

Body & Soul

Sustainability

Objective

**BODY&SOUL IS COMMITTED TO
LEAVING A POSITIVE IMPRESSION
ON THE IRISH ARTS AND FESTIVAL
SCENE AND TO WORKING TOWARDS
CREATING A MORE ENVIRONMENTALLY
SUSTAINABLE FESTIVAL.**

We recognise and embrace our responsibility in this process and we are always looking for innovative and realistic sustainable responses to ever-changing environmental challenges.

Over the past five years, the team at Body&Soul have been working hard to minimise the environmental and social impact of the festival. This year we have a new sustainability strategy, which focuses on actively reducing the carbon footprint of the festival over the next few years.





Audience



WE KNOW THAT THE BODY&SOUL AUDIENCE ARE ENGAGED ON ENVIRONMENTAL AND SOCIAL ISSUES, AND WE ARE HAPPY TO TRUST THEM TO BE CONSCIOUS AND CARING CITIZENS OF THE EARTH.

For this reason, we also believe that Body&Soul is more than just a festival, it is an opportunity to channel this energy, and to act as a platform for social and environmental change. We believe our audience should be actively engaged in this mission, helping us to achieve our goals.



Waste

OUR ULTIMATE GOAL IS TO BE A ZERO WASTE EVENT

The waste generated by festivals is staggering and we are constantly looking at ways to reduce, reuse, recover and repurpose as much festival waste as possible. We are currently recycling and recovering over 50% of the festival waste.

Our current system includes:

- Providing more recycling points, improving signage, and working closely with our waste management company.
 - Offering waste bags to campers to make it easy to separate their waste at source.
 - Handing out Body&Soul pocket ashtrays at tobacco vendors.
 - Providing reusable Body&Soul bottles to our crew to reduce plastic water bottles on site during the build.
 - Ensuring all kitchenware, server ware and coffee cups on site are 100% compostable.
- Building compost toilets in the Us&You campsite.
 - Introducing a cup return system this year where you can literally get cash for trash.
 - Encouraging festival audience to be more sustainably stylish by shopping in vintage and charity stores or up-cycling their old festival gear for 2017.





Greener Camping

WE WANT TO BECOME 100% US&YOU

Almost 50% of festival waste comes from the campsite. We unfortunately live in a disposable nation where there is a societal belief that it is ok to leave waste behind at a music festival.

This is where attitudes really need to change. Our plans to address this for 2017 include:

- Expanding the Us&You campsite, our dedicated green campsite for the more conscious campers, to accommodate up to 5,000 campers.
- Increasing the availability of pre booked boutique camping options.
- Providing better camping facilities in general camping, with more space and better planning.
- Increasing actively monitored bins and recycling points and improving signage.
- Activating a Take your Tent home campaign on site.
- Providing a Monday Morning team to assist campers to pack up their belongings and take them all home.





Energy

UTILISING NEW TECHNOLOGIES TO BE MORE ENERGY EFFICIENT

The best chance we have at reducing CO₂ emissions at festivals and our impact on Climate Change is through the use of new technologies and innovation in how we power outdoor events. Our focus for 2017 includes:

- Carrying out a full energy audit to create an energy management plan for the festival – Developing a smart power plan to improve energy efficiency on site.
- Enforcing a strict switch off policy with our staff and crew on and off site.
- Retro-fitting controllers on many of our generators to measure CO₂ emissions more accurately.
- Working with our power wiring diagram from the power supplier to create a wiring diagram to include generator placement, spec, and distribution plan.
- Investing in renewable energy sources such as solar and biodiesel generators.
- Increasing the % of LED stage, security and festoon lighting.





Transport

CAR-SHARING AND PUBLIC TRANSPORT FOR EVERYONE

We recognise that the transporting of goods and participant travel to and from the festival is one of the biggest contributors to our CO₂ emissions. We want to address this by:

- Actively promoting car - sharing by rewarding full car drivers with surprise gifts on arrival.
 - Carrying out annual surveys on transport and travel to develop a festival sustainable mobility plan.
 - Working with a new bus service provider to increase volume and efficiency of buses and to reduce the price as an incentive to get more people to travel by bus.
 - Implementing reporting systems for all suppliers, capturing their travel distance to provide an accurate report on the transport needs of festival.
 - Encouraging all staff and volunteers to car share or travel by public transport.
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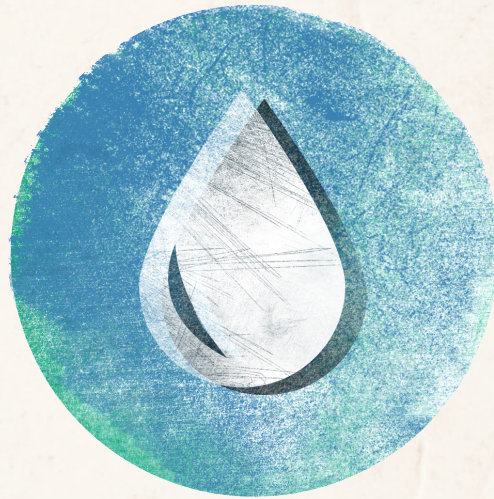
Food

MORE COMPOST, LESS WASTE AND BETTER QUALITY

Each year we aim to increase the amount of food going to compost and to reduce the amount of food waste after the festival by:

- Including waste, energy, water and food management terms and conditions in caterers and traders contracts.
- Increasing the amount of organic, locally produced, vegetarian and vegan options at the festival.
- Recycling all cooking oil.
- Ensuring that all caterers and food traders use only reusable or compostable cutlery, coffee cups and serve ware and banning polystyrene on site.
- Promoting our Green Trader Award which encourages our food vendors to be compliant and rewards the most sustainable food traders at the festival.





Water



DESPITE THE RAIN WE MUST BE WATER CONSCIOUS!

Water scarcity is a massive issue worldwide, even if it doesn't seem like this is the case at home in Ireland. We have a responsibility to implement good water management practices, from transporting water to the site, encouraging everyone not to drink bottled water, and managing wastewater in an environmentally-friendly manner.

This year we are:

- Increasing the number of fresh drinking water points on site and creating a map – so there is no excuse not to bring your own reusable bottle this year!
- Working with the landowners to develop a smart water plan focusing on improvements in access to and usability of local water sources.
- Increasing the number of compost toilets to reduce the amount of water required for chemical toilets on site.



Biodiversity

THIS LAND IS HOME TO ANIMALS & PLANTS TOO!

Conservation is a key concern when planning a commercial use for a piece of land. We need to learn more about the estate we are working on and the existing habitats within.

This year we are:

- Working with a professional consultant to carry out a Biodiversity assessment of the Ballinlough site both before and after the festival.
- Using the information gathered to develop an active land management plan to protect the natural habitat and improve the biodiversity of the site.





Communications & Engagement

WE NEED TO KEEP TALKING

We know that transparency is key - we are proud of what we're doing, as well as being open about our challenges.

We know that we need to tell the story and embrace communications technology to get the message out, and we are constantly developing our communications strategy with this in mind.

Our initiatives are as follows:

- Team training – all staff hand books and briefings include our sustainability strategy
- Social media - We currently have 64k followers on Facebook, 19k followers on Twitter, and 13k followers on Instagram - numbers which are steadily growing, and are engaged with regularly on sustainability
- We are currently developing a set of internal reporting systems to help keep us in line with our vision and our responsibilities so that all staff members embrace our sustainability policy
- Our programming aims to spread the word about social, political and environmental issues that are important to us, through art, talks, performance and music.



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