

# VISION 2025

Outdoor Events • Climate • Action

## MEASURING EVENT IMPACTS MADE SUPER-SIMPLE (AND FREE)

Could measuring the carbon footprint of your festival be as simple as a few conversations, collecting some information, and putting it into a free online tool? Yes! Use the information below to understand the importance of measuring, create a plan and take action:

### Why Measure?

Measuring your environmental impacts is central to your event sustainability strategy – wherever you are in the journey. If you are just setting out, measuring creates a baseline from which to identify key areas of impact, from here you can make a plan to tackle them. Consistent year on year measuring helps you gauge success of your plan and record your progress. The Vision: 2025 roadmap for event suggests you aim to reduce your environmental impacts by 50% by 2025, as part of a net zero strategy. Find out more about the roadmap and pledge. Just getting your head around Net Zero? Read the [Net Zero FAQ for event organisers](#)

### Start Measuring

#### Here is your 5-Point Action Plan

1. Tell the relevant contractors that you need some information (detailed below)
2. Set up your free account with Creative Green Tool (Julie's Bicycle)
3. Collect the information after the event
4. Enter information into the CG tool
5. Voila – you have your carbon footprint and breakdown

Estimated total time required = about 2 days input.

You need the following information to use the free online Creative Green carbon footprint tool:

## Event Details

*How to measure? You already have this information!*

No. of days for the event	
No. of campers	
No. of stages	
No. of ticket buyers	
No. of artists	
No. of traders	

## Waste

*How to measure? Your recycling contractor can provide this – try adding the request to their contract*

Waste to landfill (tonnes)	
Waste to energy (tonnes)	
Waste to recycling (tonnes)	
Waste to composting (tonnes)	
Waste to energy (tonnes)	
Reuse (tonnes)	

## Water

*How to measure? Your water/sanitation contractor can provide this or check the meter before and after*

Water Use m <sup>3</sup>	
Waste water m <sup>3</sup>	

# Energy

*How to measure? Your power contractor can provide this – add a request to contract*

Mains electricity use (kWh)	
Mains gas use (kWh)	
Bottled gas use (litres)	
Diesel use (litres)	
Concession diesel use (litres)	
Biodiesel (litres)	
Concession biodiesel use (litres)	
Onsite renewable energy (kWh)	

# Audience Travel

*How to measure? You already have this information! Or work with [ecolibrium](#) to help you*

% Cycling	
% Dedicated coaches	
% Car travel	
% Public buses	
% Train	
% Taxi	

**Now let's actually do it....**

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