

# FUTURE FESTIVAL TOOLS

GREEN COMPETENCY  
FOR EVENT PROFESSIONALS

## EMPOWERING FUTURE EVENT PROFESSIONALS:

VOCATIONAL EDUCATION AND TRAINING  
EDUCATOR'S HANDBOOK TO TEACH FUTURE  
FESTIVAL TOOLS



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# FUTURE FESTIVAL TOOLS

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## HOW TO USE THIS INTERACTIVE GUIDE

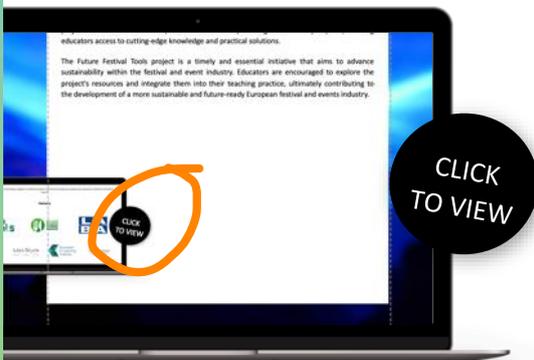
The Future Festival Tools Educators Handbook is an online interactive set of resources and additional learning links. We invite you to use these links and to explore and engage with the case studies and best practices in more detail.

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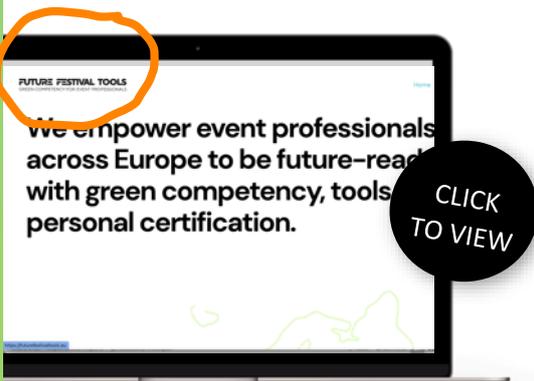
### DEEPER LEARNING

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### TOP TIP

To return to the compendium – use the click to go back option in your browser



### FAST AND EASY NAVIGATION

Jump to a case study of choice by clicking on the interactive table of contents at the beginning of each section



# PROJECT:

FUTURE FESTIVAL TOOLS

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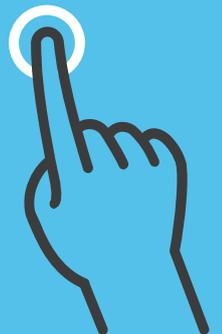
# INTRODUCTION

## AN EDUCATOR'S INTRODUCTION TO FUTURE FESTIVAL TOOLS

- FUTURE FESTIVALS SELF-ASSESSMENT TOOL
- GREEN FESTIVAL STORIES – A COLLECTION OF INSPIRING EXAMPLES FROM ACROSS EUROPE
- THE FUTURE FESTIVAL TOOLS EVENT SUSTAINABILITY E-LEARNING COURSE
- THE VET TRAINERS HANDBOOK

## FUTURE FESTIVAL TOOLS KEY FOCUS AREAS

## PROJECT RELEVANCE TO CONTEMPORARY VET

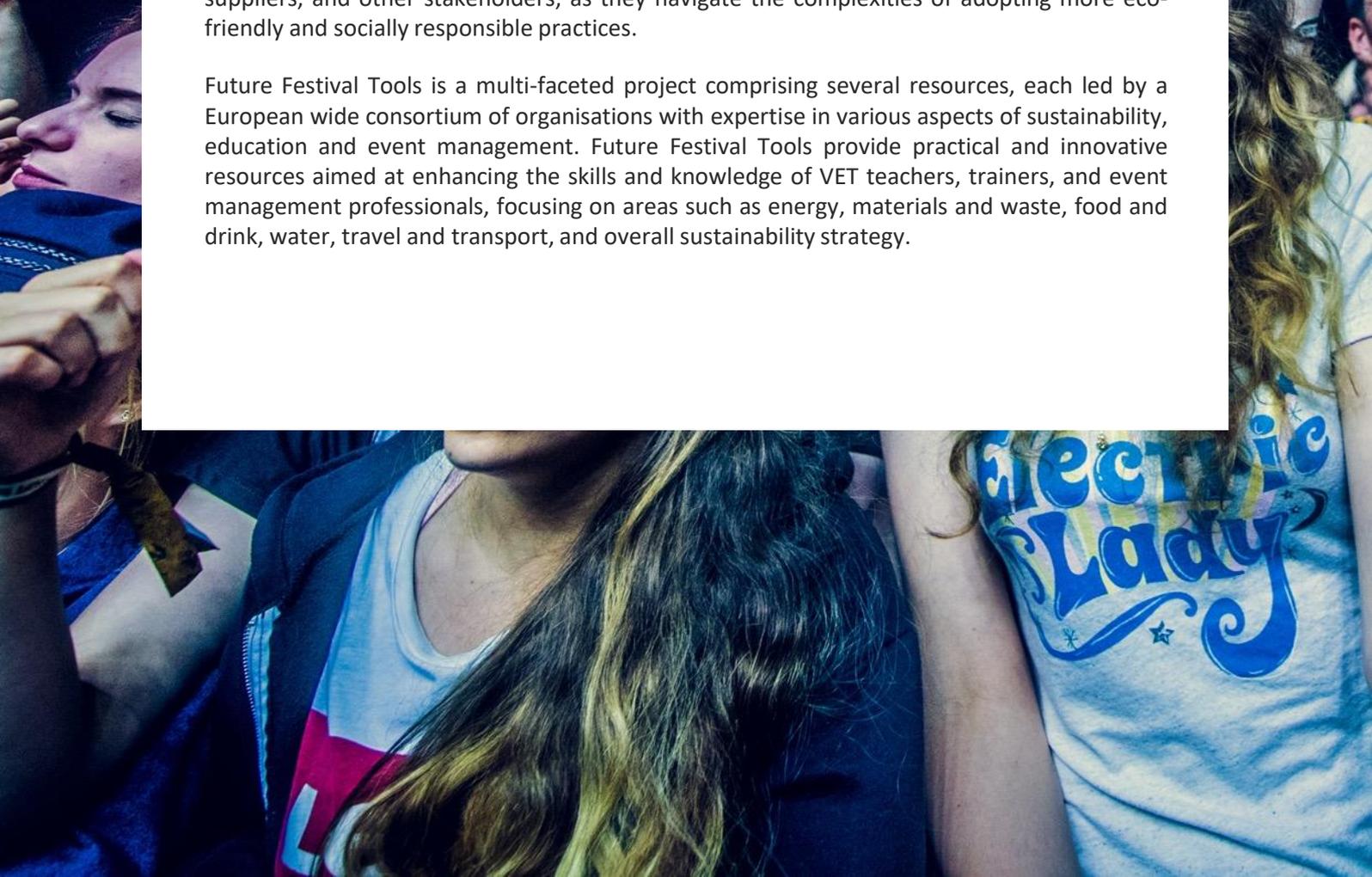


# AN EDUCATOR'S INTRODUCTION TO FUTURE FESTIVAL TOOLS

The festival and event industry has been witnessing a significant shift towards sustainable practices in recent years. As the world grapples with pressing environmental challenges, it becomes increasingly important for event management professionals to adopt sustainable solutions that minimise the negative impacts of their events. In response to this need, the ERASMUS+ Future Festival Tools project was conceived with the primary goal of providing innovative educational resources that equip vocational education and training (VET) teachers, trainers, and event management professionals with the skills and competences necessary to effectively teach and implement sustainable practices in the festival and event industry.

Sustainability is not merely a buzzword but a crucial aspect of the festival and event industry's future growth. It presents both challenges and opportunities for event organisers, suppliers, and other stakeholders, as they navigate the complexities of adopting more eco-friendly and socially responsible practices.

Future Festival Tools is a multi-faceted project comprising several resources, each led by a European wide consortium of organisations with expertise in various aspects of sustainability, education and event management. Future Festival Tools provide practical and innovative resources aimed at enhancing the skills and knowledge of VET teachers, trainers, and event management professionals, focusing on areas such as energy, materials and waste, food and drink, water, travel and transport, and overall sustainability strategy.

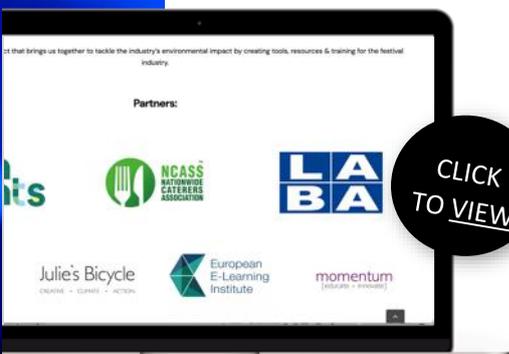


The primary learner audience for the Future Festival Tools project includes VET teachers, trainers, and event management professionals, as well as those working in related fields such as hospitality, catering, and wider business and marketing courses. By engaging with the project's resources, these individuals can develop a better understanding of the scope and scale of sustainability within the festival and event industry and improve their skills in implementing sustainable practices.

Vocational education and training (VET) is a vital aspect of the European education landscape, providing learners with practical, job-oriented skills that prepare them for employment or entrepreneurship in various sectors. The integration of Future Festival Tools into existing VET curricula can help address the skills gaps identified in current programs, which often only touch upon sustainability issues superficially, if at all. By incorporating the project's resources into their teaching practice, VET educators can better equip their learners with the knowledge and competences needed to excel in the increasingly sustainability-focused festival and event industry.

The Future Festival Tools project is led by a [consortium of partners](#) with extensive experience in sustainability, event management, and education. The industry-led approach ensures that the project's resources are developed and validated by leading sustainability experts, offering educators access to cutting-edge knowledge and practical solutions.

The Future Festival Tools project is a timely and essential initiative that aims to advance sustainability within the festival and event industry. Educators are encouraged to explore the project's resources and integrate them into their teaching practice, ultimately contributing to the development of a more sustainable and future-ready European festival and events industry.





# INTRODUCTION TO THE FUTURE FESTIVAL TOOLS RESOURCES

FUTURE FESTIVALS

SELF-ASSESSMENT

TOOL

## WHAT IS THE RESOURCE?

The Future Festivals Self-Assessment Tool is a free online resource that allows event professionals to understand the environmental sustainability of their outdoor festival or event. It is an introductory tool for festivals at any stage of environmental performance to identify further actions they can take, including moving on to doing a full technical external certification where appropriate.

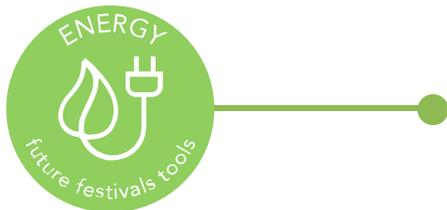
The tool sets out a series of actions that can be taken to tackle key environmental impacts of outdoor events. The descriptions range from initial steps, such as measurement of impacts, through to larger interventions representing best practice. Users taking the Self-Assessment are asked to select the description that best reflects the current actions being taken at their event. The Self-Assessment has been designed to quickly give event professionals an overview of what action at every level would look like – including a vision of what current best practice looks like across Europe to aspire to.

The Self-Assessment looks at six areas of event sustainability:



### Strategy

The overall processes in place to manage environmental action at the festival



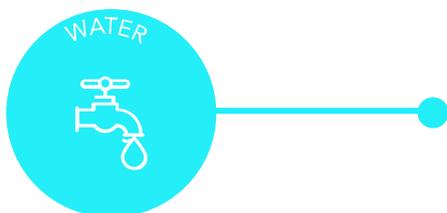
### Energy

Initiatives to measure and minimise energy usage, and to move to a more sustainable energy mix



### Materials & Waste

Material choices, how waste is managed, and the efforts made to introduce more 'circular' approaches



### Water

Actions to reduce usage through efficiency measures and minimising the risk of negative impacts on local ecosystems



### Food and drink

Sourcing, standards and actions that reduce supply chain emissions



### Travel and transport

Actions to encourage different stakeholders to use more sustainable forms of travel to and around the festival



As a tangible output from the tool, users receive a personalised performance report based on the responses to the self-assessment. This provides a review of current strengths and areas in which improvements can be made. Through a tiered scoring system, the recommendations are tailored to your current level. This is designed to support events at all stages of environmental action to take the appropriate next steps. Links to further tools and resources are also shared in the performance report to support on this journey. This includes inspirational case studies, tools for action and recommendations on which modules of the Future Festival Tools e-Learning Course to focus on to best strengthen knowledge and skills.

The self-assessment is primarily aimed at organisers of festivals or events, or those responsible for an event's production, operations, and/or implementing green initiatives, those not actively involved in running events (e.g., learners, or those working in the supply chain of events) can still use the tool to build their understanding of environmental sustainability at events.

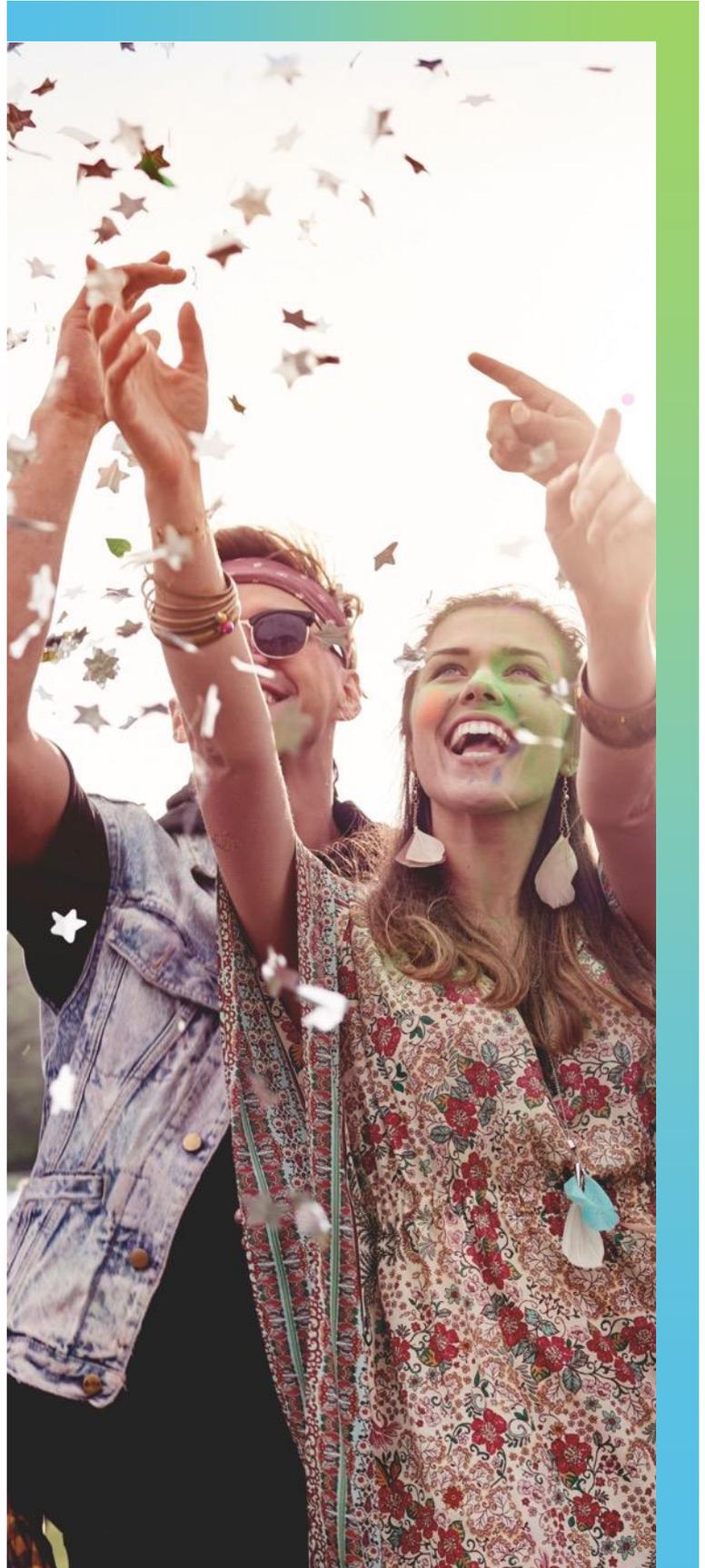
## WHY IS IT NEEDED?

As with any other industry, the festivals and events sector must work to reach net zero emissions and reduce its wider environmental impacts. Further to this, festivals and events hold a special role in being able to influence the assumptions and behaviours of tens of thousands of people, not just for the time they are on a festival site, but also once they return home. The Future Festival Tools will help to realise this potential by providing valuable guidance, training and inspiration to events professionals in taking environmental action.

The Self-Assessment Tool has been developed out of a need to provide an easy, fast and free way for festivals to understand their current level of performance on environmental sustainability and identify the next steps that are right for them. As English is the seen as the predominant language in the festival sector, the self assessment tool is a first-step reduces the need for an often expensive and time-consuming full technical certification first. The intention is that this will help to close the gap between the environmental leaders and those just starting out.

Through its focus on actions across different impact areas, the tool also supports strategic thinking on sustainability in a connected way. Often, the focus can solely be on measurement through carbon footprints, at the expense of developing a holistic strategy that places emphasis on specific interventions that can be made to reduce impacts. The self-assessment looks to demonstrate actions that can be taken across the board, as well as how that ladders up through an overarching strategy.

The self-assessment also operates as a crucial conduit for the various resources and tools that are already available to event professionals on sustainability. By operating as a starting point for thinking



about the next environmental actions of an event, the Self-Assessment Tool brings together the most useful and relevant resources to support event professionals in implementing next steps.



### WHAT ARE THE BENEFITS TO TEACHERS?

Given the applied learning that can be gained from use of the assessment tool in the classroom, teachers can use the tool to provide context to the key issues facing the sector, role playing different scenarios and developing sharing solutions. It is a starting point to deeper learning through the Future Festivals Tools curated journey through resources, guides, initiatives and tools specifically developed in the context of the European festival market.

### WHAT ARE THE BENEFITS TO LEARNERS?

The overarching value to users of the Self-Assessment Tool is an understanding of how an outdoor festival or event is currently performing on different environmental issues and the steps that can be taken towards best practice.

For learners, completing the self-assessment is an educational exercise that supports learning on key environmental issues of festivals and the actions that are required to successfully

manage and reduce impacts. Since the tool provides a description of different levels of action, learners can gain an understanding of the stages at which progress can be made towards best practice, with actions reflecting leadership shown as a source of inspiration. Learners can also take advantage of the additional resources for further learning on how to tackle different environmental issues at events. This means they can benefit from the curated journey through the best current resources, guides, initiatives and tools available on the European festival market.



A night festival scene with green laser lights and a crowd of people. The background is dark with vibrant green laser beams cutting through the air. In the foreground, a group of people is sitting on the grass, some looking towards the camera. In the middle ground, a crowd of people is standing and talking. In the background, there are buildings with large windows, some of which are lit up. The overall atmosphere is festive and energetic.

GREEN FESTIVAL

STORIES –

A COLLECTION

OF INSPIRING

EXAMPLES FROM

ACROSS EUROPE

The team of the Future Festival Tools project set itself an ambitious goal: create knowledge tools that will make the European live events sector future-ready by enabling a whole generation of event organisers and learners to gain green competency.

## WHAT IS THIS RESOURCE?

One of the four tools that they have created during the project is the guide [“Green Festival Stories – A collection of inspiring examples from across Europe”](#). It is a guide with **21 good-practice examples of outstanding and transferrable projects** on event sustainability that were carried out by festivals and other outdoor events from across the continent.

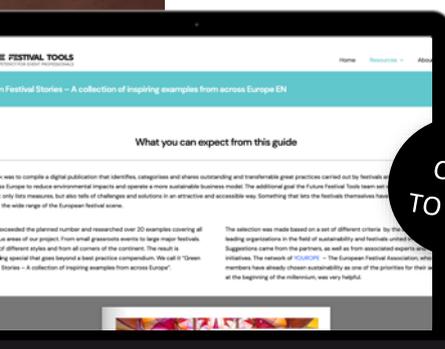
All projects have in common that they have the purpose to reduce the events' environmental impacts and create a more sustainable business model. The guide's purpose is thus to inspire festival makers to adapt some of the presented measures at their own events to reduce their negative impacts on the environment. The case studies are presented not simply as a list of measures; instead, challenges and solutions are presented in an attractive and easy-to-read way. Festival teams themselves are quoted throughout the guide to give first-hand accounts of their experiences.

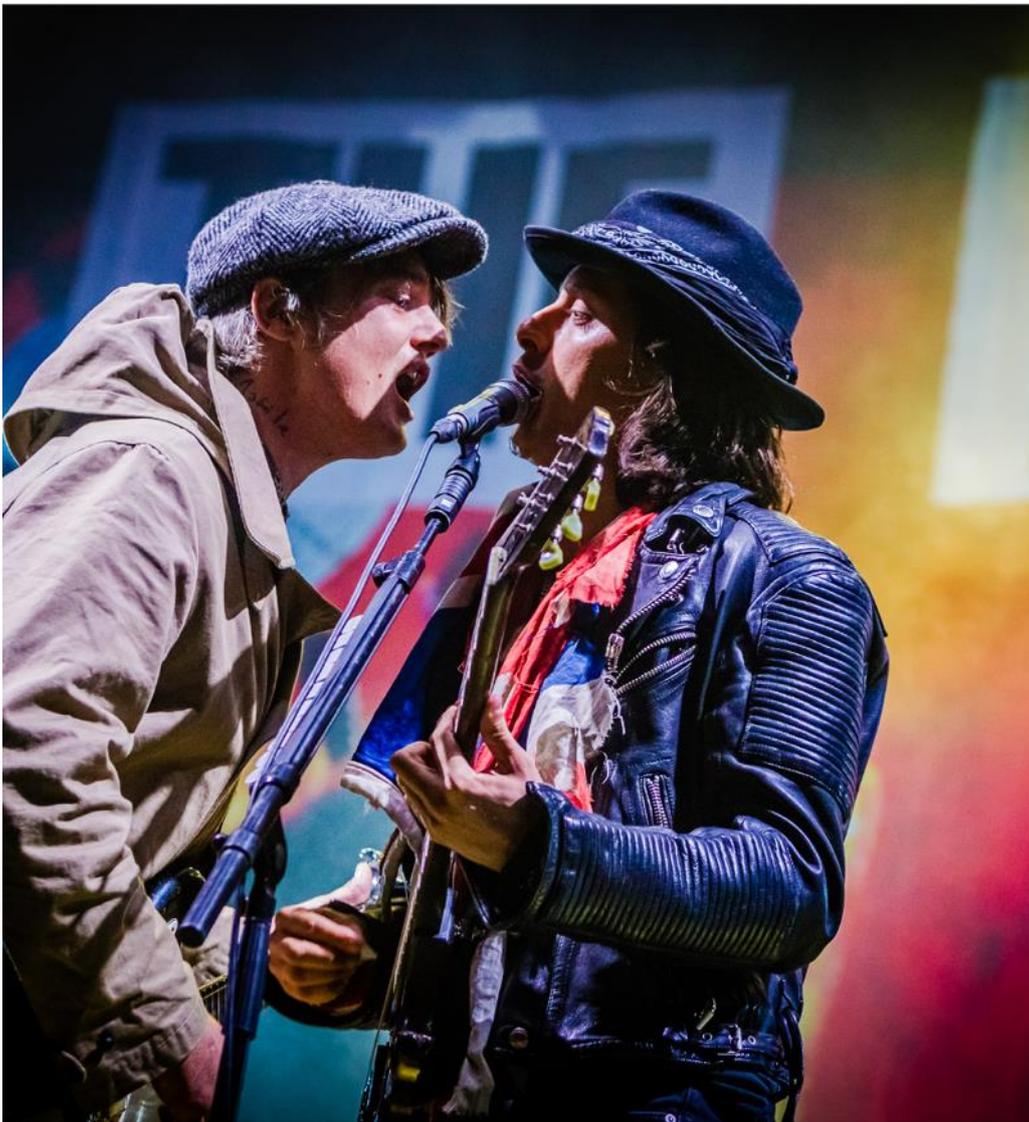
For consistency, “Green Festival Stories” focuses on six key areas: energy, materials and waste, food and drink, water, travel and transport as well as strategy. In each area, the guide presents between two and five individual case studies.

The festivals in the “Green Festival Stories” guide were selected by experts from leading organisations in the field of sustainability and festivals united in the project such as Julie's Bicycle, Green Events International and Green Operations (GO) Group. Suggestions also came from associated experts and initiatives. The network of YOUROPE – The European Festival Association, whose members had already chosen sustainability as a priority for their actions at the beginning of the millennium, was very helpful, too.

Applying a set of different criteria, the Future Festival Tools team distilled the final compilation out of a list of more than 50 potential festivals. During the selection of the case studies, the team paid attention to ensure that the diversity of the European festival scene is well-reflected: there are festivals with only a couple of thousand annual visitors, but also festivals with up to 130,000; there are independently-run grassroots events and major events owned by large live music corporations; there are mainstream pop festivals and metal festivals; there are festivals with comprehensive sustainability strategies and festivals that have only a few, but very good measures in place; there are city and greenfield festivals from Sweden to Germany and Slovenia.

The chosen examples were developed in direct communication with the festival teams on the basis of interviews, additionally provided information material and publicly accessible documentation.





“Green Festival Stories” opens with a brief introductory section, consisting of four texts: the first describes the Future Festival Tools Project and what people can expect from the guide. The second explains why the six key focus areas were chosen. The third is a guest contribution from event sustainability experts A Greener Festival, explaining why CO2 analysis matters. The last text presents a simple method that can help festivals take their first steps on their sustainability journeys.

Each case study works as a stand-alone example. This is why, in addition to the complete guide, they are also presented individually on the [Future Festival Tools Website](#). Both the complete guide and the individual case studies can be downloaded as PDFs there. “Green Festival Stories” is published in English, French and German.

#### WHY IS IT NEEDED?

Green Festival Stories is needed to inspire event organisers and learners to adapt sustainable measures at their own events to reduce their negative environmental impacts. By showcasing a diverse range of festivals and events, the guide demonstrates that sustainability is achievable for various event sizes, types, and locations. It also emphasises that both comprehensive sustainability strategies and small-scale measures can make a difference in reducing environmental impacts. Green Festival Stories aims to provide real-world examples and first-hand accounts from festival teams to make the information relatable, attractive, and easy to understand.

## WHAT ARE THE BENEFITS TO LEARNERS?

Learners benefit from the Green Festival Stories guide by:



Gaining inspiration from real-life examples of sustainable event management practices.



Learning about various approaches and solutions to common sustainability challenges faced by event organisers.



Understanding the diversity of European festival scene in terms of size, type, and location, and how sustainability practices can be implemented across different contexts.



Accessing first-hand accounts from festival teams that share their experiences, challenges, and successes in implementing sustainable measures.



Developing ideas and strategies for their own events, projects, or assignments related to sustainable event management.

# THE FUTURE FESTIVAL TOOLS

## EVENT SUSTAINABILITY

### E-LEARNING COURSE



#### WHAT IS THE RESOURCE?

The Future Festivals e-learning course is a free online resource that allows learners and event professionals to learn about environmental sustainability at outdoor events. It is an introductory level course for individuals working in any role in the live events industry. It is designed to provide beginners with a foundational understanding, but also provides valuable learning for those who already have some knowledge or experience, through opportunities to dive deeper into each topic and explore inspirational case studies of best practice.

The course is organised into 6 key modules based on themes:



#### Strategy

The overall processes in place to manage environmental action at the festival



#### Water

Actions to reduce usage through efficiency measures and minimising the risk of negative impacts on local ecosystems



#### Energy

Initiatives to measure and minimise energy usage, and to move to a more sustainable energy mix



#### Food and drink

Sourcing, standards and actions that reduce supply chain emissions



#### Materials & Waste

Material choices, how waste is managed, and the efforts made to introduce more 'circular' approaches



#### Travel and transport

Actions to encourage different stakeholders to use more sustainable forms of travel to and around the festival

Each module can be taken separately and will take between

**30** and **60**  
minutes minutes

to compete, with options to spend more time on activities or external resources.

Learners are taken on a journey which starts with a video introduction to each topic which sets the wider context and the events context, provides 3 learning goals in each module with content, activities and links to the inspirational stories case studies, and leading to a test question at the end of each section. There are opportunities to 'dive deeper' at every stage. There is a section on measurement and one on communications for each module.

As a tangible output from the tool, users can receive a personalised certificate. At the end of each module, learners can take a test and if they answer questions correctly, gain a certificate to download. When all modules are complete, they can gain an overall certificate.

#### **WHY IS IT NEEDED?**

As with any other industry, the festivals and events sector must work to reach net zero emissions and reduce its wider environmental impacts. Further to this, festivals and events hold a special role in being able to influence the assumptions and behaviours of tens of thousands of people, not just for the time they are on a festival site, but also once they return home. To achieve this, the workforce of the industry needs to become more literate and competent in delivering sustainability. The Future Festival Tools will help to realise this potential by providing valuable guidance, training and inspiration to learners and events professionals in taking environmental actions.

The e-learning course has been developed out of a need to provide an easy, fast and free way for everyone working in live events to understand environmental sustainability and how it relates to their role(s) and events. This course reduces the need for expensive and time-consuming courses to learn about this topic.

Because this course has been created by experienced event industry professionals and those with leading sustainability expertise, it provides a course that is directly relevant and up to date for people working in the industry and in education. It provides both a foundation of understanding for key concepts, and a thorough understanding of how to put this into practice in the real day to day of event management.

There is a need for employees, applicants to new roles, and employers to have a way to demonstrate that they have a basic competency in event sustainability. This e-learning course includes the ability to gain a self-certification for each module, and the whole course, providing a recognised standard with associated certificate to demonstrate commitment and competency.

The intention is that this will help to close the gap between the environmental leaders and those just starting out and help to support a basic level of competency in education and in the live events industry.

## WHAT ARE THE BENEFITS TO LEARNERS?

The value to student users of e-learning course is:

- Understanding of all aspects of sustainability in the context of live event management.
- Understanding how sustainability can be practically applied at live events.
- Inspiration from case studies about world-leading best practice.
- Links to expert sources of information and networks .
- Certificate of completion (for each module and the overall course) to demonstrate competency to new employers.

Learners completing the e-learning course will gain a comprehensive understanding of key environmental impacts of festivals, and the actions that are required to successfully manage and reduce impacts.

Learners can also take advantage of the additional resources such as 21 inspirational case studies from across Europe on a range of topics, links to articles, and the Self-Assessment Tool which enables learners to assess the impact of an event, either as an exercise to assess a real event they have organised as part of their course, or as an exercise to model or compare hypothetical events.



# THE VET TRAINERS HANDBOOK

The final of the four tools we have created during the project is this VET Trainers Handbook, specifically designed for vocational education and training (VET) educators in the field of live events, hospitality and festivals.





### WHAT IS THE RESOURCE?

The VET Trainers Handbook is a comprehensive guide for educators that provides the necessary information, resources, and tools to teach environmental sustainability concepts in the context of live events and festivals. The handbook covers a wide range of topics related to event sustainability, aligned with the six key focus areas of the Future Festival Tools project: energy, materials and waste, food and drink, water, travel and transport, as well as strategy.

The handbook consists of teaching materials, activities, lesson plans, and practical examples that educators can adapt and use in their courses or training programs. It also includes recommendations on how to integrate sustainability topics into existing curricula and suggestions for assessments and evaluations. The VET Trainers Handbook is designed to be used in conjunction with the other Future Festival Tools resources, such as the e-learning course and Green Festival Stories guide.

### WHY IS IT NEEDED?

The VET Trainers Handbook is needed to provide educators with a structured and comprehensive resource for teaching environmental sustainability in the live events industry. As the industry works towards achieving net-zero emissions and reducing its environmental impacts, there is an increasing demand for professionals who have the knowledge and skills to implement sustainable practices. By equipping educators with the necessary tools and resources, the VET Trainers Handbook helps to ensure that the future workforce of the live events industry is well-prepared to meet the challenges of sustainability.



## WHAT ARE THE BENEFITS FOR EDUCATORS AND LEARNERS?

Educators and learners both benefit from the VET Trainers Handbook in various ways:



### FOR EDUCATORS

1 Access to a comprehensive and structured resource that covers key sustainability topics in the context of live events and festivals.

2 Provides a framework to a variety of teaching materials, activities, lesson plans, and practical examples that can be easily adapted and integrated into existing courses or training programs.

3 Guidance on incorporating sustainability concepts into curricula and suggestions for assessments and evaluations.

4 Opportunities to stay up to date with industry best practices and sustainability trends.



### FOR LEARNERS

1 Exposure to relevant and up-to-date sustainability concepts and practices in the live events industry.

2 Engaging and practical learning experiences that prepare them for careers in sustainable event management.

3 A holistic environmental challenges and opportunities in the live events industry understanding of the.

4 Opportunities to apply their knowledge and skills through real-life examples, case studies, and practical activities.



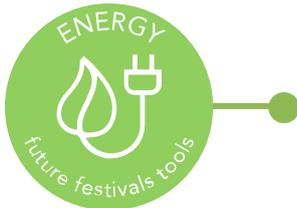
# FUTURE FESTIVAL TOOLS KEY FOCUS AREAS OF TEACHING

Learners of event management and sustainability must be well-versed in the various aspects of creating eco-friendly events to ensure a greener future. To help foster this knowledge, the resources consistently focus on six key areas of sustainability to ensure a cohesive and comprehensive learning experience. By maintaining this consistent focus across all resources, learners and educators benefit from a streamlined approach that allows for easier understanding and application of sustainable practices in real-world event management scenarios. This unified framework facilitates knowledge retention, enabling learners to draw connections between different aspects of sustainability and apply them cohesively in their future endeavors. Furthermore, educators can seamlessly integrate these resources into their curriculum, providing their learners with a well-structured and consistent learning experience that promotes a deeper understanding of sustainable event management.

## These areas are:



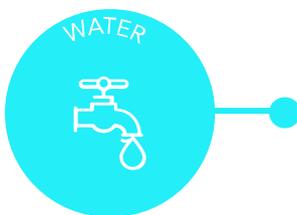
**Strategy:** Developing a comprehensive strategy is the foundation for successful sustainable event management. Learners must understand how to create and implement policies that prioritise environmental objectives, set targets, and monitor progress. By aligning an event's goals with sustainable practices, organisers can drive meaningful change and contribute to a more sustainable future.



**Energy:** As one of the most significant contributors to an event's carbon footprint, energy management is essential in sustainable events. Learners need to learn how to measure and minimise energy consumption, optimise energy efficiency, and explore alternative, renewable energy sources. This knowledge will enable them to make informed decisions that benefit both the environment and the event's bottom line.



**Materials & Waste:** The selection of materials and waste management practices has a direct impact on an event's sustainability. Learners must understand how to choose eco-friendly materials, reduce waste generation, and implement circular economy principles to minimise the environmental consequences of events. This includes exploring waste reduction, recycling, and upcycling opportunities, as well as responsible disposal methods.



**Water:** Water conservation and protection are essential components of sustainable event management. Learners must learn how to reduce water usage through efficiency measures and minimise the risk of negative impacts on local ecosystems. This knowledge will help them implement responsible water management practices that preserve this vital resource for future generations.



**Food and drink:** The food and beverage sector has a significant environmental footprint, making it crucial for sustainable event management. Learners must learn about sourcing, standards, and actions that reduce supply chain emissions, promote local and seasonal produce, minimise food waste, and encourage responsible consumption. Understanding these practices will help create events that are both enjoyable and environmentally friendly.



**Travel and transport:** The transportation of attendees, staff, and goods can be a major contributor to an event's environmental impact. Learners must learn about sustainable travel and transportation options, promote their use, and explore ways to reduce the carbon footprint of event-related travel. This includes encouraging attendees to use public transportation, carpooling, and other low-impact travel options, as well as optimising logistical planning to minimise emissions.

By focusing on these six areas, learners of event management and sustainability can develop a well-rounded understanding of the complex challenges and opportunities presented by sustainable events. Equipped with this knowledge, they will be better prepared to create innovative solutions that not only minimise environmental impacts but also inspire a new generation of eco-conscious event-goers.

# PROJECT RELEVANCE TO CONTEMPORARY VET

The Future Festival Tools project and its resources are highly relevant for contemporary Vocational Education and Training (VET) education, let's put the spotlight on some of the relevance aspects:

## **ADDRESSING INDUSTRY SKILLS GAP**

The live events industry is increasingly prioritising sustainability, leading to a growing demand for professionals with the necessary knowledge and skills to implement sustainable practices. The Future Festival Tools project provides VET educators with the resources needed to teach these skills that are specific to the festivals sector, effectively addressing the skills gap and preparing learners for the evolving industry landscape.

## **INTEGRATING SUSTAINABILITY INTO THE CURRICULUM**

VET education thrives on practical skills and industry-specific knowledge. The Future Festival Tools resources allow educators to seamlessly integrate sustainability concepts into their existing curricula, ensuring that learners are not only equipped with practical skills but also an understanding of how to apply them in an environmentally responsible manner.

## **HANDS-ON LEARNING**

The Future Festival Tools resources, such as the Green Festival Stories guide and the e-learning course, offer real-life examples and case studies that help learners to better understand the practical application of sustainable practices in the live events industry. This hands-on approach to learning is a key characteristic of VET education, making the resources highly relevant and easily adaptable to VET programs.

## **FLEXIBILITY AND ADAPTABILITY**

The resources provided by the Future Festival Tools project are designed to be flexible and adaptable, allowing VET educators to tailor the content to suit their specific courses or training programs. This flexibility ensures that the resources can be easily integrated into various VET settings, regardless of the specific focus or discipline.

## **COLLABORATION AND NETWORKING**

The Future Festival Tools project has been developed in collaboration with leading organisations and experts in the field of sustainability and live events. This collaboration provides VET educators and learners with access to up-to-date information, industry best practices, and valuable networking opportunities, enhancing the overall quality of VET education.

## FUTURE-PROOFING THE WORKFORCE

As the live events industry continues to evolve and prioritise sustainability, VET education must adapt to ensure that learners are prepared for the challenges and opportunities ahead. By providing VET educators with the resources needed to teach sustainable event management practices, the Future Festival Tools project plays a critical role in future-proofing the workforce and ensuring the long-term success of the live events industry.

## TESTED AND REFINED WITH EXPERT INPUT

The resources developed by the Future Festival Tools project have been tested multiple times with event industry professionals and VET educators. Their valuable feedback has led to improvements and refinements in the resources, ensuring that they are both effective and relevant to the needs of VET education. In particular, the feedback from VET educators has been instrumental in shaping the content of this handbook, making it a valuable resource tailored specifically to the needs of educators in the field. This collaborative approach helps to ensure the resources are of high quality, practical, and directly aligned with the requirements of contemporary VET education.

## SURVEY RESULTS FROM VET EDUCATOR TARGETED TESTING AND FEEDBACK CAMPAIGN

The Future Festival Tools project recognised the importance of involving VET educators from across Europe in the development and evaluation of its resources. To achieve this, the project team reached out to VET educators and invited them to test the resources and provide feedback through survey questions. This process was aimed at ensuring that the resources were relevant, effective, and aligned with contemporary VET education.



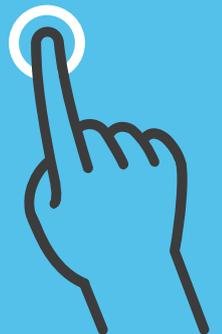
The survey results highlighted the current state of sustainability education for event management in vocational education, as well as the perceived effectiveness and applicability of the resources. Most of the educators (80%) disagreed with the statement that sustainability education for event management in vocational education is in a strong position at this time, suggesting a need for improved educational resources in this area. The resources developed by the project were well-received, with 60% strongly agreeing and 40% of respondents agreeing that they should be used in vocational education. That is a fantastic endorsement.

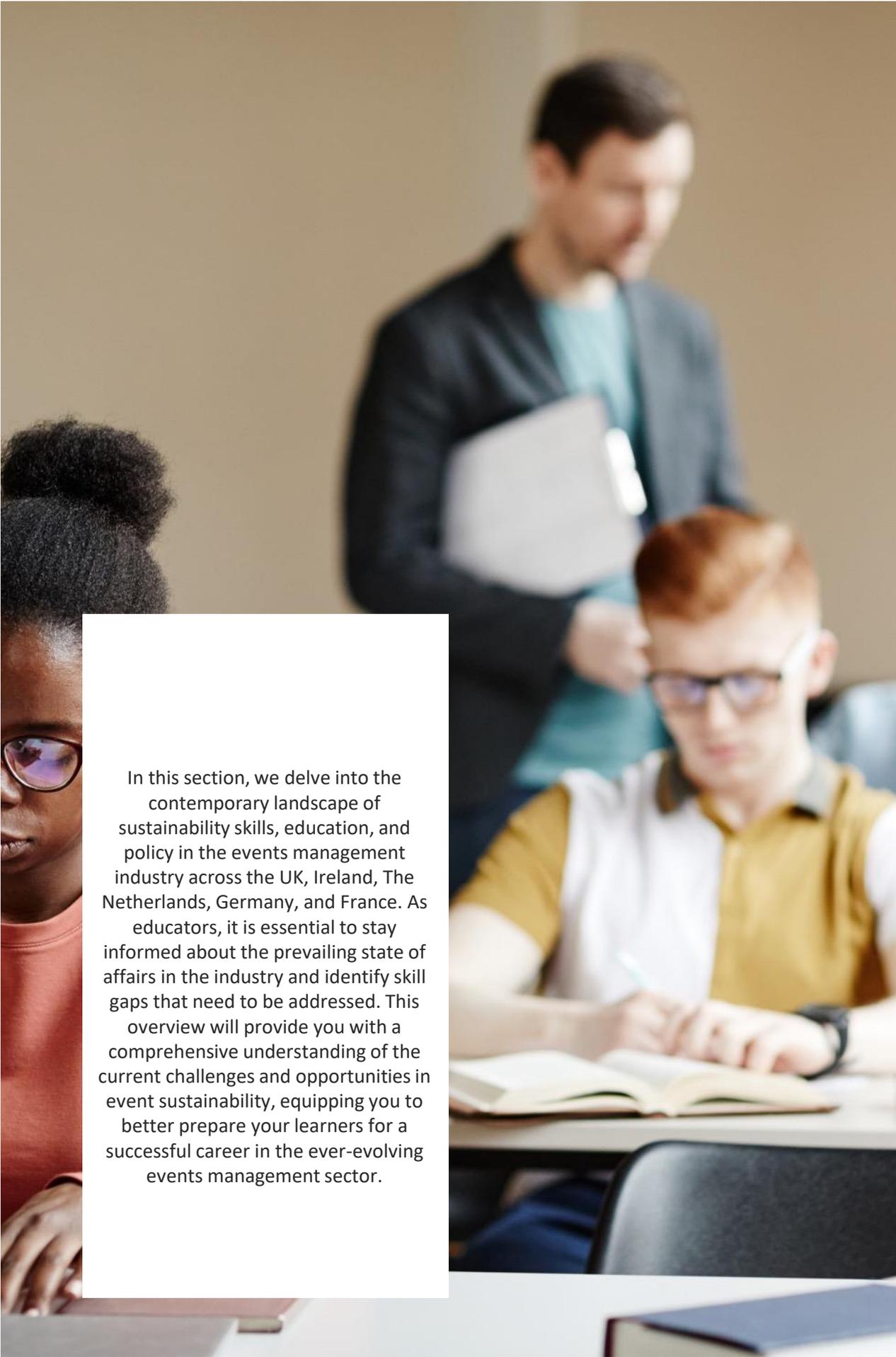
Furthermore, the respondents believed that learners using these resources would be more aware of environmental entrepreneurialism, with 60% strongly agreeing and 40% agreeing with this statement. Additionally, 60% of respondents strongly agreed and 20% agreed that these resources could be used effectively in vocational education, while 20% disagreed. This feedback highlights the value of the Future Festival Tools resources in addressing the current gaps in sustainability education within vocational event management education and demonstrates their potential for enhancing learners' understanding of environmental entrepreneurialism.



NAVIGATING THE LANDSCAPE:  
CURRENT STATE AND SKILL  
GAPS IN EVENT  
SUSTAINABILITY ACROSS  
EUROPEAN NATIONS

- THE UK
- GERMANY
- IRELAND
- NETHERLANDS
- FRANCE
- SUMMARY: SIMILARITIES, DIFFERENCES AND OPPORTUNITIES





In this section, we delve into the contemporary landscape of sustainability skills, education, and policy in the events management industry across the UK, Ireland, The Netherlands, Germany, and France. As educators, it is essential to stay informed about the prevailing state of affairs in the industry and identify skill gaps that need to be addressed. This overview will provide you with a comprehensive understanding of the current challenges and opportunities in event sustainability, equipping you to better prepare your learners for a successful career in the ever-evolving events management sector.

## THE UK

*Guided by NCASS and Julie's Bicycle,  
March 2023*

### UK FESTIVAL INDUSTRY AND CLIMATE CHANGE: WHY CURRENT AND FUTURE FESTIVAL PROFESSIONALS NEED UPSKILLING

The environmental impact of the UK greenfield festival industry has been detailed in the Vision: 2025 [Show Must Go on Report \(2020\)](#). It found that the industry is responsible for nearly 20,000 tonnes of CO<sub>2</sub>e per year from on-site emissions (i.e. excluding travel). The actual figure will be even higher, including emissions from food and drinks; materials in sets and décor; crew, supplier, and artist travel and transport; and audience travel (generally the single largest area of impact for greenfield festivals). In the context of the UK Climate Change Act's legally-binding target to achieve net zero emissions by 2050, the festival industry will have to urgently tackle its footprint and align with national targets alongside other parts of the UK creative industries (see '[Creative Industries and the Climate Emergency](#)' from Julie's Bicycle and BOP Consulting for the Nesta Creative Industries Policy and Evidence Centre, 2022).

THE SHOW  
MUST

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The growth of the festival market in the UK has so far undermined the sector's efforts to reduce overall emissions. Total festival emissions from energy, waste, and water on-site have actually risen over the past five years, primarily driven by a significant increase in audience numbers that has not been matched by any reductions achieved from operational changes, efficiencies or technology shifts. The legacy of the pandemic presents a further threat to environmental measures as festivals prioritise immediate cost-savings to make up for losses resulting from two years of no or reduced activity.

The UK festival industry also faces the consequences of inaction on climate change. The UK faces more extreme seasonal weather, with greater likelihood and severity of heatwaves, extreme rainfall, and flooding. Outdoor festivals are particularly exposed to these risks and recent years have seen high-profile cancellations as a result of weather conditions.

## UK FESTIVAL INDUSTRY TARGETS

In response, the industry has started to set itself targets for carbon reduction and wider environmental action. LIVE, the voice of the UK's live music and entertainment business, has established the LIVE Green working group, which sets a declaration to deliver measurable and targeted action on climate change, with the aim of reaching Net Zero emissions by 2030. All 14 association members of LIVE have ratified this declaration, which also includes commitments to develop environmental action plans and take climate literacy training.

UK outdoor events industry network Vision: 2025 are helping the outdoor events industry to take action on the climate crisis. As a network of over 500 outdoor events and businesses, Vision: 2025 members have committed to halving emissions by 2030 and reaching net zero by 2050 at the latest. Further interim targets, such as achieving 100% renewable energy and eliminating food waste among others, are currently being discussed as part of a consultation for a Green Events Code. This will bring standardisation to specific targets across the industry. In 2021, there was a Parliamentary [enquiry](#) on the future of UK festivals, which set out a number of key focus areas for the industry as part of the post-pandemic return to operations, including environmental action. A recommendation was made that the festival industry would benefit from standardised environmental objectives, with the Department of Culture Media and Sport responding by urging festival organisers to collaborate with those in the industry already working to make the industry greener.

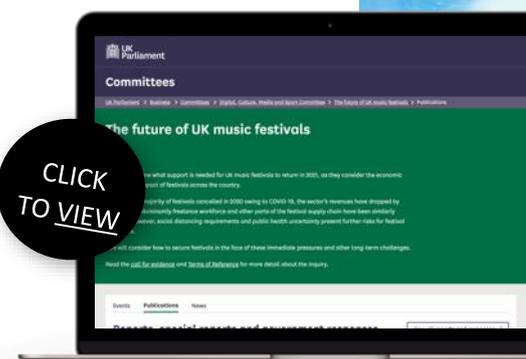
Achieving these targets will mean transformation of current operations and upskilling of all present and future event professionals in the UK. Current employers will also increasingly be looking for staff and crew that will be able to support them in meeting environmental targets and requirements. The Future Festival Tools provide a necessary suite of resources to help the industry develop the skills and knowledge required to build strategies that achieve these targets.

## ENVIRONMENTAL SKILLS GAPS IN THE UK FESTIVAL INDUSTRY

The Vision: 2025's Annual Festival Industry Green Survey found that in 2021 70% of organisations have not yet put a net zero strategy in place. On a positive note, the survey also found that staff dedicated to sustainability has largely been maintained and in some instances, teams are growing. Compared to 2019, 44% of festivals managed to maintain the same employed capacity for sustainability, with almost 10% increasing their resourcing in this area.

The lack of expertise in sustainable approaches has been cited among the top most common reasons for festivals not adopting sustainability in multiple industry surveys, from the Show Must Go on Report to the annual Festival Industry Green Survey, including the most recent edition. When asked what support would help festival organisers to make changes, respondents prioritised training for the management team, opportunities to share and exchange knowledge, and case studies showing how practices have improved sustainability.

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## Future Festival Tools is



delivering across each of these areas to support an improvement in the environmental competencies and skills across the UK festival industry, including supporting knowledge exchange with other countries across Europe.

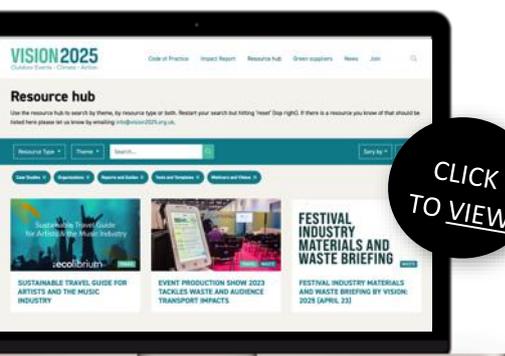


supporting the upskilling of festival employees with responsibility for sustainability, as well as those wider industry professionals for which sustainability might not be a formal part of their job role but inherently have a key role to play in improving sustainability performance. In covering all key environmental impacts, the tools will also support the implementation of holistic environmental strategies.

### CURRENT PROVISION OF ENVIRONMENTAL LEARNING AND RESOURCES FOR FESTIVAL PROFESSIONALS

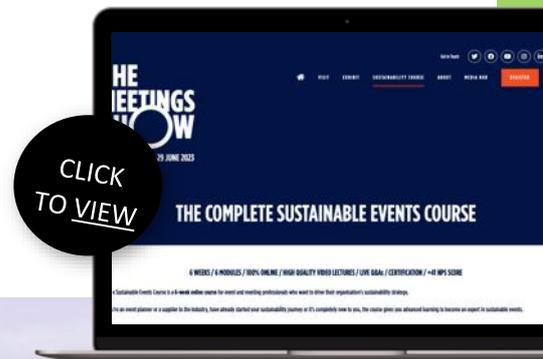
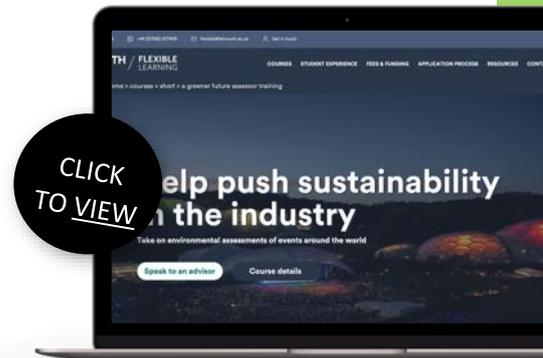
A number of resources exist to support the learning of professionals in the industry. Many of these have been developed by partners in the Future Festival Tools project.

As a specialist climate advisor to the creative industries, Julie's Bicycle have published reports, case studies and webinars to support sustainability at outdoor events (e.g. management guides on [procurement](#), [water](#), [waste](#) and [energy](#)). Similarly, Vision: 2025 has a [resource hub](#) with a number of valuable resources and case studies for festival sustainability. The Future Festival Tools build on this foundation by providing a structured learning journey for understanding festival sustainability while signposting to the best existing material for further reference.



A Greener Festival and Falmouth University have collaborated to deliver their own [course](#) to train learners to become environmental assessors under AGF's certification scheme. Other festival focused courses (e.g. Backstage Academy's [Sustainable Event Management Online](#)) and wider sustainable events courses (e.g. the Meetings Show's [Complete Sustainable Events Course](#)) also exist in the UK to provide training in this area. The Association for Events Management Education has a '[special interest group](#)' around sustainability, bringing together academics working in higher education together exploring how to build sustainability into curriculums in practical ways.

The Future Festival Tools complement these training programmes by providing a suite of resources and tools that are free-to-use, self-guided and of value to industry professionals at all levels of knowledge and performance on environmental sustainability. They can be built into existing technical certifications and curricula, but they can also be used by industry bodies and independent professionals for on-going professional development.





# GERMANY

*Guided by Jacob Sylvester Bilabel,  
January 2023*

In Germany, there is currently a high demand for professionals who deal with sustainable event management. This is reflected in the growing demand for events with a sustainable orientation and the increasing number of events that explicitly position themselves as sustainable. However, there are also still significant gaps in terms of the knowledge and skills of event organisers and service providers in relation to sustainability. Many still have no or insufficient knowledge of sustainable practices and strategies, particularly in the areas of energy, resource and waste management, mobility and the supply chain. The energy crisis triggered by the war on Ukraine created an even bigger demand for knowledge in this field.

To close these skills gaps and promote more sustainable development in event management, there is an urgent need for professional education and training aiming at professionals. But also, for Vocational Education reaching out to interested stakeholders in the sector. This could take the form of training courses, seminars or certificate programmes specifically aimed at event organisers and service providers, empowering them to plan and execute more sustainable events.

Such measures could contribute to making the event industry in Germany more sustainable overall and to making events that are committed to sustainability even more successful. They could also help event organisers and service providers to be able to respond to the growing demand for sustainable events and to carry them out successfully.

## Some examples of already existing courses:

1

Certificate course "**Sustainable Event Management**" at the University of Applied Sciences Munich. The course provides knowledge on sustainable event concepts, resource and waste management, mobility and the supply chain. It is aimed at event organisers and service providers who want to deepen their sustainable competences.

2

Seminar "**Sustainable Event Management**" at the German Academy for Management in Frankfurt. The seminar imparts knowledge about sustainable event concepts, resource and waste management, mobility and the supply chain. It is aimed at event organisers and service providers who want to deepen their knowledge in the field of sustainability.

3

Seminar "**Sustainable Event Management**" at the German Academy for Sustainable Management. The seminar imparts knowledge about the integration of sustainability in event concepts and processes. It is aimed at event organisers and service providers who would like to deepen their knowledge in the field of sustainability.

4

Certificate course "**Sustainable Event Management**" at the University of Potsdam. The course imparts knowledge about the integration of sustainability in event concepts and processes. It is aimed at event organisers and service providers who would like to deepen their sustainability skills.

5

Certificate course "**Transformation Manager\* in Nachhaltige Kultur**" (Sustainable Culture) of the Aktionsnetzwerk Nachhaltigkeit (Sustainability Action Network) funded by the State Minister of Culture. The online offer certified by the Industrie- und Handelskammer (IHK) Cologne (Chamber of Commerce and Industry) is aimed at stakeholders in all sub-sectors of culture.

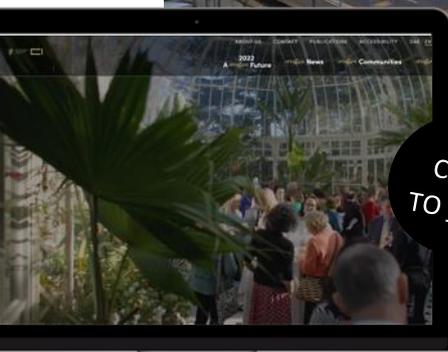
These are just a few examples of further education opportunities in the field of sustainable event management in Germany. It is advisable to inform yourself comprehensively about the different possibilities and to compare the offers in order to find the right further education programme for your own needs and goals.

There are many more offers for further education in the field of sustainable event management in Germany. A comprehensive overview can be found, for example, on the websites of educational institutions that specialise in sustainability, or on job fair sites and platforms for further education. It is therefore worthwhile to compare the different offers and choose the right programme for your individual needs.

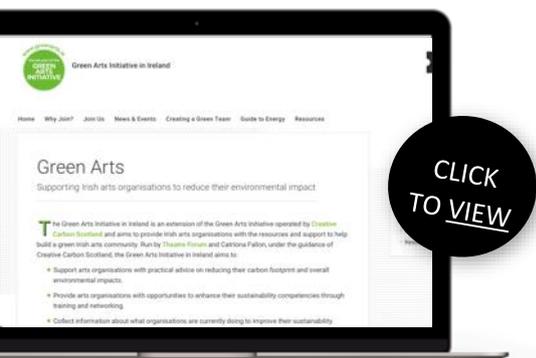
# IRELAND

*Guided by Momentum,  
March 2023*

Ireland is known for its vibrant cultural scene, with numerous events, festivals, and gatherings taking place throughout the year. The events sector includes thousands of companies, contractors and freelancers that create, manage and support concerts, festivals, sports events, other cultural experiences, conferences, trade shows, marketing events, brand activations, product launches and exhibitions. It is estimated to contribute more than €3.5 billion to the Irish economy annually and directly employ 35,000 people. While the country has made some progress in terms of sustainability, the event industry still faces challenges in fully embracing sustainable practices. Some positive steps have been taken in recent years, such as the establishment of the [Creative Ireland Programme](#), which aims to promote culture, creativity, and well-being in the country. One of its objectives is to encourage sustainable development in the cultural sector, including the organisation of environmentally friendly events. However, there is still a significant gap in terms of knowledge, skills, and resources for event organisers in Ireland to fully adopt sustainable practices.

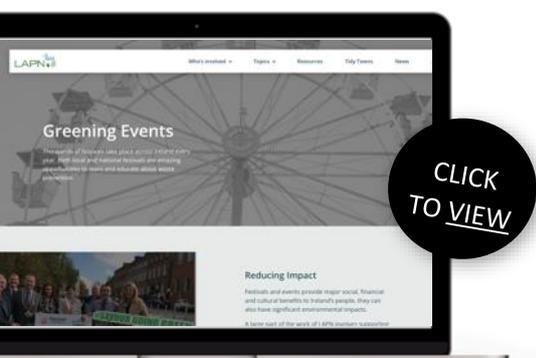


## Initiatives and Resources for Sustainable Events in Ireland:



### GREEN ARTS INITIATIVE

The Green Arts Initiative, led by Theatre Forum, is a network of Irish arts organisations working together to reduce their environmental impact. Members of the initiative share knowledge, resources, and best practices to become more environmentally sustainable. The network organises workshops and events to promote green practices in the Irish arts sector. You can learn more about the Green Arts Initiative here: <https://www.theatreforum.ie/green-arts-initiative/>



Green Festivals and Events Guide: Developed by the Local Authority Prevention Network (LAPN) in partnership with the Clean Technology Centre, this guide provides practical advice for event organisers on how to minimise the environmental impact of their events. The guide covers topics such as waste prevention, energy efficiency, sustainable transport, and water conservation. You can access the Green Festivals and Events Guide here: [Greening Events - Local Authority Prevention Network: LAPN \(localprevention.ie\)](http://localprevention.ie/Greening-Events-Local-Authority-Prevention-Network-LAPN)

### GREEN HOSPITALITY PROGRAMME

The Green Hospitality Programme is an Irish certification standard for the hospitality and tourism sector, including event venues. The program provides support, advice, and resources to help businesses become more sustainable and reduce their environmental impact. While not specifically focused on event organisers, the program can be a valuable resource for venues and suppliers looking to adopt more sustainable practices. Learn more about the Green Hospitality Programme here: <https://greenhospitality.ie/>

Despite these resources, there is still a need for more training and capacity-building in the Irish event industry to fully embrace sustainability. Organisations and event professionals should be encouraged to participate in available programs and initiatives, and additional training opportunities should be developed to bridge the skills gap. This will help foster a culture of sustainability within the Irish event sector, ensuring that events have a positive impact on the environment, society, and the economy.



Skills Gaps and Education: There is a noticeable lack of formal education and training in sustainable event management in Ireland. However, some organisations and institutions are starting to address this gap:

The Technological University of the Shannon includes a study unit of Sustainable Festivals & Events as module in Year 4 of the [Business Studies with Event Management - BBs \(Hons\)](#)

The Event Management and PR course at the Fitzwilliam Institute includes a module on sustainable event management, covering topics like waste management, energy efficiency, and environmentally friendly practices. [Postgraduate Diploma in Event Management with Arranged Work Experience - Full Time \(fitzwilliaminstitute.ie\)](#)

The BSc in Event Management at Technological University Dublin (TU Dublin) features a comprehensive curriculum that incorporates sustainability principles in event planning and management. The course includes topics such as event industry impacts, corporate social responsibility, and responsible event management. [Event Management / Bainistíocht Imeachtaí | TU Dublin](#)

These examples demonstrate the growing awareness of the importance of sustainable event management in Ireland's education sector. As more institutions integrate sustainability-focused modules into their event management courses, the skills gap will gradually be addressed, enabling the industry to adopt more sustainable practices across the board.

The Irish government has shown commitment to environmental sustainability, with several policies and initiatives in place to support the transition to a greener economy. The Climate Action Plan, introduced in 2019, outlines the government's strategy for reducing greenhouse gas emissions and promoting sustainable practices across various sectors, including the events industry. = <https://www.gov.ie/en/publication/ccb2e0-the-climate-action-plan-2019/>

However, there isn't a specific policy exclusively targeting sustainable events, but the government's overall focus on climate action and sustainable development has a direct impact on the events industry. Event organisers are encouraged to consider the environmental implications of their events and adopt practices that align with the government's broader sustainability objectives.



# NETHERLANDS

*Guided by Green Events ,  
Netherlands*

## **DUTCH FESTIVAL INDUSTRY AND CLIMATE CHANGE: WHY CURRENT AND FUTURE FESTIVAL PROFESSIONALS NEED TO BUILD THEIR COMPETENCES.**

In the Netherlands, there is no monitoring for the climate impact of the national festival industry. However, there are some interesting movements and initiatives in recent years, which have been supported by the Dutch Government:

### **WASTE FREE FESTIVALS & CIRCULAR FESTIVALS 2015 – 2025**

In 2015 the [Green Deal Waste-Free Festivals](#) started as a collaboration between pioneering Dutch festivals, Green Events and the Dutch government. Followed by the Green Deal [Circular Festival](#) in 2019, started just for the corona-crisis. Last year (2022) was the first normal festival season for most organisers. Within the project a monitoring tool for mobility, food & beverage, energy, materials, and water is build. This year the 42 participants will collect all data for the monitoring tool, which will give a first impression of the climate and circular impact of the pioneering festivals.



## REGULATIONS IN THE CITY OF AMSTERDAM

In 2018 the City of Amsterdam started with ambitious sustainable festival regulations regarding material, energy and mobility. All festivals with over 2.000 visitors have to comply with these regulations. [Find more information here](#). Other cities and councils have regulations in place for festivals but at a less ambitious level.

The growth of the festival market in the Netherlands has so far undermined the sector's efforts to reduce overall emissions. The legacy of the pandemic presents a further threat to environmental measures as festivals prioritise immediate cost-savings to make up for losses resulting from two years of no or reduced activity.

## SINGLE USE PLASTIC REGULATIONS

In the Netherlands there are strict national regulations on single use plastics, including festivals. A closed festival with fences & entrance has to recycle at least 75% PET plastic in 2024 or a reusable cup system. [Plastic Promise](#) is an initiative from the sector to reduce the event industry's use of plastic disposables, and to recycle the remaining disposables in the most sustainable way possible. The initiative led by Green Events shares knowledge and develops solutions with the frontrunners.



## PROGRESSION IS SLOWING DOWN

Due a lack of intrinsic motivation, reduced budgets and regulations on other topics Green Events sees sustainable progression slowing down after the pandemic. Exceptions like pioneers in the Green Deal Circular Festivals moving forward fast are only a small part of the whole industry.

## ENVIRONMENTAL SKILLS GAPS IN THE DUTCH FESTIVAL INDUSTRY

In the Netherlands there are only a handful of (freelance) experts & producers with enough know-how and experience to design and implement sustainable practice within festival organisations. Green Events launched a Dutch Membership-based platform for organisers to build up competences, receive coaching and a strong green network but the demand stays low. Most festival freelancers are focussing on the minimum output to keep their festival alive and financial healthy. In 2022 there was an enormous price increase for production and a lack of enough experienced organisation members and crew leaving less room for developing green competences.

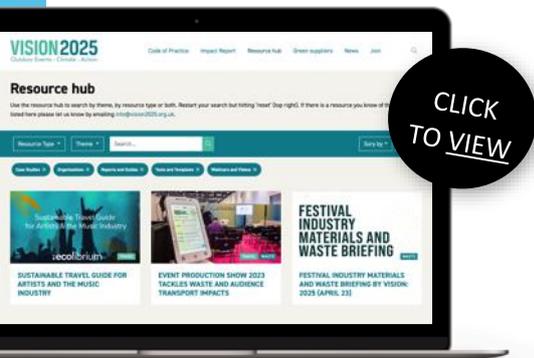
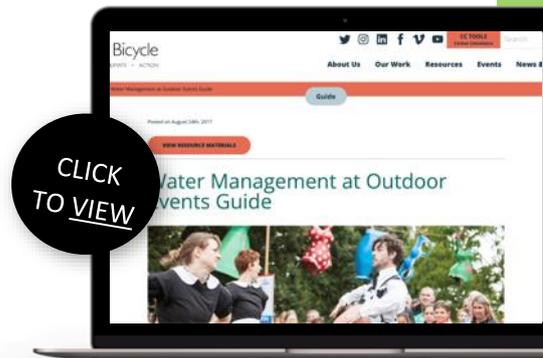
The Future Festival Tools will be an accessible and year-round free available for all “light-green” professionals, just starting their green practices, and therefore support an improvement in the environmental competencies and skills across the Dutch festival industry. They will support in upskilling this collection of festival employees with responsibility for sustainability, as well as those wider industry professionals for which sustainability might not be a formal part of their job role but inherently have a key role to play in improving sustainability performance. In covering all key environmental impacts, the tools will also support the implementation of holistic environmental strategies.

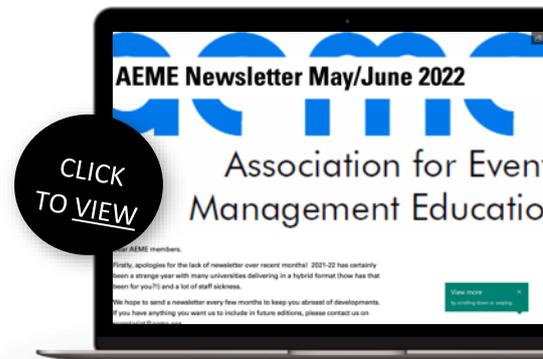
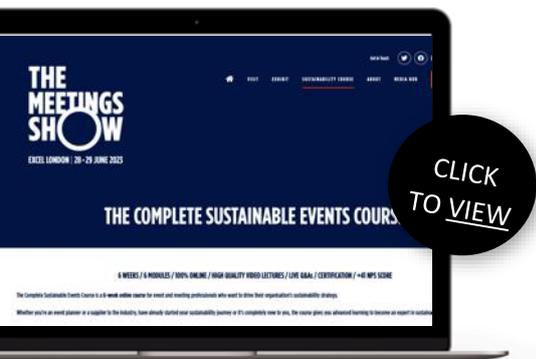
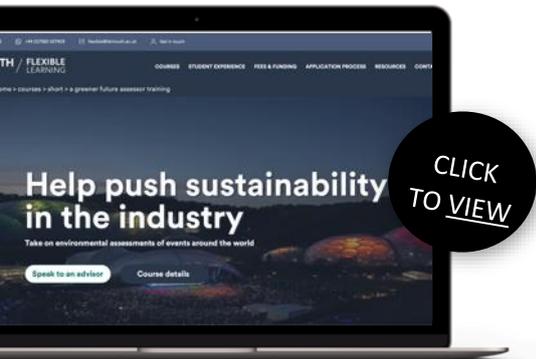


## CURRENT PROVISION OF ENVIRONMENTAL LEARNING AND RESOURCES FOR FESTIVAL PROFESSIONALS

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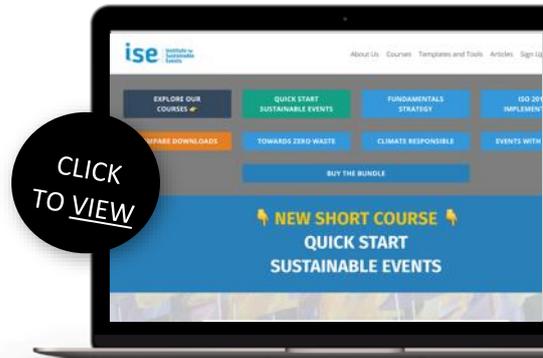
- Green Events is the Dutch platform for events & sustainability. There is a free accessible website with news and knowledge divided in food & beverage, energy, mobility, water, materials, diversity & inclusion, leadership, measurement, and innovation. By signing up for the newsletter, or and following the companies Instagram and LinkedIn professionals stay up-to-date. As mentioned before there is also an opportunity to become Member, and part of a Green network and get answers on all questions regarding events and sustainability.
- As a specialist climate advisor to the creative industries, Julie's Bicycle have published reports, case studies and webinars to support sustainability at outdoor events (e.g. management guides on [procurement](#), [water](#), [waste](#) and [energy](#)).
- Vision: 2025 has a [resource hub](#) with a directory of event sustainability resources and case studies. The Future Festival Tools builds on this foundation by providing a structured learning journey for understanding festival sustainability while signposting to the best existing material for further reference.





Globally the Institute for Sustainable Events (ISE) offer a paid for [eLearning course](#) and resources for events professionals

The Future Festival Tools complement these training programmes by providing a suite of resources and tools that are free-to-use, self-guided and of value to industry professionals at all levels of knowledge and performance on environmental sustainability. They can be built into existing technical certifications and curricula, but they can also be used by industry bodies and independent professionals for on-going professional development.



A Greener Futures (AGF) and Falmouth University have collaborated to deliver their own [course](#) to train learners to become environmental assessors under AGF's certification scheme. Other festival focused courses (e.g. Backstage Academy's [Sustainable Event Management Online](#)) and wider sustainable events courses (e.g. the Meetings Show's [Complete Sustainable Events Course](#)) also exist in the UK to provide training in this area. The Association for Events Management Education has a '[special interest group](#)' [around sustainability](#), bringing together academics working in higher education together exploring how to build sustainability into curriculums in practical ways.

# FRANCE

Guided by Le Laba

Despite the growing recognition of environmental issues in daily life, sustainable development has been slow to gain momentum in the French events sector. This is evident in the lack of emphasis on sustainability within public policies, training programs, and existing event organisers. However, positive changes are gradually taking place, with new initiatives and resources emerging to support the development of eco-friendly practices in the industry.

## PUBLIC POLICY AND GRANTS:

Public subsidies in France are not often directed directly to music festivals, so it is difficult to find an "ecological" or "sustainable development" criterion in subsidy applications. However, some public authorities are beginning to integrate it into their intervention regulations, such as the City of Bordeaux for example:

### [regulation of intervention of Bordeaux metropole](#)

Public policies are gradually integrating these themes into their agenda, proposing professional exchange times such as the Culture and Sustainable Development meeting, organised in November 2018 by the Ministry of Culture and Communication. The highlight of this event was the opportunity to present the Charter of Festivals, supporting the need for festivals for different territories and integrating a focus on sustainable development in the events sector. However, this was in 2018, we are now in 2023.



#### REGLEMENTATION D'INTERVENTION DE BORDEAUX MÉTROPOLE AU SOUTIEN ET À LA PROMOTION D'UNE PROGRAMMATION CULTURELLE DES TERRITOIRES DE L'AGGLOMÉRATION

La culture constitue un élément déterminant du rayonnement des grandes agglomérations européennes, du sentiment d'appartenance de leurs habitants et de la cohésion territoriale.

Bordeaux Métropole intervient dans cette perspective dans le cadre de l'exercice de sa compétence spécifique de « soutien et promotion d'une programmation culturelle des territoires de la métropole » telle que définie par délibération n° 2011-0778 du 25 novembre 2011 et adoptée par délibération n° 2013-022 du 26 juin 2013.

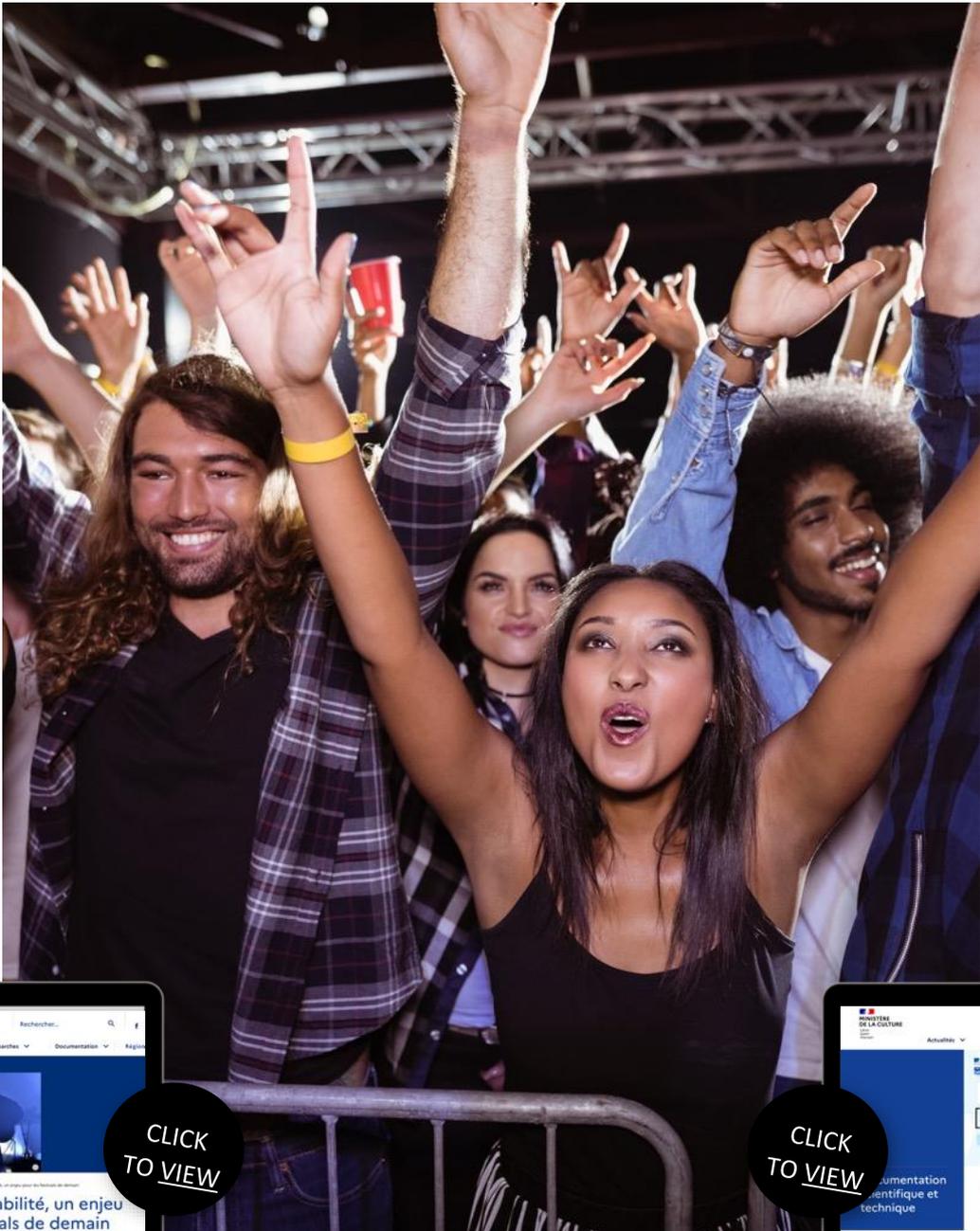
Aujourd'hui, elle souhaite poursuivre son action en la structurant et en la sécurisant au travers d'un Règlement d'intervention pour le soutien et la promotion des événements culturels.

Dans le respect du principe de spécialité qui régit l'établissement public, cette compétence n'ouvre pas le droit au plein exercice d'une politique culturelle – compétence de droit commun des communes – mais à une intervention dans le domaine culturel, encadrée par la classification des manifestations d'intérêt communaliste telle que présentée dans ce document. Bordeaux Métropole n'intend pas être associée ou participer au fonctionnement des institutions ou associations culturelles qui la solliciteraient en soutien à ses manifestations.

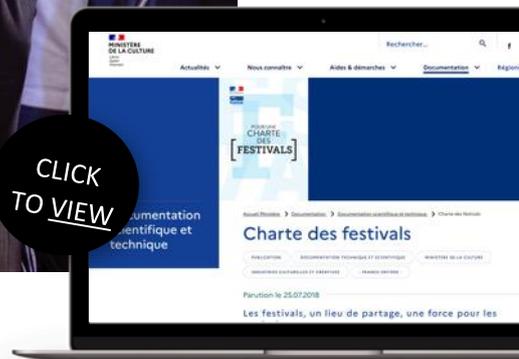
Cette classification regroupe les typologies des manifestations (communales, intercommunales, métropolitaines ainsi que l'événement d'agglomération « Eau métropolitain ») et les seuls de soutien associés de notre établissement public.

En délimitant sur ce cadre, les communes recourant ainsi qu'il est de l'intérêt partagé que Bordeaux Métropole puisse soutenir l'organisation de telles manifestations culturelles.

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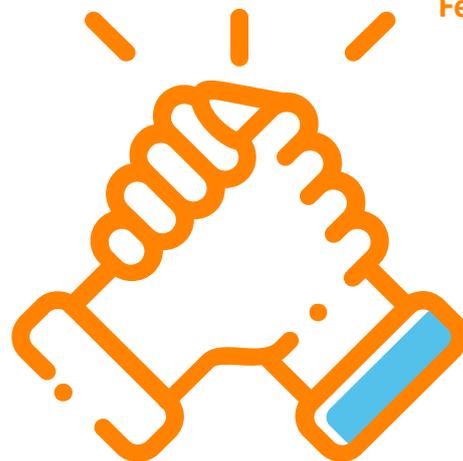
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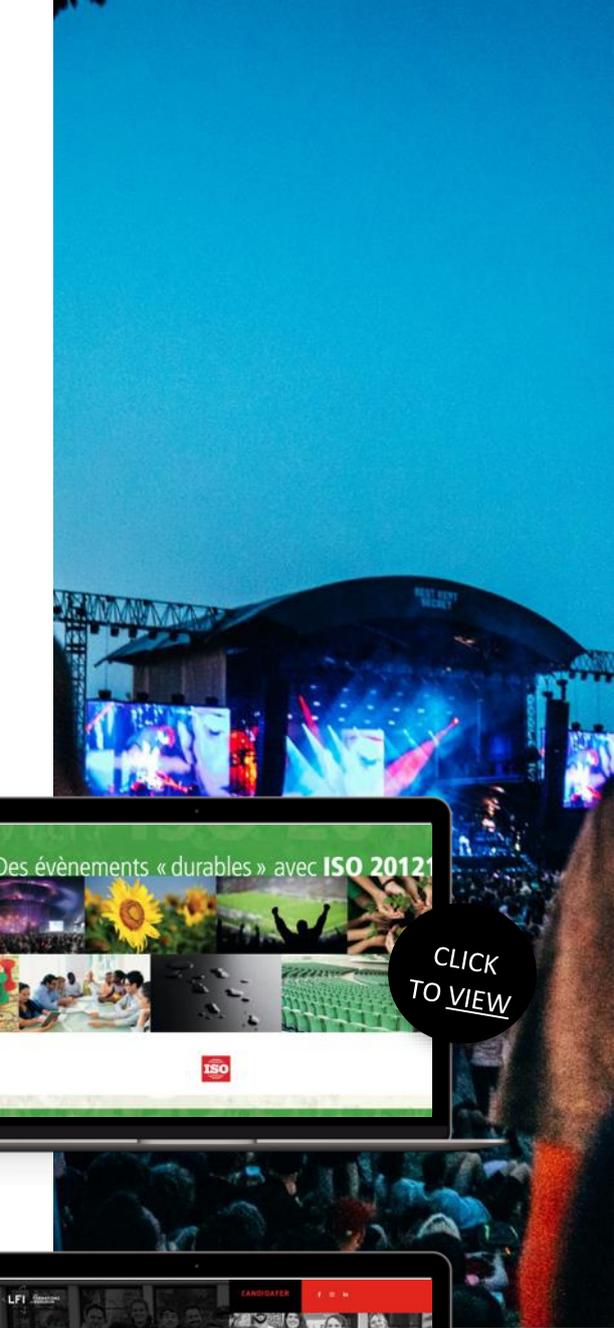


Festival Map



Meeting program





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**LABEL:**  
**ISO 20121**

Published in 2012, this label is not specific to France, but concerns the 164 member countries of the International Organisation for Standardisation, ISO. This standard certifies "sustainable" events and allows for an improvement in the practices and reputation of the event. It proposes a multi-step plan to make improvements in the organisation of these events: plan, do, check, act. This reference framework should enable the sector to better communicate the economic, environmental and social impacts of events.

[https://www.iso.org/files/live/sites/isoorg/files/store/fr/PUB100302\\_fr.pdf](https://www.iso.org/files/live/sites/isoorg/files/store/fr/PUB100302_fr.pdf)

**TRAINING:**

Training courses for festival organisers or general managers in the event industry are not common in France... so to find "sustainable development" training modules in the training courses of future festival organisers... you might as well look for a needle in a haystack! But things are changing, after a short interview with [Les Formations d'Issoudun](#), a centre of excellence for contemporary music since 1989, they explained to us that as the demand was getting stronger, and that the environmental aspect was now going to be part of the training.

For all those who are impatient, already working professionals, or those who are curious, you can now turn to the short training courses offered by private organisations, associations or the CNM (National Music Center):

<https://www.reseau-eco-evenement.net/formations/>

Here is a small excerpt from the exchange with Stan Souedet, Director of Training Development:

**- How do you deal with the issue of sustainable development in the event industry in the various training courses offered by your institution?**

*We have two days in each of our trainings dedicated to the ecological transition and eco-citizenship.*

*We are currently working with our trainer specialist on the subject to set up a training of trainers in order to eventually train the majority of our trainers to integrate these issues in the statements of practical work, case studies, role plays ... and to be able to talk about it during the debriefing sequences.*

*We have also integrated the notion of ecological transition in our certification deposits.*

**- Is there a specific module?**

*Yes, we are going to reinforce it next year and integrate the ecological issue into a more general module of socio-cultural context.*

**- As professionals, what is your position on the issue? (aware that there are big changes to be made, rather against/away from the issue, does not take a position)**

*Concerned by the issue and aware of the changes to be made and the importance of making it a real subject of training and the need to integrate it into professional practices and skills development.*

*But we still have a lot of work to do. We are working on it.*

**- Have you noticed a change and an evolution of mentalities and practices in recent years? How is this illustrated?**



## FESTIVAL NETWORKS: THE FESTIVALS COLLECTIVE

This collective, created in 2005, accompanies cultural actors in their sustainable development approaches. It brings together 32 signatories of the Charter of Festivals committed to sustainable development and solidarity in Brittany. Its mission is to promote the sharing of experiences and to support organisers in their social and environmental responsibility. The collective also delivers Qualiopi certified training courses (training certification mark in France)!

The action of the collective is not national, it is concentrated on the territory of Brittany.



CLICK  
TO VIEW

The website of the collective is a real resource space for sustainable development and events: Mooc, guides, articles.



CLICK  
TO VIEW



CLICK  
TO VIEW

CLICK  
TO VIEW





## ASSOCIATIONS:

Like the Collectif des Festivals, some associations specialise their actions and research fields on the link between events and sustainable development.

Let's take as an example, Les Connexions, an association created in 2003 in Ardèche. It initially developed its activities around waste sorting issues at festivals and sports events, then expanded its actions by integrating the public awareness dimension. Lately, the association has also set up a system of renting/selling furniture facilitating the selective sorting during the events.

Find their activities:



CLICK TO VIEW

The second example is the Slowfest association, which has been experimenting since 2015 with more ecological and less energy-consuming ways of creating and presenting live performances. Their mission is to provide inspiration and solutions for cultural professionals who wish to produce eco-designed events... and thus, catalyse the actors of the sector to take action. Between a fleet of solar-powered towed sound systems, the creation of instruments from recycled materials, and a traveling bicycle festival, Slowfest is an association to follow in the eco-festival landscape!

For more information on "Culture and sustainable development", you can also visit the ArtCena website:



CLICK TO VIEW



CLICK TO VIEW

## SUMMARY: SIMILARITIES, DIFFERENCES AND OPPORTUNITIES

All five countries (UK, Germany, Ireland, Netherlands and France) face similar challenges in the event industry when it comes to adopting sustainable practices. They all have various initiatives, resources, and training programs available to support event organisers in reducing their environmental impact.

However, there is still a need for more formal education and training in sustainable event management across all countries.



In terms of government policies, all countries have implemented initiatives to promote sustainability and reduce greenhouse gas emissions, which has a direct impact on the events industry.

Of note, the lack of formal education and training in sustainable event management is a common issue across all countries. However, various organisations and institutions are beginning to address this gap by incorporating sustainability-focused modules into event management courses.

The use of certifications and labels is common across all countries. For example, ISO 20121 is a standard used worldwide to certify sustainable events, and it is recognised in all countries. Additionally, the Green Key and Green Tourism certifications are used in the Netherlands and the UK, respectively.

Public policy is playing a role in promoting sustainable events. For instance, the Dutch government has set a goal to make all events in the country circular by 2025, and the UK government has developed a Sustainable Event Framework to encourage event organisers to adopt sustainable practices.

There are also some notable differences between the countries.



- The Netherlands has a strong focus on circular economy and sustainable waste management, with many organisations dedicated to promoting sustainable events.



- The UK has a thriving green event industry, with numerous organisations offering resources and training programs.



- The Netherlands has a strong focus on circularity, with organisations like Green Events Netherlands promoting the use of circular principles in event planning.



- Ireland and France both have a growing awareness of the importance of sustainability in the event industry, but there is still a significant gap in terms of knowledge, skills, and resources for event organisers to fully embrace sustainable practices.



- In France, there is a lack of government subsidies specifically directed towards sustainable events. However, some public authorities are beginning to integrate sustainability into their regulations, such as the City of Bordeaux.



- In contrast, the Dutch government has created a subsidy scheme to support sustainable events, and the Irish government has established the Creative Ireland Programme to promote sustainable development in the cultural sector.



- The UK has a particular focus on reducing single-use plastics, with initiatives like the Final Straw campaign promoting the elimination of plastic straws at events.



- In Ireland, the Green Arts Initiative is a network of Irish arts organisations working together to reduce their environmental impact.



While all countries have organisations and resources available to help event organisers adopt sustainable practices, the level of participation and awareness among event professionals varies. For example, the Green Festival Alliance in the UK has more than 60 members committed to sustainable practices, while the Collectif des Festivals in France has 32 signatories of the Charter of Festivals committed to sustainable development and solidarity in Brittany.

#### COMMONALITIES:



All countries face challenges in adopting sustainable practices within the event industry and recognise the need for more formal education and training in sustainable event management.



Various organisations and institutions across the countries are beginning to address the gap in sustainability education by incorporating sustainability-focused modules into event management courses.



Certifications and labels promoting sustainable events, such as ISO 20121, are recognised and used across all five countries.



Public policies and initiatives are being implemented in all countries to encourage event organisers to adopt sustainable practices.



## DIFFERENCES:



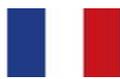
The Netherlands has a strong focus on the circular economy and sustainable waste management in event sustainability education.



The UK's green event industry is thriving, with numerous organisations offering resources and training programs related to sustainability.



Ireland and France both have a growing awareness of the importance of sustainability in the event industry, but there is a significant gap in terms of knowledge, skills, and resources for event organisers to fully embrace sustainable practices.



France has a lack of government subsidies specifically directed towards sustainable events, while the Dutch government has created a subsidy scheme to support sustainable events, and



The Irish government has established the Creative Ireland Programme to promote sustainable development in the cultural sector.



**POTENTIAL COLLABORATION OPPORTUNITIES TO ENHANCE VET PROGRAMS IN SUSTAINABLE FESTIVAL MANAGEMENT ACROSS THE 5 COUNTRIES (UK, GERMANY, FRANCE, IRELAND AND THE NETHERLANDS) COULD INCLUDE:**

Joint Curriculum Development: Building on the Future Festival Tools resources, the countries could collaborate on developing a standardised curriculum for VET programs in sustainable festival management. This curriculum could combine the best practices and learnings from each country's existing programs, ensuring a

comprehensive and well-rounded education for future event professionals. It could be plugged into existing courses or delivered as a standalone course.

Teacher and Expert Exchange Programmes: Organising teacher and expert exchange programmes among the countries can help share knowledge, expertise, and best practices in sustainable festival management. This exchange could facilitate the growth of VET programs and improve the quality of education across all countries.

Cross-Country Workshops and Seminars: Hosting workshops and seminars on sustainable festival management that bring together industry professionals, educators, and policymakers from all five countries can foster collaboration and knowledge-sharing. These events can provide a platform for discussing challenges, sharing successful case studies, and exploring innovative solutions. Engaging the power of the network of Future Festival Tools associate partner [YOUROPE – The European Festival Association](#) can be an important way to progress these.

Collaborative Research Projects: The countries can work together on research projects aimed at identifying the most effective strategies and technologies for sustainable festival management. This is already happening through projects like

- [The Festival Sustainability Lab](#) accelerates the evolution of the cultural and creative sectors and making them more resilient and fit for the future. At the heart of the EU-co-funded project are three digital labs with a focus on experimentation, innovation and development of best practices. Together with various organisations, artists, labels, and creatives affiliated with the festival industries across Europe, Festival Sustainability Lab will broadcast best-practices and innovations of technological-logistical and artistic-communicative nature
- The Future-Fit Festivals” (3F), a Creative Europe funded project developing a roadmap to greener festivals and a diversity toolset.
- The Green Deal Circular Festivals (GDCF) initiative



How can the findings from these projects could be used to update and improve the VET programs across the EU ?

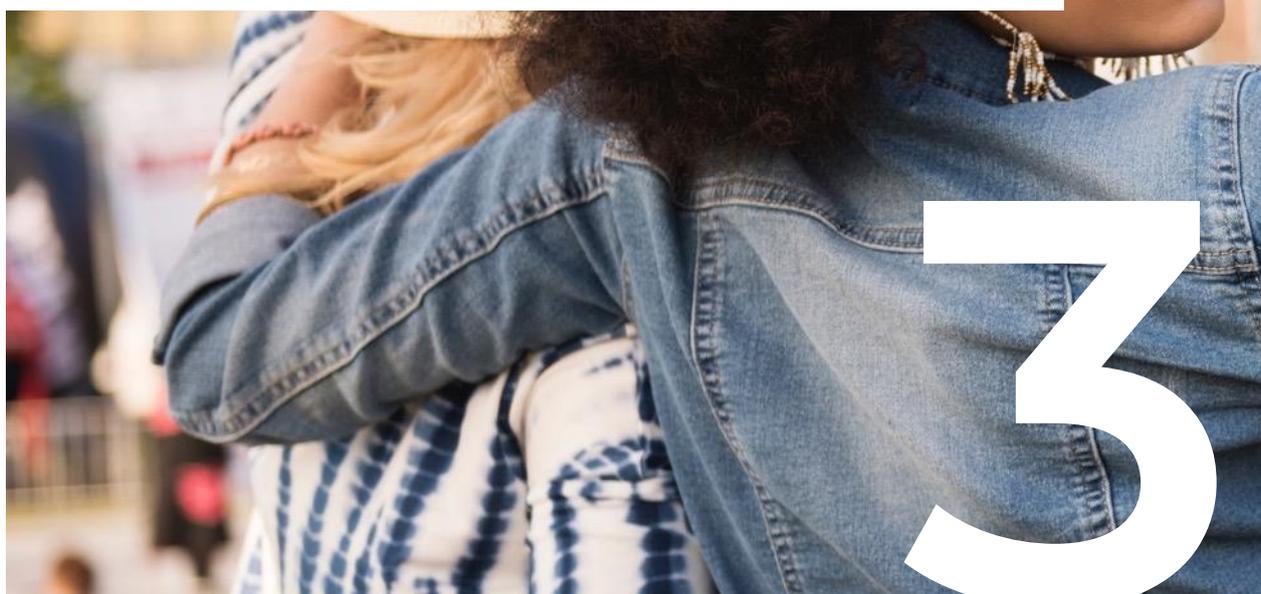
**Joint Certification Programs:** Establishing joint certification programs for sustainable festival management that are recognised across all five countries can help standardise the quality of education and training. This would enable professionals to easily transfer their skills and knowledge between countries and promote collaboration in the event industry.

**Shared Online Resources and Learning Platforms:** Developing shared online resources and learning platforms can provide learners and professionals from all five countries with access to educational materials, best practices, and case studies related to sustainable festival management. This can help foster a collaborative learning environment and ensure a consistent level of education across the countries.

**Establishing a Network of Sustainable Festival Management Professionals:** Creating a network that connects professionals, educators, and policymakers across the five countries can facilitate communication, collaboration, and knowledge-sharing. This network could also provide support and resources for event organisers looking to implement sustainable practices in their festivals. This again, could build on YOUOPE's network.

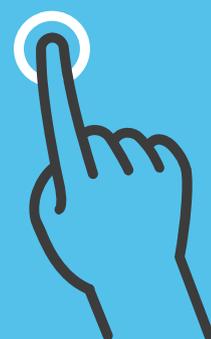


EXPLORING THE FUTURE  
FESTIVAL TOOLS:  
INTERACTIVE GUIDES AND  
CLASSROOM APPLICATIONS



**USER GUIDE AND RECCOMENDATIONS**

- SELF-ASSESSMENT TOOL (VIDEO)
- GREEN FESTIVAL STORIES
- E-LEARNER COURSE (VIDEO)



In this section, we will introduce you to user-friendly video tutorials that demonstrate how to effectively utilise each resource for teaching sustainable event management. Additionally, we will provide insightful tips on incorporating these resources into your classroom using online tools and collaborative, hands-on approaches. Our aim is to support you in creating dynamic, interactive, and practical learning experiences that inspire your learners to actively participate in and contribute to the field of sustainable event management.



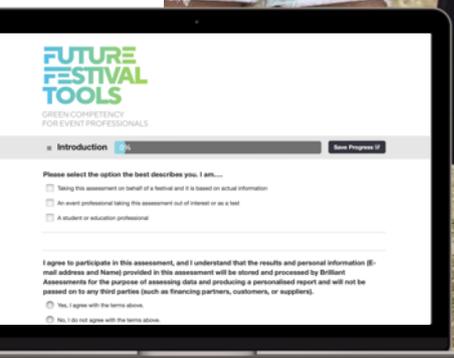
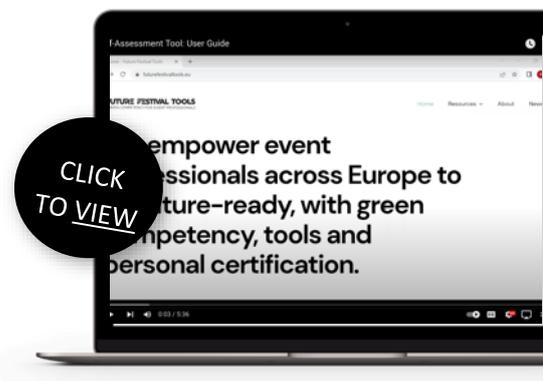
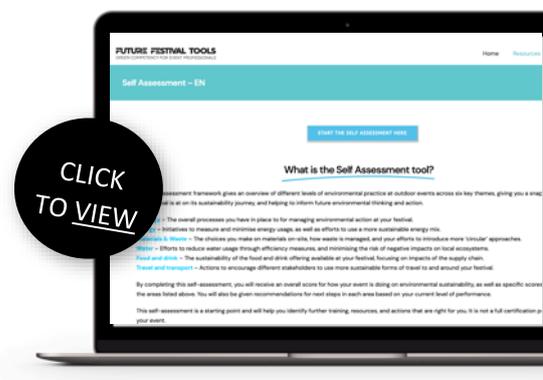


# USER GUIDE AND RECOMENDATIONS

## SELF-ASSESSMENT TOOL (VIDEO)

Please watch and share the video below which explains how to navigate through the self-assessment tool platform and questions.

You can access the Self-Assessment Tool here:



## TIPS & RECOMMENDATIONS

As an educator looking to incorporate the Future Festivals Self-Assessment Tool into your teaching, here's a user-friendly guide to help you get started.

1

**Introduce the tool:** Begin by explaining to learners what the Future Festivals Self-Assessment Tool is and what it aims to achieve. You can highlight the six key areas of sustainability that the tool covers and explain why it is important for outdoor festivals and events to be environmentally sustainable.

2

**Use the tool as a case study:** One way to incorporate the tool into your teaching is to use it as a case study for learners to explore. Encourage learners to use the self-assessment tool to assess the sustainability of a specific outdoor festival or event of their choice. Ask them to share their results and discuss what improvements could be made.

3

**Explore the performance report:** After completing the self-assessment, learners will receive a personalised performance report. Use this report as a discussion point, encouraging learners to reflect on their current strengths and areas for improvement. Discuss what steps can be taken to make improvements in each of the six key areas of sustainability.

4

**Link to further resources:** The self-assessment tool includes links to additional resources and tools for action. Encourage learners to explore these resources further, using them as a starting point for further learning on how to tackle different environmental issues at events.

5

**Foster critical thinking:** Encourage critical thinking by asking learners to consider the limitations of the tool. For example, how might the tool be improved to better assess the sustainability of outdoor festivals and events? What factors might the tool not take into account?

6

**Group discussion:** Conclude the lesson by facilitating a group discussion, asking learners to reflect on what they have learned from using the Future Festivals Self-Assessment Tool. Encourage them to share any insights or ideas they may have on how to make outdoor festivals and events more environmentally sustainable.

## GREEN FESTIVAL STORIES

The Green Festival Stories publication is a case study-based resource that presents a variety of sustainable event management practices from different festivals across Europe. Unlike other resources that require a step-by-step user guide, Green Festival Stories is designed to be used flexibly as an additional learning resource that supports the development of critical thinking, problem-solving, and creativity skills. As a case study-based document, it provides learners with real-life examples of sustainable event management practices and allows them to explore different approaches and solutions to common sustainability challenges faced by event organisers in different contexts. Therefore, Green Festival Stories is a valuable resource that does not require a step-by-step user guide, as it offers learners the opportunity to engage with and learn from a variety of real-life case studies in a flexible and adaptable manner.

CITY, COUNTRY	DAILY CAPACITY
Munich, Germany	1.5 million days = 421
SITE	CAMPING
Olympic Park (Summer) Theresienwiese (winter)	No
NUMBER OF DAYS	ESTABLISHED
2 x 4 weeks	1988

COUNTRY	DAILY CAPACITY
UK	25,000
SITE	CAMPING
A secret country estate in Northamptonshire	Yes
NUMBER OF DAYS	ESTABLISHED
4	1999
OFFICE	PHONE
	PH 441 741

## TIPS & RECOMMENDATIONS

The Green Festival Stories Guide is a valuable resource that can be seamlessly integrated into your curriculum to teach learners about sustainable practices in the event management industry. This guide features 21 case studies showcasing outstanding and transferrable projects on event sustainability from festivals and outdoor events across Europe. As an educator, you can use this resource to inspire learners, provoke discussions, and create practical exercises that enhance their learning experience.

1

**Familiarise yourself with the Guide:** Start by thoroughly reading through the Green Festival Stories Guide. Take note of the six key focus areas: energy, materials and waste, food and drink, water, travel and transport, and strategy. By understanding the content and structure of the guide, you will be better equipped to integrate it into your lessons.

2

**Map the Guide to your curriculum:** Identify the sections of your curriculum that align with the six key focus areas from the guide. This will help you determine where the case studies can be incorporated effectively. You can choose to focus on one area at a time or create a comprehensive unit that covers all six areas.

3

**Engage learners with case studies:** Introduce the case studies from the guide as real-life examples of sustainable event management practices. Encourage learners to analyse the challenges faced by the festival teams and the solutions they implemented. Use the first-hand accounts from festival teams as an opportunity for learners to relate to the experiences and learn from industry professionals.

4

**Create group discussions and debates:** Foster a collaborative learning environment by organising group discussions and debates around the case studies. This can help learners develop critical thinking skills and enhance their understanding of the sustainability measures presented in the guide.

5

**Develop practical exercises:** Design practical exercises based on the case studies for learners to apply their knowledge of sustainable event management. For example, learners can create their own sustainability plans for a hypothetical festival, using the examples from the guide as a reference. Alternatively, they can analyse the impact of implementing specific measures from the case studies on a real or hypothetical event.

6

**Encourage further research:** Provide learners with resources to explore beyond the case studies presented in the guide. Encourage them to research other festivals and events that have implemented sustainability practices, as well as relevant articles and publications in the field.

7

**Assess student learning:** Evaluate learners' understanding of sustainable event management concepts by incorporating assessments related to the Green Festival Stories guide. You can create quizzes (based off questions from the self-assessment cool and/or the e-learner course), essays, or presentations that require learners to reflect on the case studies and demonstrate their knowledge of sustainability measures.

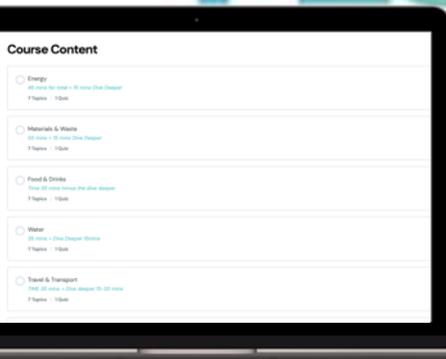
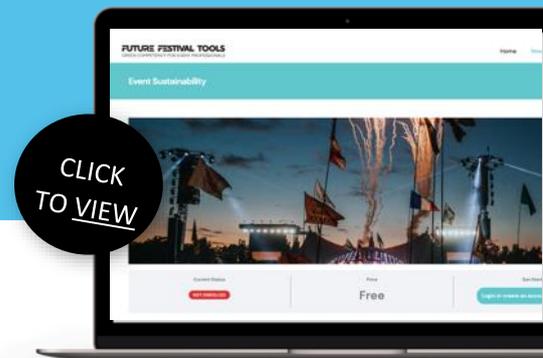
E-LEARNER COURSE

(VIDEO)



Please watch and share the video below which explains how to navigate through the e-learner course platform and modules.

You can access The Future Festival Tools Event Sustainability E-Learning Course here:



## TIPS & RECOMMENDATIONS

The Future Festival Tools E-Learning Course is a valuable resource designed to teach learners and event professionals about environmental sustainability in the live events industry. With its six key modules and a user-friendly format, this course can be effectively integrated into your curriculum to provide learners with a comprehensive understanding of sustainable event management. This guide offers tips and recommendations for successfully implementing the e-learning course in your classroom.

### Tips and Recommendations for Success:

1

**Familiarise yourself with the course:** Begin by exploring the e-learning course and its six modules: strategy, energy, materials and waste, food and drink, water, and travel and transport. Understanding the content and structure of the course will help you determine how best to incorporate it into your lessons.

2

**Map the course to your curriculum:** Identify sections of your curriculum that align with the six key modules from the e-learning course. This will help you determine where the course content can be effectively integrated into your existing curriculum. You can choose to focus on one module at a time or create a comprehensive unit that covers all six modules.

3

**Assign modules as homework or in-class activities:** Encourage learners to complete the e-learning modules independently as homework or during class time. Each module takes between 30 minutes and 60 minutes to complete, with options to spend more time on activities or external resources. By providing learners with the flexibility to work at their own pace, they can thoroughly absorb the material and engage with the content more effectively.

4

**Facilitate group discussions:** After learners have completed a module, initiate group discussions to explore the topics covered and share insights. This will help reinforce their learning, promote critical thinking, and encourage collaboration among peers.



# GET INVOLVED



5

**Incorporate case studies and additional resources:** The e-learning course includes links to the 21 inspirational case studies from the green festival stories and links to articles that provide real-world examples of sustainable event management. Use these resources to supplement the course content, provoke discussions, and inspire learners.

6

**Monitor student progress:** Keep track of student progress through the modules and provide support as needed. This will ensure that all learners are engaged with the course material and are on track to complete the modules.

7

**Encourage learners to obtain their certificates:** Motivate learners to take the tests at the end of each module and obtain their personalised certificates. This will not only serve as a tangible recognition of their achievements but also help demonstrate their competency in event sustainability to potential employers.

8

**Assess student learning:** Evaluate learners' understanding of the concepts covered in the e-learning course through assessments such as quizzes, essays, or presentations. Incorporate questions and topics from the modules to ensure learners can apply their knowledge to real-world scenarios.



APPLYING THE  
TOOLS FOR  
CLASSROOM USE

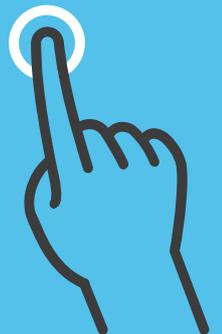
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INSTRUCTIONAL GUIDE

EFFECTIVE TEACHING STRATEGIES

ENHANCING ENGAGEMENT WITH  
TECHNOLOGY AND COLLABORATIVE LEARNING

- SELF-ASSESSMENT-TOOL
- GREEN FESTIVAL STORIES
- E-LEARNER COURSE





# APPLYING THE TOOLS FOR CLASSROOM USE

This section of the Educator's Guide aims to provide VET educators with guidance and suggestions on how to adapt and integrate the Future Festival Tools resources into their classroom settings. The goal is to create engaging and effective learning experiences that align with various pedagogical approaches, while utilising the rich content provided by the Future Festival Tools.

# INSTRUCTIONAL GUIDE

Before conducting the training with the Future Festival Tools resources, please take the following steps to create an effective and engaging learning experience for your learners:

## **Thoroughly review the Future Festival Tools resources:**

Familiarise yourself with the VET Trainers Handbook, e-learning course, Green Festival Stories guide, Self-Assessment tool and other materials provided. Understand the key concepts, topics, and learning objectives to effectively deliver the training.

## **Download, review, and adapt the resources as necessary:**

Customise the resources to suit your specific training program, course, or curriculum. Ensure that the content aligns with your learners' needs and learning objectives. Make sure to allocate adequate training time for each session.

## **Incorporate local context and case studies:**

Enhance the relevance of the training by including local examples, case studies, and information on available support for sustainable event management in your region. This will help learners to better understand the practical application of the concepts in their local context.

## **Encourage active participation and hands-on learning:**

Utilise the exercises and activities embedded within each part of the Future Festival Tools resources. These interactive elements provide valuable learning experiences for learners and help them to better understand and apply the concepts.

## **Allocate time for exercise review and feedback:**

Ensure that you set aside sufficient time for reviewing the exercises and providing feedback to learners. This feedback loop is essential for reinforcing learning and addressing any misconceptions or questions that may arise.

## **Employ various instructional methods:**

Use a combination of classroom, flipped, and blended learning approaches to ensure that learners can engage with the materials in a variety of ways. This will help to accommodate different learning styles and preferences.



The Future Festival Tools resources have been designed to accommodate a variety of teaching styles, learning preferences, and cultural contexts. For example, each module of the E-Learner course follows a consistent structure to ensure a cohesive learning experience:

### **Introduction to the topic:**



Each module begins with a brief introduction to the specific sustainability topic being covered, such as energy, materials and waste, food and drink, water, travel and transport, or strategy. This introduction helps learners to understand the context and relevance of the topic within the broader framework of sustainable event management.

### **Presentation of information and best practices:**



After introducing the topic, the module presents relevant information and current best practices, starting with general definitions and moving towards more detailed applications. This approach enables learners to grasp the full scope of the topic and understand its implications for the live events industry.

### **Reinforcement of knowledge and skills development:**

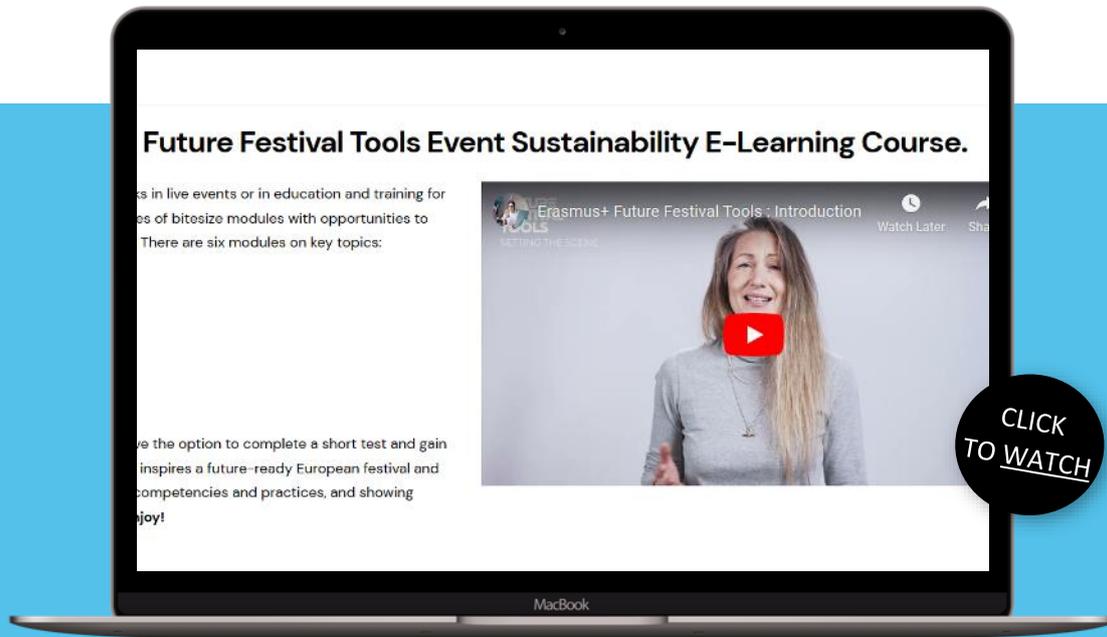


To help learners reinforce their understanding and develop practical skills, each module includes exercises or study questions that encourage active participation and hands-on learning. These activities not only deepen learners' comprehension of the topic but also prepare them to apply their knowledge in real-world event management scenarios.



## ONLINE LEARNING

The [Future Festival Tools e-learning platform](#) offers a comprehensive array of resources designed to facilitate learning in the field of event sustainability. The platform is accessible to a wide range of stakeholders, including trainers, learners, event managers, and employees, ensuring that they receive up-to-date information and best practices.



The e-learning platform is a multilingual (English, French and German), interactive site that combines informative resources from the Future Festival Tools project with self-assessment, digitised exercises, and skill development activities. It also includes additional suggested reading and multimedia links to enrich the learning experience. The online learning facility incorporates best practices in e-learning, enabling users to engage with the content in a manner that is tailored to their needs and the online medium.

As the course is provided through an online learning programme, it allows for greater flexibility and adaptability in the delivery of content related to event sustainability. This ensures that all users, regardless of their background or location, can access the resources and gain valuable knowledge and skills in sustainable event management.





## Other teaching methodology

### FLIPPED CLASSROOM

The Flipped Classroom approach can be an effective way to utilise the Future Festival Tools resources, allowing learners to engage with the content before attending in-person sessions. By having learners study the module content in advance, educators can maximise the time spent on exercises, assignments, and in-depth discussions during class.

In the context of the Future Festival Tools resources, the Flipped Classroom approach can involve the following steps:

1

**Pre-class preparation:** Assign relevant e-learning modules, readings, and multimedia content from the Future Festival Tools resources for learners to review before attending class. Encourage them to take notes and come prepared with questions or points of discussion.

2

**In-class activities:** Focus on practical exercises and assignments related to the pre-class content. This may include the case studies, group discussions, and hands-on activities that help learners apply the sustainable event management principles they have learned from the Future Festival Tools resources.

3

**Deeper exploration:** With the foundation established through pre-class preparation, use class time to dive deeper into the material. Address any questions or concerns learners may have and explore more complex aspects of sustainable event management in a collaborative, supportive environment.

4

**Assessment and feedback:** Assess learners' understanding of the material through quizzes, presentations, or group projects based on the Future Festival Tools resources. Provide constructive feedback and guidance to help learners refine their skills and knowledge in sustainable event management.

5

**Continuous learning:** Encourage learners to continue exploring the Future Festival Tools resources outside the classroom, promoting a culture of lifelong learning and staying updated on the latest developments in sustainable event management.

## BLENDED LEARNING

Blended Learning is an effective approach for incorporating the Future Festival Tools resources into your teaching strategy. By combining online digital media with traditional classroom methods, you can create a dynamic learning experience that caters to different learning preferences and enhances learners' understanding of sustainable event management.

To implement Blended Learning with the Future Festival Tools resources, consider the following steps:

1

**Develop a structured curriculum:** Design a curriculum that combines face-to-face classroom sessions with online learning activities from the Future Festival Tools resources. Outline the learning objectives, modules, and assessments to ensure a cohesive learning experience.

2

**Utilise the e-learning platform:** Incorporate the Future Festival Tools e-learning platform into your course, providing learners with access to the interactive, multilingual site. Encourage them to complete the digital exercises, self-assessments, and skills development activities in addition to attending in-person sessions.

3

**In-class instruction and activities:** In the classroom, build upon the online content by engaging learners in group discussions, case studies, and hands-on activities related to sustainable event management. Use this time to clarify concepts, answer questions, and provide personalised guidance.

4

**Flexibility and customisation:** Allow learners some control over the pace and progression of their learning experience. Encourage them to explore additional reading materials, multimedia links, and supplementary resources from the Future Festival Tools to deepen their understanding of the subject matter.

5

**Assessment and feedback:** Assess learners' progress through a combination of online and in-person assessments, including quizzes, presentations, and group projects. Provide constructive feedback to help them refine their skills and knowledge in sustainable event management.

6

**Encourage collaboration:** Foster a collaborative learning environment by facilitating peer-to-peer interactions, both online and in the classroom. Encourage learners to share their insights, experiences, and ideas related to the Future Festival Tools resources.

## COLLABORATIVE/PEER-TO-PEER LEARNING WITH FUTURE FESTIVAL TOOLS RESOURCES

Collaborative learning is an educational approach that involves groups of learners working together to enhance their understanding of a subject. Integrating the Future Festival Tools resources into collaborative and peer-to-peer learning activities can foster deeper engagement and promote the sharing of knowledge and experiences related to sustainable event management.

Consider incorporating the following strategies to boost collaborative and peer-to-peer learning with the Future Festival Tools resources:



**Peer review of sustainable event plans:** Divide learners into groups and assign them the task of creating a sustainable event plan using the Future Festival Tools resources as a guide. Then, have the groups exchange their plans and provide constructive feedback to each other, discussing best practices and potential improvements.



**Case study analysis:** Encourage learners to work together in small groups to analyse real-world examples and case studies from the Green Festival Stories guide. Have them discuss the challenges, successes, and lessons learned, and explore ways to apply these insights to their own event management practices.



**Collaborative projects:** Assign learners to work together on projects related to sustainable event management, such as creating a waste management plan, designing a zero-waste event, or developing an energy efficiency strategy. Use the Future Festival Tools resources as a starting point for research and inspiration.



**Google Docs for group work:** Utilise Google Docs or other online collaboration tools to facilitate group work on projects, exercises, or presentations related to the Future Festival Tools resources. This approach allows learners to work together in real-time, share documents, chat, and comment on each other's contributions.



**Peer-led presentations:** Have learners prepare and deliver presentations to their peers on specific topics covered in the Future Festival Tools resources. Encourage them to research additional materials and incorporate case studies to deepen their understanding and facilitate knowledge sharing.



**Roundtable discussions:** Organise roundtable discussions where learners share their experiences and perspectives on sustainable event management. Encourage them to discuss the challenges they faced, the strategies they employed, and the insights they gained from the Future Festival Tools resources.



# ENHANCING ENGAGEMENT WITH TECHNOLOGY AND COLLABORATIVE LEARNING

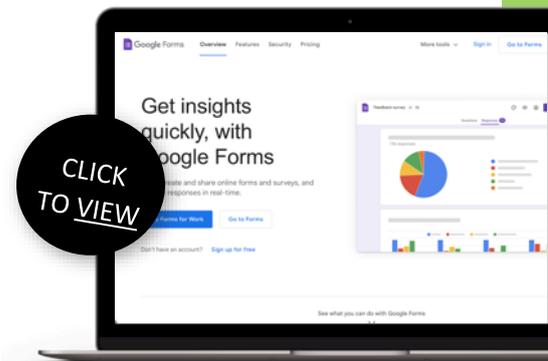
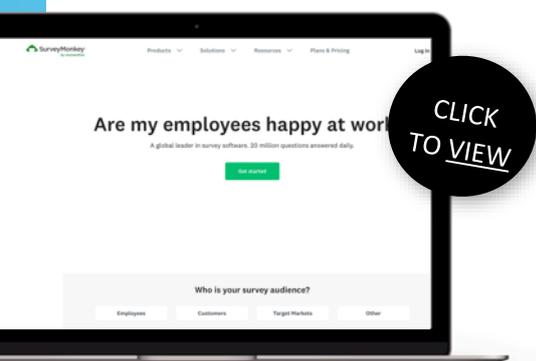
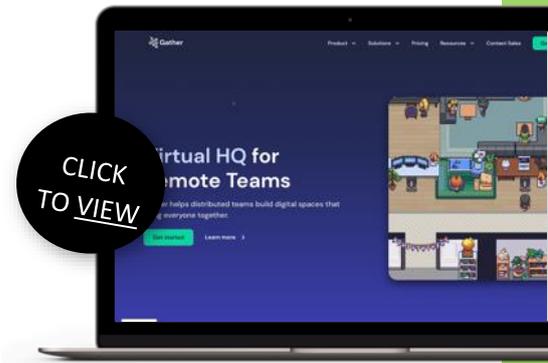
In this section, we will explore how technology and collaborative learning strategies can significantly enhance learner engagement when using various tools and resources. Here, you will find practical suggestions and examples for incorporating these strategies into your teaching practices for each Future Festivals Tools resource.

## SELF-ASSESSMENT TOOL

The Self-Assessment Tool is a valuable resource for helping learners analyse the sustainability performance of live events. By incorporating technology and collaborative learning strategies, educators can enhance student engagement and learning outcomes. This guide provides suggestions for leveraging technology and collaboration to make the most of the Self-Assessment Tool in your classroom.

## Suggestions for Incorporating Technology:

- 1. Virtual event planning simulation:** Use a virtual event planning platform, such as [Gather](#) or [Virtual Event Spaces](#), to create a simulation of a live event. Have learners work in teams to design and execute their event, using the Self-Assessment Tool to evaluate their sustainability performance. This hands-on approach will help learners understand the practical aspects of planning sustainable events and the importance of the Self-Assessment Tool.
- 2. Interactive whiteboards and digital collaboration tools:** Leverage digital collaboration tools like [Miro](#) or [Google Jamboard](#) to facilitate group discussions and brainstorming sessions related to the Self-Assessment Tool. These platforms allow learners to work together in real-time, share ideas, and visualise the sustainability aspects of their events.
- 3. Online surveys and data collection:** Have learners use online survey tools like [Google Forms](#) or [SurveyMonkey](#) to collect data on event sustainability performance. This can be used as part of the Self-Assessment Tool process and helps learners understand the importance of data collection and analysis in evaluating sustainability practices.





## Suggestions for Collaborative Learning Strategies:

### **Group case study analysis:**

Divide learners into small groups and assign each group a real-life event to analyse using the Self-Assessment Tool. Encourage groups to research the event, identify areas of improvement, and propose sustainable solutions. This activity promotes teamwork, critical thinking, and problem-solving skills.

### **Role-playing exercise:**

Organise a role-playing exercise where learners assume different roles in the event planning process, such as event manager, sustainability coordinator, or vendor. Have learners work together to develop a sustainable event plan using the Self-Assessment Tool as a guide. This collaborative approach encourages learners to consider multiple perspectives and work together to achieve a common goal.

### **Peer review and feedback:**

Encourage learners to share their event plans and Self-Assessment Tool results with peers for review and feedback. This collaborative process promotes constructive criticism, self-reflection, and improvement.

### **Sustainability pitch competition:**

Organise a competition where student teams pitch their sustainable event plans to a panel of judges (which can include fellow learners, educators, or industry professionals). Learners will use the Self-Assessment Tool results to support their pitch and demonstrate the sustainability performance of their proposed event. This activity fosters teamwork, communication, and presentation skills.

# GREEN FESTIVAL

# STORIES

The [Green Festival Stories Guide](#) is a valuable resource that showcases real-world examples of sustainable practices in the live events industry. By incorporating technology and collaborative learning strategies, educators can enhance student engagement and learning outcomes. This guide provides suggestions for leveraging technology and collaboration to make the most of the Green Festival Stories Guide in your classroom.



## Suggestions for Incorporating Technology:

- 1. Virtual gallery walk:** Create a virtual gallery using a platform like Padlet or Google Slides to showcase the case studies from the Green Festival Stories Guide. Encourage learners to explore the gallery and leave comments or questions on each case study. This will promote interaction and engagement with the content.
- 2. Interactive quizzes and polls:** Use online tools such as Mentimeter or Poll Everywhere to create quizzes or polls related to the case studies. This will not only help assess learners' understanding of the material but also encourage active participation and engagement.
- 3. Video presentations:** Assign learners to create video presentations summarising a case study from the Green Festival Stories Guide. Learners can use tools like Adobe Spark, Canva, or PowerPoint to design their presentations. This will encourage creativity and enable learners to demonstrate their understanding of the material in a dynamic format.

## Suggestions for Collaborative Learning Strategies:

### Jigsaw activity:

Divide learners into small groups, assigning each group a different case study from the Green Festival Stories Guide. Each group will become "experts" on their assigned case study. After thorough analysis and discussion, learners will form new groups with members from each expert group, allowing them to share their knowledge with one another. This collaborative approach promotes active learning and ensures that learners engage with multiple case studies.

### Group debates:

Organise debates among student groups on various sustainability topics related to the case studies. For example, learners can discuss the pros and cons of different waste management strategies, alternative energy sources, or sustainable food and drink options. This encourages critical thinking, collaboration, and communication skills.

### Collaborative problem-solving:

Present learners with a sustainability challenge related to one of the case studies in the Green Festival Stories Guide. In small groups, learners will brainstorm solutions, assess their feasibility, and develop a plan for implementation. This activity fosters teamwork, creativity, and practical application of sustainability concepts.

### Peer review and feedback:

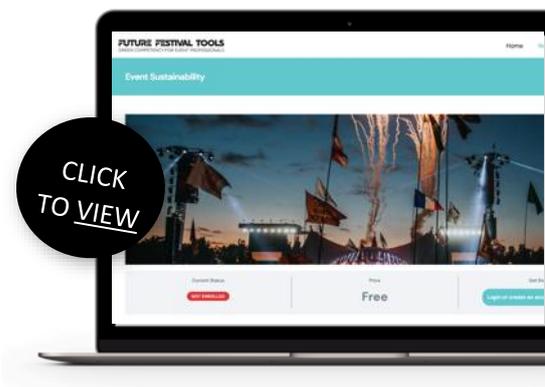
Have learners work in pairs or small groups to review and provide feedback on each other's assignments or projects related to the Green Festival Stories Guide. This collaborative approach encourages constructive criticism, self-reflection, and improvement.

E-LEARNER

COURSE

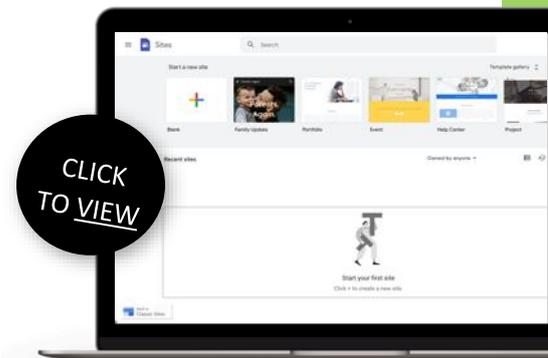
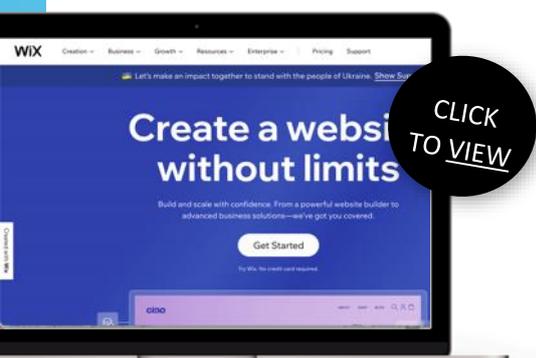
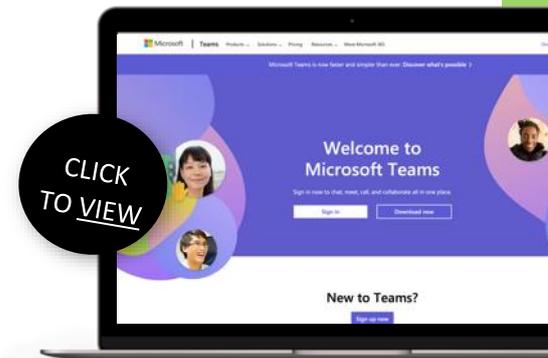


The [Future Festivals e-learning course](#) is an excellent resource for teaching learners about environmental sustainability at outdoor events. To further enhance student engagement and learning outcomes, educators can incorporate technology and collaborative learning strategies into their classrooms. This guide provides suggestions for integrating technology and collaboration to maximise the benefits of the e-learning course.



## Suggestions for Incorporating Technology:

- 1. Interactive virtual classroom:** Use a virtual classroom platform such as [Zoom](#) or [Microsoft Teams](#) to facilitate group discussions and collaborative activities related to the e-learning course modules. Breakout rooms can be utilised to promote smaller group discussions and focused activities.
- 2. Gamification of course content:** Incorporate game elements into the e-learning course experience to increase student engagement. Use platforms like [Kahoot!](#) or [Quizizz](#) to create quizzes and games based on the course modules. This interactive approach encourages active learning and reinforces course concepts.
- 3. Digital portfolios:** Encourage learners to create digital portfolios using tools like [Google Sites](#) or [Wix](#) to showcase their understanding of the course concepts, practical applications, and reflections on their learning journey. This helps learners document their growth and demonstrate their commitment to sustainability in the live events industry.



## Suggestions for Collaborative Learning Strategies:

### Group projects:

Assign group projects based on the Future Festival Tools e-learning course modules. Have learners work together to create an event sustainability plan, focusing on specific aspects such as energy, materials and waste, or travel and transport. This collaborative approach helps learners

### Peer teaching:

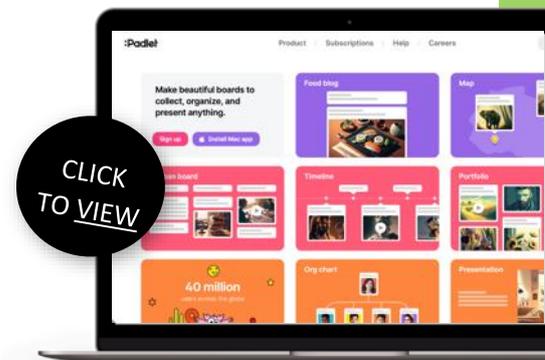
Organise peer teaching sessions where learners take turns teaching specific course modules to their classmates. This approach reinforces learning, promotes active listening, and helps learners develop communication and presentation skills.

### Online discussion forums:

Create online discussion forums using platforms like [Padlet](#), [Google Classroom](#), or [Edmodo](#) to facilitate ongoing conversations and debates related to the e-learning course content and the overall theme of sustainable festivals. Encourage learners to share their thoughts, ask questions, and engage in meaningful discussions with their peers.

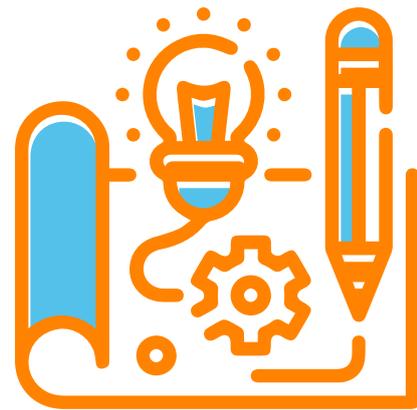
### Case study analysis:

Divide learners into small groups and assign each group a case study from the e-learning course's inspirational stories. Encourage groups to analyse the case, identify key sustainability practices, and discuss how these practices can be applied to their own events. This activity fosters critical thinking, teamwork, and problem-solving skills.



# ONLINE TOOLS

In this guide, we have compiled a list of educational tools designed to enhance the use of Future Festival resources in the classroom, specifically focusing on the Green Festival Stories Guide, the E-Learning Course, and the Self-Assessment Tool. These tools are selected to foster interaction, active participation, collaboration, and a deeper understanding of sustainability concepts among learners. By integrating these tools into your teaching strategies, you can create an engaging and dynamic learning environment that allows learners to explore real-world examples, assess their understanding, and apply their knowledge in practical contexts.



## TOOL: PADLET

### Most relevant for:

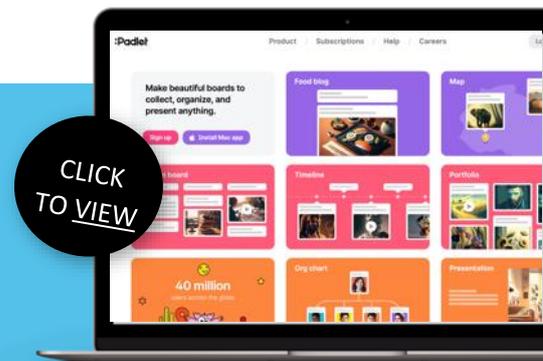
Green Festival Stories Guide

### Why it's relevant:

Encourages interaction with real-world examples of sustainable practices.

### How to use:

Create a virtual gallery of case studies for learners to explore, comment on, and discuss.



## TOOL: MENTIMETER

### Most relevant for:

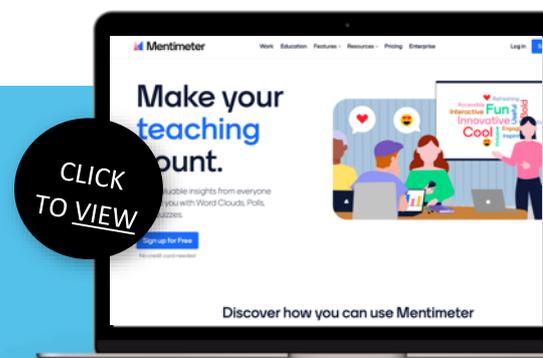
Green Festival Stories Guide

### Why it's relevant:

Assesses understanding and promotes active participation.

### How to use:

Create quizzes or polls related to case studies for learners to answer during class.

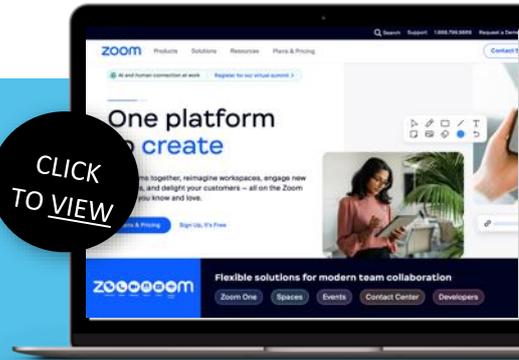


## TOOL: ZOOM OR MICROSOFT TEAMS

**Most relevant for:**  
E-Learning Course

**Why it's relevant:**  
Facilitates group discussions and collaborative activities related to course modules.

**How to use:**  
Host virtual classroom sessions, utilising breakout rooms for smaller group discussions.

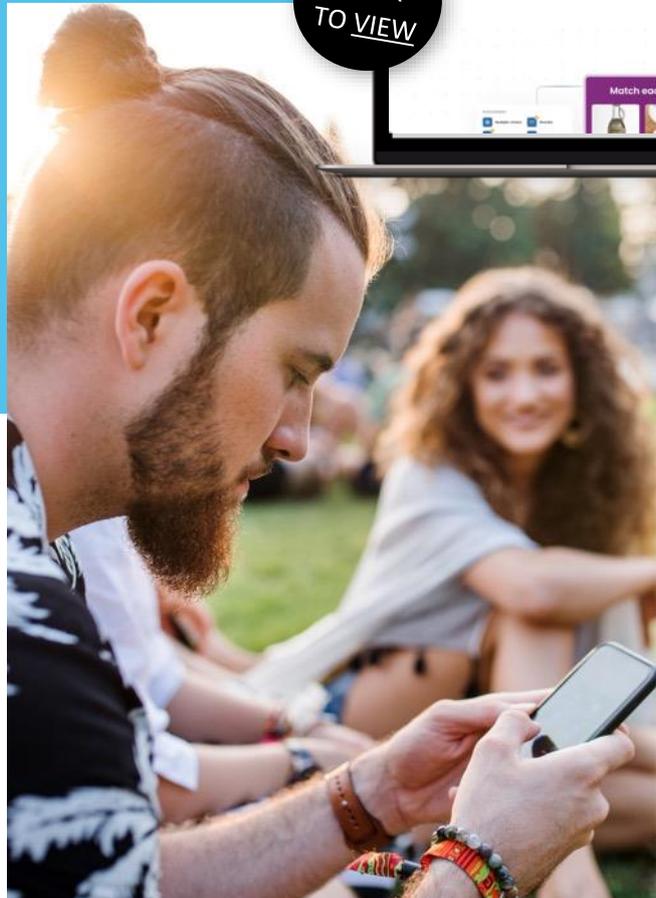
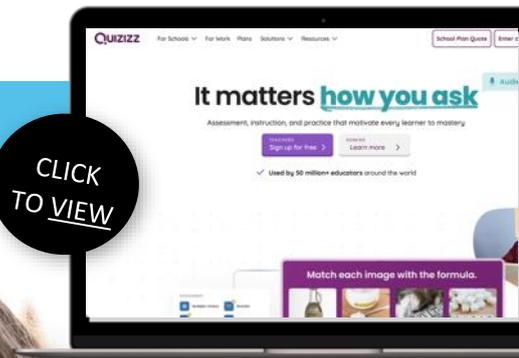


## TOOL: QUIZZZ

**Most relevant for:**  
E-Learning Course

**Why it's relevant:**  
Encourages active learning through gamification of course content.

**How to use:**  
Design quizzes and games based on course modules for learners to participate in during class.



## TOOL: GOOGLE SITES OR WIX

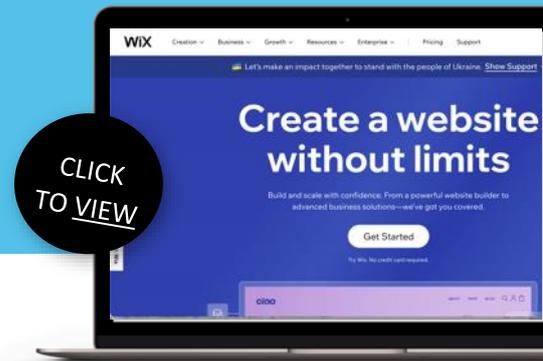
**Most relevant for:**  
E-Learning Course

**Why it's relevant:**  
Helps learners document their learning journey and showcase their understanding.

**How to use:**  
Instruct learners to create digital portfolios highlighting their knowledge and practical applications of course concepts.



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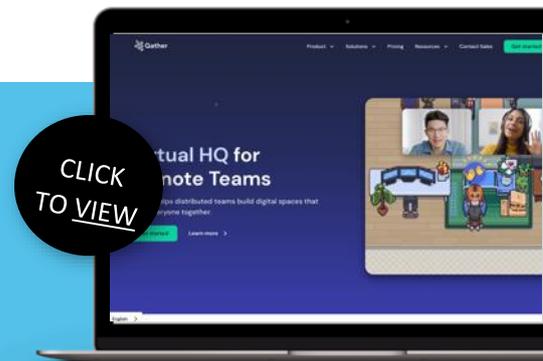
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## TOOL: GATHER OR VIRTUAL EVENT SPACES

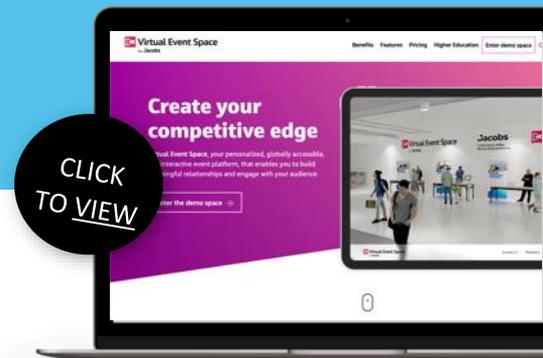
**Most relevant for:**  
Self-Assessment Tool

**Why it's relevant:**  
Provides a hands-on approach to understanding event sustainability.

**How to use:**  
Have learners work in teams to design and execute a virtual event, using the Self-Assessment Tool for evaluation.



CLICK TO VIEW



CLICK TO VIEW

## TOOL: MIRO OR GOOGLE JAMBOARD

**Most relevant for:**  
Self-Assessment Tool

**Why it's relevant:**  
Facilitates group discussions and brainstorming sessions related to event sustainability.

**How to use:**  
Organise collaborative sessions where learners can visualise and discuss the sustainability aspects of their events using digital whiteboards.

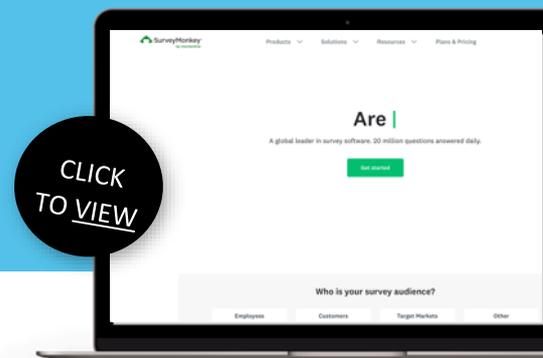
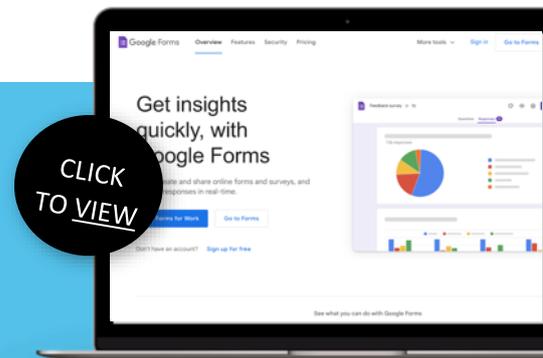


## TOOL: GOOGLE FORMS OR SURVEYMONKEY

**Most relevant for:**  
Self-Assessment Tool

**Why it's relevant:**  
Emphasises the importance of data collection and analysis in evaluating sustainability practices.

**How to use:**  
Instruct learners to create and distribute surveys to collect data on event sustainability performance for use with the Self-Assessment Tool.



# ASSESSMENT METHODS

## METHOD/TOOL: GROUP PRESENTATIONS

**Most relevant for:**  
Green Festival Stories Guide

**Why it's relevant:**  
Encourages learners to demonstrate their understanding of case studies and sustainable practices.

**How to use:**  
Assign groups a case study from the Green Festival Stories Guide and have them present their analysis and proposed solutions to the class.

# 1

## METHOD/TOOL: DIGITAL PORTFOLIOS

**Most relevant for:**  
E-Learning Course

**Why it's relevant:**  
Showcases learners' growth, understanding, and commitment to sustainability in live events.

**How to use:**  
Instruct learners to create digital portfolios using Google Sites or Wix, highlighting their knowledge, practical applications, and reflections related to the course concepts.

# 2

## METHOD/TOOL: CLASS DEBATES

**Most relevant for:**

Green Festival Stories Guide

**Why it's relevant:**

Fosters critical thinking, communication skills, and engagement with sustainability topics.

**How to use:**

Organise debates on sustainability topics related to case studies, and assess learners' arguments, understanding, and engagement.

# 3

## METHOD/TOOL: SELF-ASSESSMENT TOOL EVALUATION

**Most relevant for:**

Self-Assessment Tool

**Why it's relevant:**

Provides direct insight into learners' ability to apply sustainability concepts to event planning.

**How to use:**

Have learners use the Self-Assessment Tool to evaluate the sustainability performance of a hypothetical or real event, and review their findings and proposed improvements.

# 4

## METHOD/TOOL: PEER REVIEW

**Most relevant for:**  
All three resources

**Why it's relevant:**  
Promotes self-reflection, improvement,  
and constructive feedback from peers.

**How to use:**  
Encourage learners to share their  
assignments or projects related to the  
resources with peers for review and  
feedback.

# 5

## METHOD/TOOL: RUBRICS

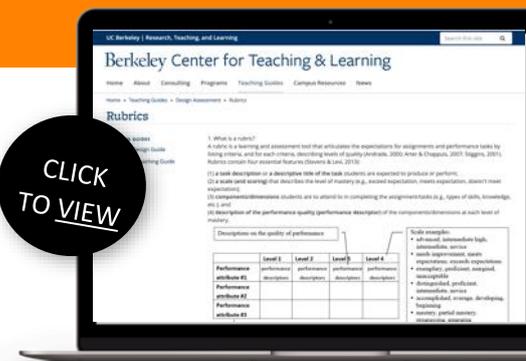
**Most relevant for:**  
All three resources

**Why it's relevant:**  
Provides clear expectations and criteria  
for assessing student work and  
understanding.

**How to use:**  
Develop rubrics for various assignments  
or projects related to the resources,  
and use them to evaluate learners'  
performance and understanding of  
sustainability concepts.

# 6

Learn more



# SAMPLE LESSON PLANS

## 1

### Sample Lesson Plan 1



#### LESSON TITLE:

Exploring Event Sustainability with Future Festival Tools

#### SUBJECT:

Environmental Studies or Event Management

#### DURATION:

1-2 class periods (45-90 minutes)

#### OBJECTIVE:

Learners will gain an understanding of event sustainability by exploring the Future Festival Tools resources, including the Green Festival Stories Guide, the E-Learning Course, and the Self-Assessment Tool. They will also engage in collaborative activities that reinforce the concepts learned and apply their knowledge to real-world scenarios.

#### MATERIALS:

- Access to the Green Festival Stories Guide, the E-Learning Course, and the Self-Assessment Tool
- Computers or devices with internet access
- Padlet or Google Slides (for the virtual gallery walk)
- Mentimeter or Poll Everywhere (for quizzes or polls)



## LESSON PROCEDURE:

### 1. Introduction (5-10 minutes)

- Begin the lesson by discussing the importance of environmental sustainability in the live events industry.
- Introduce the Future Festival Tools resources, explaining their purpose and relevance to event sustainability.

### 2. Green Festival Stories Guide Exploration (15-20 minutes)

- Direct learners to the virtual gallery walk created on Padlet or Google Slides, showcasing case studies from the Green Festival Stories Guide.
- Instruct learners to explore the gallery, read about the case studies, and leave comments or questions on each case study.
- After learners have explored the gallery, use Mentimeter or Poll Everywhere to create a quiz or poll related to the case studies to assess their understanding and promote active participation.

### 3. E-Learning Course Module (15-20 minutes)

- Assign a specific module from the E-Learning Course for learners to complete individually or in pairs.
- Encourage learners to take notes on key concepts and strategies related to event sustainability.

- After completing the module, have learners discuss their takeaways in small groups or as a class.

### 4. Self-Assessment Tool Application (20-30 minutes)

- Divide learners into small groups and provide each group with a hypothetical event scenario.
- Instruct learners to use the Self-Assessment Tool to evaluate the sustainability performance of their assigned event.
- Have learners discuss their findings and propose solutions for improving the event's sustainability.

### 5. Reflection and Conclusion (5-10 minutes)

- Bring the class together to discuss their experiences using the Future Festival Tools resources.
- Ask learners to share their thoughts on the importance of event sustainability and how the resources helped them better understand the topic.
- Encourage learners to consider how they might apply their newfound knowledge to their own events or future careers in the industry.

## ASSESSMENT:

- Assess learners' understanding through their participation in the virtual gallery walk, quizzes or polls, and group discussions.
- Evaluate the effectiveness of their proposed solutions for improving event sustainability using the Self-Assessment Tool.
- Encourage learners to create digital portfolios showcasing their understanding of the course concepts and practical applications, using tools like Google Sites or Wix.

# 2

## Sample Lesson Plan 2



### LESSON PLAN:

Exploring Sustainability in Live Events through Collaboration and Technology  
Grade Level: High School or College/University  
Subject: Environmental Studies, Event Management, Sustainability

### DURATION:

2-3 weeks (adjustable based on class frequency and duration)

### MATERIALS:

- Future Festivals E-Learning Course
- Green Festival Stories Guide
- Self-Assessment Tool
- Internet access
- Virtual classroom platform (e.g. Zoom or Microsoft Teams)
- Online collaboration tools (e.g. Miro or Google Jamboard, Padlet, Mentimeter)

### OBJECTIVES:

- Learners will develop an understanding of sustainability concepts and practices in the live events industry.
- Learners will analyse real-world examples of sustainable events from the Green Festival Stories Guide.
- Learners will apply the Self-Assessment Tool to evaluate the sustainability performance of a hypothetical event.
- Learners will collaborate with peers to design and implement sustainable event solutions.



## LESSON PROCEDURE:

### 1. Pre-lesson homework:

Assign learners to complete specific modules of the Future Festivals E-Learning Course before class. Encourage them to take notes and come prepared with questions or discussion points.

### 2. Class introduction (15 minutes):

Begin class with a brief review of the completed e-learning modules, addressing any questions or discussion points raised by learners.

### 3. Green Festival Stories analysis (45 minutes):

Divide learners into small groups and assign each group a case study from the Green Festival Stories Guide. Instruct groups to analyse their case study, focusing on the sustainability practices implemented and areas for potential improvement. Have groups use an online collaboration tool like Miro or Google Jamboard to visualise their findings.

### 4. Sustainability brainstorming (30 minutes):

Using the Self-Assessment Tool, assign each group a specific aspect of event sustainability (e.g. energy, materials and waste, travel and

transport). Have learners brainstorm potential solutions or improvements for their assigned aspect, using a virtual whiteboard tool.

### 5. Hypothetical event planning (60 minutes):

In their groups, have learners create a hypothetical event, incorporating the sustainability practices and improvements they discussed during brainstorming. Learners should use the Self-Assessment Tool to evaluate the sustainability performance of their event plan.

### 6. Presentation preparation (30 minutes):

Instruct groups to prepare a brief presentation summarising their hypothetical event plan and the sustainability improvements they have incorporated.

### 7. Group presentations (60 minutes):

Have each group present their hypothetical event plan to the class, discussing their sustainability improvements and the results of their Self-Assessment Tool evaluation. Encourage peer feedback and questions.

## ASSESSMENT:

- Monitor group discussions and participation during the Green Festival Stories analysis, brainstorming, and event planning activities.
- Evaluate group presentations based on content, understanding of sustainability practices, and application of the Self-Assessment Tool.
- Assess learners' individual understanding through class participation, contributions to online collaboration tools, and engagement with the e-learning course content.
- Optional: Assign a written reflection or essay asking learners to discuss their learning experience, the sustainability practices they found most valuable, and how they might apply these concepts to real-world event planning in the future.



## CONCLUSIONS

The Future Festivals Tools suite of resources, including the Self-Assessment Tool, Green Festival Stories Guide, and E-Learning Course offer educators a comprehensive approach to teaching sustainability in live events. By integrating technology and collaborative learning strategies, teachers can foster an engaging and interactive learning environment that encourages learners to explore real-world examples, apply their knowledge in practical contexts, and develop crucial skills such as teamwork, critical thinking, and problem-solving. As the live events industry continues to prioritise environmental sustainability, equipping learners with the knowledge and tools to make a positive impact is vital. By utilising these resources and strategies, educators can inspire the next generation of event professionals to champion sustainable practices and drive meaningful change in the industry.

# USEFUL LINKS

## Project website:

[Home - Future Festival Tools](#)

## Self-Assessment Tool:

**English:** [Self Assessment - EN - Future Festival Tools](#)

**French:** [Self Assessment - FR - Future Festival Tools](#)

## Green Festival Stories:

**English:** [Green Festival Stories – A collection of inspiring examples from across Europe EN - Future Festival Tools](#)

**German:** [Green Festival Stories – A collection of inspiring examples from across Europe DE - Future Festival Tools](#)

**French:** [Green Festival Stories – A collection of inspiring examples from across Europe FR - Future Festival Tools](#)

## E-Learner Course:

**English:** [Event Sustainability - Future Festival Tools](#)

**German:** [Nachhaltigkeit von Veranstaltungen - Future Festival Tools](#)

**French:** [Durabilité de l'événement - Future Festival Tools](#)

## Project social media:

**Twitter:** [Future Festival Tools \(@fft\\_eu\) / Twitter](#)

**Facebook:** [\(8\) Future Festival Tools | Facebook](#)

**Instagram:** [Green competency for event professionals. \(@futurefestivaltools\) | Instagram](#)

## Future Festival Tools Consortium:

### Lead Partner

- **NCASS:** [HOME - The Nationwide Caterers Association - NCASS](#)

### Partners:

- **Green Events, NL:** [Home - Green Events](#)
- **Le LABA, FR:** [Home of Le LABA: discover our projects and initiatives](#)
- **G Group |, DE:** [Go Group | Green Operations Europe \(go-group.org\)](#)
- **Julie's Bicycle, UK:** [Welcome to Julie's Bicycle | Homepage | Culture & Climate Non-Profit \(juliesbicycle.com\)](#)
- **European E-Learning Institute, DK:** [Home - European E-Learning Institute \(euei.dk\)](#)
- **Momentum, IE:** [Momentum: Education & Innovation in Ireland and Europe \(momentumconsulting.ie\)](#)

### Associated Partners:

- **Green Music Initiative:** [Green Music Initiative | Inspiring Smarter Operations](#)
- **Native Events:** [Homepage - Native Events](#)
- **Chris Johnson Consulting:** [Supporting Climate Leadership and Action in the Live Events Industry \(chrisjohnson.earth\)](#)
- **Vision 2025:** [Vision 2025](#)
- **Yourope:** [Home | Yourope.org](#)

# FUTURE FESTIVAL TOOLS

GREEN COMPETENCY  
FOR EVENT PROFESSIONALS

FOLLOW  
OUR  
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