Sustainability Statement 2027

Introduction
All eat:Festivals have an environmental impact; requiring transport, energy, water, materials and producing waste and emissions. They have lasting social and economic impact on the communities that host them too. We address these impacts through measures laid out here in **Our Sustainability Goals**, which we monitor, evaluate and review regularly.

We have an opportunity, through our festivals, to inspire visitors and raise awareness of environmental & sustainability matters; sharing our management decisions on reducing our environmental impact, in partnership with our crew, sponsors, local authorities, suppliers and traders, is one way we can do this. These are set out simply in this document. Other ways are more implicit in our work. You might like to read **Our Nutritional Values** to find out why we do what we do and our **Visitor's Charter** & **Trader's Charter** to find out how we intend to do it.

Our work is about food & drink because the very way in which we feed ourselves has a huge daily impact on our environment and economy. We promote local food & drink producers in order to avoid food miles, reduce waste, strengthen communities, grow the local economy, help small & rural enterprises develop and to preserve the productive nature of the land around us. Choosing food that is not packaged and transported across the world means that we are not transferring the cost of our consumption, the water and carbon footprints, to distant countries or unnecessarily adding to our own. By influencing the way we all feed ourselves, we can influence the impact we have on the world, so that's what we hope to do through our festivals.
Also, Good Stuff happens after a great meal.

These are the 6 areas that this Sustainability Statement covers:

1. Transport
2. Energy
3. Water
4. Food
5. Waste
6. Community

Our Sustainability Goals	**How will we achieve this in 2026?**
Transport	
1.1 More visitors travelling by public transport [buses, trains, coaches] instead of cars to our festivals.	Share bus & train routemaps and timetables online.
	Create extra "Blue Badge" parking but not for other drivers. Work with local authorities to incentivise low-carbon travel solutions.
	Reward public transport users at festivals by trialling creative incentives at some festivals.
	Negotiate offers & promotions with regional public transport providers.
1.2 Inspire more regular bus, train & coach use.	Create trails & occasional events based on local public transport routes.
1.3 Avoid creating congestion in our festival towns.	Provide or promote existing Park'n'Ride solutions.
	Find nearby parking solutions for our traders on private land, avoiding public car parks whereever possible.
	Reward, celebrate & incentivise cycling & walking

1.4 More visitors walking or cycling to our festivals.	e.g. central 'Ride'n'Park' provision, free saddle macs, groovy jerseys, water bottles. Partner with local campaign groups.
	Pilot & facilitate local shopping delivery service for any walking visitors.
	Lobby local authorities for adequate permanent cycle parking & road repairs in our festival towns.
	Use competitive gaming techniques like step counts & mapping. E.g. Poetry Pins, Strava, Runkeeper, Bouts, Pokemon Go! etc.
1.5 Inspire active lives & participation in local health walks, gyms, sports clubs.	Invite local activity providers & trainers to take part in our festivals in creative and inclusive ways.
	Some free pitches for groups which promote these values.
1.6 Reduce need for transportation and distribution of supplies	Choose local suppliers, where viable, in line with our 7% Social Value consideration.
	Encourage and facilitate lift-share for traders.
1.7 Inspire behavioural change to reduce Food Miles	Promote the regular purchase of local & seasonal produce.
	Provide engaging education on seasonality.
	Prioritise producers from within 30 miles of festival towns.
	Work with food manufacturers or distribution hubs to inform consumers about their food transportation activity as well as local food distribution companies.
Energy	
2.1 Reduce the amount of diesel used to produce our festivals	Request a "Diesel Levy" on the use of diesel generators to contribute to local low-carbon campaigns.
	Negotiate a favourable price for LPG generators for #eatfestivalsfamily traders from a good supplier.
	Reward traders who use renewable energy/fuel sources by reducing their pitch fees.
2.2 Increase the proportion of renewable energy used to produce our festivals	Work with our community indoor venues to encourage micro-generation and eco energy. i.e. green energy providers, solar panels etc.
	Pilot and facilitate a consolidated renewable power supply at some festivals
	Work from an office heated and lit by renewable energy
Water	
3.1 Promote responsible water usage at our festivals	Continue to ban single-use bottled water & drinks.
	Insist that drinks traders provide drinking water Refills.
	Work with local hospitality to encourage Refill affiliation.
	Clearly signpost & equip existing, permanent, efficient washing & toilet facilities, where available.
	Work with local water authorities & campaigns to promote their environmental education work.
Food	
4.1 Promote thoughtful consumption	Describe & explore ethical standards in our educational activities.
	Include & promote a high proportion of ethical products (i.e. fairtrade, vegan, dairy-free, organic, free-range, seasonal, small-batch) for a wide variety of ethical dietary choices.

	Celebrate organic and free-range food producers & their impact on the landscape.
	Reduce the occurrence of UPF in our selected producers' ranges.e.g. 'loaded' brownies
	Reward producers who have regenerative or ecologically determined land use practices by subsidising their fees.
	Act on the Sugar Smart message in our education & promotional activities.
4.2 Use only sustainably fished seafood and fish	MSC minimum standards required. Provide information on sustainable fishing & by-catch waste in our education & promotional activities.
4.3 High welfare standards for meat & dairy	Recognise "RSPCA Assured" & organic certification. Inform about provenance standards like Red Tractor & other lower-welfare alternatives.
4.4 Reduce food waste	Work with perishable & hot-food traders to redistribute surplus food & ingredients in our festival town communities.
	eat:Festivals does not promote gluttony & will not have 'man v food' type contests.
Waste	
5.1 Avoid unnecessary use of materials	No expanded polystyrene or single-use plastic.
	Hire rather than buy.
	Design-in reusability to all our material assets i.e. not site specific, repositionable cable ties, durability for re-use.
5.2 Avoid using, or inadvertently promoting, polluting materials or production processes	Print on recycled, un-chlorinated & uncoated paper.
	Take time to discuss with production partners and sponsor companies our shared standards in products and processes. Make clear in our procurement that there is a strong market for a better environmental standard of goods & services.
	No single-use plastics are permitted, including 'degradable' plastic bags. A 'degradable' plastic bag is a plastic bag that contains chemical additives that cause it to break down over time when exposed to heat and sunlight. Degradable plastic bags are also known as "oxo-degradable" plastic bags. When they break down, they create hundreds of tiny pieces of plastic called microplastics, which are difficult to remove from the environment and can be consumed by animals. Microplastics can also enter the food chain and pose a threat to marine life.
5.3 Reduce packaging waste at our festivals	Provide drinking water Refill service and promote the campaign take-up in festival towns.
	Require compostable serve-ware for drinks and food-to-go.
	Encourage & incentivise visitors to bring own reusable/refillable serve-ware and take-home packaging.
5.4 Improve packaging waste management at our festivals	Work with partners to enable the sorting of waste into compostable, energy from waste or recycling streams.
	Ensure all partners are certified waste carriers.

5.5 Inspire responsible disposal of waste materials, i.e. reuse, recycle, repurpose	All packaging for take-home produce must indicate how it should be re-used, recycled or responsibly disposed of [at home] on labels, or at least at point of purchase.
	Pilot and facilitate a Food Scrap "scrapstore" for traders, for re-purposing their production surplus materials.
	Trial a swap shop for producers' unused equipment.
	Work with local craft facilitators to demonstrate re-purposing waste materials creatively.
5.6 Ensure visitors purchases are in top condition to avoid food waste	Insist on high quality EHO standards & promote traders' awards and achieved marks of excellence.
	Recognise environmental factors when positioning traders' pitches i.e. shade for chilled produce etc.
	Incorporate temperature control processes into our routine safety monitoring.
	Explore providing sustainable food chilling solutions, e.g. woolcool bags & freeze-packs, in partnership with a trader, sponsor or food box distributer.
5.7 Reduce local demand for single use plastic bottles by supporting behavioural change	Promote Refill water campaigns in our festival towns, working with local authorities & café owners.
	Require traders to provide free drinking water refills and promote "bring a bottle".
	Provide reusable bottles for crew & as rewards or merchandise.
Community	
6.1 Have a lasting positive effect on community cohesion	Create inter-generational opportunities within all our festivals & never discriminate on basis of age.
	Provide volunteering and work experience opportunities.
	Welcome local political representatives and social justice activists who are keen to engage with residents for positive action.
	Invite local councils to use our festivals to engage with visitors creatively and conduct their own actionable consultation.
	Make sure all volunteering & work experience opportunities are appropriately rewarding, life-enhancing and fun.
	Never use volunteers to do work that an adequate local provider would otherwise be paid to do.
	Partner with local social equity groups to redistribute surplus food. Promote these groups to visitors.
	Find creative ways to partner with local community groups that enhances their work. e.g. U3A, WI, allotment or Transition groups, PTAs, Friends Of etc.
6.2 Ensure all visitors feel included & provided for	Make sure all our venues & outside areas have level access and adequate clearance for mobility impaired visitors and their aids or vehicles.
	Celebrate visitors riding mobility scooters at festivals. Provide guidance for traders re serving mobility vehicle users and mobility impaired visitors.

	Provide enhanced “Blue Badge” parking facilities where festival stewards can assist.
	Provide seating & meeting points at accessible central areas.
	Include & promote produce which caters for different dietary choices, especially where caused by food intolerances & medical conditions.
	Include & promote produce that is produced with specific ethical values, e.g. halal, vegan, organic, kosher, high-welfare, free-range, small-scale, paleo.
	Never charge people to shop. Ever.
	Require a low-cost option from all traders. Currently £6 or under.
6.3 Contribute to the local economy	Give producers who trade at our festivals great service and value for money, always aiming to lower risk and increase return for their business. ROI 10-20% of pitch fee.
	Pilot and facilitate a staffing solution for festival traders, through collaboration with trader groups.
	Work with our sponsors and partners to provide training and workshops for #eatfestivalsfamily producers, to address their stated major challenges.
	Extend our marketing services to local businesses in our festival towns, including Mystery Shoppers and bespoke festival promotions.
	Choose local suppliers, if available & adequate, in line with our 7% Social Value consideration.
	Always give local businesses & retailers the opportunity to participate productively in the festivals, by trading, advertising, sponsorship, joint promotion, or offering workshops & demo’s.
	The eat:Festivals Bursary offers support to food or drink producers who are just starting to trade.

What will this mean to our audiences?

1. Visitors: be inspired, learn about and engage with their local food landscape and wider community, and trust on us to provide for their needs whilst visiting.
2. Crew: achieve a thing of awe through collaboration. Believe that what we are doing is important.
3. Sponsors: work with a respected & trustworthy ally with consistently high ethical standards. Know that this contributes to the local community in evidenced ways.
4. Local authorities: work with a responsible partner to resolve challenges of waste management, sustainable transport and public engagement.
5. Suppliers: be championed and recommended to other businesses, local authority partners and individual consumers.
6. Producers/traders: know that we value their expertise and do not compromise their own high standards in our promotion of them. Being part of the #eatfestivalsfamily is a mark of excellence.

Measure and evaluation

We will review our performance annually in order to identify successes and improvements, informing the future changes to Our Sustainability Goals. The review process will include all our audiences, to monitor both the changes we've implemented and also how they are perceived. We will publish our Impact Report annually.

Our Approach to waste management in festival towns:

- Because our events are free, un-enclosed and in town centres, we cannot completely control the type of waste that appears there.
- We have however invested in measures to encourage separation of compostable and recyclable waste on site. E.g. can crushing for recycling, food waste collection, food surplus redistribution.
- Visitors take most of the packaging produced by our festivals home – we ensure that it is recyclable or reusable.
- There is recycling waste collection from all homes in our festival areas. We want to make it easy for visitors to dispose of their waste in the best way.
- All packaging for food & drink to take home must have the means of its disposal on the label or clearly displayed at point of purchase.
- We have very few can sales so asking these to be "binned" separately isn't a big ask for our visitors. We collect these separately at festivals, in partnership with a domestic waste recycling campaign partner, using the opportunity to promote their educational campaign.
- By banning single use plastics [mainly bottled drinks & glasses] we are reducing the majority of our festival waste. We will use whatever means currently in vogue to interest our visitors in making permanent positive behavioural change. E.g. Blue Planet, Surfers Against Sewage, *2minutebeachclean, Refill campaign etc.

This document was created by Sarah Milner Simonds
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