

The background image shows a large, dense crowd of people at what appears to be a night-time festival or concert. In the upper portion, there is a large, curved, illuminated structure, possibly a stage or a large architectural feature, with a warm, yellowish glow. The crowd is mostly in silhouette, with some individuals wearing light-colored clothing. The overall atmosphere is dark, with the primary light sources being the stage area and the crowd's own lights.

Global Sustainability Group Presentation
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Glastonbury Festival

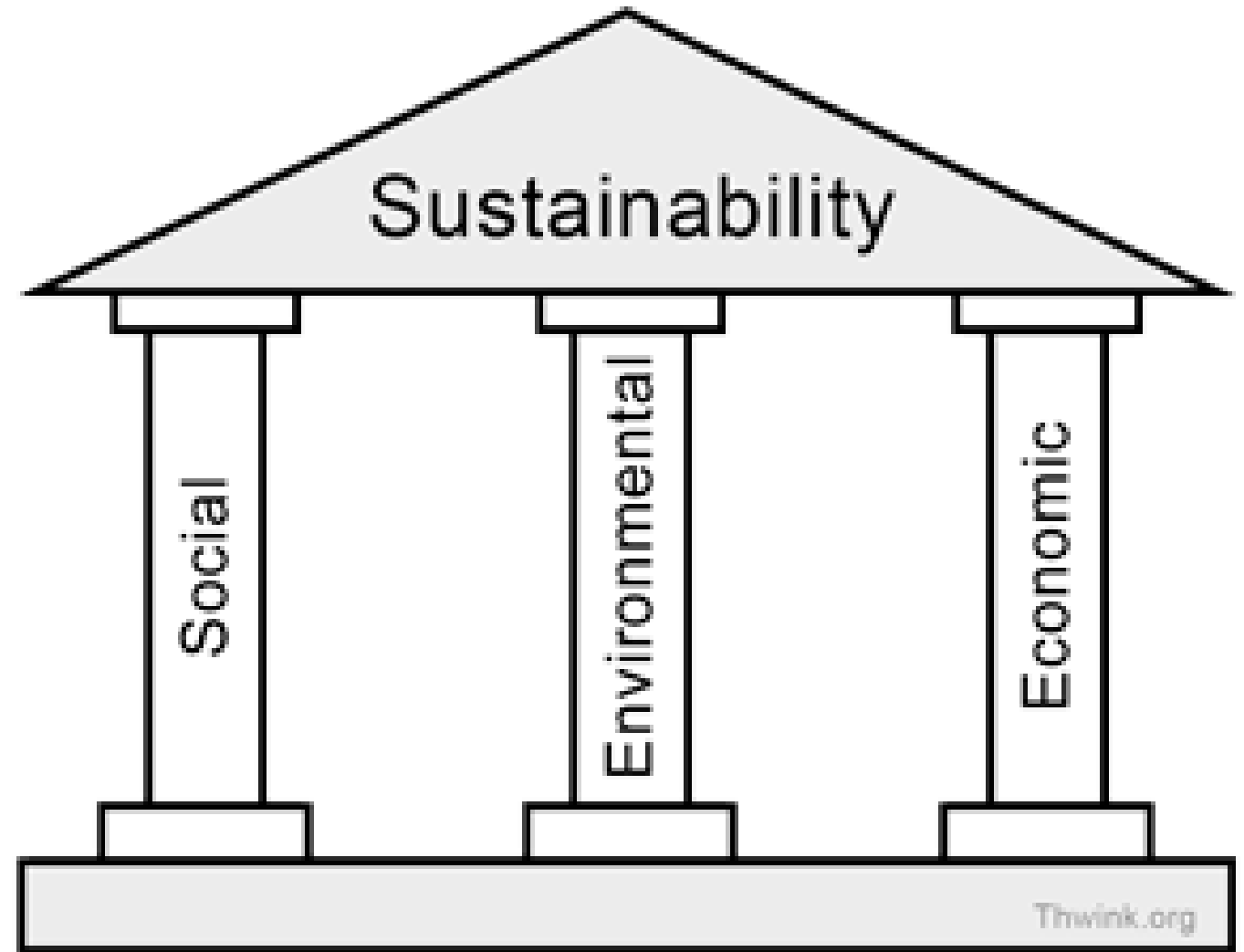
Does it contribute to the sustainable economic, social and environmental developments of the industry?



Glastonbury Festival Introduction



Three Sustainability Pillars



(Thwink.org, 2014)



ENVIRONMENTAL DEVELOPMENT





Sustainable Social Development

A close-up photograph of a person's hand dropping a green plastic bottle with a blue cap into a yellow recycling bin. The bin is part of a larger recycling station with other bins visible in the background. The scene is outdoors with a blurred green background.

Waste Reduction

Plastic Reduction

- (Pretty Good Digital, 2022)





Noise Pollution

(Seetickets.com, 2024)



A blurred, high-speed photograph of a train track receding into the distance. The tracks are dark and run parallel, leading the eye towards the horizon. Above the tracks, a large, dark, curved structure, likely a bridge or overpass, dominates the upper half of the frame. The background is a hazy, overcast sky and distant city buildings, all blurred to convey a sense of rapid motion.

Venue and infrastructure / Energy
reduction

Co2 Emissions

- (Pretty Good Digital, 2024)

REUSE. REDUCE. RESPECT.

In a determined drive to **reduce non-recyclable waste and promote more sustainable alternatives**, the sale of single use plastic drink bottles and disposable vapes are banned on-site; and all crisps are sold in compostable packaging.

All generators across the Festival site are run on sustainable, renewable palm oil-free HVO fuel – made from waste cooking oil – helping **reduce CO2e emissions**.

Our sustainable travel-initiatives have helped over **hundreds of thousands** of ticket-holders travel to the Festival by bike or public transport. Each year, more than 40,000 ticket-holders take advantage of these for their Festival travel.

Our own **on-site recycling plant** is the country's largest events-run facility and ensures we can hand-separate our own waste for single stream recycling, avoiding the need to send waste to landfill.

We have a fleet of **electric and hybrid vehicles** to transport our crew and artists

A temporary **wind turbine**, installed alongside a solar panel and battery system, will produce up to 300kWh of energy per day and power food stalls in Williams Green.

Worthy Farm and the Festival site is rich with biodiversity and we have many **nature reserves and protected areas** across the Festival to help ensure these habitats and its wildlife are looked after.

We passionately support our charity partners – Greenpeace, Oxfam and WaterAid – and their work raising awareness of **global and environmental issues** close to our heart.

All crockery and plates at the Festival are either **reusable or compostable** – and inedible food waste is turned into fertile compost or sent to anaerobic digestion.

All production areas will be either powered by lower impact, **fossil-fuel free** electricity or will run on solar PV and battery hybrid systems.

Clean energy from the Festival's own 250kWp solar PV array, as well as our anaerobic digester and 125kVA biogas plant power, provide energy for Festival offices and some production areas as well as helping to charge some battery systems.

Over **99%** of all tents have been taken home after each Festival since 2019.

We **engage** as many people as we can with issues that we feel passionately about such as climate change activism, sustainable entertainment and living, diversity and inclusivity.

Our Green Fields have run on solar, wind and pedal power since 1984, setting a **fossil-fuel free** standard we aspire towards implementing across the Festival.

Since the early 1980s, our Festival has aligned itself with **climate activism**. Across the site, we've created stages and areas to share ideas about sustainable living and environmental awareness.



LOVE THE FARM. LEAVE NO TRACE.

2023
GLASTONBURY
FESTIVAL



WASTE LESS WATER SAVE OUR STREAMS

Water Conservation



TOILETS

Protection of
Rural area



Transport



(May, 2023)

A high-angle, nighttime photograph of a densely packed urban skyline. The image is filled with numerous high-rise buildings, their windows glowing with warm yellow and orange light. The foreground is slightly blurred, showing out-of-focus light bokeh from distant city lights. The overall atmosphere is one of a vibrant, bustling city at night.

Social Development – Community Development



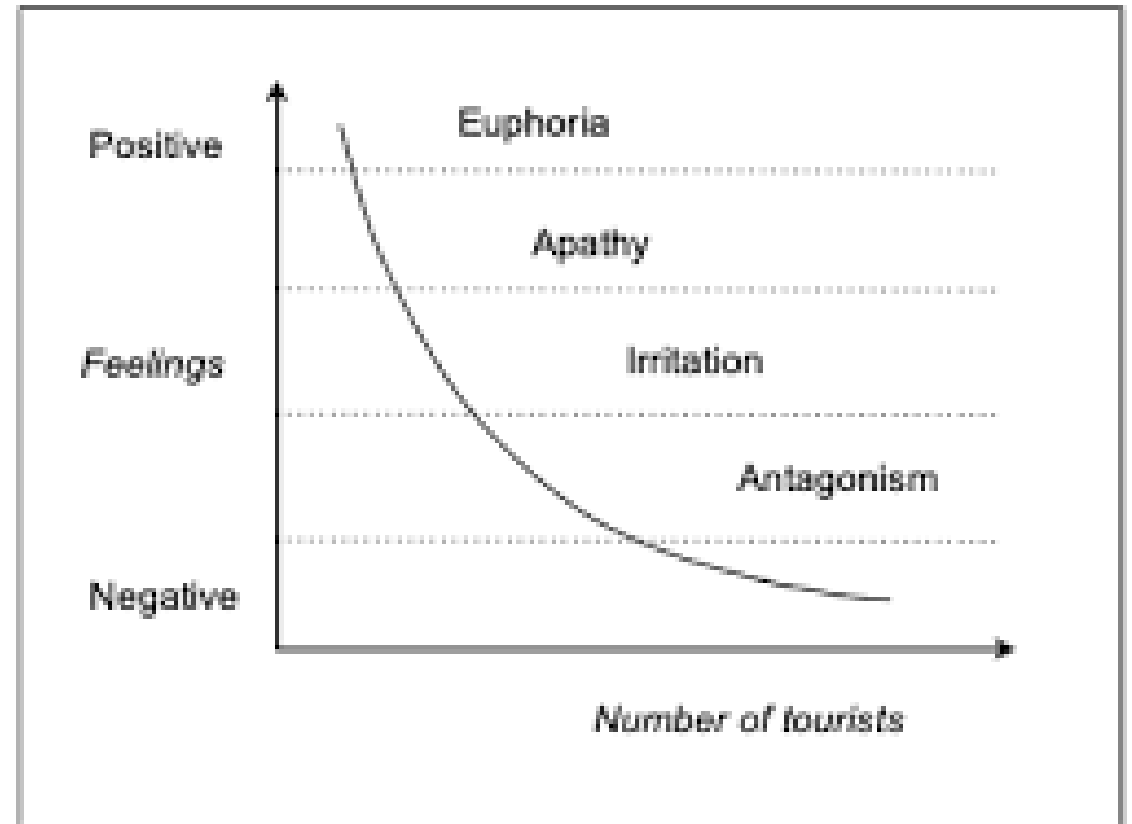
Support to
Charities

The image features a dense crowd of stylized human figures, rendered in various shades of blue and purple. The figures are simplified, with circular heads and rectangular bodies. In the center of the crowd, one figure stands out, colored white with its arms raised in a gesture of participation or celebration. The background is a soft, out-of-focus gradient of the same colors, creating a sense of depth and a large gathering.

Community Participation

Doxey's Irritation Index

Level of Irritation	Destination Responses to Tourism
Euphoria	• Sense of excitement and anticipation • Informal contact with tourists
Apathy	• More formal contact with tourists • Tourism seen as a source of income and investment
Annoyance	• Residents begin to show misgivings about tourism industry due to increasing numbers, external investment and infrastructure
Antagonism	• Irritations: expressed verbally and physically • Tourists: seen as cause of the problem



Doxey's Irritation Index

Butler's Tourism Area Life Cycle Mode



Butler's Tourism Area Life Cycle Model is a line graph that shows the different stages in tourism development over time.



1 Exploration

The exploration stage marks the beginning. This is the primary phase when Governments and local people are beginning to think about tourism and how they could capitalise and maximise their opportunities in this industry. This is the start of tourism planning.

Involvement

The involvement stage marks the beginning of tourism development. Guesthouses may start to open. Foreign investors may start to show an interest in development. Governments may be under pressure to develop transport infrastructure and community resources, such as airports, road layouts and healthcare provision. The involvement stage may mark the emergence of seasonality in tourism.

2



3 Development

During the development stage there will be lots of building and planning. New roads, train stations and airports may be built. New tourist attractions may emerge. Hotels and hospitality provisions will be put in place. During the development phase there will likely be an increase in marketing and promotion of the destination. There could be increased media and social media coverage.



Consolidation

During the consolidation stage tourism growth slows. This may be intentional, to limit tourist numbers or to keep tourism products and services exclusive, or it may be unintentional. There will generally be a close tie between the destination's economy and the tourism industry. In some cases, destinations have come to rely on tourism as a dominant or their main source of income.

4



5 Stagnation

The stagnation stage represents the beginning of a decline in tourism. During this time visitor numbers may have reached their peak and varying capacities may be met. The destination may simply be no longer desirable or fashionable. It is during this time that we start to see the negative impacts of overtourism. There will likely be economic, environmental and social consequences.



Decline or rejuvenation

The final stage of Butler's Tourism Area Life Cycle Model represents a range of possible outcomes for the destinations along the spectrum between rejuvenation and decline. The outcome of this will depend upon the plans and actions of the stakeholders of said tourism development project. If changes do not occur, there may be a slow continuation of tourism decline.

6



Butlers' Area of Life Cycle

- (<https://www.facebook.com/drhayleystainton>, 2022)

Economic Development





Locally sourced food and products



TOP TIPS FOR CREATING A SUCCESSFUL CSR STRATEGY

WHAT IS CORPORATE SOCIAL RESPONSIBILITY?

THE BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY

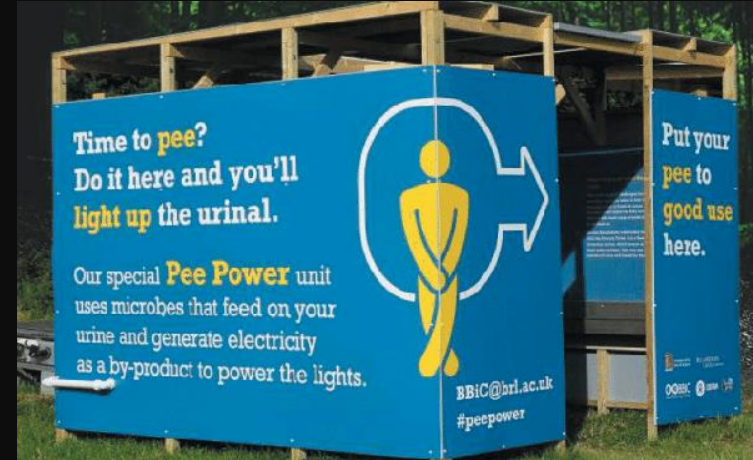
CORPORATE SOCIAL RESPONSIBILITY AND YOUR BOTTOM LINE

Corporate Social Responsibility

HOW FESTIVALS AND SHOWS USE CORPORATE SOCIAL RESPONSIBILITY

Circular Economy

- (Guernseyenergy.gg, 2023)





Greenwashing

(Rachel Koning Beals,
2022)



Long term planning





Conclusion

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