



Global environmental issues as a motive for a sustainability-oriented event industry

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Abstract

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<p>The objective of the thesis was to discover the event industry and its global environmental impacts. In particular, the aim and main objective of this thesis was to find out what music festivals could do to make their operations more environmentally sustainable. The thesis aims at enhancing environmental consciousness in the music festival industry and give examples of festivals which have gone green.</p> <p>The theoretical framework was based on collecting academic sources, closely related to event management, global environmental issues, and sustainability. In addition, secondary sources, such as the official webpages of the several sustainable music festivals, were taken in consideration, too.</p> <p>The thesis research methodology was qualitative. Furthermore, the research method aimed at analyzing the approaches the four big music festivals have made, in order to be sustainable and successful at the same time.</p> <p>The findings indicated that different environmentally sustainable solutions are made by the four researched festivals. Moreover, they all have found out ways for reducing the energy- and water consumption, as well as, the waste. For instance, using mostly reusable energy, LED lights, providing free water taps, encouraging their visitors to use reusable bottles to refill, prohibiting all plastics cups and utensils, providing compost toilets, etc.</p> <p>In sum, each of the four study cases has its own impact on raising the public environmental awareness. These few European festivals do it by providing the mentioned solutions, constantly developing their sustainable ways, showing the positive results out of them and encouraging their customers to be part of that.</p>
Keywords music festival industry, event industry, environmental impacts, sustainability

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1 Introduction

Global environmental issues emerge daily, due to all natural catastrophes, global warming and water crisis. The situation has not been great worldwide, but thanks to the knowledge an average person is able to get nowadays through the social media, TV, articles and many more sources, bigger awareness could be raised. People start to realize that our planet is the only home we have and slowly but surely start to pay bigger attention on existing sustainable significances. Presenting the major global environmental issues and digging deeper into them is the first step one can take towards personal sustainable growth.

As a matter of fact, the music festival industry has a big impact on the environment. This impact can be either positive, or negative, and this is the reason why event organizers and managers need to consider all the possible sides.

However, the author of this thesis feels strongly interested in studying these both huge subjects – sustainability and music festival industry. In particular, I explore what a sustainable event industry is, what the environmental impacts of music festivals are, and how these huge events could possibly go green.

One reason for the big interest in both subjects is the fact that I have been visiting music events since a very young age and I feel intrigued reading and learning more about what the event industry offers today, and how some European music festivals manage to act in a sustainable way. I focus on the problems and aims a couple of those international festivals pay attention of. Another reason is that throughout my Bachelor's degree studies I have learnt a lot about sustainability and I have realised how big of a matter it is in any kind of a field. I would like to apply and improve my knowledge by studying the subject deeper, but this time also by connecting it straight to the event management.

Furthermore, I would like to work in the music festival industry in the future, so I find these studies very important, motivating and helpful not only for me, but for many interested or currently working in the field people.

All in all, the thesis research topic appeared naturally and without any pressure.

The thesis' research concentrates on the steps and actions several big and popular music festivals in Europe have taken in consideration, in order to be sustainable. The studies also focus on the aspects and environmental sustainability these festivals' organizers and planners have considered important for creating a greener event. The aim and main objective of this thesis is to find out what music festivals could do to make their operations

more environmentally sustainable. The thesis aims at enhancing environmental consciousness in the music festival industry and give examples of festivals which have gone green.

By answering the research questions “How could events and festivals become sustainability-oriented?” and “How could public awareness be raised in that field nowadays?” this thesis has a purpose to persuade the event organizers that sustainability has to play a main role in their organization, production and final result. In order this to be done, I explore a couple of sustainable music festivals, which are among the biggest and most popular green ones in Europe. They are held in three different countries - Green Man Festival in the United Kingdom, Terraforma Festival in Italy, We Love Green Festival in France, and Shambala Festival in the United Kingdom again. This gives more freedom to learn about various environmental aspects each of the festivals has considered, and see the differences, which still lead to the same – environmental sustainable orientation.

To begin, the theoretical framework of the thesis focuses on the environmental impacts event management has, besides exploring global warming, water crisis, land-cover change and biodiversity loss. Then sustainable event management is presented.

Later, the four music festivals take place, by examining the matters they have considered to minimize the natural damage, their environmental impacts and how they have become the most sustainability-successful ones in Europe.

At last, the thesis’ studies results are presented, discussed and a conclusion is being made.

The main idea of having such results is that they could possibly be used when organizing, or planning festivals, concerts or even any kind of other indoor or outdoor events, in order to be eco-friendly.

2 Event management and the existing environmental issues

In this chapter event management will be explored, which is one of the main keys of the thesis. This will be done by examining deeper its history, what today's event industry looks like, and what the music festival industry in Europe offers nowadays. Moreover, the major global environmental issues will be presented. At last, the music festival industry environmental affects will be considered and explained.

2.1 Examining the event industry as a whole

To begin, the event industry could be explored as one that combines many different types of events. Thus, we could define it by examining what an event is. Events could be taken as something fortuitous, infrequent and structurally changing (Wagner-Pacifici 2017, 10). As Getz explores in his studies, events could be split into eight different types, depending on their main theme. For example, they could be cultural-, political-, entertainment- or art-related. The rest of the events types could be business-, educational-, sports-, or recreational-related ones (Getz 2008, 404). An event is always planned and produced either by one person, or by a whole team, responsible for it.

Also, the industry is defined by Amie Martin "as it includes one-person party planners to large companies with a passion for and experience in the intricacies and creativity of throwing a memorable and rewarding corporate or social event." (Martin 2017). Speaking of what an event is, it can be described as a public gathering which aims at celebrating, educating, marketing or reunion. Events can be classified on the basis of their size, type and context. (King, 2022)

At last, it is considered that in the recent two decades, event management has proved itself as a subject field of contemporary significance. Events can be either mega-events, or very small community festivals, but they are always a special form of a tourism product (Getz 2008).

2.1.1 History of the event industry

To begin, during the 1960s and 1970s the events industry was not discovered as a field of its individual study within leisure, tourism or recreation which were fast growing in the academic and professional communities. (Getz 2008, 409) Back then the focus was on the festivals which were recognized as sociological-, anthropological- and art connected (Getz 2008, 409).

Later, the situation turned so, that a whole real events and festivals industry started developing after the 1990s (Getz 2008, 410). The field's evolution led to increasing the customer's choices, grow their awareness. Furthermore, that development forced the sector to have higher aims, in order to succeed in an efficient way. This was required in case the sector wants to make sure that it moves towards a sustained growth in the future. (Yeoman 2003).

Even though Event Tourism was starting to be considered and become larger as a research topic in the 1980s, the 1990s are defined as probably the most significant time of the event management industry. Moreover, Getz states that the Goldblatt's book called "Special Events: The Art and Science of Celebration" was published back then, as well. He explains that this action has encouraged other writers to bring out their books, as well. (Getz 2008, 410).

Furthermore, the event industry began to grow and it was important the sector to move forward effectively. In order it to become real consumer-oriented and to ensure an actual interest increase, the need of education in the field of management, events and tourism appeared. By the 2000s the literature related to the event industry has grown so much, so that noone could read all the possibly existing materials. Another matter of fact is that many undergraduate and some graduate degree programs have been created and people have been given an opportunity to study in the event field. This makes its growth persist in colleges and universities worldwide (Getz 2008, 411).

2.1.2 Today's event industry

Nowadays the event industry has been constantly changing and improving. Reasons for its continuous development is the applicance of the innovative technology and the increasing customers' needs and desires to receive a greater experience than what they have had before. Even though the event field suddenly started improving in the 1990s with the help of the internet appearance, there were still many issues being figured out physically, for instance being faxed. With today's technology development, it has become much easier for event managers, planners, and organizers to do at least half, if not all of their job digitally and online. (TSV 2022)

Internet, smartphones and laptops, as well as, social media and online meetings have become a part of everybody's life. All of this has made the event industry evolve rapidly in the recent years and almost nothing is impossible to be experienced during an event anymore. (TSV 2022)

Furthermore, today's industry provides various types of events – they could be either live events, or virtual ones. Even though both ways of handling an event feel interesting to customers, event companies have realized that live events need to be kept as a key player in the marketing strategy. It is well-known that customers value the experience they get out of an event the most, and this is a reason for creativity to take a huge place in event planning. (TSV 2022)

Besides all these innovative developments, the event industry has been facing a strong emerge in global environmental issues. There is no doubt that apart from creating memorable, contemporar and out-of-the-box experiences, many event companies have also begun to consider ways to go green. As a matter of fact, this is not something that triggers only the event managers, but also their customers. People have become aware of the global environmental situation and this strongly affects the event industry to move forward, but in new, sustainable ways. (GreenFestivals 2015)

At last, the event industry before and after the Covid19 pandemic needs to be mentioned, as well. It is going to be examined briefly, since this thesis' main objective concentrates on the environmental cousiousness in the event field. According to the Mcintosh statistics before the start of the Covid19 pandemic, the most popular event types were conferences, corporate events and workshops (Mcintosh, 2021). Furthermore, by having a look at the statistics, we could notice that the pre-covid event industry was valued at 1,060 billion euros and was expected to reach 1,450 billion euros in the next 7 years or so. It was also expected that during those years the total annual growth rate would be 11.2%. When it comes to the sector that was supposed to experience the biggest growth with a CAGR of 13.1%, it would have been the festival industry. (PurplePass 2022)

Speaking of the Covid19 impact on the event industry, a lot of changes appeared and they needed to be accepted. For instance, most of the planned events had to be cancelled, half of the event planners expected the pandemic to have a negative economic impact on their businesses in the next one year and others (Mcintosh, 2021).

To finish, statistics present the impacts Covid19 has on the event industry, as well. What we could learn is that 96% of the event organizers experiences cancellations. In addition, 73% of the companies expected their businesses to be badly affected by Covid19. Many events and festivals were either postponed or completely cancelled during the last couple of years. That is the reason why and how the pandemic made many of these companies experience huge revenue losses (PurplePass 2022).

2.1.3 Music festival industry's look

To begin, music festival industry could be defined as a community event which can be organized by a small team of a few people, or a whole organization. Music festivals are among the biggest and most important performance establishment in music life. They mostly take place outdoors, last for a couple of days and happen yearly. Moreover, "the word festival derives from 'feast' and implies 'a time of celebration'" (Yeoman 2003, 33).

To continue, considering Yeoman's statement, events and festivals a combination of originality and distinctiveness. In particular, it is spoken about those "events that are based on inherent indigenous values; convenient hospitality and affordability; theming and symbols for participants and spectators" (Yeoman 2003, 33). Music festivals play various essential roles in a region, town, or even a country. They strongly affect the tourism sector, by making the visitors seasons longer, as well as, the year's peak periods of a vacationer. Moreover, festivals appear to bring a new season – a festival season which many of the travellers look forward to be part of (Getz 1997).

In addition, festivals are interesting to communities, since they need to be organized in urban or rural areas, on forests, or open fields. Events could potentially be an entertainment for locals of a certain area even when the time of the year is not a touristic season. The media field also takes part in promoting certain destinations worldwide, by providing information about all those art and cultural events happening there. Thus it helps those places show another side they have got – the experience they could provide to their potential visitors (Yeoman 2003, 34).

2.2 Global environmental issues

Nowadays, global environmental matters have become a big concern worldwide. They have serious harmful effects on our planet. Those issues can cause environmental degradation, which is crucial not only for animals and nature, but for human's life, as well. It is well-known that humans caused a global, ongoing problem, called environmental destruction, already many years ago.

In fact, those environmental issues have been a concern since the 20th century. Unfortunately, no matter what different countries try to do, in order to prevent from worsening the global natural situation, the truth is that all nations need to combine and solve these problems together.

"It became apparent that mankind is having an increasing effect on the planet's ecosystem and biogeochemical cycles, so much so that our activities are now causing environmental change which is overriding the natural dynamism of the earth." (Harris 2004, 3)

Furthermore, global environmental degradation do not simply include only climate change, for example. It shows as destructions of ecosystems. Water crisis and biodiversity also take a crucial place that no single nation can resolve alone. Habitat destruction and pollution's appearance lead to environmental demolition, as well. In order to be able to understand how nature works and what we, humans, are supposed to do to help it, we have to be able to keep an eye on the ways we affect the environment and remember its value (Harris 2004, 4).

However, it is a fact that human's life is surely dependant on the natural resources and they cannot be replaced by any others. This is one of the main reasons why it is a must to prevent the environment from ruining when there is still time for that.

2.2.1 Climate change

In this subchapter the first main global environmental issue is examined. It is presented as "climate change" or "global warming" and it leads to other global natural matters.

To begin, climate change has always taken place, with the difference that back in the past it used to happen naturally, without having a human impact. Nowadays, it is clearly affected by people's behaviour and their neglecting, and it no more happens without a reason. It happens mainly due to our use of oil, gasoline, and natural gas, which cause the temperature on Earth to rise. (MacMillan & Turrentine 2021).

To continue, global warming is not only a phenomenon, connected to temperature rise of atmosphere. Every year it affects soil, vegetative cover and water, as well. (Jianping 2013, 3-21). It is discovered that if we look back at the Industrial Revolution times, the global yearly temperature has obviously changed. Statistics speak of the change being a little bit more than 1 degree Celsius (MacMillan & Turrentine 2021).

"The causes are now dominated by human perturbation of the atmosphere, the rate of warming already exceeds anything experienced in the last 10 000 years and is set to be more rapid, probably, than anything experienced in human history, and the significance for humanity is qualitatively different from the previously given ecological imprint made by our current and growing population of 6 billion and more" (Harris 2004, 21).

Unfortunately, the result we get out of the climate change is our planet being hotter than ever. As a matter of fact, the warmest years have been now, since 2015, and the situation does not look any better today. Scientists have examined that in order to avoid any future disaster scenarios, global warming has to be minimized to 1.5 degrees Celsius in the next approximately twenty years. These scenarios could include bad droughts, huge floods, wildfires and more, and have a very bad effect on our planet (MacMillan & Turrentine 2021). Increasing temperature is followed by sea levels rising, polar icebergs melting, as well as, bad flash floods and desertification.

As Harris claims in his book, the future of our next generations is all in our hands now. It just depends on how we deal with the environment and how much we are aware of the climate's current shape. Our actions could be easily affected by the predictions scientists have been making about the general global environmental picture. In other words, evolving would lead to improving our behaviour and help the environment not to degrade (Harris 2004, 28).

Briefly, to make the connection between this big environmental issue and the event industry, it could be told what impacts festivals have on it. It is been proven that music festivals have serious contribution to the climate change. Usually the reasons for this are related to the huge amounts of waste that they produce. Often the same waste is being sent to landfills because it costs less to the companies to do so. Approximately 20% of the waste is recycled (Gray 2021). Another reason could be also pointed out – the transportation of goods to the festivals, as well as, traveling to and from the event release large amounts of fossil fuels emissions. This is one of the main causes of climate change. General pollution, caused by the big amount of people's activities at festivals also has its own negative impact.

Later in the research on the four environmentally sustainable festivals in Europe their positive impacts are going to be presented based. Their contributions will examine ways of how the mentioned climate change issues could be avoided by each organization. The research is going to examine how the festivals could handle waste, fossil fuels emissions and pollution.

2.2.2 The water crisis

As following, the water crisis is a fact, led mainly by the global warming and dumping of pollutants. In addition, humans do not help the issue by adding huge amounts of waste dumps for plastic and fuel spills. Oceans have turned into a giant garbage dump which many people do not care about.

Thus, sea-level changes have been explored a long time ago already. Even though it is known that sea levels never stay still and that is totally normal, the subject about its change has always been very interesting to people (Harris 2004, 45). In his book, Harris also explains that suddenly in the 1970s and 1980s big abnormal changes appeared and people could no more just ignore the facts. Back then a big sudden change in the sea-level rise was clearly visible. The reason for it is that the industrialization advanced very quickly in a short period of about 150 years (Harris 2004, 45).

Being aware and trying to understand at least generally how the sea level works, how it changes and what the reasons are, is a step towards a better future. When speaking of water, it could be said that it is an essential physical resource humans and any other living creatures need in life, in order to be able to live, survive and develop. (Jianping et al. 2013, 3-21). Humans need to gain more knowledge of the effects based on the sea-level changes throughout the years, in order to be able to adapt and solve the current environmental problem. There are predictions which claim that in the next hundred years people will probably notice a sharp sea-level difference. What's more, it will mainly cause clear problems in places that are situated by the coast (Harris 2004, 64).

Lastly, the water crisis is also affected by the event industry, and especially the festivals. The major reason for this is the large amount of water being consumed for drinking, or used for toilet facilities, hand washing, catering, showers, etc. Later in this thesis, the research based on the four green festivals is going to examine how they handle the water consumption by minimizing it.

2.2.3 Land-cover change

Here, the author presents and examines land desertification, which is well-known as a huge on-going environmental issue. It can also be introduced as "land-cover change", or "land degradation". What the meaning of it brings, is simply that there is an occur of land disruption, especially in dry areas, caused by the global warming and human economic interests (Jianping et al. 2013, 3-21). It appears due to human-induced actions which benefit from land. These actions lead to the diminishing of the effectiveness, biodiversity and soil fertility. Nowadays, land cover change is a great way to keep a check on how much the ecosystem and biodiversity are pressured worldwide (OECD 2018, 2). Due to the land erosion, serious risks have occurred, as well as, human living has been threatened in different ways. For instance, rapid worsening of the ecological environment and minimizing the growth of the socioeconomy. To add, approximately 39 billion euros

would be the financial loss caused by erosion in agricultural productivity (Jianping et al. 2013, 3-21).

Globally, "2.7% of (semi-)natural vegetated land has been lost to other land cover types since 1992. This represents an area twice the size of Spain (OECD 2018, 6). Moreover, it usually happens "due to conversion of cropland" (OECD 2018, 8).

There are a couple of different drivers of natural and semi-natural land loss. They can be indicated by agricultural expansion, or urban one. Another reason is the fact that construction of buildings and other artificial surfaces always affect the ecosystems badly and it changes the segmentation of the natural habitats.

To finish, land degradation means a lot to the planet. It could potentially bring many more problems, and besides that, it could even bring health issues to humans in various complicated ways (WHO 2020). Humans need to be more aware of what is being done, in order to prevent from food production reduce and drying up of water sources. If not, then populations might be forced to start living in other, more "welcoming" areas, and life would become much more complicated than it is now. (WHO 2020)

2.2.4 Biodiversity loss

To begin, biodiversity is not only animals and plants that we often see. It also includes the genetics diversity within a species, and ecosystem diversity. Biodiversity does not include only individual plants or species, but it is a combination of many different existing ecosystems (Harris 2004, 95). They could be presented as rainforests, swamps, deserts, tundra, coral reefs, and more. It is important to mention that all the existing habitats and ecosystems on the planet have a big impact on managing the global environmental processes.

"However, in the past hundreds of years, due to the adverse impact of human activity, species extinction rate has been 1,000 times that of natural species extinction rate in history" (Jianping et al. 2013, 3-21). Biodiversity is from a big importance in our lives. If people do not make a big change in their activities, it is being predicted that approximately after the next 30 years or so, half of the existing plants and animals in the world will not be found anywhere anymore (Jianping et al. 2013, 3-21).

Furthermore, examples of different values we put on it, could be an economic value, as well as, biological, societal and ethical. The economic value can direct and indirect. The direct economic value could include subsistence such as firewood, building materials,

medicines, and tradable, such as fish, meat, medicinal plants. The indirect economic value speaks of coping strategies and having a role in the marketable commodities production (Harris 2004, 96). The biological direct value relates to the genetic diversity for plant breeding. The indirect biological one is about ecosystems sustainability (Harris 2004, 96). Moreover, the direct societal value is connected to “recreation” and its indirect one is about religious and aesthetic values (Harris 2004, 96).

At last, the direct ethical value considers equality between different cultures and people, as well as, helping or saving threatened ecosystems. There is no indirect ethical value, but a satisfaction exists, based on knowing that the direct ethical value is there to support humans and environment (Harris 2004, 96).

To continue, biodiversity is explored to be threatened in many ways by human’s actions. Usually it can be explained with the population growth worldwide. This leads to man’s needs which change and become bigger, too, in order to provide enough living resources.

“More planned landscape change through the expansion of agriculture, forestry and aquaculture. The fear is that such land cover change will result in biodiversity loss, particularly when it results in habitat fragmentation or degradation (Burger, 2000)” (Harris 2004, 101)

Another threat is the on-going tourism, which often happens in areas of high biodiversity, such as coastal ones. Also, the big population amount in areas by the seacoast usually means that land cover change and pollution occur at some point (Harris 2004, 101). Saving biodiversity means securing Earth’s future. What could be done, is key strategies for securing biodiversity to be created.

“However, overcoming the focus on economic growth, getting out of the extractive economy – leaving fossil fuels in the ground, transforming industrial agricultural and strengthening agroecology, curbing power, and protecting the rights of indigenous peoples and local communities, have been suggested as key strategies” (Fuhr et al. 2021).

To finish, festivals could have a strong negative impact on biodiversity loss. Ways for it happening are related to waste and especially plastics being left among nature. Later, the studies are going to explore how green festivals could avoid or at least minimize the biodiversity negative impact by planning strategically and consciously.

3 Environmental Sustainability as a matter in the event industry

In the following chapter sustainability definition is presented, which is one of the very main keys of this thesis. It is explained in what ways sustainability is important and how it affects human's life. Moreover a deeper look at a sustainable event management is taken, as well as, contributes of sustainability in the field of events are being examined.

3.1 Defining Environmental Sustainability

To begin, sustainability can be defined as supporting our own needs without risking, nor damaging the future of the next generations to satisfy their needs, too. Even though today's worldwide environmental and social problems have made the word "sustainability" being used in a specific way, it is not necessarily always related to the environment. It can be split into three types – environmental, economic and social. Below, the three pillars of sustainability can be found.

Three pillars of sustainability³

What would a sustainable world look like?

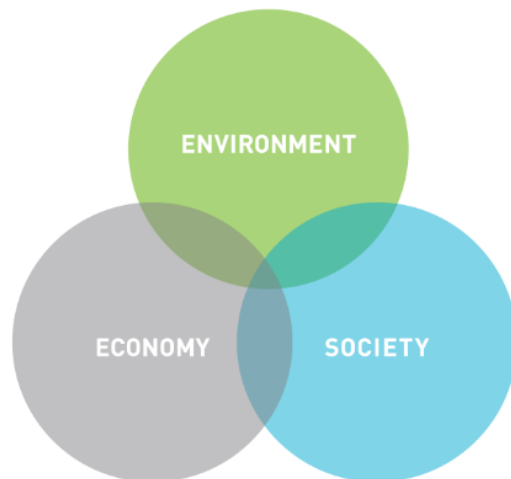


Figure 1. Three pillars of sustainability (University of Alberta 2022)

Briefly, the economic sustainability concerns the life support systems. They could be examined as "the atmosphere or soil, that much be maintained for economic production or human life to occur" (Mollenkamp 2021). The main idea is that everyone has an access to secure sources of livelihood.

Speaking of the social sustainability, it focuses on the societies relations. It presents efforts being put on eliminating poverty and hunger, as well as, to fight inequality between people and societies (Mollenkamp 2021).

In this subchapter the focus is on the third type of sustainability – the environmental one. Environmental sustainability can be defined as a human's responsible interaction with the environment, without having a bad impact on it after that. In other words, this means that the relationship between humans and nature should be so, that there is no environmental degradation and the natural resources are not about to end. Furthermore, environmental sustainability is something that encourages and help people to live in harmony with the surrounding them nature. In addition, it is having a huge role in one's life, especially in the recent years.

"Nowadays, sustainability is usually defined as the processes and actions through which humankind avoids the depletion of natural resources, in order to keep an ecological balance that doesn't allow the quality of life of modern societies to decrease." (YouMatter 2021)

To continue, sustainability is not based on, or related to one thing only, but to many different sustainable methods and actions. For instance, using less electricity or shortening the water consumption are examples from the bigger picture. In contrast to those, being sustainable could be just buying and eating local food, or separating your garbage by type and put it in different bins at home. Being aware and acknowledging sustainable ways of living in harmony with nature helps the future generations to be more sustainably-oriented, too, and live in a greener way on our planet. (YouMatter 2021)

However, if nature is left alone and is not pressured in any way by humans, it is able to easily keep itself in a great shape. Unfortunately, when we mess up with it, the natural resources change and it is very hard to go back and fix things the way they used to be before. Human's behaviour needs to be considered and improved either by actions, or by applying sustainable methods that promise a better future for the environment. Examples of a long-term vision of sustainability are the constantly developing technology, sustainability in fashion, in zero waste, in the food sector, etc. (YouMatter 2021)

3.2 Understanding Sustainable Event Management

As mentioned earlier, this thesis concentrates on environmental consciousness and its connection to the festival industry. After examining the event industry as a whole, as well as, the major existing global environmental problems, the author's next step is to explore

the meaning of sustainable event management. In order to be able to provide good understanding of the subject, she is using sources and professional examples, provided by a university in Europe.

To start, in the past few years, it has become essential to start running big and popular festivals in a greener way. More and more visitors think of it as something important for them personally, since public “awakening” has happened. Generally, sustainable event management could be introduced as a method, used in event planning and organizing, in which the environmental and social consciousness are taken into account (McKinley 2018).

Furthermore, the term “event greening”, mentioned in the official webpage of University of London, is one, closely related to this subchapter’s subject. Event greening is examined as actions which are taken, in order to help an event not having negative impacts on the environment (University of London 2022).

To continue, sustainable event management is a combination of tools and methods used by event planners and organizers. These procedures aim at being green and minimizing the bad impacts on nature, caused by the event that has taken place. As it is well-known, the environmental impacts that events have, are usually related to ending up with massive amounts of waste, high level of energy consumption and a bad CO₂ emissions impact on the environment (University of London 2022). Big events, such as festivals, need a lot of energy, in order to have all their lighting, heating and chargeable hardware. Usually, according to University of London, the energy is used for travelling to and from the event, transporting and preparing the food and beverages, electricity usage during the event, as well as, freight travel (University of London 2022).

Moreover, sustainable event management includes green event ideas, such as being carbon neutral, having low percentage of waste, providing only local and/or organic food, and using sustainable energy. In order these ideas to become a fact in reality, there is a variety of ways to take in consideration. For instance, when aiming at being carbon neutral, is it possible that the festival organizers to invite only or mainly locals, in order to avoid CO₂ emissions (University of London 2022). In case the event aims at having also international visitors, they could be offered a remote invitations, or being insisted to use bicycles or public transport when getting to the event’s area. Another suggested idea to keep an event or a festival carbon neutral, is to provide only local food and beverages, as well as, use local services. It is also recommended that the event is held in day-time and there is no need for lightening it up (University of London 2022).

An example of how to avoid the carbon footprint the festival would leave, University of London states that “renewable energy projects, such as wind turbine farms, hydroelectric dams or biomass energy are common projects, while tree planting is another” (University of London 2022).

Speaking of festivals having low percentage of waste, it has been proposed that extra bags with gifts are not being offered to the guests. Nowadays, the technologies have been developed so much that the event’s information and other essentials could be provided digitally. University of London also suggests that recycling facilities should take place at events or festivals. Plastic items, such as single use cups, utensils and straws must be forbidden from usage. In order to minimize the waste and help people in need, food that has not been consumed is suggested to be donated to associations (University of London 2022).

In addition, eating local organic food brings many benefits to a sustainably-oriented festival. First, it does not need to be transported, so it reduces the CO2 emissions. Second, it is sustainable in a way, that it supports local producers to keep going (University of London 2022).

At last, in order to reduce the energy usage, festival organizers could just use a sustainable one. For example, “opting to use a solar power provider could allow your event to be 100% sustainably powered” (University of London 2022).

4 Method

In this chapter the author presents her data collection process, as well as, the main purpose of the studies.

4.1 Qualitative methods

The research of this thesis focuses on the environmental sustainability, and how it could be combined together with festival management. In order to receive these answers, the author first studies the major global natural issues. In particular, the paper concentrates on climate change, water crisis, land cover- and biodiversity change. Second, the studies examine the negative impacts festival management has on the environment. In addition, one big positive impact is also brought - the environmental awareness.

The main purpose of the research is to find out what ways exist, in order to prevent the environment from degrading when creating music festivals. The idea is to examine different festivals in Europe, which have become sustainability-oriented. In particular, the research is about Green Man Festival in the UK, Terraforma Festival in Italy, We Love Green Festival in France and Shambala Festival in the UK. The reason for exploring those, is that they could be a great example of how planning and organizing could be done, in order them to be green and successful at the same time. The research also studies the points of view and aspects these festivals' planners and organizers have taken in consideration. Knowing what thoughts are put in one's sustainable work could help future event or festival organizers be more creative, too. The aim of the whole study is concentrated not only on raising public environmental awareness, but also on motivating other event organizers to think and create in a more sustainable way.

Speaking of the research method, the author has decided to do a qualitative research. The reason for this choice is that the purpose of these studies is not only to analyse statistics, but to bring and describe new experiences in the field of sustainable event management. In order to provide as much qualitative information as possible, the author has decided to collect data by exploring the official websites of the four specific music festivals she has chosen earlier. Furthermore, the other data collection method the author also uses is by presenting short interviews in a written form. These interviews provide essential information, based on the sustainable-related questions she has asked some of those festivals' organizers via the Internet.

4.2 Content analysis

Speaking of the research method used in this thesis, I have chosen to go with a qualitative content analysis. As Bengtsson states, all written texts could consist of content analysis, and the place where the material is taken from makes no difference to it. It is also explained that qualitative content analysis originally comes from social research (Bengtsson 2016, 8-14). Content analysis has been in practice since the early 1940s. Today it is a bit different due to all technology developments.

Still, it is meant to examine different sides of content for researching mental models related to "the cognitive, linguistic, cultural, social and historical significance of content" (Bhasin 2020).

In addition, "it is a method that may be used with either qualitative or quantitative data and in an inductive or deductive way. When using content analysis, the aim was to build a model to describe the phenomenon in a conceptual form (Elo & Kyngäs 2008, 107-115). Bengtsson does not argue this, but also adds that by having a qualitative content analysis, the research or information could be introduced with explanations and certain topics. This helps one create an image of it all in his mind. (Bengtsson 2016, 8-14).

The figure below, suggested by Krippendorff, shows the easiest content analysis design. Here, the analyst depends only on obtainable texts to answer a research question (Krippendorff 2004, 82).

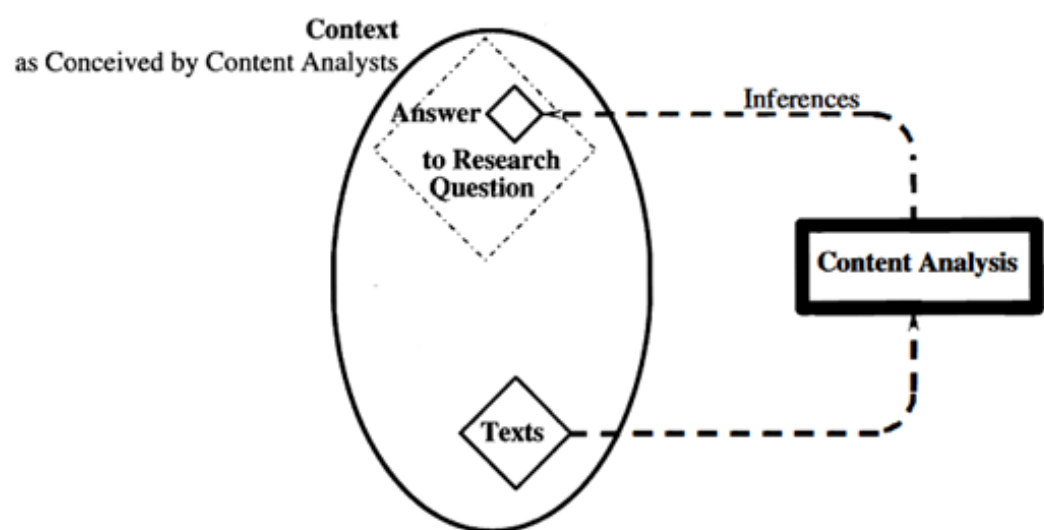


Figure 2. Content Analysis: Answering questions concerning a context of texts (Krippendorff 2004, 82)

Content analysis aims at pointing out certain questions, related to finding out the reasons why available texts have appeared, what their meaning is and to whom they matter. Moreover, it aims at exploring the ways those texts manage to be exact considering previous and current conditions, and if they provide the reader to find correct and accurate answers to the questions they are researching (Krippendorff 2004, 82).

Furthermore, content analysis could be used, in order to achieve different aims. For instance, one of its uses could be to make and explain conclusions, related to the communication predecessors (Bhasin 2020). Examples of these could be connecting known facts of certain matters to meanings, related to them, and later, assessing the opinions and various beliefs about the subject (Bhasin 2020). It could include inferring cultural aspects and change, answering questions of disputed authorship, and more.

At last, the usage of content analysis could be also for exploring the data flow, evaluating the results, and comment on them (Bhasin 2020).

Speaking of the advantages of content analysis, I have found quite many of them. For example, it helps finding “correlations and patterns of how concepts are conveyed to different types of target audiences” (Bhasin 2020). It also examines the attitudinal and behavioural responses to content.

Unfortunately, it can also bring some disadvantages. For instance, content analysis can be diminishing. That happens when by concentrating on specific phrases or words, we tend to separate the specific meaning from the entire complicated text’s meaning (Bhasin, 2020).

In sum, content analysis could be very helpful with understanding different aspects of content which is being explored. It suggests a more objective evaluation of the content and it offers variety of points of view. It could be easily a very flexible way to dig deeper into any field, and connect the received information to another field’s research.

The thesis author finds the qualitative content analysis the most suitable for gaining her aims throughout her researches, since this is one of the most effective methods.

In practice, using content analysis helps with making the connection between the global environmental issues and the festivals’ sustainable developments. In other words there are analyses about the festivals’ impacts on the energy-, water consumption and waste. For instance, the energy subchapter presents the festivals’ environmentally sustainable ways that do not have negative impacts on the global warming and biodiversity loss. The water subchapter examines the solutions on the large water consumption in connection to the water crisis as an environmental issue. At last, the subchapter speaking of the waste

matter considers the ways to avoid climate change, water crisis, biodiversity loss and land desertification.

4.3 Data collection process

Speaking of the data collection process I went through to make my whole research, I had to consider various steps. Back in January, before I even started writing the thesis, I already knew that I will be making a research about different sustainable festivals in Europe. That is why I had already searched and gone quickly through a few websites which present the most sustainability-oriented festivals there. I made this small exploration before the official thesis process had started, in order to know which festivals' names will be put in the table of contents.

Moreover, I wanted to have a general idea whether I will be able to gain enough information about the chosen festivals later on, or not. For example, it happened so, that I had chosen to work on a few festivals which later I realised are not the most suitable ones, due to lack of information in their websites, and my own assumptions that it will be almost impossible to contact their organizers. An example of one of those is the Icelandic sustainable festival called "The Secret Solstice". At first I found it interesting and important to be considered as it is a festival happening in the very North. After I quickly searched for information about it, I noticed that a very poor one is being provided and there will be a lot of struggle to examine it as one of the four environmentally sustainable festivals in this thesis. Then, I replaced it with "The Green Man Festival" in the UK. The same happened with my choice to work on "Northside Festival" in Denmark. Later, I decided to replace it with Terraforma Festival in Italy.

In the middle of January I created my table of contents, so that I could send it for approval. In order to do it, I first wanted to figure out what my entire thesis content would generally consist of. I wanted to make a connection between the environmentally sustainable festivals and the global environmental issues, so that I could dig deeper into it before I examine the festivals separately. I somehow had started thinking and planning "backwards" my whole thesis - from the final research part to its core and introduction.

In the beginning of February I already had a clear plan of what my table of contents is going to be for sure, and then my thesis experience began. I started writing the abstract and created the entire introduction. Then I spent a couple of weeks making a deep research on the event industry as a whole.

The second thesis phase started in the beginning of March. I worked on finding data about the existing global environmental issues. I was aiming at digging into each of them as deeply as possible. I could say that this research was a bit rough to make and it took a few weeks, since there was a lot of detailed theory about each environmental matter which I had to understand and rephrase into my own words.

Somewhere in the end of March it was time to make the connection between the event management and the global environmental matters. To do that, these subjects were followed by exploring the meaning of environmental sustainability and what it brings to the event industry.

To find trust-worthy information about these major chapters, I was searching and using academic articles and especially books, provided by Finna, as well as by other websites. I sometimes was successful at finding books the certain websites would allow me to open and read. Often I had to spend a long time searching for the same book, which was not available in Finna, nor almost anywhere else. The way I was searching for materials was by writing key words taken out of my chapters' titles. Also, I already knew some writers' names I had heard of before. I was sometimes directly searching for them and what their books would provide as essential information for my thesis. An example of a writer who I knew that has written books in the field of events, is Donald Getz.

Writing the end of the second phase took part in the beginning of April. It contains of presenting the chosen research method of this thesis. I have explained there what qualitative method and content analysis are, following academic sources' data. I also explained why I have chosen that method and type of analysis.

The third thesis phase started in the middle of April. I first examined The Green Man Festival, after that We Love Green Festival, later Shambala. I kept Terraforma as the last festival to be researched. The reason for this does not have an actual explanation. I found inspiration in keeping it as a second festival in the list of four. At the same time leaving it for the end when I would also receive other valuable information about it. As it is mentioned in the last chapter "Own learning", in the beginning of April I contacted Terraforma's team with the idea of receiving some essentials about the festival, if possible. Unfortunately, it took about a month or a bit over, until I got a response from them with the promised answers to my questions. To add, each of the festivals' research took me individually almost two weeks to explore in details. Besides using the official websites, I was trying to find valuable interviews taken in the recent years, or articles which provide information that could not be found otherwise.

The end of the third phase happened in the middle of May when I made the whole re-search about Terraforma Festival. After that I analysed the results based on what I had found about the four festivals and made my conclusions. At the end, I wrote a chapter about my own learning and what the whole experience was like.

4.4 Reliability and validity

To begin, reliability and validity are key aspects of every qualitative research. It is about finding out if one would get the same answer by using the same instrument, or in the case of making a research – the same sources, in order to measure or examine a matter more than once. In other words, it ensures the reader that the provided studies are acceptable, reliable and valid. Research reliability is the level to which a certain research method provides solid, accurate and strong results (BRM 2022). It can also prove the stability of the results, based on the data collection process in a qualitative research. In particular, case studies rely on reliability and validity when it comes to the studies results and data analysis.

However, the researcher's opinion could easily influence the way how he/she handles and presents the data. In order to keep the research validity and not affect it in any way, it is needed to have a deep understanding of the studies' needs. Moreover, guidelines need to be followed strictly, in order to be able to provide correct information (Thakur & Chetty 2020).

Speaking of the reliability that must be taken into account when making a qualitative research, it is about showing that the whole process and the final studies have the same results. In order to ensure the reliability of a research, there are a couple of methods which are used in this thesis research process. One of them is using a complete data source that covers different subjects on the certain studies (Thakur & Chetty 2020).

In my case, I have used various books for the theoretical frame research, in order to cover various subjects by considering the same comprehensive information. Another technique is checking, ensuring and comparing the data all the time. How this has been done in the thesis is by googling many different sources – books, articles, websites. Taking into account only those ones that seem to be trustworthy, and not satisfying the research needs by using only one source. For instance, in some parts of the thesis research, I have realized that certain sources provide specific information, which is missing in other ones. I try to select as much valuable data as possible.

There is also a chance of a possibly decrease of the reliability and validity of the thesis' research. For examples, there are rare times a data is being taken from a website which does not show the year of publication, nor who its author is. Thus, I have tried to avoid using this kind of sources, especially when it comes to the case studies. Examining the four sustainability-oriented festivals is being done by using their official websites, as well as articles and taken interviews which also present their authors and year of publication.

5 Results

In this chapter the author examines the four green festivals she has chosen earlier to make a research on. Their motives are presented, in order to explain how the global environmental issues have motivated them to create and organize in an “out-of-the-box” way. In addition, the sustainable measures these festivals’ leaders have taken into account, are presented and explored deeper.

To continue, the festivals are examined separately and in a detailed way, in order to provide a clear picture of their organizers’ and planers’ actions for a better future. Moreover, written interviews have been taken from three of the festivals. The author presents the questions and the answers she has received personally. The received information relates to each of the three festivals’ success in sustainability and popularity at the same time.

Finally, this chapter introduces a résumé of the four festivals’ strategies and their development in different aspects.

5.1 Green Man Festival and its sustainable sides (UK)

To begin, Green Man Festival is an independent festival, closely related to music, arts and science. It is held once a year, in mid-August. It is located in the Brecon Beacons, Wales. The festival has been active since 2003 and its popularity has evolved a lot during the years. Its capacity is approximately 25,000 visitors nowadays. In addition, the festival offers variety of areas, in which its visitors could be interested in. They are given the freedom to choose between hosting literature, film, comedy, science, theatre, wellness and family acts.

Furthermore, Green Man Festival is one of the biggest green festivals in Europe. It has considered different sides of being sustainable, such as its environmental and social responsibilities. When it comes to the environmental side of their considerations, we could mention reducing the usage of plastics and glitter during the festival, waste sorting, as well as, considering more eco-friendly ways of getting to and from the festival area, recycling, water- and power-related matters, and keeping the consumption local. Speaking of the social responsibilities, collaborating with associations related to helping refugees is one.

Below, you can see how the Green Man Festival area looks like.



Figure 3. Green Man Festival (Green Man Festival 2021)

The official webpage of Green Man Festival which helped my research the most, gives good understanding of how the festival is run, what is expected from its visitors and their behaviour, and the fun side of things is presented, as well. Below, a screenshot of a part of the very main page of their website could be found.



Figure 4. Green Man Festival website's main page (Green Man Festival 2022)

As we can see, Green Man Festival is having its 20th anniversary this year. The impression this website gave me is that a lot of effort has been put on creating a catching-the-

eye look, which at the same time is closely connected to nature, environment and art. When scrolling on the main page, one can see the interactive way they have chosen to present the 10 areas of the festival just by one click.

Below, a screenshot presents the interesting way of finding out what areas one can expect before visiting Green Man Festival for the first time.

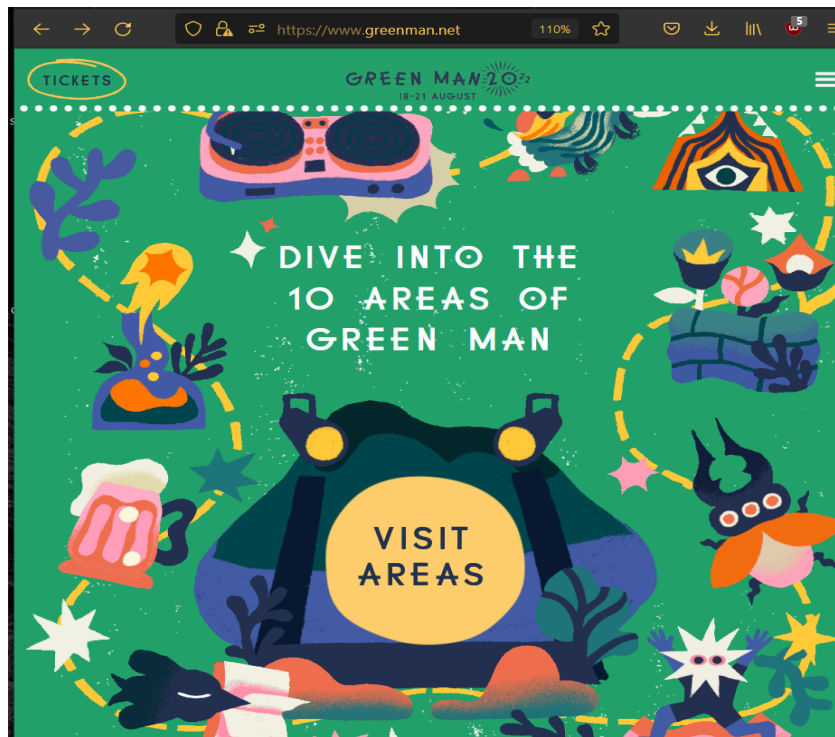


Figure 5. Green Man Festival Visit Areas (Green Man Festival 2022a)

In addition, in case one prefers to spend less time exploring the website, in order to gain the needed information, he could easily just find “Areas” on the menu line right after “Tickets” and “Line-up”.



Figure 6. Green Man Festival The 10 Areas at Green Man (Green Man Festival 2022b)

To conclude, Green Man Festival's website is easy to explore and gain enough information before visiting for the first time. It could be done either quickly, or by taking time and enjoying the provided interactive way. In addition, the webpage leaves an impression of a festival that takes environmental and social responsibilities in a very open-minded way. At the same time, a lot of creativity could be also noticed.

5.1.1 Energy

In this subchapter all energy-related matters at Green Man Festival are presented.

To begin, in their official website it is being explained that the festival uses all kinds of ways, in order to receive power in a sustainable way. For instance, the festival fully uses solar power for its stage, and for other festival areas - hydrogen fuel cell. In order to run the festival's activities, they have made the decision to base those on pedal power.

In addition, when a customer would like to charge his phone, while having fun at the festival, he has the opportunity to do it by using pedal powered phone charging. The festival makes sure that it helps the global ecosystem to a certified standard. They have given an example of one of their power-related successes. It happened in 2017 when they re-deemed approximately 35,000 litres of diesel. All in all, it has been made so, that one could completely enjoy his time, while knowing that he does not do bad to the environment.

Speaking of the transportation side of things, the festival has come up with an eco-friendly solution for that, too. The company offers various types of transportation that could possibly require least amount of fuel consumption. Visitors that want to come to the festival

from all around the UK are given a chance to do it by using a direct coach travel, as well as, have cycle trip to the area. Another given possibility would be taking a train, or using a free shuttle-bus to get you to the festival. Those who still decide to come by car, are encouraged to offer strangers free seats, if there are any. This way people would not only help each other get to the festival area easier and faster, but reduce fuel emissions by using not too many cars for the same purpose. In order to be easier for the festival-goers to find and check that opportunity, a link with all car options is given in the Green Man Festival's webpage. It is included in the "Travel" section.

At last, one more thing related to transportation and reducing carbon footprint is being done. The festival does its best to "keep it local", by offering its visitors only local alcohol and tipples. Less transportation need, the better for the environment and the local business growth.

5.2.2 Water

Speaking of the water consumption during Green Man Festival, its organizers have come up with an environmentally sustainable solution for that, too. They have considered encouraging their visitors to bring their own bottles. The idea behind doing it is that this way people do not need to think of carrying heavy and huge amounts of water with them to the festival. They are being provided chilled filtered water that can be used for refilling their own bottles. The company collaborates with FRANK Water charity association which provides a couple of water refill stands at the festival area. The only thing customers need to do is to visit one of those when they need to refill.

One of the positive sides that Green Man Festival has considered is that visitors do not need to put as much effort on thinking of the amounts of water they would need to bring with them. Another, very main one too, is that this way the festival supports FRANK Water's initiatives for sanitary and safe water. The third benefit considers the "green", environmentally-causeous aspect – reducing plastic usage as much as possible.

Another water- and energy related matter, mentioned in the festival's website, is how they manage the toilets. In order to reduce the use of water and energy for transport and treat waste produced, they provide compost loos (Green Man Festival 2022).

5.2.3 Waste

In this subchapter "waste" is examined as one of the main eco-friendly considerations Green Man Festival has taken. This subject seems to consist of various aspects, in order

the organizers to make it work. When exploring “Being Green” page in their official website, straw consumption is especially mentioned. It is explained that one could never find any straws usage at this festival. The decision of not having them is led by the ambition to reduce unnecessary plastics. They have come to the conclusion that for all these years of not using straws, they have calculated the amount of 250,000 straws saved since 2007 (Green Man Festival 2022).

To add, the festival has also considered something very small at first, but not pointless at all. They have informed that they are no more providing any glitter during those few days, as well as, asking their visitors not to bring any with them, either. The reason for this is the awareness of the micro-plastic damage on the environment.

Furthermore, cups and plastics are also being examined as a big matter. Thus, the festival gives a zero chance to plastic cups. However, what customers need to do instead, is to order a cup, capable of being used again. In case there are left-over cups after the festival ends, they are being washed and prepared for re-using in the following summer. “All food traders packaging and cutlery will be certifiable compostable” (Green Man Festival 2022).

To continue, the company collaborates with two more associations – this time ones that help getting rid of all the left camping equipment and food. The main purpose is that instead of throwing away unnecessary things, they could be collected, saved and brought to refugees worldwide. In short, the final situation could be a win-win, since people would be able to learn to be more environmentally conscious and at the same time take care of people in need.

Visitors are being also told to be aware of separating their waste into types. In order them to do it easily and without having a feeling of “it is too much work” for them, the festival provides a few different plastic bags already at people’s arrival to the festival’s area. Using those for separating recyclable from non-recyclable waste helps the festival’s green aims to be achieved. A similar thought has been put on another waste-matter – nappies. What has been decided is to provide nappy bins at a couple of certain areas. The only thing that the customers have to do is to be careful, take their time and throw their used nappies there, instead of at the regular spots for all other garbage.

At last, the festival-goers are advised to carry as little as possible, and to be prepared having a cigarette butt pouches with them. The idea behind packaging light is less garbage to be thrown away. The purpose of keeping a small ashtray pocket with you is that no one would just drop every single smoked cigarette on the ground, but to collect it and not affect nature badly.

5.2 Terraforma Festival (Italy)

To begin, the research on Terraforma Festival I made is based on various sources – the festival's official website, an interview taken by me, as well as, trust-worthy articles and another interview, taken by Lampoon Magazine last year. Just the way I proceeded with the rest of the festivals pointed out in my thesis, I contacted Terraforma, as well. Luckily, this was the one of the two festivals, which responded to my e-mail. Furthermore, the team was willing to help my thesis, by answering my questions. The information I wanted to receive from them is strongly connected to the sustainable-awareness they raise constantly. The interview will be found and discussed later in this chapter.

Now, it is time for Terraforma Festival to be introduced. In order to do it, it could be told that this is an Italian experimental and sustainable music festival, happening since 2014. It takes place in the woods of Villa Arconati, which is situated just about 30 minutes away from Milan. In addition, Villa Arconati is located in Groane Natural Park. Every summer thousands of visitors join this three-day event, just like back in 2019 about 10,000 festival-goers enjoyed it. The event is an inspirational combination of music, design and architecture installations, sustainable projects, as well as, a space renovation project (Colturri 2019). However, Terraforma is part of Shape Sound Platform which "consists of 16 festivals and art centres in the international cities of advanced sound (ICAS)" (Terraforma Festival 2022).

The same way as the other three examined festivals - Green Man, We Love Green and Shambala, Terraforma's name also carries a specific meaning, closely related to the environment. I made a small research on where it possibly comes from and in what way it could be defined. The first result I explored was the definition of "terraform" which I find the closest and the most accurate, considering the festival's name. "Terraform" brings a meaning of "changing the environment of a celestial body, in order to make capable of supporting terrestrial life forms" (Dictionary 2022). In addition to that, I also found what "terra firma" means – that phrase comes from Latin and it could be translated as "firm land". "In the 1600s, "terra firma" primarily referred just to the section of Italy that was ruled by Venice at the time, but eventually it came to designate all of earth's dry land, separate from the air or the oceans" (Vocabulary 2022).

In their official website, Terraforma presents their main goals and what they have been trying to achieve. Besides the economic and environmental sustainability which are definitely their focus, the organisation aims at restoring Villa Arconati historic garden, as well. Back in 2016 the company started a landscape restoration of an historical Labyrinth

and two years later it was finished. Another project the company worked on after that, was related to reforestation of the camping area, and over 100 trees were planted. The organisation still keeps going towards sustainability, in a way that the following project speaks of land recovery, cleaning up from grey water, further cleaning procedures, and trimming very old trees, so that parts of the forest are secured. Below a screenshot of Terraforma's website is applied.

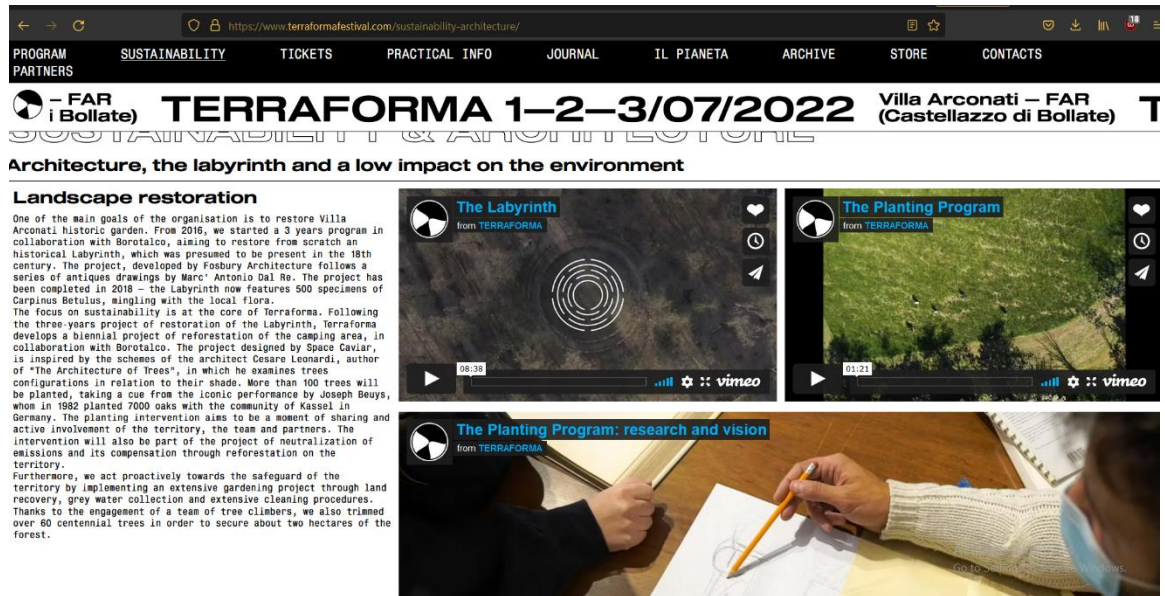


Figure 7. Terraforma Festival Sustainability (Terraforma Festival 2022)

Briefly, it could be said that Terraforma's website has a good amount of information, but it is presented so, that one could get a little bit lost in the different webpages. The reason is that the information is situated in different places. There are also some short texts moving constantly and it could be a bit distractive when trying to read. The overall look reminds of a digital newspaper with texts, short videos and some illustrations. The texts' theme font is also a reason why the website gives an impression of imitating an electronic version of a newspaper.

5.2.1 Terraforma's sustainable approaches

In this subchapter the general sustainable thoughts, purposes and motives of Terraforma Festival are presented and discussed. The organisation aims at having as low negative impacts on the environment as possible. It brings up a low impact policy which consist of energy-, water- and waste solutions. Just three years ago Terraforma received an award based on the environmentally sustainable decisions the festival had made by that time. The award is given by "A Green Festival" which is a not-for-profit company, supporting events, festivals and venues at green development (Terraforma Festival 2022).

Unfortunately, taking an interview from Terraforma was not a too easy arrangement. The reason is that the team was quite busy because of organizing this year's upcoming three-day event. I had to contact them a couple of times, in order to receive the promised from them answers to my interview questions. However, the final result is here and it is a positive one – I gained satisfying amount of insights, which I find important and interesting at the same time. The questions I sent to them are such that would give one a better vision of how the festival has become so successful in an environmentally sustainable- and social way.

To continue, by asking them my first two questions, I was curious to learn if Terraforma has felt any pressure from their customers, in the sense that the festival "must go green". I was interested in learning if it was the festival's desire to become sustainable, and if so, what motives and thoughts they had beforehand. The team responded that Terraforma was born with the aim of being an experimental festival focused on sustainability. The festival has never existed without the focus on green practices and it would lose its "raison d'etre" without it. Back in 2014, they felt that there was an urge for the music industry to reduce the impact they had on the local territory. Furthermore, they wanted to emphasize the relationship between an event and an impact, incubating moods and forms of sensibility durable in time. Starting from this assumption, they imagined Terraforma as a living organism, constantly transforming itself and adapting to its surroundings as an ecosystem does in the natural world. At last, the team explained that the audience immediately embraced their mission and supported it.

I find this response valuable, since I got to learn from it how everything began for Terraforma. Thoughts to my mind appeared, for example that if one is really persistent and passionate about something, he can achieve it, and only time and patience are needed. Terraforma proves having this kind of strenght, where the whole team is dedicated to their main purpose and desire – to be one with nature, live with it in peace, and possibly help it.

Next, I learnt about the ways the festival manages with increasing the environmental awareness. In addition, I wanted to know if the organisation somehow teaches their customers to behave in a green way. If so, how Terraforma succeeds with making the festival-goers a part of the whole process. The team gave a detailed explanation, in which they explained that their events are the chosen language to share their mission and raise awareness on sustainability. Rather than educate their audience with an academic approach, they raise awareness through activities, events, panels and editorial projects, such as their new Terraforma Journal. In particular, during the pandemic they inaugurated a new format, called Simposio, as a place for discussion and sharing, a series of activities,

focused on the contemporary to address topics at the crossroads of sustainability and artistic practices. The whole aim is to bring new thoughts and sustainable routines in humans' lives. Finally, the camping life during Terraforma is also the best involvement that their audience can get: living an immersive experience in the wood of Villa Arconati.

I believe that doing things in an interactive way, rather than choosing the "boring" academic theoretical one could be much more successful and interesting. I also believe that the out-of-the-box way Terraforma has chosen to use when raising the public awareness is something other events could potentially consider, too. With their answer, Terraforma team shows that they can be good not only to the environment, but also to people, by putting themselves in the visitors' shoes and imagine what would attract their attention.

Later, I asked if the festival is affected by the authorities. I asked Terraforma team if for example, the government has any impact, in terms of the sustainability that takes part in the festival organization and happenings. In case this happens, I wanted to know if they put any requirements on them and the festival's freedom. What Terraforma team told me is that they do not work closely with governments as there are not many forms of collaborating. In addition, for the festival, the organisation does not have many specific requirements to follow.

What this response made me think that once an event or a festival wishes to go green, it is all possible. I believe that besides the financial side of things, having government requirements is also a huge matter many organizers do not dare to get to. Terraforma shows that without trying out and seeing, they could never become what they are today – a big, popular and sustainability-oriented festival in Europe.

However, this year they are aiming at making Terraforma's sustainable goals far more recognisable, thanks to the Italian Non-Profit organization "Legambiente" and its certification called "Ecoevents". The team told me that "Ecoevents" is an Italian brand with a strong expertise in the field of sustainability, great passion for ecological issues and strongly committed to spreading respect for the environment. They are also going to certify Threes Productions' events, and so Terraforma, through the achievement of objectives ensuring high standards of environmental compliance.

In addition, I asked what the most challenging sustainable move the festival has made, or planning to make. The team responded in such a way that does not give an exact answer to my question. Instead, they explained that they implement strategies to restore the landscape and the surroundings over there. As an example, they told me that throughout the years they have restored the historical labyrinth which I mentioned earlier

in the main chapter. They provided further information about it, which is that this labyrinth features 500 specimens of *Carpinus Betulus*, mingling with the local flora. Finally, they told that they have also undertaken an extensive reforestation program for their campsite area.

Another matter I thought of asking about, is if turning Terraforma into a sustainable festival has cost financially a lot. I asked this question, since I believe that the answer would show to me and to other current and future event organizers if going green is financially affordable. After all the research I went through, I realized that there is a lot behind a successful and environmentally sustainable festival. In that sense, I found important to learn about the financial side of planning and organizing. The information I received from Terraforma team is that making such a huge event completely sustainable has definitely cost them a lot. They explained that unfortunately, most green practices are still rare. Experimental and sustainable materials are not as cheap as the non-recyclable ones. Terraforma actively collaborates with professional architects to develop their distinctive facilities mostly made by sustainable materials, such as wood and iron. On top of that, they try to minimize the impact of their building operations, as all the excess materials are reused to create secondary facilities, such as tables, benches, bins, sinks and showers. All this requires a considerable effort both in terms of time and money.

To finish, I was curious about how they see the future of Terraforma. They responded that as we are still living in a pandemic period and they are about to relaunch the festival after a two years break, there is still much to be seen and defined.

5.2.2 Energy

In this subchapter the energy low impact Terraforma has, is presented. In their official website they explain that they have created and developed a sustainable lightening system for the festival's campsite. In order it to exist, they have used recycled materials, as well as, they use only solar energy, LED or low voltage bulbs and lights (Terraforma Festival 2022). Last year Lampoon magazine has taken an interview from Ruggero Pietromarchi and Leone Manfredini, the Curator and Sustainability Director behind Terraforma. In their conversation, these two men have explained that minimizing the energy consumption is a big step to be taken, since power has a main impact on the final festival's core carbon footprint. Furthermore, during their discussion they have told that Terraforma has found its ways for collaborating with other associations which have the same goal. As mentioned above, visitors are encouraged to reduce energy at the campsite area, too. In fact, some-

times there are venue troubles, related to not accessing to electricity, but what Pietromar-chi and Manfredini explain is that that forces them to be more creative and come up with new ideas (Lori 2021).

Another side of reducing the energy consumption is the mobility and transportation. Terraforma affirms that this is one of their highest green impacts. What actions this success consists of - first of all, the festival has provided their staff and the invited artists electric cars and vans. As their statistics show, back in 2018 and 2019 the festival has reduced approximately 650kg/CO₂ out of that action. Second, they raise awareness through campaigns which aim at making their visitors take green ways in consideration, when traveling to and from the three-day event. Very similarly to Green Man Festival, Terraforma also encourages their festival-goers to share a ride with other visitors, in order to reduce fuel emissions. In addition, what the festival also does just as Green Man Festival, is to offer free train shuttles. Based on the questionnaires Terraforma has done, the statistics show that 28% of people have gone there by train and each used car has involved about 3 people travelling together (Terraforma Festival 2022).

Finally, the festival is strongly dedicated to the idea of neutralizing of CO₂ emissions. As Lampoon interview presents, Terraforma has taken its time to plant trees while the Covid-19 pandemic has been going for over two years and the festival has been postponed a couple of times because of it (Lori 2021).

5.2.3 Water

Speaking of the festival's water usage, Terraforma has paid attention on it, too. Since the water consumption is considered to be the most when it comes to the campsite area, they have applied and developed a special water control system. It helps with keeping on track with the amount of water that needs to be used per person, and not just let people uncontrollably use water. Once again, Terraforma has made a campaign which in this case is connected to the water consumption consciousness. Their statistics present that thanks to it, that water has been used less than even "an average daily domestic consumption which is estimated to be more than double the figure" (Terraforma Festival 2022).

5.2.4 Waste

Finally, the waste matter is examined. "Terraforma aims to reduce the amount of litter generated per capita and increase the rate of separate collection in order to boost recyclability" (Terraforma Festival 2022). The ways the festivals has taken in action are mostly related to providing recycling stations, using 100% reusable cups and dinnerware,

having sustainable stewards. Back in 2019, Terraforma has achieved 84% of all waste for recycling.

Furthermore, straws are prohibited of usage, as well as, beverages are not being sold and provided in plastic bottles. Based on that the festival has reduced about 170kg of plastics based on banning them ” (Terraforma Festival 2022).

At last, instead of throwing away already used materials, Studio Petrucci has used tables, benches, showers, sinks and bins for making up the main stage of Terraforma (Colturri 2019).

5.3 We Love Green Festival and its sustainable sides (France)

In order to gain as much information, as possible, I examined the official website of We Love Green Festival, as well as, I searched and found a short but meaningful interview with the festival’s founder Marie Sabot, taken in 2018. In that interview, she gives us some insights about how the festival has begun, the philosophy and art behind this big annual event.

To start, We Love Green Festival is a French art and music festival, happening in the beginning of June, in the Bois de Vincennes, on the eastern outskirts of Paris. It is established by the French agency, called We Love Art. It collaborates with art and architecture schools, and its main focus is on different creative artistic projects and environmental sustainability matters. Yearly it invites interesting musicians of our time, in order to excite and support the future of art and music (We Love Green Festival 2022). In the short interview, taken by Patrick Clarke in 2018, the festival founder Marie Sabot gives some insights about its history. In short, the festival happened for the first time back in 2011. The main creative idea out of it was to provide unexpected and unusual events. The major purpose the organizers had was to develop a big event that provides mixed music genres, something that was not experienced in France (Clarke 2018).

To continue, as its name reveals, We Love Green festival is truly committed to all kinds of green solutions. Its organizers are eager to create an experience which strongly faces the current environmental matters and fights against them. We Love Green’s main aim is to turn the festival into a 100% circular by 2025. This means that an agreement about developing a sustainable, circular economy has been signed (We Love Green Festival 2022). Below, a screenshot of the festival’s webpage could be found.

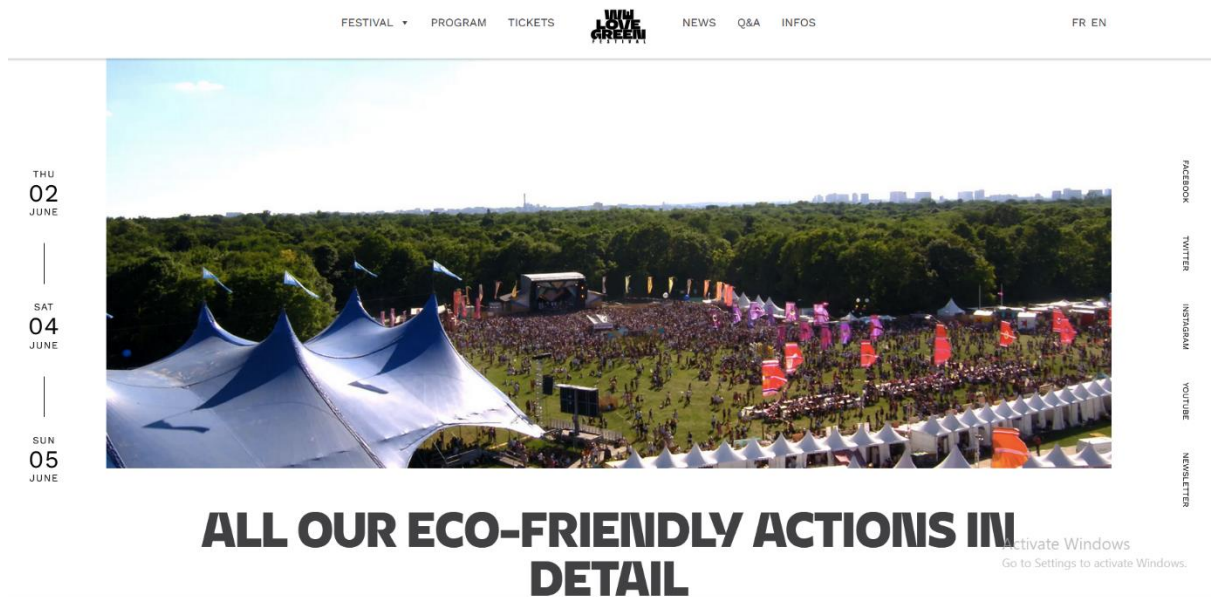


Figure 8. We Love Green Eco-Friendly Actions (We Love Green 2022)

As We Love Green Festival’s founder explains, sustainability has been always a huge focus for them. The reason for it is that in her view, it is the only way to go, especially when developing an outdoor event in the nature (Clarke 2018). What the organizers had to go through is that they had to carry a lot of patience until “the city of Paris gives to them one of the most delicate botanic parks in the city, Parc de Bagetelle”. Sabot explains that after the first couple of years of having the festival at that location, they had to make some changes by reorganizing and coming up with new solutions (Clarke 2018).

While digging deeply into all the provided festival’s information in their website, I realized that We Love Green concentrates exactly on the same matter as my thesis does – to raise the public awareness of specific issues and hoping for a better future. Reading more about We Love Green’s purposes and thoughts the organizers have put on their work, made me realise that this festival could be real great inspiration for other events’ organizers. From an eco-friendly-oriented organization, to having a cultural-related content, and an educational role – We Love Green is a combination of these three important matters. “We hope that via music, we can spread economical, social and solidarity values – values that are music to your ears” (We Love Green Festival 2022). For instance, We Love Green is socially sustainable, in a way that the company donates thousands of euros for charities. For example, only in 2019 the festival succeeded raising about 11,000 euros. Some environmentally sustainable action the company takes, as well, is planting thousands of trees. The festival has considered trees important for restoring ecosystems and help the climate control.

To continue, the festival not only does its part of caring about our planet in various ways, discussed in the next subchapters, but it also provides a way for exchanging new environmental ideas. The company has called it “The Think Tank” lab. It is located centrally in the festival area. Festival-goers who feel especially excited about taking part in examining the existing ecological issues, are given a chance to do it there. Activists, artists, scientists, thinkers and many others could go and join. This way they all are able to meet and help raising the public consciousness. During that one interview in 2018, the festival’s founder explains further information about The Think Tank lab. I could learn that at first it did not happen in any special way, but just in a tent, and later they developed it into an actual important part of the festival, by giving it a whole stage. Sabot tells that The Think Tank’s idea is very far from any political-related matters, but to create an atmosphere that makes all those ecologists, activists and politicians discuss ways of creating rights for all non-humans, nature and animals. Gathering people not only from France, but from around the world could help giving and receiving variety of points of view, related to defending the world’s biodiversity. Furthermore, in the interview Sabot claims that another topic that takes place at The Think Tank lab is “the role of the city in changing the way ecologic sustainability is focused” (Clarke 2018).

In addition, exploring We Love Green Festival’s webpage further could take me to another provided lab at the festival - the Start-Up Lab. It is something inspiring, as well. Shortly, it helps different pioneering organisations and businesses to gather together. They could be from the green tech, sustainable food production, ethical design or many more other areas. In the heart of this lab is the idea of helping “changemakers” be heard, exchange innovative environmental concerns, and thus, raise awareness, as well.

Speaking of a “fun side” of We Love Green, the festival projects documentaries which make visitors put a thought on the surrounding us world. At last, another one that could be mentioned, is the Open Sky Museum. It is held every year and its concept consists of “pop and colourful scenography under the sign of eco-responsibility” (We Love Green Festival 2022).

5.3.1 Energy

Here, all the energy-related matters that We Love Green has considered important, are examined. In addition, the festival’s solutions for fighting those issues are presented. We Love Green has had a strong zero fossil fuels goal which they have reached, and have been following. In order the festival to use 100% renewable energy only, they have had to try out different ways first. One of the energy innovations is about testing out “generators powered by rapeseed oil and recycled used cooking oils” (We Love Green

2022). Another mentioned innovation in the festival's official webpage is related to using solar panels or electricity from a French wind farm.

When it comes to the electricity consumption at the festival food stands, We Love Green has put together refrigerators resources. The result in 2019 was that only five of those lorries were used, instead of 51. This way the company saves energy. Now, while we are at the food subject, it is necessary to be mentioned that the festival has also decided to provide 100% locally-sourced organic food. The purpose of that is not only motivating their customers to consume sustainable and healthy food, but also to support local food services. Thus, the festival would also reduce energy for transporting the needs to the festival area (We Love Green Festival 2022).

Discussing the food transportation matter leads to another importance – what has been done, in order to reduce the fuel emissions when traveling to and from the festival. The statistics state that 76% of the festival-goers use public transport, when getting to the area. It seems to be easy to do so, since different types of public transport could be found close by the festival area. In order to support that matter further, We Love Green has not provided any car parking spaces, in contrast to the availability for bicycle spots (We Love Green Festival 2022).

At last, the lightning solution needs to be discussed, as well. It is managed during the events' days by having 95% of the whole festival using LED lights, no matter if it is about the stages, the food stands or other parts of the festival area's lights (We Love Green Festival 2022).

5.3.2 Water

Exploring the ways We Love Green has come up with, in order to be cautious about the water usage, gives a clear image of how other events' organizers could also do it. The festival provides hundred free water taps, which are installed throughout their area. When one wants to refill his bottle or eco-cup, he could go there and do it without putting much effort, nor spending money on that. (We Love Green Festival 2022).

Another success, which follows the previous water considerations, is the fact that the company has saved 2.10 million litres of water. This happened in 2019, thanks to providing only composting toilets. The reason for choosing those is that they are known for reducing water and chemical products consumption. (We Love Green Festival 2022).

5.3.3 Waste

In this subchapter various information and examples are presented, since I was capable of finding and reading about this subject the most. Waste is probably the biggest matter We Love Green has made a step on, and has discussed in their website. The festival provides plenty of solutions and has proved that those help the environment.

To start, the company has set up an online recycling platform. Its purpose is so that all the sourcing materials that have been needed for the whole festival organisation and its design, are "put back into the circulate economy once the festival is over" (We Love Green Festival 2022). Once again, in 2019 the company has managed to reclaim a big amount of materials instead of just throwing them away. Another purpose the festival has is to motivate other events' or festivals' organizers to donate materials they do not need anymore, when getting rid of them anyway. We Love Green offers that opportunity, in order to make other companies' work easier and thus, exchange sources, such as wood, fabrics, some furniture, etc. By collecting "leftovers" and using them during the following years, the festival could be organised in a sustainable way (We Love Green Festival 2022).

Close to that recycling waste solution by collaborating with other companies, We Love Green has also made the decision to give away thousands of unsold meals to charities, in order not to just throw that food away. As their statistics show, the festival has distributed 2,600 meals which equals 3.1 tonnes of food waste. Back in 2018, the festival decided to prepare 1,500 meals out of unsold produce, in order it not to be thrown away (We Love Green Festival 2022).

Furthermore, another matter that has been thought of not only by Green Man Festival, but also by We Love Green Festival, is saving plastics, in a sense that the festival encourages its visitors to use reusable bottles or cups and refill them with the provided free water at the festival area. As their statistics state, We Love Green has managed to save approximately 280,000 plastic bottles back in 2019. Another reason behind that success is as well, the eco-cup deposit scheme. The company set up a higher goal for last year's plastic reduce matter – they aimed at developing their zero single-use policy to the backstage areas and the music gigs. In order to help their own initiative, they have provided 100 water taps for free, encouraged technicians and musicians to use recyclable bottles, by providing those to them, as well as, had biodegradable bio-plastic ones. To add, all the cutlery and plates, used at the festival area, are also totally biodegradable and made from 100% recycled materials (We Love Green Festival 2022).

However, We Love Green has also developed another, interactive way of recycling plastics. In order to be environmentally-friendly, and interesting to their customers, the festival has opened a scenography workshop to a group of certain artists. Generally, the idea is that those people are being funded for their work and recycled materials, and are given a chance to present a creative outcome. That final result is expected to be eco-designed scenography. Last year they have managed to create a piece of art, by using 400kg of recycling plastic (We Love Green Festival 2022).

Speaking of the statistics the festival has presented in their official website, it has been announced that 81% of waste was recycled in total in 2019. This was more than their recycling success in 2018 which was approximately 10% less (74% waste recycled). Once again, this all has happened thanks to an onsite recycling center, and to the work of 110 volunteers. In the recycling section, we could also discuss the cigarette matter. Just like Green Man Festival, We Love Green has taken in consideration the huge amount of cigarette butts that are being randomly thrown on the ground by festival-goers. In order to avoid that waste situation, the festival has installed ashtrays at the festival area. In case visitors still do not want to take part in saving the environment, all the randomly thrown cigarette butts are being collected. Later, they are being sent to the first French factory that recycles them. It has been estimated that approximately 15,000 cigarette butts could be easily recycled and not end up being toxic for the nature (We Love Green Festival 2022).

As mentioned earlier, the festival provides composting toilets throughout the area, in order to reduce unnecessary water and chemicals usage. In addition to that, We Love Green shares in their website that in 2019 they have created 22,000 litres of compost from 65,000 litres of waste from those toilets, and 28,000 litres of urine was transformed into agricultural fertilizer, as well. All these composts are given out to local farmers (We Love Green Festival 2022).

5.4 Shambala Festival (UK)

To start, I did with my research about Shambala Festival the same way I did about Green Man Festival – the information I found and used for my thesis is based only on my deep research of their official website. Even though I did my best to find contact information and write to the festival organizers, I did not manage to reach them, nor to receive any insights from them. Generally speaking, the Shambala Festival website feels interesting to explore, since there are so many colors and art used, in order to take your attention and to make you feel free to read more. The information is systemized in a way that I did not feel

lost at any point while doing my research. Even though I was not able to get in contact with the organizers, I was able to do my studies also just by using the already provided plenty of information.

To continue, Shambala Festival happens annually in Northamptonshire, England, during August and it lasts for four days. A fun fact about this year happenings is that the festival celebrates its 20 years anniversary. What one could expect from the festival's experience in general is contemporary music which is impossible to find anywhere else. It combines genres, such as pop, folk, rock, and other kinds of arts, such as independent films, workshops, discussions, etc. Those who would like to experience "great vibes, atmosphere and rhythm of their weekend" could find their solution just there (Shambala Festival 2022). A small connection to Green Man and We Love Green festivals' names could be made – Shambala name strongly speaks of nature, as well. Even though at first it probably does not sound like anything nature-related to any of us, the name hides its secrets. It is created by a few of its festival's founders who have been to Africa. There they have gotten to learn the word "Shamba" which means "a field", and they have made the decision to use it as a main part of their festival's name (Shambala Festival 2022).

Furthermore, Shambala Festival can proudly say that it has an environmental mission, and has received plenty of sustainability-awards throughout the years. In their webpage I was able to find helpful information for my research that could give me a clear image of what the festival's environmental perspectives are (Shambala Festival 2022).

The biggest aim its founders have always wanted to achieve is to have as much positive impact on the environment, as possible. In connection to that major aim, Shambala has also a mission called "25KX25: 25,000 positive actions by 2025". It is about a project which could inspire 25,000 simple, individual positive actions by 2025 (Shambala Festival 2022).

What also helps the festival to improve in a sustainable way is the open-mindedness, willingness to learn as much as possible about the surrounding us world, and the newest innovations. The festival claims that it has been examined as a pioneering festival world-wide due to all the environmentally and socially sustainable solutions, which will be discussed and discovered further in the next subchapters (Shambala Festival 2022). Below, a screenshot of that page could be found.



Figure 9. Shambala Festival Environmental Mission & Awards (Shambala Festival 2022)

As mentioned above, Shambala has received a lot of rewards. Here, I am going to list only some of them: “The Innovation Awards at the 2018 UK Festival Awards, in recognition of our pioneering sustainability practices”, “Creative Green Awards 2017 – Best Festival”, “European Festival Awards 2016 – Green Operations Award”, and many more (Shambala Festival 2022).

At last, I need to mention about one strong similarity between Shambala and We Love Green festivals’ social- and environmental-related concept. As we discovered We Love Green’s big ideas, Shambala also brings those to the table. The festival proves that it is not only about gathering visitors for dancing and having fun. It has prepared an activist hub, which they have called “Rebel Soul”. There creative campaigners from different countries join. “Guerilla Science serve up explosions, experiments and explanations, whilst The Imaginarium is a forum for ideas based on the coffeehouses of yore, a place to debate with strangers, exchange ideas and hatch out a visionary utopian plan for the world” (Shambala Festival 2022).

5.4.1 Energy

Taking in consideration the energy subject, Shambala has developed so well that it is nowadays completely run by using 100% renewable energy. “We use a mix of waste vegetable oil generators, solar, and hybrid units” (Shambala Festival 2022). LED lighting has been also used.

What the festival also does is that it gives lots of transportation opportunities for its visitors. Of course, it encourages them to come in the most environmentally sustainable way, in order to reduce fossil fuels. The first given choices in the website are coming by cycling, or car sharing. Just as it was suggested by the Green Man Festival, car sharing could be potentially an efficient way to transport more people at once, and besides that – to make new festival-friends eventually. Another offering, which unfortunately is not into use quite yet, is the electric car charging. The festival has been working on that matter for a couple of years now, but since it is not going to be possible to provide it this year, it hopes it will happen in the future.

In addition, Shambala has co-founded an initiative called “Energy Revolution”, which by time has been renamed to “Ecolibrium”. Its main idea is also to minimize the negative transport impacts on the way to and back from the festival. Customers are also given an opportunity to use trains or buses.

5.4.2 Water

Speaking of the way Shambala Festival handles the water-related matter, the company collaborates with the association, called FRANK Water. Just like the way this foundation supports the Green Man Festival’s idea of being sustainability-conscious about the water usage, it does the same with Shambala Festival. FRANK Water supports the festival’s initiative called Bring-a-Bottle, by providing free tap water to the festival-goers. Every Shambalan has the opportunity to just go and refill their reusable bottle or cup across the festival area. Shortly, FRANK Water association is about providing safe water and sanitation for some of the most disempowered places in India (Shambala Festival 2022).

5.4.3 Waste

Just as Green Man Festival and We Love Green, Shambala has focused mostly on the waste issues. Based on the provided information, I could say that just as the other festivals, Shambala has discovered great amount of solutions for reducing the waste and be as environmentally sustainable, as possible.

The festival claims that back in 2018 they have achieved having zero waste after the festival has ended. In order to do that, they have recycled every single thing they could think of. It also speaks of “recycling exchange”, which in this case is about the festival “receiving more than 5 tonnes of recyclable waste each year and achieve double the rate of recycling compared to the campsites” (Shambala Festival 2022). This process is mostly based on the festival-goers actions, which are encouraged by Shambala. The idea is that everyone could join the Recycle exchange, by doing his bit of sorting out his own waste, and when leaving the four-day event, to leave it at the correct bins, handled at the Recycle exchange point. This whole concept helps minimizing waste amount that would normally just end up in a landfill. The idea is that when many people gather at once and want to achieve the same aim, i.e. help the environment, the purpose becomes realistic and easier to gain (Shambala Festival 2022).

Other types of success related to waste consciousness are very similar, if not the same, to those, discussed in the We Love Green Festival’s chapter. Back in 2018 Shambala has managed to collect and recycle 12,000 one-use cups. The solution behind that success is asking people to avoid using those just by bringing their own biodegradable cups (Shambala Festival 2022). In addition, Shambala collaborates with Raw Foundation which makes sure that presents “the plastic issue with their marine litter installation, film screenings and workshop spaces” (Shambala Festival 2022). What’s more, in order to raise awareness to the festival-goers, Shambala and Raw Foundation have also moved further – they have worked together on a Plastic Festival Guide. In the heart of that guide is the concept of making reusable stainless steel bottles and pay attention on a Bring-a-Bottle campaign (Shambala Festival 2022).

Another action the festival has taken into account is providing compost toilets all over the festival. Based on that, water usage is minimized and all the natural waste is being used to fertilise soil.

The third and same as the French festival solution is about food waste handling - Shambala has made the decision to avoid throwing food away. The festival’ Green Team collects excess food from traders and campsite and donate it to one specific food café. That place offers the opportunity to “Pay What You Feel” meals (Shambala Festival 2022). That action of caring not only about our planet, but also about the society and its main needs could be taken as social sustainability-awareness.

5.5 Summary of the results

In this subchapter the approached results throughout the thesis research are being discussed. A short conclusion out of the gained information is made and it is related to the four examined festivals in this thesis. In addition, some comparisons between them are made and my final thoughts are concluded.

Speaking of the study results, it could be noticed that all the four festivals have a lot in common. However, it was clear from the beginning of the research that Green Man Festival, Terraforma, We Love Green Festival, and Shambala have the same major aim – to raise the public awareness about the existing environmental issues, and encourage their visitors to take better care of the surrounding them nature. Besides that, the similarities I noticed about those festivals are even more than just their motives and purposes. For instance, even the smallest thing, such as the meaning of the festivals' names, connects them all.

Considering the learning experience, we could also see that all of them have concentrated strongly on the energy-, water- and waste matter. Similarly to each other, they have figured out green ways for reducing the energy consumption. For example, in almost every case the companies spoke of providing free shuttles to their visitors, so that they could travel to the festival by reducing fuel emissions. Also, all the four festivals have reduced the electricity usage at the venue and campsite area.

The same comparison could be done when it comes to the water- and waste matter. Almost all of them have taken in consideration providing free water to the festival-goers, but by encouraging them to use reusable bottles and just refill when needed. Providing compost toilets have been also another way for almost all of them.

Finally, it is noticeable that the waste matter has been the strongest consideration for the four festivals. All of them have clearly come up with variety of ideas that could reduce the waste, caused by the whole festival program and visitors. Ways of reducing plastics have been a part of that. For example, straws, plastic cups and other utensils have been prohibited at each of the researched festivals. Each of them has found its way towards using only biodegradable items, and further – they have figured out how to make recycling a main part of their whole sustainable approach. Another similarity could be also discussed – the festivals have decided not to focus only on environmental sustainability, but also on the social side of it. In that sense, what they do is collaborating with other associations which concentrate on helping people in need. For example, some of the festivals donate untouched leftover food.

To finish, the conclusion out of the received study results could be that Green Man Festival, Terraforma, We Love Green Festival and Shambala look at the same direction and this is the reason for their environmentally- and socially sustainable achievements. Having a look at each of them separately or together shows that they carry their own independence and aims, but digging deeper into what they have done, makes me realize that they are connected by the same purpose - raising the environmental sustainable consciousness. The table below summarizes shortly the results on each festival's energy-, water- and waste solutions.

	Energy	Water	Waste
Green Man Festival	Polar power for the stage, hydrogen fuel cell for other areas; Pedal power charging; Free shuttle-buses; Local food and beverages only	Collaborating with FRANK Water charity association; Encouraging visitors to use reusable bottles; Compost toilets provided	Straws, glitter, plastic cups and utensils prohibited; Nappy bins provided; Leftover food goes to charities; No thrown cigarettes on the ground
Terraforma Festival	Only solar energy, LED or low voltage bulbs and lights; Provided electric cars/vans to the artists; Planting trees	Provided special water control system at the campsite area	Straws, plastics prohibited; Not throwing away used materials
We Love Green Festival	100% renewable energy, solar panels, electricity from a French wind farm; LED lights; Public transport usage by visitors	Free water taps provided throughout the area; Compost toilets	Collecting and donating used materials; Donated leftover food to charities; Plastics prohibited or recycled; Reusable bottles usage; Cigarettes collected from the ground

Shambala Festival	100% renewable energy; Public transport and car sharing to the festival	Collaborating with FRANK Water charity association' Compost toilets	Collecting, sorting out, recycling the waste; Reusable cups; Not throwing food
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To finish, the table below sums up the results together with the theoretical framework. The festivals main considerations, such as energy, water and waste, are being presented considering the major global environmental issues – climate change, the water crisis, land-cover change and biodiversity loss. The table shows how the festivals' measures reflect on those environmental problems in practice.

The Energy solutions reflecting on the Climate change & Biodiversity loss	The solutions contribute to slowing down the climate change effects of rising temperatures; They do not emit carbon dioxide or other greenhouse gases, thus fight against the global warming and protect the biodiversity by keeping the air and areas clean
The Water solutions reflecting on the Water crisis	The solutions minimize the large water consumption, used for toilet facilities, hand washing, catering, showers or consumed as drinking
The Waste Solutions reflecting on the Climate change, Water crisis, Land-cover change & Biodiversity loss	The solutions decrease the appearance of carbon dioxide or methane, thus fight against the climate change; They minimize the threat to the global fresh water, thus fight against the water crisis and destruction of the sea-world biodiversity; They have a positive impact on allowing nature to evolve on its own, minimize the destruction of land or soil, thus fight against the land-cover change They protect the biodiversity, by not letting the waste destroy the natural habitats, thus protect the biodiversity and fight against its loss

6 Own learning

To begin, the whole learning experience felt interesting and valuable to me. In order to make a detailed research on the certain festivals, I had to first go through the theoretical side of things. Searching for accurate academic materials which are trust-worthy and at the same time would bring a lot of important information about the environment and sustainability, was not as easy. However, I took time choosing proper articles and various books, in order to be able to present as much information as possible. I could notice that the literature I found, related to environmental sustainable consciousness, especially in the festival field, has been published mainly in the recent years. This made me realize that the environmental issues have become an actual matter for the event industry.

To continue, it was enriching finding out and learning about the motives and green actions the four chosen festivals have considered, so that they become successful and environmentally- and socially-sustainable. The decision of focusing on these specific festivals was made due to the reason that they are among the biggest and well-known green ones in Europe. Another reason is the fact that they are situated in different countries, which would help the reader receive a better picture of how planning and organizing is being done in various ways, even on different lands and meteorological circumstances. I believe that being curious about different points of view and taken actions towards a better future, could help one to also create in an out-of-the-box way.

Furthermore, choosing content analysis as a type of my research method helped my work be analysed in a detailed way, and concluded after that. The study cases are about each of the four European festivals – Green Man Festival, Terraforma Festival, We Love Green Festival and Shambala Festival. Before I chose those particular ones, I had made quick researches on other sustainability-oriented festivals in Europe. What made me pick these ones is based on multiple reasons. The main one is that I could see all their official websites being full of information, which definitely caught me. For this research it was extremely important to make sure that I could rely at least on the websites, in case I do not succeed taking personal interviews from the festivals' teams. Besides all that, the webpages seemed to be well-made, in the sense that different interesting and catching-the-attention ways have been used for creating them. This could make my learnings easier, and thus more sufficient.

To add, the research is made mostly by relying on the provided information in the festivals' websites. I found this way the most trust-worthy, since I could be sure the information I read is correct. Besides that, I tried my best to find some interviews or articles about the companies. Of course, I myself took time finding any contact information that could help

me reach the festivals' teams or organizers. My aim was to take interviews from at least two or three of them. Unfortunately, only two of the festivals got back to me with responses. One of them is We Love Green Festival and the other one - Terraforma. We Love Green Festival explained to me that they would happily support my thesis, but they did not have time to respond to my questions, due to being busy with organizing the event after a few years of a pandemic break. Gladly, Terraforma was at least one of the four that was willing to help my studies. When interviewing Terraforma, I had a purpose to focus on asking about information that is surely not given to the public in the Internet. This way I could apply extra insights which otherwise I would not have been able to read about in the festival's webpage.

Finally, the thesis process was engrossing and sometimes very discouraging in some parts, as well. The thesis topic was very fascinating to me, but there were times when I barely found good, detailed information about some small parts of the studies. The whole research process taught me various things. One of them is that I developed my patience at digging deeper into academic materials. Another one is that I enriched my knowledge about the event industry, as well as, the existing environmental issues worldwide. I also learnt a lot new information which I did not know earlier about sustainability as a matter. Making detailed researches on each of the four study cases was sometimes very frustrating because of going through the same process over and over again. Even though it felt tough at times, it was surely very interesting. Thanks to all that work, I was able to understand the thoughts, motives, ambitions, aims and actions those various green festivals have, in order to become environmentally sustainable. Also, it was useful that Terraforma Festival has left short statistics results based on their green actions. I believe that this could help and motivate other organizers consider their sustainable actions.

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Appendices

Appendix 1. Interview questions for Terraforma Festival

1. Have you felt any pressure from your customers that you must go green or was it your own desire to do it?
2. What were the motives and thoughts you had, in order to become sustainable?
3. How do you increase the environmental awareness?
4. Do you educate your customers to behave in a green way? How do you make your audience a part of the whole process?
5. Do the authorities/the government have any impact, in terms of sustainability? For example do they put any requirements on your festival?
6. What is the most challenging sustainable move you have done or you are planning to do?
7. Has it cost a lot financially to turn your festival into a sustainable one, or has it been rather cheap when you know how to do it?
8. How do you see the future of Terraforma?