

Event Manager's Resource Pack

4 steps for a cleaner, greener event

Produced by participating Local
Authorities and the LAPN Network*



GETTING STARTED...

*It seems obvious to state it but before you **GO GREEN** your festival or event committee must first make a commitment. Its really important that the festival committee are in agreement so that the event organisers or site manager can implement the following four steps.*



STEP 1

GREEN PLAN

Write a simple charter for greening your festival or event and get your committee to endorse it. Such a commitment is very important to ensure that if necessary the commitment will not be challenged. A charter could be as simple as this:

'We, the _____ Festival committee are committed to protecting the environment and will ensure that our event has a minimum impact on the environment by preventing and segregating waste, consuming less water and energy and sourcing goods and materials sustainably. We will encourage visitors to also limit their impact on the environment at this event.'

In future years the charter could then be reviewed to reflect any additional environmental improvements.

Where possible display your charter in appropriate locations and on the event or festival website

STEP 2

GET THE MESSAGE OUT THAT THE EVENT IS GOING GREEN

The key to the successful greening of a festival or event is to involve and inform staff, volunteers and visitors. Here are some ideas to get you started:

Signage:

Alert visitors to the greening of the event by placing clear, comprehensive signage at all entrances;

TIP

Try not to date your signage so it can be used for other events or in future years.

Use the same signage throughout the venue, particularly for waste segregation.



Use the same messages on high vis jackets worn by staff & volunteers to reinforce the message.

TIP

Promoting your event

Use every opportunity to highlight the greening efforts of the event or festival – this can be done in press releases, interviews, adverts, signage and public announcements.

TIP

Signs for bins in particular should be at eye level so that visitors can see the sign well in advance of approaching the bin – they have a better chance of using the right bin if they can see the signage on approach.

MC Announcements:

Make full use of the PA system to encourage people to participate in greening the event.

TIP

Remember people are there to have fun so where possible be witty with announcements.

Word of Mouth:

Use volunteers and staff to a maximum to get the message across – they can reinforce positive behaviour by talking to visitors about the efforts made to green the festival or event e.g. by recycling as much waste as possible. You also need to advise all exhibitors in advance of the requirements for waste handling by visiting each pitch, providing info about waste stations and requirements for presentation of waste.

TIP

Brief your staff and volunteers in advance – remind them that encouraging positive environmental behaviour can be of benefit to them too - by reducing litter and waste on site.

STEP 3

**ATTENTION TO DETAIL
follow this green checklist to
ensure maximum greening of
your event**

Waste & Litter

- ☐ Provide your Local Authority Environment

Section with details of a Litter Control Plan for your festival/event.

- ☐ Organise litter teams to pick litter during & after the event – divide the teams in two – one to pick recyclables, one to pick waste – if necessary colour code the bags
- ☐ Use clear bags to line bins to ensure less contamination
- ☐ Make announcements throughout the day encouraging participation in the greening initiatives
- ☐ Ensure sufficient bins are located in the vicinity of catering outlets as the main accumulation of waste on the event site usually occurs around catering concessions
- ☐ Remember you are obliged by law to separate food from landfill waste

Prevention Opportunities

- ☐ Avoid tickets & receipts by using a “back of the hand stamp” instead
- ☐ Supply visitors with a reusable bag – get a sponsor for this where possible, remember printed reusable bags can be used as a form of advertising for your festival/event.

Water

- ☐ Check all taps to ensure they are not leaking or left turned on
- ☐ Use nozzles on hoses to prevent water loss
- ☐ Use water conservation devices in cisterns where possible
- ☐ Avoid the use of power hoses for cleaning



- ❑ Assign a volunteer to check taps & cistern flow rates prior to the festival or event..

Energy

- ❑ Use daylight & avoid the use of floodlights as they are energy guzzlers & cost a fortune
- ❑ Switch off equipment in a timely fashion at the end of the event
- ❑ Do not leave vehicles idle, turn off the engine if not driving
- ❑ Avoid unnecessary heating.

STEP 4

INVOLVE THE EXHIBITORS

The contribution that exhibitors make to the greening of an event is enormous, their impact cannot be underestimated: from where they purchase their products, to complying with waste management arrangements, you need to get the exhibitors involved.

Many exhibitors and stall holders attend a variety of festivals and events every year, so the more events that are greened the better.

TIP

If you are going to set strict environmental criteria give plenty of advance notice to exhibitors to ensure compliance with the environmental criteria set out below.

Encourage Food Providers to

- Only use compostable consumables such as biodegradable cups and plates
- Replace burger boxes with a paper envelope and serve French fries in paper bags
- Reduce packaging by using reusable trays and boxes
- Avoid single portions of condiments such as ketchup by using refillable containers
- Avoid non edible garnishes
- Source local and seasonal produce
- Support Fair Trade or other similar schemes
- Clean up in accordance with Site Manager requirements

Encourage Non Food Stall Holders to:

- Use reusable trays and boxes for produce/goods
- Avoid using plastic bags at all times and where possible promote the use of reusable bags instead
- Try and reduce packaging as much as possible, avoid double bagging
- Flatten & tie up loose cardboard
- Carry out a site inspection - leave no trace.

If your event incorporates permanent fixtures such as Cafe/Hotel/Shops, encourage them to:

- Segregate Waste into a three tier system – General Waste /Food waste /Recycling
- Use reusable bags
- Avoid single -use and single-portion items (sauces, jams, sugars, salt & pepper etc)
- Present menus on recyclable paper
- Use non hazardous and eco-friendly cleaning products
- Where possible source compostable packaging for take away foods & drink
- Monitor taps and distribution systems for leaks and repairs on a regular basis
- Use water conservation devices in cisterns
- Supply free drinking water where possible
- Reduce energy by switching off equipment when not in use
- Choose local catering to reduce transportation miles
- Buy collectively wherever possible to reduce unnecessary trips.

For further information on compliance with your county or City's Litter Management Plan or Waste Management Regulations, please contact your Local Authority's Environment Department.

