

Julie's Bicycle

CREATIVE • CLIMATE • ACTION



Bournemouth Air Festival

CREATIVE GREEN REPORT
2019



2019

Bournemouth Air Festival CREATIVE GREEN KEY RESULTS

Environmental assessment of:

COMMITMENT	21 / 40
UNDERSTANDING	9 / 25
IMPROVEMENT	1 / 35

TOTAL POINTS 31 / 100



COMMITMENT to the environment

- ✓ Policy
- ✓ Communication and engagement with key stakeholders
- ✓ Integration with core organisational development



UNDERSTANDING of the following environmental impacts



energy



emissions



waste



travel



people

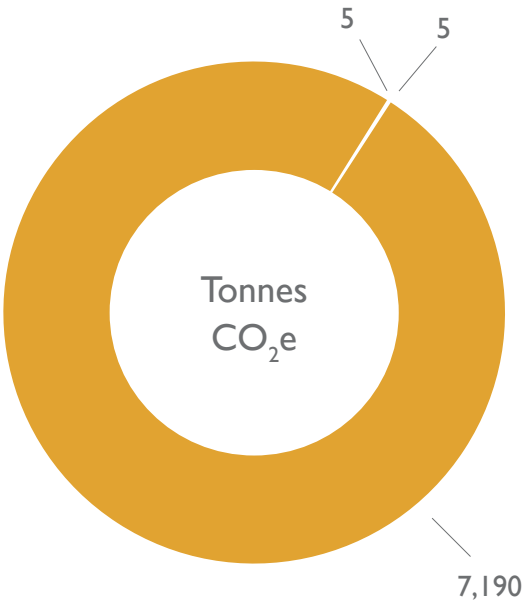


IMPROVEMENT towards reducing environmental impacts

First year of environmental impact data submitted - two or more years of data needed to quantify improvements so next year it will be possible to provide an improvement score.

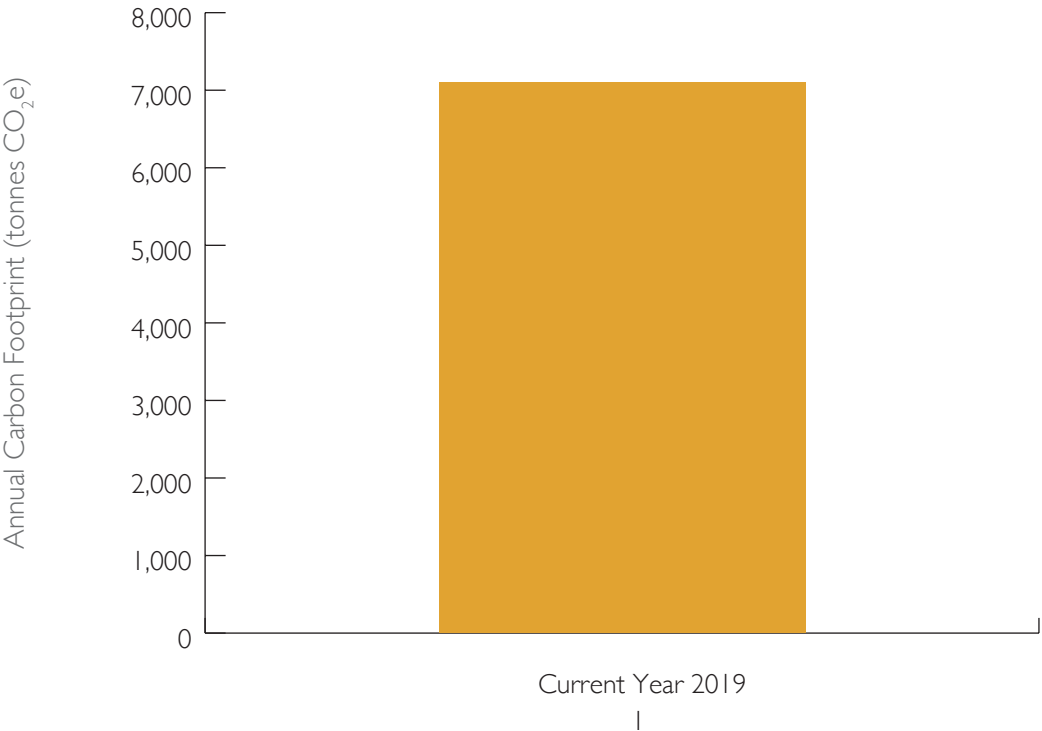
PROFILE

BOURNEMOUTH AIR FESTIVAL		STATISTICS
Type	Festival/Event	
Festival size	Major	
Visitors/Tickets/Attendees (total)	531,000	
Visitors/Tickets/Attendees (surveyed)	270,810	
Audience days (surveyed)	362,610	
Number of stages	120	



The total carbon footprint in 2019 was 7,190 tonnes CO₂e

- Audience travel
- Waste
- Energy



CARBON FOOTPRINT

ABOUT CERTIFICATION



Creative Green is more than a certification scheme - it's an international community of pioneering creative and cultural organisations, recognised for their ambition and action on environmental sustainability. With over 250 certificates awarded since its launch in 2009, Creative Green remains the only environmental certification designed specifically for the creative and cultural sector.

Creative Green offers venues, museums, galleries, festivals and offices a transparent, methodical and inspiring framework for achieving environmental best practice, as well as a forum for recognition and celebration. It supports organisations' environmental impact reductions through its three strands: Commitment, Understanding and Improvement. Points are accrued within each strand and a one to five star certification is awarded based on the total number gained.

The methodology of Creative Green follows best practice and international standards for measurement, reporting and reduction of environmental impacts and it has been designed in partnership with arts, cultural and entertainment organisations.

The continuing emphasis on carbon emissions reductions align the Creative Green community to the ambitions of the Paris Agreement, reached at COP21 in 2015, to keep global temperatures well below 2 degrees of warming.

ASSESSMENT AREAS

COMMITMENT

- Environmental policy and action plan
- Integration of environmental sustainability in broader business mission, strategy or planning
- Environmental responsibilities
- Environmental procurement and sourcing
- Stakeholder communications and engagement

UNDERSTANDING

- Breadth and depth of understanding of environmental impacts
- Extent to which environmental data is used inform action and track progress in reducing impacts

IMPROVEMENT

- Quantifiable reductions in direct environmental impacts, i.e. impacts over which an organisation has direct control such as energy use and waste generation, both total relative impacts
- Actions to address indirect environmental impacts, i.e. impacts over which an event has limited or no direct control, such as audience travel



RESULTS IN FULL

ENVIRONMENTAL COMMITMENT

ASSESSMENT AREAS	POINTS AVAILABLE	POINTS AWARDED
Policy, strategy & responsibilities	12	5
Procurement	5	2
Communication and engagement	23	14
Total Points	40	21

HIGHLIGHTS

- Bournemouth Air Festival has an environmental policy, including their key objectives and methods to reduce environmental impacts.
- Efforts have been made to reduce single-use plastics onsite during the festival e.g. all staff/pilots were provided reusable water bottles to use onsite; all disposable drinking cups in event cabins and rest areas are recyclable etc.
- Bournemouth Air Festival works with a number of charity traders with environmental backgrounds, including World Wildlife Fund, Grohe, Rowse Honey and Greenpeace
- *Leave Only Footprints* campaign with Bournemouth and Poole Tourism encourages residents, visitors and workers to be more environmentally conscious, particularly in relation to waste disposal
- The festival promotes sustainable travel options through social media channels and the website, including the use of park and ride, cycling, buses and local trains

RECOMMENDATIONS

- Consider aligning with [Festival Vision 2025](#), a shared vision and pledge for a sustainable festival industry
- Create an environmental action plan with details on the specific objectives, outcomes and persons responsible for environmental impact reductions at the festival
- Consider creating a dedicated environmental action group which includes representation across all key departments/partners to discuss festival sustainability
- Develop a formalised procurement policy to be provided to suppliers, vendors, concessions and other purchasing for Bournemouth Air Festival. See Julie's Bicycle's [Sustainable Procurement Guide](#) for more details.
- Consider using best practices in festival design and management to reduce environmental impacts further. See the [Manchester Sustainable Events Guides](#)
- Ensure all staff onsite have access to the Environmental Policy, that they are familiar with the environmental impacts and initiatives in place in their departments
- Work with partners to explore and pilot new ways of engaging festival audiences on issue of sustainability e.g. onsite workshops for the public, legacy projects like tree planting programmes, etc.

ENVIRONMENTAL UNDERSTANDING

ASSESSMENT AREAS	POINTS AVAILABLE	POINTS SCORED
Submission of energy, water, waste, transport, production	4	0
Attitudinal insights	4	4
In-depth understanding of energy, water and waste	8	2
Monitoring of other impact	3	2
Use of data for setting targets and Key Performance Indicators in policy and action plans	4	0
Evaluation of learning and outcomes	2	1
Total Points	25	9

HIGHLIGHTS

- The management board and content groups of Bournemouth Air Festival discuss the environmental impact of the festival as part of their meetings
- The festival organisers have an understanding of energy, waste and audience travel related emissions in 2019 submitting data to the Creative Green Tools
- In 2019 a major source of festival emissions and environmental impact, spent aircraft fuel, was accounted for future carbon offsetting
- Environmental questions are included in supplier/audience surveys to gather attitudinal data on environmental impacts, with a strong focus on waste and plastic use
- Audience surveys also collect data on audience travel impacts by vehicle type, displaying an understanding of the festival's indirect carbon emissions

RECOMMENDATIONS

- Continue to monitor and measure festival impacts next year, upload this data to the CG tools to measure ongoing improvements in environmental impacts
- Develop quantitative Key Performance Indicators for energy, waste, water and transport/ travel targets to work towards using data from this year's festival. Ideally incorporate these into the environmental policy or action plan
- Consider monitoring other areas of environmental impact, e.g. trader & concessions, produce & food, production, business travel, trader travel or energy use etc.
- Consider undertaking an ecological impact assessment to better understand species on site and whether any new measures could minimise disturbance to them



ENVIRONMENTAL IMPROVEMENT

RECOMMENDATIONS

Data collection

- Develop robust methodologies to monitor energy consumption, waste production, water consumption and travel impacts at the festival. See [The Show Must Go On Report](#) for further details
- Use generator monitoring techniques or automated readers to monitor energy use/ efficiency periodically (every 5-10 seconds for example), or collect meter reading from vendors/ businesses involved with the festival before and after the event, to develop in-depth knowledge of energy use and patterns. See [ISO20121](#) - Sustainable Event Management principles to understand monitoring methodologies and best practices advice
- Utilise monitoring techniques and waste management reports to develop further understanding of waste generation and recycling rates. Work with your waste contractor
- Investigate opportunities and benefits of installing solar photovoltaic panels or hybrid generators to generate renewable electricity/ reduce emission impacts for the duration of the event

Carbon offsetting

- Carbon offsetting should be taken as the last step in the carbon management hierarchy to address the unavoidable emissions associated with your festival's activities
- When looking into offsetting ensure credible standards such as the Voluntary Carbon Standard, or the Gold Standard for the Global Goals (GS4GG) are considered
- Look for schemes which create local community and economic benefits, are measurable, permanent, and generate emission reductions beyond business as usual practice
- Consider carbon offsetting as an alternative, applying a cost per tonne and creating a ring fence fund or budget to enable investment within your event to reduce its carbon footprint and/or support other environmental initiatives

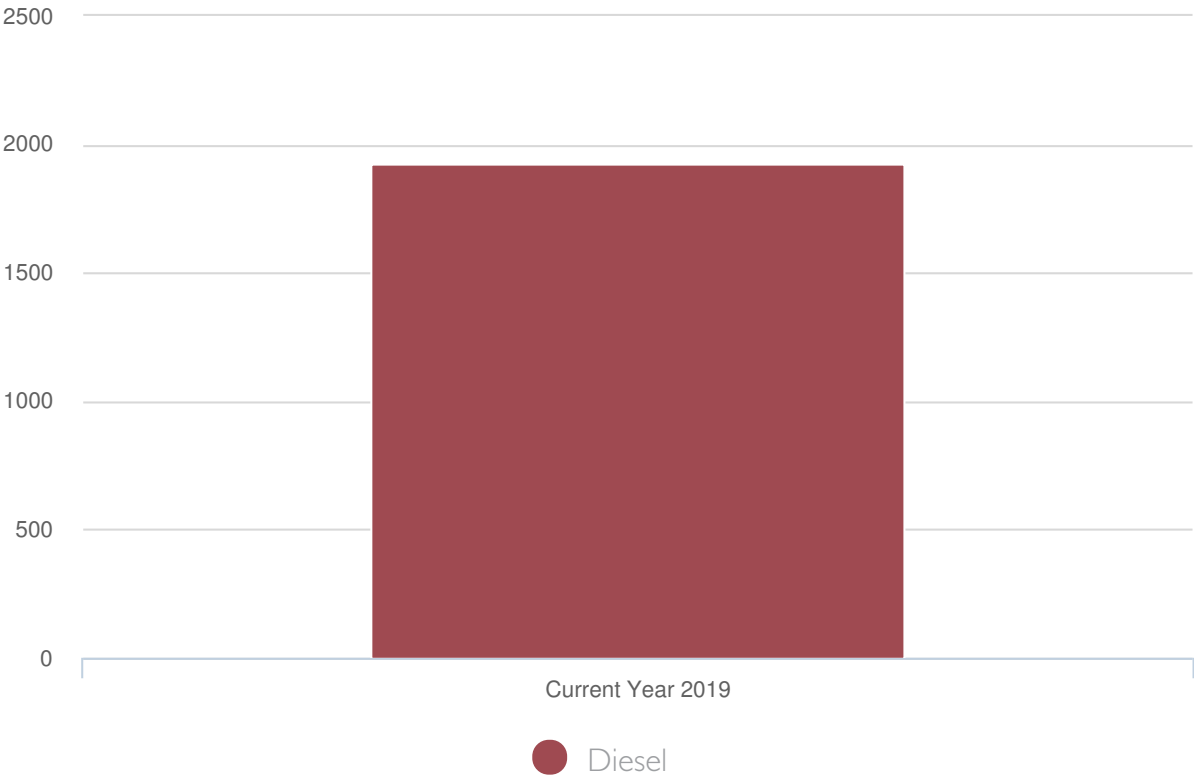


ENERGY USE

ENERGY USE	UNIT	CURRENT YEAR 2019
Energy use (non-mains) -- absolute	litres	1,921
Energy use (non-mains) -- relative	litres per Audience day	0.0
Diesel	litres	1,921



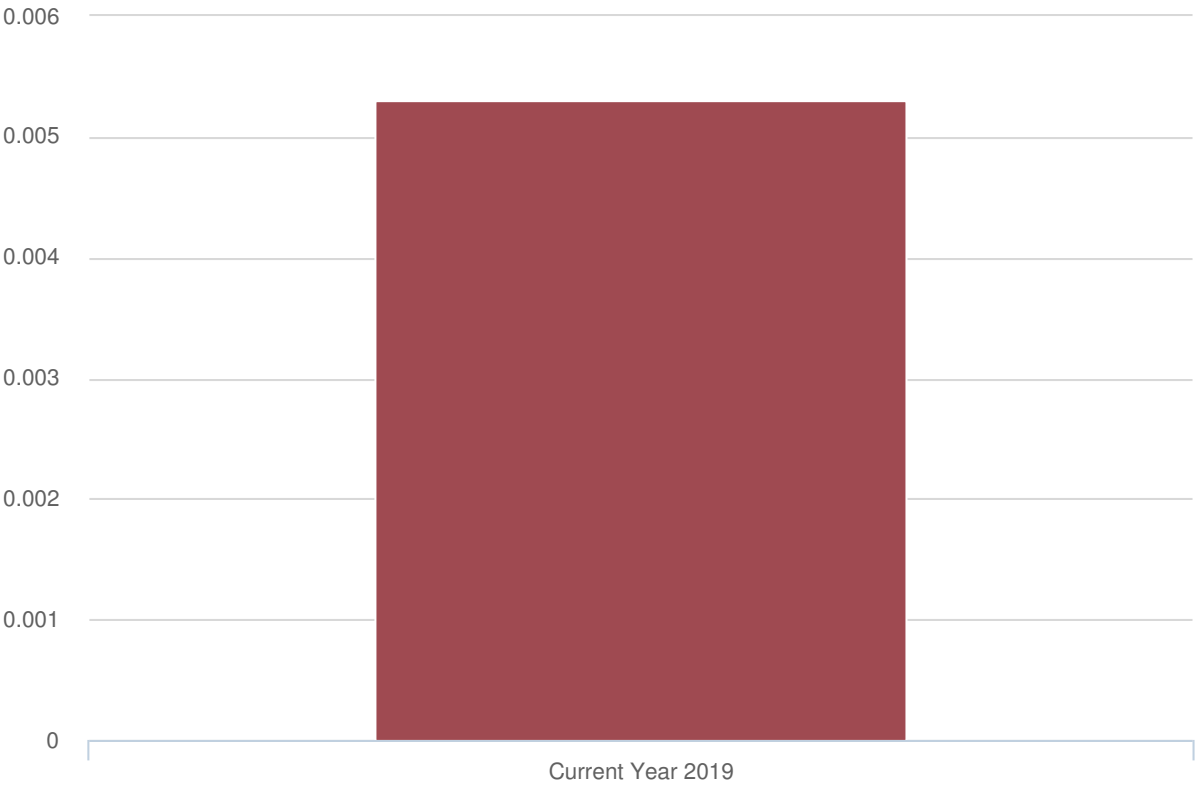
Energy consumption (litres)





ENERGY USE

Energy consumption (litres per audience day)



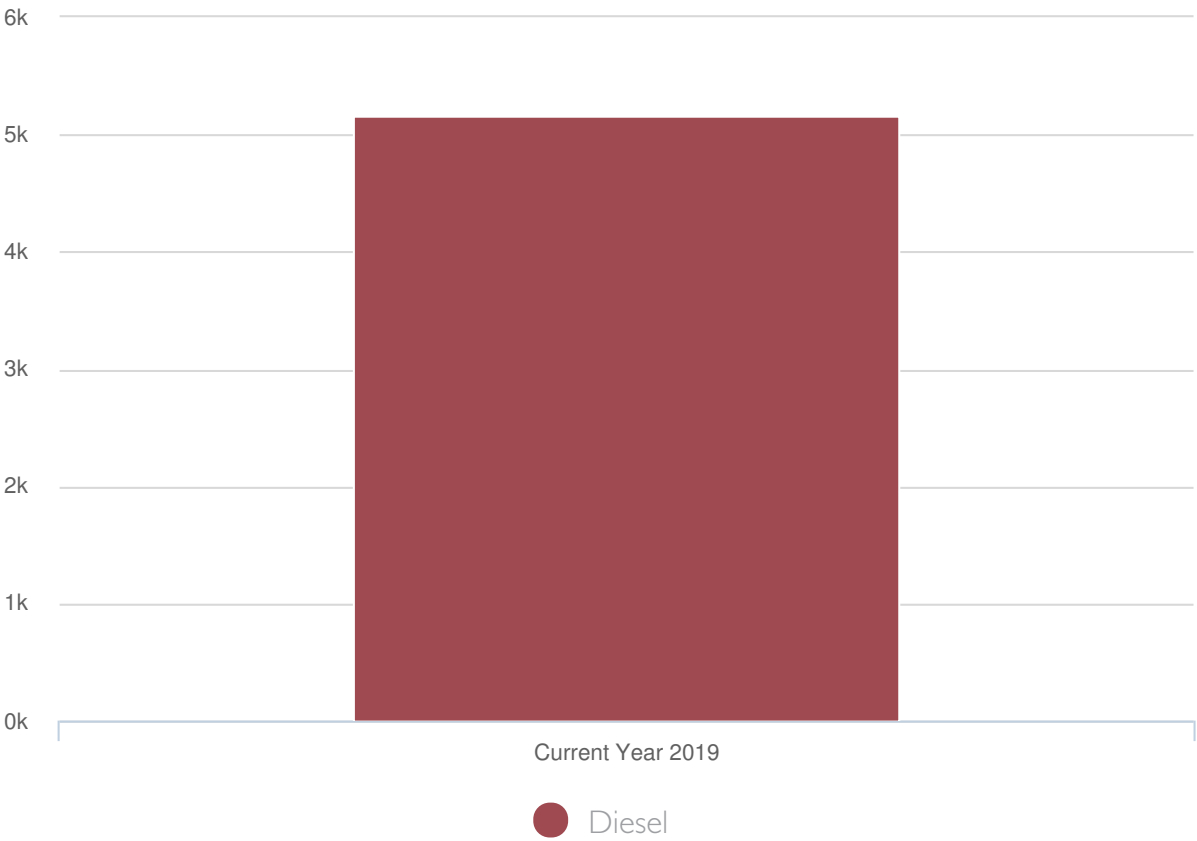


ENERGY USE RELATED EMISSIONS

ENERGY RELATED EMISSIONS	UNIT	CURRENT YEAR 2019
Energy use emissions (all sources) - absolute	kg CO2e	5,163
Energy use emissions (all sources) - relative	kg CO2e per Audience day	0.0
Diesel	kg CO2e	5,163



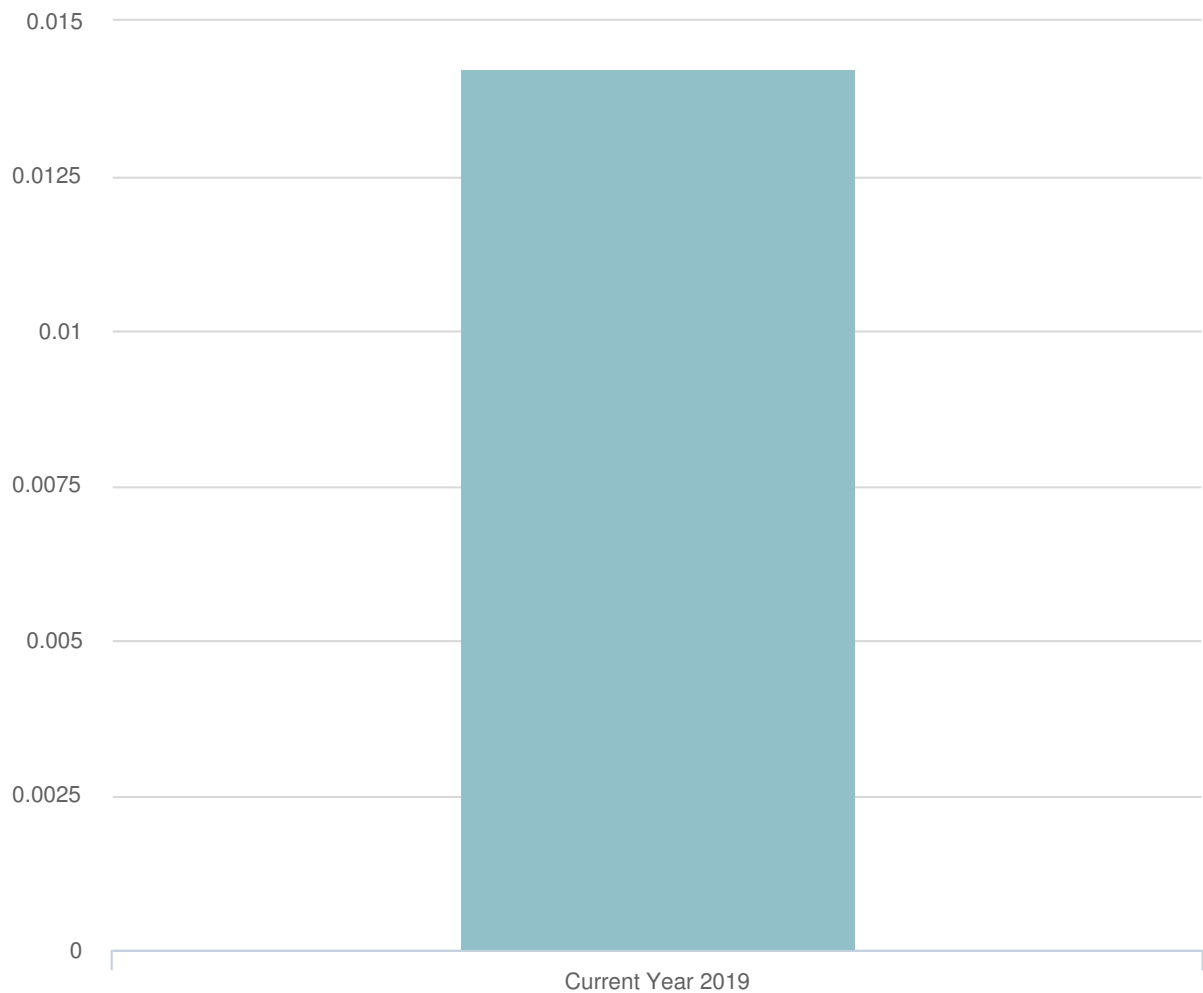
Energy use emissions (kg CO2e)





ENERGY USE RELATED EMISSIONS

Energy use emissions (kg CO2e per audience day)



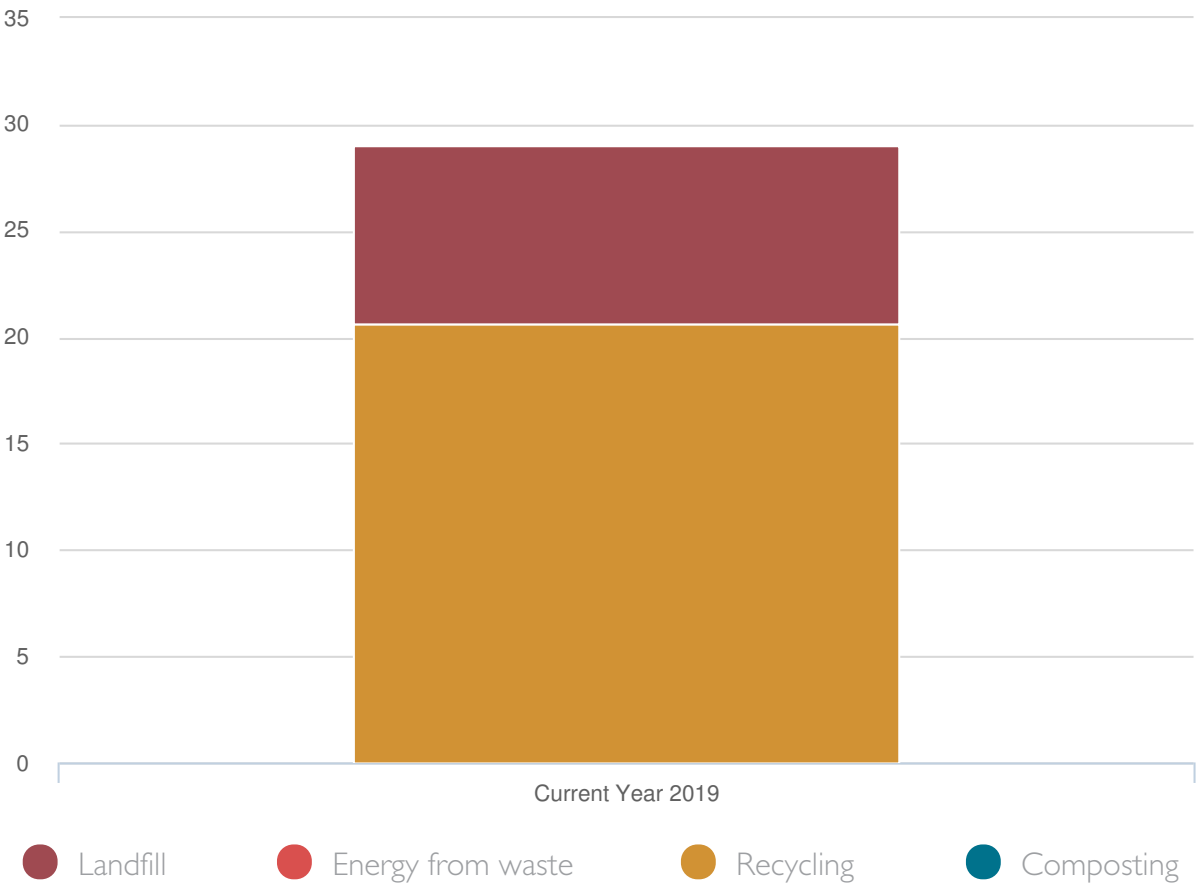


WASTE GENERATION

WASTE	UNIT	CURRENT YEAR 2019
Waste generation - absolute	tonnes	29
Waste generation - relative	kg per Audience day	0.1
Landfill waste	tonnes	8
Energy from waste	tonnes	0.0
Recycling	tonnes	21
Composting	tonnes	0.0



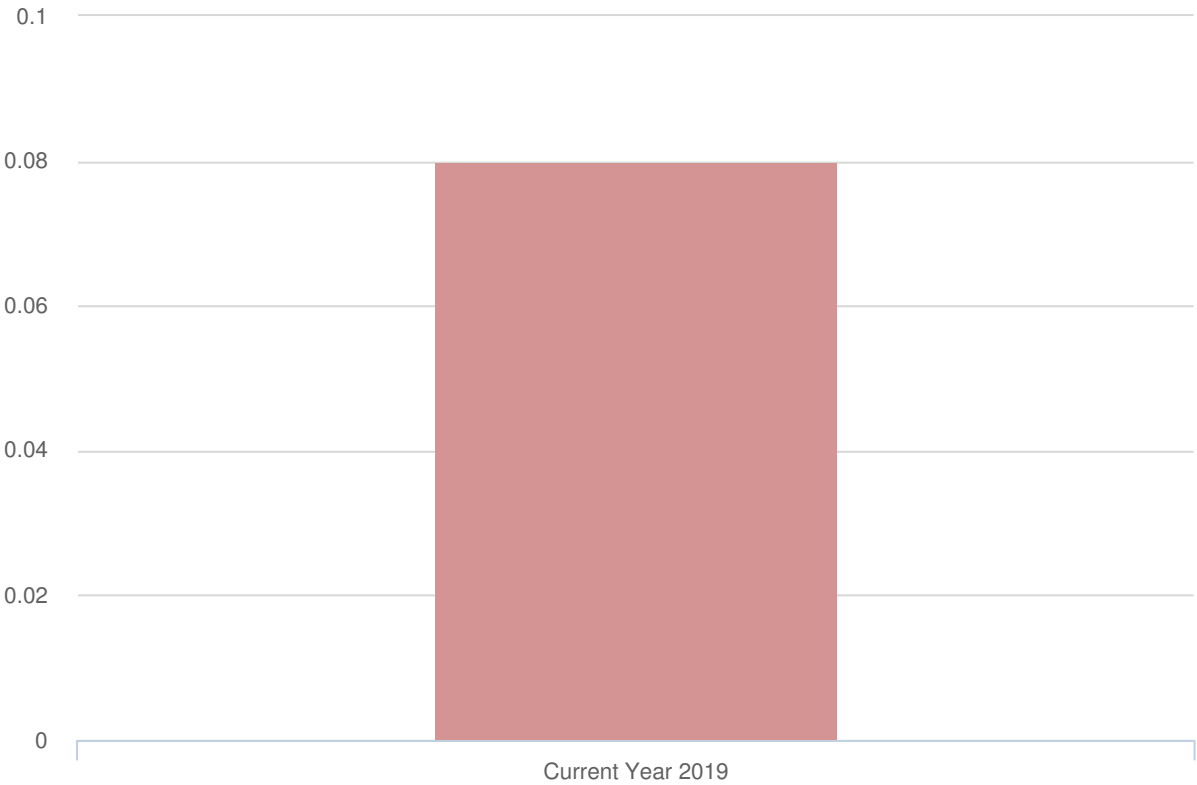
Waste (tonnes)





WASTE GENERATION

Waste (kg per audience day)



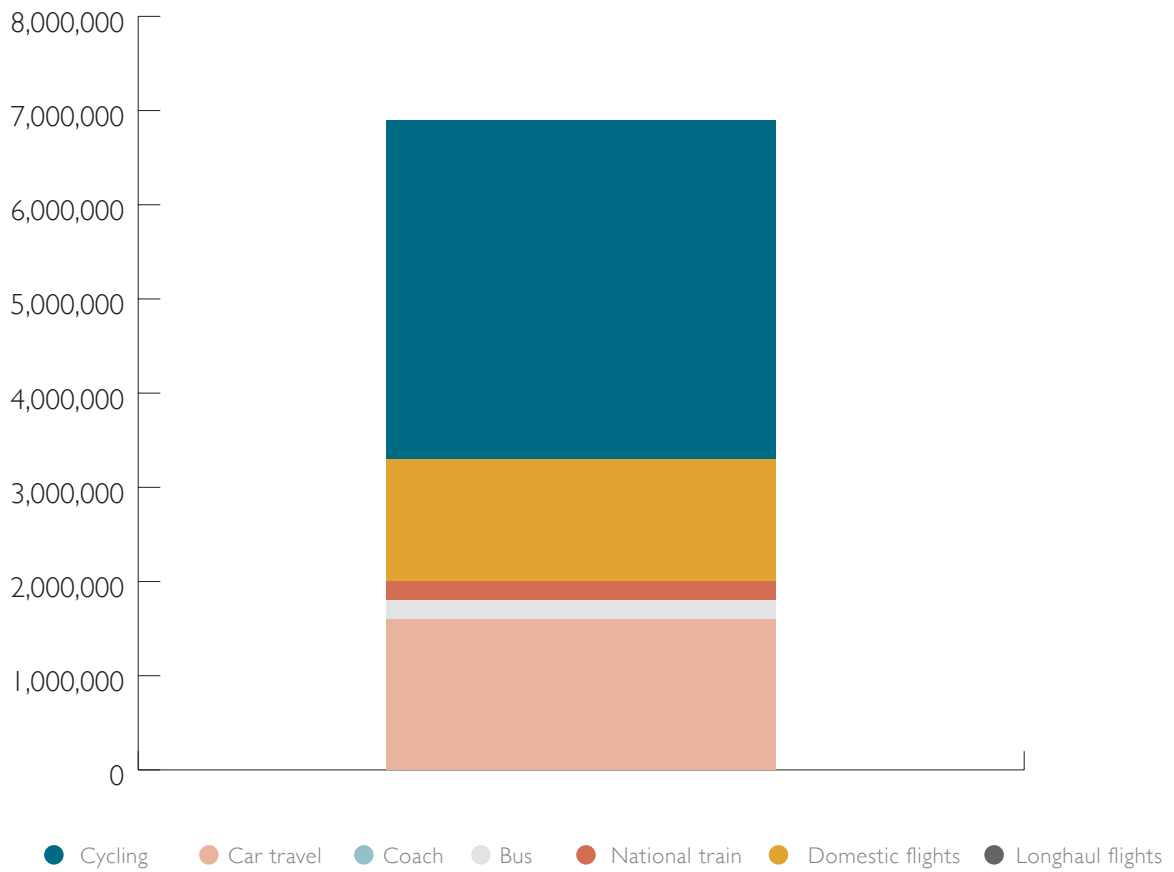
AUDIENCE TRAVEL



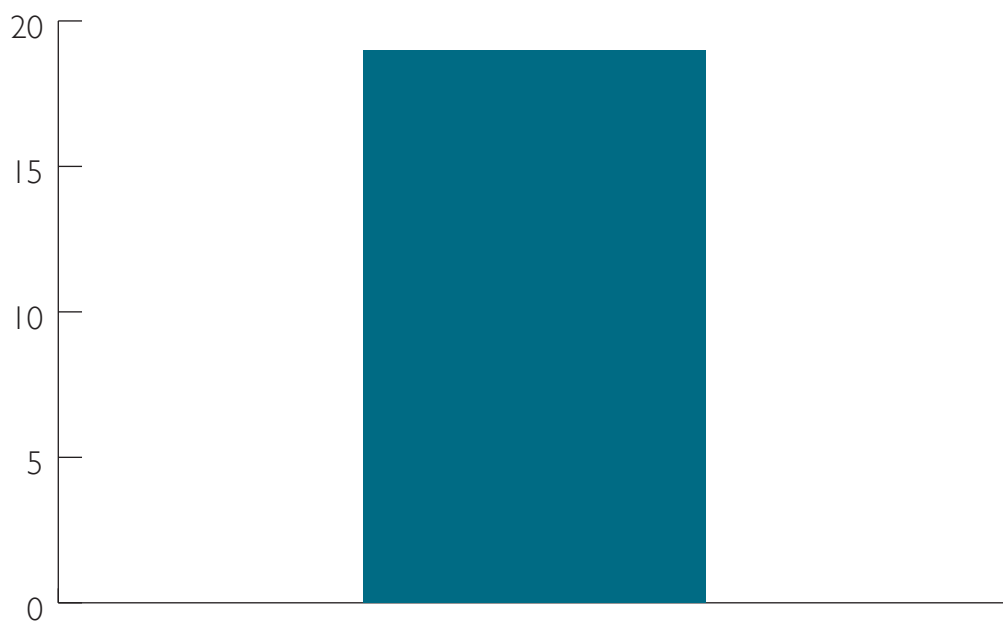
AUDIENCE TRAVEL RELATED EMISSIONS	UNIT	Current Year 2019
Audience travel related emissions — absolute	kg CO ₂ e	7,190,015
Audience travel related emissions — relative	kg CO ₂ e per audience day	19.8
Cycling	kg CO ₂ e	0
	% audience travelling	1
	km (average return distance)	181.1
Car travel	kg CO ₂ e	1,618,604
	% audience travelling	73
	km (average return distance)	181.1
Coach	kg CO ₂ e	8,857
	% audience travelling	1
	km (average return distance)	181.3
Bus	kg CO ₂ e	331,476
	% audience travelling	7
	km (average return distance)	181.1
Train (national)	kg CO ₂ e	377,674
	% audience travelling	13
	km (average return distance)	181.1
Flights (domestic)	kg CO ₂ e	1,122,146
	% audience travelling	3
	Hours travelled	<1.5
Flights (domestic)	kg CO ₂ e	3,731,258
	% audience travelling	1
	Hours travelled	>5



Audience Travel Emissions (kg CO₂e)



Audience Travel Emissions (kg CO₂e per audience day)





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