



GREEN EVENTS & INNOVATIONS CONFERENCE 2019



Tuesday 5th March 2019

Royal Garden Hotel, Kensington High St, London, W8 4PT





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GREEN EVENTS & INNOVATIONS CONFERENCE 2019

CONTENTS

Welcome	4
Schedule	5
Agenda	6
AGF Juicy Stats	12
Delegates	16
International AGF Awards Shortlist	21
Feature: Campsite waste	22
Note paper	26

Welcome to the eleventh edition of the Green Events & Innovations conference (GEI11), presented by A Greener Festival in partnership with the ILMC.



FREE CONFERENCE INTERNET

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WELCOME TO THE 11TH EDITION OF THE GREEN EVENTS & INNOVATIONS CONFERENCE.



IN THE ELEVEN YEARS OF THE CONFERENCE'S HISTORY we have been privileged to host so many people committed to making positive change. We have witnessed the innovation, the compassion and the inspiring actions that are so prolific around our community accelerate.

The last 18 months have brought an unprecedented increase in awareness of the ecological and social problems that we face as an industry and, indeed, as a species. Ocean plastics, air pollution, mental health, welfare and a need for more balanced opportunities and representation in society – the gas has been turned up to full and we can now choose to fry or fly.

In the spirit of our evolution beyond disillusion and drudgery, or simply beyond indifference, we can shine a light on the revolutionaries, the change-makers, the dreamers, the down-to-earth folk with “no-nonsense” good ideas. Bit by bit we can collectively remove the self-destructive blinkers to reveal the reality we could be experiencing.

We give our heartfelt thanks to every single one of you for your part in helping our only world to stay healthy, happy and home.

Claire O'Neill, Co-Founder A Greener Festival

WITH THANKS TO

SPONSORS

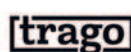


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SUPPORTERS

EXHIBITORS



SCHEDULE

09:00 – 09:45	REGISTRATION	
09:00 – 09:45	COFFEE & TEA <i>Sponsored by Natural Event</i>	Lower Ground Floor
09:45 – 10:00	WELCOME ADDRESS & INTRODUCTIONS	Room 2
10:00 – 11:15	GEI PANEL 1: The Essentials: Food...and Merch?! <i>Sponsored by NCASS</i> <i>Host: Chris Cooke, Unlimited Media (UK)</i>	Room 2
11:15 – 11:45	COFFEE & TEA BREAK <i>Sponsored by Natural Event</i>	Lower Ground Floor
11:15 – 11:35	IPM YOGA SESSION: Wellbeing for Delegates	Room 4
11:15 – 11:40	GEI BREAKOUT SESSION: Innovation Quick Fire Round	Room 3
11:45 – 13:00	GEI PANEL 2: Come Together, Right Now... Over Brexit <i>Host: Kierra Box, Friends of the Earth (UK)</i>	Room 2
13:00 – 14:30	GEI & IPM DELEGATES LUNCH <i>Sponsored by Drone Seeker</i>	Lower Ground Floor
13:00 – 13:20	GEI WORKSHOP / TIME OUT SESSION: The Big and Little Picture Guided Visualisation: Rooting Your Vision for a Sustainable Future.	Room 3
13:00 – 13:20	IPM PRODUCTION NOTE: Event Security & Safety Summaries <i>Host: Keith Wood, Production Solutions Ltd (UK) & Andy Lenthall, PSA (UK)</i>	Room 4
13:30 – 13:45	BREAKOUT SESSION: Digital Futures for Specialist Training: Education and Industry	Room 3
13:45 – 14:15	IPM PRODUCTION NOTE: The Green Guide to Safety at Sports Grounds	Room 4
13:45 – 14:30	GEI & IPM ROUND TABLE: Here's to the Future: Inspiration for the Next Generation <i>Chaired by: Rachel Haughey, Four Corners of the World Ltd (UK)</i>	Room 3
14:30 – 15:45	GEI PANEL 3: A Greener Tour: Is Green the New Rock & Roll? <i>Host: Gordon Masson, IQ Magazine (UK)</i>	Room 2
15:45 – 16:15	GEI BREAKOUT SESSION: The Event Power Pow Wow <i>Hosted by: Rob Scully (ZAP Concepts)</i>	Room 3
15:45 – 16:30	COFFEE & TEA BREAK <i>Sponsored by Natural Event</i>	Lower Ground Floor
16:00 – 16:20	IPM PRODUCTION NOTE NETWORKS: From Nodes to Knowledge	Room 4
16:30 – 17:45	GEI PANEL 4: Circular Live: Campsites, Cups & Creativity <i>Host: Meegan Jones, Sustainable Event Alliance (AU)</i>	Room 2
17:45 – 18:00	GEI11 CONCLUSION / CLOSING WORDS	Room 2
18:00 – 18:45	INTERNATIONAL AGF AWARDS CEREMONY An official ceremony and drinks reception for the winners of the Greener Festival Awards, and the debut International AGF Awards! <i>Hosts: Ash Perrin, The Flying Seagull Project; Claire O'Neill and Ben Challis, A Greener Festival</i> All IPM, GEI and ILMC delegates are welcome!	York Suite
18:00 – 21:00	CLOSING DRINKS WITH IPM DELEGATES <i>Courtesy of IPM's Sponsors: eps, Megaforce, EFM & LoudMusic</i>	York Suite / Bertie's Bar

09:45 – 10:00 **Welcome Address & Introductions**

Room 2

Hosts: Teresa Moore, Claire O'Neill, Ben Challis; AGF (UK)

10:00 – 11:15

Room 2



**GEI Panel 1:
The Essentials: Food ...and Merch?! Sponsored by NCASS**

Hosted by: Chris Cooke, Unlimited Media (UK)

Speakers: Mark Laurie, NCASS (UK); Nika Brunet, MetalDays (SI); Xander Kotvis, DGTL (NL); Maeve O'Brian, Giant Triplets (UK); Richard Cassar, Noise Merch (UK)

With the deleterious impact of animal farming on climate change and deforestation becoming increasingly newsworthy, this panel asks how this impacts live music industry catering.

Is our burgeoning appetite for cheap, tasty food bigger than we thought? Does organic tofu really have a lower impact on climate change than organically reared beef from a local farm?

We'll hear from Mark Laurie of The Nationwide Caterers Association (NCASS) who will shine a light on the amazing work of food salvage project, Eighth Plate, which enjoyed a triumphant revival in 2018, resulting in tons of would-be food waste used to feed those in need of nourishment elsewhere in the neighbourhood. Eighth Plate have the aim of "redirecting" 100 tonnes of food and 400 tonnes of CO2 per year by 2020.

If you run a festival, event or any space generating food waste, come and find out how to incorporate food salvage and reduce food miles at your event this summer - at little-to-no financial cost!

We will also hear from Nika Brunet from MetalDays (SI), about how even the burly security guards at their Metal Holiday event in the Slovenian mountains love onsite vegetarian days.

Merch Ado About Nothing: In Search of Ethical Merch

In this part of this panel, we will be asking why the ethics and impact of food has entered our collective consciousness, but not that of our clothing.

How can we be sure our merchandise isn't encouraging human rights abuse in the form of child labour, despicable working conditions and modern slavery? Or for that matter, environmental degradation through the use of harmful chemicals, deforestation, and uncontrolled pollution to land and water in crop growing and dyes?

Are we producing items that are durable and likely to be used and cherished, or churning out tat destined for landfills, incinerators, or the ocean?

Merchandise allows artists to connect with fans and provides a vital income – so how can we continue to provide affordable merch whilst still protecting the natural world?

Maeve O'Brien of Giant Triplets shares their work on Glastonbury Festival's sustainability initiative, the 'Worthy Warriors', alongside Oxfam and Greenpeace, plus Larmer Tree Festival and Ecotricity amongst others.

We are also joined by Richard Cassar from Noise Merch who will share insight from over twenty years experience providing merchandise for the industry with clients such as Adam Ant and Killing Joke.

11:15 – 11:45 **Coffee & Tea Sponsored by Natural Event**

Lower Ground Floor

11:15 – 11:35

Room 4



IPM Yoga Session: Wellbeing for Delegates

Hosted by: Sytske Kamstra, How Many Yogis (UK)

Proving for the third year that it's possible to create a moment of calm despite a frantic schedule, IPM's producer, Sytske Kamstra, provides a short beginners' Anahata yoga session to encourage delegates (and crew) to slow down, be mindful and stretch... and not a leotard in sight. Returning yogis are welcome. No experience needed, just breath.

11:15 – 11:40

Room 3



**GEI Breakout Session:
Innovation Quick Fire Round
Hydrogen Fuel Cells, Loowatt Toilet Power ... & Laser Snow!**
Hosted by: Ben Challis, AGF, Glastonbury (UK)

Join this fast-paced and inspirational session in which we showcase the latest and greatest innovations that look set to launch us into a greener and more sustainable future. Each speaker will have five minutes to present their case and impress the room.

Holger Jan Schmidt presents Green Music Initiative's EU funded 'Everywh2ere Hydrogen' project, which will develop and produce four 25kw and four 100kw fuel cell generator sets to be demonstrated and tested from 2020 on at European festivals and urban event sites (and later refugee camps).

Paul Denney from Snow Business will regale the tale of the quest for environmentally friendly "snow" to drop on Hollywood stars – and how laser snow is set to drift into the SFX world as an eco-alternative to traditional special effects.

Megan Woodworth is head of Resource Recovery at innovative engineers, Loowatt. The marvel of a flush toilet without the water! Capturing waste for value-generating treatment. Don't miss the latest and greatest from the company who have proudly processed >300 tons of human waste from events in utility-run facilities that generate energy.

11:45 – 13:00

Room 2



**GEI Panel 2:
International Unity: Come Together, Right Now... Over Brexit**

Hosted by: Kierra Box, Friends of the Earth (UK)

Speakers: Meegan Jones, Ocean Race (AU); Holger Jan Schmidt, GO Group / Take A Stand (DE); Stephen Budd, Stephen Budd Music (UK); Paul Schurink, Green Event (NL); Ash Perrin, Flying Seagulls Project (UK)

Kierra Box, lead of the Brexit campaign at Friends of the Earth, will give an up to the minute analysis of how Brexit is set to impact the environment, what it could mean for food standards, procurement, waste recycling, plastics use, air quality and more.

How can socially conscious events work together with audiences and clients to call for necessary environmental protections? Manager Stephen Budd is welcomed to give an example of a fine series of events which are designed specifically to promote inclusiveness and international unity in the face of divisive politics.

We also share the stage with Ash Perrin who can give insight from the amazing work of his organisation The Flying Seagulls Project, who bring laughter and play to children in refugee camps.

What is on the horizon for the live industry across Europe, including future opportunities to collaborate? What are we doing as an industry to ensure that our strong and important relationships which defy borders grow, and that our message of unity resonates with the millions of people we reach every year? We hear from Holger Jan Schmidt, Meegan Jones and Paul Schurink about the inspiring international collaborations which exist, those which are launching, and the ones we dare to dream of.

13:00 – 14:30

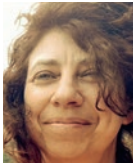
GEI & IPM Delegates Lunch

Sponsored by Drone Seeker

Lower Ground Floor

13:00 – 13:20

Room 3



GEI Workshop:
TIME OUT SESSION: The Big and Little Picture Guided Visualisation - Rooting Your Vision for a Sustainable Future.

Hosted by: Andrea Carr, Artist (UK)

A welcome opportunity to take a reflective moment and connect with your 'Path of Heart', helping orientate your desires or goals within the bigger picture, and perhaps reveal the next step or stages that you might take on your journey towards a sustainable future.

13:00 – 13:20

Room 4



IPM Production Note:
Event Security & Safety Summaries

Hosted by: Keith Wood, Production Solutions Ltd (UK)
& Andy Lenthall, PSA (UK)

In October 2018, ILMC organised the 2nd Event Safety & Security Summit (E3S) in London. A month later, the Event Safety Alliance ran the annual Event Safety Summit in Lititz, Pennsylvania. Two production specialists in attendance share their take aways from these two events with delegates of IPM and GEI.

13:30 – 13:45

Room 3



GEI Breakout Session:
Digital Futures for Specialist Training – Education & Industry

Hosted by: Adrian Bossey, Falmouth University (UK).

This session considers digital futures for specialist training, including how partnerships between academia and industry can provide specific skills and knowledge to the live events industry, using online short-courses run by Falmouth University, in conjunction with A Greener Festival and Attitude Is Everything, as examples.

13:45 – 14:15

Room 4



IPM Production Note:
The Green Guide To Safety At Sports Grounds

Hosted by: Carl A H Martin, cahm.uk & Ken Scott, SGSA (UK)

The sixth edition of the Guide to Safety at Sports Grounds, also known as "The Green Guide," is now available. The Green Guide helps sports ground owners and operators calculate a safe capacity for their venues and is used around the world by architects and designers as a best practice guide for the development and refurbishment of stadiums. The sixth edition offers the latest expert advice and technical specifications for ensuring a safe environment for spectators.

In this session, Carl A H Martin talks to Ken Scott, former chair of the RICS Building Control Professional Group, Core Cities Group, Sunderland Stadium of Light Safety Advisory Group and now Head of Inspectorate at the Sports Grounds Safety Authority, about the most recent changes and their implications for the production industry.

13:45 – 14:30

Room 3



GEI & IPM Round Table:
Here's to the Future – Inspiration for the Next Generation

Chaired by: Rachel Haughey, Four Corners of the World Ltd (UK)

Speakers: Ash Perrin, Flying Seagull Project (UK); Shanthi Annan, Mandela Mile (UK); Holly Hutchings, Broadwick Live (UK); Raiché Mederick, Rchai Foundation (UK); Ayanda Sithebe, Africa Rising International Film Festival (SA); Lala Tuku, Africa Rising International Film Festival (SA)

For years we have been talking (and worrying) about the education/training of the next generation of production people. In fact, the next generation are now well into their 30s, and there are plenty of twenty-somethings shaping up to put their mark on the production industry. During this round table, we'll give a voice to the younger generations and discuss their visions for the future of event production. We'll hear their inspirational stories, learn which projects they have in the pipeline and, perhaps most importantly, hear how they think we can create a more sustainable future for this industry - not to mention the rest of the planet. In order to limit CO2 emissions, and to set an example to the older generations, a number of our panellists will be participating via the miracle of modern technology.

14:30 – 15:45

Room 2



GEI Panel 3:
A Greener Tour: Is Green the New Rock n Roll?

Hosted by: Gordon Masson, IQ Magazine/ILMC

Speakers: Alex Hardee, Coda Agency (UK), Maarten Arkenbout, Pieter Smit (NL), Karin Koopmans, Sam Feldt Foundation (NL), Jaquii Eldridge, Coda Agency (UK)

Whilst many artists are passionate about reducing the impact of their touring shows, there can be a disconnect between best intentions and the realities of the road. We've seen time and time again how live events' sustainability endeavours can stop suddenly when they reach the door of the artist's dressing room.

In response to growing interest and requests from artists to "green" their riders, Coda Agency has partnered with A Greener Festival to launch their Green Artists Rider. With Coda's significant experience and reach, this move brings the industry a step closer to realising the elimination of single-use plastics; reducing waste; supporting ecologically and socially responsible food production; balancing emissions; and raising the overall bar for a greener and more sustainable live events industry.

Coda's Alex Hardee launches the Green Artist Rider and details how it will be implemented, inviting all managers, agents, artists, promoters and venues to join and adopt a greener rider for their own shows and events, so that together we can make it the industry norm.

Artist Manager Karin Koopmans shares with us the work of the Sam Feldt Foundation and the successes and trials experienced in moving the EDM scene towards a greener way of life. How have the organisation worked with artists, touring and venues to realise their ambitions, and has it been well received or easy?!

The Green, Green Grass of Roaming

How can a tour ever be greener when, by its very nature, it moves larger and larger crews and ever increasing stage sets around the world using oil?

We will be joined by Maarten Arkenbout from touring transport specialists Pieter Smit, who will help us shine a (head)light on the inner workings and pressures of keeping the live music industry rolling, in the face of our need to stop burning fossil fuels, and the major city emissions regulations that go with it. Pieter Smit have been pioneering the way in trying to stay ahead of this inevitable shift, with some interesting early engagement from bands.

15:45 – 16:30 **Coffee & Tea**

Lower Ground Floor

Sponsored by: Natural Event

A chance to caffeinate and network with fellow delegates of both GEI and IPM.

15:45 – 16:15

Room 3



GEI Breakout Session: The Power Pow Wow

Hosted by: Rob Scully (ZAP Concepts)

Speakers: Faas Moonen, PowerVIBES (NL),
Dieter Castelein, Greener Power Solutions (NL)

In anticipation of an industry-wide collaborative factsheet compiled by Zap Concepts and Hope Solution, exposing the true impact of fuel use and diesel generators in the UK events industry, the Power Pow Wow is a must for all temporary event power users wanting to know the realistic options for a greener event ... and how to potentially save a few quid at the same time!

Another piece of the future is landing at GEI11 courtesy of Faas Moonen, Associate Professor at the Eindhoven University of Technology (TU/e) and the initiator of the PowerVIBES project (subsidized by Interreg NWE).

10 international partners from renowned festivals and all required disciplines have combined forces to develop a unique 'Hybrid Unit', named GEM-tower (Green Energy Mill), that combines a wind turbine, several types of more efficient solar panels and an improved battery.

"These most competent partners bring in the latest developments in renewable energy production, storage and distribution. The result will be an efficient and economically attractive tower to produce large amounts of power from sustainable resources only."

A tall and very colourful tower that clearly stands out from a festival; like a glowing beacon of the festivals creative and futuristic approach to sustainability. This year GEM will be built and tested on several festivals.

Dieter Castelein of battery power providers, Greener Power Solutions, gives insights to the capabilities of this growing storage of power on events. They have worked with clients such as Elrow, Milkshake, BMW and In to the Great Wide Open. Learn how to achieve "peak shavings" for your events power be that arena, festival or any temp power scenario.

16:00 – 16:20

Room 4



IPM Production Note: Networks – From Node to Knowledge

Hosted by: Charlie Brownridge, Spindlewood Ltd (UK)

With everything including internal and external communication, security footage, crowd management, weather information, RFID applications, environmental monitoring and much more dependent on reliable networks, how has the wired and wireless infrastructure and related services changed over the last 10-25 years and what are the expectations and innovations for the years to come?

16:30 – 17:45

Room 2



GEI Panel 4: Circular Live – Campsites, Cups and Creativity.

Hosted by: Meegan Jones, Sustainable Event Alliance (AU)

Speakers: Teresa Moore, AGF (UK), Gareth Williams, Fairport Cropredy Convention (UK), Ian Bates, ReelBrands (UK), Jamie Hall, Pentatonic (UK).

The circular economy is no longer a niche concept but a very real model for how we can continue to exist without completely depleting our resources.

Single-use plastics remain the hot sustainability topic with straw bans and bottle-top collections happening left, right and centre – which is great – but what does this mean for the plethora of alternative materials being thrown at bars and caterers throughout the festival season, and for new operational models that implement reusables? Where is it ending up and what is "greener" in reality? We hear from Gareth Williams at Cropredy about their significant plastic reductions from actions following the AIF's "Drastic on Plastics" Campaign.

Meanwhile, campsites around Europe are still left looking like cut scenes from post-apocalyptic horror movies. But there are actions and collaborations emerging that will help improve, and hopefully overcome, this epidemic of consumer culture.

For the last two years, over 30 festival organisers from around Europe have been meeting to discuss and exchange ideas on reducing so-called "campsite chaos" and their findings and initiatives will be reported at GEI11. A Green Festival's very own Teresa Moore takes us through methods to improve the culture of festival waste, as well as the latest research into the behavioural psychology of campers. What will it take for people to realise that disposing of an entire camping set-up after three days of use cannot be offset by triumphantly refusing a plastic straw in a drink?

Joined by packaging industry expert Ian Bates from Reel Brands we hear about the latest research and initiatives that can help organisers take control of the materials flowing through their events. We challenge the eco claims of new and old materials on the market, and ask "can we create a better way"?

Last, but not means least, we are joined by Pentatonic – an extremely forward-looking operation – making the circular economy happen right now. Taking the abundant resource of post-consumer and supply chain waste, they invent new materials to create high-performance product applications, using their industry-leading proprietary technology. From their own product line to their partnerships with the world's biggest brands, Pentatonic is proving the viability of circular product creation and supply chain implementation across a broad range of consumer categories. Let's see how this can work for our events – making waste a resource.

17:45 – 18:00 **GEI Conclusion / Closing Words**

Room 2

18:00 – 18:45 **International AGF Awards**

York Suite



Hosted by: Ash Perrin, The Flying Seagull Project (UK)
Claire O'Neill and Ben Challis, AGF (UK)

The first ever International Greener Festival Awards - hosted at GEI and open to IPM and ILMC delegates.

We celebrate the festivals who are winners for the greenest catering, power, transport, communication and more. Plus, one proud winner will be crowned the greenest festival in the world with the "International Greener Festival Award"!

18:00 – 21:00 **GEI/IPM Closing Drinks**

York Suite / Bertie's Bar

Courtesy of IPM Sponsors: eps, Megaforce, EFM, LoudMusic

A final opportunity to mix and mingle with fellow delegates of both GEI and IPM after a full day of conferencing. And this time, with a drink in hand.

A GREENER FESTIVAL ...JUICY STATS!

(based on AGF assessments 2018)

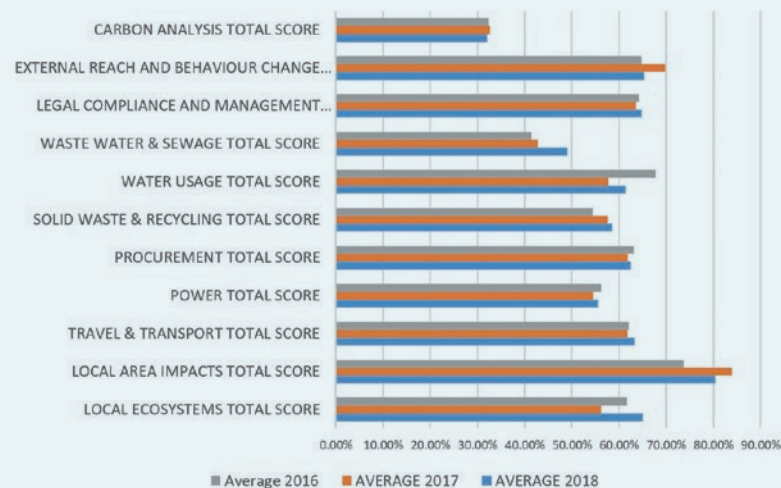


22,967 AVERAGE FESTIVALS GOERS/FESTIVAL
4.61 DAYS AVERAGE FESTIVAL DURATION
19 NEW APPLICANTS
40 AWARDS GIVEN

6	OUTSTANDING	15%
7	HIGHLY COMMENDED	18%
14	COMMENDED	35%
13	IMPROVERS	33%

COUNTRIES: UK, FRANCE, NETHERLANDS, SPAIN, BELGIUM, SLOVENIA, SLOVAKIA, PORTUGAL, ITALY, DENMARK, IRELAND, GERMANY, NORWAY, THAILAND, USA, AUSTRALIA, COSTA RICA.

AVERAGE SCORES BY CATEGORIES 2016 VS 2017 VS 2018



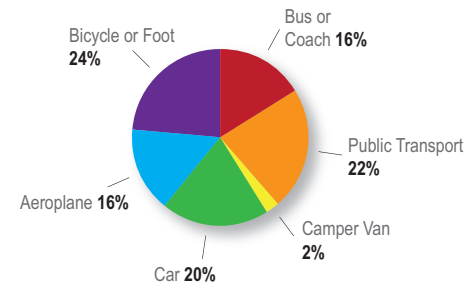
TRANSPORT

124.35 Average km travelled by festival goers

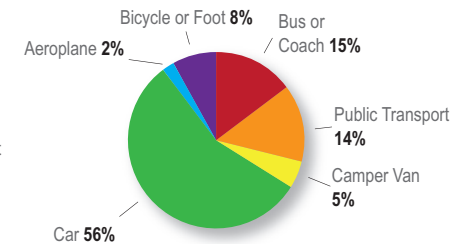
2.92 Average ratio of car occupancy

45% of our applicants also monitor or estimate proportional artist travel

URBAN FESTIVALS:
AUDIENCE MODE OF TRANSPORT 2018



GREENFIELD FESTIVALS:
AUDIENCE MODE OF TRANSPORT 2018



POWER

21% of our applicants use 100% renewable energy sources

55% of our applicants use partial renewable energy combined with generators or grid

27% of our applicants use 100% grid power from renewable sources

PROCUREMENTS

76% require compostable and / or reusable serveware for catering

52% effectively enforce this on site

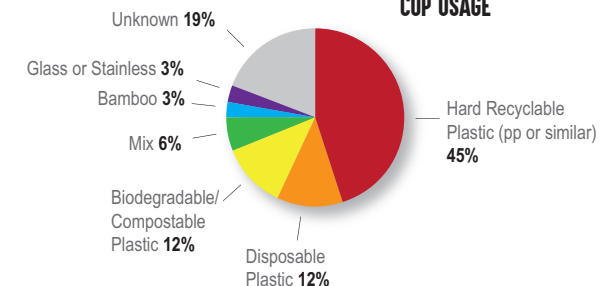
45% of festivals banned non-recyclable disposables at the event

15% effectively enforce this on site

58% have a hard-cup system fully implemented and **21%** partially implemented

64% have a deposit scheme

CUP USAGE



SOLID WASTE AND RECYCLING

Average waste generated by festival goers per day:

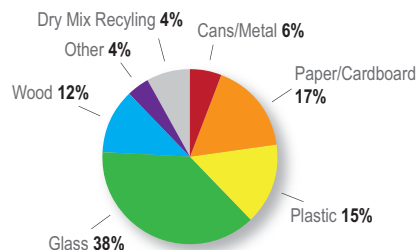
0.832 kg

1.03 kg if it is a camping festival

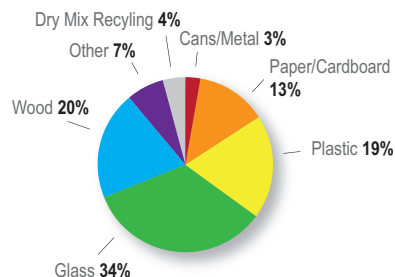
0.46 kg if it is a no camping festival

61% have a food salvage scheme
40.9% of camping events have campsite waste issues

AVERAGE WASTE MATERIAL OUTPUTS FROM CAMPING FESTIVALS 2018



AVERAGE WASTE MATERIAL OUTPUTS FROM NON-CAMPING FESTIVALS 2018



WATER USE & SANITATION

1123 m3 water used/festival

11 litres water used pppd

5.58 litres water used pppd when no camping festival

15.57 litres water used pppd when camping festival

9% of applicants use 100% compost toilets

18% [60%-85%] compost toilets

12% [5%-40%] compost toilets

58% No compost toilets

CARBON FOOTPRINT

Estimated Carbon Footprint of an average festival based on data provided by responding festivals (audience travel, electricity, fuel, waste, water usage, wastewater, etc.)

499.77 tonnes CO2e Festival/Event Carbon Footprint **5 kg** CO2e pppd



Online courses for festival, venue and event staff, policy makers and academics

A Greener Festival: Assessing Sustainability for the Live Events Industry

Drawing on our extensive experience of assessing sustainable practice at over 450 events around the world, this course is designed to take you through the key environmental aspects of running an event and incorporates the latest thinking and good practice. The course is also Stage One of a two-part process to become an AGF Assessor. The course takes two weeks to complete and our 2019 start dates are:

- **17th June 2019**
- **7th October 2019**

Attitude is Everything: Disability Equality for the Live Events Industry

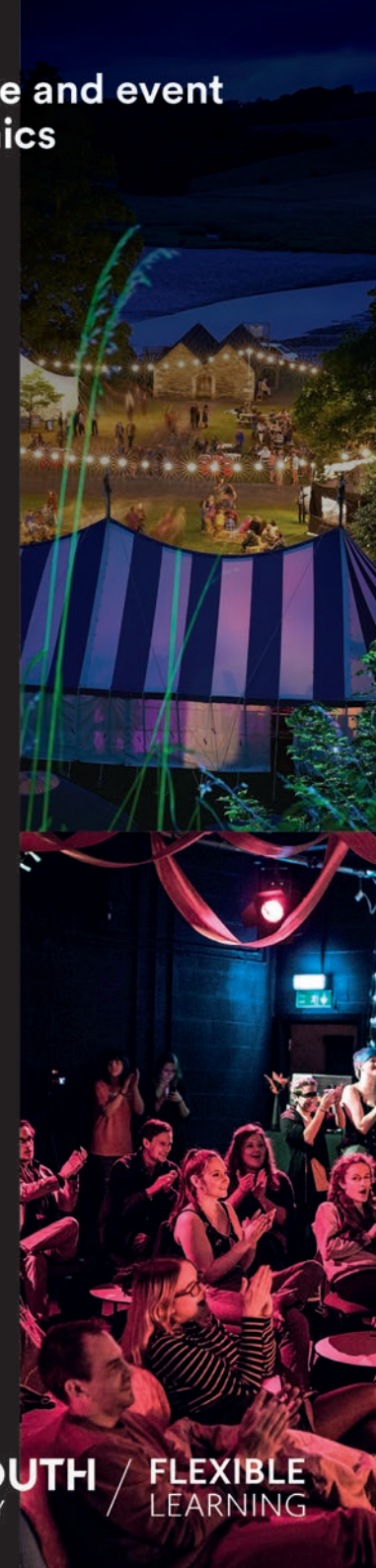
Building on our work in partnership with audiences, artists and the industry to improve Deaf and disabled people's access to live music and events, this course will enable you to consider operational and legal aspects of inclusivity and unpacks good practice and innovation. The course takes two weeks to complete and our 2019 start dates are:

- **29th April 2019**
- **1st July 2019**
- **21st October 2019**

PGDip/MA Creative Events Management

Designed in consultation with industry experts, this course empowers you as a creative and entrepreneurial management practitioner. It enables you to deepen your knowledge of current issues and help you to produce pioneering events, whether at a local or international level, adding value to business. The online content incorporates our AGF and AIE short courses and also includes two optional face-to-face events per year. The MA takes two years to complete and has three start dates per year.

Please visit flexible.falmouth.ac.uk for more information on these cutting edge courses.



DELEGATES

A - C

Klaas Akkerman	Greener Power Solutions, NL	Co-founder
George Anger	ID&C Wristbands, UK	Head of Sales
Maarten Arkenbout	Pieter Smit Grundstucks GmbH, DE	General Manager
Paul Ashurst	Bournemouth 7s Festival, UK	Event Manager
Matthew Atkinson	Tuned in Travel, UK	Company Director
Emma Ball	NEC Group Arenas, UK	Operations Manager
Willems Barbara	Mechelen Feest, BE	Expert
Michael Bateson	Sanicroft International, UK	Analyst
Naz Begum	LLDC, UK	Events Manager
Robin Bennett	Wood Festival, UK	Director
Coralie Berael	Forest National, BE	Venue Manager
Megan Best	Native Events, EI	Sustainability Manager
Mirco Bezzi	Attractive.IT, IT	CEO
Elena Bezzi	Attractive.IT, IT	Project Manager
Allie Bishop	NEC Group Arenas, UK	Event Manager
Jodie Boyd	Pic'n' Mix Festival Kit, UK	Founder/ CEO
Neil Boyd	Pic'n' Mix Festival Kit, UK	Director
Daisy Brasington	Remember The Future, UK	Photographer
Callum Broome	Manchester Pride, UK	Deputy Events Manager
Nika Brunet	MetalDays Festival, SI	Project & Event Manager
Giada Calvano	University of Barcelona - Chloe Sustainability, IT	Researcher and Consultant
Julia Carey	Henley Plastic Reduction, UK	Owner
Paul Carey	BarGo, UK	Director

Dieter Castelein	Greener Power Solutions, NL	Co-founder
Elle Castle	KERB Food Ltd, UK	Senior Project Manager
Persico Celine	Freelance, FR	Sustainability Manager for Festivals
Ying Chan	Oxford Brookes University, UK	Volunteer
Vikki Chapman	Festival Republic, UK	Sustainability Coordinator
Joep Coolen	Breda University, NL	Lecturer
Emma Cope	Cornbury Festival, UK	Festival Producer
Mary Corfield	Greenbelt Festivals, UK	Event Director
Amanda Crawford	Festivals Edinburgh, UK	Environment Officer

D - G

Paul Denney	Snow Business, UK	Head of R&D
Suzi Dent	The Royal Parks, UK	Senior Event Manager
Bart D'Hollander	Ecofest, BE	Zero Waste Manager
Jessi Dimmock	Where's My Tent?, UK	Festival Writer/ Blogger
Akos Dominus	Sziget Ltd, HU	Partner
Emma Catherine Douglas	Manchester Metropolitan University, UK	Senior Lecturer
Neil Dowling	EventEase Ireland, EI	Managing Director
Steve Durham	We Are FSTVL, UK	Director
Tim Fanucci	Lambeth Country Show, UK	Deputy Director
Esme Finch	Freelance, UK	Trainee Sustainability Festival Assessor
Emily Ford	Boomtown Fair, UK	Sustainability Manager
Nic Forsdike	Gofer Limited, UK	Managing Director
Vicky Fraser	Pukka Herbs, UK	Senior Experiential and Events Manager
Freja Marie Frederiksen	Roskilde Festival, DK	Project Manager
Helen Freudenberg	Machynlleth Comedy Festival/ Freelance, UK	Sustainability Manager
Jasper Goossen	DGTL Festival, NL	CEO
David Grindle	LoudSound, UK	Operations Director
Sabine Guilbaud	ADEEC, FR	Vice-présidente

H - L

James Hall	Pentatonic, UK	CMO/ Co-founder
Jenny Hamada	AEG Presents, UK	Event Director
Jane Healy	J Healy Productions, UK	Sanitation Manager
Elise Hessevik	Brak, NO	Project Leader
Alex Hirst	Harrison Creative, UK	Marketing Manager
Darren Hoad	Bath Spa University, UK	Senior Lecturer
Tim Hoffmann	ICS Marketing GmbH, DE	Project Manager / International Relations
Steven Howell	Music Insurance Brokers, UK	Music Broker
Ollie Hunter	KERB Food Ltd, UK	Head of Development
Lauren Hutchinson	The Rock Fairy Limited, UK	Owner
Ety Israeli	CarbonCloud, SW	Food Sustainability & Sales
Veronica Jones	LLDC, UK	Events Manager
Meegan Jones	GreenShoot Pacific, AU	Technical Director
Bess Jurist	Wonderfeel, NL	PR
Martina Kafková	M-ocean Event Agency, CZ	Director
Dawn Kendall	Tuned in Travel, UK	Operations Manager
Stefanie Kenning	U-Live, UK	Operations Manager
Christel Kersemans	Mechelen Feest, BE	Director
Arno Knapen	Feestfabriek AKG, NL	VVOP
Laura Konieczny	Zero Waste Your Life, DE	Founder
Karin Koopmans	Oikido LLC, USA	Founder
Xander Kotvis	DGTL Festival/ Revolution Foundation, NL	Revolution Manager
Stijn Lambert	Ecofest, BE	Zero Waste Manager
Zan Lawther	Kilimanjaro Live, UK	Events Administrator
Patrick Lenaers	Eindhoven University of Technology, NL	Engineer/ Designer
Roslyn Long	Amphitheatre Ireland Ltd t/a 3Arena, EI	Deputy General Manager
Dahan Lucie	BIS of Nantes Convention, FR	Sustainable Area Curator

M - P

Chiara Malerba	LLDC, UK	Events Manager
Alex Mann	Help Musicians, UK	External Affairs Manager
James Marshall	10T, UK	Founder
Brian Matheson	Amphitheatre Ireland Ltd t/a 3Arena, EI	Retail Operation Manager
Vasco Mergulhão	KTH - Swedish Royal Institute of Technology, SW	Researcher - Renewable Energy Engineering
Simon Mitchell	KERB Food Ltd, UK	Managing Director
Faas Moonen	Eindhoven University of Technology, NL	Associate Professor
Ross Murray	Most Wanted Event Solutions Ltd, UK	Business Owner
Henrik Bondo Nielsen	Roskilde Festival, DK	Head of Division, Service & Safety
Jess Noakes	LoudSound, UK	Event Manager
Jim Nuttall	Pentatonic, DE	Brand Director
Anja Nyvold Christophersen	Roskilde Festival, DK	Project Manager
Clare O'Connor	Body & Soul, EI	Sustainability and Project Development
Claire O'Neill	A Greener Festival, UK	Co-founder
Milly Osborne	So Sussex, UK	Sustainability Intern
Marco Ouwerkerk	Foundation Green Stages, NL	Owner/ Consultant
Adam Pearson	The O2 Arena, UK	Head of Commercial
Jean-Thomas Peeters	Forest National, BE	Eco Officer
Ash Perrin	Flying Seagull Project, UK	Head Clown
Clive Phillips	Greenbox Events Ltd, UK	Director
Gary Pitt	Alive Activation, UK	Managing Director
Lyke Poortvliet	Green Events Nederland, NL	Sustainability Expert
Janine Priest	Manchester Metropolitan University, UK	Programme Support Tutor UG Management

Q - T

Laurence Reilly	Loowatt, UK	Head of Sales
Dia Rinkeviciute	We Are FSTVL, UK	Brand Manager
Max Robertson	Music Insurance Brokers, UK	New Business

Iain Rogers	LoudSound, UK	Site Manager
Caroline Russel	Vivid Production, UK	MD
Anne Sayer	Planet Aware CIC, UK	Director
Holger Jan Schmidt	GO Group/ Take A Stand, DE	Co-founder/ Ambassador
Lucie Schubert	M-ocean Event Agency, CZ	Green Events & Teamspirit
Paul Schurink	Green Events, NL	Co-founder
Neil Simpson	Spirit Studios, UK	Student
Simon Skelt	Kilimanjaro Live, UK	Event Manager
Michal Sládek	Pohoda Festival, SK	Production Manager
Michael Soro	Native Events, EI	Site Manager
Najma Souroque	We Love Green, FR	Head of Sustainability
Marcus ten Zijthoff	Feestfabriek AKG, NL	VVOP

U - Z

Laura van de Voort	Green Events, NL	Co-founder
Maarten van Lokven	Mojo Concerts, NL	Executive Project Manager
Floor van Schie	Eindhoven University of Technology, NL	Designer/Engineer
Kieran vanden Bosch	Camplight, UK	Owner
Frans Verouden	Green Stages, NL	Founder
Claudia Walraven	Green Events Nederland, NL	Sustainability Manager
Hannah Walton	KERB Food Ltd, UK	Head of Bars & Ops
Liz Warwick	Lansdowne Warwick, UK	Owner
Abigail Watson	Harrison Creative, UK	Events Account Manager
Matt Wilkey	ID&C Wristbands, UK	Director
Rob Wilkinson	My Cause, UK	Director
Sara-Ellen Williams	LLDC, UK	HD of Events
Gareth Williams	Fairport's Cropredy Convention, UK	Festival Organiser
Megan Woodworth	Loowatt, UK	Head of Resource Recovery



SHORTLIST

INTERNATIONAL GREENER FESTIVAL AWARD

Boom Festival (PT)
Cambridge Folk Festival (UK)
DGTL Amsterdam (NL)
Green Gathering (UK)
Øya Festival (NO)
We Love Green (FR)
Wood Festival (UK)

AGF GREENER TRANSPORT AWARD

Cambridge Folk Festival (UK)
DGTL Amsterdam (NL)
Green Gathering (UK)
Øya Festival (NO)
Paradise City (BE)
Spring Utrecht (NL)
Wood Festival (UK)

AGF COMMUNITY ACTION AWARD

Bayou Boogaloo (US)
Boom Festival (PT)
Envision Festival (CR)
Greenbelt Festival (UK)
Pohoda Festival (SK)
Rainbow Serpent Festival (AU)
Roskilde Festival (DK)

AGF CIRCULAR FESTIVAL AWARD

(for reduced waste & resourcefulness)

Das Fest (DE)
DGTL Festival (NL)
DubCamp Festival (FR)
Green Gathering (UK)
Kew the Music (UK)
Rainbow Serpent (AU)
Wood Festival (UK)

AGF GREENER CATERING AWARD

DGTL Festival (NL)
Green Gathering (UK)
Greenbelt Festival (UK)
MetalDays Festival (SI)
Own Spirit Festival (ES)
Roskilde Festival (DK)
Wood Festival (UK)

AGF GREENER POWER AWARD

DGTL Amsterdam (NL)
Green Gathering (UK)
Mandala Festival (NL)
ØYA festival (NO)
Primavera Sound (ES)
Wonderfeel (NL)
Wood Festival (UK)

AGF PIED PIPER AWARD

(for Greener Communication)

Bayou Boogaloo (US)
Boom Festival (PT)
DGTL Festival (NL)
Roskilde Festival (DK)
Green Gathering (UK)
We Love Green (FR)
Wonderfruit Festival (TH)

AGF GREENER CREATIVE AWARD

Body & Soul (IE)
Boom Festival (PT)
Pete the Monkey (FR)
Envision Festival (CR)
Rainbow Serpent (AU)
We Love Green (FR)
Wonderfruit Festival (TH)

AGF WATER & SANITATION AWARD

Boom Festival (PT)
Boomtown Fair (UK)
MetalDays (SI)
Paradise City (BE)
Rainbow Serpent (AU)
We Love Green (FR)
Wood Festival (UK)

AGF GREENER INNOVATIONS AWARD

Mobile Water Treatment @ Paradise City
MOOP Map @ Envision Festival
Precious Plastics @ Pohoda Festival
Recycling Disco @ Fire in the Mountain
Transport Analysis & Reduction @ Cambridge Folk Festival
Waste Free Food Court @ DGTL Amsterdam
Smart Power Fuel Reduction @ We Love Green

JOIN US IN THE YORK SUITE AT 6PM FOR THE PRESENTATION CEREMONY



CAMPSITE WASTE

A SINGLE USE PLASTICS PROBLEM

By Teresa Moore

Yet again in 2018 we were confronted with the aftermath of festival camping when image after image of campsite waste, mainly tents, appeared in the press. The “teenage wasteland” of our times. But in fact, waste is a problem that besets many different types of events. Just watching the clear up after Notting Hill Carnival with over 60 tons of waste left behind confirms that waste is a problem not just restricted to festivals. But what is a uniquely festival problem and one that we are all too familiar with is that of single use disposable tent waste. The many schemes and approaches which have been tried over the last decade have not put paid to the problem and for the bigger camping festivals the problem just seems to get worse each year.

WHY - REASONS AND MYTHS?

Reasons for tent waste are variously given as **lazy punters** who couldn't care less; campers too hungover to repack popup tents, **the weather**, it's wet, its muddy and many just want to get home after the party; **simple economics**, a festival tent, chairs and table cost around £40 and hold little value so why bother to take home something that's, probably broken and you're going to get rid of anyway; **marketing** the “festival tent” has come to imply disposability and of course **peer influence**, everyone else leaves stuff behind. We've also

seen the rise of the “it's ok to leave your tent as they all go to charity” myth. It started with the best of intentions, a couple of festivals teamed up with charities in a genuine attempt to put leftover tents to good use. Suddenly leaving your tent behind became the morally right thing to do and resulted in even more tent waste. Those charities such as Festival Waste Reclamation and Distribution that collect tents say they are only able to salvage 1 in 10 at best partly because many are in no fit state for reuse, and partly because they simply don't have the storage capability to hold very many before redistribution. As a result, many festivals now tell their audience not to leave their tents as they don't go to charity

SCALE OF THE PROBLEM

This summer it was estimated that around 20% of tents (1 in 5) had been left at a major camping festival of 60,000-70,000 campers. My research into this problem in 2012 found that 1 in 6 tents were left behind. Evidence then of a growing problem. If the 2018 figures are accurate this would mean that around 14,000 tents were left at a single large festival. Scale this up across the UK and Europe, where we know the problem is also growing, and we are potentially looking at hundreds of thousands of left behind tents. All adding to the plastic pollution problem. It's rather ironic that in 2018 when David Attenborough and the so-called "Blue Planet" effect drew attention to a global plastic waste emergency, inspiring the national conscience to wage war on single use plastics, that the single use plastic tent somehow slipped the net. And of course, there is a financial cost to all of this. In 2016 it was estimated that it cost Glastonbury £780,000 to dispose of all the rubbish after the festival, the vast majority coming from the campsite.

SO, WHAT CAN BE DONE IN 2019?

The development of compostable tent materials. There are currently several forms on the market, some pre-erected, with new ideas being developed. For the most part this is a short-term solution. They don't have a long life and the term "compostable tent" tends to perpetuate the idea of single use and disposability when what we really need is to move towards longer life and reuse.

Speaking of pre-erected tents **Glamping** is likely to continue to grow potentially eliminating a proportion of tent waste however



"We need a more radical solution by turning the problem on its head. Let's make green camping the default option."

the majority of the tents are still made from plastic derivatives and there is little independent research currently to understand how many times these tents can/are being used before they are disposed of and where.

Bridging the gap between glamping's plastic tents and short-lived tents made of compostable materials is the comeback of the Canvas tent. Canvas tents have a much longer life and they are repairable. There are a few companies out there now who upcycle vintage tents from the seventies supplying them set up and ready to use by the festival goer. A cool option which avoids all the old issues of carrying a very heavy wet tent back home. The main problem though is that whilst these companies are filling a nostalgia niche with a sustainable option these are small operations and the supply of vintage tents is of course limited.

Buying a festival tent that you can repair is almost a thing of the past but new EU proposed

legislation now referred to as the "Right to Repair Law" may just change things. Although targeted at the manufacture of white and tech goods there is no reason why this law if introduced couldn't be used to target tent manufacturers. As the UK's environment minister is quoted as saying "We want manufacturers and producers to make products easier to reuse and repair, to make them last longer." (Independent Jan 2019). With 18 states in the US ready to enact this law along with the EU and UK it has the potential to transform manufactured goods eliminating built in obsolescence and the way they are made and with the right pressure there is no reason why this shouldn't include tents. It is unlikely to change things in the short term, sadly, but in the longer term... Watch this Space!

Schemes that have been successful are those which focus on green camping and behaviour change by which I mean those campsites where festival audiences bring their own tents and in exchange for things like better showers and toilets, security and great food, they agree to adhere to certain principles or rules such as taking their tents home and leaving a clean campsite. Love Your Tent and Respect schemes at the Isle of Wight Festival, Greenpeace's new "Eco Camp" at Download Festival and "Clean out Loud" at Roskilde Festival have all demonstrated that with the right approach things can change. It is only surprising that this approach hasn't gathered more momentum.

It could be argued though that these schemes don't go far enough as they only cover a small area, less than 10%, of total camping at festivals. Having researched this problem for the last few years talking to hundreds of festival campers along the way it's my conclusion that real behaviour change needs a bigger prompt. And the way to do this is to make green camping both the default camping option and at the same time the cheapest camping option. Yes, you can still camp brown and dirty if you choose too but it will cost you more.

So, my challenge to festival organisers with tent waste problems is to take a serious look at long term strategies to change festival camping behaviour. In 2019 festivals that have no green camping could make a start and introduce it as an option. Those that do already have green camping should focus on expanding their green campsites with a goal to make green camping the cheapest and the default camping option. This is a big ask for festival organisers but the tent waste problem has been going on for far too long now.

POSTSCRIPT - CAMPSITE CHAOS

In 2018 Yourope's GO Group and A Greener Festival joined forces and created "Campsite Chaos" a new initiative on the problem. Campsite Chaos is a closed group for festival organisers providing a forum for frank and honest discussion of their campsite waste problems. Members can share their experiences including their successes and failures.

The forum is held at both the Eurosonic and Green Events and Innovation Conference

TERESA MOORE IS A DIRECTOR OF A GREENER FESTIVAL

She is also a **researcher** and has been looking at the problem of tent waste at festivals for a number of years. She carried out the first pan European survey on the tent waste problem in 2012 for A Greener Festival and Go Group. For the last 4 years she has conducted research on the campsites at the Isle of Wight Festival amongst others and in 2018 advised Green Peace on setting up Eco Camp at Download Festival as part of ongoing research for her PhD in Sustainable Event Management.

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NOTES



THANK YOU TO ALL OUR ASSOCIATES FOR YOUR SUPPORT. FIND OUT MORE ABOUT BECOMING AN ASSOCIATE AT WWW.AGREENERFESTIVAL.COM OR EMAIL HELLO@AGREENERFESTIVAL.COM





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