



ADUR & WORTHING
COUNCILS

Adur & Worthing Green Guide for Open Space Events

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Introduction

Events are a vital part of our town's economy, attracting visitors and making it a vibrant place to live and visit. The organisation and delivery of all events involves some form of environmental impact. Some of these impacts are explicit, like land use and waste. Others are more subtle, for example the carbon emissions created by sourcing and consuming food at the event. Event organisers should understand the environmental impact of their event and strive to minimise it. Running events sustainably is not only good for the environment, but it also improves the audience experience and helps minimise cost, for both the organisers and the attendees.

In July 2019, the council declared a climate emergency and has committed to work towards becoming carbon neutral by 2030. This means we also want to minimise the negative impacts of all outdoor events taking place on our open spaces, whether they are run by community or charity organisations, commercial organisations or the council.

An area of added concern is our beach & foreshore; following events hosted on the prom large quantities of single use items e.g. cutlery, bottles and balloons are collected. This material is detrimental to our local native flora & fauna and continues to have an impact on our ability to protect and enhance our local coastline. The council wishes to encourage all event organisers to consider the environmental impact of their event and take appropriate steps in the short term to reduce this impact, and by 2030 be carbon neutral. This guide highlights the practical steps that you can take to minimise the environmental impact of your events.

How to use this guide

This guide provides advice on how to manage and run your event sustainably by outlining some simple steps that you can take to reduce your environmental impact. We have designed a set of requirements for small & medium and large & major events, to support organisers to run and manage their events sustainably.

We have divided the requirements into “Essential” and “Desirable”. “Essential” are simple and easily achievable requirements that all organisers should strive to adhere to. “Desirable” requirements are for organisers that want to go above and beyond. These are slightly more challenging requirements, and we recognise that it will not always be possible to meet them, but we strongly encourage all event organisers to try and do so and many of the desirable criteria will move to essential by 2030 at the latest.

The Events Team encourages all organisers to read this guide, and start working towards the “Essential” requirements during the planning stages of their events so they can achieve these elements during the event.

Carbon Footprint

Your carbon footprint is the total amount of greenhouse gases generated by all of your event activity. The gases are referred to as ‘emissions’. We require that you carry out a carbon audit on each area of your event and calculate your event’s total carbon footprint. You can do this by using a freely available online calculator tools. You can find calculator tools on the ‘Julie’s Bicycle’ or ‘Myclimate’.

You will need to provide carbon calculations for the following areas:

- Power
- Transport
- Waste
- Water

We understand that event organisers may find all of this information difficult to gather at first, and you may need to include some assumptions in your first calculation.

Carbon Offsetting

You may find after completing a carbon footprint calculation that you are unable to reduce your carbon footprint by doing anything different with your event planning and delivery. If this is the case, you can donate a percentage of profits or an equivalent value that you would offset after calculating your carbon footprint, to contribute towards local nature, tree planting schemes, marine or community projects.

Please note, offsetting is never as good as reducing carbon emissions in the first place and any offsetting tools/projects should be researched thoroughly to ensure the projects are transparent and efficient in the carbon they save.

Carbon offsetting is based on calculating how much CO2 you emit through the activities that you do to run the event and then funding a project designed to reduce emissions by the same amount (e.g. planting trees or investing in renewable energy). Here is a list of organisations you can use to offset your carbon emissions.

- My climate – offset your event’s emissions
- Climate Care
- Carbon Footprint Ltd

Practical ways to reduce your environmental impact

Energy

As a Council, we aim to become carbon neutral by 2030 and we are, therefore, committed to reducing the carbon footprint of events taking place on our land. This can be achieved by minimising energy use and using energy efficient equipment.

	ESSENTIALS	DESIRABLES
Small/Medium Events	• Minimise your energy use. Work with your suppliers to see if they can reduce the amount of power they require	• Use solar powered and/or biodiesel generators instead of diesel

<p>(under 3000 attendees)</p>	<ul style="list-style-type: none"> · Always use mains power/renewable energy sources as a first choice (if available) · Ensure generators are not left idling unnecessarily, and switch off when not needed · Ensure your staff are aware of how to use energy responsibly to minimise energy · Use only energy-efficient equipment (e.g. LED lights, microphones powered by batteries) · Minimise heating use where possible. When safe to do so, use natural ventilation instead of an air conditioner · Do not use water coolers 	<ul style="list-style-type: none"> · Make an assessment of how much power you will need prior to the event, and book generators accordingly · Use timers to switch off equipment that is not needed for a long period of time · Conduct an energy assessment (heating and lighting) record your findings and consider suitable alternatives for operational improvements (i.e. what type of equipment is really needed) · Provide power supply for all event related requirements (i.e. traders and contractors) so you are able to calculate and report on your event's overall use of energy
<p>Large/Major Events (over 3000 attendees)</p>	<p>All of the above measures, and</p> <ul style="list-style-type: none"> · Monitor and report your energy use. Please visit the Carbon Trust website for more resources to conduct an energy audit or download this guide on "how to conduct a walk-around survey". · Ensure generators are not left idling unnecessarily, and switch off when not needed. · Brief your event staff & volunteers about the correct usage of generators and monitor staff usage of generators accordingly 	<p>All of the above measures, and</p> <ul style="list-style-type: none"> · Conduct an energy assessment (heating and lighting), record your findings and note down suitable alternatives for operational improvements (i.e. what type of equipment is really needed). Share your results with the Events team. · Calculate and offset your carbon emission (for further information see page 5). · Use LED stage lighting, energy efficient equipment and/or solar powered equipment to minimise energy use and cost

Providers of hybrid generators

- British Red Cross
- Hybrid power hire
- Fire fly hybrid power

Waste

As the event organiser you have a [Duty of Care](#) to ensure that all waste from the event is disposed of within the law. Recycling is available through Adur & Worthing Waste Services and many other waste companies; but if you don't ask, some companies will only offer general waste collections.

The aim is to achieve Zero Waste at all open space events by 2030. To do so follow the waste hierarchy (below) when managing waste at all events:

- 1. Prevent:** preventing waste from being generated in the first place, by using less materials when planning and developing events
- 2. Repurpose and reuse:** repurpose and reuse items by using them in other events or by donating them to charities and community projects
- 3. Recycle:** Recycling as much as possible and turn items into new products and materials, by giving staff and attendees the necessary information and equipment to recycle properly
- 4. Responsible disposal:** disposing of waste responsibly and avoiding, whenever possible, landfill

	ESSENTIALS	DESIRABLES
Small/Medium Events (under 3000 attendees)	<ul style="list-style-type: none"> · Make sure the bins are easy to see and can be spotted from any location at the event · Do not allow the use of single-sachets for food items such as sauces, milk, salt and sugar · Place refuse and recycling bins alongside each other · Provide bins to separate general waste from mixed recycling (cardboard, paper, plastic, metal and glass) and food waste. · Label the bins clearly and communicate what goes where, by adding a sign on top of each bin. Keep the messaging clear and easy to understand (e.g. say "cans", not "mixed metal". Avoid saying "mixed recycling", add a description of the items that can be disposed, like, for example, plastic, paper and glass 	<ul style="list-style-type: none"> · Provide bins for food waste and compostable items (not many companies offer this service yet, but do ask your contractor. Caterers will have to use compostable food packaging to make this work) · Work with your waste management provider to find out where waste is being taken and how it is processed. If the provider says that "waste is handled offsite" ask how this is done, what proportion is recycled and what is the level of contamination.

	<ul style="list-style-type: none"> · Use bins of an appropriate size (e.g. 1100L) · Ensure your staff are aware of how to segregate waste and dispose of food waste. Not many companies offer (e.g. deliver talk to show your staff what goes where) · Restricted apertures can help prevent contamination of recycling · Donate items that cannot be reused to local or national charities and community projects 	
<p>Large/Major Events (over 3000 attendees)</p>	<p>All of the above measures</p> <ul style="list-style-type: none"> · Produce a waste management plan 	<p>All of the above measures, and</p> <ul style="list-style-type: none"> · Provide collection points for batteries · Work with your waste management provider to find out where waste is being taken and how it is processed. Ensure 80% of your waste is recycled, with a view to recycle 90% in 2020 and 100% in 2025. If the provider says that “waste is handled off-site” ask how this is done, what proportion is recycled and what is the level of contamination

Organisations that you can donate your items to

- Emmaus
- British Heart Foundation

Water and Grey Water

We want to aim to reduce water consumption, manage water responsibly and minimise the environmental impact of procuring water.

	ESSENTIALS	DESIRABLES
Small/Medium Events (under 3000 attendees)	<ul style="list-style-type: none"> · Provide refill stations or location of nearby water fountains See CanO Water and FRANK Water below · Erect signs at water points and ensure water wastage is kept to a minimum · Provide your staff with reusable water bottles, or ask them to bring their own · Do not put waste water into sewers or street gullies; waste water will end up in our waterways if disposed of in this way and will harm wildlife and pollute the environment. 	<ul style="list-style-type: none"> · Ban the sale of plastic bottles and provide refill or water in biodegradable containers · Hire only compostable toilets · Use water efficient, waterless or dual flush toilets · Work with traders to reuse grey water. Use compost toilets or biocide free flushing liquid. · Encourage customers/ event goers to bring along their own reusable bottles eg. A stamp card system where they get a free drink if they bring one or refill their cup
Large/Major Events (over 3000 attendees)	<p>All of the above measures, and</p> <ul style="list-style-type: none"> · If you are installing temporary taps, use reduced flow taps with timed release (push taps) or sprinkler fittings. · Use non-potable water to clean hard ground surfaces 	<p>All of the above measures, and</p> <ul style="list-style-type: none"> · Place signs to highlight water refill points and have water marshals to ensure water waste is kept to a minimum, Have a container underneath the refill taps to catch any leaks/spills to reuse the water · Work with Frank Water or Cano Water to provide refill stations.

CanO Water and Frank Water



CanO Water provides canned drinking water with the lowest possible environmental impact. Aluminium cans have the highest recycling rate of any drink on the market, and so represent the most ecological way to address the issue of single use plastic.



FRANK Water is a charity whose aim is to increase access to safe drinking water, sanitation and hygiene in developing countries. They provide a service for festivals called “Refill”. They serve unlimited refills of filtered, chilled water when the visitors purchase a reusable water bottle or a FRANK Water wristband. The attendees can refill throughout the festival from one of the fixed Refill marquees or from the FRANK Tanks. 100% of profits goes to FRANK Water, in favour of projects that promote access to safe, clean water in developing countries.

Suppliers of compostable toilets

- LOOwatt
- Pootopia
- Eco-loos
- Natural Event
- Thunderbox

Food and Drink

We want food and drinks served at events to be healthy and to come from sustainable, certified sources. Aim to minimise packaging, by removing single-use items and using only reusable dispensers . Many caterers now offer sustainable food options including Fairtrade, locally sourced, in season, meat free, organic, animal welfare standards or sustainable fish.

	ESSENTIALS	DESIRABLES
Small/Medium Events (under 3000 attendees)	<ul style="list-style-type: none"> · 20% of the products you buy should come from a sustainable source (e.g. organic milk, free range eggs), or be certified against one of the marks listed below. 	<ul style="list-style-type: none"> · Ensure all containers and cutlery are recyclable or compostable (by 2025 this will be essential) · Consider reusable cups and drinking containers for staff and visitors

	<ul style="list-style-type: none"> · Have at least 2 healthy options, and a vegetarian and vegan alternative in every menu. One non-alcoholic option in every menu that is not water or high-sugar · Make free drinking water available · For packaging: eliminate single-use plastic. This includes: plastic bags, stirrers, straws, condiment sachets, milk pots. · Always use local caterers if appropriate and available 	<ul style="list-style-type: none"> · All information about sustainable food are displayed on menus · Provide information to help caterers to source food and drinks that meet your minimum standard · All meat is sourced from outdoor-reared animals, fish is MSC certified, all milk is organic and all eggs are free range. · All food is organic, FairTrade and/or locally sourced · Consider local breweries and suppliers for beers and other drinks · Ensure that plant-based menu options are competitively priced, so they are attractive and affordable to your audience
<p>Large/Major Events (over 3000 attendees)</p>	<p>All of the above measures, and</p> <ul style="list-style-type: none"> · 30% of the products that you buy must come from a sustainable source, or be certified against one of the marks listed below. · All meat must be sourced from outdoor-reared animals, fish must be MSC certified, and all milk must be organic. Minimum standards of free range · Across the site, 30% of the food and drink choices must be vegan, vegetarian, and non-alcoholic (excluding water or high-sugary drinks). · All information about sustainable food must be displayed on menus · All containers and cutlery MUST be compostable/wood. All items need to conform to EN13432 	<p>All of the above measures, and</p> <ul style="list-style-type: none"> · Across the site, 50% of the food and drink choices are vegan, vegetarian, and non-alcoholic (excluding water or high-sugary drinks).

Compostable Serve-ware

- Wooden cutlery – spoons, forks and knives
- Compostable paper and cardboard cups
- Compostable paper plates and bowls

- Wooden stirrers Undesired serve-ware No cornstarch/bio 'Plastic' cups (they are often confused with plastic cups/glasses or compostable waste leading to confusion and lower recycling rates)
 - Expanded polystyrene • Plastic cutlery • Plastic bags, tea/coffee stirrers, clothing tags and condiment sachets • Single sachet servings of salt, pepper, sugar, milks or sauces • Disposable plastic bottles of any type
 - Plastics of any type including PET, rPET or HPDE
- Some providers of compostable items are listed below – although you are welcome to choose other providers



Marks we like to see





List of Fairtrade Products

There are many Fairtrade Products out there (please note that “Fairtrade” products are those products that carry the mark above).

· Bananas · Chocolate · Cocoa · Rice and cereals · Cotton · Flowers · Teas · Herbs and spices · Sweet, snacks and toys Mainstream retailers in Adur & Worthing such as Sainsbury’s, Aldi, Argos, M&S, Lidl, Boots, the Co-operative and many more offer a wide range of Fairtrade products. You can also find them in small and larger local coffee shops.

Transport

We want more people to use public transport (buses, trains, and coaches), walk or cycle to reach the event. We want to discourage single occupancy car journeys and increase car occupancy when car journeys are unavoidable. We want fewer and shorter contractor deliveries.

	ESSENTIALS	DESIRABLES
Small/Medium Events (under 3000 attendees)	<ul style="list-style-type: none"> Promote sustainable travel alternatives to reach the venue. Encourage staff and attendees to use public transport (e.g. through an email or by displaying information on your website), walk or cycle to the venue. Discourage the use of 	<ul style="list-style-type: none"> Ensure deliveries are made using sustainable transport modes (electric vehicles and cargo bike) Record company travel (e.g. through a survey) and use it as a benchmark for next year to try and decrease travel time and

	cars and encourage carpooling as opposed to single occupancy journeys <ul style="list-style-type: none"> · Promote routes that minimise environmental impact · Promote bike parking (e.g. ensure visitors are aware of the closest bike parking site). 	distance travelled. Share the results of your survey with the Events Team, so that we can create a baseline of data for future years. <ul style="list-style-type: none"> · Develop a secure and well signed bike park
Large/Major Events (over 3000 attendees)	All of the above measures, and <ul style="list-style-type: none"> · Develop a secure and well signed bike park · Develop a survey to monitor the distance travelled and the mode of transport used by the attendees AND the drivers. 	All of the above measures, and <ul style="list-style-type: none"> · Plan journeys to avoid peak times and minimise impact on rush hour congestion and transport emissions · Create a competition – offering incentives and rewards – for your staff to encourage them to reduce their vehicle travel e.g reduced entry fee for those who didn't travel by car

Promotion

We would like all event visitors to be aware of our environmental commitment and to have all the necessary information they need to minimise their own environmental impact when attending an event. Using social media and other communication channels can help you promote not only your event, but your environment commitment.

	ESSENTIALS	DESIRABLES
Small/Medium Events (under 3000 attendees)	<ul style="list-style-type: none"> · Communicate your commitment to the environment to your staff and the attendees of the event · Use your social media channels to communicate your green commitment to the people that will attend the event · Communicate your expectations to your suppliers and traders · Avoid date-marking on banners and signage to allow reuse. Reuse promotional material if feasible. · Add to the signature of your email “think before you print” · Keep messaging clear and simple 	<ul style="list-style-type: none"> · Use e-tickets and discourage attendees from printing the tickets · Reuse promotional material · Use only recycled, sustainably sources, un-chlorinated and uncoated paper and card for flyers, posters and merchandising · Print double-sided and use only water based ink · Use lanyards and wristbands made from sustainable materials · Work with sponsors to ensure giveaways are made from sustainable materials and minimise the use of giveaways · Produce electronic maps of the event highlighting where bins are, walk and bike paths, water refill stations and other “sustainable” landmarks

		<ul style="list-style-type: none"> · Do not use plastic-coated laminates for identification and signage · Ensure cleaners are educated on environmentally friendly cleaning practices
Large/Major Events (over 3000 attendees)	<p>All of the above measures, and</p> <ul style="list-style-type: none"> · Use e-tickets and discourage attendees from printing the tickets · Use lanyards and wristbands made from sustainable materials · Work with sponsors to ensure giveaways are made from sustainable materials and minimise the use of giveaways · Print double-sided and use only water based ink 	All of the above measures

Summary

Adur & Worthing Councils is committed to managing and running events sustainably. This document should be used by all organisers of all sized events, to minimise the environmental impact of their events. We believe that acting sustainably is everyone’s responsibility and we therefore encourage all organisers to aim to meet the “Essential” requirements of this guide and to strive to meet the “Desirable” requirements. We will be requiring all event organisers to share their green guide