



Green Events Code

Sustainable targets and standards for the outdoor events industry

Briefing: Expression of Interest for the Green Events Code Local Authority Pilot Project

We are inviting Local Authorities to express interest in joining a project to explore the implementation and use-cases of the national Green Events Code for outdoor events.

We aim to select up to 10 committed Local Authority partners. We are currently in the process of securing funding, expect the project to begin in October 2023, and for it to run over 6-9 months. As an outline, we expect to bring the group together at the outset to share thoughts and co-design the process, work with each partner to identify scope and goals of their activity, arrange check-ins, and then come back together to harvest and share learning. The process will be designed to create a collaborative learning environment for the benefit of all parties.

The expression of interest form will be open until **Tuesday 4th April**, when provisional selections will be made.

About Vision:2025

Vision:2025 is the official outdoor events industry's environmental steering group, established 2010, and now representing over 1,000 events through industry body stakeholders such as AIF, AFO, NOEA, Without Walls, South West Events Forum, EIF, PSA and Festival Republic. Find out more - <https://www.vision2025.org.uk/industry-steering-group/>

The UK Green Events Code in a Nutshell

The code intends to provide a clear and robust framework for assessment, minimum standards/best practice and shared targets for sustainability at live events, understood and adopted by all stakeholders across the outdoor festival and events industry, principally event organisers and local authorities.

The code is supported by LIVE, the trade body representing the UK music industry. Development has been funded by industry sources and a Purple Guide Grant provided by the Event Industry Forum (EIF), supported by the Local Authority Event Organiser Association (LAEOG) and an industry working group of experts and key stakeholders.

Vision:2025 is working with other interested parties to establish a pathway for the code to be implemented across the UK live events sector and local authorities, as the principal

standard and reference for sustainability in events. All bodies have signalled support in principle for this code.

A Brief History of the Green Events Code

The DCMS Select Committee on The Future of UK Music Festivals recommended in their report (May 2021), that:

72. ...before the 2023 festival season the Government, the Local Government Association and representatives from across the festival sector develop standardised environmental objectives that local authorities must adopt when licensing festivals, and that local authorities should report back to DCMS on those events' progress at reducing emissions year-on-year.

The Government response to the DCMS recommendations was published in August 2021:

The Government agrees with the Committee that in order to meet emissions targets, we should support festivals on their pledges to reduce emissions. The Minister for Digital and Culture made clear when giving evidence to the Select Committee that she believed it "is very important that local authorities make sure that they include strict environmental measures within their licensing framework". This is a proposal that the DCMS will work closely with DEFRA and MHCLG to explore over the coming months.

DCMS arranged a meeting with industry stakeholders to explore this on Tuesday 2nd November 2021.

After discussion at the Vision:2025 industry steering group there is broad agreement amongst Steering Group members present that:

- including environmental standards in arrangements between local authorities and event organisers is *in principle* a good thing for the environment, because it could promote a shift in practices in the sector, however;
- there is a risk of there being a 'lottery' of standards and enforcement if it were left to Local Authorities to enforce without clear guidelines or standards, as many currently do not have the resources or expertise to determine or monitor environmental standards
- the success of the Purple Guide offers a good precedent for how the events industry is capable of establishing best practice, with government endorsement.
- Creating a code of conduct with standards that works for the events industry and are deliverable and practical could help to inform the process of establishing licensing standards if they are pursued by Government and/or establishing best practice in relation to licensing and site permissions
- Vision:2025 is the appropriate industry group (stakeholders now represent more than 600 event organisers) to create a Green Code of Conduct

- A Green Code of Conduct could form the basis of a Green Chapter of the Purple Guide. With Government endorsement and a precedent set by a Council, this is a route for industry standards to be set by the industry or at least with significant industry influence.
- Irrespective of the current context, creating a Green Code of Conduct is a practical and potentially effective step that the industry can take to improve standards across the value chain by establishing top-level shared principles that relate to and apply to all stakeholders and;
- The spectre of the inclusion of standards in event permissions or licensing offers an opportunity to catalyse engagement in an industry code of practice for the purpose of taking positive action.
- This work is symbiotic with the LIVE Green Vision and Declaration for the wider music industry, supporting the aim of every organisation taking responsibility for measuring and reporting emissions. It will be an example of a sub-sector taking action. It also fits with international and national frameworks.

A Draft Green Code of Conduct was prepared October 21. An extensive industry consultation period over 12 months received responses/engagement from across the industry including most major promoters and organisers in the UK (AEG, Vision 9, Festival Republic, Kilimanjaro, Superstruct, From The Fields etc). 100% of feedback was supportive.

A presentation was given on the Green Code of Conduct at the DCMS roundtable meeting 2nd November 2021. The DCMS continues to fact-find ahead of publishing 'a vision for the live music sector', expected to be published in late 2022, and to be informed or at least reference the Green Events Code.

The Event Industry Forum (EIF), a member and funder of Vision:2025, and the IP owner of the Purple Guide, has given the green light and funding to creating a Green Chapter based on the Green Events Code in principle.

In 2023 we will carry out the following activities (funding pending):

- Session in association with LAEOG at Event Production Show
- Wider industry consultations across UK live sectors
- Pilot project with 10-15 local authorities to test use-cases, implementation and resources required to support.
- Launch code nationally – end 2023/early 2024

The most up-to-date working version of the Green Events Code can be found [here](#).

How will the Green Events Code work in practice for Local Authorities?

The code aims to provide a common reference between event organisers and local authorities on minimum standards – effectively establishing best practice. It will sit alongside and as part of the Purple Safety Guide, as a Green Chapter.

The Green Events Code has been designed not require specialist expertise in the assessment of standards – it is not a certified assessment, and is deliberately top-level to enable its application across all event types and scales.

Key opportunities for LA's to use the Green Code:

The Green Events Code provides an opportunity to establish framework for standardised assessment across the UK. How it is used and/or implemented effectively is the subject of the Green Events Pioneers Project (Mar – June 2023). Use-cases identified so far include:

- Site Permissions process
- License applications
- Tenders
- Funding applications
- City and regional sustainability policy for arts and events
- SAG best practice agenda item
- Framework for mapping and tracking practices

Next Steps for the Green Events Code Local Authority Pilot

We will work with a group of up 10 local authorities, aims to bring together representative from each of the four regions – England, Ireland, Scotland and Wales, and core cities.

Questions the project seeks to address:

- Is anything missing from the Green Events Code as it stands?
- What are the barriers to adopting the green code?
- What is easily and clearly measurable?
- How does this fit with current practices and standards?
- What are the strongest use-cases for the code?
- What resources do LA's need to support introduction of the code