

Sustainable Event Spotlight

Vegan Festival

Type	Community Festival
Location	Victoria Square / Tarntanyangga
Month	October 2018
Patronage	15,000
Organiser/Contact	Any Excuse...Event Styling & Planning

Waste Actions

- Compostable serving-ware was provided by vendors, along with patron education.
- Three-stream front-of-house waste separation was available.
- Single-use plastic was avoided where possible.
- Pre-event messaging was shared widely to inform patrons about sustainable transport options, waste education, and to BYO reusable materials.
- Interactive on-site waste education activities were provided to patrons.
- Local organics were composted.



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Energy Actions

- Renewable energy was showcased and used with a unique on-site 'solar tree'.



Transport Actions

- Pre-event messaging about active and public transport was widely shared.

Supply Chain Actions

- Local produce was a focus.
- Conscious consumption information was shared by performers and messaging throughout the event.

Measurement, Marketing & Engagement

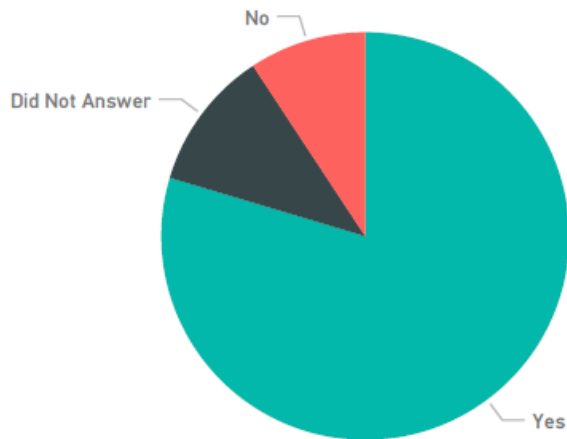
- Both before and during the event, community education was delivered around waste management, conscious resource use and how this can affect our individual and collective carbon footprint.



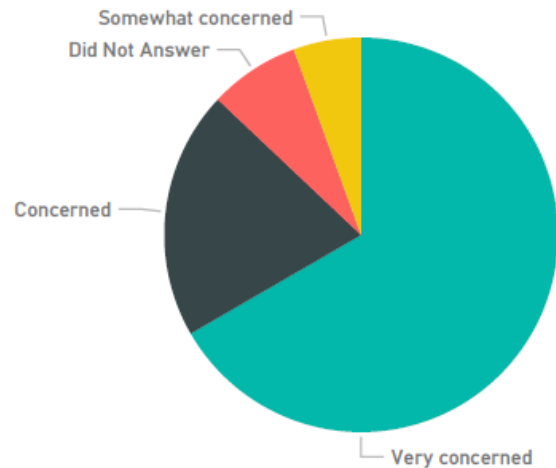
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- Sustainability perception surveys were undertaken with patrons with results showing a concern about our environment.

Do you think environmental issues directly affect your life?



How concerned are you about environmental issues?



Challenges

- The patron survey was difficult to administer as most people were too busy having fun to take the time to complete, even when a prize of a reusable gift pack was offered.

Outcomes

- An event waste composition audit was completed.
- Less materials were deposited to landfill in 2018 than 2017 (reduction 7,485 litres).
- More items were composted or recycled:
 - 2018 - organics 46% | recycling 39% | general waste 15%
 - 2017 - organics 42% | recycling 33% | general waste 25%
- Adelaide was showcased as an environmentally conscious city and a vegan food destination.
- The 2018 event was supported by the City of Adelaide's Sustainable Events Innovation Fund. This was one-off financial support to assist in the implementation of environmentally sustainable events and festivals that support the outcomes of CoA's Strategic Plan (2016-20).

See the video here:

<https://www.youtube.com/watch?v=8ehY0BulpiY&feature=youtu.be>

