



# LANDS

## **Green Festival & Events**

Sustainability Guidance & Checklist

MARCH 2024



# Introduction

Welcome to the LANDS Sustainability Guide and Checklist to support the development and production of cultural and arts-led events that are environmentally, economically and socially sustainable.

This guide was originally developed by Kirklees Council's Creative Development Team as part of their outcomes for Kirklees Year of Music 2023 (KYOM23) and the wider cultural economy. It has been shared with Lancashire in the spirit of best practice to support a collective approach to climate action through contemporary and community arts festivals and events.

This document forms part of a toolkit the Lancashire Arts Network for Developing Sustainability (LANDS) are creating to support the Lancashire culture sector to take a more climate conscious approach to commissioning, making and sharing art in Lancashire.

We are grateful to Kirklees Council for their generosity of spirit in sharing their approach and are pleased to be able to transpose and embed these practices across Lancashire for the benefit of the county's arts-led organisations and the residents and communities they serve.







# Sustainability



**Integrating the three core pillars of sustainability; economic, social, and environmental well-being, is now seen as the best practice approach and one that should be adopted by teams working in event management.**

Incorporating these principles, promotes the efficient and responsible use of natural resources. It can also help to reduce the negative impact of events on the environment and create a more positive social and economic impact.

Successfully employing sustainability measures will deliver benefits to your cultural events and to Lancashire including:

- Highlighting the Lancashire cultural sector's commitment and leadership in conserving the environment
- Triggering positive social inclusion with the local community
- Minimising the impact of the event on the surrounding environment
- Delivering a reduction in the operating cost of the event over its overall lifespan

Creating a sustainable event necessitates a systematic approach. It is crucial to carefully plan and integrate sustainable initiatives that align with the specific parameters of your cultural event. The approach will vary based on factors such as the event's program, scale, location, the capabilities of the events team, involvement of partners and artists, and opportunities for audience engagement. Considerations may involve minimizing environmental impact, raising awareness of behaviours that support climate action, and evaluating the ease of implementation.



# How to make use of this guide

This document offers guidance and a series of checklists for use by both the Lancashire culture sector and organisers of partner and associated events. This guide is intended to support the production of sustainable events in Lancashire in 2024 and beyond, helping to reduce and mitigate against the negative impacts associated with event delivery.

It includes guidance on:

- Transport & Travel
- Waste & Material Management
- Energy Use
- Food & Beverage Merchandising
- Event Management & Workforce
- Communications & Marketing

This document is a template for good practice to inform and help embed sustainable practice into the delivery of Lancashire culture sector activities and those of their partners. The information provided does not constitute a comprehensive guide to all options available to deliver sustainable events and should not be seen as a detailed 'how to guide'.





# Transport & Travel

Initiatives	N/A	Already doing? YES	Already doing? NO	If yes, do we need to improve?	Commit to do	How?
Encourage and facilitate car-sharing for attendees by messages and links on your event website and social media accounts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Use low emission vehicles; PHEV (plug in Hybrid Electric Vehicles) or EV (Electric Vehicles).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Provide attendees and staff with clear instructions (via the website or tickets) and maps with details about walking, biking and public transport routes and timetables to the venue.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Favour transport or freight haulers / companies that carry out environmentally responsible best practices in their operation and can demonstrate their sustainability credentials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Optimise planning of delivery and collection times and routes to minimise transport impacts, congestion, and noise pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Ask attendees where they travelled from and how, allowing you to report on event travel and its associated impacts i.e., carbon emissions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Where possible offer hybrid events for audiences to access events digitally e.g. livestreaming, to not only reduce transport but also increase access and engagement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			

# Waste and Material Management

Initiatives	N/A	Already doing? YES	Already doing? NO	If yes, do we need to improve?	Commit to do	How?
Ban damaging single use material use i.e., plastics cups, bags, straws, and polystyrene boxes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Develop a waste strategy and communicate recycling initiatives (via website or on the ticket)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Use hired, borrowed, reclaimed, or recycled materials, and fabrics etc rather than virgin materials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Are there any other areas – venues, markets, communications - where budgets can be pooled to procure events resources?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Only sell packaged drinks in 100% PET recycling bottles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Use sustainable sourced materials, such as, Forestry Stewardship Council (FSC) Certified wood.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Consider lifespan of resources and re-use for multiple events for sustainability and also economies of scale.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Use low-impact materials and paints e.g., non- PVC materials, zero or low Volatile Organic Compounds (VOCs), adhesives, alter-based and low VOC paints.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
If not possible to hire, design any bespoke items (i.e., temporary items, stands, stages) for ease of reuse and recycling. i.e., adopting design for deconstruction principles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			

# Energy Use

Initiatives	N/A	Already doing? YES	Already doing? NO	If yes, do we need to improve?	Commit to do	How?
Educate the staff and vendors to switch off systems and appliances when not needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
In hot weather, reduce and use the most energy efficiency solutions (i.e., not air conditioning units) and avoid overcooling in venues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Ensure all artificial lighting used is energy efficient LED.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Structure the schedule of the event(s) to maximise natural light and minimise the need for artificial light.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
If using temporary power, utilise renewable and low-emission alternatives i.e., Solar PV, Bio-diesel generators, hydrogen fuel cells.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
If using temporary power supplies, accurately assess power demand to avoid over- specifying generators.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Monitor the energy use / power demand from event activities, either mains and / or temporary power, to help inform ways in which you can reduce it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			

# Food & Beverage Merchandising

Initiatives	N/A	Already doing? YES	Already doing? NO	If yes, do we need to improve?	Commit to do	How?
Provide data such as the estimation of numbers, to vendors to help reduce food waste or over production of merchandising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Encourage vendors to avoid the small sachet packets of sugar, salt, and sauces.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Only allow vendors that use compostable food and drink containers, packaging, and tableware.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Choose traders / vendors who can demonstrate sustainable practices, Fair Trade, locally sourced, seasonal, vegetarian, vegan, organic, animal welfare standards or sustainable fish. Ideally traders should have NCASS (Nationwide Caterers Associated) certification.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Only sell packaged drinking water or soft drinks bottles (if necessary) in 100% PET recycling or glass packages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Where a bar is in operation – reusable cups are used to reduce waste.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Encourage staff, freelancers and artists to bring their own water bottles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Communicate your expectations to suppliers and vendors for all events, engaging on your sustainability objectives before-hand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
If food prep is done on-site, ensure the correct separation, storage, and disposal of used oils and fats, including best practice food waste disposal / composting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			



# Event Management & Workforce

Initiatives	N/A	Already doing? YES	Already doing? NO	If yes, do we need to improve?	Commit to do	How?
Incorporate and plan sustainable expenses at the beginning of event planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Choose local businesses for event services and supplies etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Provide volunteering or learning development opportunities for local people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Undertake specific actions to strengthen links with the community through the event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Undertake specific actions to strengthen cultural awareness through the event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Ensure to advertise in and ultimately attract audiences to the event from different communities and interest groups.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Record and analyse attendance and audience profile data to help understand event-reach, diversity, and economic impact.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Avoid zero-hour contracts for event staff and contractors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Require payment of at least living wage for event staff, traders, and contractors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Publicise the sustainable measures being implemented on the festival / event website and through social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Report the carbon impact figures of reoccurring festivals / events on an annual basis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			



# Communication & Marketing

Initiatives	N/A	Already doing? YES	Already doing? NO	If yes, do we need to improve?	Commit to do	How?
Publicise the sustainable measures being implemented on the festival / event website and through social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
Report the associated carbon impact measures quantified in relation to event activity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
For any printed materials e.g., flyers, posters, ask for recycled, sustainably sources, un-chlorinated and uncoated paper, using water or vegetable-based inks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
For any merchandise i.e., t-shirts, other branded clothing, ask for Fairtrade and organic textiles printed with water-based inks or vegetable dyes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
For any event signage, design for reuse or recycling (e.g., Avoid hard-to-recycle materials like plastics, polystyrene, and PVC).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			





# ISO 20121 Certification

## Event Sustainability Management System

Resources available to Lancashire festival and event organisers to improve the sustainability of the festival include the International Standard ISO 20121 – Sustainable Events.

This standard acts as a guidance point for best practice in sustainable event planning and presents an opportunity for users to become certified to the standard and covers 7 key areas of event management: context, leadership, planning, support, operation, performance evaluation and improvement.

By covering these aspects, the guide steers the event to contribute towards the three key pillars of sustainability: economic, environmental, and social.



# Useful Guides & Websites

The below section provides links to several freely available resources that can be utilised by KYOM23 to help inform their sustainable practice and augment the measures outlined in the guidance provided in this document.

[Event Sustainability Guidance, Visit Britain \(visitbritain.org\)](https://www.visitbritain.org)

[Green Events Code, Vision 2025 \(vision2025.org.uk\)](https://www.vision2025.org.uk)

[Music Industry Climate Pack, Music Declares Emergency \(musicdeclares.net\)](https://www.musicdeclares.net)

[Sustainable Events Guide – Small Outdoor Events, Julie’s Bicycle and Manchester City Council \(juliesbicycle.com\)](https://www.juliesbicycle.com)

[Sustainable Event Guide, University of Exeter \(exeter.ac.uk\)](https://www.exeter.ac.uk)

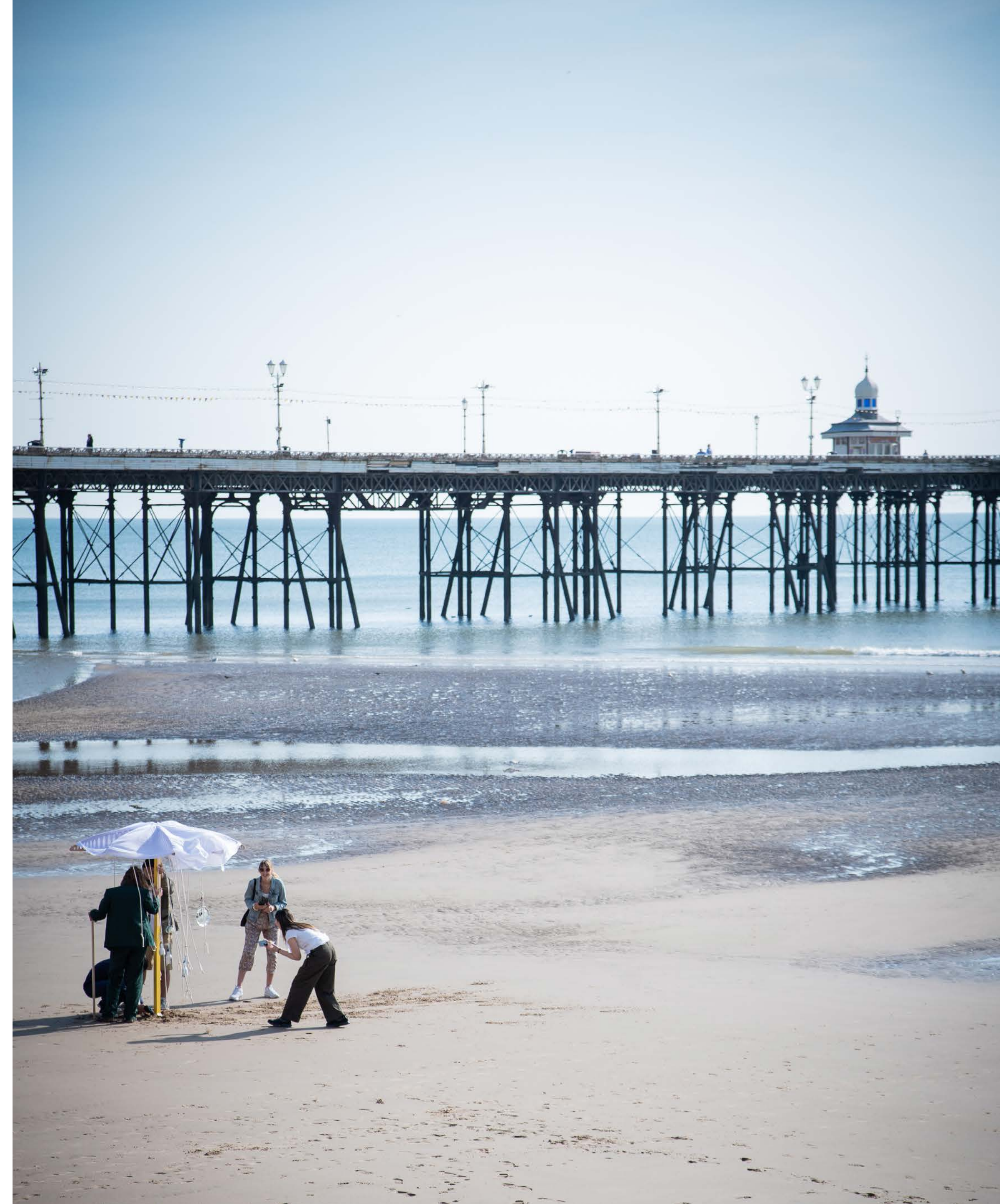
[The Smart Energy Guide 2017, Powerful Thinking \(powerful-thinking.org.uk\)](https://www.powerful-thinking.org.uk)

[What to Ask Your Energy Supplier?, Powerful Thinking \(powerful-thinking.org.uk\)](https://www.powerful-thinking.org.uk)

[The Making Waves Guide to Plastic-Free Festivals and Events, Raw Foundation \(rawfoundation.org\)](https://www.rawfoundation.org)

[The Carbon Impact of Events, Terra Neutra \(lsbu.ac.uk\)](https://www.lsbu.ac.uk)

[Audience Travel Guide, Julie’s Bicycle \(juliesbicycle.com\)](https://www.juliesbicycle.com)







With the permission of Kirklees Council, this guide has been adopted by Lancashire Arts Network for Developing Sustainability (LANDS). It has been transposed and edited from original content created by Kirklees Council for the Kirklees Year of Music 2023.

**LANDS**

LANDS is an Arts Lancashire initiative.

  
**Arts Lancashire**

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