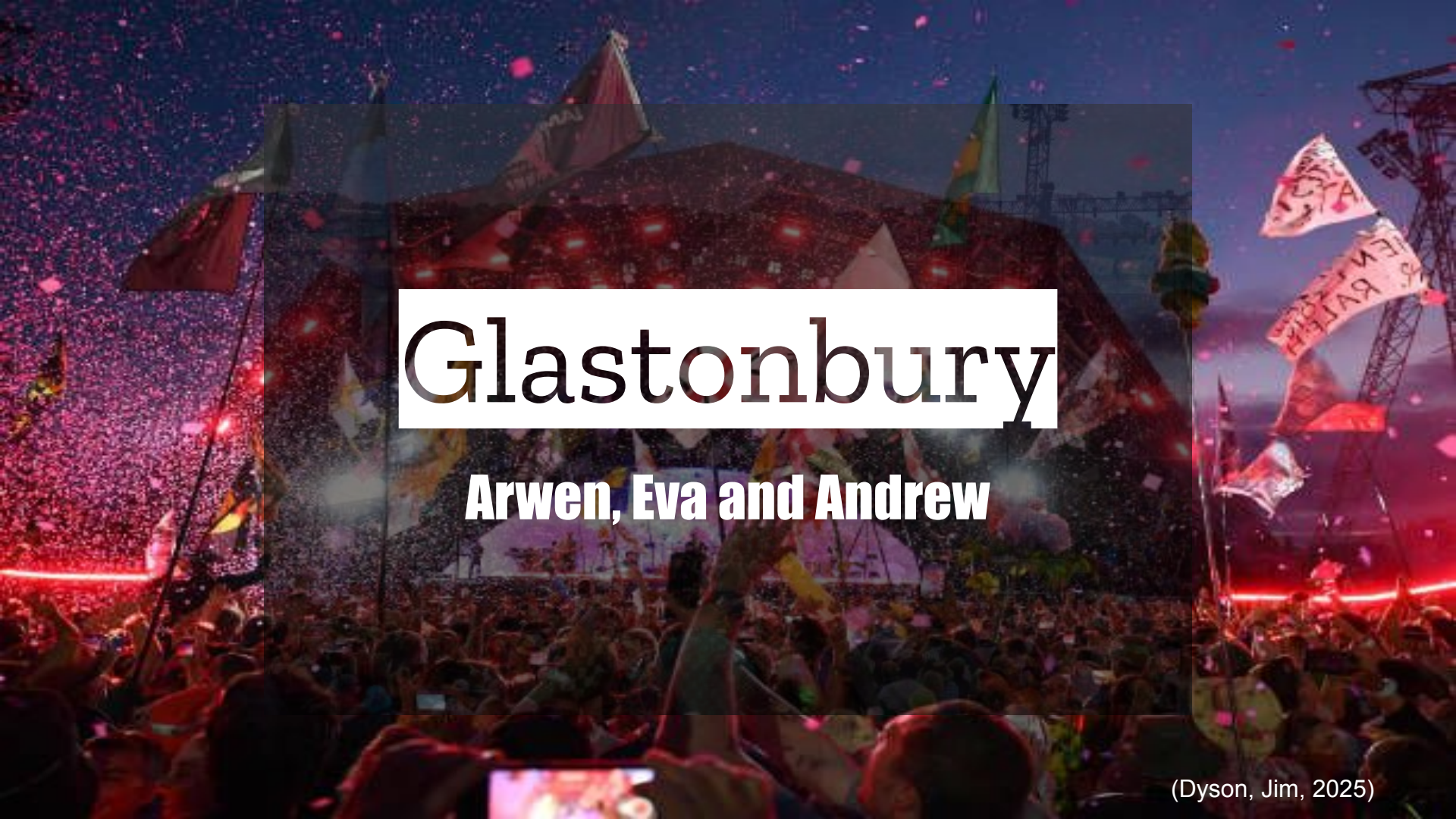




Glastonbury

Arwen, Eva and Andrew

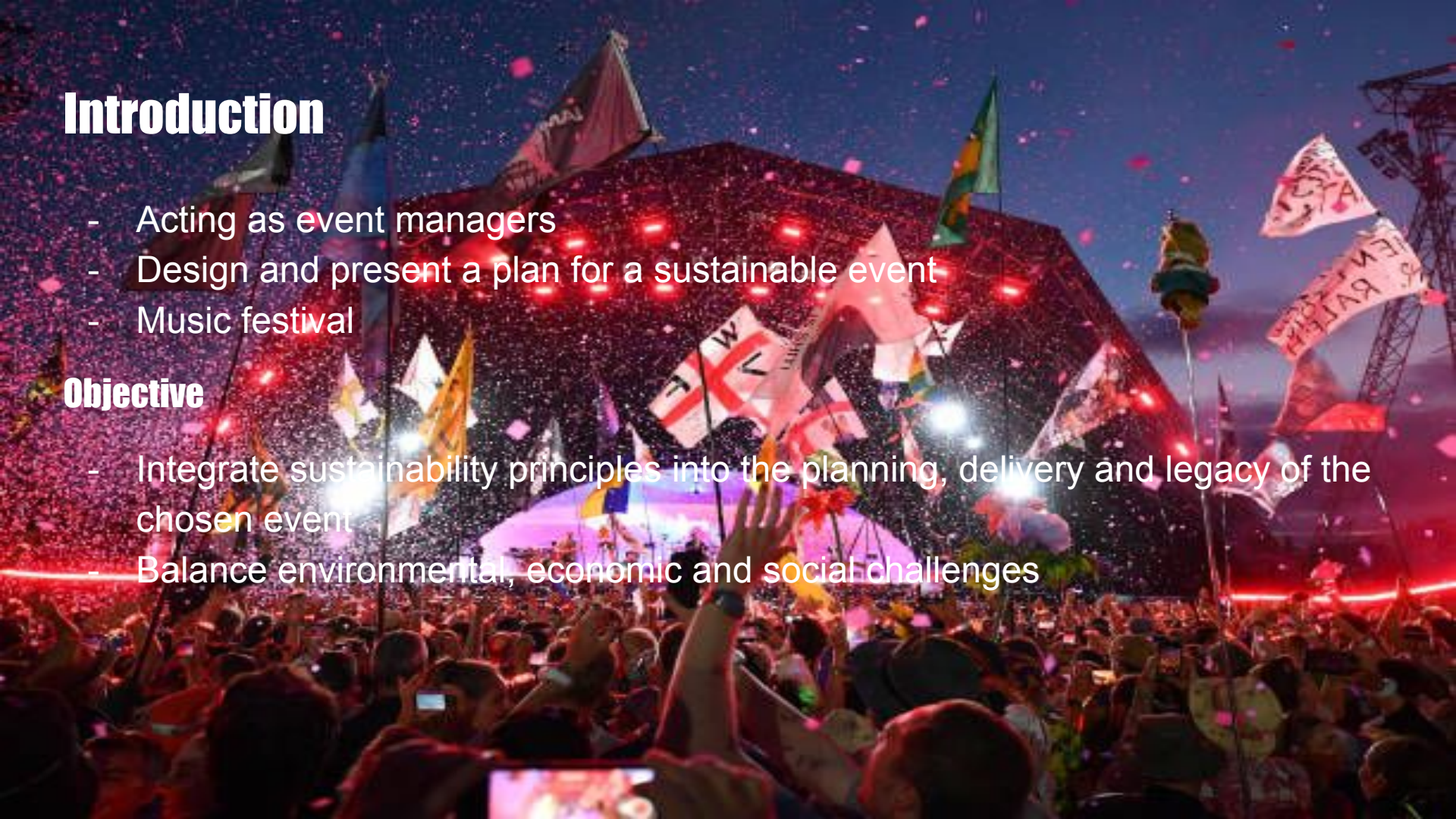
(Dyson, Jim, 2025)

Introduction

- Acting as event managers
- Design and present a plan for a sustainable event
- Music festival

Objective

- Integrate sustainability principles into the planning, delivery and legacy of the chosen event
- Balance environmental, economic and social challenges

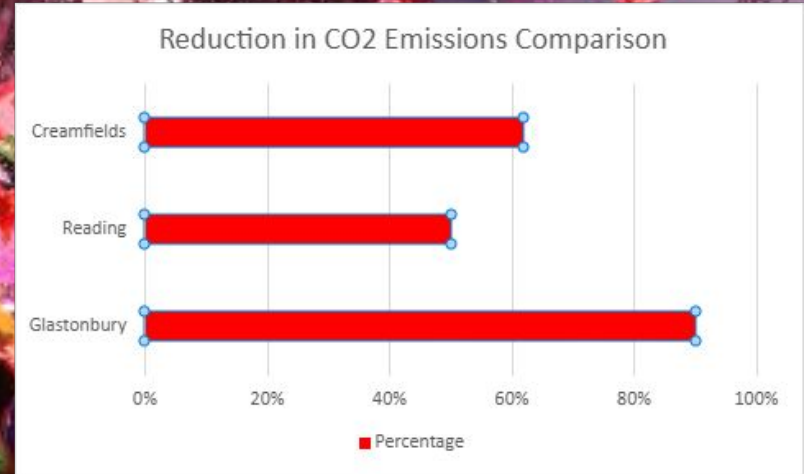


Overview

- Acting as event managers
- Sustainable event
- Music festival

Reasoning

- Popular music event, held annually
- Practices sustainability
-



(Walker, 2020) (Creamfields, 2025) (Derrick, 2024) (Reading, 2025) (Garland, 2026)

Economic viability



Significance



Sustainability



Application



(cardy, 2026)

(Sustainability Directory, 2025) (Herrero, Sanz, and Devesa, 2011)

Ticketing models and pricing strategies

Butler's Model - TALK
(Butler, 1980)



**Tiered ticketing model and
deposit scheme**



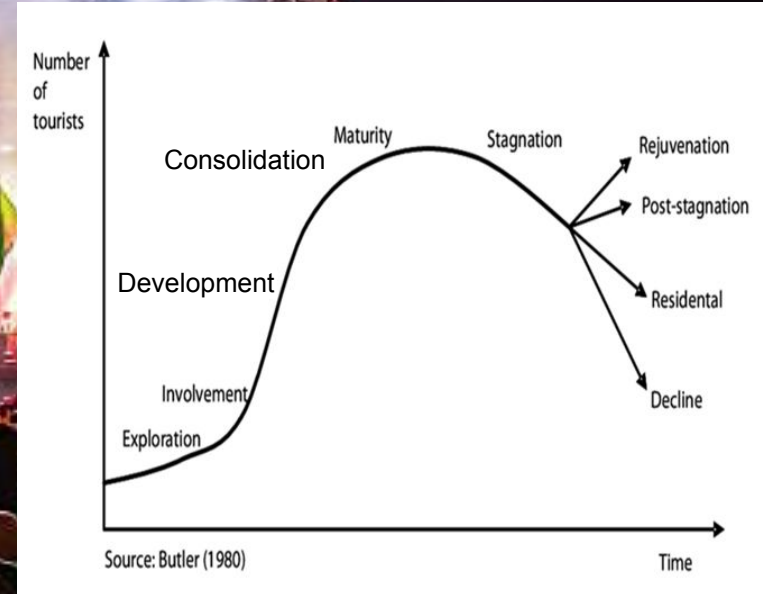
Predictable revenue



Environmental initiatives



**Applied through Butler's TALK
Model**



(Hainey, Fionnuala, 2025) (Glastonbury festival, 2024) (Davies, 2024) (Guardian staff reporter, 2024) (Butler, 2025)

Partnerships and sponsorships from sustainable brands



Ethical and sustainability-aligned partners



Collaborations



Brand integrity



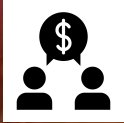
Sustainable partnerships



(cardy, 2026)

(Glastonbury, 2025) (Behance, 2022) (Greenpeace, 2025)
(Oxham, 2026) (WaterAid, 2026) (Evans, 2024) (Digital, 2026)

Supporting local supply chains



Local and independent traders



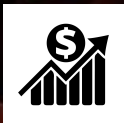
Local ingredients



Reduction in transport emissions and costs



Ethically sourced and recycled materials



The local economy



(cardy, 2026)

(Good Food for Festivals Guide, 2024) (Linham, 2023) (Glasto Fest Feed, 2023) (Birch, 2024) (Bags of Ethics, 2019) (Hanley, 2024)

Long-term value for stakeholders and the host community



Long-term employment opportunities



Reinvestment into charities, communities and environmental projects



Infrastructure improvements



Tourism and future economic growth

(cardy, 2026)



(Glastonbury, 2023) (Lance Show & Publications Limited) (Morris, 2023) (Show, 2023)

Cultural sensitivity



Significance



Significance to festivals

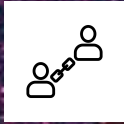


(Cardy, 2026)

“Respecting the diverse cultural identities, practices, and motivations of participants and communities”

(Whaley, 2008) (Duran, Hamaret, 2014)

Respecting local culture and traditions



Collaboration with community



Heritage and history integration



Protection of sacred landscapes and rural identity



Minimising cultural and social disruption

(Glastonbury Festival, 2025) (Victoria and Albert museum, 2020) (Protecting our parks, 2026)

Examples of Glastonbury that celebrate cultural diversity responsibly



Diverse music programming across genres and cultures

- Eva
- Andrew



Diolch!
Thank you!



THANKS

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