

BOARDMASTERS

BOARDMASTERS '23 SUSTAINABILITY REPORT IN CONJUNCTION WITH *BETTERNOTSTOP*.

Sustainability has been part of the ethos at Boardmasters festival since the beginning. With the planned expansion of the festival, our commitment to sustainable practices has only increased as we recognise the importance of leading the way an industry which has been blighted by unsustainable practice in the past.

In 2022 the industry 'More Than Music' Report, researched and created by Betternotstop explored sustainability and impact in the UK music festival industry. It found that Boardmasters was one of the leading festivals in the UK when it comes to social and environmental commitments. Its findings were highly praised by the Association of Independent Festivals, Association of Festival Organisers and Industry Press.

The Report found that only 28% of UK festivals had a robust sustainability policy incorporating social and environmental goals, charitable donations and a commitment to reduce carbon emissions. The Report also concluded that Boardmasters is just one of six large festivals implementing all three of these commitments.

The Report also found Boardmasters is the leader of responsible environmental action, in particular our travel policy; we encourage travel to Newquay via public transport or coach (working in partnership with Big Green Coach and providing 23 pick up locations across the UK). A car park re-entry fee is applicable for all attendees leaving and returning during the festival weekend. The money raised from re-entry is donated to The Boardmasters Foundation and a shuttle bus is provided from 7am – 4.30am daily for attendees to use for a small fee.

Other initiatives that were implemented by Boardmasters and are ongoing include;

- Litter Bond Scheme, launched in 2018. With £10 being added to the price of your camping ticket which will then be returned during the festival if you provide us with a bag of litter.
- Reusable cups are available across all bars, which saves nearly 300,000 single-use plastic cups from entering landfill.
- Traders & Caterers support our green pledge and we ban single-use sachets, service ware, plastic bags and straws. We work with all our Traders & Catering during the festival to ensure standards are met and key a report on key metrics to improve year on year.

A particular practice which has proved successful at Boardmasters is the introduction of beach cleans carried out daily over the festival with our green team. The festival also supports various community initiatives to increase our positive social impact with The Boardmasters Foundation.

The Report highlights that while Boardmasters is industry leading in terms of its sustainability practices, there is scope for us to improve and help other festivals and local authorities create more sustainable events by sharing our knowledge.

Last year we have enlisted the help of Betternotstop (a B Corp Certified sustainable impact and audience behaviour change agency) to create a bespoke sustainability reporting template. We will use this resource to measure the environmental impact of the festival and report on the same with reference to key metrics.



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More about betternotstop

Betternotstop aligns businesses with the Global Reporting Initiative (the GRI Reporting Standards), United Nations Sustainable Development Goals, B Corp Certification and training staff in Carbon Literacy.

With Betternotstop, Boardmasters will use the GRI Reporting Standards as the basis for its sustainability strategy, in compliance with EU environmental legislation. By implementing these standards, Boardmasters seeks to assess the environmental impact of its business activity alongside measuring business success.

By creating a framework report using the GRI Reporting Standards, Boardmasters seeks to provide transparency on its contribution to sustainable development. The framework is globally recognised as it alone addresses all 17 United Nations Sustainable Development Goals (SDGs).

We will be the second UK festival to focus on this framework with Betternotstop.

Our Commitment

We believe Boardmasters can play an integral role in meeting the ambitious targets of the SDGs. While the scale and scope of the global goals is unprecedented, the fundamental ways that business can contribute remain unchanged.

By using its framework report to measure key metrics, Boardmasters will be able report to its stakeholders transparently on its sustainable activities.

Our 2023/24 aims are to:

- Assess current practices and make data-led recommendations enabling traders, artists, suppliers, production teams and audience members to change behaviours by making more sustainable choices at all points across the event.
- Implement KPIs and deliverables which allow for consistent and focused internal and external communications
- Share findings and suggested best practices for sustainable events in the local area advocating for wider positive change in the industry.

Inspired by the Carbon Neutral Cornwall Key priorities which was introduced in 2019 Boardmasters will be reviewing and reporting on the following:

- *our fuel use (volume of fuel, generators per day and run times) using the power hierarchy to plan site power with our power supplier;*
- *Continued implementation of a no single use plastic policy (Boardmasters banned the use of plastic straws since 2015)*
- *Working with Waste Management who are committed to reducing our CO2 emissions by 40% from 2000 levels by 2030. We have invested in solar and biomass energy production to reduce operational emissions.*
- *Researching and implementing new strategies to make the water supply more sustainable*



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- *Materials and Waste Management Action Plan*
- *Increased and improved Audience Travel support plan*
- *Measuring and creating local economic support*

We want to help Cornwall achieve its climate commitments through a data driven, long term approach. By working with our stakeholders and supply chain partners, we seek to support the commitments of the region and our local community. This includes building on our work with the Boardmasters foundation which raised £105,000 in 2022.

We also want to continue to build our reputation as an Industry Leader in sustainability. This includes being one of the first U.K Festivals to work with Vision 2025 in creating the Green Events Code. This will help provide clear and robust voluntary minimum standards for sustainability practices relevant to all stakeholders across the outdoor festivals and events industry - event organisers, local authorities and supply chain. It represents a science-based approach aligned with all relevant existing frameworks and initiatives where possible - global, national, and sector specific*. These minimum expectations are provided to support clear action for all events.

We are also conscious of the importance of our goals and priorities to align at a local level. In line with Cornwall's environmental growth strategy, we want to explore ways we can work with key stakeholders in the future to not just conserve but grow the natural environment in Cornwall, with projects like Forest for Cornwall.

At Boardmasters, we endorse the local planning authorities net zero targets and support initiatives and campaigns like the resources and waste strategy.

In the Boardmasters Economic Report 2022, we include the results of a survey where attendees were asked whether they had or intended to undertake any actions to help reduce the environmental impact of the festival during their visit. 98% of attendees confirmed that they used the recycling bins provided, 97% in each case had taken their tent home and/or left no trace – putting all rubbish in appropriate bins or taking it away with them. 96% had redeemed their litter bond (weekend camping tickets only), 94% had used a reusable water bottle and 83% had returned their reusable cup to the bar/deposited it in a cup bin after their final use.

In conclusion, we have demonstrated a strong track record of sustainable practices at Boardmasters. We seek to strengthen our environmental commitment with the planned expansion of the festival, maintaining our reputation as an industry leader in this field.

