

PILOT

JULIE'S BICYCLE ***
TAKING THE HEAT OUT OF MUSIC



**Festivals and
Outdoor Events
Industry Green
Guidance Notes 2009**



Industry Green: Festivals and Outdoor Events

Summary

Julie's Bicycle (JB) has developed Industry Green (IG) criteria for Festivals and Outdoor Events as part of the IG Framework, an inclusive approach to emissions reductions and environmental planning for the creative industries. The framework incorporates international standards and is determined with the guidance of PAS 2050: 2008 (Specification for the assessment of the life cycle greenhouse gas emissions of goods and services) and the Greenhouse Gas (GHG) Protocol.¹

Industry Green Status will be awarded to a festival that has measured its emissions from past events and has a strategy to reduce them. The organisation responsible for delivering the event will need to prove their engagement and commitment to GHG reduction and disclosure. A post-event review will measure and disclose what reductions were achieved. An event that has earned IG Status is entitled to carry the IG mark as specified in the Licence Agreement and Industry Green Code of Practice.

The IG Status takes as its first reference points:

1. First Step: UK Music Industry Greenhouse Gas Emissions 2007²
2. Jam Packed Part I: Audience Travel Emissions from Festivals³

Definitions and Boundaries

A festival or outdoor event is the staging of entertainment outside permanent structures.

The boundary used to assess the GHG emissions of an outdoor event is:

- CO₂ emissions from energy use, including diesel, biodiesel, bottled gas, electricity and mains gas;
- CH₄ emissions from waste to landfill produced during the event;
- CO₂ emissions from treating water used and sewage produced during the event;
- CO₂ emissions from the audience

GHG emissions further down the supply chain currently excluded are:

- Energy use by concessions;
- Production staff business travel;
- Infrastructure transport;
- Artist travel;
- Staff commuting;
- Off-site event management offices;
- Catering and merchandise supply chains.

Out of scope emissions may be included in updated revisions of the Status. Emissions of methane from landfill sites have been included. Therefore, results are provided on a "carbon dioxide equivalent" (CO₂e) basis.

Definitions and boundaries are guided by the PAS 2050 and GHG Protocol methodologies.

¹ PAS 2050 see www.bsigroup.com/en/Standards-and-Publications/Industry-Sectors/Energy/PAS-2050/
Greenhouse Gas Protocol see www.ghgprotocol.org

² Bottrill, C., Lye, G., Boykoff, M., and Liverman, D. (2008). Julie's Bicycle First Step: UK Music Industry Greenhouse Gas Emissions for 2007. Environmental Change Institute, Oxford University, Oxford. www.juliebicycle.com/research; www.eci.ox.ac.uk/publications/2008.php

³ Bottrill, C., Papageorgiou, S., Jones, M. (2009) Jam Packed Part I: Audience Travel Emissions from Festivals 2008. Julie's Bicycle, London. www.juliebicycle.com/research

Assessment

The IG Status assessment process is based on four principles that underpin the Greenhouse Gas Protocol:

- Principle 1: Company engagement
- Principle 2: GHG measurement
- Principle 3: GHG reduction
- Principle 4: Company disclosure

Please see the IG Framework Introduction and Guidance Notes as well as the Industry Green Code of Practice and the JB Benchmark Guide for Festivals and Outdoor Events for more detailed explanation of the principles.

Organisations accredited with IG Status must follow the Industry Green Code of Practice in communicating and reporting emissions reduction. Your Industry Green Report will clearly state what claims can be made about the event's environmental credentials as acknowledged by the IG mark. A licence to use the IG mark is granted on completion of an assessment of the product and evidenced commitment to the four principles and a signed licence agreement.

The Industry Green assessment is based on data from the most recent preceding event and planning for the forthcoming event. Applicants are encouraged to highlight any innovations in GHG and energy reduction, adaptation measures, and broader sustainability initiatives. Exceptional achievements may be highlighted and used to update accreditation criteria.

The IG Framework reserves the right to strengthen the assessment criteria in successive years in line with international environmental targets, legislation, and industry best practice.

Eligibility

Festival and event managers may apply for IG Status.

In most instances, eligibility for IG Status is dependent on an applicant demonstrating internal GHG emissions reductions compared to the same event from the previous year. Furthermore the applicant must provide evidenced commitment to the three other IG principles (Engagement, Measurement and Disclosure). JB will work with the applicant to identify internal reduction targets as part of the IG assessment. In the absence of robust industry benchmarks and therefore Standards, the applicant's successful fulfillment of IG criteria will be awarded subject to the discretion of the assessors.

If, after completing the Industry Green Status application process a company is found to lack sufficient data and results to show internal emissions reductions compared to the previous year they will not be licensed to use the IG mark, but may be awarded 'working towards Industry Green Status', subject to the discretion of the assessors.

Criteria and Evidence

The following sections describe the criteria and evidence required to fulfill Industry Green criteria. The rows with no shading show the minimum criteria and evidence required for the first IG Status application. The rows with the shading show the criteria and evidence that go beyond the minimum, which outstanding companies may also provide in the initial application.

Principle 1: Engagement 2009

Minimum: two pieces of documentary evidence.

TABLE I

<i>Level</i>	<i>Criteria</i>	<i>Evidence examples</i>
Minimum performance	Company board member and staff member responsible Event Environmental Policy under development or in place and actively disseminated	Meeting minutes, draft Environmental Policy, signed Environmental Policy, dissemination materials.
Examples of performance beyond the minimum	Internal staff engagement	Staff champion. GHG educational material provided to staff (e.g. intranet, emails, leaflets, events, posters) and evidence of feedback. Registration of staff for professional training in environmental sustainability.
	Supply chain engagement	Examples of related communications (e.g. contracts, emails, events) and evidence of feedback
	Audience / client engagement	Examples of communications (e.g. signage, promotional materials, internet, events) and evidence of feedback

Principle 2: Measurement 2009

Minimum: Industry Green online benchmark tool completed (www.juliesbicycle.com/resources) and supporting evidence submitted to Julie's Bicycle.

TABLE 2 – information required by the online benchmark tool.

<i>Criteria</i>	<i>Information to be supplied</i>	<i>Evidence examples</i>
Size and location	Audience numbers, days on site, location	Ticket data
Energy performance	Diesel (litres), biodiesel (litres), bottled gas (kg), onsite renewables (kWh) and main energy supply (kWh) if relevant	Billing statements and invoices
Waste performance	Tonnes of waste to landfill, recycling and composting	Waste transfer notes, invoices
Water efficiency	Cubic metres of water used and sewage produced	Billing statements, invoices
Audience travel	Average audience modal split, car occupancy and distance travelled (if information is unavailable, defaults will be applied)	Car parking data, audience travel survey results, ticketing geo-data
Innovation	Please provide any information about innovation in energy, waste, water, business travel and broader sustainability measures. In addition, assessors have particular interest in information about: environmental certification such as ISO14001 or BS8901; any 'adaptation' measures being adopted in planning for an environment affected by climate change (increased temperatures, flooding etc); environmental credentials being accounted for in procurement decisions; and concessions contracts.	Whatever the company determines will best demonstrate their achievements

See JB Benchmark Guide for Festivals and Outdoor Events document for more information.

Principle 3: Reduction 2009

Minimum: two pieces of documentary evidence.

TABLE 3

<i>Level</i>	<i>Criteria</i>	<i>Evidence examples</i>
Minimum performance	Pre-event: setting baseline event results and developing a reduction strategy. Post-event: demonstrating latest event reductions and revising the reduction strategy. Extenuating circumstances can be taken into account.	Industry Green benchmark tool results, reduction strategy, confirmation of reductions achieved, revised reduction strategy. Proof of any extenuating circumstances and impacts.

Reduction in the per audience member and per audience day emissions is required. Event emissions will also be compared to data gathered by Julie's Bicycle.

In future years as more data becomes available, specific reduction targets and standards, based on industry benchmarks, may be set for participating companies.

Extenuating circumstances can be taken into account if activities and investments have not resulted in measurable reductions. If a company or organisation is already tangibly best in class, IG status may be awarded for stabilisation or minimal reduction at high performance levels.

Using a green tariff for electricity or purchasing carbon offsets will not constitute a reduction unless there are changes to the regulation of these markets. It will, however, be considered under the 'Innovation' category of assessment.

Principle 4: Disclosure 2009

Minimum: two pieces of documentary evidence.

TABLE 4

<i>Level</i>	<i>Criteria</i>	<i>Evidence required</i>
Minimum performance	Disclosure of Industry Green Report to board/directors, senior management and shareholders	Meeting minutes, reports received and official response Examples of communications (e.g. promotional materials, media, internet, events) and evidence of feedback
Examples of performance beyond the minimum	Disclosure of Industry Green Report to staff	Examples of educational material provided to staff (e.g. intranet, emails, leaflets, events, posters) and evidence of feedback
	Disclosure of Industry Green Report to supply chain, including artists	Examples of communications (e.g. contracts, posters, emails, events) and evidence of feedback
	Disclosure of Industry Green Report to audience post-event Full public disclosure	Examples of communications (e.g. promotional materials, media, internet, events) and evidence of feedback

Use of the IG mark

The award of an IG mark relates to a specific year in the functioning of an event. If a company or organisation does not successfully achieve intended reductions, or maintain ongoing reductions, the IG mark licence may be revoked.

For a full explanation of uses of the IG mark please see the Licence Agreement and Industry Green Code of Practice. To carry the IG mark on event-related publicity, event managers must provide information and evidence across all of the principles. To continue to carry the IG mark after the event, the post-event review must be completed satisfactorily.

Relevant international and national standards

The Industry Green Framework draws on the methods developed within PAS 2050 and the GHG Protocol.

There is a range of other international and national standards that are also relevant to festivals and outdoor events, which the IG Framework takes into account during the accreditation process:

- ISO (International Standards Organisation) schemes, including 9001, 14001, 14040, 14044;
- BS (British Standards) schemes, such as 8901;
- Voluntary environmental management systems such as EMAS.

Industry Green is constantly updating information regarding relevant international and national standards.

References

Bottrill, C., Lye, G., Boykoff, M., and Liverman, D. (2008). Julie's Bicycle First Step: UK Music Industry Greenhouse Gas Emissions for 2007. Environmental Change Institute, Oxford University, Oxford. www.juliesbicycle.com/research; www.eci.ox.ac.uk/publications/2008.php

Bottrill, C., Papageorgiou, S., Jones, M. (2009) Jam Packed Part I: Audience Travel Emissions from Festivals 2008. Julie's Bicycle, London. www.juliesbicycle.com/research

British Standards (for example BS8901:2007 Specification for a sustainable event management system) see www.bsigroup.com

GHG Protocol see www.ghgprotocol.org

International Standards Organisation (for example for ISO14001, 140040 and 140044). see www.iso.org

PAS 2050 (Publicly Available Specification 2050:2008 Specification for the assessment of the life cycle greenhouse gas emissions of goods and services) see www.bsigroup.com/en/Standards-and-Publications/Industry-Sectors/Energy/PAS-2050/



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