

***Delivering on-line
education to
events industry
practitioners –
A case study***

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Presentation Overview

- **Discuss sustainability for events**
- **Introduce on-line training course**
- **Consider our methodology**
- **Share challenges / feedback**
- **Propose future opportunities**



IMAGE: 'a long road to sustainability' street sign CREDIT: A. Bossey

We've come a long way (baby)



IMAGE: 'Glastonbury Festival site in 1981.

1981 – 18,000 capacity

£8 per ticket

Very poor traffic management

Supported CND

ITV broadcast [Warming Warning](#)



IMAGE: 'Glastonbury Festival' site in 2016

2016 – 203,000 capacity

£228 + £5 booking fee

Finced £31,000 for [pollution](#)

£2m Greenpeace, Oxfam, Water Aid

Declarations of climate emergency

Sustainability & Events

- ***"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs"*** Brundtland Report – ‘Our Common Future (1987)
- Requires adoption of environmentally sound technologies (UN Environment Programme 2020: 1)
- ESTs comprise techniques or technologies to reduce environmental harm (OECD 2001: 1) Including **know-how**, goods and services, equipment, **organisational and management procedures**
- **The climate emergency creates an urgent need for training around best practice in environmental sustainability**

Two short on-line CPD courses

- Upskilling the global live music events community, around the [sustainability](#) and [accessibility](#) of live events
- Developed and delivered in partnership with industry partners
- [A Greener Future](#) ('AGF') and [Attitude is Everything](#)
- Delivered simultaneously to university students and industry practitioners
- Empowering networking


On-line CPD Methodology

- Use Canvas Virtual Learning Environment
- Courses comprise:
 - **Asynchronous lecture materials**
 - **Recorded interviews**
 - **Online tasks and forums**
 - **Synchronous 'expert' webinars**
 - **Multiple-choice assessment**

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- Home
- Account
- Dashboard
- Courses
- Calendar
- Inbox
- History
- Commons
- Help 10

- Topics
- Announcements
- Assignments
- Discussions
- BigBlueButton
- Grades
- Rubrics
- Collaborations
- Quizzes
- Outcomes
- Files
- Pages
- People
- Syllabus
- New Analytics
- Ally Course
- Accessibility Report
- Settings




[redacted]

3 Jun 2024

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Hi everyone, I'm [redacted] currently residing in South Africa. I work for an environmental non-profit called Greenpop, working to restore ecosystems and empower ecological stewards across Sub-Saharan Africa. We run a flagship annual festival called the Reforest Fest. I am eager to learn how to scale sustainability practices at the core of our work and learn from the best! I want to make environmentalism accessible and fun to everyone, incorporating an agile and multi-faceted approach to eventing and fundraising.

← Reply



Alexandra Lambley

3 Jun 2024

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Hello [redacted] and welcome to AGF.

It is fascinating to hear about the work you are doing in South Africa and across Sub-Saharan Africa. Why not provide a few links to the organisations that you work for to share your current practice?

We very much look forward to your contributions.

Alex, Online Tutor

← Reply



[redacted]

3 Jun 2024

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Sure thing!

Greenpop, on a mission to restore ecosystems and empower environmental stewards in Sub-Saharan Africa:

Website: www.greenpop.org

Facebook: www.facebook.com/Greenpop

Instagram: [@GreenpopSA](https://www.instagram.com/GreenpopSA)

LinkedIn: [@Greenpop](https://www.linkedin.com/company/Greenpop)

Our annual flagship festival:

www.reforestfest.com

← Reply

Image: ice breaker replies – credit Falmouth University

AND here are some nice statistics ...

	Summer 2024	Spring 2024	Autumn 2023	Spring 2023	Autumn 2022	Summer 2022
External	19	24	12	12	14	10
Internal - MA Creative Events Management			20		29	
Internal – BA CEM, SFT, STM and MA MBM		45		48		

- Launched in September 2017
- Runs up to 3 times a year
 - one iteration each year embedded in Creative Events Management MA Sustainable Event Planning module
- Promoted through industry and educational networks, forums and associations
- To date over 350 industry practitioners and 750 students have taken part
 - External participants include academics, AGF staff, charities, consultants, festival and event producers, local authorities, policy advisors
 - Internal participants have gone on to sustainability roles in industry, e.g. Eva Balaban, LiveNation / Berlin Music Commission & AGF Stage 2 Assessor

AGF – Assessing Sustainability for the Live Events Industry

- Draws on knowledge and experience gained by AGF since 2007
- Takes participants through the key environmental impacts of running an event and incorporates the latest thinking and good practice
- This course is Stage One of A Greener Future's two-stage training programme to become an AGF Assessor
- Stage Two applies theory to practice with training in onsite audits and AGF Reporting protocols via AGF's own mentor scheme.

Challenges of working with HEI's

- Flexibility
- Collaboration - developing an effective online learning pedagogy and methodology
- Data Protection
- Continuity

Image: **on next slide:** from case study – credit Falmouth university

I wanted to ask about proposing vendors to use biodegradable materials: how does that reduce the amounts of waste? and what kind of biodegradable materials do you mean? Most things don't decompose within a day on their own. Considering also that there are so many different types of biodegradable materials, they probably need to be collected and treated separately, so doesn't that create an extra work stream and complex?

The screenshot shows a course interface. On the left is a sidebar menu with icons and labels: Home, Topics, Announcements, Assignments, Discussions, BigBlueButton, Grades, Rubrics, Collaborations, Quizzes, Outcomes, Files, Pages, People, Syllabus, New Analytics, Ally Course, Accessibility Report, and Settings. The main content area has a yellow header 'Week 1 Case Study Reflection: Procurement' and a sub-header 'Enquire and Reflect'. Below this is a search bar and several paragraphs of text discussing a festival's procurement process, including details about timber, paint, and catering. At the bottom, there are 'Reflection Questions'.

I hear you [redacted] It depends on where you are as to the materials available right? I think on large scale and if managed efficiently with on-site recycling separation teams, this is better than normal plastic waste in my opinion, but yes as you mentioned this would need more labour and could be complex.

Totally understand that these bio-materials are often not as efficient as we are led to believe, but in terms of what the vendors use to package and prepare the things they are selling, this is a better option. As for what food and drink is served on to customers, my festival (albeit only 1400 people strong) has an in depth comms strategy to make participants bring their own plate, crockery, and cups to the event. We set up washing stations next to vendors for people to wash their equipment. A festival of 20,000+ would that work? I'm not sure.

I attended We Love Green in Paris last week and they served food on trays that held a value, a few euros, and were returnable for the deposit back. They had a centralised washing depot where you could return the tray and get your money back, but again this required multiple teams of people managing this and washing the trays. What happens to the trays after? With 110,000 people over the weekend- I can imagine this is a bit of a nightmare! Well organised and executed all the same.

Yes, indeed, setting up systems for reusables is also more time and energy demanding. Great to hear that you are doing this communication in your festival!

In Estonia, it now compulsory by the law to have only reusable tableware at public events since the beginning of this year. We have couple of big service providers for this, who bring in the cups-dishes, help arrange the take-back, organise the cleaning process and bring back the clean ones again. Last year we piloted the reusables system at our National Dance and Song Festival, which lasted a week and involved feeding more than 130 000 people during the week. It all went very smoothly, the choir singers and folk dancers got their food in a closed area (come in, get your food, eat, leave your dishes by the door as you leave), so there was no need for deposit, but there was deposit system for visitors with drop off points all over the area. There were no queues and only around 7% of the reusables went missing.

I Land Sound festival in the island of Saaremaa has their own reusables system already since 2019 (festival of 3000-5000 people). They have a local washing station where ceramic plates and bowls can be taken and returned and staff is washing them onsite. Cups are plastic and with a deposit. Since the plates are ceramic and look like they ones in restaurants, they don't go missing and are actually all returned. For a small festival which is far away from the big service providers, this is a good solution.

Great initiatives [redacted] thanks for sharing! Happy to hear it can work at scale.

So fascinating to hear about this being actioned successfully at scale as Claudia says!

Challenges of working with industry

- Adaptability – pace of change and currency of content (something that universities sometimes struggle with 😊)
- Increasingly sophisticated knowledge-base of participants – entry-level awareness has changed
- ROI for participants – differences between external/internal expectations
- Building a lasting community – CRM and service quality are vital, ensuring all delivery partners share the vision requires regular communication – resource implications and not just a quick win financially for HEIs

Positives of working with industry

- Positives are interactions of internal and external participants
- Exposure to contemporary practice for students (with the caveat that many are also practitioners themselves), inspiring and hugely influential on final major research projects (again Eva Balaban as an example?)

Feedback from Students

Why did you take this course?

- To understand the systems that make a green event/festivals and learn how to execute and or asses
- Deepening of knowledge, opportunity to become an assessor
- To expand my sustainability expertise and become an AGF assessor
- Professional Training
- To expand my knowledge and work towards becoming an AGF assessor
- I love festivals and our planet, I was so excited when I found the overlap. I'm keen to grow further in this space, starting with becoming an assessor

Image: [on next slide](#) of a webinar from Canvas platform – credit Falmouth University

After 17 years,
A Greener Festival
begins a new life as

A GREENER FUTURE

AGF
AGREENERFUTURE



On-going research

- Working on a journal paper
- Conceptualising a framework for the development of a creative pedagogy for postgraduate and professional online learners.
- Emergence of *postdigital positionality* in postgraduate and professional online education, derived from complex and dialectical human-technological relations
- Opportunity to “foreground postgraduate education as a means of developing new knowledge and insights and eroding traditional boundaries between academic and professional spheres.” (Aitken and Hayes, 2021: 139)
- Online sustainability education through non-traditional pedagogical strategies of “empathy, humour, risk-taking, compassion and a shared sense of community” (Barber, 2019: 59)

Thank You

Do you have any questions?

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