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Sustainability Global tourism and events

Waste Management - Riley

- What is waste? – Anything that is unwanted or unused and subsequently discarded by the consumer can be considered waste (BBC 2022)

What is waste management? - Its the processes and actions required to handle waste from its creation to its final disposal.



Waste Statistics from Festivals

Tent Abandonment Crisis:

Each year, an estimated 250,000 tents are abandoned at festivals across the UK.

Plastic Cup Waste:

In 2019, approximately 875,000 plastic cups were discarded at a single major UK festival.

Plastic Bottle Consumption:

On average, over 2 million plastic bottles are used and discarded at festivals in the UK annually.

Food Waste & Packaging:

Festival-goers in the UK collectively discard around 1.3 million food containers during the festival season.

How Will We Implement Waste Management into Reading

Reduce Single-Use Plastics

Provide free water refill stations throughout the site.

Introduce a cup deposit scheme where attendees pay a small fee for a reusable cup and get refunded when they return it.

Food Waste Reduction

Set up a food waste reduction program where unsold food can be collected and distributed to those in need.

Require food vendors to adopt a "made-to-order" approach instead of pre-preparing large quantities of food.

Tackle Tent Abandonment

Set up designated collection points where unwanted tents can be donated to charities or repurposed.

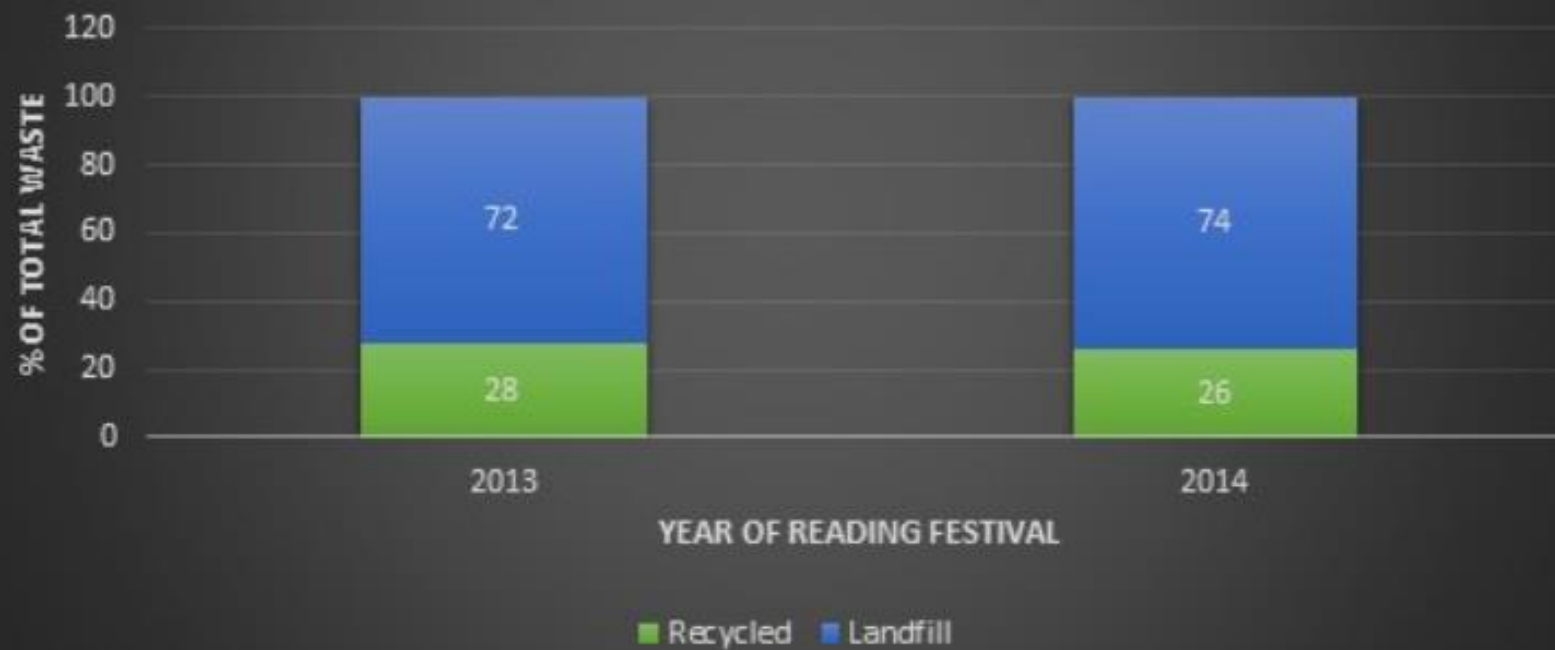
Educate festival-goers on the environmental impact of abandoned tents and encourage them to take their tents home.

Post-Event Clean-Up Strategy

Deploy staff and volunteers to ensure all waste is collected efficiently.

Offer incentives (e.g., discounted tickets for next year, free merchandise) to encourage festival-goers to assist with clean-up efforts.

Final destination of waste produced at Reading Festival



Lucy (2016)

Waste Management Hierarchy

Prevent	Prevent - Avoiding waste as much as possible, eg. Using less materials when making something or the use of long lasting materials
Reduce	Reduce - If waste cannot be prevented its best to use materials more efficiently and extend the product lifespan
Reuse	Reuse - Instead of discarding items, use them again, Repairing or refurbishing
Recycle	Recycle - Materials that cannot be reused can be made into a new product. This includes recycling paper, bottles and glass
Dispose	Dispose - The last resort is to dispose of waste in landfills and incineration



The European Union (1975)

Recycling

- **Process waste into materials**
- **Convert waste into products**
- **Reduce landfill waste accumulation**
- **Minimize environmental waste impact**



Recycle
Stations

Partnerships
with
Influencers

Promoting
Awareness on
Sustainability

Eco Messages
Screens

Social Media
Campaigns



Sourcing For Food at Reading - Riley

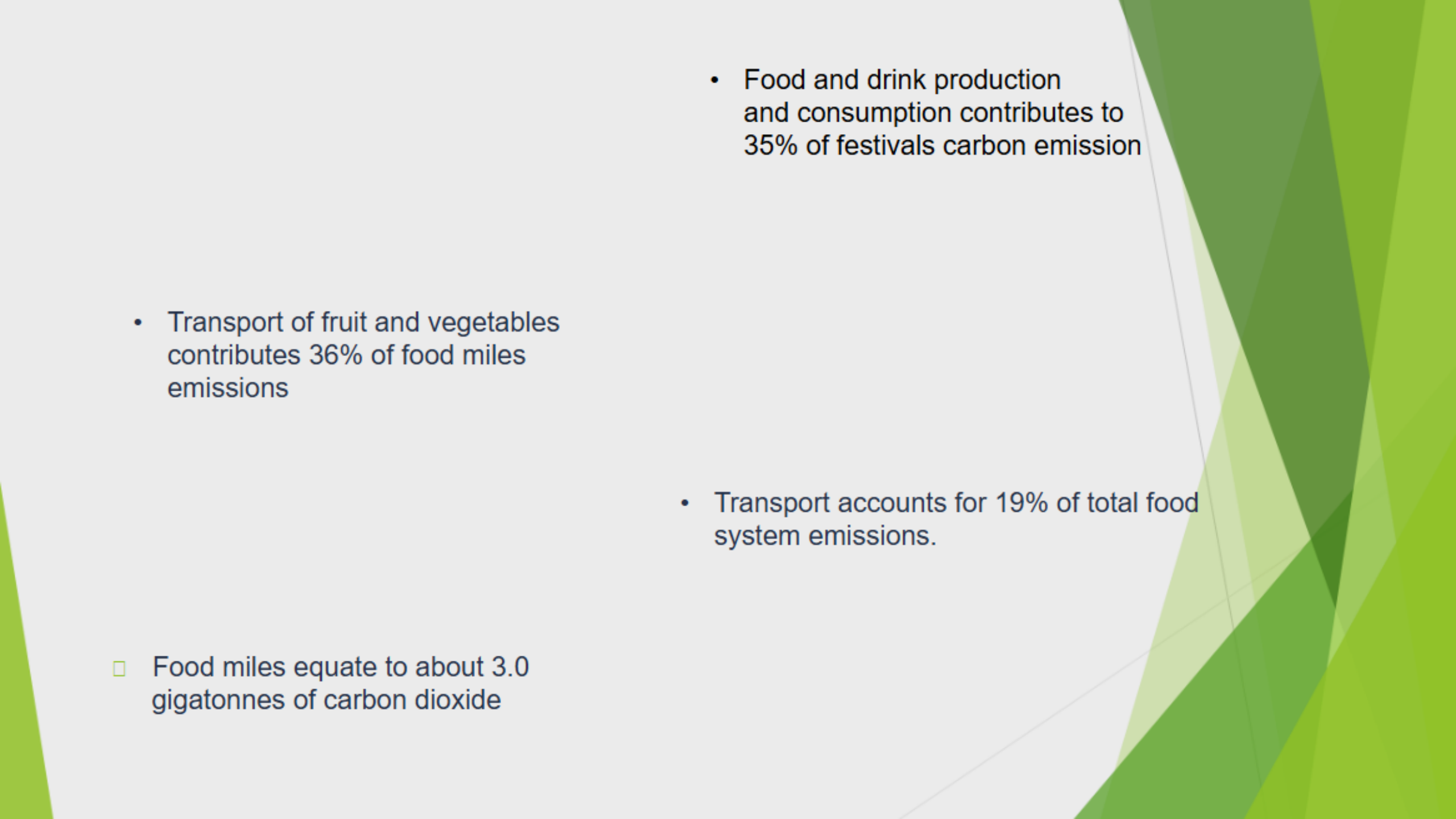
Reading Festival sources food and merchandise by partnering with local and national vendors, suppliers, and brands.



Vendors are encouraged to use recyclable or compostable packaging to reduce single-use plastics, aligning with sustainability efforts at the festival.

Vendors who use locally sourced ingredients, organic produce, and a focus on reducing food waste.

Food vendors are encouraged to provide clear labelling and offer choices for different dietary needs

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- The background of the slide features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green, creating a modern, layered effect on the right side.
- Food and drink production and consumption contributes to 35% of festivals carbon emission
 - Transport of fruit and vegetables contributes 36% of food miles emissions
 - Food miles equate to about 3.0 gigatonnes of carbon dioxide
 - Transport accounts for 19% of total food system emissions.

How will we source the food and merchandise more sustainably?



Sustainable Food Sourcing



☒ Local food trucks - Cuts transport emissions.



☒ Eco-Friendly Transport - Lower carbon footprint.



☒ Bulk Deliveries - Minimize trips by coordinating large shipments



☒ Food waste donation - Excess food to charities.

Sustainable Merch Sourcing

☒ Local & Ethical Suppliers - Reduce transport emissions.

☒ Sustainable Materials - Use organic and recycled.

☒ Eco-Friendly Transport – Low-emission delivery methods.

☒ On-Demand Printing - Avoid excess stock.



Potential Conflicts between Sustainable Goals and Financial Constraints Pt.1

Waste Management & Recycling Budget Constraints

- ❑ Hiring additional staff for waste sorting and clean-up increases costs.
- ❑ Providing more recycling bins and infrastructure requires investment.

Energy Efficiency & Renewable Energy Infrastructure Costs

- Renting or purchasing energy-efficient equipment can be more expensive than traditional alternatives.

Water Conservation Measures Installation Costs

- Setting up on-site water purification stations can be costly compared to selling bottled water.
- Encouraging reusable water bottles may reduce beverage sales, impacting vendor revenue.

Potential Conflicts between Sustainable Goals and Financial Constraints Pt.2



Sustainable Sourcing for Food & Merchandise - Higher Supplier Prices

- ❑ Local, organic, and ethically sourced products tend to cost more.
- ❑ Limited availability of sustainable suppliers may drive up prices due to demand.

Community Engagement & Inclusivity vs. Financial Priorities

- Offering discounted tickets or accessibility services may reduce overall revenue.
- Partnering with local charities or sustainability organizations requires budget allocation.

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