2009 NCAF&E Summer Seminar: Going Green at Festivals and Events

Alex Naar
Sustainable Tourism Outreach Coordinator
ECU’s Office of Innovation, Engagement and Economic Development,
Center for Sustainable Tourism at ECU, and NC Division of Tourism, Film, and Sports Development
Going Green at Festivals and Events

1. What Does Going Green Mean?
2. Why Should My Event Go Green?
3. What Can I do at My Festival?
4. What Resources Are There?
What Does Going Green Mean?

Actions that contribute to a balanced and healthy economy by generating tourism-related jobs, revenues, and taxes while protecting and enhancing the destination’s socio-cultural, historical, natural, and built resources for the enjoyment and well-being of both residents and visitors.
What Does Going Green Mean?

Social Responsibility

Environmental Responsibility

Financial Responsibility

Sustainable Tourism
What Does Going Green Mean?

Have you heard of the Triple bottom line concept?

Source: Smith & Tomas (2009): Results of NC and SC Festivals and Events Survey
What Does Going Green Mean?

Social Responsibility:

Do you conduct research related to resident feelings towards your event/festival?

Source: Smith & Tomas (2009): *Results of NC and SC Festivals and Events Survey*
What Does Going Green Mean?

Environmental Responsibility:

Does your organization have a written plan to reduce the environmental impact?

Source: Smith & Tomas (2009): *Results of NC and SC Festivals and Events Survey*
What Does Going Green Mean?

- Freshwater Consumption Reduction
- Wastewater Management
- Energy Conservation & Management
- Ecosystem and Biodiversity Conservation
- Greenhouse Gas Emissions
- Preservation Social Norms and Culture
- Solid Waste Management and Reduction
- Land Use Planning & Management
- Responsible Purchasing
- Air Quality Protection and Noise Reduction
- Economic Benefits for Local Community
- Training and Education for Employees and Clients
Why Should My Event Go Green?
Why Should My Event Go Green?

1. 51% of Americans believe global warming is caused by humans, 64% of 18 to 34 year old
   GreenSeal.org

2. 70% of attractions visitors more likely to visit, and visit more frequently, attractions that pursue green practices
   PGAV Destination Consulting

3. 40% of travelers consider shifting their patronage to a green destination
   Ypartnership Research

4. 36% say green is important when buying a festival ticket
   www.agreenerfestival.com

5. And 32% of travelers will be greener in 2009 than they were in 2008
   TripAdvisor
Why Should My Event Go Green?

• Only 14% of consumers are buying fewer green products, 50% are buying the same amount and 19% are buying more

  GreenSeal

• 8% of consumers are even more likely to visit a green establishment even if it required more effort/time

  SCA Tissue North America

• Companies are seeking value added forms of advertisement that appeal to green conscious younger consumers
Why Should My Event Go Green?

NC Regulations

• ABC Container Recycling (House Bill 1518):
  Requires on-premise ABC permit holders to have a recycling plan

• Plastic Bottles: Banned Materials (House Bill 1465)
  Effective October 1st, 2009, plastic bottles are banned from disposal
  www.p2pays.org/BannedMaterials/PlasticBottles/

• For more information regarding NC recycling legislation applicable to festivals and events:
  • August 25th webinar:

• Venue and Event Recycling web site
What Can I do at My Festival?

1. **Create a Green Team**
   a) Set into motion early, even before all other planning
   b) Have representatives from all aspects of the festival
   c) Provide incentive for Green Team membership
   d) Allow Green Team to have real input in planning process

2. **Set Goals**
   a) Have measurable goals that can be used to benchmark yourself
      • If you can’t measure it, it doesn’t matter
   b) Communicate your goals with stakeholders
      • Tell vendor, participants, and sponsors so they can help you achieve those goals
      • If needed, use written documents

3. **Remember the 3 R’s**
   a) Reduce
   b) Reuse
   c) Recycle
   • If need be, include time to think about these at some point for every planning action item
What Can I do at My Festival?

1. **Use your green efforts to promote your event**
   a) Media is increasingly interested in all things green (find what is unique)
   b) As indicated before, general public is increasingly interested in green
   c) Can going green attract artists and musicians interested in the cause?
   d) Avoid Green Washing
      • [http://sinsofgreenwashing.org/](http://sinsofgreenwashing.org/)

2. **Find ways for attendees to participate**
   a) Usually better at helping before a visit the beer tent
   b) Get attendees to buy into green by purchasing
      • Green tags
      • Reusable beer cups and water bottles
      • Green paraphernalia

3. **Use local sources**
   a) Work with vendors to serve locally grown (and caught) products

4. **Use renewable energy**
What Can I do at My Festival?

Potential Partners

1. NC Office of Environmental Education
   www.ee.enr.state.nc.us
2. NC GreenPower
   www.ncgreenpower.org
3. Sustainable Travel International
   www.sustainabletravelinternational.org
4. State Energy Office
   www.energync.net
5. NC Cooperative Tourism Extension
   www.ncsu.edu/tourismextension
6. NC Division of Pollution Prevention and Environmental Assistance
   www.p2pays.org
7. Waste Reduction Partners
   www.landofsky.org/wrp/
8. NC Division of Tourism, Film and Sports Development
   www.nccommerce.com/en/TourismServices/
What Resources Are There?

1. Sustainable Music Festival Guide
   http://sustainable.events.free.fr

2. Green Event Guide

3. Greening Festivals and Events Guide
   www.theicarusfoundation.com/Images/images/Greening_Festivals_and_Events.pdf

4. Venue Recycling in the USA
   http://www.napcor.com/pdf/NAPCOR_VENUE-Final2.pdf

5. Conference and Events Sustainable Practice Checklist

6. Venue and Event Recycling web site
"The environmental impact of festivals is disastrous. To pretend they're green is ridiculous. You can recycle like mad, you can bring people on public transport, which we do. Overall, though, with generator-diesel and travel, the greenest thing to do is not to run the event.

But if we want something like festivals and fairs, if it's part of our culture, that's the price one has to pay. The spiritual high that people get across the nation, and the moral integrity of the crowd, outweighs the environmental impact. We've always minimised the damage. But if you switched off everything that created carbon, we'd be bored to tears”

Michael Eavis, Glastonbury Festival Organizer
What is the environmental impact of festivals? Hundreds, no, thousands of smiles will be emitted from the festival and will be released into the atmosphere. Later on the very same smiles will fall back onto earth in the form of tears of joy.

Alex Naar
Coordinator, Sustainable Tourism Outreach
East Carolina University
Office of Innovation, Engagement, and Economic Development
in partnership with
NC Division of Tourism, Film and Sports Development

Email: naara@ECU.edu
Telephone: (252)737-1346
www.sustainabletourism.org