

JULIE'S BICYCLE ***



Industry Green Festivals: 1 star

Glastonbury Festival 2010

Post-event report



	<p>JULIE'S BICYCLE ***</p>	<p>Industry Green: Outdoor Events and Festivals</p> <p>Applicant: Glastonbury Festival Ltd Festival: Glastonbury Festival</p> <p>Julie's Bicycle assessor: Christina Tsiarta, Helen Heathfield</p> <p>Date: 6th April 2011</p>
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Industry Green Post-event Report Glastonbury Festival 2010

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Introduction

Superlatives always attach to Glastonbury: the biggest, the most iconic, the best. Glastonbury Festival has become a cultural beacon, an internationally recognised brand for the UK's creativity, panache and grit. This means that it is in an exceptional position, not always comfortable, of carrying the expectations of millions to be brilliant. And in environmental terms this is an extraordinary opportunity which carries with it extraordinary challenges. Glastonbury's ethos has always rested on respect for the environment. Sited on a farm in lovely Somerset hills the aesthetics of romantic nature have somehow become compatible with rock and roll. Consequently Glastonbury has helped to stimulate the green movement that has permeated the south west and now is helping stimulate the green movement across the festival – and indeed cultural – sector – and we need it badly. Glastonbury is the world's biggest single regular donor to Greenpeace, and a supporter of many organisations – including JB – committed to social and climate issues, an indication of global and strategic intent and a recognition of influence. Crucially closer to home, the family Eavis and the festival team have striven to address environmental impacts at all levels, from major infrastructure issues such as water treatment, renewable energy and fence storage to audience campaigns such as “Please take it home again”.

Working with Julie's Bicycle to undertake Industry Green certification, Glastonbury has joined a growing community of UK festivals that are committed to scientific scrutiny and public accountability with regards to climate change and environmental damage. Julie's Bicycle has developed a set of standard measures for carbon “footprinting” a festival or outdoor event that help festivals track their progress year on year and compares festival averages “per audience day”. While carbon emissions are only one element of a festival's impacts, they are also a very good proxy for other types of environmental impacts and so a useful barometer more broadly.

2010 saw a relatively substantial increase in Glastonbury's direct emissions, largely as a result of an increase in diesel use by both the festival and concessions. For 2011, the sustainability team have identified a number of targets that aim to reduce the festival emissions by 10% in 2011. These targets are based on substantial strategic interventions, which, if achieved, will set an important benchmark across the industry. Not content with sitting on its “super-fence”, Glastonbury is to be commended for actively championing the development of cross-industry initiatives such as the Power Providers' Forum established by Julie's Bicycle and Kambe Events.

Julie's Bicycle is delighted to be supporting Glastonbury to realise and report its tangible environmental sustainability improvements and commends its innovation and long-term commitment to this issue.

I. Results

Glastonbury Festival has submitted data to Julie's Bicycle for 2009 and 2010, making 2009 the baseline year for future reductions. From 2009 to 2010, Glastonbury's direct emissions per audience day increased by 25%, primarily due to a 33% increase in the emissions resulting from energy consumption per audience day. Industry Green criteria requires improvements in all assessment areas against a baseline, including a reduction in relative emissions from one year to the next, to achieve 2 or 3 star level. Accordingly Glastonbury Festival has achieved 1 star Industry Green. Julie's Bicycle notes Glastonbury Festival's outstanding commitment to the issue of sustainability, and its strong communication with its staff, supply chain, audience and artists.

Acknowledging this achievement, Glastonbury will automatically be added to the Julie's Bicycle Green Database going live in Spring 2011.

1.1 Commitment

Glastonbury Festival has a team managing the sustainability of its operations:

- Phil Miller, the Infrastructure Manager, is responsible for building reservoirs, lagoons, roads, and bridges as well as reusing and recycling as many materials as possible, reducing the amount of water consumed by the festival and reducing the haulage miles by putting pressure on companies to change the way in which they operate.
- Clare Thomas, the Purchasing Manager, is responsible for procurement. Her choices include buying locally, reducing environmental impact and liaising with area organisers to reduce the amount of items they order.
- Lucy Brooking Clark, the Green Initiatives Coordinator, is responsible for creating new initiatives and engaging stakeholders and employees of Glastonbury Festival to operate in the most sustainable manner possible. She is also in charge of engaging with festival-goers on how they can travel to the festival, and how to act whilst there.
- Robert Kearle, the Environment and Litter Manager, coordinates the clean up at the end of the festival, and is responsible for the ecology of the site, for the recycling operation, for the litter picking teams, and for the recycling teams who collect all the rubbish during the festival and sort it into the different waste groups.
- Steve Russell –Yarde is responsible for Traffic Management, positively promoting public transport to and from the festival and ensuring that people who arrive by public transport have as smooth a journey as possible.

The Festival's long list of campaigns and initiatives designed to address its environmental impacts are outlined on its website. Highlights include:

The "Love the farm, leave no trace" campaign ensures that all negative impacts on Worthy Farm are being minimised through a range of initiatives. In 2010 the farm installed 1500 square metres of solar panels expected to generate 200 kW of power for the offices, the farm and the farmhouse. There are now plans to expand renewable power sources and reduce the number of generators on site through power sharing and liaising with power providers to rationalise generator and circuit layout. The festival uses green tractors running on 100% biodiesel, and in 2011 is moving away from 4x4 vehicles towards electric golf buggies that will be recharged using the solar panels. The golf buggies will be used to drive around the site, for example to pick up all stallholder batteries for recharging. Also new in 2011, stallholders who buy their own portable solar panel kits for their stalls can recharge them using the solar panels at the farm and receive a reduced pitch fee for their stall at next year's event.

The festival's official t-shirt is printed using water-based inks and vegetable dyes. All coffee, tea, sugar and chocolate on site is Fairtrade. All cutlery used is compostable or reusable, from FSC-certified wood or cardboard. All wooden structures are made using local recycled wood that is FSC-certified, which is dismantled and chipped following the event to be re-used around the farm. Waste generation is tackled by initiatives such as the "Please take it home again" campaign; it encourages festival-goers to pack up all their belongings and take them with them when they leave the festival. Festival-goers are also encouraged to bring in their own reusable water bottles to fill up at taps instead of buying bottled water.

Furthermore the festival uses solar showers and composting toilets. It has invested money in the

local sewage plants to reduce the distance sewage waste from the festival has to travel to be treated. It has also invested in a main pipe and two water reservoirs to reduce the haulage miles for water; now all of the water comes from the mains so there is no longer a need to truck water in from 10 miles, reducing a large number of truck journeys.

The “Glastonbury Festival Green Traveller” has been created for the 2011 event to give incentives for people to travel by public transport such as sole access to solar showers, discount on meals, free yogurt and festival t-shirts. Cyclists in particular are also provided with a reserved camping field. During the 2010 event the management team also put pressure on Eve Trackway to store the fence within 3 miles of the site, at a suitable alternative site they located, when it had previously been stored at Maidenhead, a return trip of 373.4miles.

Glastonbury Festival is the world’s biggest single regular donor to Greenpeace and also supports Oxfam and Water Aid. It works hard to protect the local habitats and plants a large number of trees on a regular basis.

Criteria	Achieved
Director and staff members responsible	**
Gaining commitments to improving environmental performance from staff and supply chain	

1.2 Understanding

Criteria	Achieved
Data provided for two consecutive years (2009 and 2010)	**

Data has been provided for 2009 and 2010, with 2009 serving as the baseline year for future reductions. Data and results are summarised below:

Summary of Industry Green measurements

Category	Post-event Data 2009	Post-event Data 2010
Description	Major Greenfield festival. 5 days, 140,000 tickets sold (including guests), 680,000 audience days.	Major Greenfield festival. 5 days, 140,000 tickets sold (including guests), 680,000 audience days.
Energy	Diesel 20,257 litres. Concession diesel 261,000 litres. Biodiesel 70,700 litres. Renewable energy power 500 kWh. Bottled gas use 159,300 litres.	Diesel 22,289 litres. Concession diesel 373,630 litres. Biodiesel 68,805 litres. Renewable energy power 500 kWh. Bottled gas use 174,200 litres.
Waste	936 tonnes to landfill.	915 tonnes to landfill.

	910 tonnes recycling. 161 tonnes composting.	818 tonnes recycling. 125 tonne composting.
Water	1,600m ³ for water. 1,537m ³ for sewage.	1,595m ³ for water. 2,059m ³ for sewage.
Audience travel	71% car and motorbike, 2.63 car occupancy, 263 miles average return distance; 14% dedicated coaches, 50 occupancy, 263 miles average return distance; 11% train, 263 miles average return distance. 2% public transport bus, 29 miles average return distance; 1% short-haul flights; 1% long-haul flights; 0.057% taxis, 11 miles average return distance; 0.002% domestic flights.	76% car and motorbike, 2.5 car occupancy, 273 miles average return distance; 9% dedicated coaches, 50 occupancy, 273 miles average return distance; 8% train, 273 miles average return distance. 5% public transport bus, 29 miles average return distance; 1% short-haul flights; 1% long-haul flights; 0.0047% taxis, 11 miles average return distance; 0.0032% domestic flights.

Summary of Industry Green Post-event measurement results

Glastonbury Festival 2010		
Dates	2009	2010
Festival Length (days)	5	5
Number of tickets sold (incl. guests)	140,000	140,000
Total audience days	680,000	680,000
Energy performance (tonnes CO₂e)	989	1,318
Waste (tonnes CO₂e)	285	279
Water (tonnes CO₂e)	2	2
Audience travel (tonnes CO₂e)	5,192	5,665
Total direct GHG emissions (excluding audience travel) (tonnes CO₂e):¹	1,276	1,599
GHG emissions resulting (excluding audience travel) (kg CO₂e):	1.88	2.35
Mitigation cost (£52/tonne CO₂e)²	~£66,000	~£83,000

Benchmarks	2009	2010
Energy, water and waste per audience day: kg CO ₂ e	1.88	2.35
Audience travel per audience member: kg CO ₂ e	37.08	40.47

¹ Audience travel is not under the direct control of the festival, and is thus considered to be a secondary source of emissions. The total GHG emissions reported in this report focus on primary sources of emissions only that are under the direct control of the festival (i.e. energy, water and waste).

² Department of Energy and Climate Change (Decc) (2009). Carbon Valuation in UK Policy Appraisal: A Revised Approach. Decc, London.

From 2009 to 2010 Glastonbury’s relative direct emissions per audience day increased by 25%, largely due to a 33% increase in the emissions resulting from energy consumption per audience day.

Specifically diesel usage (litres) increased by 10% from 2009 to 2010, and concession diesel usage (litres) increased by 43%. Biodiesel usage (litres) during the same timeframe decreased by 3%, bottled gas usage (litres) increased by 9% and there was no change in the amount of renewable energy produced on site (kWh).

The amount of water used (litres) from 2009 to 2010 had a slight decrease of 0.31%, with sewage (litres) increasing by 34%. Waste to landfill (tonnes) decreased by 2%, recycling (tonnes) decreased by 10% and composting (tonnes) decreased by 22%.

The emissions resulting from audience travel per audience day increased by 9% from 2009 to 2010.

1.3 Improvement

2009 data will serve as the baseline for future reductions by Glastonbury Festival. From 2009 to 2010, Glastonbury’s direct emissions per audience day increased by 25%, primarily due to a 33% increase in the emissions resulting from energy consumption per audience day. Accordingly Glastonbury Festival is awarded 1 star Industry Green.

Criteria	Achieved
Action plan in place for improvement	

Glastonbury Festival has set a range of targets going forward, aiming to reduce the festival’s emissions by 10% for the 2011 event:


- The festival aims to reduce the number of generators on site by:
 - intelligently communicating with its power providers, infrastructure and area organisers (8% reduction)
 - promoting power sharing, reducing the bunker bin orders and analysing festival infrastructure (1% reduction)
 - increasing the number of renewables on site (2% reduction).
- The volume of water being consumed will also be reduced by:
 - decreasing the number of showers and bunker bins with showers on site (8% reduction)
 - decreasing water pressure onsite (20% reduction)
 - increasing the number of compost toilets (8% reduction).
- The “Please take it home again” campaign will tackle waste to landfill through:
 - Displaying images of the 2010 event on site to highlight the increasing cost of landfill tax alongside its environmental and economic implications (5% reduction).
- Finally the number of cars travelling to the site will be tackled through:
 - the “Glastonbury Festival Green Traveller” initiative (9% reduction)
 - incentivising people to cycle by providing cyclists with an allocated camping field and the option to have their luggage transported (1% reduction)
 - increasing the cost of car tickets by 50%.

The festival’s management team will also implement a “Switch off” campaign and encourage festival-goers travelling by car to check that their tyres are inflated to the right pressure to allow the car to run efficiently and burn less fuel. There are also plans to increase the amount of reserved camping to cover all ‘green travellers’ by 2013.

1.4 Communication

The Industry Green report and its findings will be received by the Directors and communicated to staff via meetings and the website. The report will also be made available on the website and communicated to audience and supply chain via various media platforms.

Clear signage in and around the site will provide information to the audience on recycling procedures, water usage and wastage. The website, facebook groups and the big screens at the main stages will also use footage from the 2010 event to explain to the festival-goers that they need to be responsible to pack up their area and take all their stuff home.

Criteria	Achieved
Disclosure of Industry Green Report to the Directors, staff, supply chain, and audience	

1.5 Conclusion

Glastonbury Festival has submitted data to Julie’s Bicycle for 2009 and 2010, making 2009 the baseline year for future reductions. From 2009 to 2010, Glastonbury’s direct emissions per audience day increased by 25%, primarily due to a 33% increase in the emissions resulting from energy consumption per audience day. Industry Green criteria requires improvements in all assessment areas against a baseline, including a reduction in relative emissions from one year to the next, to achieve 2 or 3 star level. Accordingly Glastonbury Festival has achieved 1 star Industry Green. Julie’s Bicycle notes Glastonbury Festival’s outstanding commitment to the issue of sustainability, and its strong communication with its staff, supply chain, audience and artists. Acknowledging this achievement, Glastonbury will automatically be added to the Julie’s Bicycle Green Database going live in Spring 2011.

2. Background

2.1 Legislation and science

Climate change is the defining environmental issue for the 21st Century. It will require a radical transformation of society’s relationship to energy use and resource consumption. The best estimates of action needed to prevent catastrophic climate change require that the UK’s CO₂ emissions – the principle greenhouse gas (GHG) – must be reduced by 80-90% by 2030; these emissions are mainly generated by the combustion of fossil fuels.³

The United Kingdom has committed to legally binding reduction targets through its Climate Change Act. The UK will reduce emissions by at least 34% by 2020 and 80% by 2050 from 1990

³ Climate Safety, Public Interest Research Centre, 2008.

levels. Transforming to a low carbon society will involve:

- Energy conservation and efficiency;
- Switching to renewable/non fossil fuel based energy sources;
- Embracing innovative, low carbon technologies;
- Regulatory and market instruments.

Emerging international and national legislation is clearly signalling a global policy commitment to shift energy use so that citizens from all countries understand the environmental and social costs of GHG emissions. This in itself, however, is unlikely to be radical or fast enough to deliver the scale of emissions reductions needed. Progressive companies are already acknowledging this by taking climate mitigation actions unilaterally and voluntarily.

2.2 Why aim for Industry Green certification?

Certification using the Industry Green Framework means using a system designed specially for festival management businesses and activities. This system will record your actions relating to GHG emissions Commitment, Understanding, Improvement and Communication. This results in a transparent assessment, enabling comparison with other organisations and products.

Complying with the requirements for Industry Green certification demonstrates your commitment and achievements, provides recommendations for next steps, can save money and reduce the risk of increased future costs, while protecting company reputation and helping to attract and retain staff and customers. Industry Green certification can also be used to demonstrate commitment to the 10:10 campaign and to A Greener Festival award scheme.

By working with Julie's Bicycle you also join an industry collaboration that is catalysing a sector-wide strategic response. Julie's Bicycle is working with the creative industries to identify combined actions that will reduce GHG emissions in the quickest and most cost-effective way.

2.3 Client Details

This report has been undertaken on behalf of Glastonbury Festival Ltd for Glastonbury Festival, using data provided by Lucy Brooking Clark, Green Initiatives Coordinator.

3. Recommendations

3.1 Reducing emissions

Some recommendations that might help Glastonbury further focus its emission reduction efforts in addition to all the campaigns and initiatives currently underway are:

- (i) For the event:
 - All non-stage generators to move to waste vegetable oil biodiesel;
 - Further expand on-site power generation i.e. solar water heating of kitchens
 - Switch to efficient lighting, such as LEDs;
 - Increase proportion of local, vegan and organic catering;
 - Install more compost toilets;
 - Work with exhibitors to ensure all exhibition material arrive by sea;
 - Avoid PVC marquees.

(ii) For audience travel:

- Reward full cars (to increase the occupancy rate);
- Provide free buses from London and other key audience locations paid for by car parking fees.

(iii) For future reporting:

- Review targets against this baseline, and communicate with staff, supply chain and audience;
- Update this report for the 2011 festival by undertaking Industry Green again post-event;
- Promote SMEasure and/or other energy management software for your office operations year-round.

(iv) For inspiring others:

- Encourage other similar events and supply chain partners to undertake Industry Green assessment and/or join the Julie's Bicycle Green Database.
- Revise the festival's Environmental Statement on an annual basis to include all the campaigns and initiatives Glastonbury has been involved in since 2007.

3.2 Future reporting

Glastonbury Festival should submit relevant post-event data to Julie's Bicycle following the 2011 event and set revised targets for reductions to be achieved during the 2012 event. Other measures that will become more important in gaining 2 and 3 star Industry Green in the future are improving data collection regarding production travel, intelligently communicating with the audience to reduce the emissions resulting from audience travel as much as possible, as well as proving the success of and continued commitment to engagement and disclosure and further developing the reduction strategy for 2011.

The timeline for reporting will be:

- ASAP – Glastonbury Festival Ltd may reapply for 2011 Industry Green assessment;
- September/October 2011 – Glastonbury Festival provides post-event measurement results and progress on commitment, ongoing improvement strategies and communication.
- January 2012 – Julie's Bicycle deliver 2011 Industry Green report to Glastonbury Festival confirming whether reductions have been achieved and the event's Industry Green status for 2012. The final report will be submitted to the Environmental Change Institute, Oxford University with relevant accompanying data for external assessment and approval.

3.3 Inspiring others into action

Glastonbury Festival is amongst the first festivals to be awarded 1 star Industry Green. This is a signal to artists and audience that the festival promoter is leading the industry through its action with respect to climate change and has committed to scientific scrutiny and public accountability. This places Glastonbury Festival in a powerful position to influence behaviour within the music industry, events industry and audience communities.

4. Communications

The text below contains the recommended phrases to be used by Glastonbury Festival in any communications relating to Industry Green.

General text:

“Glastonbury Festival has achieved 1 star Industry Green recognising its commitment to understand, improve and communicate carbon and environmental impacts. The Industry Green programme certifies management and improvement of carbon and environmental impacts.”

Statement about assessment boundaries:

“This assessment of Greenhouse Gas emissions includes emissions from energy used, water used and waste to landfill. Indirect emissions from audience travel were also calculated and reported separately.

This assessment excludes the emissions deriving from: production transport and logistics; staff commuting; off-site venue management offices; and catering, concessions and merchandise.”

References

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