



Greener Clare Festivals Training Manual

Presented by



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Introduction of the Program

Welcome and thank you for joining us on the Greener Clare Festivals training programme. We are delighted that you are part of this project, which is the first of its kind in Ireland.

This training programme is presented to you by Raquel Noboa from Fifty Shades Greener. Raquel has been working with the Greener Clare Festivals since 2017.

www.fiftyshadesgreener.ie

The aim of this programme is to teach community groups and event organisers how they can run greener festivals. This involves lessening their impact to the environment and their communities.

There are several groups already on the programme since its genesis in 2017.

In 2020 & 2021, we are striving to create a network amongst all of the groups. This will allow you all to continue working together, sharing ideas and materials for years to come.

Our two key goals for the end of 2021 are:

- To abolish as many single use items as possible from our festivals.
- To calculate each event's carbon footprint so we can make a plan to offset this in the coming years and run **zero carbon festivals**.
- To spread sustainability amongst our festivalgoers, communities and stakeholders.

This training programme contains workbooks and templates for you and your team to complete that will help you on your own *Green Journey*. They are accessible on "Video Lesson 1, Green Team & Community Engagement" of the online platform. If you require access, please email us on info@fiftyshadesgreener.ie.

But, what is a Green Festival?

"Going green" is simply running your festival the same way as before – BUT with an added commitment to minimising the impact to the environment and your community that your event has.

Sustainability means various things to many people. This programme will concentrate on ensuring your festival has an environmental policy as well as an environmental action

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plan. Involving as many committed stakeholders as possible on your journey is crucial to your event's green success.

Green Team

One of the first things we need to do is create your festival's **green team**. The next step is to then divide the different components of running a green festival into sub-teams:

- Waste
- Transport
- Admin & Purchasing
- Traders & Stalls
- Community Engagement
- Communication & Green Marketing
- Energy & Water
- Local Businesses

Think about the people in your organising committee, who would be best suited to deal with waste? Who would be best suited to deal with community engagement?

By assigning someone leadership of a particular area, it does not mean they need to complete all tasks alone. To be a leader means to ensure that the **green action plan** of activities that will result at the end of the training programme is completed and applied effectively to your festival.

Each sub team can also have several members within it. This might mean that they are each responsible for completion of just 2 or 3 actions up to and during the running of the festival.

The larger the team, the lighter the workload will be.

Think outside the box. Look outside of your festival committee for example, are there any key members of your community that could help you green your festival?

It could be your local school, the tidy town committee, scouts groups, the list goes on! Try and actively engage with them and ask them to participate in the greening of your festival.

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Using the green team chart provided on your **Festival Toolkit**, discuss it with your colleagues and allocate names to each sub team, including leaders and members and create your festival's dream green team!

Community Engagement

Developing a relationship with your community is a vital part of greening your festival, after all your neighbours are your stakeholders and it will improve the sustainability and longevity of the event.

Engage with the different community groups in your area, whether they are part of the festival or not.

Local businesses are also indirect or direct suppliers of your festival: Bars, restaurants, food producers, and accommodation providers. They will all benefit from the festival taking place, as it will generate revenue for their own businesses. You might have engaged with them already, but if you have not, it is critical that you include them in your greening plans so that the entire community is promoting the same sustainability ethos.

So what can you do to ensure your entire community is aware and involved in your plans?

- You could set up a meeting with different groups in your community and tell them about your aim of greening your festival: Tidy Towns for example - can they actually get involved and be part of your green team?
- Engage with the local school: A teacher or a pupil can be part of your green team too. You can give the children **green projects** during the festival - set up workshops upcycling materials and creating festival decorations for example. There are 125 green schools in County Clare, so the green message is well and truly out there amongst the younger generations. Get them involved!
- If you have food or artisan stalls during the festival, have you involved all your local producers in the past?
- Engage with local artists – caricature painting for example? It adds a new dimension to your festival and they will be delighted to be included.

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- Think about all members of your community, scouts, GAA, men-shed clubs etc. While they might not be involved in the actual running of the festival, they might be eager and willing to lend a hand and become part of the green team. Remember that greening your festival is for the benefit of the environment and your local area, so it makes sense that other community members are also involved in the green team.

Head over to your Green Action Plan community page, there are some suggested actions there for you to allocate to a green team member. Your action plan is a working document that you will continuously add more actions to as we go through this training programme.

Environmental Policy

It is essential that any green festival have an environmental policy. This statement should sets out clearly the event's overall objectives, principles, direction, etc.

This should be personal to the festival.

It can be quirky, funny, amusing – it should absolutely mirror the spirit of the festival and the people who make the event happen.

There should be quantifiable targets identified within the policy/vision.

However before you outline any of these, you should sit down with your green team and try to put down on paper what exactly it is that you are trying to achieve by adopting a responsible approach to your festival. Once you are all on the same page and happy with the direction it is going, you then need to create a simple document - the environmental policy.

Make sure your vision is aligned with the overall vision of the festival and as always, keep it simple and easy to communicate.

Use the environmental policy sample on the next page as a guide and try to adapt it to your own festival, including your own targets and goals. Ensure that you update your website and social media channels with this new policy to inform all stakeholders of your intentions to run a greener festival.

Environmental Policy - sample

XXXX Festival has endorsed and fully supports the principles of sustainability and will work with all stakeholders in a spirit of partnership to minimise our impact on the environment.

We recognise that achieving sustainability will take time and will encourage all stakeholders to engage with the festival in achieving these goals and targets and we will be open to suggestions and ideas generated from them.

Our Main Goals are:

- Reduction of Waste – ensuring there is waste segregation on site and specially the abolition of single use plastics.
- Implementation of a Sustainable Transport Plan
- Increase engagement with all groups in our community
- Spread our sustainability message far & wide to visitors, stake holders and communities.
- Promoting re-usable items like keep water bottles and keep cups that will be used by our community and visitors far beyond our festival.

We agree to abide by this policy in the normal course of our everyday operation, and to provide information to visitors, employees, and stakeholders to inform them of the actions the festival is taking and what actions they can take to assist the festival in reaching our goals. Visitors and employees are encouraged to engage actively with the festival with support, suggestions and ideas.

(Print Manager Name Here)

(Enter Date)

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Green Action Plan

It is vital that you draw up a **green action plan**, identify, and delegate all planning tasks well ahead of the festival date. The key to success in implementing green actions is through careful planning taking place well in advance of the event.

It is important that you are clear on the objectives and targets you adopt and that you clearly communicate these to all members of the green team. Concise record keeping of all the actions that you have implemented and plan to implement is crucial. These should all be kept accessible in your green festival folder.

Areas that you should consider for inclusion within your plan are:

Waste: Inclusion of systems of both waste segregation and waste management on the day. Also an emphasis of waste minimisation through the provision of reusable items across all areas of the festival and abolishing single use items.

Transport: A clear message should be communicated to your patrons regarding the available sustainable options for transport. These can include but are not limited to public transport links, carpooling or rideshare through local community/action groups. Is there a possibility to include parking for electric/hybrid vehicles and are there local park and ride facilities. Can you promote walking or cycling to the event safely?

Admin & Purchasing: The festival management team and/or office are not excluded from green initiatives. Are you demonstrating **best practice** within your office? Are you incorporating green purchasing of supplies, using local suppliers for printing, food, stalls, etc. It is critical that you think of everything that you need to purchase every year to run your event and try to ensure you use local suppliers, recycled or reusable materials, etc.

Traders & Markets/Stalls: Aim to make it a requirement, that traders implement your environmental policy as part of their contract. Encourage and feature local goods from County Clare. Ensure they are aware of your plans to green the event and confirm that they collaborate with your initiatives by not bringing single use plastics etc.

Community: All members of your community are stakeholders in your festival. It is important that your community is behind your plans and events. Strive to engage with as many diverse groups as possible and collaborate with them.

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Communication & Marketing: How will you communicate to visitors, sponsors and your community that your festival is green? Your communication plan needs to include messaging prior to the event to let visitors know what you are doing. Also during the festival this messaging needs to be continually reiterated with signage and green info points etc.

Energy & Water: Less important for outdoor festivals, however still to be considered, particularly for festivals in venues. The aim is to reduce the energy and water used to run the festival; toilets, lighting, generators, equipment etc.

Local Business: Encourage them to support the green initiatives at your festival and promote the implementation of some of these measures at their own businesses. Accommodation providers, restaurants, bars, shops - share your green initiatives with them. Can they help you minimise single use items by starting with their own businesses? Can they reduce their own waste, energy & water use?

It is important that action plans are **SMART** (Specific, Measurable, Achievable, Relevant & Time Bound).

Every action outlined in the plan needs to be achievable, to have a person assigned to complete it and finally a period for completion ahead of the festival date.

For example, if one of your goals is to abolish single use items, your plan should include actions such as;

- **Waste:** Replace individually wrapped sauces with larger, refillable bottles.
- **Traders:** Ensure that all stallholders know in advance that individually wrapped sauces are not allowed on site.
- **Communication:** Schedule two social media posts ahead of the festival to let visitors know individually wrapped sauces are banned. Also include messaging during the festival (create visual signs) informing visitors.
- **Purchasing:** Purchase large bottles of ketchup, mayo, sugar, etc. at the local shop.

As in the above example, most single actions will require planning across several sections of your green action plan. It is fundamental that all actions are communicated prior to the festival and throughout its duration to spread consistent sustainability messages to our visitors.

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Keep it simple; do not over complicate your plan or it will never materialise. Choose your battles and start by adding actions that will help you achieve the goals of your environmental policy. If you only choose to do 3 to 5 things per year, make sure you plan them and you implement them properly. You can keep adding new green actions as the years go on. Sustainability is a journey of continued improvement, you do not need to be perfect from day one, but you do need to keep adding small doable actions to your plan that will allow you to achieve your own goals and those of our programme, over a period of time.

Waste Management

A key focus of many festivals tends to be on **waste** and the management and handling of it. It is a fundamental element of any festival and event and requires a detailed plan and cooperation from all stakeholders to ensure the plan will work successfully.

Clear and simple messaging is required and should be visible on all literature including posters, signage, bins, website etc. before, during and after the festival.

Sufficient bins must be available for waste segregation (general waste, food and recycling at a minimum), with clear signage (above head height), so that visitors can see and therefore use them correctly.

There is lots of help available!

Pull in those who can help you, review the activities of other festivals, and identify what you are going to do - then do it.

Who can help you?

- Your local authority.
- Your local Tidy Towns committee.
- Your local green schools – pupils and teachers.
- Your local waste management company(ies).
- Your local hospitality businesses.
- Your exhibitors and stall owners.
- Your festival volunteers and workers.
- Your suppliers - entertainment & facility.

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These stakeholders can either support your efforts or can be made responsible for the waste they produce. What is key though is that there is a waste plan for the festival and that everyone is clear about where the various streams go.

Your waste management plan must include 3 key elements;

1. Waste Segregation
2. Waste Minimisation
3. Measuring our Waste

Segregation: At a minimum, three bins should be available at each waste station (general waste, food and recycling). Where are the bins most needed on your festival site? Think of the activities that happen in each area and the possible waste that will be generated. For example, if your festival is selling a lot of drinking cans, it would be wise to also have a bin for cans/aluminium to keep them separated from the rest.

Waste stations need to be clearly marked with signage that is up above head height so that if there are people standing in front of them, the sign is still visible.

Bins need to clearly identify what type of waste goes in it - images work effectively for bin signage.

Do you have volunteers that can “police” the bins and help people segregate properly?

Do you have a person responsible to empty the bins regularly to ensure they are not overflowing?

Use your waste workbook to write down the different waste streams your festival can generate and the locations where bins are needed for your next festival.

Minimisation: Depending on your festival’s activities, what actions can you take to reduce the waste produced? The aim is to abolish single use items and provide reusable items like glasses, cups, plates, food containers, water bottles, soft drinks, cutlery, etc.

Look at all activities of your festival and identify those items that are normally single use, find replacements that are reusable and can be used by your festival every year going forward.

Use the waste workbook to compile a list of items that end up in your bin at your festival.

Try to visualize your festival from start to finish, for example at the entrance, is it a ticketed event, do you have physical tickets that will end up in the bin? Do you give programmes to your festivalgoers? Or leaflets? Once they walk in, is there a food area?

What type of waste is generated from plates and cutlery? How about napkins and sauces? Are they individually wrapped? Do you serve drinks? Are you using plastic glasses? Act as if you are walking into your festival site and walk around all areas, compiling a possible list of waste items in your workbook.

Measuring: The last aspect of your waste management plan needs to include measuring the waste the festival has produced after the event has passed. If your waste is collected by a waste collection company, call them in advance and ensure you can obtain the weight of the waste that was collected (general waste, food and recycling).

If you do not have waste collectors, the waste will need to be weighed on site prior to being taken away. This could be as simple as having a weighing scale and assigning a person from the waste sub-group of your green team to weigh each bag as it is filled.

Take note of the weight and give the results to the green manager.

Understanding your waste bill

Your waste bill, if you have one for your festival, **MUST** show you the weight of your waste. Under new law, all waste companies **HAVE** to provide you with the weight of your waste.

Your bill will show the following:

- Brown Bin Waste = Food Waste
- Mixed Waste Bin = Landfill waste
- Recycling Waste = Recycling

An easy method to read your bill is using different highlighter colours. Highlight all of the entries on your bill for *Brown Bin Waste* in the same colour and then use a different colour for each of the other different types of waste. Once all your highlighting is complete, you are ready to add up the figures for each waste stream.

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Ensure you understand if the weight is given to you by Kg or Tonnes, add them all up for each waste type and enter your final amount on the consumption tracking sheets (provided on this programme's toolkit). The same applies for the price column, add them all up by different types of waste and don't forget that you might also be charged by lift so you need to include the cost per lift too.

If you are being charged per lift, remember when putting your bins out for collection it is more economical to have all bins full to the top than having double the amount of bins half full. If you are a larger festival or event, it would be wise to hide some bins so that staff fill to the top the ones available to them. You can bring out the extra bins when your footfall level is higher and you think you might need them.

Remember that landfill waste is more expensive and less environmentally friendly than recycling or food waste. Train your team to segregate properly; the less glamorous part is that you HAVE to check what goes in your bins if you are not the only one putting waste in bins. However, no matter how much training you do with your team spot checks are still necessary.

Other Waste Actions

Other things to consider in terms of waste are:

1. The vendors, traders, food stalls, etc. that might come to your festival.

Communication pre-festival is key. Your action plan has a 'Traders & Stalls' page, start filling in actions over time. For example, if you decide to abolish individually wrapped sauces from your food stalls, you will need to speak to your stallholders. An action on your plan could be *"Email all traders on xx date, outlining our waste management plans, and ensure they do not bring individually wrapped sauces on the day"*.

2. Pre-festival messaging to visitors is also essential. For example, if you have a water fountain on site, you could add to your marketing plan posts to visitors to include; *"Bring your own keep water bottle we refill for free"*. Spreading sustainability messages well in advance of the festival is important so that your customers will know what to expect.

3. During the festival messaging: Clear, short and concise messages about waste segregation and waste minimisation. Signs, posters, more images, less text. Our Greener Clare Festivals Network will provide you with some signage but feel free to add your own as well.

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4. Branded keep items like water bottles and cups are also a good idea to abolish single use items. If you are going to have them available at festivals let visitors know well in advance on your website and social media but also with proper signage during the festival.

Take some time today to start working on your waste workbook and Action Plan.

Waste Survey Checklist

This is a checklist of potential actions that you can take to help reduce waste within your festival, you can also give it to local businesses of your community (bars, restaurants, accommodation providers, etc), so they can also implement some waste minimisation actions.

ACTIONS	YES	No	COMMENTS
Provide waste segregation bins in as many areas of your festival or business as possible, the easier you make it for festival goers, the more they will co operate			
Ensure all bins have high up signs so that people can see clearly where they are amongst the crowd			
Identify main areas where waste is produced (Near food stalls) walk around in peak hours and monitor waste handling and disposal practices			
Promote staff awareness and training on waste segregation, create a waste team			
Promote waste segregation with your clients ahead of the festival with social media posts			

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When possible weigh your waste and note down in your Green Folder prior to collection, if not, ensure you get weight figures for landfill, recycling and food waste from your waste provider.			
Locate relevant bins close to where different waste types are produced			
Ensure cardboard is flattened or baled for recycling			
Ensure each bin is clearly labelled. Images work best.			
Identify ways of reducing food waste (portion control, central veg bowls, etc)			
Compost organic waste when possible, food waste is very costly so invest in a composting system			
Investigate reusable and returnable packaging to suppliers and engage with them on having a less packaging policy			
Avoid disposable ware & cutlery – Choose re-usable crockery			
Re use all scrap paper and cardboard, develop a paperless policy when possible in your office and recycle all office equipment when possible			
Recycle printer/toner cartridges			
Tender for waste collection services every year - ensure bills will have Kg measures so you can benchmark your waste and ask all waste refusal providers for sponsorship of bins before deciding who to use			
Ensure your waste area is orderly with signage			

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Check with your waste collector that you are recycling everything you can			
Identify other uses for waste and be creative, Upcycle!! You can create art workshops during the festival using plastic to make festival decor			
Ensure bins are full before collection, you will be charged by Kg and also by lift!!! There is no point having 2 half-full bins, as you will be charged for both lifts.			

Energy Management

While the key focus of many festivals tends to be on the management and handling of **waste**, it is also just as important to look at our **energy** consumption, and to oversee it effectively. This particularly applies if your festival takes place inside a building or a group of indoor spaces.

Energy use can come from: electricity, oil or heating gas, diesel generators etc.

To manage our electricity consumption we need to understand what it is used on or for, the two main consumers of electricity are;

- 1. Lights in your building** - are they all energy saving bulbs? You can include a plan to change them over time in your Energy Action Plan (provide lightbulb chart).
- 2. Equipment** - who turns it on and off? Are they doing it at the correct times? Can they switch machines off earlier than they currently do? Do you know how much electricity each machine consumes per hour?

We need to have answers to all these questions in order to implement an energy management plan.

The other aspect of our energy plan involves measuring our electricity use after the festival has passed. This can be achieved with the electricity bill or taking readings from the meter pre and post festival.

Download the energy workbook provided, save it to your PC and Green Festival Folder.

The first table in your workbook is a lighting chart. Your first task is to walk around all the areas of your building doing a review of the light fixtures.

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If your festival is outdoors, you obviously will not need to perform this activity. However, if there are other public buildings in your community that are possibly involved with the event, for example workshops or food markets in the town hall, it would be beneficial for you to include these areas as part of your energy review.

Walk around and enter details for all light bulbs into the Current Bulbs column of the chart. Once you have completed it, sit down and use the Replacement Bulbs column to enter the possible replacement bulbs you can swap your current lighting with.

They will need to be energy saving or LED options. The charts will then calculate the potential savings for replacing your current bulbs, with energy saving ones.

Having this type of data is critical when trying to reduce the energy use of a building.

Just as we did with the lighting chart, we also need to analyse our **equipment**.

In the same workbook, on page 2 you will find the equipment chart.

Walk around your building noting all equipment and appliances in use in all areas and fill in the information in the charts. Based on the information given, the charts will then calculate the annual energy usage for each piece of equipment as details are entered.

Also included on the chart is a new **“on/off”** time column - once you have determined how much each piece of equipment costs you to run annually, you can then make informed decisions as to when you think each machine should be turned on or off. In the majority of cases for buildings, it is the people operating the machinery and working in that particular department, that decide when they are running and when the lighting is on. This is the equivalent of allowing people to make decisions to spend money, without having any training or a clear picture of what it is costing.

Being energy efficient comes down to knowing our equipment, how much it costs us to run this equipment and determining when it should be used.

Your last task (for the moment) on energy management is to start filling in your **energy action plan**;

1. Who is going to complete the lighting review and make a plan to change your lighting to energy saving bulbs?
2. Who is going to complete the equipment chart and make a new on and off checklist for all machinery and appliances?

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3. Lastly, who is going to be in charge of measuring your electricity use after the festival has passed? Will you do this with your electricity bill or by reading the meter? It is entirely up to you and your team, the key is that a decision is made and a person is responsible to complete this action post festival.

Measuring our energy use is essential in order to calculate the festival's carbon footprint.

In a further lesson towards the end of this programme, we will show you how to calculate your electricity, gas/oil or diesel use post festival, so you can calculate your festival's carbon footprint year after year.

ENERGY SURVEY CHECKLIST

This is a checklist of potential actions that you can take to help reduce energy consumption within your festival venue and local businesses in your community.

ACTIONS	DONE	TO DO	COMMENTS
GENERAL			
Read electricity meter daily during your festival			
Check if there is any scope to switch consumption to night-time rate, what time is the start and end of your night-time rate? Can you use some high consumption equipment those times like your ovens, etc?			
Check that your MIC (Max Import Capacity) is appropriate for your needs, watch out for MIC penalties, if you go over your MIC at any stage you will incur penalties, check last year's bills if you were penalised often consider increasing your MIC, speak to your energy supplier about this, also set up a system where your high consumption			

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<p>equipment is not turned on all at the same time, when machines are turned on at first they consume more energy, turn on each piece of equipment with a 10 minute delay between them.</p>			
<p>Designate a staff member to monitor energy on-site, you can also ask your electricity provider to give you a breakdown of your consumption of the past period of your festival in 15 minute intervals, check your highest time of consumption each day, is it when you open up your festival? Can you delay turning on some equipment by a half hour to level out the consumption?</p>			
<p>Ask your team to suggest ways of reducing your energy consumption</p>			
<p>Check time of usage of your major equipment and create a switch on/off checklist for your team, you can also add a sticker to that equipment to let people know how many Kwh it uses and calculate the savings over your festival period if the machine was turned off for an extra hour a day, staff understand money better than Kwh so transform the consumption into € savings you will be shocked how much you can save by not having equipment on when it is not needed!</p>			
<p>Label your equipment with times to switch on/off to raise team awareness</p>			
<p>Invest in energy saving equipment for any new equipment bought for your business; measure before and after consumption to establish energy savings</p>			
<p>Provide information to your guests on your green policies so that they can help reduce energy consumption while at your festival or business.</p>			

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Activate energy saving devices in computers, coffee machines and any other equipment.			
HEATING			
Use localised heating so that you have more control in specific areas			
Turn off radiators in areas that do not need to be heated or are not in use			
Use high efficient boilers and get your boiler serviced every year			
Ensure heating controls are working and set correctly.			
Ensure fans, air ducts etc are cleaned and maintained on a regular basis			
LIGHTING			
Check if less lights would satisfy the same lighting requirements			
Create an on/off light chart for staff (and yourself) to follow; ensure all lights are off during periods of non-customers, have a checklist ready in all areas that staff have to sign when done daily, this will remind them of the lights on/off chart			
Where possible install timers and sensors for back of house lights, corridors, etc			
Ensure light bulbs are cleaned regularly			
Consider installing energy efficient and long life lighting, create a plan for switching to energy saving bulbs over a period of time			
Ensure you use natural light when possible			
INSULATION FOR BUILDINGS			
Check building insulation levels and increase whenever possible			

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Check building regularly for drafts and signs of damp, place your hand around all window and doorframes on a windy day, is there a draft? Can it be sealed?			
Fit external doors with door closers.			
REFRIGERATION			
Switch off vending machines and display fridges outside of business hours or invest in a daily timer where you can set on/off times in the fridges that are not used regularly			
Ensure freezer and fridge doors are kept closed as much as possible; fit alarm to highlight when doors open for longer than 1-2 minutes.			
Install plastic strip curtains in cold rooms to reduce air loss			
Check seals on freezers and fridges, lock yourself inside with the light off, if you can see any light coming in then you have an air leak			
Ensure fridges and freezers are not over stocked and are regularly defrosted			
Service your fridge and freezers at least annually			
LAUNDRY			
Check that you always use full loads in your washing machine			
Identify the correct cycles to use for each load- efficiency load cycles need to be labelled for staff to use appropriately			
Check if washing time can be moved to night time			

Ensure your washing machine is plumbed to the hot water			
HOT WATER			
Fill your ban-maries with hot water			
Ensure your hot water pipes and tanks are well insulated			
Ensure water is heated to optimum temperature (60 C) and avoid heating it when unnecessary			

Water Management

There are 3 main water-using devices in any building: Taps Toilets Showers.

Understanding how much water is used in each of our devices is the first step towards trying to conserve water.

For taps and showers, we need to find out how many litres of water they used per minute. For toilets, we need to find out the cistern capacities in litres.

Good practice standards: Comparing to green businesses, we know that water good practice standards are as follows;

Taps = 8 litres per minute

Showers = 10 Litres per minute

Cisterns = 6 Litres capacity

Calculate the water flow rate of taps & showers.

Our water flow rate is simply the amount of water that comes out of our devices per minute. To calculate it you can:

- Use a bucket to collect water.
- Place it under the tap or shower and open the water at full force for 10 seconds collecting the water.

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- Calculate how much water is in the bucket with a measuring jug.
- Multiply your result by 6 (10 seconds x 6 = 1 minute)
- Compare to good practice standards.

Use your water workbook to note the results of your own water flow rates and highlight the devices that are way above good practice standards.

Calculate cistern capacity;

For cisterns, we need to find out what the cistern capacity is. This refers to the number of litres of water used in each flush. If your cisterns are old, most likely they will use a lot more than the good practise standard of 6 litres per flush.

Find out your cistern's capacity first, your toilet may possibly have a sticker at the back or side of it telling you that information. If not, you can always open the top of the cistern and find out how much water is inside.

- Open the top of the cistern and hold up the plastic ball inside it so as it will not refill automatically.
- Flush the toilet.
- Once the cistern is empty, fill it in manually using 2 litre bottles of water.
- Once it is full again, note how many litres of water you have used.

Reduce water use;

Now that we know how our water devices compare to good practice standards, we can start taking measures to reduce said water use.

To reduce the water flow rate of taps and showers, we can install **aerators** into the tap and shower heads. They are small devices that when screwed onto the tap/shower head, will limit the water flow coming through. They are simplistic in design but achieve great results.

The technology works through propelling air and mixing it with water. The air makes the water flow faster, while at the same time using less water to obtain the same pressure.

Aerators come in all sizes and variations and so it is important that you don't purchase the first one you see. A simple google search will give you plenty of options to buy them online, however please ensure that you engage with your regular plumber.

Speak about your current water pressure and ask him for advice as to what are the correct aerators for your taps and showers.

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In hot water taps, using less water will also mean we are saving energy to heat that water. It is a double bonus in terms of savings and reduction of utilities.

If you are not in a position to buy aerators for all of your taps and showers right now, that is perfectly fine! Ask your plumber to make you a list of aerators to buy with their size, get pricing from a couple of companies and make a plan to buy them over a period of time.

When it comes to our cistern capacity, the easiest way of ensuring less water is used per flush is through the installation of **'Hippo Bags'**.

These are simple plastic bags that we can insert into our cisterns in order to reduce their capacity. They work the same as the old style brick that was placed in the cistern or immersing a litre bottle of water. It will reduce the amount of water that fills the cistern and therefore reduce your water use.

Reducing your water use is as pivotal to reducing your carbon footprint as other utilities. Now is the time to investigate areas of your event that use water and to then make a plan to install aerators and hippo bags where needed.

Your **water workbook** will allow you to calculate the potential water reductions after the installations are completed.

Lastly, do not forget to keep allocating tasks to different people on the water sub-group of your green team for water conservation actions. We have written down some actions for you already, but please change this as you see fit. You can add or delete anything you think is relevant or irrelevant to your festival.

As we explained before, activities around water and energy conservation are primarily centres around bricks and mortar event locations. This is not as crucial if your festival is outdoors. That being said, we need to start thinking on a more global stage.

Are there other stakeholders of your festival that operate in buildings?

Essentially every business in your community for example operates indoors: pubs, restaurants and accommodation providers are prime examples of businesses operating in a building.

You can help implement these systems and tasks to help them to reduce their own water and energy consumption. The best part about reducing your utilities is that you will also **SAVE money!**

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Even if you cannot perform the energy & water actions on this training course, it would still be worth speaking to your local businesses about this. You can even show them your training notes and workbook and see if they are willing to also get on board and make it a community initiative.

Remember that the more people in your community that are involved in a green programme, the more likely that you will reduce your community's impact on the environment

WATER SURVEY RECOMMENDATIONS

This is a checklist of potential actions that you can take to help conserve water/reduce water consumption within your festival and local businesses.

ACTIONS	DONE	TO DO	COMMENTS
Designate a staff member to monitor water usage in your business, the meter needs to be read and recorded every morning over your festival, or on a weekly/monthly basis at your business.			
Identify major water usage equipment in your festival and label for usage times, cycles to be used and recommendations to increase staff awareness			
Measure flow rates in taps and showers, WC flushes & urinals and compare with best practice guidelines, example: open your sink tap, put a bucket under it and let it run for ten seconds, how much water did you collect? Multiply this by 6 and that is the litres per minute that tap consumes, can it be reduced?			

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Evaluate potential intervention measures e.g. install aerators in WC tags, low flow shower heads, water displacement devices (e.g. hippo bags), install waterless or motion-sensored urinals			
Install self-closing (push) or sensor operated taps			
Check for visible leaks regularly, leaking taps and increase staff awareness to detect and report			
Read your meter during the night when your business/festival is not operating, if you are consuming water at night more than likely you have a leak			
Investigate rainwater harvesting for non-potable usage - watering gardens, flushing toilets...			

SUSTAINABLE TRANSPORT

Transport has one of the largest carbon footprints of all activities related to any festival. Your visitors can travel from great distances, using various forms of transport including planes, trains & automobiles to reach you!

Generally, it is not expected that festivals take direct responsibility for this element of their carbon footprint. It is widely accepted that the visitor has a responsibility to minimise this themselves. However, the festival should take the time to look at how patrons are arriving at the festival and give them different options that could help to reduce this large carbon emission.

The green team needs to develop a **Transport Plan** and publish it on the festival's green webpages and social media channels. You can also offer incentives to festival goers to come to your festival by means of sustainable transport, for example a reduction on ticket price if you cycle to the festival which has been an extremely successful initiative for Electric Picnic in recent years.

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What to consider;

- **Public transport** – In recent years, particularly in rural areas, people have become disconnected to public transport and what links are actually available. Have someone on your green team investigate the possible links via public transport to your event and make sure your website displays the website links to timetables, booking methods etc. of this public – make it easy for them.
- **Have an incentive** built into the festival ticket price that offers a discount if visitors use public transport to get to your destination – or have a dual ticket which includes a ticket for public transport.
- Ask visitors to think about **Car-Sharing** – fill their car rather than several friends travelling in several cars. Car-sharing sites are widespread, as it has recently seen a comeback. It puts strangers from the same community in touch so as they can share a lift and contribute to fuel as required. Sharing local and national car-pooling groups on your website and social media encourages this.
- **Encourage visitors to cycle or walk** – have a prize or incentive for the lowest carbon footprint. Organise walks/cycle meeting point, starting times, etc.
- **Have a park and ride service** available at the edge of town and provide shuttle buses for residents/visitors from towns near to you. It is vital that you share this information well in advance of the festival to ensure patrons are aware and use the service.
- Encourage festival workers to adopt **Green Travel** principles – walk, cycle, public, car share, etc. in the lead up and during the festival. This may very well plant a seed that will see them change their normal commuting behaviour and habits.

Keep it Simple – Make it clear what you can do and use your **Workbook** and **Action Plan** to work out your current status in terms of a transport plan and measures you can implement in years 2, 3, etc.

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TRADERS & STALLS

Festivals have many partners which when brought together; deliver the planned quality experience that visitors want.

Because there are so many different partners, a green festival needs their support to really succeed in achieving the targets and goals set out. This coming together of different entities from your community and festival organisers displays a level of responsibility needed to have a flourishing, sustainable event.

This comes down to the festival reaching out and engaging with their partners, asking them to support them in their mission. The easiest way to do this is to let them know exactly what you want **them** to do.

For some suppliers, you can build these requirements into their contracts or into the tenders or conditions – this makes it very easy – as long as you monitor and supervise and enforce these conditions. What is important is that suppliers know from day one that this is what you want so they cannot claim it will cost more later.

For other partners, volunteers, local businesses, etc. you can ask them to be part of your programme and the more information you give them the easier it is for them to support you.

It's about upfront engagement – it's about keeping the message simple – it's about tapping into your partner's/supporter's ethical and moral conscience – it's also about good communication and having a clear plan.

You need to have guidelines for each set of partners.

The important thing for your festival is to look at each supplier, activity, venue, etc. and assess if they could be more environmentally responsible, approaching them asking them to be and giving them guidance on how to achieve this. Over the years, you can build this up and widen your direct impact, which will result in a more responsible festival – which is your overall target.

Whom should you target?

- Direct Suppliers
- Entertainment and Activity
- Stall Holders/Traders
- Local Businesses – accommodation providers, restaurants, pubs & shops etc.

Identify how they can get involved in your plans and contact them all well ahead of the festival date.

GREEN PURCHASING CHECKLIST

Here is a list of practical steps that you can actively take in your festival or local business to have greater Green purchasing activities.

ACTION	YES/NO	COMMENTS
<u>GENERAL</u>		
Request the environmental policies of 5 of your major suppliers. Review and research different suppliers if your current ones do not have effective environmental policies. Work with existing suppliers to introduce more effective environmental policies and practices.		
Purchase Eco-label cleaning products and chemicals that are not animal tested.		
Buy in bulk as much as possible (Oil drums, Milk, etc) to reduce packaging.		
Contact at least 5 of your major suppliers and request less packaging on your deliveries or better ask them to bring the delivery in a reusable take-away container.		

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Avoid the use of single packaged products (e.g. butter pads, sugar sachets, jams, water, cups).		
Ensure at least 40% of your items purchased come from suppliers that are less than 100Km away from you.		
Ensure any carrier bags for your customers are made of recyclable and re-usable materials.		
Research suppliers that use recycled packaging on their products.		
<u>OFFICE</u>		
Use electronic correspondence for your communication with customers and staff		
Use recycled paper for promotional material or paperless material (e.g. memory sticks)		
Use recycled toners or Green Toners.		
Use reusable packaging (packaging that the supplier will take back with them after delivery to your festival)		
<u>GUESTS FACILITIES</u>		
Choose paper towels or toilet roll made of recycled paper.		
Avoid single use toiletries, individually packaged soaps, shampoos, etc		
Use toiletries that are organic, not tested in animals or Eco Label.		
Make natural air freshener by using dried flowers, citrus peel and essential oils.		
When possible change paper hand towels to regular towels or hand drying machines in your public toilets		

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<u>KITCHEN/RESTAURANTS</u>		
Use cloth tea towels/service cloths instead of paper ones.		
Use reusable coffee filters or unbleached paper filters.		
Purchase organically farmed products, e.g. meat, vegetables and fruit.		
Buy locally as much as possible.		
Use black boards for specials menu instead of paper menus.		
Use re-usable coasters when possible instead of disposable ones.		
Buy fair trade products when possible.		
Ensure at least 40% of your food produce is coming from a supplier less than 100km away from your premises.		
Ensure there are items in your menu that are organic.		
<u>STALLS</u>		
Contract them to use re-usable plates and cutlery only, engage them on your initiative from the very start		
Give your stall spaces to those that are local suppliers or that bring a Green Element to your festival		
Ensure you communicate your Green plans with all stallholders and traders well in advance of the festival date.		

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COMMUNICATION PLAN

How the Festival communicates its green message will have a direct impact on the success/failure of the initiative.

Specific strategies are required to communicate the desired message to all stakeholders and to engage those who are key to the success of the goals and targets.

It is vital that each festival has a written communication plan and that this plan is implemented for the festival. Remember, without a plan you might not know where you want to be.

Many of the actions identified on this course, will result in staff, temporary employees, suppliers and other stakeholders being engaged in the greening process and therefore expanding the message.

The festival though, also needs to communicate its strategies, goals, targets, achievements with perhaps the most important stakeholder – Visitors.

You want visitors to know what they are doing and how to engage with the festival in helping it to achieve its targets and goals. Communication therefore, is fundamental as many of the strategies, especially in relation to waste and transport, are reliant on visitor engagement.

Festival Website: This is a major tool that all Greener Festivals should use. There should be a **Green Page** set up with a direct link from the home page of your website. This green page can then highlight all the actions the festival is taking and what visitors should do to assist. Identify any green suppliers, partners, supporters you have involved with your event etc.

Social Media: Communicating through online platforms prior to the festival is an easy way to reach our visitors. A clear communication plan can be put in place well in advance of the event, scheduling posts, maybe 1 a week, or 2 per week, however many you need.

Print literature: Brochures, flyers etc. should all have a simple message about the green journey the festival is making. The Greener Festival logo (we will provide this for you over the course of training) could be used to identify that this is a Greener Festival.

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Local Merchandising: Use the Greener Festival logo on banners, flyers, t-shirts, waste separation signage.

Mail Shots: Is your festival a ticketed event? Do you have a database of email addresses you can use to spread your message ahead of the festival? Set up a Green Newsletter to send off. You can send it to past festivalgoers, current ones with tickets and also your local community (pubs, restaurants, accommodation). You can also use emails to communicate with your traders and vendors to outline your plans and ensure they are aware of any waste policies.

Signage: Green messages need to be displayed throughout the festival site, for waste segregation, waste minimisation, etc. The Network will supply signage with the Greener Clare Festivals logo.

Green KPIs

We are on to the end of this training programme, and the last lesson is all about measuring, and establishing your Festivals Green Key performance indicators.

Only when we measure and monitor our waste, energy and water consumption are we then able to Manage it and reduce it, if we do not know what our starting point is how can we say we are doing any better?

Our first job is to establish our Baselines, they are your starting point or Green key performance indicators

But what are we tracking exactly? Water and energy use, and waste production from our festival.

What is benchmarking? Benchmarking is comparing your consumption results year on year, the first and most important benchmark is against your own past year results. We need to establish your baseline, and then reduce these figures year on year, to ensure we are running sustainable festivals

Your baseline figures will be your Key performance indicators, and we need to calculate them **per customer**.

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The reason we need to calculate our waste, energy and water baselines per customer, is because the busier your festival is, the more waste you will create, and the more water and energy you will use. So in order to provide a fair comparison year on year, our figures will be calculated per customer or per festival visitor.

The KPIs we are going to measure and monitor are:

Waste it will be your kilogram of landfill, food and recycling waste per person

Water it will be your cubic metres of water use per person

Energy the Kwh per person

To help you calculate this figures, we are going to use the **50 Shades Greener charts**, which are simple excel sheets that will calculate your KPIs automatically, once you have entered your waste, energy, water and customers data.

You can download a copy of the 50 Shades Greener charts on the Online platform of this programme. While they might look a little intimidating, they are really easy to use.

You will only need to fill in data on the greyed out cells of each page:

Starting point page: is just the Year you are entering data for, and your festival name

Customer statistic pages: you only need to fill in the number of customer, staff covers and others column.

Your customers are your festival visitors, your staff covers are all the people in your team, that are part of the organising of the festival and will be at the festival site on the day, the “others” column is there in case there is other people attending your festival, this might be entertainment acts, stall holders, press people you might invite, etc

The idea is that we get a close proximate number of people that attend the event.

You also have a column available to enter a date range, if your festival takes place over several days of the week, you can divide the data entry per day.

Tracking customer numbers can be quite tricky, especially for festivals that are not ticketed events.

1. If you have a Booking system of tickets for your festival like Ticketmaster the you can easily find your customer numbers reporting from it, however, do not forget to include Complimentary tickets you might give away

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2. If you do not have a booking system than you need to set up a manual system and this can be different for every festival

If you need to calculate your customers manually there is no clear method for everyone to use, each festival will be different and you need to decide what would work best for you. Some examples of what you can do are:

- Having a person responsible during the festival to track customer numbers, they can do head counts, use clickers or calculate the visitors based on the amount of cars that arrive
- You can also develop a system to count bookings of competitions, workshops or anything else you offer at the festival
- You can also estimate customers based on total sales of something that happens at your festival for example bar sales, or food sales or tea/coffee

Whatever method you decide to use, make sure it is the same every year from now on, so even if you do not have the exact number of people, the methodology you use will be the same year on year and your increase or decrease on numbers will be nearly accurate.

Electricity page: you need to enter the same date range as you enter for your customer numbers, the Kwh day units, Kwh night units and the cost of those units, if you have it on your electricity bill.

There are two ways you can find this information:

1. You can find your day units, night units and cost on your electricity bill if you have one. The only problem is that electricity bills are normally for a date range of one month, and your festival might only take place for 1 day that month, in which case, our electricity bill will not give us the data we need.
2. The other solution is to assign someone on your Green Action Plan, to read the electricity meter before the festival starts, and after the festival ends, the amount of Kwh used can then be entered in the Day Units column.

Oil page: you only need to enter the date range as before, the litres of oil or diesel used at the festival and the cost

Do not worry if you have an outdoor festival that does not use electricity, oil or diesel, if you are not using any of those resources, then you do not need to fill these pages in.

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Waste Page: Our waste page is slightly different as it contains 3 different tables for you to enter information on, and this is because we need to analyse 3 types of waste: Landfill, food and recycling.

Make sure you enter data in all 3 tables: the date, kilograms of waste and the cost if you know it from your bill.

Again, there are two ways for us to calculate these figures

1. Through your waste company, whomever you are paying to take away your waste after the festival should be able to give you a breakdown of the 3 different types of waste, make sure you ask for the weight and cost of each type. I strongly recommend that you add an action to your waste plan, to contact your waste management company well in advance and ensure they can give you a breakdown of your waste figures after the festival has passed.
2. If you do not have a waste company, and local businesses are helping you get rid of your waste after the festival, then we will have to allocate someone to weight the waste after each day of the festival. The network has a weighing scales for you to be able to do this, make sure you add it to your action plan, to talk to the network coordinator at least 2 weeks prior to your festival and organise a date to come and collect it beforehand.

Water page: You will need to enter the same date range, the cubic metres of water used at the festival and the estimated price for every cubic metre of water. You can find the price per M3 in a past water bill, here in Ireland, water bills come around once a year, so find out what your cubic metre of water price was last year and enter it on the chart.

You may have also notice all pages have a **Comments column**.

This column is there in case you have anything unusual to note, for example, say if your waste team found that waste segregation had not been followed at all by festival goers, and you end up with landfill waste only, you can enter it here as a comment. It should work as reminders of something unusual happening on that given year that might have an effect on your Green key performance indicators.

After the festival has passed and you have all your utility bills or meter readings collected, it should not take you more than 15 minutes to fill in your chart and analyse your data.

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If you are using 2021 as your baseline year, you do not need to make any comparisons until 2022, however, this would be a good time to look at your baselines after your festival 2021, and to set goals and targets for 2022, for example one of your goals could be to reduce the landfill waste per customer by 20% the following year..

If you are able to establish your baseline from 2019/2020 using your bills, it would be ideal to do this now, and establish what your Green KPIs are, your baselines to compare to next year.

Because our KPIs are per customer figures, the numbers will be more than likely less than 0 per customer, this means that even a small reduction from 0.8 to 0.7 per customer is still a 13% reduction per customer, so do not be disheartened if at first glance it looks like you have reduced your consumption by a small amount, any reduction is a positive move towards Greening your festival.

Ideally, the festival's green manager should be responsible to measure and monitor the 50 shades greener charts every single year from now on, to ensure there is consistency in your figures.

If you have any data from your past festivals, you should start filling in the 50 Shades Greener charts, even if it is just for practice, to ensure you know how they work and the information you need.

If you need further help with this, please make sure to let us know. Measuring and monitoring utilities is the only way we have to calculate your festivals carbon footprint, as our future goal as a network is to run Carbon Neutral festivals, collecting this data is key to our success.

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