associated with travel...

Three long haul return flights –  
**8.95 Tonnes of CO<sub>2</sub>e**

Measuring and understanding emissions allowed this company to make more informed decisions about future tours. This fed into their action plan to set a cap on emissions from flights and reduce this annually.



# MEASURING TRAVEL:

## Converting distances to Kg of CO2e

TRAVEL RECORD SHEET & EMISSIONS CONVERTER														
User Notes: Carbon Conversion Factors are provided in line 7. These are taken from <a href="https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023">https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023</a>														
To use this calculator, note the <b>distance travelled in column G</b> . Then, using the relevant column for the mode of travel taken, multiply the distance by the relevant conversion factor as per the example provided														
EG. The distance travelled in the first example was 45km. 45km is noted in column G. The journey was made by electric car.														
The formula in column J (Electric Car) multiplies column G (the distance) by the conversion factor for Evs (J8) to calculate emissions of 11.77kg of CO2e.														
Date	Person	From	To	Purpose	Project	Distance in Km	Distance in kilometres							
									Train	Train				
								Petrol Car	Diesel Car	Electric Car	National	International	Bus	Coach
Conversion Factor								0.17726	0.16807	0.04625	0.03546	0.00446	0.10846	0.027
January	Example: Siobhan	Dingle	Tralee	Green Event	Arts Council Training	45				2.08				
		Dingle	Dublin	Green Event	Arts Council Training	332					11.77			
<b>TOTALS:</b>								<b>0.00</b>	<b>0.00</b>	<b>2.08</b>	<b>11.77</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
February								0.00	0.00	0.00	0.00		0.00	
<b>TOTALS:</b>								<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

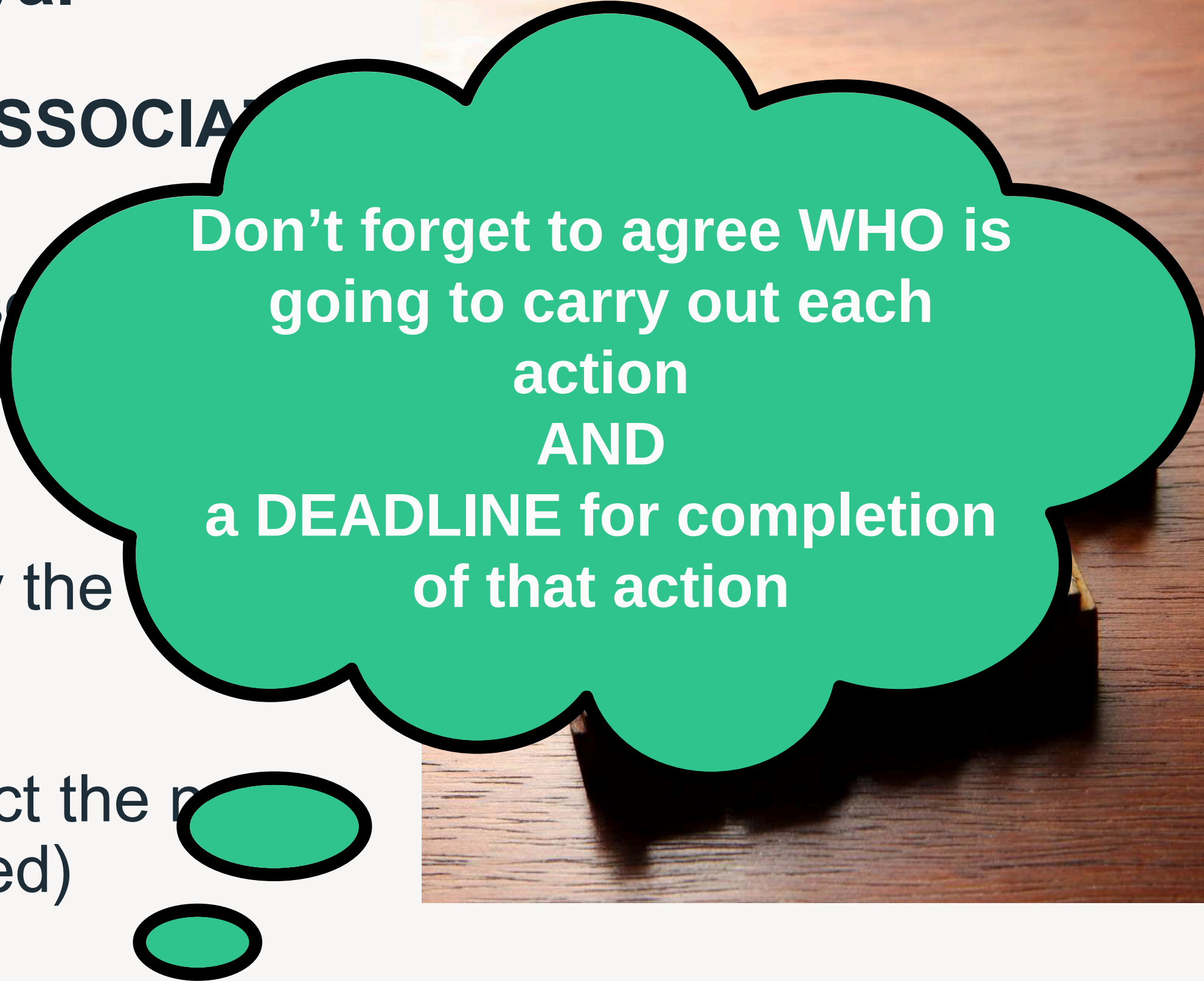


# Example: Drawing up a list of actions to achieve goals for a festival

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## UNDERSTAND EMISSIONS ASSOCIATED WITH TRAVEL - Actions

- Share the emissions for associated travel with the wider staff team and stakeholders in early 2026.
- Set a target for reduction by the end of 2026.
- Update travel policy to reflect the new approach to travel (if required)



Don't forget to agree **WHO** is going to carry out each action  
**AND**  
a **DEADLINE** for completion of that action

# Writing Your Climate Action Plan

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Remember, your  
plan will be specific  
to your organisation.



# Examples from the field

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west | cork | music  
Green Policy



## Commitment

West Cork Music is committed to reducing the impact of their work on the environment, while maintaining high standards of artistic excellence and festival atmosphere.

The production of three international festivals in a remote location has always been a major draw to artists and audiences, but also creates problems for sustainability.

Their policy aims to work with WCM staff, artists and audiences to collectively make WCM activities work in a more sustainable and environmentally friendly way.



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## Actions

- Raising Awareness among artists and audience
  - Including articles around direct flights and slow travel in artist contracts
  - Including sustainability questions in audience survey
- Switching to renewable energy providers
  - While office emissions are only a small part of WCM's overall emissions (8% in 2019), changing providers has reduced this to nearly 0% in 2023
- Merchandise
  - Choosing organic and sustainable materials for WCM merchandise



# BODY & SOUL

## Our Policy revolves around 6 impact areas:

We implemented our first sustainability strategy in 2013.





# Food 2010-2023

Each year the festival takes key actions:

- Fair Trade audit in 2018
- Green Trader Award
- Floor and retail trader briefing before the festival
- Ensure power and waste management infrastructure and systems are fully understood.
- **Minimum requirements into food trader agreements -**
  - Polystyrene and Single Use Plastics fully prohibited.
  - All serveware and consumables must be certified compostable.
  - Certain foods must be fair trade (bananas, sugar, coffee, chocolate)
  - Sustainability survey on amount of food used for carbon reporting



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## Key Action: Onsite Audit

- Checking in with traders
- Compliance with policy -
  - Serveware
  - Power usage
  - Segregation of waste
  - Provenance of ingredients
  - Communications with staff and festival-goers
- Understanding challenges and successes
- Identifying the Greenest Trader for the award







# St. Patrick's Festival

## Climate Action and ESG Policy

- Commitments
- ESG Framework
  - Environmental
  - Impacts, Carbon Footprint, Energy, Travel & Transport, Materials & Waste, Food & Beverage, Nature & Biodiversity
- Social
- Circular Economy
- Governance
- Metrics

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# St. Patrick's Festival

Action Plan Table: 3 Year Plan

Action - Outputs - Timeline - Desired Outcomes

- Measurement
- Understanding
- Processes
  
- 1st Step - Thorough, comprehensive carbon footprint assessment across Scopes 1, 2 and 3



Completed May 2024



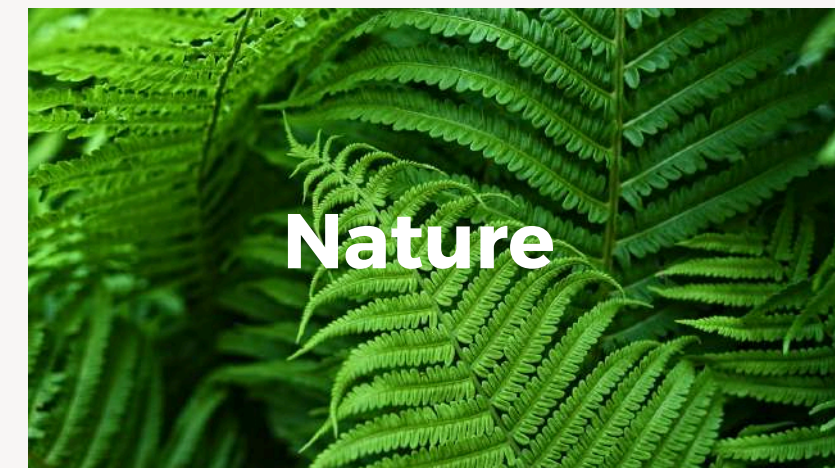
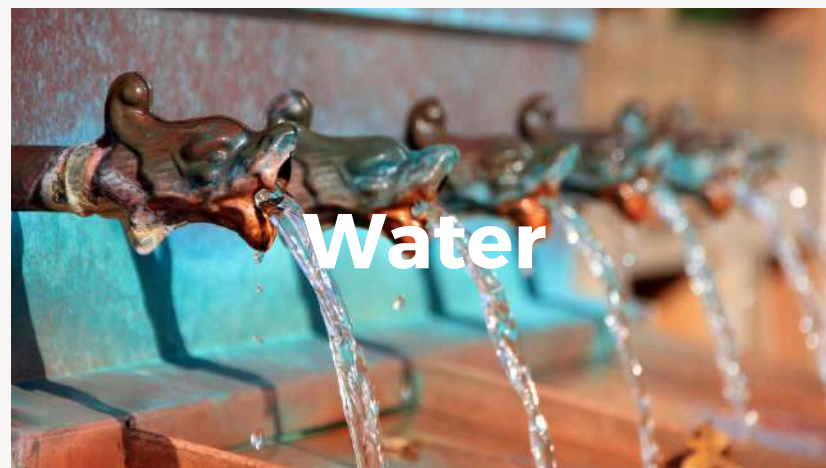
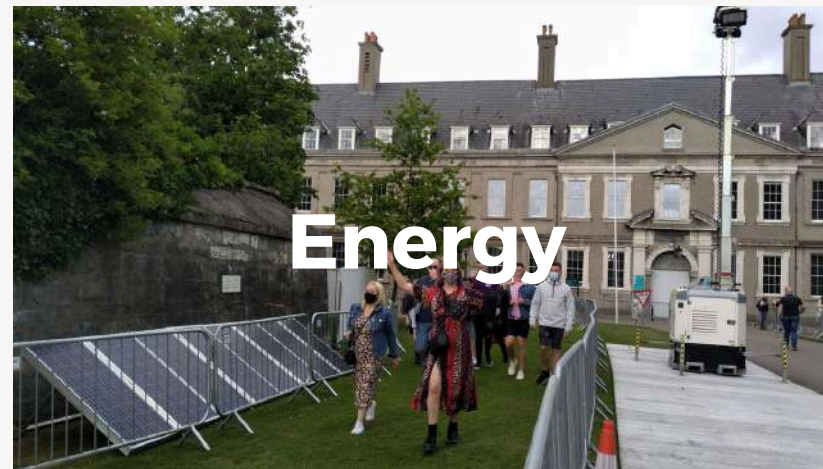


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**Some useful guides, resources,  
and further info**

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# Sustainable Festivals Guidelines





# Sustainable Festivals Guidelines

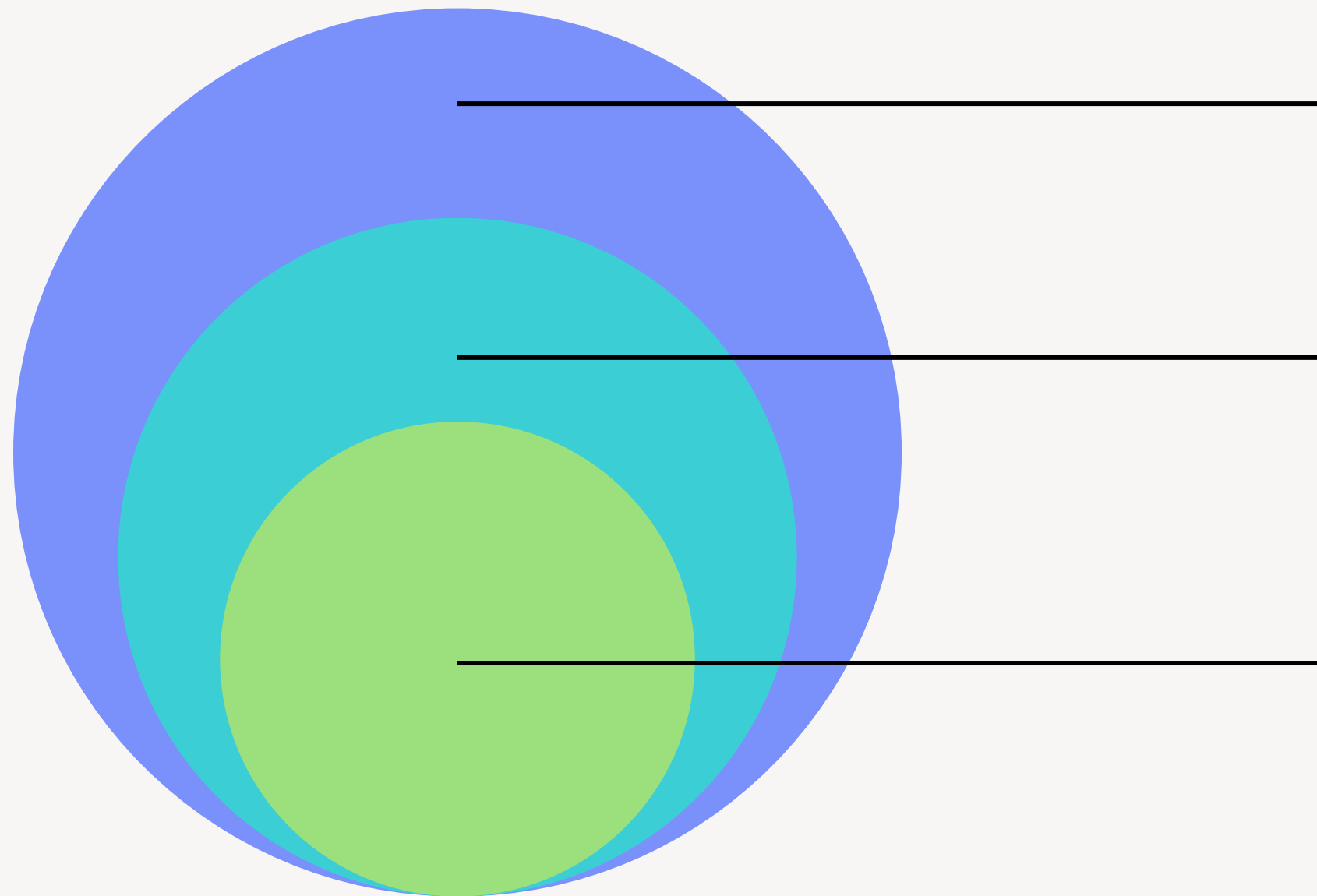
## TRAFFIC LIGHT SYSTEM



<i>Just Starting Out</i>	Establishing baselines	Exploring Alternatives
<i>Making Progress</i>	Systems and processes in place	Contractual obligations and reporting
<i>Leading the Way</i>	Significant impact reduction achieved and communicated	Collaborations and partnerships in place

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# Spheres of influence



Influence on behaviour: audiences

Lesser control, but influence -  
suppliers, artists, stakeholders

What you control: policy, plan, core  
team



# Travel & Transport









# TRAVEL AND TRANSPORT - Making Progress

## Outdoor/Single Destination Festivals

Create, and communicate to your staff, a sustainable travel policy. Aim to record all business/ organisational travel throughout the year, under the headings: mode of transport and distance travelled. Use this information to make rough annual GHG emissions calculations. Conversion rates can be found on the UK Govt DEFRA website: <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2021>.

As part of your sustainable travel policy, aim for reduced production and infrastructure journeys. This can be done paying particular attention to deliveries schedules during the planning phase.

Investigate, understand, and encourage fuel efficient driving to your contractors and site crew who use cars/vans.

Onsite, use electric buggies and cycling as modes of sustainable transport wherever possible.

**In communications with artists, encourage the consideration of GHG emissions associated with their travel plans.**

Encourage artists to use their platform and influence to raise their fans' awareness of the impacts of travel, and to promote the use of sustainable travel options.

Who is responsible?	Date Completed	Outcome/ Learning

## Irish Festivals doing their bit:



In 2022, **PRIDE LGBTQ+ Parade** in Dublin undertook a survey of participants to understand how they were travelling to the city centre, to better understand the CO2 emissions associated with the event. Results showed that 60% travelled by bus, with just 14% walking or cycling.



# TRAVEL AND TRANSPORT - Leading the Way



## Outdoor/Single Destination Festivals

If feasible, help your staff to travel more sustainably by offering flexible working hours to avoid peak hours. Work on incentives and facilities to encourage cycling, such as the bike to work scheme, and investigate opportunities to buy monthly public transport tickets within pay agreements (i.e. the organisation pays the cost upfront and deducts it from monthly payments).

Consider or explore opportunities for partnerships with Electric Vehicle (EV) companies - resulting in promotional opportunities and discounted rates for your staff switching to EV. All onsite working vehicles should be electric including buggies and plant machinery.

Require that all suppliers and stakeholders submit their transport data (e.g. mode of transport, mileage) for your festival, and provide them with a platform to record this, as part of your overall travel and transport impact measurement strategy.

Provide clear travel information in advance on your event / festival website, e.g. a map of the site and the surrounding area with the nearest rail stations, bus stops, and other local transport links clearly marked. Include links to bus timetables, or a map of near-by electric car charging points. Provide maps of safe cycle routes on the website and provide secure cycle storage at the event.

Work with a service provider to provide dedicated coaches to the festival site from key cities or towns. Partner with rail or bus operators for mutual benefits - increased advertising for the event through the operator and increased use of public transport. Consider running incentives and competitions with your travel service providers and partners.

Using your data as a benchmark, set targets for travel and transport impact reductions and work with all suppliers and partners to achieve them. Reduce total mobility impacts as much as possible, understand your residual emissions profile and work to offset these.

Who is responsible?	Date Completed	Outcome/Learning



# Resources & Waste





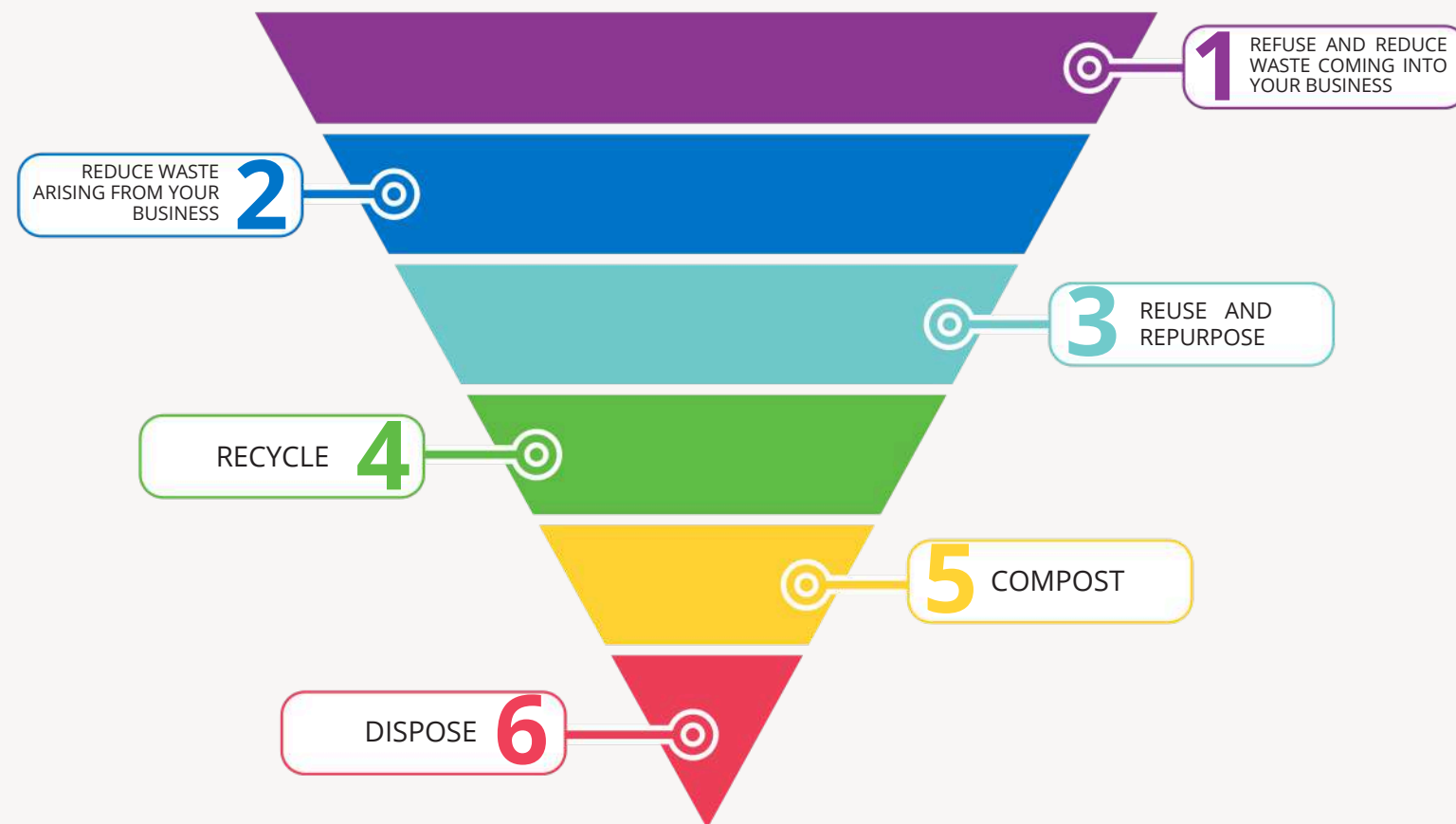
# RESOURCES (previously called waste)

Using the **WASTE HIERARCHY** as the guiding principle, create a comprehensive waste management policy.

## Waste Hierarchy

- 1 REFUSE** Consider how to prevent waste arriving at the festival venue in the first place. Consider a single-use plastics ban, for example.
- 2 REDUCE** Engage with stakeholders prior to the event - waste hauliers, litter-pickers, production teams, staff, traders, and the audience. Ask everyone to consider how they can reduce what they are bringing to the event.
- 3 REUSE** Actively encourage re-use in all elements of the show, especially water bottles, coffee cups and serveware.
- 4 RECYCLE** Capture good recycling rates by encouraging source separation. Through comprehensive advance planning, ensure there are an appropriate number of bins located strategically. Provide clear signage and consistent colourways and symbols for different types of bins.
- 5 COMPOST** Work with traders to implement effective food waste management systems and carry out spot checks.  
Stay on top of waste management on-site. Carry out spot checks and engage with all users of your bin systems (crew, litter-pickers, the audience) so they are choosing disposal only as the last resort.

## WASTE HIERARCHY





# RESOURCES (previously called waste) - Just Starting Out



## Outdoor/Single Destination Festivals

Understand waste being produced at your festival, by requesting tonnage reports by waste stream from your contractor. Set targets for annual waste reduction and for recycling rates and put a system in place for capturing clean recycling and composting streams.

Pre-event, when engaging your waste contractor, make clear that you will require a breakdown of general waste and recycling rates in a final report.

Ensure you have a relationship with your waste contractor about what materials can/can't currently be recycled  
Initiate a zero-waste-to-landfill policy - everything should be reused, recycled, composted, or as a last resort, sent for waste to energy.

Ban polystyrene - particularly for food & beverage suppliers, but also packaging left behind by stakeholders and sponsors. Create a plan to reduce single-use plastics, and work with your waste contractor to understand what materials, and levels of contamination they can accept.

**Make a switch to compostable (not biodegradable) serve ware, cutlery, and cups - if your waste contractor can accept them. Handy tip - request information from traders and bars on the compostable items they're planning to use and send this info to your contractor to see if they can indeed be composted at their facility.**

Who is responsible?	Date Completed	Outcome/ Learning

Date Outcome/



## Irish Festivals doing their bit:

In 2022, **Youghal Medieval Festival**, with support from Cork County Council, implemented a REFILL mobile hydration station at the event, eliminating the sale of plastic bottled water onsite.



# RESOURCES (previously called waste) - Making Progress



## Indoor Multi-Venue Festivals

Gain an understanding of the waste contractors your venues are using, and the end destinations of the materials collected.

Initiate a single-use plastic ban for those stakeholders you have direct control (contractual) over - concessions, bars, and sponsors. Include a ban on the sale of single-use plastic bottled beverages and single-use sachets of condiments, for example.

The single-use plastic ban should also include backstage areas and artists (typically high users of single-use plastics/ disposable items). As part of communications, make everyone aware of circular solutions and alternatives to plastic.

During the festival, your sustainability team should undertake an audit of staff areas, concessions, sponsors and bars onsite to ensure the single-use plastics ban is being followed.

Who is responsible?	Date Completed	Outcome/ Learning



## SPOTLIGHT:

### SPOTLIGHT ON REUSE / CIRCULAR SYSTEMS THINKING

- Avoid single use across the event / festival production e.g. signage and branding are reusable for a number of iterations of the show.
- Make a switch to hard cups or implement a circular cup system in all your bars and concessions, so that drinks are no longer served to visitors in disposable cups.
- Use reusable serve ware in crew catering e.g. ceramic or steel.
- Use reusable cable ties and take down hessian and dressing for reuse.
- All equipment and materials used at the event should be rental or second-hand, and all your builds of sets, stages and furniture should be either permanent installs or are designed for reuse.
- Salvage timber, furniture, signage, decor items and any leftover food and redistribute these to other organisations in the local area.



# RESOURCES (previously called waste) - Leading the Way



## All types of Festivals

Create a sustainable procurement policy for the festival. This should be based on the EU Waste Hierarchy - refuse, reduce, reuse, recycle: <https://zerowasteurope.eu/2019/05/a-zero-waste-hierarchy-for-europe/>

Using your sustainable procurement policy as a guide, create specific purchasing and rental rules, with minimum environmental standards for key materials. This means that materials used at your festival are matched to your end-of-life options (e.g. if you use compostable serve ware, this is collected separately and sent to an appropriate facility for processing).

Work with festival staff - especially those involved in procurement of any kind - to ensure that everyone understands the resource and waste management system in place. Have clear standards for the kind of materials your sponsors are permitted to use or bring onto the festival site.

Create engaging onsite messaging and facilities at the festival for the separation of multiple resource (waste) materials - e.g. plastic, metals, food and compostable serve ware, cardboard and paper, glass - using public communications, staff intervention, signage and bin labelling, and/or an onsite sorting centre.

**Create strong partnerships with your wider network for sharing materials and resources that allows you to both source materials for the festival and to reintegrate them as part of a circular economy system afterwards.**

Who is responsible?	Date Completed	Outcome/Learning



## Irish Festivals doing their bit:

- In 2022, **Clonakilty International Guitar Festival** took a decision not to purchase any new t-shirt merchandise, selling the previous editions instead.
- Festival programmes were made available only in digital format. Implementing this for the first time brought about mixed reactions.
- Attendees expressed understanding but also disappointment in not having the physical programmes as they were seen as 'something to bond over' in the lead up to the festival. The town however, felt the benefits of their absence as litter was greatly reduced as a result.





# Governance & Communications





# Governance - Just Starting Out



## Indoor Multi-Venue Festivals

Gather data in each of the impact areas - energy, travel & transport, resources (previously called waste), food & beverage, water, nature & biodiversity - the Irish Government's Climate Toolkit 4 Business, Julie's Bicycle Europe's CG Tools or similar, to create a report after the festival. This information can be used internally to set targets for improvement at the following iteration of the show.

As well as gathering quantitative data, start to include key qualitative information. Create and circulate audience surveys, questionnaires for suppliers, concessions, artists, and sponsors/ partners, and include sustainability in staff and crew debriefs. This will help you to understand levels of engagement and priority areas for further communications and onboarding campaigns.

Start to include environmental sustainability in budgets / financial planning, fundraising activities, partnerships, and procurement for goods and services.

**Request all of your contractors to provide documentation of their own environmental policies and action plans.**

Create a stand-alone 'green' staff handbook. Engage your team through various initiatives, for example meat-free Mondays or a switch-off policy.

Sustainability should feature as a consideration across the organisation as part of both planning and debrief processes.

# Governance - Making Progress



## Outdoor/Single Destination Festivals

Investigate a certification or assessment process from an external provider to assess the festival's sustainability performance. Examples include: ISO20120, A Greener Festival.

Procurement policies should include environmental considerations for products and services - particularly in key areas such as energy, resources, and food & beverage. All bursaries, tenders and requests for proposals should include an environment category. The procurement policy for the festival should be more heavily weighted towards sustainable and circular supply chains than it is towards cost.

All contracts should have environmental clauses and criteria, with some key contractors (e.g., power, waste - see relevant sections of these guidelines) expected to contribute substantially to the festival's environmental sustainability targets as set out in the policy and communications campaign.

Evaluating costs of environmental initiatives should no longer be viewed in isolation but considered in the context of the bigger picture of the festival/ organisation's budget. Be mindful that higher costs in one area might be offset by lower costs in another area (e.g., higher cost on energy management = fuel bill reduction; reusable cups = lower clean-up or waste management costs).

Explore the feasibility of putting a dedicated sustainability coordinator in place for the festival, who can oversee an audit team during the show, and ensure sustainability communication, action and accountability are consistent across the organisation.

**Gain an understanding of how sustainability initiatives impact upon different teams differently across the festival, and tailor environmental messaging and engagement for various groups - e.g., site management, volunteers, community liaison etc.**

Reach out to other festivals and events to create a network for skills, assets, and resource sharing, and collaborate with this network in reporting - for example by undergoing similar certification processes - to create a benchmark for the sector and to use the festival community as a driver for societal change.

Who is responsible?	Date/Completed	Outcome/Target



## SPOTLIGHT:

### SPOTLIGHT ON COMMUNICATIONS

Communicating around sustainability and getting buy-in from your stakeholders is the key to success.

You need to first identify your stakeholders - Who is the most influential? You'll need to design your messaging so that it lands with people. Pre-event, think about staff handbooks, contract agreements, social media and the website. On site, you've got signage and audience engagements to work with. It's a nice idea to partner with an NGO so you can both have a wider impact. Don't forget that as an event, you have a captive audience and you're in the ideal place to inspire change. However, don't 'green wash' - people are very aware of this. Be transparent - communicate your plans, goals and achievements, but also your mistakes! As others can then learn from these too.



# Governance - Leading the Way



## Indoor Multi-Venue Festivals

Create bold mission and vision statements, communicated publicly, that include sustainability, climate action, equality, social diversity, and inclusion.

Social and environmental challenges are combined - your organisation should show willingness to engage by creating environmental sustainability strategies and policies and linking these with your diversity and inclusion policy.

Reports from each department - on successes and challenges in reaching the targets and goals of your sustainability policy - should be collated into one annual impact report. This should be published publicly to showcase your performance, highlight your ambition towards transparency, and to inspire others to do the same.

**Define, apply, and evaluate a sustainable and ethical sponsorship, partnership and fundraising policy.**

Make the switch from traditional pension funds that invest in negative industries such as tobacco, weapons, and fossil fuels without considering the environmental or social consequences of their investments, to a more ethical provider. Switch to banking services which do not invest in fossil fuels and/or have more ethical investment policies.

Consistently apply socio-environmental principles to decision-making across the organisation and ensure that sustainability is a running theme in every contract, internal and external. Create a pathway towards becoming **net planet positive** within the organisation and all along your supply chain.

Who is responsible?	Date Completed	Outcome/ Learning



## SPOTLIGHT:

### SPOTLIGHT ON PROGRAMMING

- Environmental themes should be included in the event / festival programme through talks, public or creative programming, activities, artistic installations, etc.
- Run a specific pro-environmental campaign for audiences (and other stakeholders) every year, engaging people in specific actions to support environmental goals and / or related national campaigns.
- Allocate budget to undertake specific commissioning of environmentally themed programming or activations on site.
- Support climate and environmental justice campaigns and offer a platform to others working in this space through your event / festival.

# Sustainable Festivals Guidelines

## TRAFFIC LIGHT SYSTEM



<i>Just Starting Out</i>	Establishing baselines	Exploring Alternatives
<i>Making Progress</i>	Systems and processes in place	Contractual obligations and reporting
<i>Leading the Way</i>	Significant impact reduction achieved and communicated	Collaborations and partnerships in place



**FESTIVAL SUSTAINABILITY PLAN**

**FESTIVAL NAME:**

**LOCATION:**

**DATES:**

**TRAVEL & TRANSPORT**

**RESOURCES**

**COMMUNICATIONS**

Having good sight across travel - staff and audience. Understanding production transport - vehicle types, distances and frequencies. Understanding CO2 emissions from T&T

Implementing the waste hierarchy - refuse / reduce / reuse / recycle. Procurement policies. Circular principles. Contractual obligations with sponsors and suppliers

Environmental Sustainability policy and plan in place. All staff and stakeholders engaged in this. Public-facing campaign in place to ensure wide understanding and buy-in

**WHERE ARE WE?**

*Just Starting Out Making Progress Leading the Way*

**WHERE ARE WE?**

*Just Starting Out Making Progress Leading the Way*

**WHERE ARE WE?**

*Just Starting Out Making Progress Leading the Way*

**WHAT ARE OUR CHALLENGES?**

**WHAT ARE OUR CHALLENGES?**

**WHAT ARE OUR CHALLENGES?**

**WHAT CAN WE DO IN 2024?**

**WHAT CAN WE DO IN 2024?**

**WHAT CAN WE DO IN 2024?**

**WHO WOULD DO THIS?**

**WHO WOULD DO THIS?**

**WHO WOULD DO THIS?**

**WHY THIS PERSON / THESE PEOPLE?**

**WHY THIS PERSON / THESE PEOPLE?**

**WHY THIS PERSON / THESE PEOPLE?**

**WHEN WOULD THIS BE DONE?** *(Deadline)*

**WHEN WOULD THIS BE DONE?** *(Deadline)*

**WHEN WOULD THIS BE DONE?** *(Deadline)*

**WHAT WOULD SUCCESS LOOK LIKE?** *(Something measurable)*

**WHAT WOULD SUCCESS LOOK LIKE?** *(Something measurable)*

**WHAT WOULD SUCCESS LOOK LIKE?** *(Something measurable)*

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## **Future Festivals Tools:**

<https://www.futurefestivaltools.eu/>

## **The Sustainable Production Toolkit:**

<https://www.sustainableproductiontoolkit.com/>

## **Materials and Waste toolkit for festivals:**

<https://www.vision2025.org.uk/sustainable-materials-and-waste-management-toolkit/>



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## Action Plan Do's

- Link your goals to your policy commitments/ priorities
- Aim to update your action plan annually
- Ensure that actions and outcomes are agreed with your wider team
- Make it clear who is responsible for what
- Commit to no more than six objectives in a given year (unless they are very small)

## Action Plan Don'ts

- Be wary of having Net Zero as a goal unless you feel you really understand it and have some hope of achieving it
- Don't be vague
- Don't equivocate
- Don't set a goal for an impact that you don't yet understand (reduce energy usage by 50% but you haven't yet measured your energy usage)
- Don't focus exclusively on waste - emissions from energy are almost certainly more significant

# Autumn series training webinars:

17 Sept 10-11am  
Getting Started:  
Festivals & Production  
Companies

24 Sept 10-11am  
Getting People on Board:  
Festivals & Production  
Companies

1 Oct 10-11am  
*Developing Action Plans:  
Festivals & Production  
Companies*

22 Oct 10-11am  
Travel and transport

15 Oct 10-11am  
Audience travel

**8 Oct 10-11am**  
**Materials and procurement**  
**Festivals & Production**  
**Companies**

29 Oct 10-11am  
Content, programming and  
communications

5 Nov 10-11am  
Energy for festivals

12 Nov 10-11am  
Climate adaptation



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Thank you for  
joining us today

Over to you for Q & A

