



TIPS FOR EXTERNAL COMMUNICATIONS

The purpose of this document	To provide guidance/awareness to inform conversations with external people/contractors about waste strategy before the event takes place.
Who it is for	Waste Lead.
How to use it	Read through this document and apply the information to the conversations, communications and materials you plan to share.

Communication is crucial for your Waste Management Plan to be successful. This involves talking to the right people at the right time, and with the most relevant information for them.

People to communicate with at this stage (i.e. before the event has taken place):

Who?	What to communicate?
Production teams	<ul style="list-style-type: none"> • Materials Policy • Waste reduction targets • Bring a reusable bottle
Contractors	
Bars	
Food traders	<ul style="list-style-type: none"> • Trader guidance - see the Food Trader Waste Guidelines Template (also in Step 6 of the Toolkit)
Market traders	
Festival-goers	<ul style="list-style-type: none"> • Share the festival's values and ambitions and how they part of the narrative and ethos • What to bring and not bring onsite • Social media about how people behave onsite, e.g. take tents home.
All crew	<ul style="list-style-type: none"> • Tents must be brought with the commitment to take them home • Bring a reusable bottle.



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Contractors and staff communications tips

COMMUNICATE YOUR TARGETS

Share your targets on waste for suppliers and staff so that they have something to work towards. These targets can include:

- › A percentage of production materials to be reusable or recyclable
- › A ban on problematic materials (e.g. no single-use plastics).

You can consider specific targets for different groups, depending on what they are responsible for e.g targets for bar staff.

KEEP IT ACTIONABLE

Make it easy for people to make changes by providing them with the information they need to take actions to meet your ambitions:

- › Provide a list of suppliers who can provide preferred materials so people don't have to do the research
- › Provide checklists of what they should and shouldn't do at each stage
- › Share any relevant documents provided in this resource.

USE IMAGES & ICONS

Icons are processed 60,000 times faster than words so include them in as many materials as possible (see how we have done it in these documents).

SPEAK IN PERSON

There is no guarantee that people will read an email. Plan to speak with people in-person or in virtual meetings about the waste strategy.

FRAME THINGS POSITIVELY

- › 'Bring a bottle' instead of 'don't buy bottled water'
- › Talk about what other people are doing to reinforce the desirable behaviour,
e.g. '3 out of 4 people take their tent home' instead of '1 in 4 people leave a tent.'



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Festival-goer communications tips

WEAVE ENVIRONMENTAL VALUES AND CONSIDERATIONS INTO THE FESTIVAL NARRATIVE

As a festival, you can set the tone for the event and embed environmental principles and values within your narratives so they are not just a bolt on or nice to have.

EXAMPLES:

Share case studies or insights into your environmental initiatives or efforts that are part of the design or build process.

COMMUNICATE AT THE RIGHT MOMENT

Consider when is a good time to communicate key content:

- › Start telling people what to bring / not bring onsite when they will be starting to plan and buy things e.g. 1 or 2 months before.

SHARE KEY INITIATIVES THEY CAN GET INVOLVED IN

Share the initiatives and waste streams you would like to reduce onsite in your messaging, i.e.

- › "Buy a tent you plan to take home" or "use the onsite pre-erected tents."
- › "Bring a bottle."

Examples of sharing campaigns with festival-goers

Reading Festival and **Electric Picnic** both provide festival-goers with a tent buying guide.

Shambala's '**Bring a Cup**' campaign.

Remember” Using positively framed messages of what you want to happen onsite and avoiding talking about the undesirable actions generally leads to a more positive response:



Example social media posts



Kendal calling

Photo credit: Band 'The Hotpots' support 'Kendal Calling's Leave Nothing but Memories' campaign.

Glastonbury

Photo credit: Glastonbury's 'Love The Farm, Leave No Trace' campaign.