



HAY FESTIVAL



Melissa Duffy & Naiara Palanques Garcés

ASSIGNMENT

Introduce your chosen event

Define and discuss the concept of ‘sustainable events management’.

Identify the key stakeholders for the event and why it is important to consider them

Identify the extent to which The event considers social/cultural, environmental and economic impacts and implications

Recommend further developments which could enhance the sustainable impacts of the event

VIDEO





Introduction

What is the Hay Festival?

- Annual Literature Festival.
- Held for 10 days between May and June.
- Audience has gone from 1000 - 250,000
- Described by Bill Clinton (2001) as “The Woodstock of Minds”.





What effect has the Hay Festival
had on the concept of “Sustainable
Event Management?”



Definition of “Sustainable Events Management?”

- Process in which an enterprise is concerned about the economic, environmental and social aspects of an event . *“eventsimpacts.com”*.
Events studies”
- It is also known as “Event Greening”.
- This type of event is transferable, accessible, measurable and respectful to the environment and to the community.

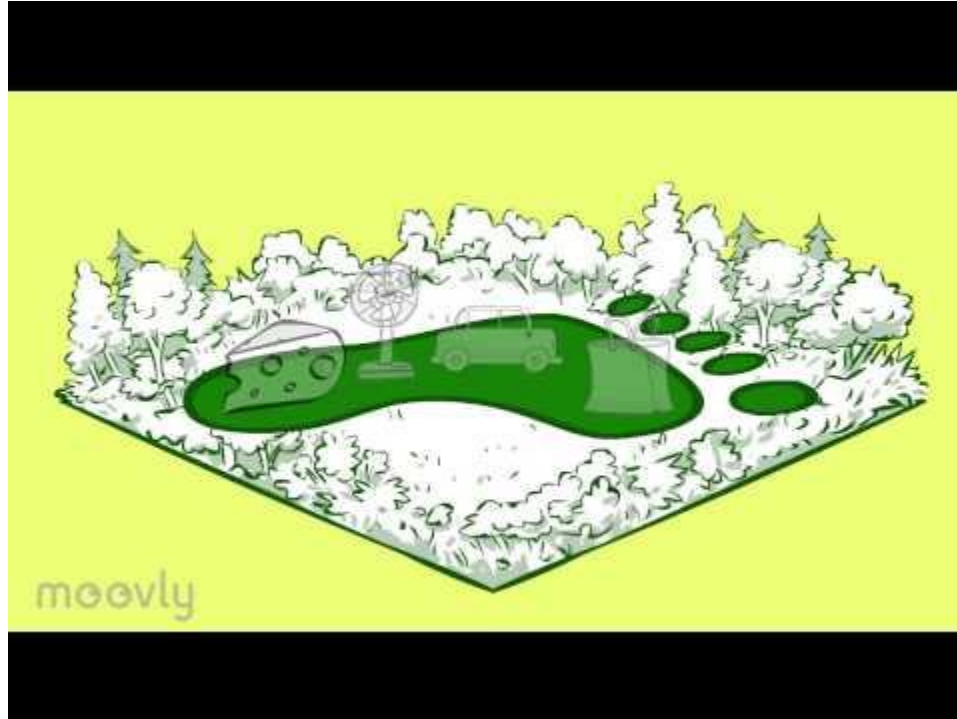
Sustainable Event Management

ISO 20121 is the new international standard for a new management system. Its main objectives :

- Be financially successful
- Become more socially responsible
- Reduce environmental footprint

Benefits
It saves money to the organisation as well as to the participants
Supports the local economy and employment
It provides a new image to the event, company, brand

VIDEO ECOLOGICAL FOOTPRINT





**Social, Environmental and Economic
impacts and implications?**



Social Effects

Positives:

- ❖ Brings people together.
- ❖ Encourages people to read books.
- ❖ Community Involvement.
 - Meetings
 - Questionnaires
 - Focus groups



#LovetoRead

Social Effects

Negatives :

- Interferes with the local community.
- Traffic, congestion and lack of access to community facilities and resources.
- Population change from local residents to people who come to the festival.



Environmental Effects

Positives:

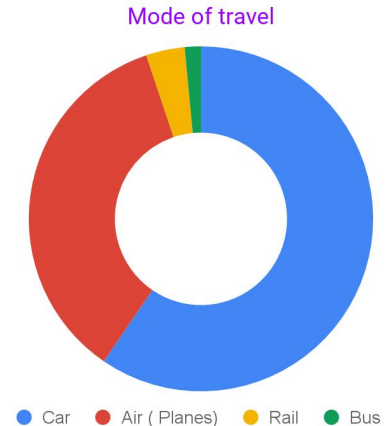
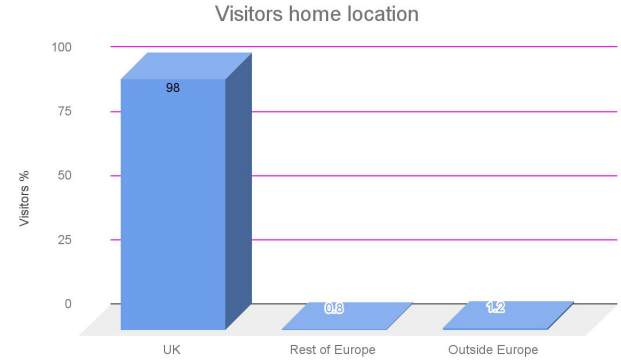
- Locally grown produce is used.
- Car Parking relocated outside city area.
- Free Shuttle bus to transport visitors.
- Public transport was promoted as a result.



Environmental Effects

Negatives :

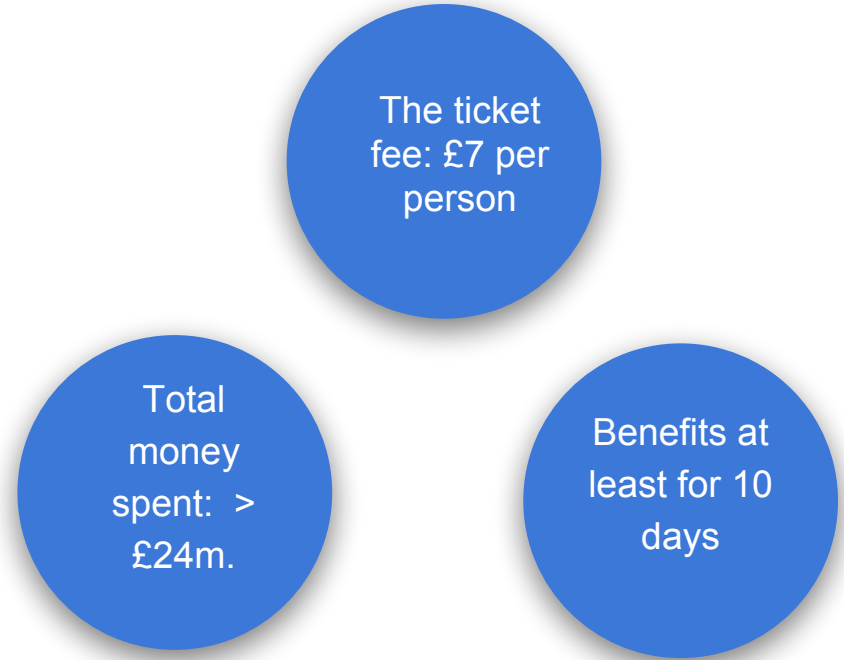
- Generates a lot of pollution.
- Average distance travelled: 710km
- Total distance travelled: 71million km
- Rubbish is generated throughout the festival.



Economical Impacts

Positives:

- Locals rent homes during the festival.
- The majority of visitors came from far away therefore they will need a place to stay



Economical Impacts

Negatives:

- Income leaves the area.
- House Prices increase making it unaffordable for locals to buy



Researches made from the Festival

Achievements to date (2013)

Achievements	
Reduced use of resources (including printed material)	35%
Reduced use of diesel	20%
Reduced use of electricity	15%
Renewable energy onsite	100%
Recycling of waste produced onsite	75%
Composting food waste from onsite	4.8 tonnes

The Festival uses BS8901 and ISO20121 as their main management tools and they are signatories to the Welsh Government's Sustainable Development Charter to demonstrate their commitment towards sustainable development (Welsh Assembly Government, 2010).

Summary of Ecological Footprint Results

Category	Visitor Total Ecological Footprint (gha/festival duration)	Visitor Additional Ecological Footprint (gha/festival duration)	Visitor Ecological Footprint at home (gha/festival duration) ¹
Food and Drink	260	-340	600
Accommodation	1,100	190	910
Travel	2,000	1,710	290
Total	3,360	1,560	1,800

¹ Estimates are based on consumption figures for the average Cardiff resident in 2006 for the same number of days visitors spent at the festival (i.e., 300,000 – 3 per visitor) (Collins et al., 2005).

Reasons for attending Hay Festival

Reason	%
Attend a specific session(s)	72.8
Experience a literature festival	35.0
Day out	23.8
Meet artists	16.0
Pay a visit to Wales	3.9
Part of a visit to Brecon Beacons National Park	2.2
Experience a green/sustainable event	3.3
Other reasons	4.5

Sourced: Reducing the impact of visitor travel, Cardiff University



Who are the Key Stakeholders of
The Hay Festival and why are they
important ?”



Definition of Key Stakeholders

- They have a stake in the business.
- Internal Stakeholders
- External Stakeholders
- Vital interest in the business and/or its activities.

Why they are important?

- Vested interest in the event.
- Add value and reputation to the success of the event.

Who are some of the Key Stakeholders at the Hay Festival?”

Global Partners:



Global Broadcast Partner:



Principal Partners:



International Partners:



Project Partners:



Media Partners:



Sponsors Directory:



Recommendations to enhance the sustainable impacts

Goals set by the UN.

Primary aim:

- End poverty
- Protect the planet
- Peace and prosperity.



What has the Hay Festival done towards SDG?

- Greenprint Project
- Hay on Earth Project
- Worked with Sky.
- Sustainability related talks and speakers.

THANK YOU FOR YOUR ATTENTION

LINKS & REFERENCES

<http://www.aatcomment.org.uk/the-food-of-love-how-festivals-support-local-communities/>

[Cardiff Uni Report](#)

<https://www.tyf.com/wp-content/uploads/2015/casestudies/english/Hay%20Festival%20.pdf>

[DEFINITION SUSTAINABLE EVENT](#)

Vozmediano y Gómez-Feu, J. (2002). *El futuro de las ciudades*. Madrid: Inst. de Ecología y Mercado

[Enviornmental impacts journal reading](#)

<https://www.eventbrite.co.uk/blog/make-an-event-more-environmentally-sustainable-ds00/>

<https://www.goodenergy.co.uk/hay-2017/>

Hay Festival Website

http://www.haytowncouncil.gov.uk/council/images/projects/Town%20Plan%20draft%203%20July%202016%20web_1.pdf

<http://www.hayfestival.com/greenprint/documents/HayonEarth2013Report.pdfn>

<https://www.hayfestival.com/about-hay-festival.aspx?skinid=1&localesetting=en-GB&resetfilters=true>

<https://www.hayfestival.com/m-12-sponsors.aspx?resetfilters=true>

<http://www.hayfestival.com/wales/sustainability.aspx?skinid=1&localesetting=en-GB>

<http://www.tandfonline.com/doi/full/10.1080/09669582.2016.1189922>

<https://www.visitmonmouthshire.com/events-management/stakeholders.aspxn>

<http://www.tandfonline.com/doi/full/10.1080/09669582.2016.1189922>

<https://www.visitmonmouthshire.com/events-management/impact-management.aspx>

Video links

Moovly (2015). *The Ecological Footprint Explained*. [video] Available at: <https://www.youtube.com/watch?v=izsLht0qOl8> [Accessed 26 Dec. 2017].

CREWSADERSTV (2012). *ISO 20121 Guide to Event Sustainability Management Systems*. [image] Available at: <https://www.youtube.com/watch?v=izsLht0qOl8> [Accessed 23 Dec. 2017].

The telegraph (2016). [video] Available at: <https://www.youtube.com/watch?v=J79ynyVc2WA&t=11s> [Accessed 9 Dec. 2017].