



# Pathway to a low CO<sub>2</sub> future. Let's party!

## Power to the people

Festivals and events are about community, getting people together. You can make your event or festival bigger, better, cleaner and greener, but it takes work and it takes people. You'll need a motivated person in charge of making your festival clean and green, and they'll need to rally others to help. Environmental considerations should play a major role in all parts of your festival, in buying, waste, energy and transport.

Initially this will add work and costs. But in the long term you will save money by reducing energy use and transport. And with a clean image, your event will become more attractive to potential sponsors.



## Do the minimum

You can do the minimum by managing your waste efficiently. This is easy and has a positive influence on your audience's satisfaction and on your relations with local authorities, funding bodies and the public. You can:

- Reduce rubbish on site by introducing reusable dishes and bottles. If you have to have throw-aways, make sure they are recycled and can be recycled.
- Introduce an easy-to-manage waste separation system (eg separating glass, PET and metal) for festival staff, suppliers and as an option for campers.
- After the festival, make sure that you leave nothing behind and return the site to how you found it.
- Mount Alexander Shire has a Wash Against Waste (WAW) trailer, available to all for festivals and events locally.



It's not an onerous task to introduce a separated waste management system, and the rewards are immense

The WAW trailer is a fully set up kit and trailer with hundreds of plates, bowls, cups and cutlery, urns, tea towels, sponges, smocks, buckets, trolleys and even a double kitchen sink. All you need is power, water and people.

It's a clean alternative to "disposable" crockery, and it reduces waste, is easy to use, hygienic, and saves money. Believe it or not, with a team of people in a festival setting doing the dishes can be fun. And the WAW trailer is for hire locally. Call 5470 6978.

## Do more

The fewer visitors arrive by car and the fewer truck journeys, the better for the environment.

- Create incentives for visitors to arrive by public transport, such as organising sponsorship with public transport companies and offering free train tickets with festival tickets.
- Depending on the size of your event, you could arrange for buses to carry visitors to and from major public transport hubs and parking lots.
- Always use local suppliers to reduce long-distance transport – and support your local economy.
- You may be able to offer bicycle hire to patrons at your event, or discounts for cyclists.

## Do more again – go Carbon Neutral

Carbon Neutral means taking full responsibility for the greenhouse gas pollution you create in your work and play. There are two ways to do it:

### 1. All Power to Green Power

This is by far the simplest. With some thought you can design activities to be more energy efficient, but large or small, plug into fossil power on the grid and you'll be so 20<sup>th</sup> century. Why not hook your event up to green power?



You may be able to find a sponsor to finance the associated costs. Green power is slightly more expensive. The Castlemaine State Festival has done a great job of it. Their combined 'Greentix' sales and donations made to MASG in 2007 raised \$2,200. With the help of sponsorship from local businesses and Origin energy, the Festival bought GreenPower to offset tonnes of its emissions.

MASG has a wealth of expertise in this area and we are happy to talk to you about using green power.

### 2. Offsetting/going carbon neutral

Going carbon neutral involves creating an inventory – or in the case of a festival, a forward estimate – of emissions, reducing them where possible, and buying 'carbon offsets' to mitigate those you can't avoid. The emphasis should always be on reducing power use; what you can't avoid using is best offset using high quality renewable energy and local tree planting or carbon abatement projects.

Four steps with carbon emissions:

- Avoid
- Reduce
- Measure
- Offset

Festivals gather large crowds and create 'infrastructure' for a short time. Energy-efficiency is always cost-efficiency, so measures you take in energy savings will save you money.

There are plenty of 'greenhouse calculators', but MASG will be your best first port of call.

#### Let people know!

During the 2007 Castlemaine State Festival MASG organised sponsorship with the Bendigo Bank and Greenhouse Balanced to offset the Festival's 'carbon debt'. The Festival followed with the 2009 one going carbon neutral and a commitment by the current Director to ensure future festivals are carbon neutral as well.

All environmental actions focused on climate change get some public attention, and at festivals it's no different. Let people know what you're doing. Let the press know.

Don't lecture, but do establish an information stall where people can learn more. Many sponsors are interested in profiting from your good environmental reputation. Get the word out.

MASG has a great DVD for sale called *Going Carbon Neutral – The Castlemaine State Festival: A Case Study*.

Copies are available from the MASG office.

### Locally

MASG has a local guide, full of contacts and advice to help you to source goods and services locally that are more sustainable and won't cost the earth. You can download this guide from the MASG website at <http://masg.org.au/wp-content/uploads/2009/10/local-food-guide.pdf> or call 5470 6978 and ask about the Carbon Reduction Action Group (CRAG) *Local goods and services guide*.



**Join MASG, a great source of information and activities, festivals and activism, and a strong community group of over 1000 members working on these problems.**

**You can join online at [www.masg.org.au](http://www.masg.org.au) or call us on 5470 6978.**