

Go green with your festival

A guide to planning an eco-friendly and sustainable event

Events can be sustainable and successful – all it takes is some pre-planning and commitment. Greener events conserve and restore resources as well as adding value to the local economy. You don't have to adopt all the ideas below at once – just implementing a few at a time will help.



reduce carbon emissions

REDUCING TRAFFIC

- Encourage the use of public transport to and from the event. Give details of relevant organisations such as ShropshireLink, The Shropshire Hills Shuttle Buses and The Travel Line (Tel: 0871 200 2233 or www.travelinemidlands.co.uk).
- Provide information on cycle routes and car sharing for participants and visitors.
- Arrange for and publicise mass transport to and from your event by providing Shuttle Buses (Dial-a-Ride etc.) from rail stations, large car parks.
- Promote local travel information: www.travelshropshire.co.uk
- Make sure all this information appears on your promotional material.

FACILITY SERVICES & ACCOMMODATION

promote local businesses

- Plan any catering needs carefully so as to avoid waste.
- Find out which caterers etc. have adopted sustainable practices – For instance do they buy locally – check with Shropshire Hills Sustainable Business Scheme www.shropshirehills-buylocal.co.uk

- Use reusable tablecloths, napkins, plates and beverage containers. Don't use individual packets, bottles and cans for beverages and condiments etc.
- Use companies that have policies and practice energy and water conservation. Use green construction materials or use firms that do.
- Provide details of local green tourism places to stay (campsites/B&Bs etc.) in your publicity materials. See www.green-business.co.uk, www.shropshirehills-buylocal.co.uk

RECYCLE WASTE

reduce input to landfill

- Set up recycling areas with clearly marked bags/bins for different kinds of material and encourage visitors to use these with ample signage to areas. Set up a local composting system to dispose of any organic waste materials or arrange to transport to a local anaerobic digester.
- If on guided walks make sure all waste is taken back to the finish and ensure everyone knows where the local recycling facilities are.
- Ask visitors not to use plastic bags but to use reusable bags. All bags provided by the event will be of reusable materials.





PUBLICITY & ENTERTAINMENTS

promote what you are doing

- Work with companies specialising in waste recycling – ask them to work with you over planning/advice. Some may take on role of waste recycling for you.
- Cwm Harry Land Trust offer waste management advice and services to help lower the environmental impact of events
<http://cwmharry.org.uk/zero-waste/zero-waste-events>
- Best not to let people leave stuff behind – put a deposit on campsite/tickets which is returned when visitors have cleared site and recycled all waste and taken tent home with them! All tents or other reusable camping items that are left behind should be distributed to a suitable charity.
- Your event is a great opportunity to engage the public on green issues – high profile recycling really works – have staff/volunteers monitoring bins ensuring good separation at the same time as chatting to the public explaining what is going to happen to the materials – connect people to their waste.

- Use as little paper as possible by making sure you have effective electronic media coverage such as web sites and email accounts. Facebook and Twitter can also be used as marketing tools. Make sure you have online ticket application facilities. Any paper should be environmentally sound – check with printers and co-ops in your area over their policies before committing to print.
- Inform visitors what you are doing to protect the local environment in your publicity.
- Put climate change messages in programmes/website.
- Commit your event to giving back a percentage of the profits to environmental organisations and let your visitors know about this policy.
- Ask performers, presenters and leaders etc. to make their own carbon reductions. Use more local 'entertainers etc.' where possible thus reducing mileage.
- Use more local stall holders at you event and make sure they are signed up to your green objectives before booking them. Check that they will be using materials that can be re-cycled such as food serving utensils and biodegradable carrier bags.
- Include green criteria in tender docs for traders stating permissible materials e.g. no polystyrene, individual sachets etc. Include explanation of waste management and recycling system and stress that traders will need to adhere to rules!

FURTHER WORK & EVALUATION

tell everyone!

- It is imperative that event organisers communicate green initiatives with all volunteers – so that all stewards understand the system. At briefing meeting before the event highlight green initiatives at same time as health and safety etc.
- Report on lessons learned during the event and note any extra steps that need taking in the future.
- Ask participants to evaluate the sustainable aspects of the event by completing a questionnaire. This can also be posted on the website.
- Put out a report of the success or otherwise of your sustainable policies and your plans for further steps on the event website.

Further information from
Shropshire Hills AONB Partnership
W: www.shropshirehillsaonb.co.uk
E: shropshirehillsaonb@shropshire.gov.uk
T: 01588 674080

