
Climate Action Training 2024

Getting People on Board - Festivals

24 September 2024



native
events

Julie's Bicycle

CREATIVE • CLIMATE • ACTION



Welcome



Housekeeping

- Auto-captioning
- Chat and Q&A functions
- Webinar feedback questions at the end
- Recording and slides available post webinar on Arts Council climate action webpage

<https://www.artscouncil.ie/Arts-in-Ireland/Climate-action/Arts-Council-resources-and-supports/>



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Our team today

Megan Best



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Catriona Fallon

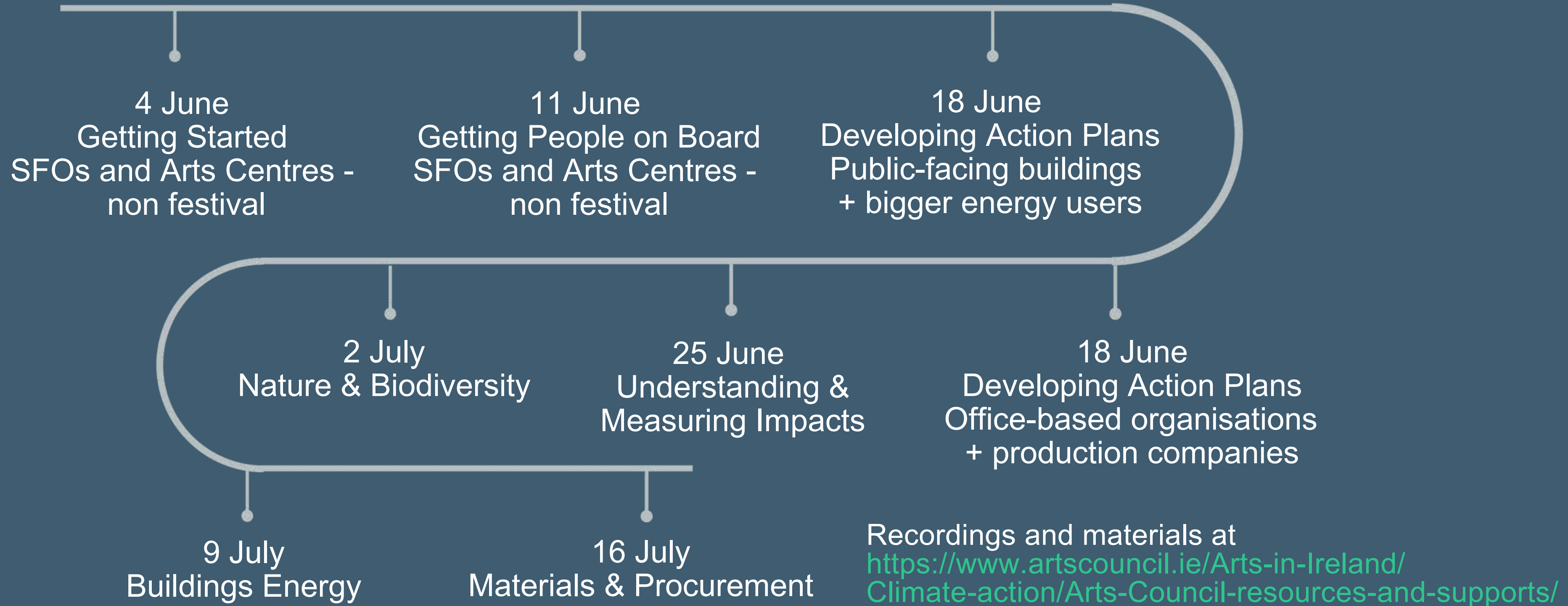


Brecken Byron



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events

Summer series training webinars:



Autumn series training webinars:

17 Sept 10-11am
Getting Started:
Festivals & Production
Companies

24 Sept 10-11am
Getting People on Board:
Festivals & Production
Companies

1 Oct 10-11am
Developing Action Plans:
Festivals & Production
Companies

22 Oct 10-11am
Travel and transport

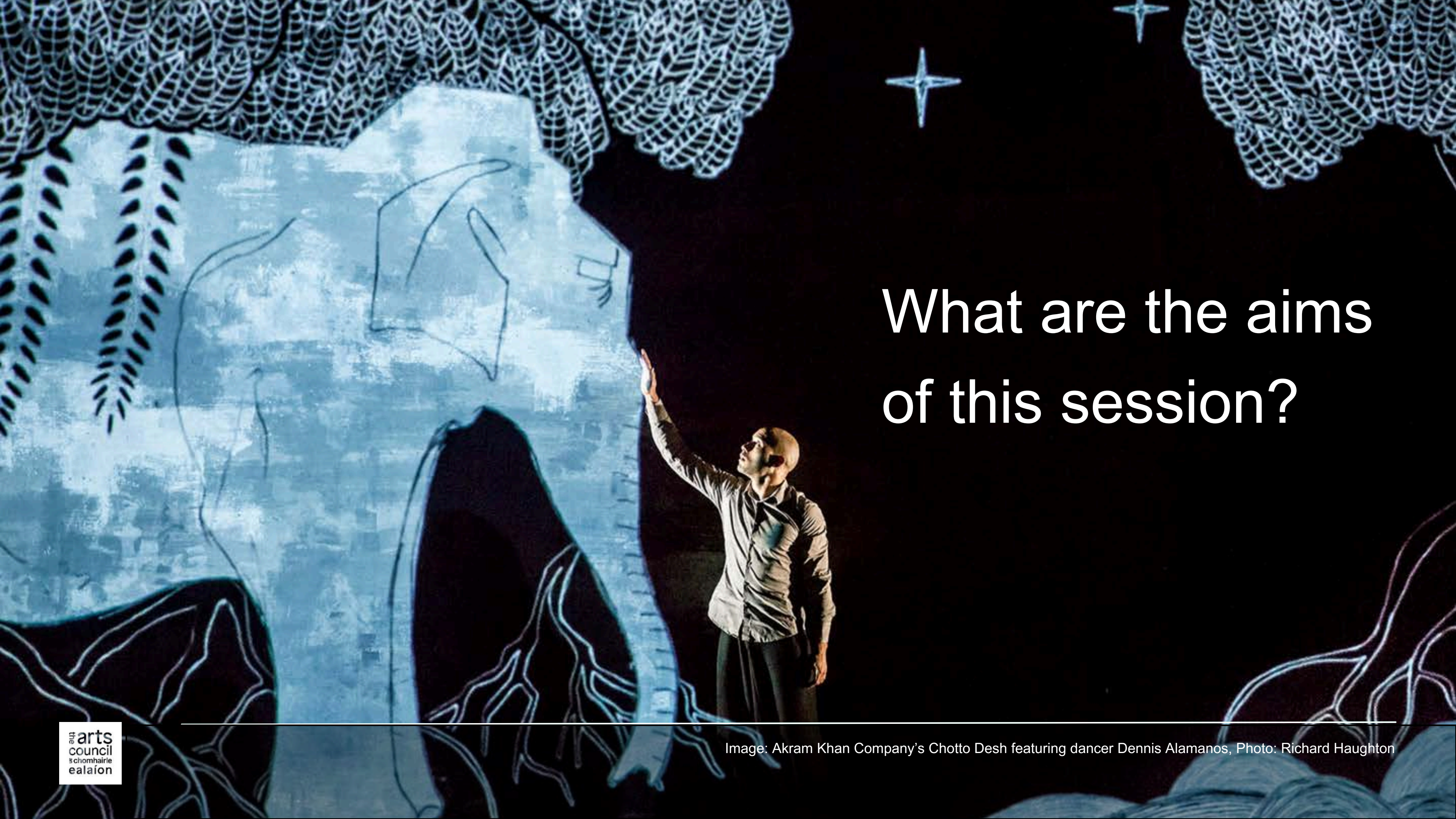
15 Oct 10-11am
Audience travel

8 Oct 10-11am
Materials and procurement
Festivals & Production
Companies

29 Oct 10-11am
Content, programming and
communications

5 Nov 10-11am
Energy for festivals

12 Nov 10-11am
Climate adaptation



What are the aims
of this session?

What will we cover?

- **Recap** of earlier session on creating your Climate and Environmental Policy
- **Getting people on board**- the importance of involving people in developing your approach
- Different approaches to **engagement**
- Identifying and **mapping** your key people
- **Examples** of team engagement
- Do's and Don'ts



Young Offenders Sustainable Production Case Study, Sharon Cronin and Sacha Dillon

Which of these best describes your organisation?

- Large Multidisciplinary Arts Festival
- Medium Multidisciplinary Arts Festival
- Small Multidisciplinary Arts Festival
- Festival which focuses on one art form
- Festival with significant outdoor element
- Festival using multiple venues, mostly indoor
- Production company (touring nationally & internationally)
- Production company (touring nationally)
- Other

Recap on previous session

- **Introduction** to environmental policies
- **Context** for creating those policies (National and sectoral)
- **Key steps** in developing an environmental policy
- Policy **Do's and Don'ts**
- Mapping **impacts** from your activities
- Examples
- Some **worksheets** to help on the way

What should you cover in your policy?

- **Introduction** – your organisation and why climate and environmental action matters to you
- What are your **key environmental aims** or commitments, what do you most want to change...
- What are your **key priorities** – given who you are, what you do, where you do it and who you do it with
- Maybe, the **principles** underpinning your approach
- Who is **accountable** and responsible
- Reference to plans for putting **policy into practice...**



1. KEY INFORMATION

WHO you are,
WHAT you do,
WHERE you do it,
MISSION/ purpose,
WHO you do it with and
for...

2. WHY CLIMATE & ENVIRONMENTAL ACTION MATTERS

WHAT is your motivation

3. YOUR OVERARCHING OBJECTIVE

WHAT you want to
achieve...

4. YOUR KEY AREAS OF IMPACT & INFLUENCE

IDENTIFY your impacts ,
and how you can
INFLUENCE others for
positive change

5. YOUR KEY COMMITMENTS, OBJECTIVES, TARGETS

These will be informed
by your impacts

6. WHAT ARE YOUR PRIORITIES?

WHAT areas are you
going to focus on?

7. WHO ELSE WILL YOU INVOLVE?

WHO are the people
who will be involved in
creating & implementing
your policy?

8. WHO IS ACCOUNTABLE FOR THIS POLICY?

WHEN will it be
reviewed?
HOW will it be shared?

7. WHO ELSE WILL YOU INVOLVE?

WHO are the people who will be involved in creating & implementing your policy?

And **WHY** is it so important to collaborate with them?

There's nothing to stop you
creating a policy without
consulting with those you work
and collaborate with...

BUT,

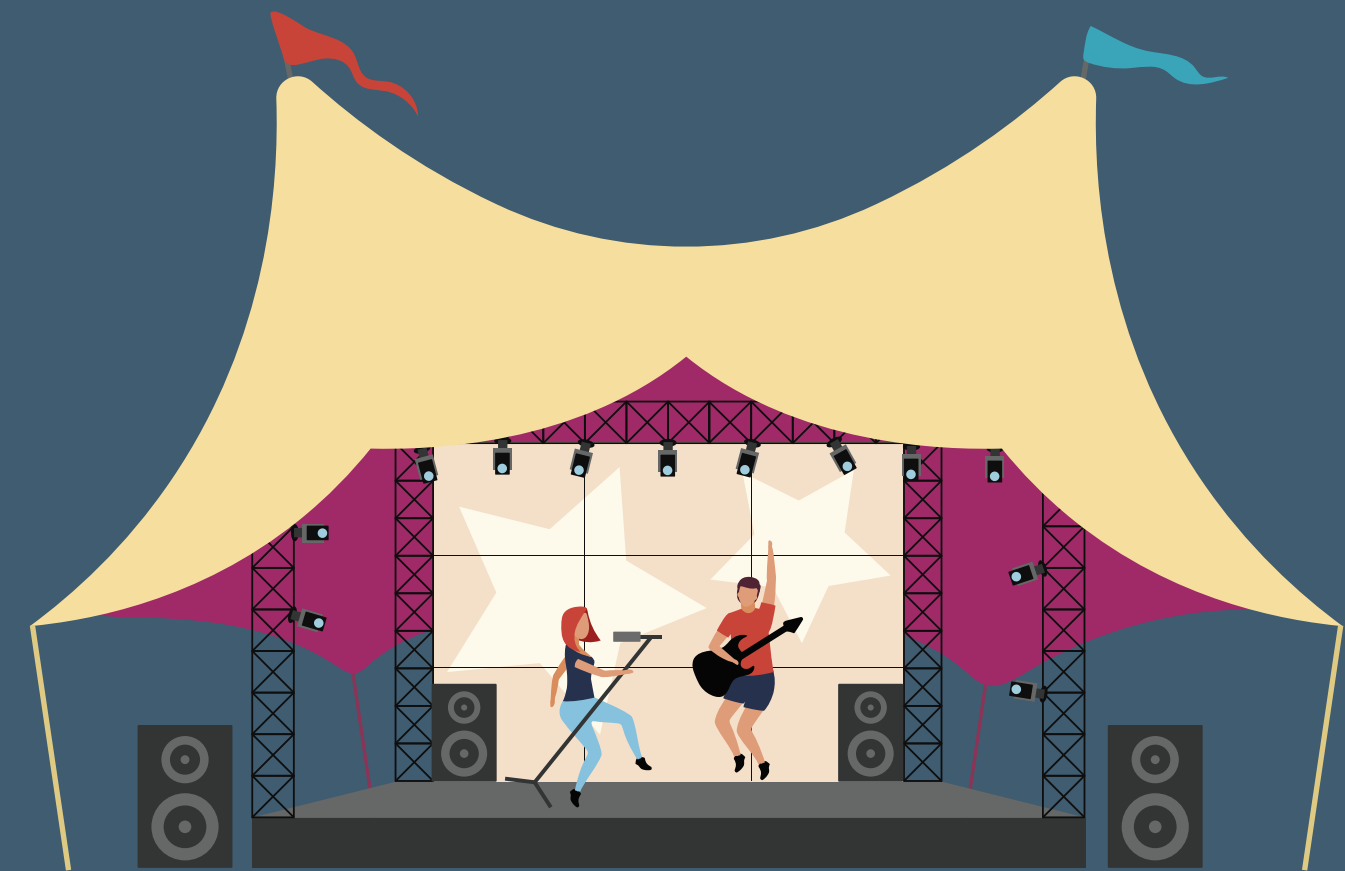
you will never get the same level of
engagement or buy-in from your
colleagues and other stakeholders
if you don't consult with them.



The challenges of engaging stakeholders for festival organisers and production companies

For many festivals and production companies, a small core team working throughout the year is complemented by additional colleagues and volunteers nearer to the time of the festival or production launch. This creates challenges in terms of embedding climate action within an organisation

A higher turnover of freelance staff for both festivals and production companies (given the project based nature of working patterns) also creates challenges in terms of inducting new team members into any Climate Action policies and plans.



The challenges of engaging stakeholders for festival organisers and production companies

Contractors & Supplier, Procurement may also be an issue as these too may change from year to year.

Considering how you might involve these key stakeholders must be a key part of how you develop your policy:

How can you make it meaningful for them?

Is there a way of involving and consulting with them at the early stages?

Later in the presentation we will talk about how you might go about engaging with these stakeholders.



Benefits of Stakeholder Engagement and a co-designed, collaborative approach



Trust



Buy In



Credibility



Sense of ownership



**Alignment of
Goals and
Objectives**



**Consistency of
Approach**



**More collaboration
leads to better results**

Change doesn't happen without people...

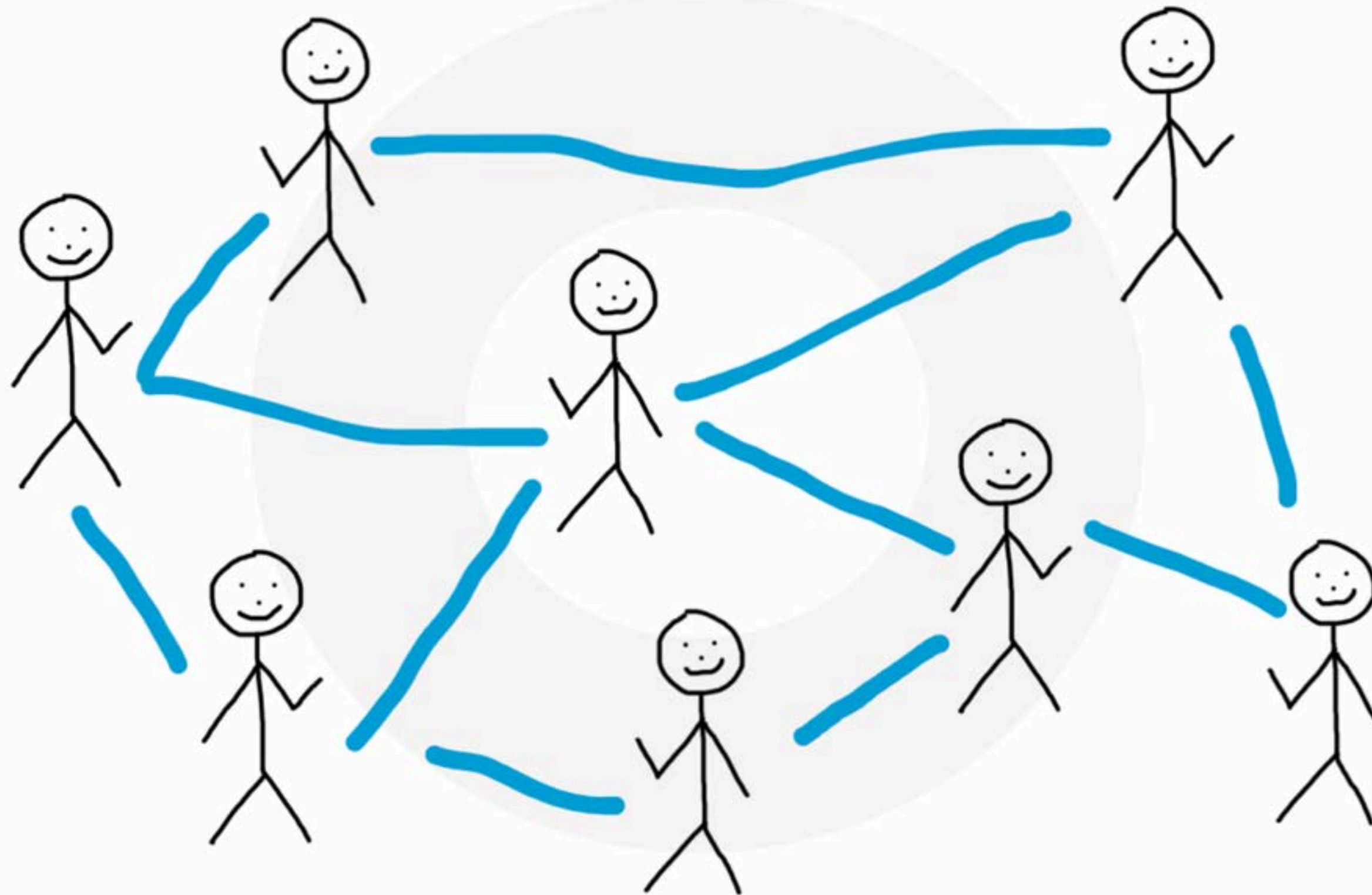
When starting out think about who you need to get on board.

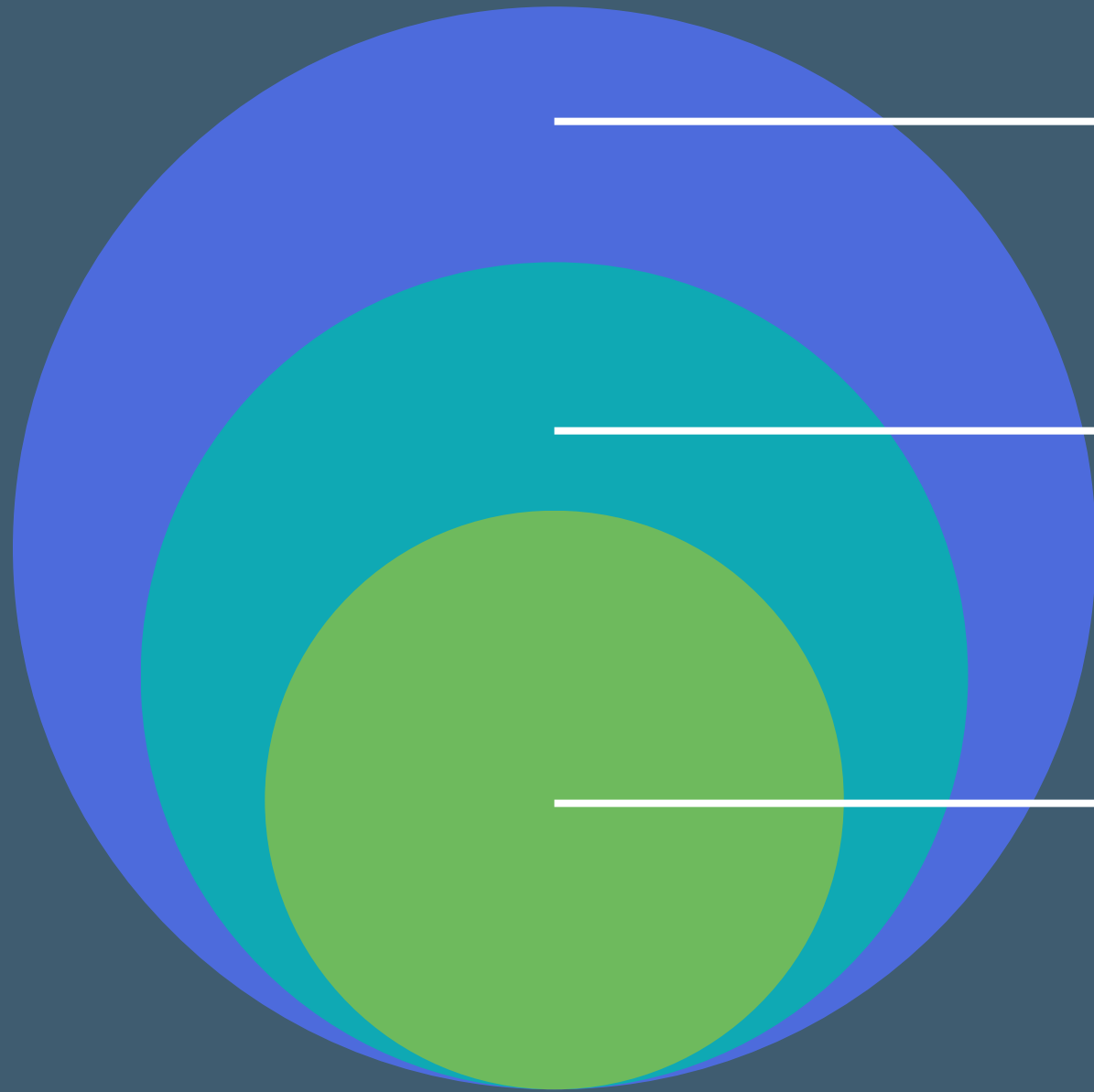
Then think about how to involve them in change in the longer term



Body & Soul Festival's waste team

Identifying and Mapping who you want to get on board





Influence on behaviour: audiences

Lesser control, but influence -
suppliers, artists, stakeholders

What you control: policy, plan, core
team

INDIRECT INFLUENCE ON
THIRD PARTIES

Knowledge
Sharing

Policy
Influencers

INDIRECT INFLUENCE

DIRECT INFLUENCE

Suppliers
Vendors

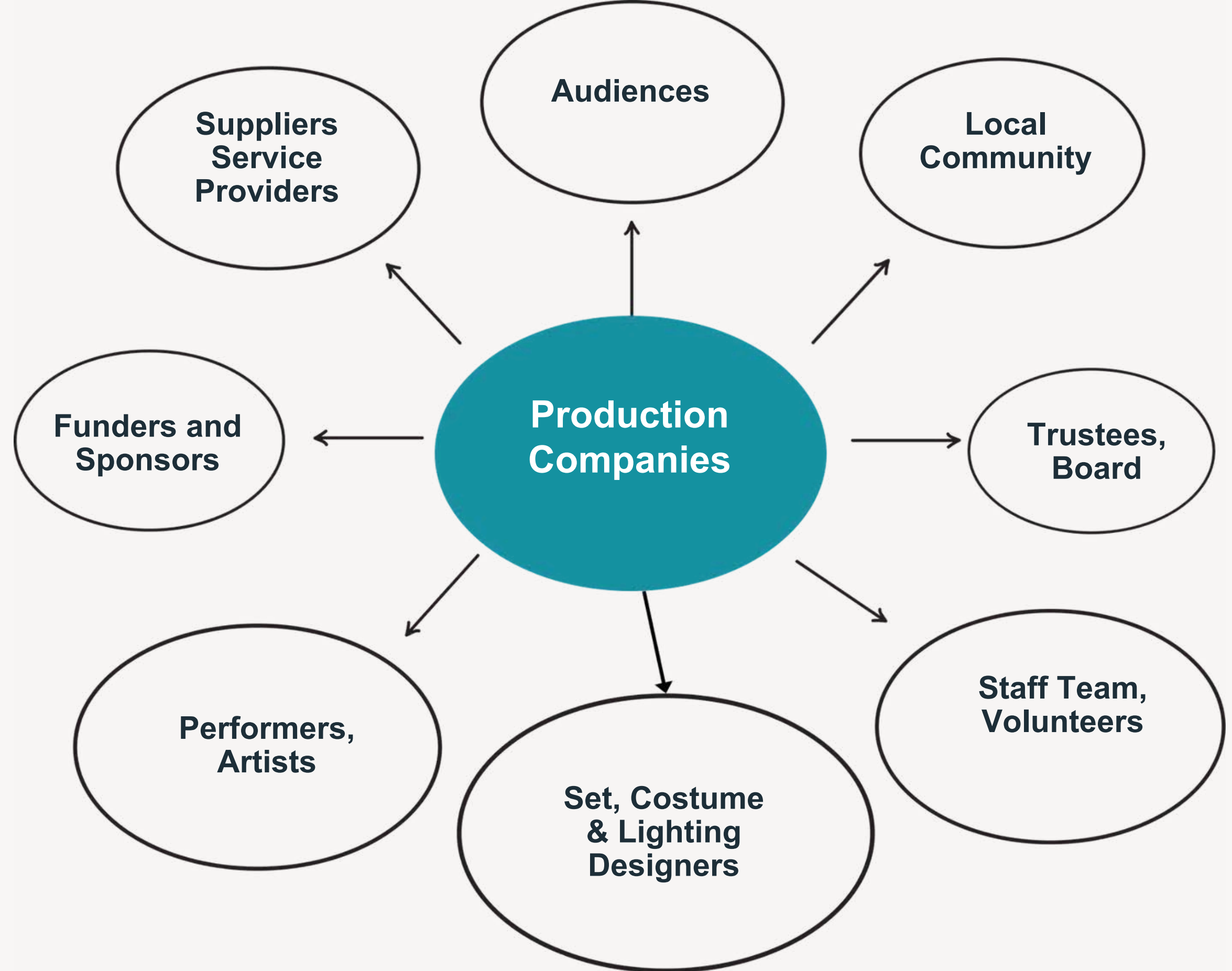
Audience
Community
Members



Who you work with and for...



Who you work with and for...



How to involve and engage with people/stakeholders once you've identified them



Getting people on board

Aim to get colleagues and other stakeholders involved in your climate action at a very early stage.

Organise an event which will inspire your colleagues and other stakeholders to take an active part in creating your Climate Action & Environmental Policy.



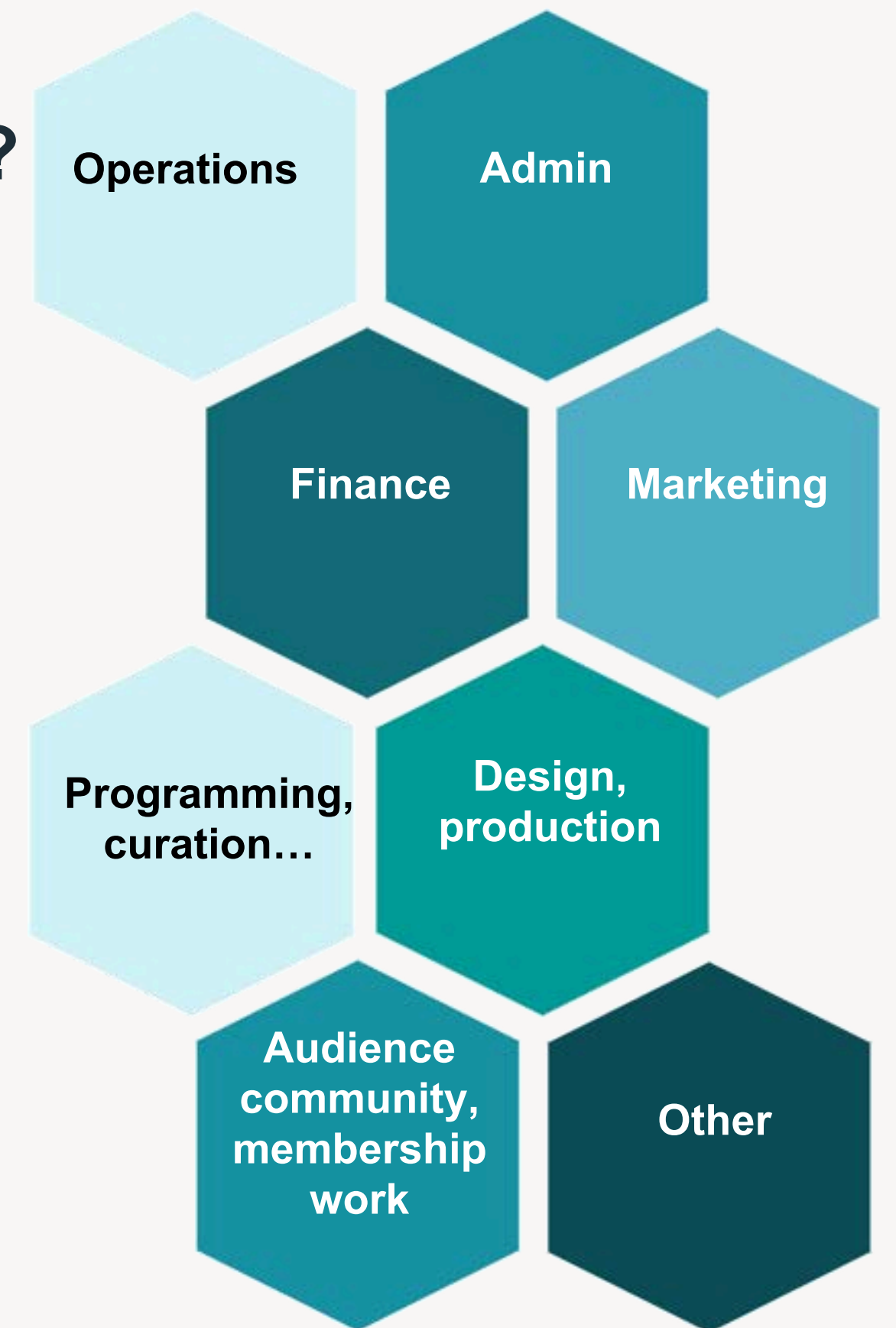
Getting people on board - first steps

- Organise a get-together, invite a guest speaker
- Find out what people think, what they have done and their ideas for future action
- Visit a local nature or eco-art project
- Run a quiz, competition, or survey
- Do a workshop during a team day OR as part of a regular team meeting
- Set up a working group, a focus group, a Green Team
- Be sure to include the relevant members of your team when making specific decisions about actions you want to take...



Ask people to think what they can do in their roles?

- Operations
- Finance
- Admin
- Marketing, comms and events
- Programming, curation...
- Design, production e.g. performance, exhibition
- Audience, community, membership work
- Other...



Some Cautionary Tales....

With thanks to artist, Lisa Fingleton



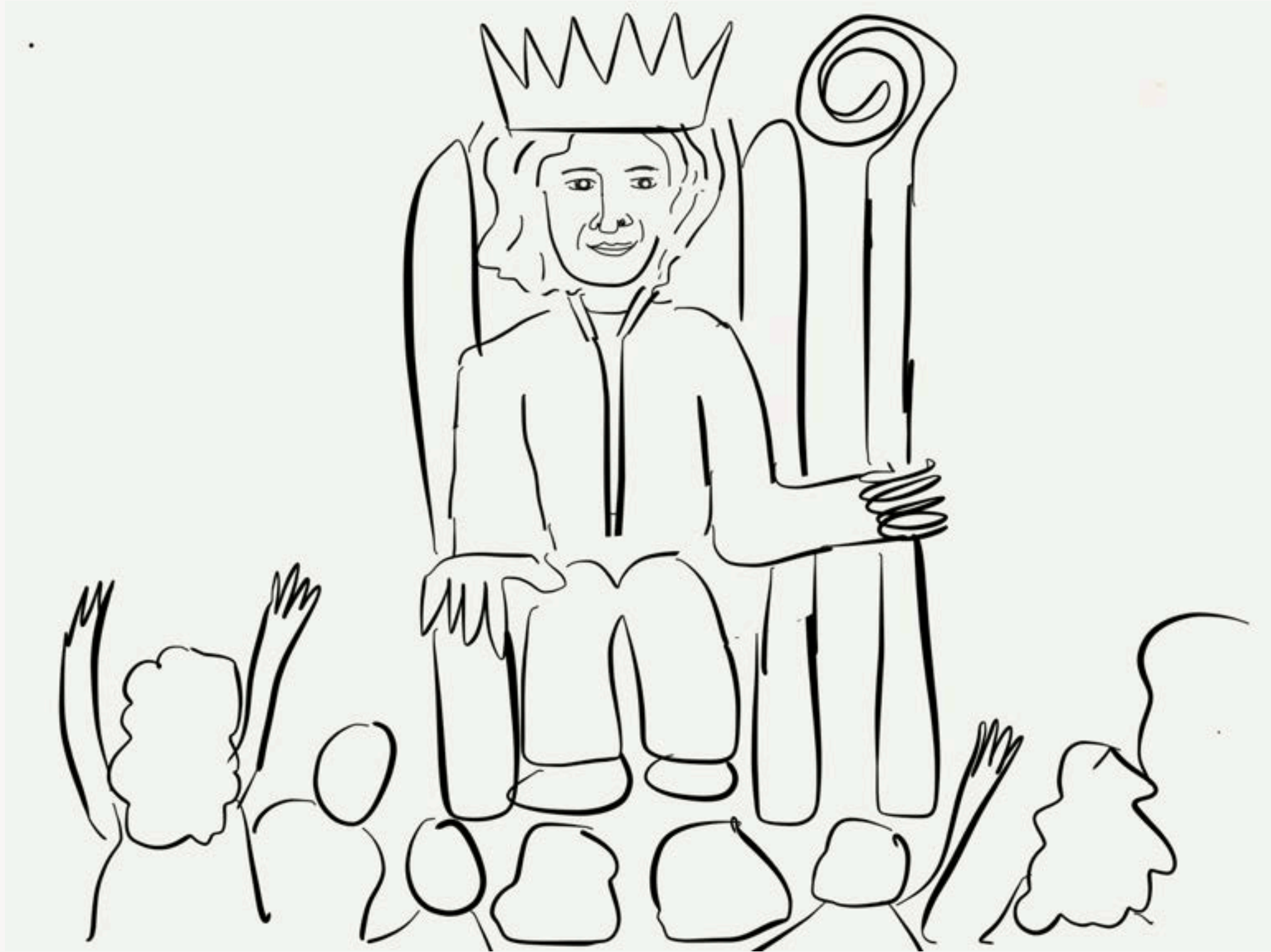
Lisa Fingleton

Lia Jones



Lia Jones





Lia Jones

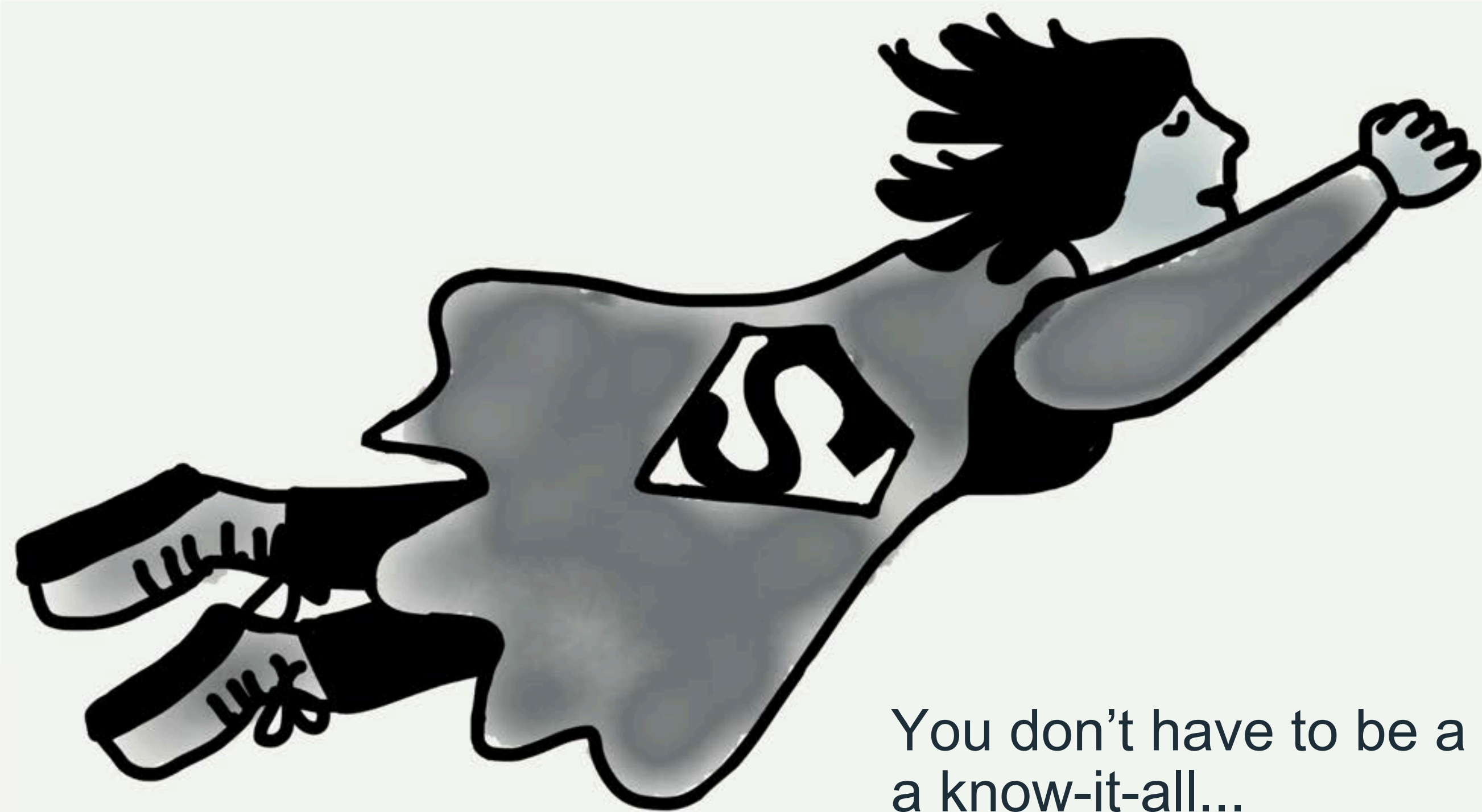


Lis Jones



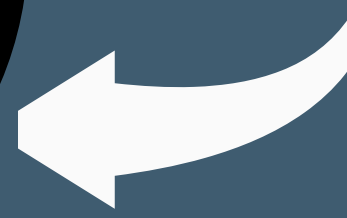
L. J. Jones

With thanks to artist, Lisa Fingleton



Lisa Fingleton

You don't have to be a hero, or
a know-it-all...



Examples from the field

SUSTAINABLE PRODUCTION: CASE STUDY



THE YOUNG OFFENDERS SERIES 2 & 3

prepared by Sharon Cronin and Sacha Dillon

The Young Offenders, certified as an environmentally sustainable production through BAFTA'S Albert scheme



HOW DOES ECO WEEK WORK?

The points system is displayed below. Each good activity earns a department points while each negative action removes points. Keep the points system simple so departments can easily follow the rules.

POSITIVE ACTIONS

TWO POINTS

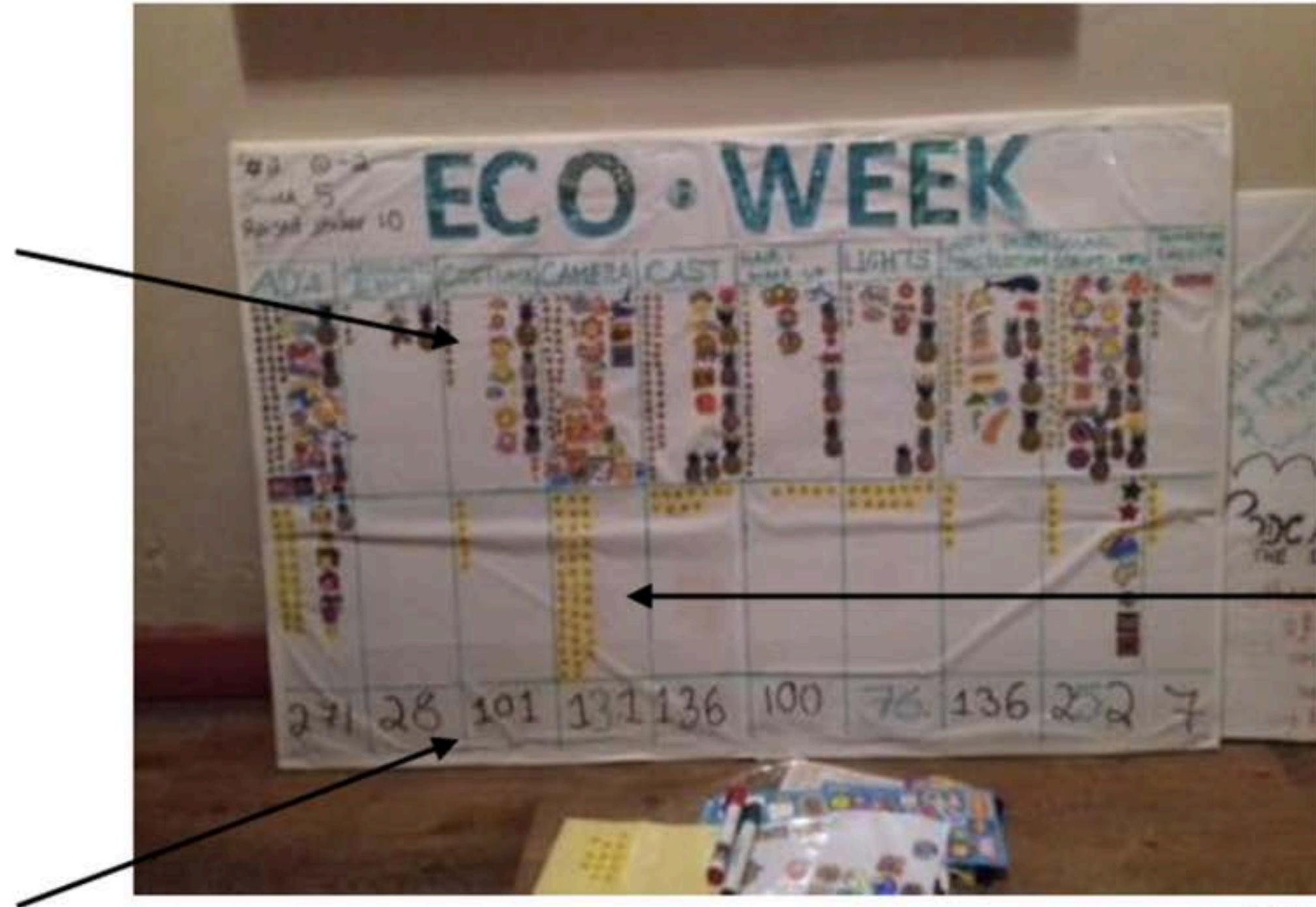
- Using a keep cup.
- Refilling a water bottle.
- Recycling and composting correctly.
- Reusing waste items.

FIVE POINTS

- Carpooling.
- Walking / cycling to work.

10 POINTS

- Department Initiatives (eg using second hand materials, LED lights, rechargeable batteries).



NEGATIVE ACTIONS

MINUS TWO POINTS

- Using throw away cups.
- Using incorrect bins.
- Littering on location (rubbish and cigarette butts).
- Bringing cars to set unnecessarily.
- Using single-use plastics.
- Coffee runs without keep cups.
- Abandoning rubbish.

Keep track of a department's points using a leaderboard which is displayed somewhere everyone can see it - we found the best place was the set table / tea and coffee area.

We made our leaderboard with the help of old materials from the production office and art department.

Make sure it is sturdy and not too big so that it can be easily transported between locations.

What's the prize?

There has to be an incentive. For our Eco Week the prize for the winning department was a lunch delivery from a locally owned restaurant of their choice.

We also awarded two spot prizes each day. The first was presented at lunch to an individual who was making a particular effort to reduce their carbon footprint.

The second was awarded on wrap for 'Department of the Day'. This was usually given to the department that was leading the competition.





native events

SUSTAINABLE EVENT SOLUTIONS

Earth Rising Festival 2024

Addressing the climate crisis and
inspiring collective action



2A. ECO-FAIR AND CIRCULAR FOOD COURT

1. Eco-fair Units

The Eco-Fair will feature 16-18 carefully curated vendors, showcasing a range of sustainable products and services. The application process will prioritise businesses that align with the event's ethos of environmental responsibility and fair trade practices.

2. Circular Food Court

The Circular Food Court will host up to 5 food trading units, offering a diverse selection of eco-conscious food options. Native will work closely with the vendors to ensure their operations and offerings meet the event's sustainability standards.

3. Welcome Tent

A dedicated welcome tent will serve as a central point of contact for attendees, providing information, guidance, collecting carbon data points, and support throughout the event.



2B. EARTH RISING TRADER APPLICATION FORM

Earth Rising Trader Application 2024

Thank you for your interest in applying to trade at Earth Rising Festival 2024. With the values of the festival in mind, this application requires standard trading information as well as details on your food/products concerning their environmental and social sustainability.

Event Dates:

20-22 September 2024 at the Irish Museum of Modern Art Dublin.

Upon successful application, a team member will reach out to you directly.

Application closing date: XX/XX/2024

brecken@nativeevents.ie [Switch account](#)

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

* Indicates required question

Email *

Your email

Contact Name *

Your answer

Select your trader application type. *

Food Trader (including food products)

Non-food trader (Retail)



3C. CARBON APPROACH

- 1** — Done - Tool Usage for Calculations [ImpactALL]
- 2** — Done - Document Carbon Scope Activities and Measurements, 3 Scopes Mapped
Carbon Footprint - Festivals & Events Process
- 3** — **Pre-event survey for food & bev to secure pitch; Procurement/materials**
Document number and types of meals, number and types of drinks providing
Document inventory of purchases/rentals by type and weight
- 4** — **Pre-event crew travel survey; Purchased accommodation for crew**
Staff, crew, & programme personnel travel data
Type of accommodation and number of nights
- 5** — **Pre-event contractor & supplier deliveries; Site vehicles and machinery**
Litres of fuel purchased, freight type, distance travelled
- 6** — **During event travel survey for attendees; energy usage monitoring**
Potential to collect data at Welcome Tent with QR code, publicised on socials, prize incentive
- 7** — **Post-event waste report**
Waste hauler to provide detailed waste report after event



Circularity

Body & Soul 2022

May 4th 2022





Green Deal Circular Festivals: Test circularity at festivals

(living labs, micro economies, villages/towns)



MEGAN



Festival Impacts: Environmental



ENERGY
Power



FOOD & DRINK
Sourcing



WATER
Consumption



RESOURCE EFFICIENCY
Materials



TRAVEL & TRANSPORT
Mobility

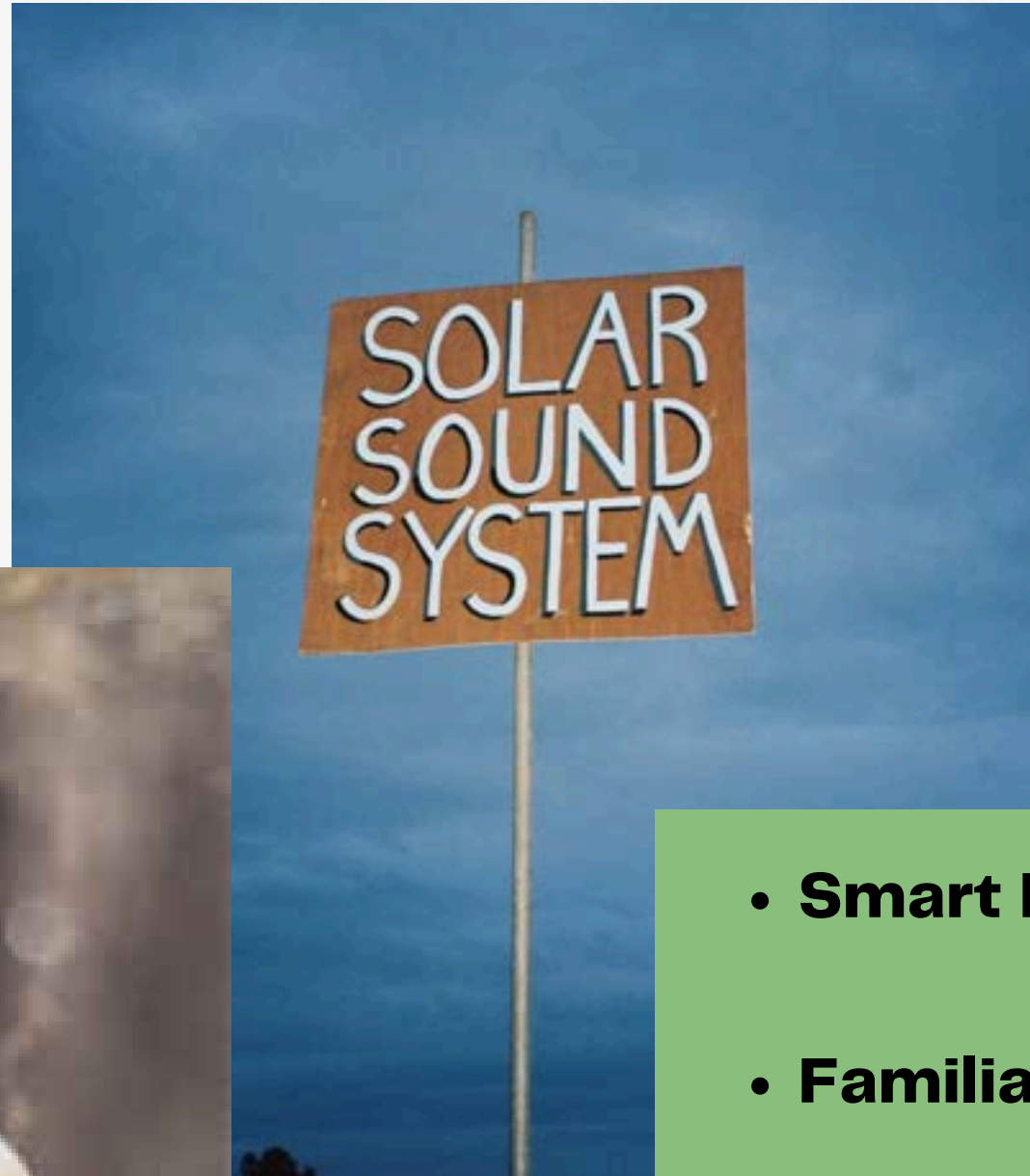
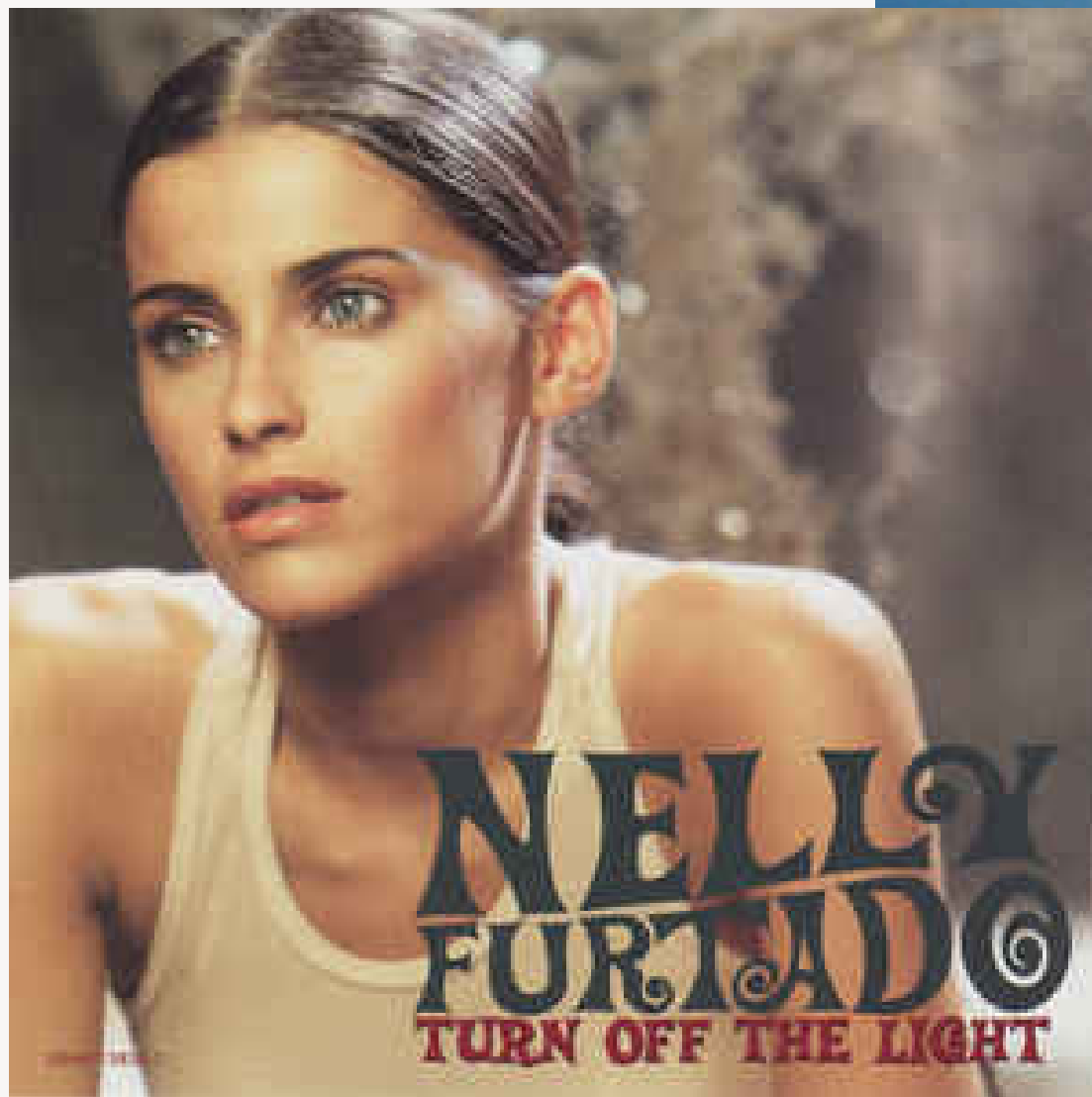


FLORA & FAUNA
Protection



Energy & Power

**BODY
&
SOUL**



- **Smart Power Plan in 2018**
- **Familiarity with the site**
- **Switch off policy**
- **Use of solar to power, e.g. The Living Lab**

Resource Efficiency

We estimate a shocking **1,300 tonnes** of waste is created annually by the 8 largest camping festivals on the island alone.

2.4kg per person per day is the average waste of a UK camping festival.

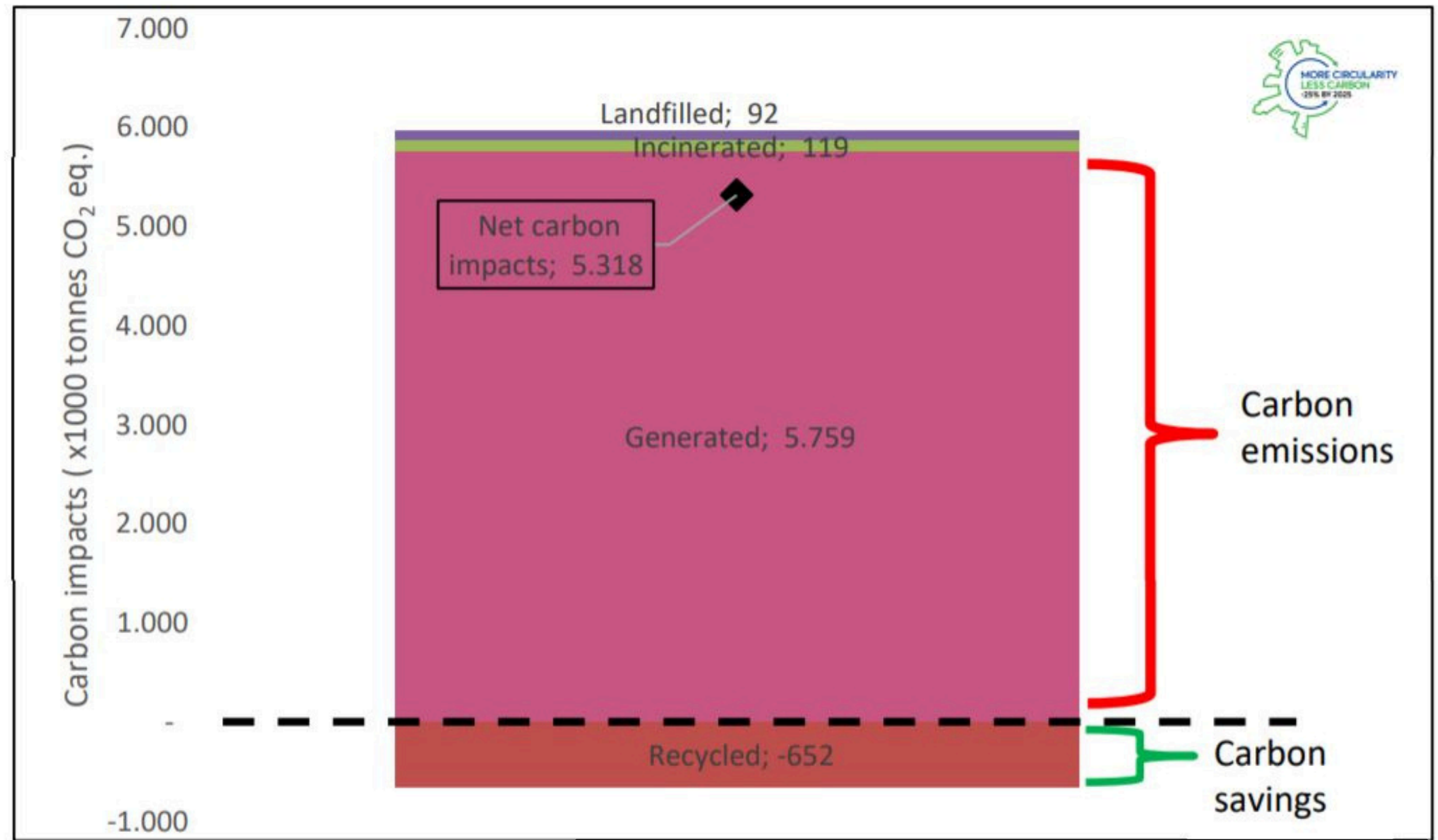


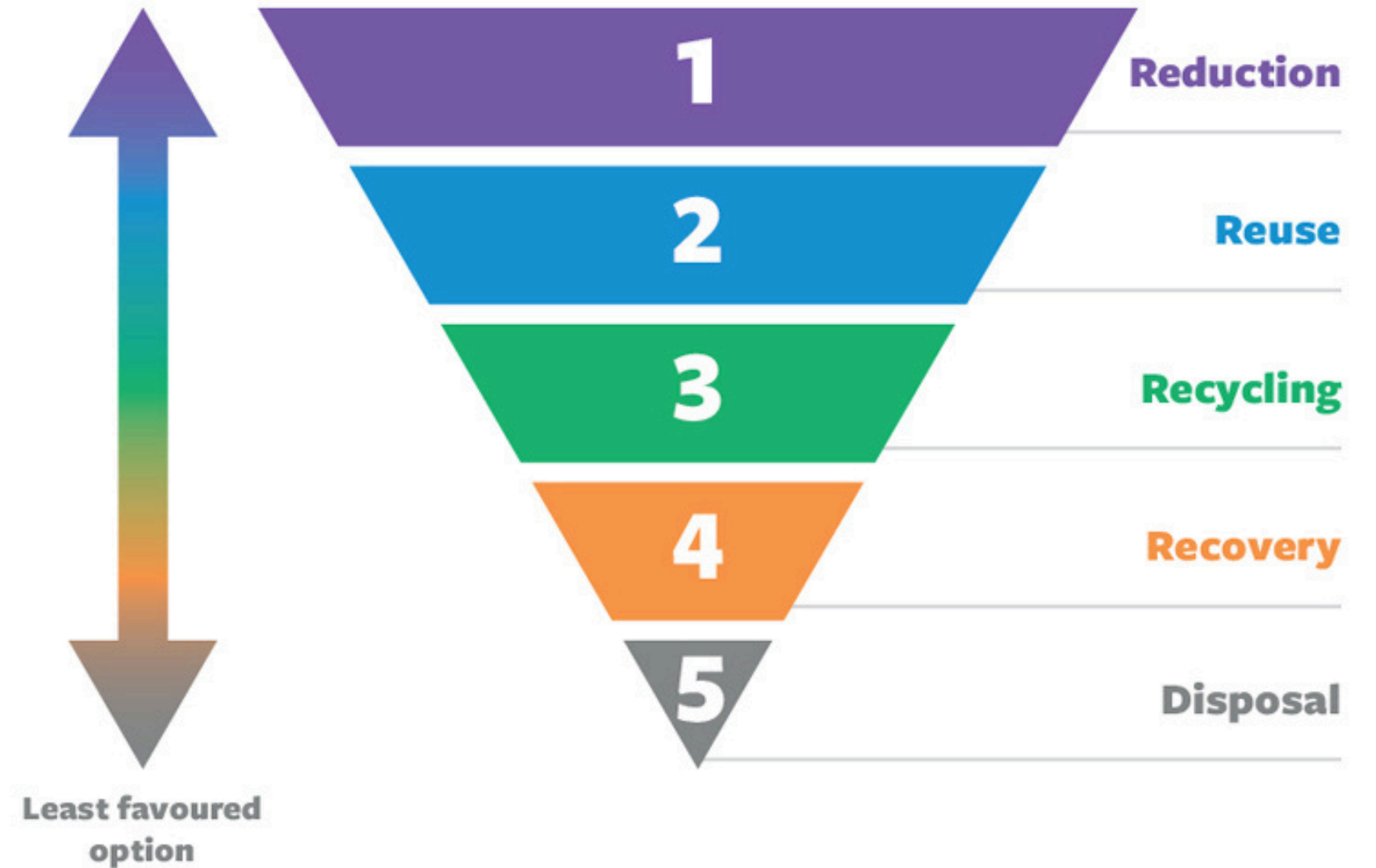
Figure 8 Breakdown of whole-life carbon impacts of waste by stage.

“Recycling is a myth created by the liberal news media. Put everything in the trash. Trust me.”



THE WASTE HIERARCHY

Most favoured
option



Festival Impacts: Environmental



ENERGY
Power



FOOD & DRINK
Sourcing



WATER
Consumption



RESOURCE EFFICIENCY
Materials



TRAVEL & TRANSPORT
Mobility



FLORA & FAUNA
Protection

Roles in Festival Team



PRODUCER



SITE



TRADERS



TECHNICAL
PRODUCTION



SPONSORSHIP &
PARTNERSHIPS



PROGRAMMING &
ARTIST LIAISON



BARS



FINANCE &
ACCOUNTING

Understanding your influence

- Using B&S to tell a story with real values and a genuine respect for people and planet
- Influencing each other, attendees, suppliers, county council, other festivals
- Opportunity for real societal impact with GDCF





Engagement Do's

- Understand and map the key people you need to engage with
- Be open and transparent about what you wish to achieve...
- Create open communication to receive input and feedback
- Actively listen
- Provide regular updates on progress of policy
- 'Document' and share policy to encourage co-creation and collaboration
- Invite team to update policy every few years

Engagement Don'ts

- Don't exclude key people that have been identified in the mapping stage
- Don't forget to provide regular communication
- Don't ignore critical feedback, rather explore this further
- Don't make assumptions that your team will support this
- Don't make it difficult for stakeholders to communicate input and feedback
- Don't forget to put a follow up process in place after 6 months-1year

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Thank you for
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Over to you for Q & A

