

# Sustainability Management Vision

Our vision is to be the most sustainable major performing arts festival in Australia.

**For some years Sydney Festival has been actively working towards sustainable event production. Commencing with the 2012 Festival a commitment has been made towards fully understanding our impact and identifying ways to minimise negative and maximise the positive environmental, social and economic legacies of the event.**

Following a full diagnostic of the 2012 Festival, long-term targets have been set and progress towards their achievement monitored. Within our planning we aim to balance sustainability, logistical, creative, and financial aspects.

With an estimated audience of 650,000 at over 30 venues by over 1000 artists from Australia and abroad, the impacts of resource consumption, waste creation, transportation, and greenhouse gas emissions are considerable.

Through involvement in our sustainability vision, we hope to leave lasting impressions within our community, with our artists, our venues, throughout the supply chain, with our staff, crew, and volunteers and with our audience. Through demonstrating best practice, we hope to influence uptake of sustainable practices by others and to share our learnings with the industry. We give back to the community that supports us, with direct and indirect economic and social benefits from our business and programming activities. These positive contributions to sustainable development, along with our commitment to reducing resource consumption, waste creation, and greenhouse gases, will combine to help us meet our vision for a truly *Sustainable Sydney Festival*.

We recognise the need for a long-term perspective with regards to sustainable development and the interdependence of the economy, environment and society. The principles of sustainable development guiding *Sydney Festival* are embedded into all aspects of event planning, including procurement and production logistics decisions. We have adopted the *Brundtland Commission's* definition of sustainable development to guide our creation of a truly sustainable *Sydney Festival*:

***'Meeting the needs of the present without compromising the ability of future generations to meet their own needs.'***

We aim to exceed our attendee's expectations with regard to their *Sydney Festival* experience. Delivering a safe event, with regard to the health, comfort, access and wellbeing of all participants, and high levels of attendee satisfaction is a priority.

Aligned with this definition, we ensure our event operations, engagement processes and content programming are **inclusive** and **accessible**. All relevant information about the event is available for any interested people or organisations. We ensure **transparency** and **integrity** in our business dealings, and our staff operates with professionalism, regard for the law and without bias. To ensure **fair labour** and **working conditions** at *Sydney Festival* and throughout the event's supply chain, we adhere to labour and workplace health and safety requirements and make purchasing decisions with regard for the welfare of farm and factory workers.

*Sydney Festival* ensures respect for, and acknowledgment of, traditional landowners. We understand our position as a custodian of the land on which our events are held and the responsibility of protecting that land and the natural environment while in control of event management.

*Sydney Festival* management ensures timely review of all sustainability management activity and performance, and provide the resources and knowledge the team requires to meet sustainability goals continually improve.

## Office

The year-round *Sydney Festival* office at The Rocks in Sydney also falls in the scope of our vision for a *Sustainable Sydney Festival*. We aim to review the operating and procurement practices of the office to ensure the most sustainable choices and practices possible. This includes:

1. sustainable sourcing for stationary, kitchen products and catering
2. switching the office power tariff to GreenPower (100%) and measuring energy consumption
3. reviewing efficient running of equipment, energy saving modes, efficient lighting and desk top switch-off initiatives
4. scrutinising our waste and recycling systems and ensuring measurement of volumes
5. monitoring and reporting business travel and considering offsetting for flights

## Operations

The overarching principles of **sustainable development** are included within event planning and operations. The following pages outline how these principles will be put into action.

### Power

The potential impacts of power use by *Sydney Festival* include the consumption of fossil fuels in energy production, greenhouse gases emitted, and creation of localised pollution from mobile generators. Power is required for stage sound, lighting and visuals, site offices and equipment, food stallholders, bars and site lighting in outdoor events, for venue operation of indoor events, and for year-round office activities based at The Rocks, Sydney. Power for *Sydney Festival* is supplied through mains electricity and by mobile generators. Goals are to:

1. **reduce total power used**
2. **maximise use of renewable energy**
3. **reduce greenhouse gas emissions**
4. **engage venues to support Sydney Festival power reduction goals**
5. **develop measurement systems to report on power used by the event and its venues**

Goals will be achieved through energy conservation strategies and through sourcing renewable energy supply.

### Waste

We view waste as a **valuable resource** and work towards our at-event waste logistics being a **resource recovery exercise**. Planning what will be procured and foreseeing the end-of-life of each item ensures resources are recovered through recycling, composting or salvage/re-purposing. Waste is created at *Sydney Festival* primarily through consumption of food and beverage. This occurs 'back of house' through packaging of goods delivered and kitchen waste, along with 'front of house' audience consumption activities (including disposable service-ware). Goals are to:

1. **reduce total waste produced**
2. **maximise diversion from landfill through the recovery of waste resources by recycling, repurposing or composting**
3. **engage venues to support Sydney Festival waste goals**
4. **develop measurement systems to report on waste produced at venues**

Goals will be achieved through waste prevention strategies and through segregating waste to optimise final processing effectiveness and landfill diversion rates.

## Water

Conservation of water used and protection of natural waterways from event activities is an important consideration. Water is used at *Sydney Festival* for drinking, cleaning, toilet flushing, hand washing, catering kitchens, and grounds preparation. Goals are to:

- 1. reduce water used by the event**
- 2. ensure no chemical contamination of waste water**
- 3. reduce wastewater produced by the event**
- 4. protect and minimise disruption to natural bodies of water and the immediate ecological environment**

Goals will be achieved through water conservation initiatives. Waterways are protected through ensuring no chemicals are used and that event operations ensure no run off of wastewater.

## Transport

Attendee and artist travel are the largest contributors of GHG emissions for *Sydney Festival*. While not measurable, the transport impacts of food and beverage procurement, freighting of equipment, infrastructure and waste are also identified as contributing to the overall GHG emissions impact of the event. Transport goals are to:

- 1. reduce greenhouse gas emissions from attendee travel**
- 2. reduce greenhouse gas emissions from event production travel and transport (including performers)**
- 3. reduce localised congestion caused by the event**

Goals will be achieved through promoting walking, cycling, encouraging carpooling and uptake of public transport by event attendees, by choosing low emissions fleets, using B20 in diesel plant, equipment and site vehicles, and through engaging performers in voluntarily offsetting their flights.

## Procurement

Purchase decisions are made every day in the pre-production phase of event planning, and the right choices need to be made to manage potential sustainability impacts procurement. *Sydney Festival's* ambition is to identify the most sustainable sourcing options. This will be achieved through supply chain management and focused sourcing of sustainable materials and supplies. We will develop a *Sustainable Procurement Policy* which will detail specific requirements and preferences.

Venues, performers, staff, crew, contractors, food stallholders, sponsors, and service providers are made aware of *Sydney Festival's* sustainability commitments. The supply chain and venues are encouraged to have their own Sustainability Policy where applicable. Those who undertake event activities and indirectly procure on behalf of *Sydney Festival* are encouraged to understand the impacts of their procurement activities and to take steps to make the most sustainable choices to help meet *Sydney Festival's* sustainability goals.

Considerations include:

- Purchasing only what is needed in the quantities required;
- Storing and reusing rather than purchase and discard after a single use;
- Procuring products and services locally to support the local economy and reduce transport impacts;
- If not local then Australian manufactured products made from Australian materials;
- Using local, organic, or seasonal produce where possible;
- Choosing sustainably sourced seafood, meat, eggs, and dairy products;
- Choosing products, materials, supplies and equipment with optimal sustainability credentials;
- Purchasing products whose parent companies have sustainability policies;
- Food vendors at *Sydney Festival* are asked to declare their sustainable sourcing strategies, waste reduction, water and energy conservation initiatives upon application.

## Marketing

*Sydney Festival* communicates with our audiences through printed material and electronically. We acknowledge the impacts of paper consumption and strive to minimise these through our choice of paper, inks and printing processes. We aim to reduce paper consumption by increasing our digital delivery of information, through using sustainable printing practices and through ensuring accurate volumes of printed material are produced, ensuring minimal waste. Our printed material is not coated with any varnish or laminate which would render it un-recyclable, or not biodegradable.

Our signage is designed for maximum re-use, and that which is edition-specific and single use only, is either recycled or salvaged for repurposing. We strive to use signage materials which are sustainable and are recyclable.

Our sponsors, venues and artists are encouraged to also produce printed materials and signage with sustainability in mind.

Promotional and communications material and campaigns promote *Sydney Festival's* sustainability initiatives, including those our audiences can participate in them, such as using public transport and litter-free picnics.

## Communications

Communications and engagement of stakeholders with sustainability initiatives at *Sydney Festival* is critical to our performance success.

All product and service contract documentation refers to the importance of sustainability, provides guidance on desired sustainability performance and where appropriate includes reporting expectations.

We communicate our sustainability vision to our audience, staff and crew at our events through video, MC announcements and signage. We include sustainability-related content in our programming and audience interactions where possible and relevant. Talent, performers, speakers are briefed on *Sydney Festival's* sustainability initiatives and encouraged to support them and participate.

Communicating sustainability through our events is an important part of planning. We also collaborate with existing local sustainability programs and campaigns (government and non-government) where they mesh with our activities and event logistics.

## Measurement

We aim to measure the impacts of our events and year-round office operations through various indicators. These metrics review our resource consumption, production of GHG emissions and production of liquid and solid waste. We recognise the importance to measure performance and to have a clear understanding of the impacts of resource use by *Sydney Festival*. We can measure aspects of many *Sydney Festival* events however some venues do not currently monitor and report to us.

Our measurement and reporting will be increased each year as we develop our data gathering systems. The following would optimally be measured:

**Energy:** total consumption, percentage of renewable energy sourced, greenhouse gas emissions.

**Waste:** total waste produced, total waste diverted from landfill and waste per person.

**Water:** water used, waste water produced and water used per person.

**Transport:** proportion of audience travelling by various modes, artist and production flights, greenhouse gas emissions.

**Procurement:** we will review our procurement performance as it relates to our sustainability vision.

## ***Monitoring and Review***

*Sydney Festival* will carry out a quantitative and qualitative assessment of sustainability performance. Sustainability issues will be included in the internal and external debrief after each event and internal management reviews. Continual improvement is built into performance review and future targets.

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## ***References and Links***

ISO 20121: Events Sustainability Management Systems - [www.iso.org](http://www.iso.org)

*Our Common Future* (1987), Oxford: Oxford University Press. [www.un-documents.net/ocf-ov.htm#1.2](http://www.un-documents.net/ocf-ov.htm#1.2)

GreenPower - [www.greenpower.gov.au](http://www.greenpower.gov.au)

United Nations Global Compact - [www.unglobalcompact.org](http://www.unglobalcompact.org)

Global Reporting Initiative - [www.globalreporting.org](http://www.globalreporting.org)