

Green'n'Clean

YOUROPE

THE EUROPEAN FESTIVAL ASSOCIATION

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Green'n'Clean

Reducing the environmental impact of your music festival at a maximum benefit on monetary, image and audience satisfaction levels sounds like a nice thing, but also a good deal of work. Environmental issues are definitely not your core business and you're not sure if you're interested in finding out how exactly your music festival harms the environment. And it's a sure thing that it's sexier to talk about the celebrities you've engaged for the next festival than trying to explain to a crowd why they should leave their car at home and why the festival is run with solar power.

This booklet – and especially the corresponding website on www.yourope.org/green_n_clean – will help you make the right decisions: environmentally, but also regarding finances, partnerships, communication and management. Environmental work isn't supposed to be difficult – it should be incorporated into the event's already existing organizational structures and systems. Take one step at a time and enjoy the results!

– Yourope

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Management

Making a festival environment-friendly starts with sustainable management. Sustainable decisions equally consider financial, logistic and environmental aspects. Sustainable management may initially cost additional work, maybe even additional expenses will be made and it demands know-how. But often, sustainable management will also lead to cost efficiency, e.g. by reducing energy consumption or transportation costs. And with a clean image, your festival will become increasingly attractive for potential sponsors.

Becoming Green'n'Clean

The following tips and ideas can help you implement an environment-friendly management:

- Be sure the management is **dedicated and motivated!** Without a management that wishes to make an environmental effort, nothing will get done.
- **Put someone in charge** of the environmental work and assemble a work group. All sections/groups/areas of the event should be represented.
- Keep up **good information routines!** Motivation among employees and volunteers is necessary in order to get things done. Anyone involved in the event must know what to do and, not the least, why.
- Environmental considerations will play a major role within purchasing, **waste, energy, and transportation.** Find out where your festival can improve on www.yourope.org/green_n_clean.
- Implement measures that apply to your **specific festival location and situation.**

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Trash

Often, huge amounts of waste are produced by large audiences within very short time periods. Festivals not only have to cope with collecting and disposing trash at the end of the event, but an active waste management during the festival is central to guarantee a high degree of audience satisfaction. Also, by producing less trash festivals may save money by lowering disposal costs.

Environmental Impact

Producing waste has three main impacts on the environment:

- energy and natural resources consumed by the product and its packaging, transportation, etc.
- energy consumed and pollution caused by trash disposal
- local impact if waste is not professionally disposed of

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Efficient waste management has a direct influence on audience satisfaction as well as your relations with local authorities and stakeholders. The following measures are steps towards an efficient and cost-saving waste management:

- Reduce trash on site by **introducing reusable dishes and bottling systems**. Choose expendable goods made of **recycled materials** wherever possible (e.g. toilet paper, decoration).
- Introduce an easy to manage **waste separation system** (e.g. separating glass, PET and metal) for festival staff, suppliers and as an option for campers.
- After the festival, make sure that you leave as little traces on site as possible.

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One of the elements with the greatest environmental impact is invisible and therefore often neglected: electric energy. Energy efficiency is always cost efficiency, so measures in this sector will never be costly. The environmental impact also largely depends on what kind of power your festival consumes: fuel generators, green (e.g. wind, solar) energy, nuclear power or coal based energy. In most European countries, different energy types are available at request.

Environmental Impact

The production of coal and fuel based energy emits more than one third of the worldwide carbon emissions and thus represents one of the most important factors causing climate change. Climate change is regarded as the greatest threat to the global environment.

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The following measures can help you become a climate friendly festival:

- Install **timers on street** lighting and equip some festival zones with **energy-efficient light-bulbs**, e.g. the camping zone, kitchens, toilet areas.
- Whenever possible, change from fuel generators to **green power**.
- Find a sponsor that will finance the additional costs of green power.

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Traffic and Transportation

Festivals gather large crowds and much infrastructure for only a short time period. The better the traffic concept of a festival, the higher the audience (and also suppliers and artists) satisfaction. Space is needed for parking cars, traffic jams need to be avoided. The less visitors arrive by car, the less transports made by trucks, the easier for the festival management and the better for the environment.

Environmental Impact

Traffic causes local pollution and influences climate change negatively. Through their carbon emissions, airplanes have the greatest impact, but also the large numbers of visitor's cars emit huge quantities of CO₂.

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The following measures can improve your environmental impact and may raise visitor satisfaction by avoiding traffic jams and unclear transportation situations.

- Create incentives for visitors arriving by **public transport**, e.g. by cooperating with public transport companies and offering free train tickets with the festival ticket.
- Arrange for **shuttlebuses** to carry visitors to and from major train stations and parking lots.
- Favour **local suppliers** and thereby reduce long-distance transportation.

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Camping

A continuous waste management, modern sanitary devices without leakages, drinking water quality and adequate soil preparation on pathways often decide on the audience satisfaction, the acceptance by local authorities as well as the environmental impact of a festival.

Environmental Impact

Thousands of campers in a relatively small place have a large momentary impact on the local environment. The efficient use of drinking water as well as the correct disposal of waste water (according to local legislations) are eminent for the containment of this impact. In some locations, soil protection may also be an important issue.

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The following measures will help your festival to leave not more than a footprint in the landscape:

- Use **modern sanitary devices** that spend water efficiently.
- Introduce a continuous **waste management** (also see pages 6 and 7).
- Make sure the **soil on the festival site** is not harmed through high pressure (trucks!) or oil leakages.

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Carbon emissions

CO₂ (Carbon) is one of the main greenhouse gases causing climate change. With the Kyoto Protocol, a large number of industrialized countries have – for the first time – addressed the global issue of ever-increasing greenhouse gas emissions and are currently implementing policies and instruments to reach their Kyoto targets. This means that legislation (and taxes on your emissions) might be in place by 2008 and will surely be implemented by 2012. Carbon emissions mainly derive from power production and transportation, which means that all goods and events are concerned.

Environmental Impact

As a greenhouse gas, carbon dioxide contributes to climate change. Climate change is the most serious environmental challenge the world faces today. Altering weather patterns, a rising sea level, the unreliability of water supplies not only lead to alarming media reports from around the world, but actually threaten and kill people on our planet today.

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Voluntary actions to reduce carbon emissions demonstrate leadership and preempt more costly legislation. Image management, responding to or preempting stakeholder pressure will become ever more important on the issue of climate change.

To make your festival as climate friendly as possible, there are two steps to take:

- **Energy efficiency:** implement energy-saving measures throughout the sectors of your festival and lower carbon emissions through cars and trucks by implementing a traffic concept (also see pages 8 – 11)
- All activities you cannot design to be more efficient, and all remaining emissions from activities designed to work with maximum efficiency, can be offset by financing an activity which causes an emission reduction outside your festival's boundaries. This concept is called going **carbon neutral**.

All environmental actions focused on climate change enjoy a large public attention. Communicate your efforts!

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Communication and Financing

Communicating your environmental efforts is fundamental for success. You can benefit from involving three major target groups through different measures:

- **The audience:** Most environmental measures also raise audience satisfaction e.g. efficient waste and transportation management). Tell the crowds what you are doing (without lecturing!), maintain an information stall where the interested can be satisfied.
- **The media:** Your reputation with local authorities and other stakeholders (e.g. environmental organizations) will rise if you communicate your efforts publicly.
- **Sponsors:** Many sponsors are interested in profiting from your good environmental reputation. Let them know that your environmental measures are an added value!

A partnership with an NGO can raise your festival's image and reputation with audience, sponsors, authorities and the media. Apart from monetary benefits (audience satisfaction, new media platforms, new sponsorships), the partnership can also take a lot of pressure off your back regarding environmental issues as the NGO will stand up for you in public and thus will also share responsibility for your actions. Please read more on pages 18/19.

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Partnerships

Partnerships between large public events and environmental organizations appear to be at odds with their respective societal and environmental goals and roles. The paradox of music festival – NGO partnership is inevitable given that it brings together the apparently competing agenda of conservative organizations and events with a widespread environmental impact.

Recent examples show that significant gains for both can be achieved. Some key success factors have been identified in the past:

- The festival must be serious about raising its environmental profile.
- The NGO must be able to maintain clear accountability to its own key stakeholders and must maintain its independence from the festival partner.
- The «rules of engagement» need to be clearly agreed at the outset.
- Individual participants must be sufficiently senior to have their organization's mandate and be able to take decisions without constantly having to refer back.
- The people involved must trust each other.
- Goals must be ambitious but reachable.

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