



## APPLYING FOR THE GREENER FESTIVAL AWARD 2012

A Greener Festival is the campaigning and advice group that was set up to promote sustainable music events and environmentally friendly practices at music and arts festivals around the World.

We have an active and well read website at [www.agreenerfestival.com](http://www.agreenerfestival.com), we run the annual 'Great Big Green Ideas' competition for members of the public to suggest green innovations for festivals, we run training schemes with Buckinghamshire New University, the European festivals organisation YOUROPE, and the Association of Independent Festivals. We provide speakers for panels and for conferences (in 2011 we had representatives at the International Live Music Conference (UK), Green Events Germany, Event Scotland, CirculArt Colombia, Festival d'Avignon in France and the Event Expo in Hungary). In 2010 AGF released a double CD of emerging talent '*Festivals Harvest*' in environmentally friendly packaging. AGF also undertake independent research, primarily on audience opinions, following from their first groundbreaking research in 2005. AGF run the internationally recognised Greener Festival Awards scheme.

The Greener Festival Awards scheme recognises and rewards festivals who have made significant steps in reducing their environmental impact. To enter the Awards scheme you need to submit the **Self-Assessment** along with all relevant **supporting documentation**. Your Festival will then be 'environmentally audited' by an **independent assessor** and this Report along with your self assessment and supporting documents will form the basis of the Award Committee's award.

The application **fee** is £200 plus VAT for UK Festivals and **MUST** be paid in advance. This is to cover the expenses of the environmental assessor and administration. You will also need to provide two full camping tickets or accreditation and these should be the equivalent of a media pass or a hospitality ticket so the auditor has access to any general backstage areas. We do not expect Environmental Assessors to have access to stages or dressing rooms. If your festival is outside the UK then the fee will be a minimum of €300, US\$330, CAN\$345, AU\$300 or local equivalent. For some events where the auditor is travelling a considerable distance we would expect the festival to provide a hotel room for at least one night. It may be that we will request flight(s) or train travel too – you will need to liaise with the Awards Administrator on this (see contacts below) and any additional costs should be agreed prior to your event.

### **The process is this...**

The festival will submit its Self Assessment / documentation and pay the application fee  
The independent assessor is appointed – usually two passes will be allocated  
The independent assessor visits the event and then prepares the Independent Report

The assessor submits their Report and all supporting documentation they have received  
The Awards Committee meets three times each year to confirm Awards

We do NOT release copies of the Assessors Report to the Festival or to anyone else. This is confidential between the Auditor and A Greener Festival. We do not act as consultants BUT we can provide a **short written environmental report** on what we consider would be the best environmental good practice for your festival and how you can further reduce your environmental impact. This will cost £500 plus VAT and is available on request. It is in no way obligatory and will not affect how the Committee consider your application

Additional supporting documentation: Event organisers will be required to supply waste, water, recycling and power use figures post event wherever available. These must be supplied within deadline to support the application and enable the board to allocate award scores. Other supporting documents might include an Environmental Policy, Environmental Impact Report, a travel and transport policy, an office policy and a 'Carbon Footprint' or other report measuring greenhouse gas emissions. We support the IG tool for measuring and reporting Greenhouse gas emissions ([www.juliesbicycle.com](http://www.juliesbicycle.com)). We have also been looking at the tools developed by the Sustainable Events Alliance and can potentially accept these and other calculating tools as independent evidence of good practice.

Nationally supported schemes such as BS8901 and international ISO standards – initially ISO 9000 and now ISO 14000 and ISO 14001 are also useful for larger organisations and can be useful evidence as of course would be equivalent schemes in other countries. At a lower level support for schemes such as 10:10 or Climate Week (UK) may be of interest.

## **The Awards**

The Australian Awards are the first to be announced each year, usually in March or April. We then try and have two further Committee meetings, one to look at UK, European and North American applications from the first half of the year (May, June, July) and then a final meeting in late September for the final festivals from the UK, North America and Europe which take place in August and September.

There are four categories of the Greener Festival Award:

**Outstanding** – for truly outstanding and inspirational events. These need to be exceptional events who have significantly reduced greenhouse gas emissions, have excellent travel, transport and waste management programmes, protect the environment and minimise water use and communicate this to the public.

**Highly Commended** - for well managed environmentally aware festivals which have taken significant steps to reduce waste, reduce their greenhouse gas emissions and engage with the audience.

**Commended** – for well-managed, environmentally aware festivals.

**Improving** – for festivals at the beginning of the green “journey” that can exhibit at least a significant engagement with the process of reducing the event’s environmental impact.

If you win the Award you will be entitled to use the Award Winners Logo.

## **Publicity**

The Awards attract a significant level of press interest. This can be generated by festivals themselves. We also receive press on a national level, in music industry trade press and

even on an international level through organisations such as the BBC and the Discovery Channel. Our own blog [www.agreenerfestival.com](http://www.agreenerfestival.com) now has a large readership as does the sister site [www.musicgreen.wordpress.com](http://www.musicgreen.wordpress.com) . We also blog at [www.virtualfestivals.com](http://www.virtualfestivals.com). The first Awards announcements are made on our website and then press released.

We usually have an Awards ceremony for all UK winners in November in London. In the past this has been at the UK Festival Awards. We are also planning to have Awards ceremonies in Europe (at the European Festival Awards in Holland) and in Australia. In Europe we are on the panel that judges the overall 'Green n Clean' Award' winner from a Yourope's Green n Clean Award scheme winners.

### **Contacts**

Awards Administrator UK, Europe, USA and Canada:  
Helen Wright – [awards@agreenerfestival.com](mailto:awards@agreenerfestival.com)

Awards Administrator Australia:  
Amie Green – [auawards@agreenerfestival.com](mailto:auawards@agreenerfestival.com)  
Skype: amie.green

### **Recent Press**

<http://www.cambridgefolkfestival.co.uk/news/cambridge-folk-festival-wins-a-greener-festival-award-for-2011-festival.html>

<http://www.juliesbicycle.com/about-ib/news/1137,46+Festival+win+Greener+Festival+Award.html>

<http://www.bbc.co.uk/news/world-europe-10964307>

<http://www.guardian.co.uk/environment/green-living-blog/2010/may/05/festivals-glastonbury-leeds-carbon-emissions>

<http://www.dare2mag.com/00,news,14919,274,00.htm>

[http://ecoactionpartnership.com/EAP/Eco\\_Action\\_Partnership.html](http://ecoactionpartnership.com/EAP/Eco_Action_Partnership.html)

[http://recorder.blog.hu/2010/11/09/glastonbury\\_a\\_legjobb\\_fesztival\\_es\\_ksz\\_ben\\_challis\\_int\\_erju](http://recorder.blog.hu/2010/11/09/glastonbury_a_legjobb_fesztival_es_ksz_ben_challis_int_erju)

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