



AN INTRODUCTION TO THE TOOLKIT

The toolkit was created as part of a decarbonisation project for Exmouth Festival. It was made in 2024 by Exmouth Town Council, with support from East Devon District Council.

The carbon calculator spreadsheet was created by working with SWEEG (South West Energy and Environment Group).

The toolkit is available for free and fair use, but may not be distributed or sold without permission.



Exmouth
Town Council



THE TOOLKIT CONTAINS ...

- Exmouth Festival case study
- Carbon calculator spreadsheet and support notes
- Carbon calculation method paper
- Sample survey
- Event planning document: pre, during and post-event actions
- Templates for signage and bin toppers
- Examples of sustainability messaging
- Resources and links



**WE'RE
TREADING
MORE
LIGHTLY**

HOW TO USE THE TOOLKIT

This presentation provides an introduction to and overview of the toolkit. We recommend you then look at the toolkit in this order:

1. Exmouth Festival Case Study
2. Planning a Sustainable Event
3. Carbon Calculator Spreadsheet
4. Carbon Calculator Supporting Notes

You can use our checklists and signage, or create your own

We've included examples of our sustainability messaging, that you can use as ideas for your own event graphics

SUSTAINABLE EVENT PLANNING

Planning is key to identifying and collecting the data you need, ensuring your actions meet your aims, and communicating your journey to your audience.

Most of the key work happens in the pre-event stage. Work through the list and ask yourself questions, gather information and quotes, and assess what's feasible for your event.

If you can't tackle everything, identify which areas will produce the biggest carbon reduction and/or the clearest messaging.



**If you have any questions,
please contact
aced@eastdevon.gov.uk**

PRE-EVENT STAGE

Familiarise yourself with the carbon calculator spreadsheet. Identify the data you need to collect to measure the carbon footprint of your event. Consider these areas:

POWER

- Can you utilise mains power or solar power?
- Some suppliers can provide battery powered PAs or battery generators
- Bio-diesel generators are available to hire
- Use standard diesel generators as a last resort
- Think about energy efficiency

WASTE

- How can you reduce waste at your event?
- Identify how you can improve your waste streams
- Set sustainability goals with traders
- Look at all your local waste disposal options, list pros and cons
- Consider adding food waste collection at your event
- Consider signage and/or bin toppers to improve bin usage

TRAVEL

- Use local services and hire goods as much as possible
- Utilise performers from local area – set a percentage from within your town, district, county and area.
- Use local infrastructure as much as possible
- Encourage artists and traders to consider their travel – car share, minimise trips etc
- Promote lower carbon travel methods and incentivise

PURCHASING

- Local goods will have less far to come
- Local services keeps money in the local economy
- Try not to buy any single use items – buy items with a longer life, or hire them locally
- Write sustainability into the trader applications

SURVEYS

Surveys are useful to get quantitative data which can be extrapolated across your whole audience. Enough data to make it 'statistically confident'

- Use links in websites, social media and emails to get feedback
- If your event is ticketed, add data gathering into the ticket-buying process
- Utilise volunteers at the event to carry out paper surveys
- Pay local students to do in-person feedback at the event
- How will you process and evaluate your research?

RESOURCING

- Identify local groups/volunteers who may support you
- Brief your volunteers
- Appoint a trader/artist co-ordinator

**Do not underestimate
the power of influence
via a strong
environmental message
at your event!**

COMMUNICATION AND MESSAGING

Effective sustainability messaging (and modelling) can be one of the most powerful levers for influencing behaviour change.

Although it may be more difficult to measure, it is worth taking the time to plan strong and consistent messaging before, during and after the event.

What memorable messaging will you create to influence the most number of people?

COMMUNICATION AND MESSAGING

What you need to do before the event to market it successfully.

KNOW YOUR AUDIENCE!

- Who is coming to your event?
- What do they already know about sustainability?
- What channels can you reach them on?
- Don't forget to include traders, performers and artists in your messaging. (Help them to spread the word that your event is going to be sustainable.)

WHAT'S YOUR SUSTAINABILITY STORY?

- Decide whether sustainability should be a separate 'strand' of your event
- or whether will you embed it throughout all your marketing
- or both

*see examples

KEY MESSAGES

- Decide what areas to focus on and how to shape your message:
 - food
 - travel
 - waste
 - purchases
 - other

*see examples

TRADERS & ARTISTS & COMPERES

- Contact traders, artists and performers ahead of the event to make them aware of your sustainability goals
- Ask them to share on their socials as well
- Write sustainability announcements for any MCs and comperes


CHANNELS

- Decide how you will share your messaging & consider the footprint of each channel. Design content for:
 - Social media
 - PR, radio etc
 - printed advertising (leaflets/posters/banners)
 - newsletters and emails
 - local magazines and newsletters
 - dedicated website

DESIGN

- Design and print on-site notices
- Design and print on-site leaflets, branding, hi-vis jackets etc
- Create signposting for bins, compost toilets etc with positive messaging

*see templates



You might need to get help to market the event during the event!

DURING THE EVENT

Keep marketing your event during your event! (You might need to appoint people to do this as you will be very busy!)

Document your activities (photography, video etc.)

Record as much feedback as you can (surveys, interviews etc)

DURING THE EVENT

- During setup, talk to traders, put up your notices (*see templates*)
- Collect data through surveys etc (*see template for survey*)
- Engage audiences in the planned activities
- Get photo evidence of your actions for sharing
- Have on-the-ground volunteers to explain your green initiatives/activities - “Talk to us about sustainability”
- Take plenty of photographs/video to document your green initiatives in action
- Get activity leaders and volunteers to keep an estimate of how many people participate in activities and initiatives
- Monitor how well actions are working e.g. using correct waste bins
- Share on your social media channels and live stream eco activities



REDUCE WASTE



ACTIVE TRAVEL HUB



- I'M GOING TO EAT LESS MEAT
- I'M GOING TO DITCH THE CAR
- I'M GOING TO USE THE EXMOUTH CUP
- I'M JOINING THE LIBRARY OF THINGS
- I'M TRYING REUSABLE PERIOD PRODUCTS
- I'M GOING TO SWAP MY CLOTHES
- I'M MAKING A HEDGEHOG HIGHWAY
- I'M SWITCHING TO GREEN ENERGY
- I'M GOING TO GROW SOME FRUIT / VEG
- I'M GETTING A WATER BUTT
- I'M TRYING REUSABLE NAPPIES



COMPOST LOOS - WHY?

- **Improved soil health:** Composting increases organic matter content, improves nutrient availability, enhances water retention capabilities, and supports beneficial microorganisms.
- **Water and energy savings:** Using a composting loo reduces water and energy consumption compared to traditional systems.
- **Reduced chemical impact:** Composting minimizes the need for chemicals.
- **Lower environmental impact:** Composting has a reduced environmental impact compared to traditional waste management systems.



AFTER THE EVENT



Gather data
Celebrate and share your
successes
Learn and improve for next
time

AFTER THE EVENT

- Collect feedback and data from activity leaders and volunteers
- Process data and enter it into the spreadsheet (*for help, contact aced@eastdevon.gov.uk*)
- Analyse results and identify any future improvements in data collection or carbon reduction
- Feed back your results to traders and artists
- Communicate widely your environmental outcomes via social media, PR, local groups etc.
- Debrief with (and thank) your green team volunteers

QUESTIONS?

Please contact aced@eastdevon.gov.uk