



GEI15

GREENEVENTS&INNOVATIONS CONFERENCE

AGF

AGREENERFUTURE

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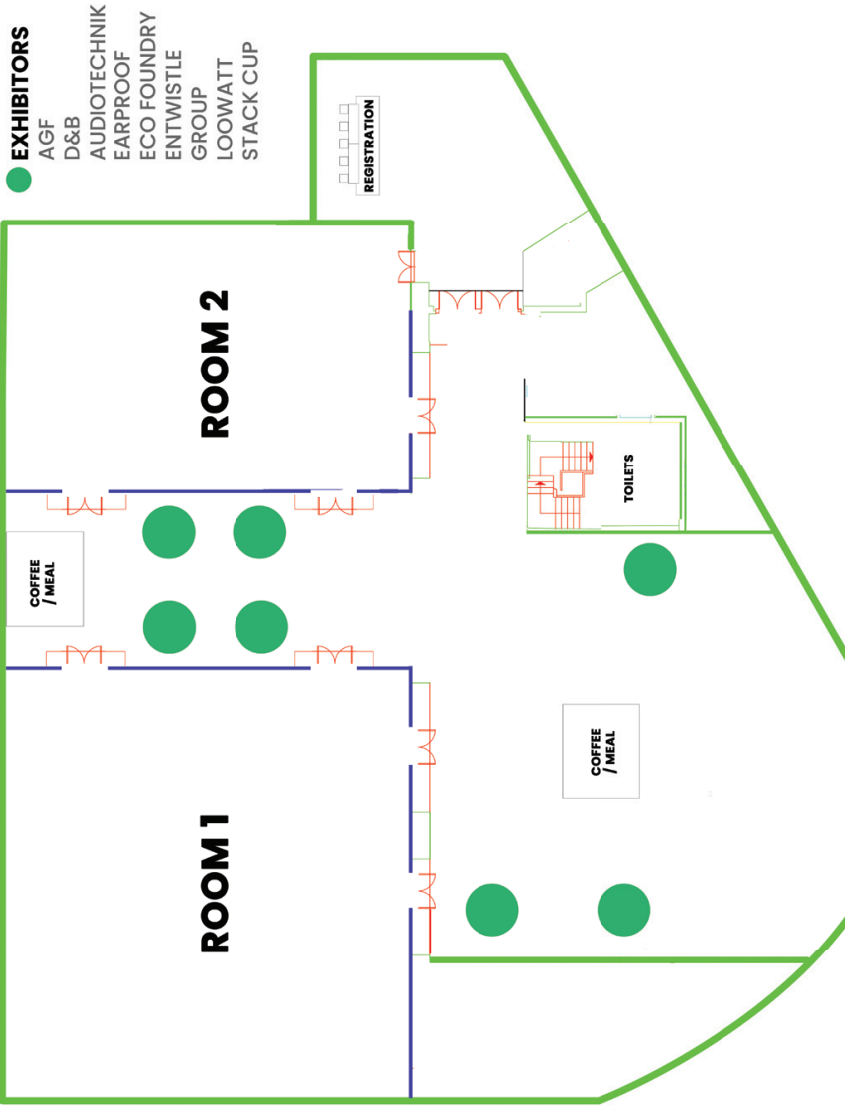
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Welcome to the 15th annual Green Events & Innovations Conference.

With events, live music, and sports having been back in full swing for a year now, never before has sustainability been higher on the agenda. Maybe that's because some of us have realised that the thing that poleaxed our industry – the pandemic – wasn't just a random event but a symptom of our broken relationship with the natural world. For years scientists have been telling us that pandemics are increasingly likely and tied directly to biodiversity loss. We ignored them. Until we couldn't.

Things have to change – because right now, a new zoonotic virus is crossing over to the human world every four months. Either we take this seriously or we are complicit in the destruction of our own industry (at the very least). How can we look ourselves in the mirror if our events, venues, businesses etc are just an excuse for people to forget about the problems we've helped create? The scale of threat has never been more visible with the toll of climate change, pollution, inequality, and biodiversity loss laid bare.

Today we have some of the leading and most inspiring organisations and minds together in

It's no longer a niche – a nice thing to do – it's an all-encompassing direction of travel where all of the pieces are starting to (and have to) fit together for a greener future for us all. Anything else, quite frankly, is madness.

one space to share, connect, and accelerate the positive actions we all need to take to prevent further damage and repair the damage already done.

As well as being an important edition of GEI, this is a momentous occasion for the event organisers, A Greener Festival. After 17 years, A Greener Festival begins a new life as A Greener Future.

As a not-for-profit, we've spent nearly two decades pouring all we have into the sustainability of the live sector. Born from the dissertation and passion project of 22-year-old me in 2005, AGF cut its teeth on the global music festival scene, with the world's first event sustainability standards – The Greener Festival Awards. These have been used all around the world by hundreds of music festivals, such as Roskilde (DK); Glastonbury, Green Gathering, and Shambala in the UK; Primavera Sound (ES); Bonnaroo (US); Boom Festival (PT); and Rainbow Serpent (AU), to name a few. The hundreds of events and thousands of individuals who have participated, the sustainability experts and all our AGF Assessors over the years, have helped shape and build what we know as AGF Certification today.

In 2016, AGF consultancy and CO2 analysis began along with our Sustainable Event Management and Assessor training. In 2017, we expanded this to company in-house training and online training with Falmouth University. The Greener Event Awards were launched to include other event types such as the RHS Chelsea Flower Show, business events, and conferences. Around this time, our certification and on-site assessor audits became a tool for local authorities to ensure festivals are reaching

required standards for sustainability in cities such as Amsterdam and Utrecht.

Working directly with artists, agents, and managers in 2019, we launched the Green Artist Rider with Coda Agency (subsequently Paradigm, now Wasserman). Our work expanded into the sports sector with Threshold Events, Limelight Sports, and Bath Half Marathon being some of the first to use training, consultancy, and certification, respectively. The following year, we consolidated our position as a leading authority in sustainability and event management by achieving HESA (UK Government) recognition as an accreditor of university and professional courses in the area.

Continuing to branch into the full-event ecosystem, piecing the puzzle together, 2020 saw the launch of the Greener Arena and Venue schemes, with iconic names such as OVO Hydro, The O2, OVO Wembley Arena, and Forest Green Rovers F.C. being the first to attain certification.

In 2021, A Greener Tour began, with Bring Me The Horizon as an early adopter, who reduced emissions by nearly 40% on the road in the world's first post-pandemic arena tour. With artists, tours, venues, events, festivals, and education, Greener Supplier certification has naturally followed, as the lifeblood and "boots on the ground" of the sector.

With this wealth of experience, growing team, and international network of sustainable event specialists, we now provide sustainability directors, managers, and staff to events, including HM the Queen's Platinum Jubilee Pageant, AEG Presents, and Concert 4 Earth in 2022. Added to the suite of support services are Biodiversity Impact Assessments, Investment Grade Energy Audits, and Life Cycle Analysis, to name a few.

We have always been about real action that raises the bar, with continuous improvements. Quality over quantity. In our new incarnation, we broaden horizons and raise ambition to do the important work of bringing the whole events, music, entertainment, and sports ecosystem into more sustainable structures and ways of operating.

Having grown and evolved along with the sector through the lens of sustainability, our unique position to understand and support has never been more important. There are huge emissions reductions to be made, which require drastic changes to business-as-usual. But these drastic changes present a huge opportunity. Sustainability is directly linked to risk, reputation, and increasing legislation.



A GREENER FUTURE

Here in the UK, we have a legally binding national net-zero target, and in the last month a new department for net-zero was established in government. Make no mistake, soon you will be legally required (if you are not already) to publish your emissions, have a credible net-zero plan, and be audited on your progress. Your fans and audiences will be watching. Your clients will be asking you in their procurement processes. Your artists and talent will demand it, and those that fall short will soon be losing business.

Take the CEO of a massive AV company we're working with, who said: "I care about the planet, but if I'm going to be hard-nosed about it, the commercial advantage of being the first truly net-zero supplier in five years' time far outweighs any cost and pain between now and then." Or what about the bands that are now asking their teams to route their tours to the greenest venues? Maybe some people don't care about the planet. They're still going to have to take it seriously. Or go out of business.

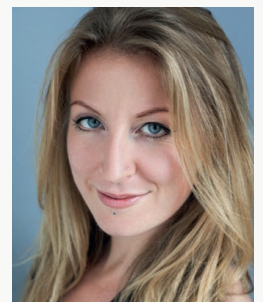
In what remains of this pivotal decade, we will guide the sector through its net-zero journey and responsibilities. Our unique vantage point and experience places us at the heart of this transition for our sector, as we map actions and responsibilities that are fair, effective, and necessary.

We remain here, steadfast, and ready to help all organisations who are willing to change and join us during this transformative time.

Our story reflects the evolution of sustainability in the events and entertainment sector and in society at large. It's no longer a niche – a nice thing to do – it's an all-encompassing direction of travel where all of the pieces are starting to (and have to) fit together for a greener future for us all. Anything else, quite frankly, is madness.

**Welcome to GEI.
Welcome to A Greener Future.**

Claire O'Neill
CEO, A Greener Future



Schedule

09:45 - 10:00

GEI WELCOME & INTRODUCTION

Room 1

HOSTS: Claire O'Neill & Teresa Moore

A few warm words of welcome to GEI 15.

10:00 - 11:00

PANEL:

ADAPTING TO THE NEW CLIMATE

Room 1

HOST: Jonathan Overend (BBC / NinetyFour19)

Extreme weather, including floods, prolonged heat waves, and violent storms are now impacting the risk management, safety, operations, and site viability of events. So, how are events responding and adapting to these early stages of climate change, and how are they striving to curtail further climate-related havoc going forwards?

In this panel, we explore the impact of climate change on creating and delivering events and how we can adapt to a "new" climate.

Guest Speakers:

Jane Healy (Glastonbury / Boomtown Fair)

Artur Mendes (Boom Festival / Being Gathering)

Ric Robins (The Met Office)

10:00 - 10:30

CASE STUDY:

THE PLATINUM JUBILEE PAGEANT

Room 2

HOST: Sangeeta Waldron (Serendipity PR)

Her Majesty The Queen's Platinum Jubilee Pageant (PJP) took place 5 June 2022, telling the story of the British monarch's 70-year reign and how society has transformed during that era. The PJP was determined to leave a positive legacy, for both communities and the events industry, including a clear commitment to minimise carbon emissions and waste. The event was 100% vegan, used 100% renewable energy, and 100% carbon removed, to name just a few notable achievements. In the first part of this panel, PJP CEO Rosanna Machado will review the sustainability actions put in place and the takeaways from this huge and iconic event.

Guest Speaker:

Rosanna Machado (Zebra / Platinum Jubilee Pageant)

10:30 - 11:00

PRESENTATION:

CARBON OFFSETS: THE GOOD, THE BAD & THE UGLY

Room 2

HOST: Sangeeta Waldron (Serendipity PR)

Even if we do everything else right on reducing emissions, the world still needs to remove up to

220 gigatonnes of carbon from the atmosphere by 2050. In the current carbon "offset" market – a minefield of potential greenwash accusations and ambiguous impact claims – how do we discern and support projects that draw the carbon down durably, quickly and reliably?

In the second half of this hour, Mark Stevenson of CUR8 explains carbon removals using the Platinum Jubilee Pageant as a case study.

Guest Speaker:

Mark Stevenson (CUR8)

11:00 - 11:30

THE SUSTAINABI-TEA & COFFEE BREAK

Foyer

11:10 - 11:25

PRESENTATION:

HERE IT IS – EUROPEAN GREEN FESTIVAL ROADMAP 2030

Room 2

HOST: Holger Jan Schmidt (Yourope)

During GEI 14, it was announced that YOUROPE – The European Festival Association was in the process of creating The European Green Festival Roadmap 2030, with the input of a workshop that took place during GEI involving more than 40 people active in the festival and live events sector. Thanks to GO Group and especially AGF, the prototype of the Roadmap is now ready.

The Roadmap visualises areas where festivals and other events need to accelerate to cut their emissions by 2030 and become climate neutral by 2050, according to both EU policies and the UN Paris agreement. It contains easy access advice for a number of focus areas as well as differentiation on various levels of expertise in the organisation. Each focus area offers lists of measures applicable for different levels of both impact and readiness. In this way, each festival or event will easily be able to create its own sets of goals and measures to follow the Roadmap. Each focus area is also connected to the relevant SDG.

Guest Speaker:

Nikita Coulter (AGF)

11:30 - 12:30

PANEL:

MOVING ON FROM FOSSIL FUELS

Room 1

HOST: Dale Vince (Ecotricity / Forest Green Rovers F.C.)

With rising temperatures AND rising energy bills, the topic of fossil fuels couldn't be more important. This panel, led by Ecotricity founder Dale Vince OBE, will discuss how hybrid temporary power systems can reduce fuel consumption. We'll hear

about opportunities for connecting event sites to the grid, and how venues and those already connected can make their energy bills matter and move us towards energy independence and away from global commodity price markets.

Guest Speakers:

Helen Harland (Manchester City Council)

Michelle Molema (Greener Power)

Richard Godsell (The O2)

11:30 - 12:30

PANEL & PRESENTATION:

SWITCHING ON YOUR AUDIENCE – CREATIVE CLIMATE COMMUNICATION

Room 2

HOST: Lucy Siegle (Author & Journalist)

Complex messages can be conveyed in a simple image, concept or piece of music. This session begins with a presentation by Zed Anwar, a deeply passionate creative who believes brands should take responsibility for the planet. Zed will discuss the posters he created for the Greenpeace campaign and upcoming WWF campaign featuring major brands and football clubs: World Without Nature.

The panel will then tackle what's being done to inspire audiences to take action for the climate, to raise awareness for sustainability, and to change behaviour when participating in events and beyond. We'll ask, as we get our house in order, how do we use our voices and profiles for change?

Guest Speakers:

Zed Anwar (Visual Artist)

Hannah Cox (betternotstop)

Dave Ojay (NAAM Festival)

12:30 - 13:00

DISCUSSION:

FOOD BACK TO THE FUTURE

Room 1

HOST: Dale Vince (Ecotricity / Forest Green Rovers F.C.)

Dale Vince, owner of all-vegan football club Forest Green Rovers (as well as Ecotricity) participates in a second GEI panel. This time he is in conversation with Andy Cato of Wildfarmed and Groove Armada.

These two remarkable individuals will discuss what makes sustainable food, the origin of Wildfarmed, and why Andy, as a global touring artist, became a regenerative farmer.

Considering food is responsible for one third of our global emissions and impacts biodiversity and our health on every level, this session is a must see. Plus we'll be revealing a great new collaboration... just in time for lunch!

Guest Speaker:

Andy Cato (Wildfarmed / Groove Armada)

12:30 - 13:00

DISCUSSION:

CIRCULARITY: TURNING OFF THE TAP ON NEW**Room 2****HOST: Lucy Siegle** (Author & Journalist)

Julia Davies of We Have the Power shares her Less Rubbish vision in this Q&A with Author & Journalist Lucy Siegle. Julia will argue why reuse is the only truly sustainable solution and how the companies she invests in are making circularity work.

Guest Speaker:**Julia Davies** (We Have The Power)**13:00 - 14:00****VEGAN LUNCH-TIME FEAST****Foyer** (through the central corridor)

Delicious climate-loving plant-based cuisine and an opportunity to relax and/or network before the afternoon's panels commence.

14:00 - 14:40

PRESENTATION:

ACT 1.5 EXCLUSIVE RESEARCH**Room 1****HOST: John Robb** (Louder Than War / The Membranes)

Supported by the hugely successful trip-hop collective Massive Attack and the Arts Council of England (ACE), ACT 1.5 is a research project that explores the challenges set out in the Tyndall Centre for Climate Change Research's Live Music Roadmap.

The research – carried out by Mark Donne and John O'Sullivan in partnership with a multiplicity of super-low carbon providers to the sector, and featuring newly commissioned expert research from Tyndall Centre analysts – explores the practical challenges of addressing Scope 1, 2, and 3 emissions in the live music sector and how technical innovation and behavioural change can transition touring to a low-carbon future.

This session will share the critical learnings from ACT 1.5's exclusive research.

Guest Speakers:**Mark Donne** (ACT 1.5)**Carly McLachlan** (Tyndall Centre for Climate Change Research)**14:00 - 14:30****QUICK-FIRE INNOVATION ROUND****Room 2****HOST: Abena Fairweather** (Legacy Marketplace)

Delegates have the opportunity to present their innovative climate-change-fighting start-ups, businesses, or inventions.

This session will bring you the latest ideas and technologies driving sustainability in unique ways. Discover how the team at Carnicycle are making Carnival sustainable; The Green Room's approach to sustainable tools for online music; FWRD's innovative ways to improve bin use through gamification; and GEIA's ideas on how technology can help events support forest restoration.

Guest Speakers:**Chris Masticci** (FWRD)**Danii McLetchie** (Carnicycle)**Thomas Richardson** (GEIA)**Gwendolenn Sharp** (The Green Room)**Cerise Cooper** (Again / CleanCel)**14:30 - 15:45**

PANEL:

MOVING FORWARD SUSTAINABILITY THEORY, RESEARCH & PRACTICE

Sponsor: AEME (Association for Events Management Education)

Room 2**HOST: Adrian Bossey** (Cornwall Business School / Falmouth University)

GEI15 will be hosting the Association of Event Management Educators (AEME) and bringing together a panel of leading event and sustainability researchers from across the UK to discuss the current and future direction of event and sustainability research.

Guest Speakers:**Daniel Baxter** (Glasgow Caledonian University)**Jane Ali-Knight** (Edinburgh Napier University)**Clare Mackay** (University of the West of England)**Briony Whitaker** (University of the West of England)**14:45 - 15:45**

PANEL:

A GREENER TOUR ROUND IV**Room 1****HOST: John Robb** (Louder Than War / The Membranes)

It's been five years since we hosted our Greener Tour panel at GEI11. Since then, we've experienced Brexit and a pandemic. And we have found out that if we get out of kilter with the environment, then we may have to cancel pretty much every event on the planet.

So, now that touring is back in full swing... are we on

the road to a greener tour? In this panel, we take a look at what has changed, what can be changed, and the practicalities of trying to change the model.

Guest Speakers:**Jamal Chalabi** (Backlash Productions / AGF)**Carol Scott** (TAIT)**15:45 - 16:10****THE SUSTAINABILITY-TEA & COFFEE BREAK****Foyer****16:10 - 17:10**

KEYNOTE CONVERSATION:

BRIAN ENO & JACOB COLLIER – MUSIC AS A SOCIAL SYNCHRONISER

Sponsor: Earth Percent

Room 1**HOST: Emma-Louise Amanshia**

Musician, producer, visual artist, and activist Brian Eno, will be in conversation with Grammy Award-winning singer-songwriter and multi-instrumentalist Jacob Collier.

Music as a Social Synchroniser will see these two incredible artists and inspiring individuals explore the social function of music and how it changes us, offers us a local counterpoint to the big things happening in the world, and why it is so important in a community.

The question of where music comes from, and how it arises, not just from the minds of individuals but from whole societies, traditions, and living ecosystems, is a way to connect it to the big question of the climate crisis and music's response to it.

17:15 - 18:15**INTERNATIONAL AGF AWARDS AND TOAST****Room 1****HOSTS: Emma-Louise Amanshia & Claire O'Neill** (AGF)

To round off a day of what we hope were inspiring insights and stimulating panels and conversations, we raise a glass of champagne or freshly squeezed OJ (Hmm. Bucks fizz, anyone?) to celebrate the 16th year of the AGF Awards and all of those certified in 2022. Plus, we reveal the winners of the International AGF Awards 2023.

18:15 - 20:00**CLOSING DRINKS****Foyer**

Come and celebrate the end to a fantastic and busy day with some final networking and some lovely booze.



A GREENER FUTURE JUICY STATS

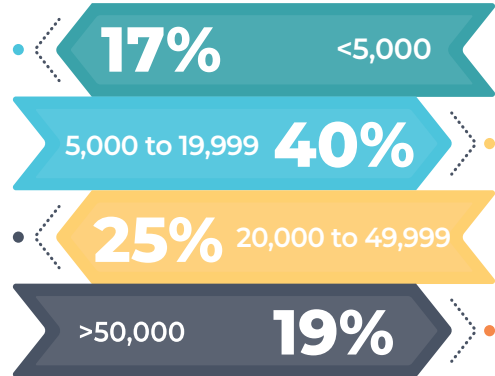
AVERAGE NUMBERS OF ATTENDEES PER EVENT **28624**

COUNTRIES WHERE ASSESSMENTS CARRIED OUT
Australia, Belgium, Denmark, France, Germany, Netherlands, Norway, Portugal, Slovenia, Spain, Switzerland, UK, US

AVERAGE DURATION OF EVENT (IN DAYS) **3.8**

BASED IN UK, EU OR EEA **96%**

CAPACITY

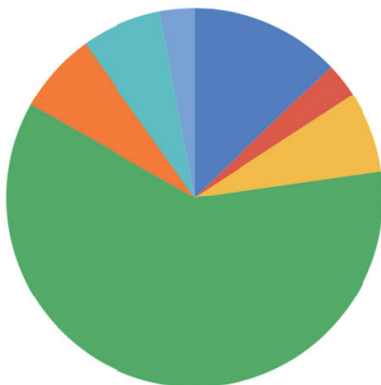


TRANSPORT



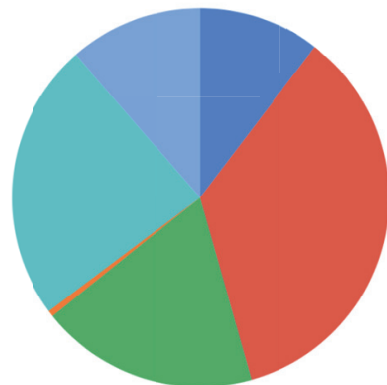
* totally or partially

GREENFIELD FESTIVALS
AUDIENCE MODE OF TRANSPORT

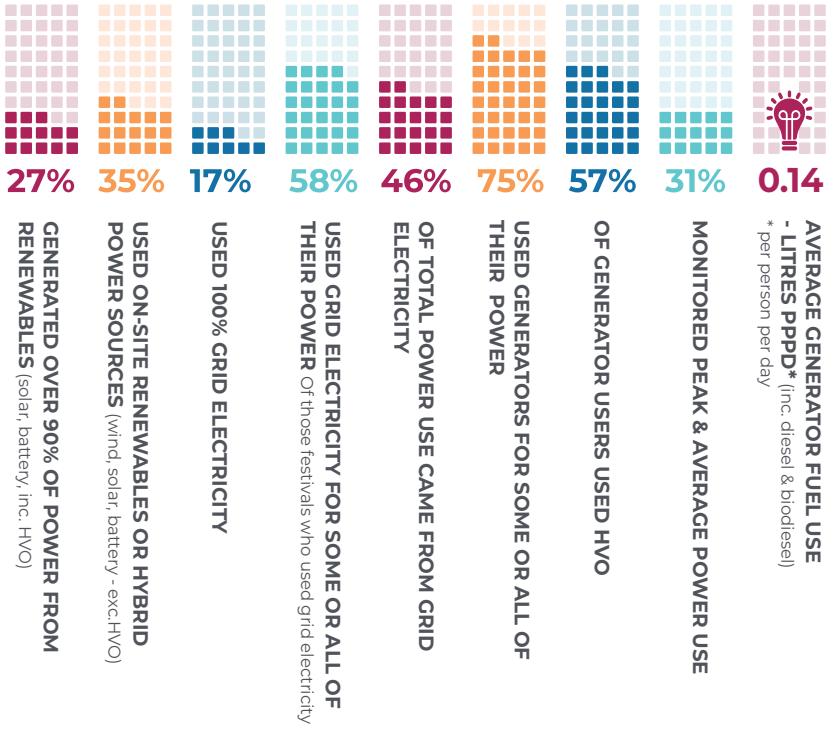


- Bus/Coach
- Train/Metro/Tram
- Camper/Van
- Car
- Air
- Bicycle/On Foot
- Other*

URBAN FESTIVALS
AUDIENCE MODE OF TRANSPORT

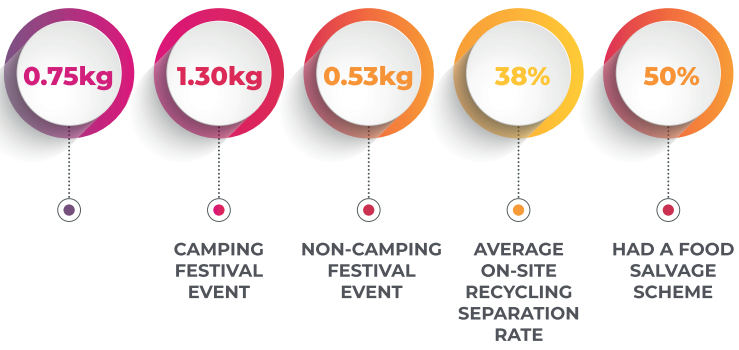


POWER

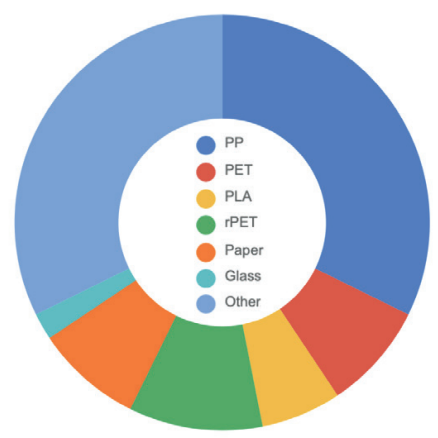
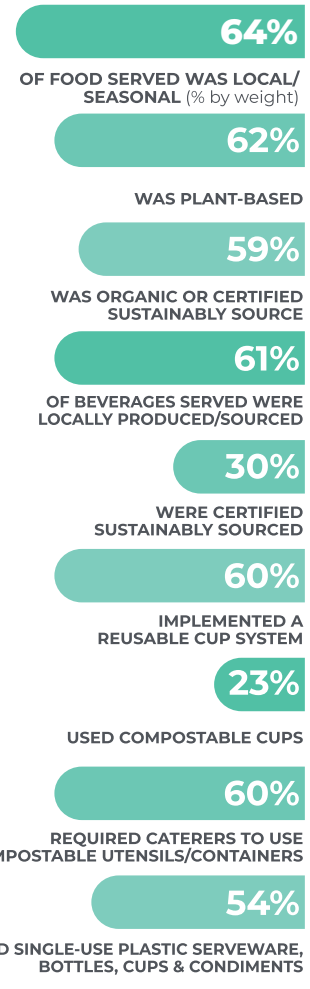
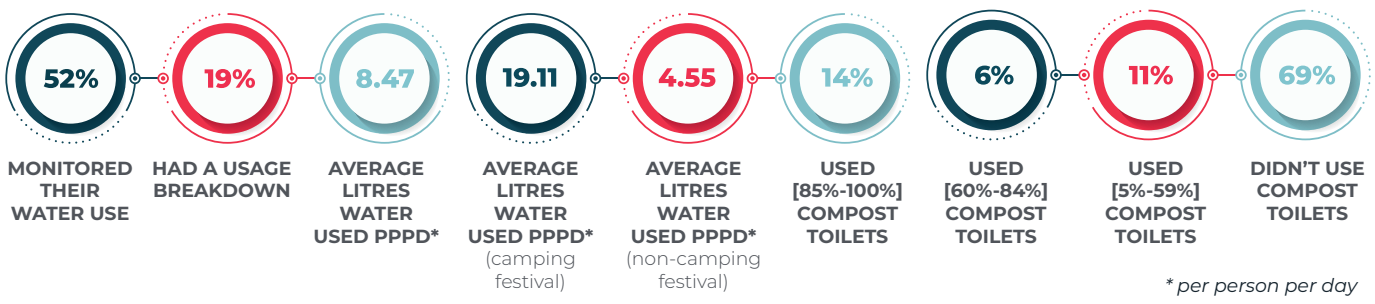


SOLID WASTE & RECYCLING

AVERAGE WASTE GENERATED BY AUDIENCE (PER DAY)



WATER USE & SANITATION





This year, 29 events and arenas from 11 countries are finalists for the International AGF Awards. Finalists were selected from all AGF certified Greener Events, Greener Festivals, and Greener Arenas over the last year, with top scores across key sustainability criteria.

Congratulations to all nominees for breaking ground and working hard to make events, arenas, and festivals greener!



International Greener Festival Award

Sponsored by:



Cambridge Folk Festival (UK)
 DGTL Festival Amsterdam (NL)
 Green Gathering (UK)
 Øya Festival (NO)
 Paradise City (BE)
 Pete The Monkey (FR)
 Platinum Jubilee Pageant (UK)
 Shambala Festival (UK)
 We Love Green (FR)

Greener Transport Award

DGTL Festival Amsterdam (NL)
 Luno presents All Points East (UK)
 Øya Festival (NO)
 Paradise City (BE)
 Rosendal Garden Party (SE)
 Walden Festival (BE)
 WECANDANCE (BE)
 We Love Green (FR)

Community Action Award

Green Gathering (UK)
 Luno presents All Points East (UK)
 Forest Green Rovers F.C. (UK)
 Øya Festival (NO)
 Platinum Jubilee Pageant (UK)
 Robin Hood Annual Benefit (US)
 Shambala Festival (UK)
 Sonidos Liquidos (ES)

Circular Event Award

(for reduced waste & resourcefulness)

Boom Festival (PT)
 Cambridge Folk Festival (UK)
 DGTL Festival Amsterdam (NL)
 Green Gathering (UK)
 Øya Festival (NO)
 Shambala Festival (UK)
 Strawberry Fields (AU)
 We Love Green (FR)

Greener Catering Award

Sponsored by:

Matthew Clark

DGTL Festival Amsterdam (NL)
 elrow Town (NL)
 Forest Green Rovers FC (UK)
 Green Gathering (UK)
 Platinum Jubilee Pageant (UK)
 Shambala Festival (UK)
 Strafwerk Festival (NL)
 WoNDeRFeel (NL)

Greener Power Award

Cambridge Folk Festival (UK)
 DGTL Festival Amsterdam (NL)
 elrow Town (NL)
 Green Gathering (UK)
 Leopalooza (UK)
 Øya Festival (NO)
 Shambala Festival (UK)
 SWR3 New Pop Festival (DE)

Pied Piper Award

(for Greener Communication)

Boom Festival (PT)
 DGTL Festival Amsterdam (NL)
 Forest Green Rovers FC (UK)
 Greenbelt Festival (UK)
 Øya Festival (NO)
 Platinum Jubilee Pageant (UK)
 Shambala Festival (UK)
 Sonidos Liquidos (ES)

AGF Water & Sanitation Award

Sponsored by:

Loowatt
 Flush with Happiness

American Express presents BST Hyde Park (UK)
 Boom Festival (PT)
 DGTL Festival Amsterdam (NL)
 Paradise City (BE)
 Pete the Monkey (FR)
 Primavera Sound (ES)
 Strawberry Fields (AU)
 We Love Green (FR)

Greener Innovations Award

Global Broadcast
 @ *Atlantis Concert for Earth* (PT)
 Biological Water Treatment
 @ *Boom Festival* (PT)
 Inflatable Recycling
 @ *elrowTown* (NL)
 Moon Loos
 @ *Green Gathering* (UK)
 Green Mobility Plan
 @ *Paradise City* (BE)
 Bike Rally
 @ *Pete The Monkey* (FR)
 Summer Daze
 @ *The O2* (UK)
 WomanInFan Initiative
 @ *Sitges Film Festival* (ES)
 Farmers Brunch
 @ *WECANDANCE* (BE)

2023

INTERNATIONAL AGF AWARDS

FINALISTS



IMPROVERS

FESTIVALS

Bloodstock Open Air (UK)
 Brockwell Live (UK)
 Das Fest (DE)
 Deer Shed (UK)
 Jardín de las Delicias (ES)
 Leopallooza (UK)
 Luno presents All Points East (UK)
 MetalDays (SL)
 Rosendal Garden Party (SE)
 Shindig (UK)
 Standon Calling (UK)
 Strawberry Fields (AU)
 SWR3 New Pop (DE)
 Underneath the Stars (UK)
 Valley Fest (UK)

EVENTS

FUSE International Dance
 Showcase (UK)
 Manchester Góbéfest (UK)
 Manchester Mega Mela (UK)
 Sitges Film Festival (ES)
 Terminal V Halloween (UK)
 The Music Managers Forum Artist
 and Managers Awards (UK)

ARENAS

OVO Arena Wembley (UK)
 The O2 Arena (UK)



AGF CERTIFIED FESTIVALS, EVENTS & ARENAS

2022

Huge congratulations are due to the 51 festivals, events, and arenas across 12 countries who achieved AGF Certification in 2022. This rigorous and comprehensive assessment process sets the standard for sustainability in the live events sector.

Hats off to all those festivals and events who took part, demonstrating their commitment to improving environmental sustainability and social equality. And a special shout out to all the local event and venue teams and all the AGF Assessors who worked tirelessly to complete these assessments.



COMMENDED

FESTIVALS

Bordeaux Open Air (FR)
De Zon (NL)
elrow Town (NL)
Greenbelt (UK)
Mystic Garden (NL)
Pleinvrees Festival (NL)
Straf Werk (NL)
walden festival (BE)
WECANDANCE (BE)
WoNDeRFeel (NL)

EVENTS

Cridem pel Clima (ES)
MadBlue (ES)



HIGHLY COMMENDED

FESTIVALS

American Express presents
BST Hyde Park (UK)
Boom Festival (PT)
Dockyard Festival (NL)
Primavera Sound (ES)
Sonidos Líquidos (ES)

EVENTS

Robin Hood's Annual
Benefit (US)



OUTSTANDING

FESTIVALS

Cambridge Folk Festival (UK)
DGTL (NL)
Green Gathering (UK)
Øyafestivalen (NO)
Paradise City (BE)
Pete the Monkey (FR)
Shambala (UK)
We Love Green (FR)

EVENTS

Platinum Jubilee
Pageant (UK)

ARENAS

Forest Green Rovers
Football Club (UK)

EARTH / PERCENT

**UNLEASHING THE POWER OF MUSIC
IN SERVICE OF THE PLANET.**

FIND OUT MORE AT [EARTHPERCENT.ORG](https://earthpercent.org)

Get in touch: hello@earthpercent.org

MANIFESTO: NOW IN PAPERBACK

New chapters from Dale on the multiple crises we face, the dog days of free market dogma and the emerging crisis of Capitalism. He also writes about the false economy of an unbalanced tax system and how changing that, is one of the keys to a greener Britain.

ENJOY YOUR
COPY FROM GEI

MANIFESTO THE BATTLE FOR GREEN BRITAIN



"LABOUR'S
GREEN
KNIGHT."
- THE TIMES

Founder of **Ecotricity**
United Nations Climate Champion

DALE VINCE OBE

'A must read for anyone who wants to know what the climate crisis means for you in your day-to-day life.' **Chris Packham**





Devil's Kitchen & Wildfarmed

Today's lunch includes a "wickedly tasty" vegan slider burger.

Dale Vince's Devil's Kitchen produces the shiitake mushroom burger. The company is an extension of the work of vegan football club Forest Green Rovers and is named after their stadium's main catering outlet, where the venture began.

The burger has been road-tested extensively for large-scale events having been enjoyed by many thousands of fans on match days at the club. The super tasty

wickedly tasty foods made from plants in the

**DEVIL'S
KITCHEN**

WILDFARMED

recipe is high in protein and demonstrates that the transition from meat can be achieved without fear of missing out!

Its CO₂e is far lower than that of the beef equivalent,

too, and Devil's Kitchen have used UN Certified carbon credits to offset to net carbon neutral.

The burger bun is a collaboration between fifth-generation, Cotswold-based Hobbs House Bakery and regenerative brand Wildfarmed.

Wildfarmed flour helps fix the planet. By putting soil health first, and paying farmers properly, Wildfarmed are able to grow tasty, highly nutritious food, in a way that heals the planet. All of Wildfarmed flour comes from wheat grown without the use of 'cides', in a system that prioritises soil health, increasing soil biodiversity, drawing carbon from the atmosphere and producing nutrient dense food.

Greening the UK Live Events Sector



Environmental Practice, Legislation, and Bottom-up Led Change

Teresa Moore
Director, A Greener Future

It's the time of year again when we look ahead to the sorts of developments likely to be a focus during the coming year, and there are a number to highlight for 2023.

It is nearly two years since the DCMS report: *The future of UK music festivals* and 18 months since the government's response, which urged festival organisers to work with organisations such as A Greener Festival to continue to make progress in becoming greener. The published report was short on detail and to my mind oversimplified the causes of increased emissions, putting them down solely to the growth of the market. I'll return to this later.

It did, though notably, include a call for local authorities to adopt standardised environmental objectives as part of festival licensing requirements. In effect, calling on local authorities to hold the festival sector to account, to help them, the local authorities, and the government meet their own emission targets. However, the government response, which was that it would continue to examine the role it can play in improving the sustainability of events, implied that yet another can was being kicked down the road. More recent indicators of the government's approach to environmental issues, such as their apparent reluctance to hold water companies to account for continued sewerage discharges into our rivers and oceans, are signs that any changes to licensing legislation to tackle festival emissions is probably a long way off.

In the meantime, sectors within the industry have been working to develop a voluntary Green Code of Conduct to set out minimum green standards for festival organisers. Whilst the development of the code is yet another example of the industry being proactive and ahead of government and legislation, it is arguable how effective any voluntary code can be, particularly in instances where the industry will continue to, as the DCMS put it, "mark its own homework" DCMS (2021). The full draft of the code is due to be published this year.

Single-use Plastics Legislation Comes into Force in 2023

In October 2023, new legislation banning unnecessary single-use plastics will come into force. The legislation will cover single-use plastic plates, trays, bowls, cutlery, balloon sticks, and some types of polystyrene cups and food containers. For many in the festival industry, the introduction of the legislation will be after their events have taken place this year and will only start to see its effect in 2024. However, the



government says that the date is designed to give those affected a chance to make changes. At A Greener Future (formerly Festival), we have been advising events to move away from plastic serveware for many years and have seen real progress in this area, even before the Covid years. Events and festivals, though, will now have to keep their eye on the ball to make sure that they, along with all their food traders, are compliant.

Green Deal Circular Festivals (GDCF)

Now with 43 festivals and events signed up from across Europe as well as the UK, the aim is to create festivals that are fully circular by 2025. After the setbacks of the Covid years, it may be that this year we will see real progress in the development of the circular festival, as a result of the collaboration between the Dutch government and festivals. The circular festival, though, is just the first step on the path to a much bigger goal and that is the Dutch government's mission to create a circular economy. We look forward to further developments in this truly groundbreaking initiative during the 2023 season.

Greater Collaboration between Practitioners and Theorists

Over the years, we have seen many interventions designed by festivals to

help deal with a range of environmental impacts created by the festival. What we haven't seen so much of is those initiatives supported and evaluated by theory. The tendency has been to introduce an initiative, and if that doesn't work, move on to the next one, sometimes on a rather ad hoc basis. A closer working relationship between festival organisers and researchers to understand why some interventions work and others don't and how theory can inform practice and vice versa is behind our decision to invite the Association for Event Management Education to host a panel at this year's GEI. We will hear about some exciting research projects in the pipeline, which will be carried out by festivals during 2023. Hopefully, we can encourage more organisers and theorists to collaborate.

At the beginning of this article, I mentioned that I thought the DCMS had over-simplified the causes of the industry's increased emissions in their report. Whilst increased economic activity is surely a factor, my own research has found that it is not the only factor. We need to pay more attention to the social factors that influence and affect not only audience behaviour but that of the organiser and all those involved in staging events. We need to look beyond what people say they will do and understand more about what they *actually* do and why. More developments in this area to come later this year.

For now, though, I wish everyone a successful and more environmentally friendly 2023.



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A word from ecotricity



our sponsors

Introducing Ecotricity

We're Britain's greenest energy company, with a mission to end fossil fuels for good. It's part of our wider vision for a zero carbon Britain, as set out by our founder Dale Vince.

Ecotricity Group works across four key areas: energy, transport, food and nature. Together, the first three make up 80% of all our carbon footprints. By changing what we do in these areas, we can make the biggest possible difference.

We don't just supply green energy, we use the money from our customers' bills to make it ourselves – we build windmills and solar parks and will be powering up Britain's first green gas mill in spring 2023, generating sustainable gas from a source that will never run out – grass!

Over the last 27 years we've built 74 windmills in 24 wind parks up and down the country. Together they save 37,422 tonnes of CO2 every year. It's not just windmills – our new hybrid sun and wind parks in Devon and Leicestershire opened in December 2022,

helping to increase the amount of renewable energy in Britain's energy mix.

Making events greener.

The effects of climate change continue to be felt worldwide. It's more important than ever for the live events, sports and creative sector to lead the way in the fight against climate change, showcasing green events as the new normal.

That's why Ecotricity are directly involved with green events and their organisers throughout Britain, including WOMAD, Vegan Camp Out, Future Yard and of course, Forest Green Rovers FC, described by FIFA as 'the greenest football club in the world'.

Joining Ecotricity is the biggest and simplest things you can do to help fight the climate crisis, reduce your carbon footprint and help the UK events industry tackle climate change.

Get a quote at ecotricity.co.uk/gei15_quote

Visit ecotricity.co.uk/gei15
or call us on **0345 600 1994**

With 15 years of experience in assessing festivals and events worldwide, our expert training focuses on the key operational issues that impact the environment.

*"We wanted to say a BIG thank you for our training this week. It was very informative, key aspects can be applied to our work immediately".
Major Events Team, The Royal Parks*

ENVIRONMENT & ASSESSOR TRAINING

FOR MORE INFORMATION EMAIL: TRAINING@AGREENERFUTURE.COM



Thank you

Thanks to all of our volunteers, chair folk, speakers, sponsors, supporters and attendees.

Special thanks to Lou Percival, Greg Parmley, Chris Prosser, and the entire ILMC team and their suppliers for their care and support in shaping and delivering GEI15.

We'd also like to thank the staff of the Royal Lancaster for all their patience and assistance.

Especially Sally Beck, Gareth Bush, Steven Pritchard, Rowena Schebela, Philip Wicebloom and Serkan Yildirim.

And thanks to the numerous other individuals who have contributed to GEI15.

Finally, to the global network of activists and front-liners who couldn't be here with us today – thank you, thank you, thank you.



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On-line courses for festival, venue & event staff and policy makers

A Greener Festival: Assessing Sustainability for the Live Events Industry – Drawing on our extensive experience of assessing sustainable practice, 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 two-week course is also Stage One of a two-part process to become an AGF Assessor.

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 & events, this course will enable you to consider operational & legal aspects of inclusivity and unpacks good practice & innovation.

PGDip/MA Creative Events Management: This course empowers you as a creative and entrepreneurial management practitioner to deepen your knowledge of current issues and help you to produce pioneering events. The on-line content incorporates our AGF & AIE short courses and also includes two in optional 'face-to-face' events per year. The MA takes two years to complete and is accredited by both A Greener Festival and Attitude is Everything.

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