



# ecolibrium

Sustainable Travel & Transport Guide  
for Festivals and Outdoor Events (2020)

[www.ecolibrium.earth](http://www.ecolibrium.earth)

# ABOUT ECOLIBRIUM

ecolibrum started life in 2015, as 'Energy Revolution', a UK registered charity, founded as a festival industry response to the COP21 climate talks in Paris and inspired by research showing that audience travel typically caused up to 80% of emissions at greenfield music events.<sup>1</sup>

ecolibrum works with the live events industry to respond to the climate crisis. We are a rapidly growing community of events, festivals, suppliers, artists, audiences and music companies working together to take action on the environmental impacts of travel. Our community includes over 50 festivals, 30 supplier organisations, international music companies, global artists, and event industry organisations.

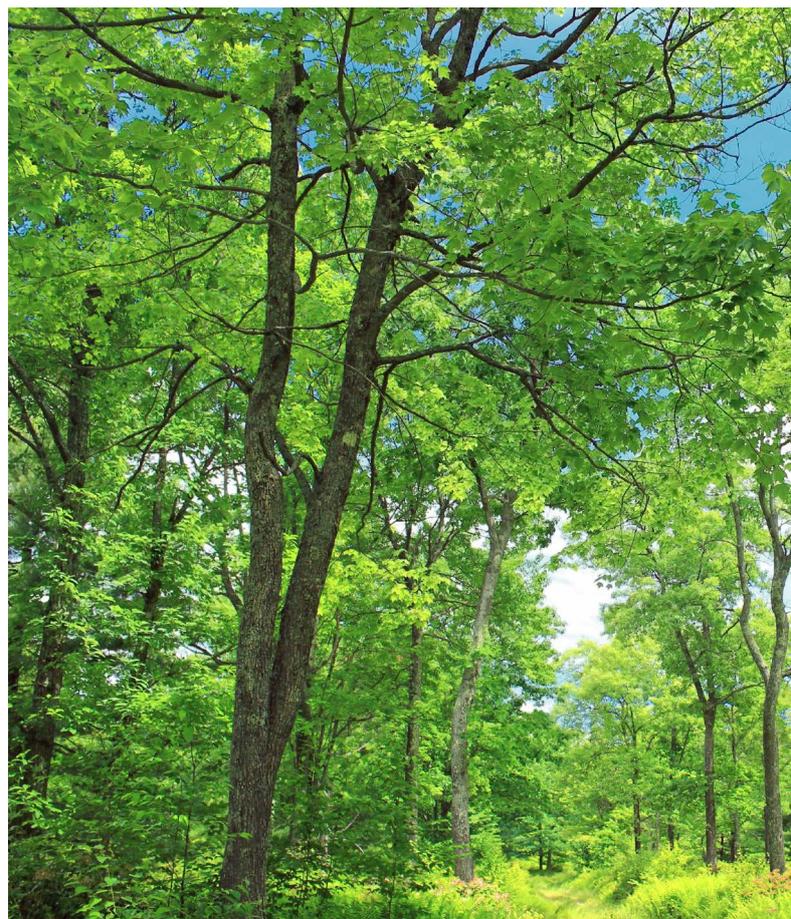
We provide resources, tools, advice and inspiration to reduce travel-related emissions. Our two core programs - Energy Revolution and Trees+ – provide options to invest in climate solutions to balance unavoidable emissions through investment in renewable energy and by funding tree planting, forest protection and regeneration projects.

## ACKNOWLEDGEMENTS

- This third edition of the guide – previously The Energy Revolution Sustainable Travel Guide - provides updated context and new case studies, and draws inspiration and content from the Travel & Transport chapter of the Show Must Go On report (2020).
- Authors: Liz Warwick (Lansdowne Warwick Sustainability Consultants) and Chris Johnson (CEO of ecolibrum and music industry sustainability consultant).
- Thanks to our members for providing case studies; and to the team at Bluedot Festival for funding support for ecolibrum's educational resources.



<sup>1</sup>Show Must Go On Report (2015), Powerful Thinking



# CONTENTS

- ① THE IMPACTS OF TRAVEL
- ② WHAT ARE WE AIMING FOR?
- ③ TACKLING TRAVEL IMPACTS
- ④ TAKE ACTION
- ⑤ USEFUL LINKS



# INTRODUCTION

Up to 80% of a typical UK outdoor events' carbon footprint is from audience travel and transport.<sup>2</sup> Taking meaningful action on the climate crisis has to include a collective focus on more sustainable transport to reduce emissions in line with the UK Climate Change Act,<sup>3</sup> and the Paris Agreement.<sup>4</sup>

Since our second edition Sustainable Travel Guide was published in 2018, many more festivals are monitoring and recording their travel impacts and implementing reductions through incentives, new policies and partnerships, and by using and promoting lower carbon transport.

The average emissions per person per day for UK greenfield festivals (of those reporting their impacts) has reduced from 2.3kg in 2015, to 1.9kg in 2019.<sup>5</sup> An increase in average car occupancy has likely contributed to this, rising from 2.6 passengers in 2015 to 2.9 in 2019, according to

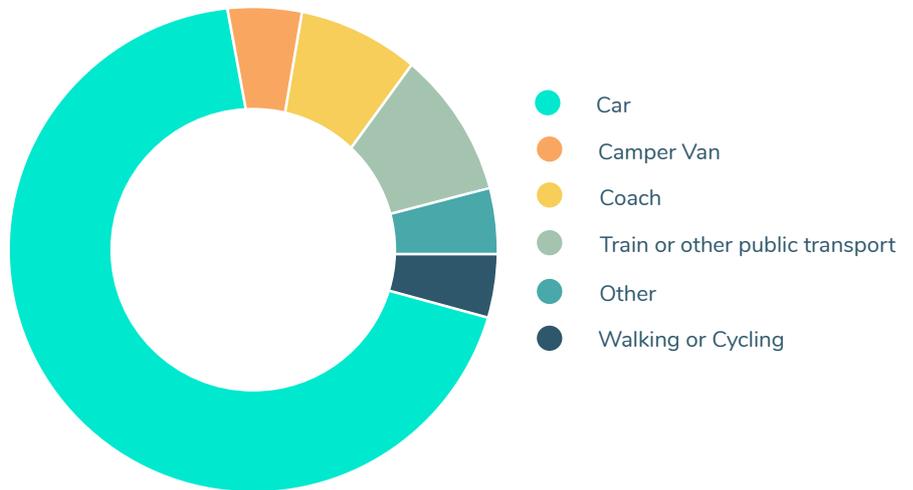
data published in the Show Must Go On report,<sup>6</sup> although a wider industry survey suggests that car occupancy may remain slightly lower than this.<sup>7</sup>

Audience travel is usually the biggest impact for events, but staff and artist travel, and contractor transportation (e.g. suppliers, deliveries and collections) are also significant.

Approaching travel differently has helped many festivals to reduce emissions, manage traffic with less impact on local roads and communities, reduce land requirements and associated traffic management costs, and improve the audience experience.

This guide aims to provide a better understanding of travel and its impacts, and inspiration for changes that can be made to reduce these impacts and make travel work better for everyone involved.

## UK Greenfield Festival Audience Travel by Type<sup>8</sup>



<sup>2</sup> This is excluding embodied emissions from food and materials consumed on site. The exact breakdown will vary based on whether artist, crew, or contractor / supplier travel are included alongside audience travel or not. In particular, the contribution of audience travel varies considerably according to demographic and location. For example, city-based events tend to receive a much higher percentage of their audience by public transport (or walking and cycling for those with a local focus). From The Show Must Go On report (2015), Powerful Thinking.

<sup>3</sup> [Climate Change Act 2008](#)

<sup>4</sup> [United Nations Paris Agreement 2015](#)

<sup>5</sup> Source: [The Show Must Go On \(2020\)](#), Powerful Thinking

<sup>6</sup> Data collected by Powerful Thinking's Industry Green Survey, Julie's Bicycle and A Greener Festival, published in the Show Must Go On Report 2020, Powerful Thinking.

<sup>7</sup> Association of Independent Festivals (AIF) 2019 Survey of Member festivals and Festival Industry Report (CGA)

<sup>8</sup> [The Show Must Go On Report \(2015\)](#) Powerful Thinking

# ① THE IMPACTS OF TRAVEL

## Why it is important to consider the specific impacts of travel and transport

The science is clear that taking effective action on climate change in the next 10 years is critical to mitigate the worst outcomes, and that what we do in this time frame may well define the next millennium of life on earth.

Due to human activities, we have quite literally changed the chemical composition of our planet's atmosphere by creating more greenhouse gases (GHGs). These GHGs prevent the loss of energy back into space, resulting in a warming of the atmosphere and destabilisation of our climate systems, rising sea levels, ocean acidification, heatwaves, droughts and more extreme weather.

Transport emissions also significantly contribute to air pollution. Fuel is now cleaner and more efficient than 20 years ago, but there are more vehicles on the road due to a larger population.<sup>9</sup> Air pollution, from the nitrous oxides, carbon monoxide, benzene, black smoke and particulates from vehicles using fossil fuel, causes serious health issues. The UK is failing to meet the nitrogen dioxide (NO<sub>2</sub>) statutory air quality limits.<sup>10</sup> The number of cars on the road also creates road congestion and can lead to local ecosystem damage from vehicles.

Domestic travel accounts for 20-25% of UK carbon emissions each year.<sup>11</sup> Around a third of this is accounted for by leisure travel,<sup>12</sup> and over 90% is attributable to road vehicles.<sup>13</sup>

<sup>9</sup> [Road Transport and Air Emissions, Office for National Statistics \(2019\)](#)

<sup>10</sup> [DEFRA Air Quality Policy Paper Jan 2019 – Explaining Air Pollution – At a glance](#)

<sup>11</sup> Greenhouse gas (GHG) Inventory summary Factsheet, Department for Business, Energy and Rural Strategy (2014)

<sup>12</sup> Transport Statistics Great Britain 2016 (Department for Transport, December 2016)

<sup>13</sup> National Atmospheric Emissions Inventory and Transport Emissions by Source (National Atmospheric Emissions Inventory, 2014)

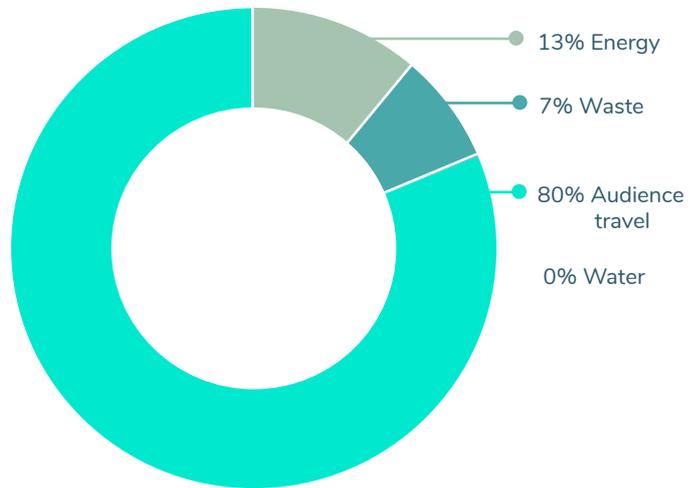
# Average Carbon Footprint of a Festival

The averages in the chart Figure 1 provide us with a starting point to consider industry impacts, and against which to measure the success of any strategies we employ. Clearly, travel is the most significant source of emissions, however it is important to acknowledge that audience travel does vary considerably between events, due to demographic and location — for example, city-based events tend to receive a much higher percentage of their audience by public transport, so their audience travel carbon footprint is comparatively less.

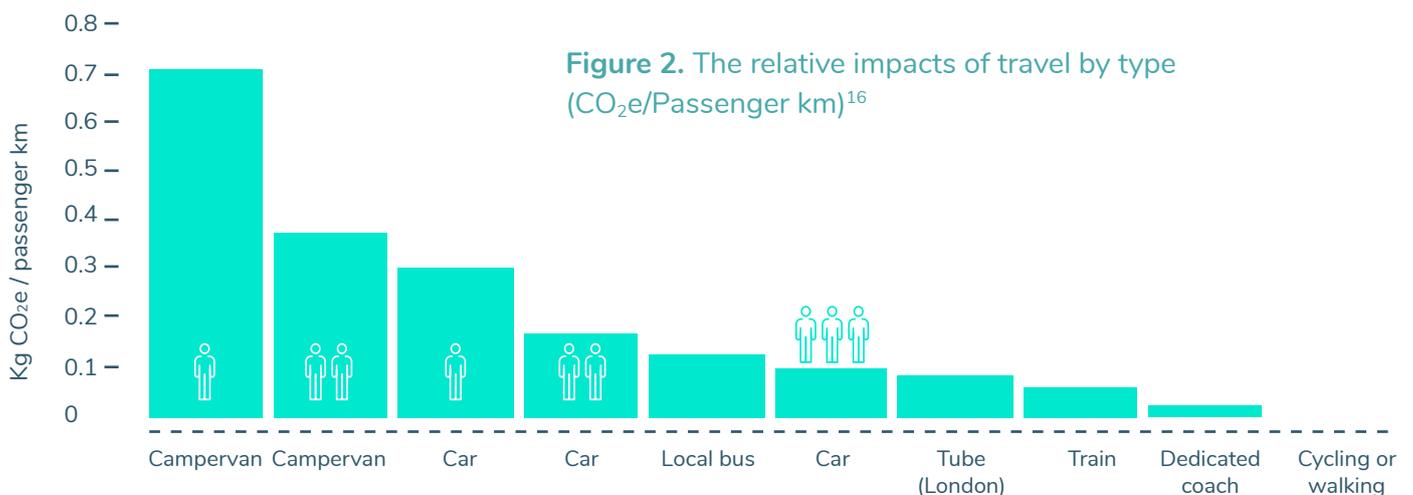
It is also important to recognise that non-audience transport, i.e. crew, staff, contractors and service traffic, is still a 'blind spot' in industry data: Few events have either measured or made public comprehensive data, but information from the few that have suggests that it can be substantial.

There is also very little information available on an event's carbon footprint; this is a complex issue, as many artists will fly into the UK for multiple dates meaning that their CO<sub>2</sub> impacts may need to be apportioned to different events.<sup>14</sup>

**Figure 1.** Average Festival Carbon Footprint Breakdown with Audience Travel<sup>15</sup>



## Impacts of Travel by Type



**Figure 2.** The relative impacts of travel by type (CO<sub>2e</sub>/Passenger km)<sup>16</sup>

Please note: there are no official conversion factors for campervans. We have used the conversion factor for diesel vans up to 3.5 t. All conversion factors have been issued by DEFRA, except the conversion factor for coaches, which is from the UK National Atmospheric Emissions Inventory.

<sup>14</sup> [The Show Must Go On Report \(Powerful Thinking, 2015\)](#)

<sup>15</sup> [Moving Arts: Managing the Impacts of Our Touring. Volume 1: Bands \(Julie's Bicycle, 2010\): Julie's Bicycle researched the carbon impact of UK bands touring in](#)

<sup>16</sup> [The Show Must Go On report \(Powerful Thinking 2015\)](#)

## ② WHAT ARE WE AIMING FOR?



ecolibrum aims to help tip the balance toward a future with clean air, and stable, healthy and diverse ecosystems - and to help find better and more efficient ways to travel and transport materials and equipment. We aim to support the live events industry to take action on travel impacts, inspire others to do the same, and to make positive investments in climate solutions.

The Show Must Go On report (2020) gives current benchmark for total greenhouse gas emissions per person per day at large music festivals with camping as 1.9kg CO<sub>2</sub>e.<sup>17</sup> The report asks event organisers to aim for a reduction of industry emissions by 50% by 2025 through the Vision:2025 strategy.

ecolibrum supports the Vision:2025's 'vision for a sustainable event industry,' in the key area of travel

and transport. With travel being such a significant source of emissions, the challenge for organisers is to first measure and understand their travel and transport emissions and then to find ways to reduce them.

Events can often influence rather than dictate how audience members choose to travel - this is typically easier for fenced rural events than unfenced free-to-access city-centre events, because organisers can control the access routes and parking. Either way, the opportunity for events to inspire changes in their audiences and in society is significant, and playing a leadership role requires taking action first.

---

<sup>17</sup> [The Show Must Go On report \(2020\), Powerful Thinking](#)



## Measuring impacts

### Key indicators of reducing impacts



Higher car occupancy



Increased percentage of audiences using shared forms of transport



Provision of dedicated coaches and shuttle buses



Reduced production and infrastructure journeys



More people walking and cycling (where possible)



Fewer plane journeys

# ③ TACKLING TRAVEL IMPACTS

This chapter suggests ways to reduce travel impacts for event organisers to consider as part of a sustainable travel plan – and showcases events and suppliers that have successfully implemented them.

## Advance Communications

- Set targets for reductions and discuss with suppliers and partners - they are a part of achieving this. (See the 'Measuring Success' section to get clear on how to set meaningful targets).
- Create your environmental messaging and communicate with your audience
- Get involved in environmental campaigns and awards for inspiration e.g. Vision:2025. Use these communities to engage and involve everyone involved in the event.
- Set up ticketing options: The best results for encouraging more sustainable travel is at the ticketing stage. This includes providing options for dedicated coach travel, links to public transport, and car share platforms. Discuss the options with your ticketing partner on what can be included at this stage. Catching people at point of purchase helps them to make a decision and plan their journey in advance. Later communications mean users have to go back online and think about changing or adding transport options. The simpler the process the better.
- Provide clear travel information in advance on the website, e.g. a map of the site and the locality with the nearest bus stops and other local transport links clearly marked, e.g. links to bus timetables or shuttle bus options.
- Promote sustainable options in communications, e.g. social media posts about car share options and coach tickets.

- Highlight incentives that are on offer for sustainable travel, e.g. prize draws, early entry, VIP passes and priority parking.
- Discuss the issues with sponsors and look into business development options for raising money for travel initiatives such as subsidised buses and discounts for public transport.
- Engage with artists to find out who shares your concerns and would be willing to promote sustainable travel options before and during the festival.

## Reduce Car Emissions

- Charge for car and campervan passes. If ticket sales are robust enough increase parking charges to encourage people to share or leave the car at home. Make it clear that driving impacts the environment and (if possible) that the additional parking fees will be ring-fenced for green travel initiatives.
- Promote car-sharing services e.g. GoCarShare or Liftshare.
- Consider incentives or disincentives in place to encourage higher car occupancy, e.g. a surcharge on arrival for cars that are not full, or an incentive for full cars.
- Provide clear information about alternative ways to travel.
- Provide good information about the environmental impacts of travel (see Figure 2: Relative Impacts of Travel Types).
- Share festival-goers positive experiences of car sharing.
- Promote fuel-efficient driving.
- Provide electric car charging

Consider incentives or disincentives in place to encourage higher car occupancy, e.g. a surcharge on arrival for cars that are not full, or an incentive for full cars.



Provide clear information about alternative ways to travel.



Provide good information about the environmental impacts of travel (see [figure 2: Relative Impacts of Travel Types](#)).



Share festival-goers positive experiences of car sharing.



Promote fuel-efficient driving.



Provide electric car charging

### Case Study: Love Saves the Day

In 2019, Love Saves the Day (LSTD) carbon-balanced the CO<sub>2</sub>e emissions from all of their audience shuttle buses to and from the festival and three key stops in nearby Bristol's City Centre, with investment in renewable energy through the Energy Revolution programme. In total they balanced the carbon emissions from 90 round bus trips, carrying 3000 people each day, from the main train station to the festival site.



### Case Study: Go Car Share

GoCarShare now work with over 100 festivals and report that over the last decade more than 700,000 people have been brought together to share festival journeys. Boomtown gave free early Wednesday access to all GoCarShare travellers in 2019.



# Dedicated Coaches

Provide dedicated coaches and make the experience cheap, easy and fun:

- Research the best pick up points around the UK for your audience.
- Engage audiences on social media ahead of the event.
- Make the options prominent on ticketing information, install partner transport activation stands within the festival and use a map/ stickers to ask people how they arrived.
- Ensure the fares are as cheap as possible.
- Consider ticket deals that include transport.
- Allow for decent baggage allowances.
- Programme fun activities on the coach, e.g. quizzes or music.
- Offer incentives such as free programmes or food vouchers.
- Make it easy, e.g. make the drop-off close to gates.
- Offer early arrival and/or fast-tracked entry, or other incentives.
- Provide dedicated or reserved camping areas, with good facilities for coach travellers.
- Provide barrows and assistance with luggage between drop-off and campsite.
- Communicate the environmental benefits of choosing coaches (see Figure 2: Relative Impacts of Travel Types).
- Consider a service for the audience to advance purchase alcohol or other items.
- Allocate 'activation spaces' onsite for coach providers so that they are easily found and can assist with any questions.
- Dedicated coach companies, Tuned in Travel and Big Green Coach both confirm that uptake of coach travel options increases if the option is provided at point of sale for ticketing.

## THE ASSOCIATION OF INDEPENDANT FESTIVALS AUDIENCE SURVEY 2017: TRAVEL INCENTIVES

- 42.7% of people say discounted public transport tickets would be an incentive to use public transport.
- 30% of people say they would use public transport to travel to festivals if it guaranteed fast-track entry.

These initiatives have remained the most popular incentives for taking public transport named by audiences over multiple years.



Photo // Tuned In Travel

### Case Study: Tuned In Travel

Tuned in Travel are an innovative and environmentally conscious events travel company offering travel to festivals and music events across the UK. They offer both coaches and minibuses and they make sure journeys can be flexible with different drop off locations and incentives. They offset 100% of the carbon emissions on all of their customers' bookings through the Energy Revolution programme.

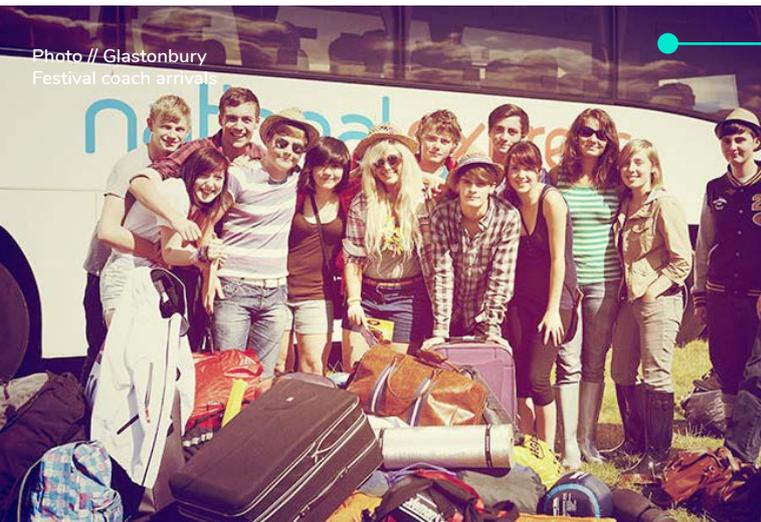


Photo // Glastonbury Festival coach arrivals

### Case Study: Glastonbury Festival Green Traveller Initiative

Every person arriving at the festival by public transport or bicycle is handed special Green Traveller vouchers when they walk from the coach to the entrance gate or once they have locked up their bike. The vouchers allow them to get money off at food stalls throughout the festival and a discount on an official festival T-shirt. There are additional incentives, such as the chance to win the opportunity to watch a Pyramid Stage performance from the side of the stage.



Photo // Boomtown Festival 2019, Lucas Sinclair

### Case Study: Boomtown Fair Double Coach Travellers in One Year

In 2017, Boomtown implemented a number of incentives to attract more people to coach travel and away from their cars, including:

- Increasing the number of coach pick up locations.
- Reducing the price of coach seats (with especially low prices for the first 1,000 seats).
- Embedding coach travel options within the main ticket booking system for the festival – which increased the coach travel profile significantly.
- Discounted packages, i.e. 'coach + ticket' as well as 'shuttle + ticket' – making coach travel work out almost free from some locations.
- Once the event was close to selling out only coach + ticket packages were available.

The results were more than a doubling of coach travellers from the year before. In total, a third of the entire capacity of Boomtown Fair in 2017 arrived on coaches and shuttle buses.

# Low Carbon Travel Options

## Public Transport

Many festivals, both in urban areas with good transport links and on greenfield sites out of town, have a significant proportion of their audience travelling via public transport.

Other festivals that would like to increase their public transport arrivals have had feedback from audiences that travelling by bus or train is not easy due to:

- People wishing to take more luggage than they are able to carry.
- Transport hubs (bus or train stations) not being convenient for the start of the journey or for access to the festival.
- Not being convenient for families with small children.
- Cost - often four festival-goers sharing a car is a significantly cheaper trip than four train tickets.
- Age and mobility, making the travel challenging.
- Timetables not aligning with the festival programme.
- Public transport not being reliable enough.
- The current public transport infrastructure is not festival-friendly for many rural events.

## Despite the challenges – what can event organisers do to encourage and support audiences to use public transport?

- Consider your audience needs, engage with them through social media and post festival surveys and let them know the high impacts of festival travel so that they are aware of the options.
- Public transportation should still be promoted as much as possible. Train and bus timetables, transfers and as much information as relevant should be provided to encourage public transport use.

- Provide free, regular shuttle buses from connections to ease the transfer. Engage with your transport providers to ask how clean their buses are and investigate biofuel options with Adblue<sup>18</sup> or ask whether Euro 6 emission buses can be used as these have cleaner emissions. At the moment there doesn't seem to be an electric bus service widely available for festival shuttle use or dedicated electric coaches but we will keep you updated.
- Provide clear signage and directions to and from transport hubs.
- Provide barrows and assistance with luggage between shuttle bus arrival areas and campsites for public transport users.
- Create a space within the festival that is dedicated to providing information on public transport and low carbon options.
- Speak to the local transport providers to discuss whether additional services can be provided.
- Partner with train or bus operators for mutual benefits – increased advertising for the event through the operator and increased use of public transport. You could also ask for a number of reduced priced tickets for artist travel.
- For those organisers thinking about starting up a new festival – consider public transport links as part of the plan.
- Provide tips on how to travel light for a festival.
- Ensure essentials can be purchased onsite so that less items need to be packed.
- Work with tent companies that can provide and set up tents so that people don't need to bring their own e.g. Camplight.

<sup>18</sup> AdBlue is an additive for modern diesel engines that actively reduces diesel exhaust and toxins.

## Case Study: Cambridge Folk Festival Reduce Vehicle Numbers

Cambridge Folk Festival closely monitor and record the impacts of transport to pinpoint areas they need to tackle each year. Recent measurement and analysis has shown that they achieved a number of successes in 2019:

- Reducing audience car use from 74% to 60% - a 14% decrease.
- Staff and contractor car passes decreased by one third by encouraging car share and low carbon travel.
- Travel emissions from traders and Caterers were reduced by 30% over two years due to the actively selecting more local suppliers – saving over two tonnes of CO<sub>2</sub>e.

## Case Study: Shambala's long-term strategy to reduce emissions

In 2018, Shambala took several steps to further its long-term sustainable travel strategy. Measures included:

- Doubling the number of combined coach & travel packages, which led to over a third of the total audience travelling by shared forms of transport.
- All coach tickets were subsidised by up to 30% to encourage sales.
- All ticket buyers, crew and artists were encouraged to balance their travel emissions with ecolibrium.
- All diesel buggies, tele-handlers and other plant were run on sustainable HVO fuel.

All these measures significantly reduced Shambala's year-on-year footprint, and helped the event reduce their total carbon footprint by over 80%.

## Case Study: Fossil Free Zone at Into the Great Wide Open (The Netherlands)

This Dutch festival, located on an island, declares itself a fossil-free zone. The ferries required to get the audience to the festival are old and must use diesel fuel, but the passengers pay for the equivalent amount of renewable biofuels be replaced in another more modern ship to compensate via the Good Shipping Programme.





## Cycling

- Provide maps of safe cycle routes on the website.
- Offer guided rides through partners e.g. Red Fox Cycling.
- Encourage people to self-organise cycle groups.
- Provide secure cycle storage at the event.
- Consider having a bike mechanic service onsite.
- Offer incentives for people travelling by bike – a free programme or reserved camping.
- Offer a shower on arrival.

### Case Study: Cycling to Download

At Download Festival, Heavy Metal Truants includes 50 cyclists who cycle 162 miles over three days from London to Download Festival at Donington Park to raise money for charities. Riders receive a free VIP upgrade for the Friday of the festival.

Photo // Red Fox Cycling



### Case Study: Tour de Picnic

Tour de Picnic is a fundraising and fitness challenge where participants cycle 80 kilometres or run 17 kilometres to Electric Picnic Festival in Ireland, to raise funds for charity and are awarded their weekend festival ticket at the finish line. The total distance covered in 2019 by 939 participants was 53,520 km cycled and 4,471km run!

### Case Study: Red Fox Cycling

Red Fox Cycling is a social enterprise, which aims to promote cycling as a preferred way to travel to UK-based weekend music festivals. They partner with music festivals to offer a sustainable alternative to travelling by car or campervan - and design their cycling 'experiences' to help festival-goers make new friends, extend their festival weekend and connect with nature whilst reducing the environmental footprint of their travel to the event.

# Contractors and Suppliers

- Encourage procurement managers and bookers to consider minimising transport wherever possible, for example, by combining loads or ordering numbers of units that are transport efficient.
- Ask companies to submit their transport data (e.g. mileage) for your event, or provide them with a system to input their travel information, as part of your overall measurement strategy.
- Engage contractors and suppliers before the event to discuss how transport could be reduced, for example, by being more flexible with delivery times. Check out the Freight Portal for guidance on sustainable contractor transport.<sup>19</sup>
- Choose local contractors and suppliers wherever possible.
- Recent research highlights, that for a medium festival, marquee transportation has the highest transport impact, with portacabins, power, loos and bars as other significant contributors. Prioritise discussing ways to reduce impacts in these areas with these contractors.
- Engage contractors balancing (or 'offsetting') the travel carbon footprint of their services – although the focus always needs to be on reductions first. Carbon balancing could be included in contracts.

Research undertaken by Powerful Thinking and Lansdowne Warwick shows that a lot of contractors already target methods for travel impact reduction including; route optimisation, return loads, load maximisation, tyre and fuel efficiencies, driver awareness, lift shares, and investment into more efficient vehicles.<sup>20</sup>

Low Emission Zones are helping to speed up the business case for upgrades to cleaner vehicles. More than 50% of contractors reported they had looked into electric vehicles and would consider using them onsite if charging were available. Quite a few already liaise with other suppliers to share loads, but the majority indicated that a festival-organised online platform for sharing could be of interest.



Photo // Rock City Stage Crew at Download Festival

## Case Study: Rock City Stage Crew Tackle Travel Impacts

In 2015, the team at Rock City set out to become Carbon Neutral throughout their operations. The first step was establishing an environmental policy. Transport was a big area to tackle. Crew travel makes up a considerable percentage of Rock City's overall impact and they have committed to updating their whole fleet with low emission vehicles. In 2019 they fitted 9 Ford Tourneos with the new 2 Litre Panther EcoBlue Engine, which exceeds the current 2017 European Emission Standards, and they are converting three old site-tippers to take recycled biodiesel, which they hope to process in-house. Rock City have also worked with ecolibrium's Energy Revolution programme to calculate their fossil fuel use from transport to three events each year and balance these emissions with investment in projects that create clean renewable energy.

<sup>19</sup> The Freight Portal is run by the Energy Savings Trust, the Low Carbon Vehicle Partnership and Department for Transport

<sup>20</sup> Powerful Thinking is a cross-industry steering group working to reduce the environmental impacts of the events industry. Lansdowne Warwick are Sustainability Consultants specialising in advising on environmental and energy issues since 2007.

## Your Company

- Keep a record of all staff travel throughout the year (financial administrators can record these when paying travel expenses).
- Use video/conference calling to avoid unnecessary journeys.
- Join the Cycle Scheme to provide tax-free bikes for employees!
- Encourage cycling and walking – consider installing safe bike racks, a shower at work or offering incentives.
- Balance your travel carbon emissions.
- Create a sustainable travel policy and a method of recording all company travel. ecolibrium can help company members with this.

## Artists

- Encourage artists to consider their travel plans and emissions.
- Work with artists to help them raise their fans awareness of transport impacts and to encourage them to use sustainable transport.
- Collect artist travel data.
- Minimise ground transport by organising shared vehicles and minibuses.
- Book local hotels.
- Eliminate exclusion zones or exclusives to allow artists to plan their tours more efficiently.
- Celebrate local artists, give preference to artists able to travel by train, and consider artists travel impacts before booking.
- Request that artists don't use air-conditioning unnecessarily onsite (as it uses a lot of energy).
- Present artists with the opportunity to balance their emissions through ecolibrium's [Trees+ programme](#).



### Case Study: Walthamstow Garden Party:

Walthamstow Garden Party is a free community-powered festival that welcomes over 30,000 visitors each year. By creating a local festival that targets local audiences and engages local artists, they have drastically reduced the festival's carbon footprint and boosted the local economy. In 2019, 62.4% of visitors came from the borough; with 49% travelling on foot or by bicycle, and 72% of the line-up were local artists. Overall programme spending has shifted from 23% local in 2014, to 48% local in 2019.



## Onsite transport

- Use electric buggies, trikes and/or bikes onsite where possible.
- Consider HVO (Hydrotreated Vegetable Oil), WVO (Waste Vegetable Oil) or other renewable fuels for plant onsite.
- Consider HVO, WVO or other renewable fuels for vehicles (including plant) onsite.
- Ensure HVO is sustainably sourced and not produced from crops that have taken land from forests.

## Case Study: Electric Wheels

Electric Wheels Ltd offers the sale and hire of electric vehicles that produce zero emissions, such as 2x2-wheel drive utility motorbikes, and 4x4 electric work buggies for those used to using traditional diesel gators. Their fleet also includes a 14-seater electric-bus, perfect for VIP transport during shows. All vehicles are fully charged using their own solar power supplies prior to delivery onsite, and travel carbon emissions are balanced with clean energy through ecolibrium's Energy Revolution programme. In 2019, Electric Wheels vehicles were used successfully at Greenbelt Festival, Shambala Festival, The Festival of Light (Lowestoft) and Hampton Court Garden Festival.

# MEASURING SUCCESS

If you have a specific aim to reduce the environmental impact of your audience travel, you will need a way to measure this to enable year on year comparisons.

This can be achieved in a number of ways:

- You may have postcode data from your ticket agent, which can be used to work out the total and average mileage travelled by your audience.
- Use a survey to find out how your audience travelled; either at the event or as a follow-up online.
- You can ask your crew of volunteers to count how many people arrive by foot, bicycle, train or car.
- If you charge for car parking or provide dedicated coaches, travel data will be available in ticketing information.
- Your crew accreditation system may allow for the collection of postcodes.

## Case Study: Boomtown Fair

To benchmark travel data, identify new areas to tackle and to help quantify the success of their car-sharing incentive (free early entry to the event), Boomtown worked with 'Face Your Elephant' to carry out a car park survey. Over two thousand vehicles were surveyed, counting the number of people, the number of vehicles and the fuel type of arrivals from Wednesday to Sunday. The results showed that Boomtown managed to gain above average car occupancy on the Wednesday proving the early day entry initiative was successful.

Photo // Scott Salt for Boomtown



# ④ TAKE ACTION

## 10 Point Action Plan

- ① Appoint a Green Travel Champion in your team.
- ② Plan to measure travel impacts where possible. Consider using audience postcode data, post festival surveys or onsite and online questionnaires, and engaging artists and suppliers. Look at both quantitative (measurable) and qualitative (anecdotal and feedback) data.
- ③ Identify areas and targets for reductions in your plan.
- ④ Agree incentives and initiatives to achieve planned reductions.
- ⑤ Develop partnerships (where required) with organisations that can help, e.g. volunteer groups, local rail or bus networks and coach contractors.
- ⑥ Engage with suppliers, artist bookers and other stakeholders to start the necessary conversations around travel reductions.
- ⑦ Communicate your aims via your website, social media, contracts, terms and conditions, handbooks, emails, ticketing websites, festival information (apps and programmes), and in your FAQs.
- ⑧ Measure and monitor impacts: ecolibrium has tools to help you do this.
- ⑨ Review year on year performance.
- ⑩ Commit to repeat successful initiatives each year and look for more ways to improve.

# CHECKLIST OF ACTIONS TO REDUCE IMPACTS

EVENT NAME: .....

DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

WHAT	HOW	WHO
 <p><b>INCREASE</b> cycling &amp; walking (if appropriate for your event)</p>		
 <p><b>INCREASE</b> public transport use, dedicated coaches &amp; shuttle buses</p>		
 <p><b>INCREASE</b> shared transport use, e.g. car sharing</p>		
 <p><b>KNOW</b> your impacts: measure, analyse, review, plan</p>		
 <p><b>USE</b> sustainable onsite transport</p>		
 <p><b>REDUCE</b> the impact of cars: reduce number of cars &amp; increase occupancy</p>		
 <p><b>REDUCE</b> trader miles by working with local concessions</p>		
 <p><b>REDUCE</b> contractor delivery miles: keep it local</p>		
 <p><b>BALANCE</b> travel emissions: consider engaging audience, staff, contractors &amp; artists</p>		
 <p><b>COMMUNICATE</b> the choices and benefits of sustainable travel</p>		

SHARE THE PLAN WITH EVERYONE INVOLVED AND REVIEW IT AFTER THE EVENT

# JOIN THE ECOLIBRIUM COMMUNITY

ecolibrum supports events, festivals, suppliers, artists, music companies and individuals working in the live events industry to reduce travel impacts and invest in climate solutions. We aim to help TIP the balance toward a future with clean air and stable, healthy and diverse ecosystems, and more sustainable ways to travel.

Our approach is simple:

**T**AKE ACTION >

ecolibrum provides knowledge, tools and direction

**I**NSPIRE OTHERS >

Share positive stories and use our voice for change

**P**OSITIVE INVESTMENT >

Invest in climate solutions to balance unavoidable emissions



As a collective voice through a sector-specific campaign we are much stronger.

# RESOURCES

## Knowledge and Tools

ecolibrum has a range of resources and tools that support members to understand their travel impacts better and reduce the environmental impacts.

We provide members with guides for setting up travel-balancing donations, tools to calculate travel impacts (of audiences, artists, and staff), and access to case studies and industry briefings. We support communications with social media content and project news and we report annually on the impacts of our member's donations.

## Travel Carbon Calculator

Our members events appear as destinations on the online Travel Carbon Calculator, so that audiences, suppliers and artists can calculate and balance the emissions from their journeys. You can also use the Travel Carbon Calculator to work out the emission from any journey and balance them.

We can also work with ticket agents to provide details of embedding the Travel Carbon Calculator into the ticketing process – allowing visitors to the event to work out their carbon emissions accurately at point of ticket sale. See the Travel Carbon Calculator at [ecolibrum.earth/travel-carbon-calculator](https://ecolibrum.earth/travel-carbon-calculator)

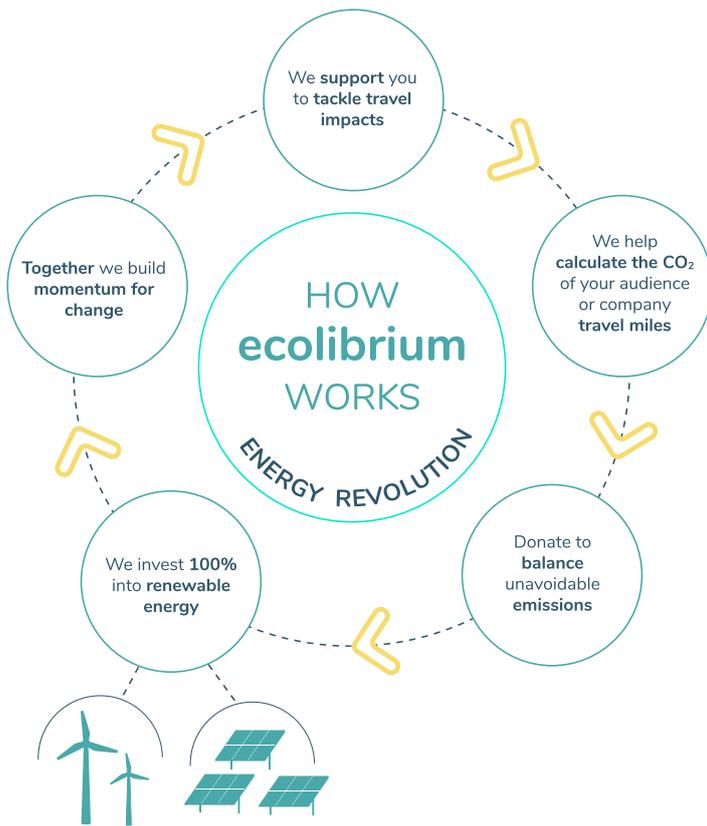
## Travel App

Keep track of your company travel impacts as you go, with the ecolibrum members' Travel Log app. Simply record journeys and make a choice to balance the associated emissions when it suits you.



Download from App Store or GooglePlay: search 'ecolibrum'





## The Energy Revolution Programme

Energy Revolution is ecolibrium's event and supplier focused programme. It began in 2015, and to date over 55 UK festivals and 40 suppliers have balanced the carbon emissions from over 13 million miles with investments in clean renewable energy.

To recognise unavoidable emissions members balance them through projects that generate clean renewable energy. ecolibrium invests 100% of the donations made by members to the Energy Revolution programme – no percentage is taken for administration.

We believe that supporting the transition to a low-carbon economy is vital, but our aims are more ambitious; festivals and events have the potential to inspire and educate hundreds of thousands of people each year, to profile environmental concerns and to show leadership by taking action. As a community of events and suppliers, and as an industry as a whole, we can help this change happen.

### Ways for events to engage their community in balancing:

- Mandatory or voluntary travel balancing at Point of Sale for car and campervan passes
- Cashless system left-over funds donations
- Annual company travel balancing
- Production travel balancing
- Contactless donation stations at entry or bars
- Promoting or creating policy for balancing for artists and all stakeholders

Join the community of events and suppliers who are working with us to reduce travel miles and invest in clean renewable energy projects to balance audience, production and haulage travel. Visit [ecolibrium.earth](http://ecolibrium.earth) or email [hello@ecolibrium.earth](mailto:hello@ecolibrium.earth) to find out more and to become a member.



# ⑥ USEFUL LINKS

## Reports, guides, tools and information

- [The Show Must Go On Report \(2020\)](#)
- [Jam Packed: Audience Travel Report, \(Julie's Bicycle, 2009\)](#)
- [First Steps: UK Music Greenhouse Gas Emissions \(Julie's Bicycle, 2008\)](#)
- [Sustainable Event Management: A Practical Guide \(Meegan Jones, 2010\)](#)
- [A Greener Festival Traffic Congestion and Travel Statistics and Advice](#)
- [The Freight Portal](#)
- [Government emission conversion factors for greenhouse gas company reporting Sustainable Travel services](#)
- [Tuned In Travel - Sustainable Coach Company](#)
- [Big Green Coach – Festival Coach Service](#)
- [Big Lemon - Festival Coach Service](#)
- [Guided Rides offered by Sustrans](#)
- Online lift share providers:
  - [GoCarShare](#)
  - [Liftshare](#)
- [Red Fox Cycling](#)

## Sustainable Travel for Artists

- [Julie's Bicycle: Green Rider Advice](#)
- [Julie's Bicycle: Creative Industry Green – Touring Tool](#)
- [A Greener Festival Green Rider Advice](#)

## Other useful links

- [Cycle Scheme – tax-free bikes for your employees](#)
- [Online carbon calculator: Julie's Bicycle - Creative Green](#)



For more info and to join,  
visit: [www.ecolibrium.earth](http://www.ecolibrium.earth)  
or email: [hello@ecolibrium.earth](mailto:hello@ecolibrium.earth)

We are focused on finding more case studies to inspire change, understanding the psychology of people's travel choices, the barriers to change, price point impacts and effective communication.

Please join us in this shared endeavour by staying in touch, providing feedback about this guide and sharing travel data and case studies.

