

# Julie's Bicycle

CREATIVE • CLIMATE • ACTION



Image: Festival Republic, Matt Eachus

## Latitude Festival 2019

CREATIVE GREEN REPORT  
2019



Creative Green  
Certified  
\*\*\*\*

2019

# Latitude Festival 2019

## CREATIVE GREEN KEY RESULTS

### Environmental assessment of:

COMMITMENT	39 / 40
UNDERSTANDING	25 / 25
IMPROVEMENT	7 / 35

TOTAL POINTS 71 / 100



### COMMITMENT to the environment

- ✓ Policy
- ✓ Action plan
- ✓ Procurement policy
- ✓ Communication and engagement with key stakeholders
- ✓ Staff roles and responsibilities
- ✓ Creative programming
- ✓ Integration with core organisational development



### UNDERSTANDING of the following environmental impacts



energy



emissions



water



waste



travel



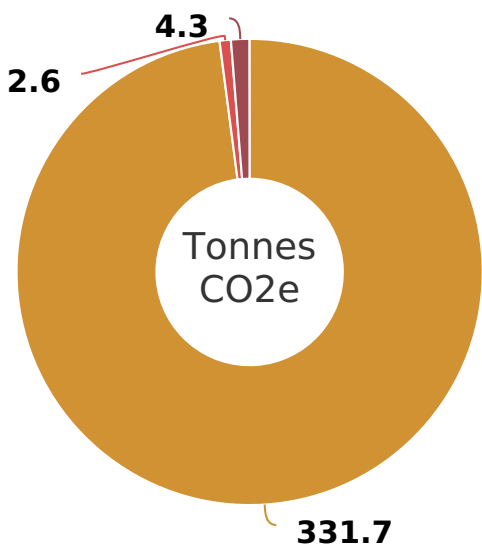
people



### IMPROVEMENT towards reducing environmental impacts

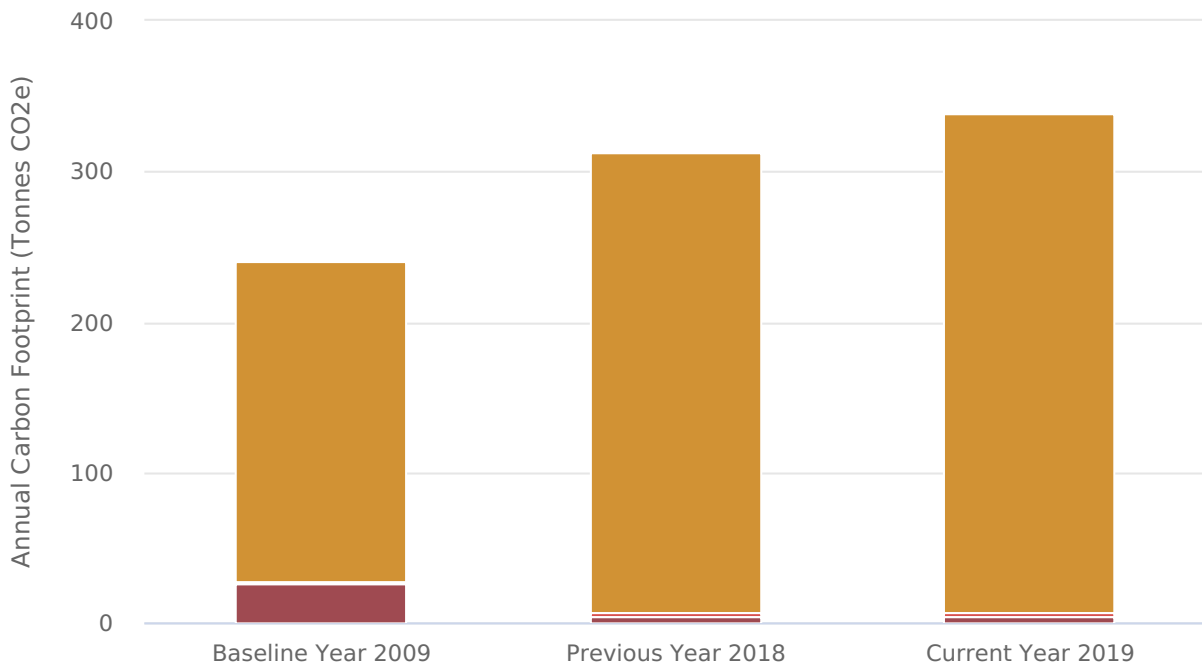
RELATIVE REDUCTION	ENERGY	EMISSIONS	WATER	WASTE
Current vs previous year	↑	↑	↓	↑
Current vs baseline year	↑	↑	↑	↑

LATITUDE FESTIVAL 2019		STATISTICS
Type	Festival/Event	
Festival size	large	
Visitors/Tickets/Attendees	39,999	
Number of stages	14	
Number of artists		



The total carbon footprint in 2019 was 339 Tonnes CO2e

- Non-mains energy
- Total water use and waste water
- Waste





# HIGHLIGHTS

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## COMMITMENT to the environment

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- Live Nation's Environmental Sustainability Charter is made public with a clear commitment towards Climate Change action and key environmental impacts
- Established and active Sustainability Team in place with a Head of Sustainability, Sustainability Coordinator and Sustainability Assistants, Green Team Supervisors and Volunteers at each festival
- A Sustainability Policy Declaration for traders sets sustainability expectations and criteria which traders must adhere to e.g. no plastic; compostable receptacles only, etc.
- A Sustainability Communications Plan is in place which communicates environmental initiatives to staff, volunteers, artists and audiences before, during and after the festival e.g. website pages, green guides, meetings, briefings, green newsletters, tickets, press releases, posters and screen messaging onsite, etc.
- Partners Sustainability Guidelines are sent to all sponsors. FR collaborates with local organisations, charities and other green organisations on green initiatives

## UNDERSTANDING of the following environmental impacts

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- The Sustainability Coordinator meets with the Event Management team at the start of the year to discuss Creative Green results and targets for the year
- Sustainability was included on the debrief forms that went out to all suppliers and contractors. Suppliers were asked for feedback to improve efficiency of their businesses. In person debriefs were held with all sustainability partners
- Energy usage is monitored through meter readings and diesel consumption during the festival
- Water consumption is monitored along with waste water volumes
- The environmental data that is gathered after the festival is used to set annual targets for energy, waste, water and audience travel

## 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	12
Procurement	5	4
Communication and engagement	23	23
Total Points	40	39

## HIGHLIGHTS

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## RECOMMENDATIONS

- Sign up for [Season for Change 2021](#), a nationwide festival of artistic work celebrating the environment and inspiring urgent action on climate change
- Continue collaborating with other festivals to increase awareness in the sector and build Festival Republic's leadership role
- Consider creating positive incentives to encourage traders to make improvements on top of existing site audits e.g. green recognition/trader awards
- Continue to explore opportunities for further greening Festival Republic's food and drink offerings, e.g. local caterers, local suppliers for produce, etc.
- Explore more creative ways of engaging audiences through regenerative programming e.g. ask audiences to make pledges, organise clean-up events, tree planting, etc.

## ENVIRONMENTAL UNDERSTANDING

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

## HIGHLIGHTS

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## RECOMMENDATIONS

- Consider surveying audiences, artists, volunteers and staff outside of the sustainability team in detail each year to collect feedback on new initiatives and campaigns
- Explore the installation of water meters on several feeds to enable comparative analysis of select areas of the festival e.g. high-volume taps and washing up operations
- Increase understanding of waste areas/categories and recycling rates to create a detailed Waste Management Plan to target specific areas of residual waste e.g. food caterers, bars, construction & set, campsite etc.



## ENVIRONMENTAL IMPROVEMENT

## HIGHLIGHTS

Current year: 2019

Baseline: energy use 2009, energy related emissions 2009, water use 2009, waste generation 2009, and business travel 2009

This tables present your percentage change in environmental impacts in absolute and relative terms against the previous and baseline years.

ABSOLUTE	CURRENT VS. BASELINE	CURRENT VS. PREVIOUS	POINTS AVAILABLE	POINTS AWARDED
Energy use	84 %	25 %	3	0
Energy use related emissions	55 %	8 %	3	0
Water	210 %	-8 %	2	2
Waste	131 %	8 %	2	0
Transport	No data	No data	2	1
Total Points			12	3

RELATIVE	RELATIVE METRIC	CURRENT VS. BASELINE	CURRENT VS. PREVIOUS	POINTS AVAILABLE	POINTS AWARDED
Energy use	per Audience day	28 %	25 %	5	0
Energy use related emissions	per Audience day	8 %	8 %	5	0
Water	per Audience day	117 %	-8 %	4	2
Waste	per Audience day	61 %	8 %	4	0
Transport	per Audience day	No data	No data	4	1
Total Points				22	3



## ENVIRONMENTAL IMPROVEMENT

### RECOMMENDATIONS

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*The automation of this report currently excludes Latitude Festival's data for mains energy use and audience travel related emissions. Please see Appendixes 1-3 for Latitude Festival's footprint including all impacts.*

- Continue to use environmental impact data to set meaningful KPIs
- Consider site-specific energy audits to obtain a tailored plan to identify areas for improvements
- For printed materials, explore the use of recycled, sustainably sourced, un-chlorinated and uncoated paper or card, using water or vegetable-based inks to reduce the use of chemicals. For further information, visit the [Closed Loop Printing Guide](#)
- Consider environmental workshops with traders to help improve current environmental performance
- Continue to explore incentives to encourage the audience to use public transport e.g. discount on a public transport ticket, fast track entry to the event, preferential treatment for camping sites, etc.
- Explore new ways to engage audiences/artists/contractors to help drive down onsite waste e.g. incentives, discounts, educational workshops, partnership with green zero waste products, etc.
- Continue to explore new partnerships with organisations that can provide green solutions to existing areas of environmental impact within the festival e.g. Comp-a-Tent, Kartent, Crackpacs, Keep Britain Tidy, Orca Sound Project, City to Sea, etc.
- Investigate undertaking an ecological impact assessment to better understand species on site and whether any new measures could minimise disturbance to them. Consider adding local wildlife to the sustainability agenda

*Note: two additional points have been awarded for Latitude Festival's commitment to monitoring and reducing business and audience travel.*

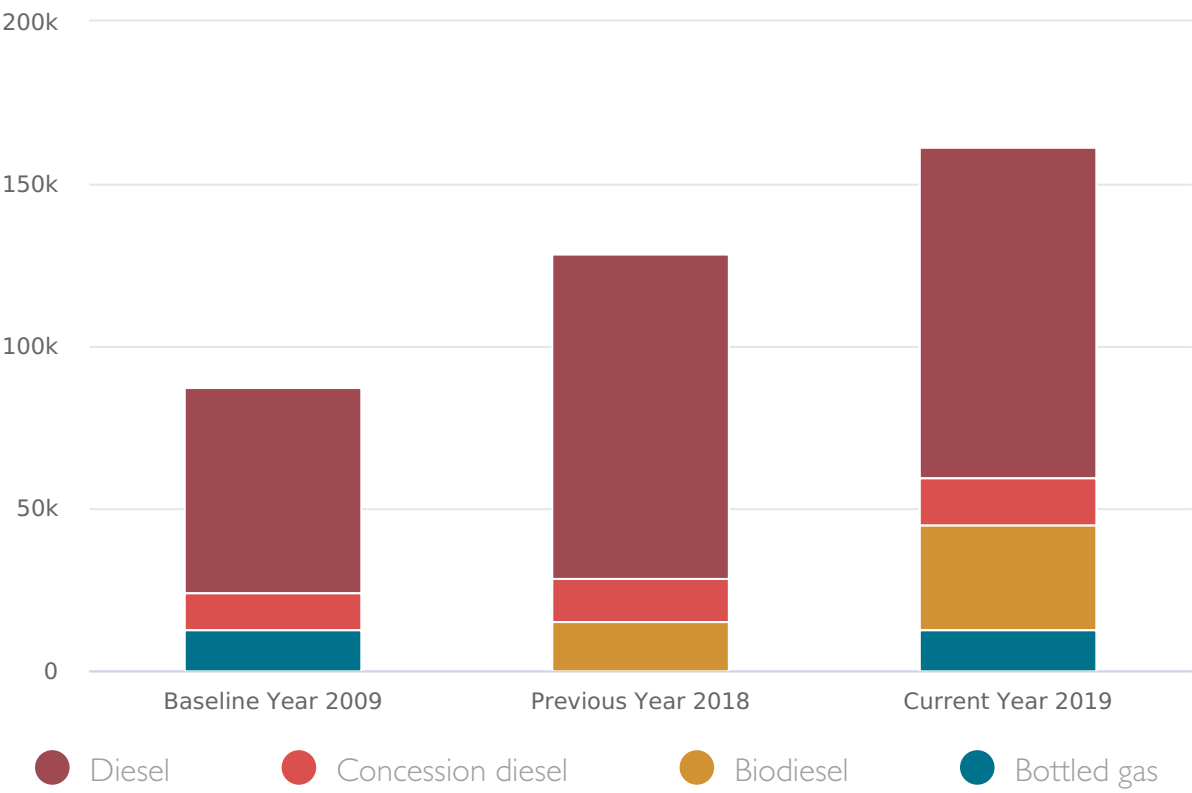


# ENERGY USE

ENERGY USE	UNIT	BASELINE YEAR 2009	PREVIOUS YEAR 2018	CURRENT YEAR 2019	% CHANGE CURRENT VS PREVIOUS	% CHANGE CURRENT VS BASELINE
Energy use (non-mains) -- absolute	litres	87,555	128,510	161,153	25 %	84 %
Energy use (non-mains) -- relative	litres per Audience day	1	1	1	25 %	28 %
Diesel	litres	63,810	99,962	101,579	1 %	59 %
Concession diesel	litres	11,000	13,652	14,370	5 %	30 %
Biodiesel	litres	0.0	14,896	32,735	119 %	No data
Bottled gas	litres	12,745	0.0	12,469	No data	-2 %



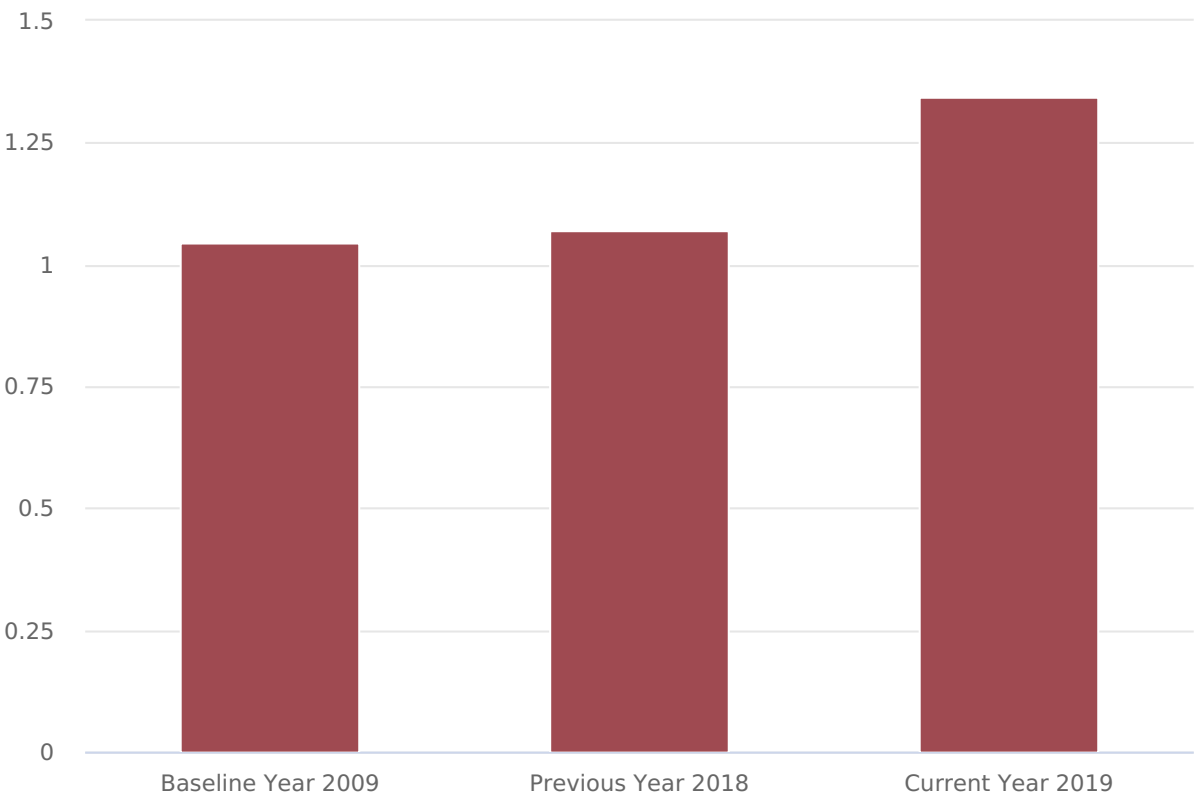
Energy consumption (litres)





# ENERGY USE

Energy consumption (litres per audience day)



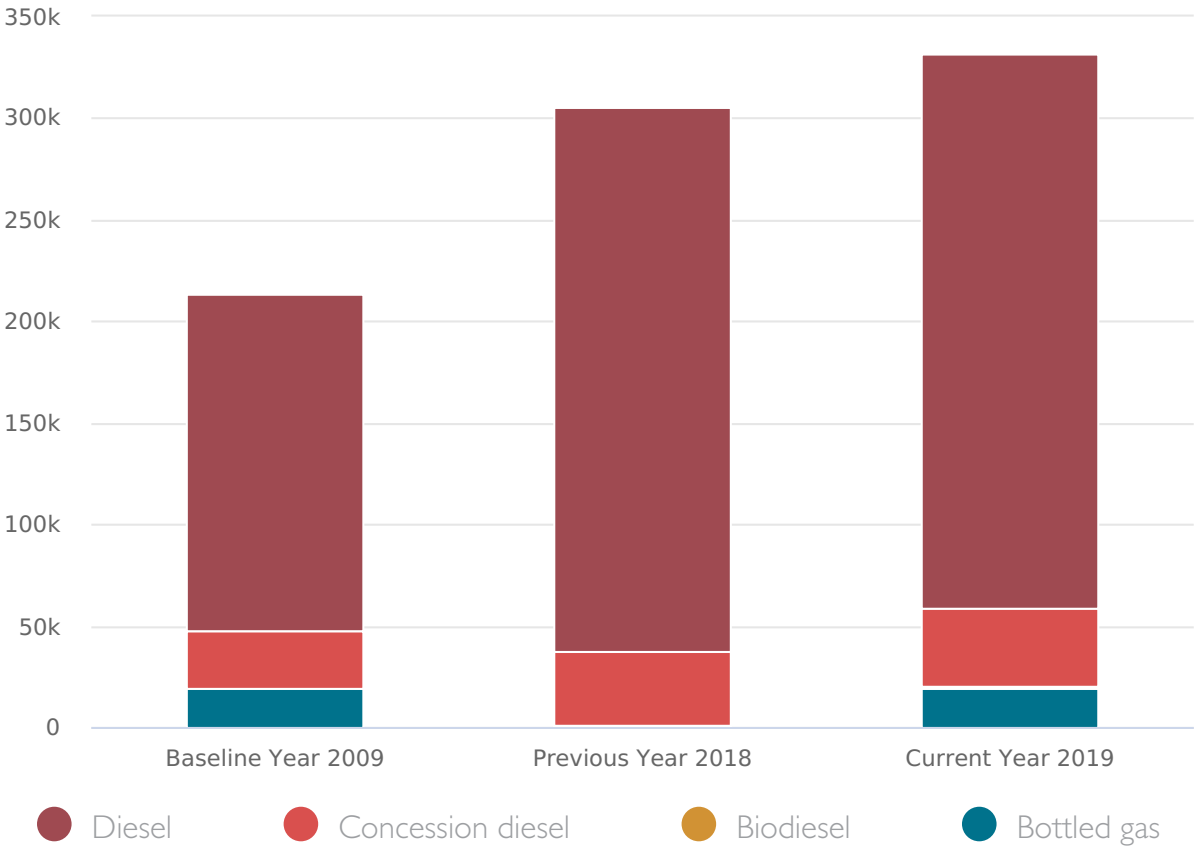




# ENERGY USE RELATED EMISSIONS

ENERGY RELATED EMISSIONS	UNIT	BASELINE YEAR 2009	PREVIOUS YEAR 2018	CURRENT YEAR 2019	% CHANGE CURRENT VS PREVIOUS	% CHANGE CURRENT VS BASELINE
Energy use emissions (all sources) - absolute	kg CO2e	213,832	305,886	331,706	8 %	55 %
Energy use emissions (all sources) - relative	kg CO2e per Audience day	3	3	3	8 %	8 %
Diesel	kg CO2e	166,059	268,677	272,940	1 %	64 %
Concession diesel	kg CO2e	28,626	36,694	38,612	5 %	34 %
Biodiesel	kg CO2e	0.0	515	1,169	126 %	No data
Bottled gas	kg CO2e	19,146	0.0	18,985	No data	0 %

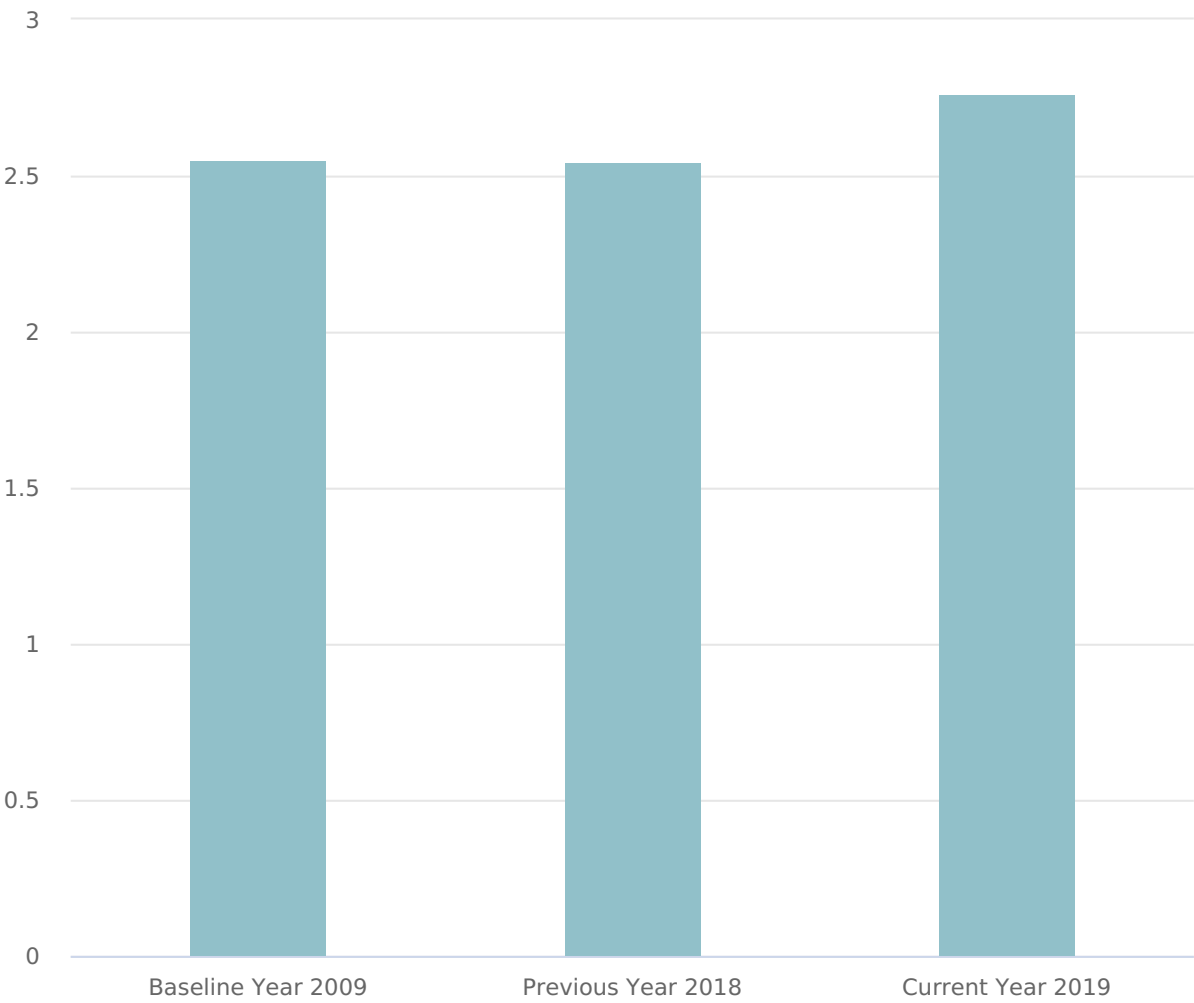
Energy use emissions (kg CO2e)





ENERGY USE RELATED EMISSIONS

Energy use emissions (kg CO2e per audience day)

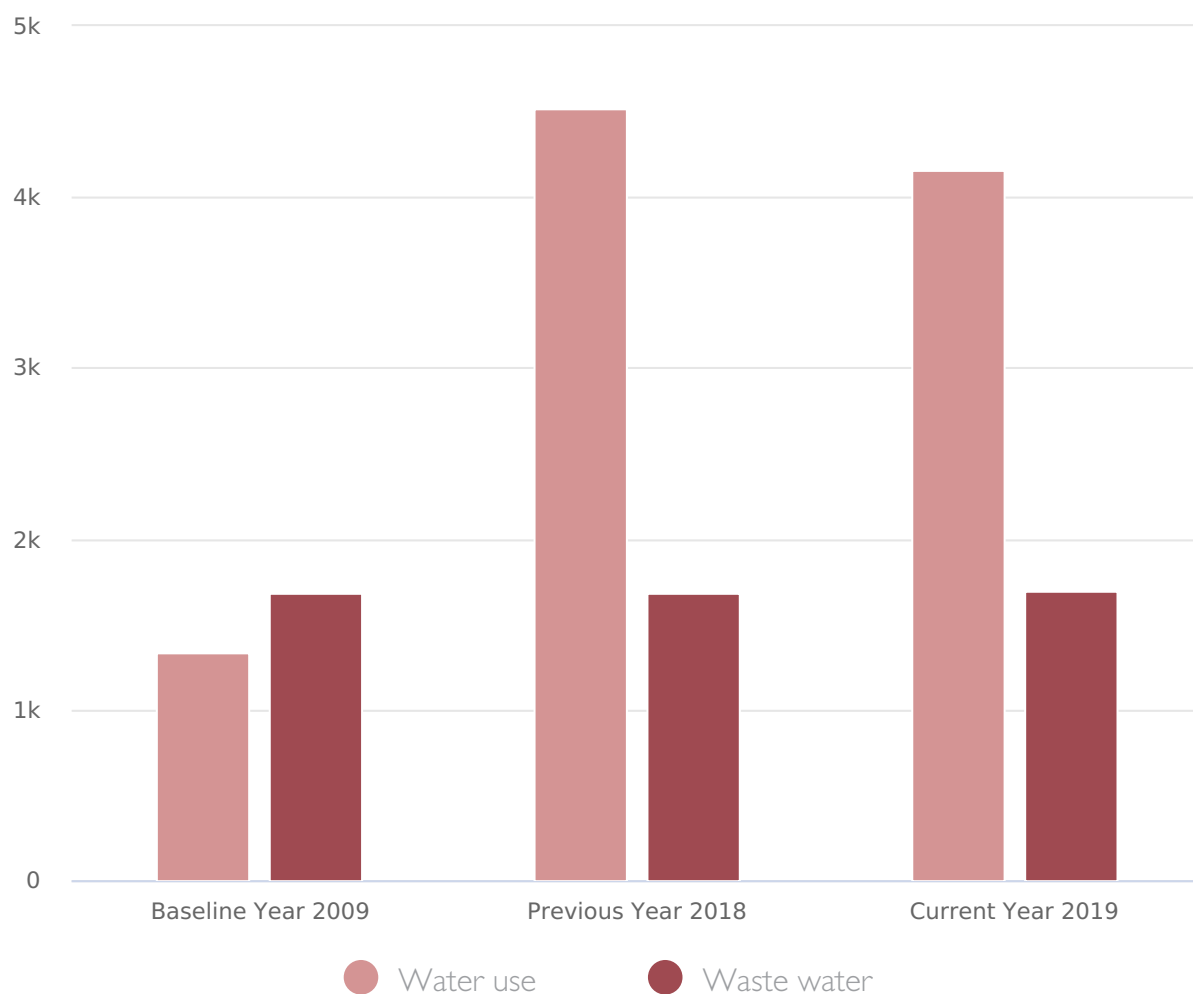


# WATER USE



WATER USE	UNIT	BASELINE YEAR 2009	PREVIOUS YEAR 2018	CURRENT YEAR 2019	% CHANGE CURRENT VS PREVIOUS	% CHANGE CURRENT VS BASELINE
Total water use and waste water	m3	1,339	4,525	4,162	-8 %	210 %
Relative water use and waste water	litres per Audience day	16	38	35	-8 %	117 %
Water use	m3	1,339	4,525	4,162	-8 %	210 %
Waste water	m3	480	1,677	1,692	0 %	252 %

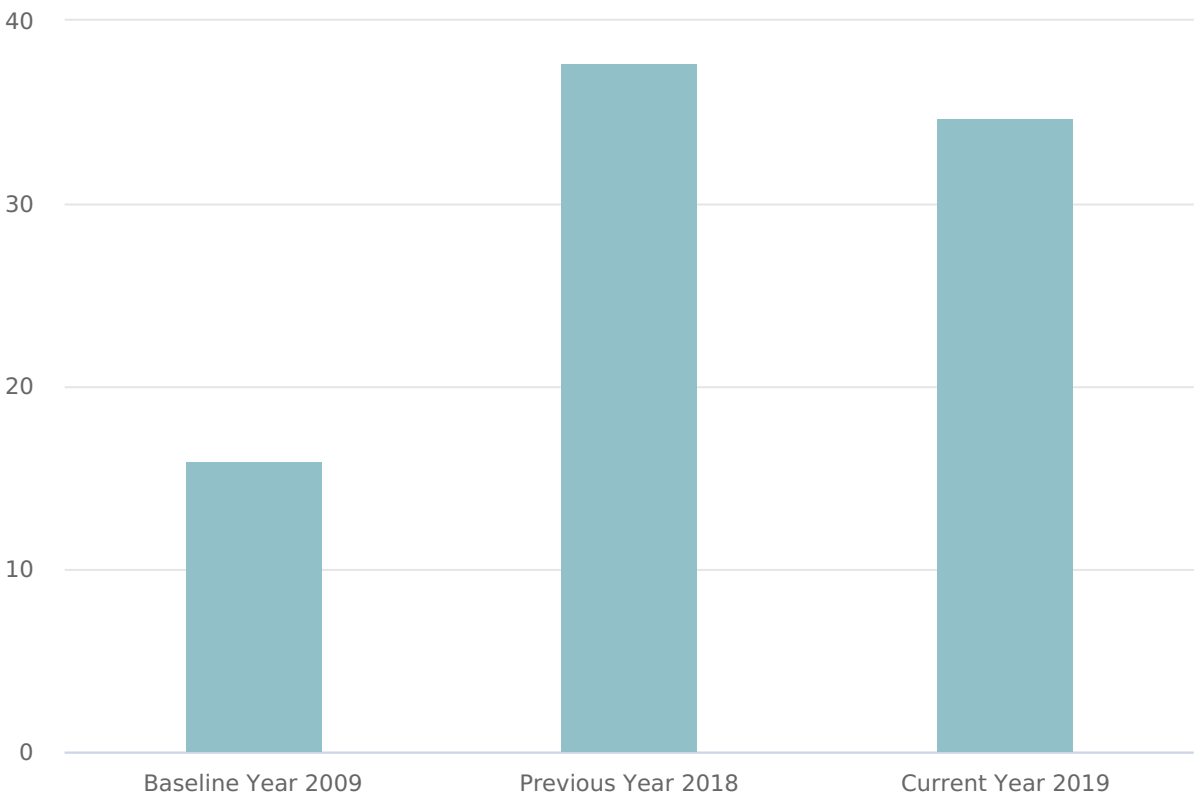
Water use (m3)





# WATER USE

Water use (litres per audience day)



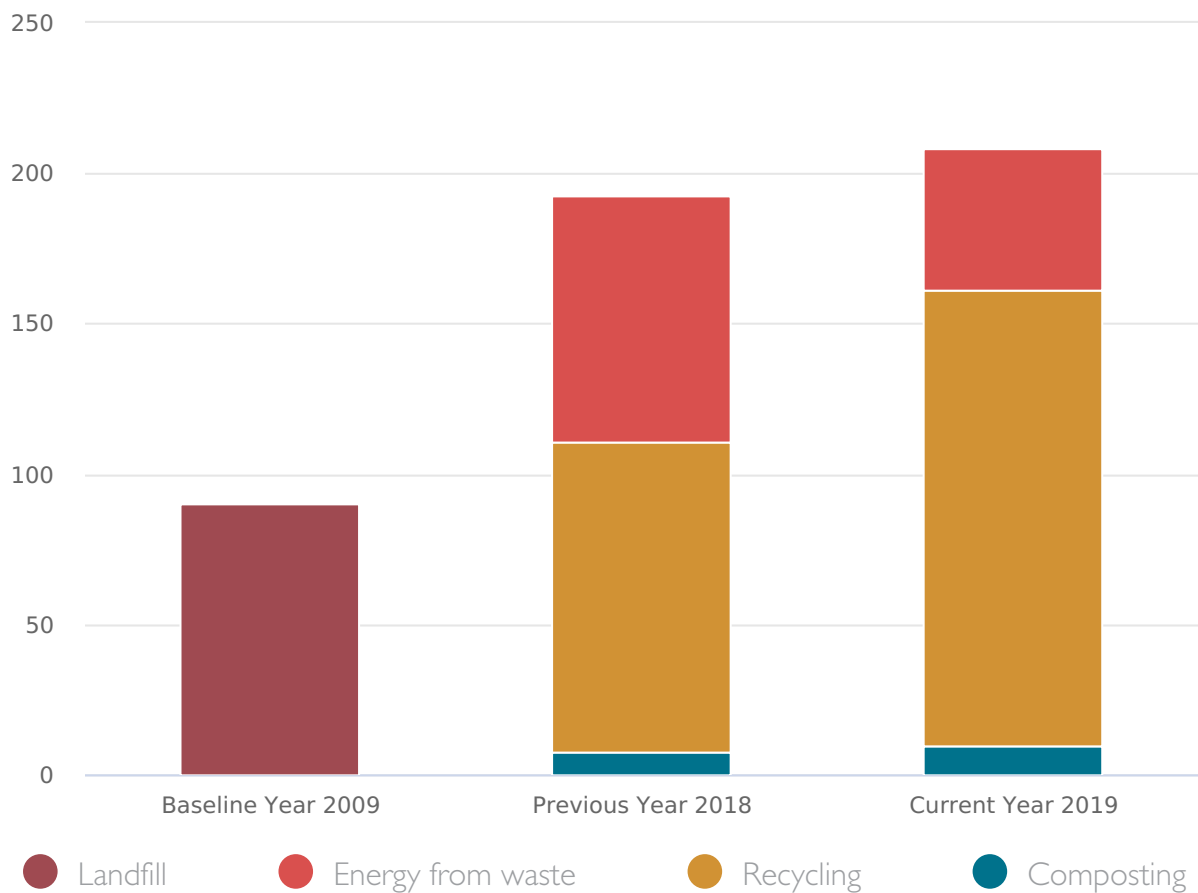


# WASTE GENERATION



WASTE	UNIT	BASELINE YEAR 2009	PREVIOUS YEAR 2018	CURRENT YEAR 2019	% CHANGE CURRENT VS PREVIOUS	% CHANGE CURRENT VS BASELINE
Waste generation - absolute	tonnes	90	193	208	8 %	131 %
Waste generation - relative	kg per Audience day	1	2	2	8 %	61 %
Landfill waste	tonnes	90	0.0	0.0	No data	No data
Energy from waste	tonnes	0.0	82	47	-42 %	No data
Recycling	tonnes	0.0	103	151	47 %	No data
Composting	tonnes	0.0	8	10	24 %	No data

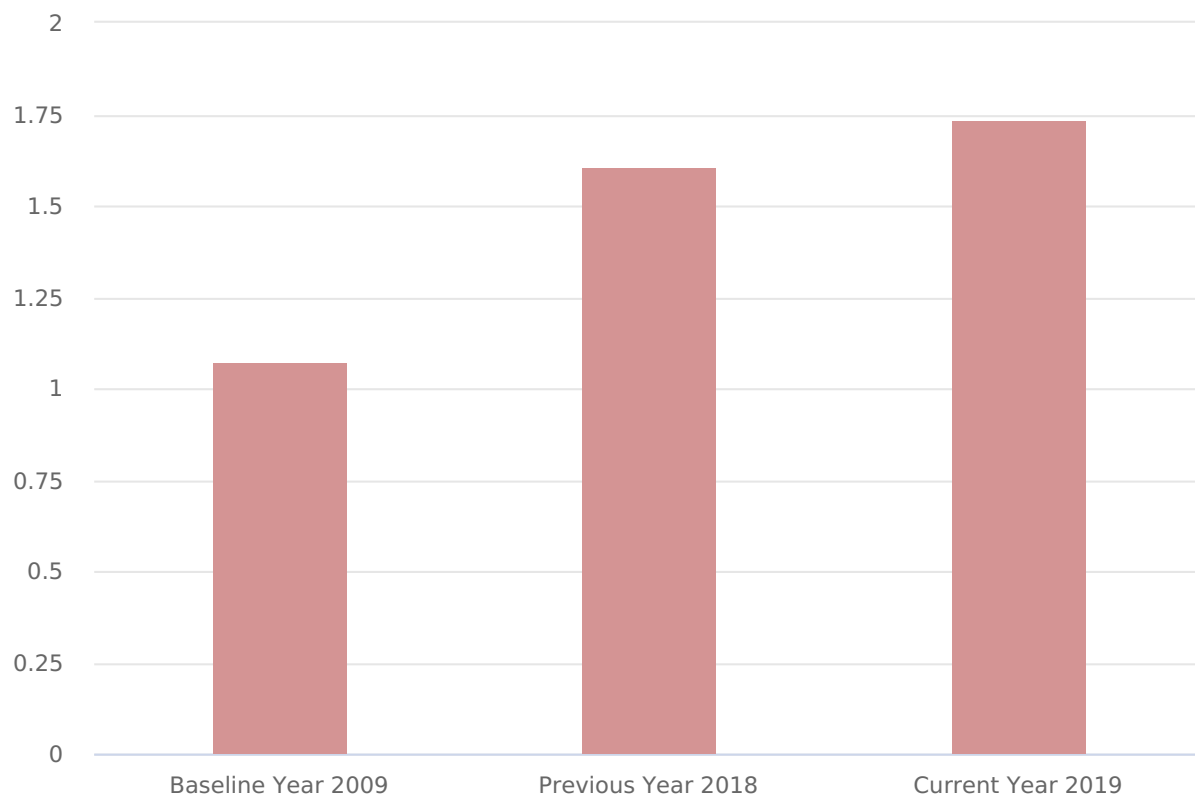
Waste (tonnes)



## WASTE GENERATION



Waste (kg per audience day)





# Julie's Bicycle

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