

SUMMER I 2018

# LOVE NOT WASTE

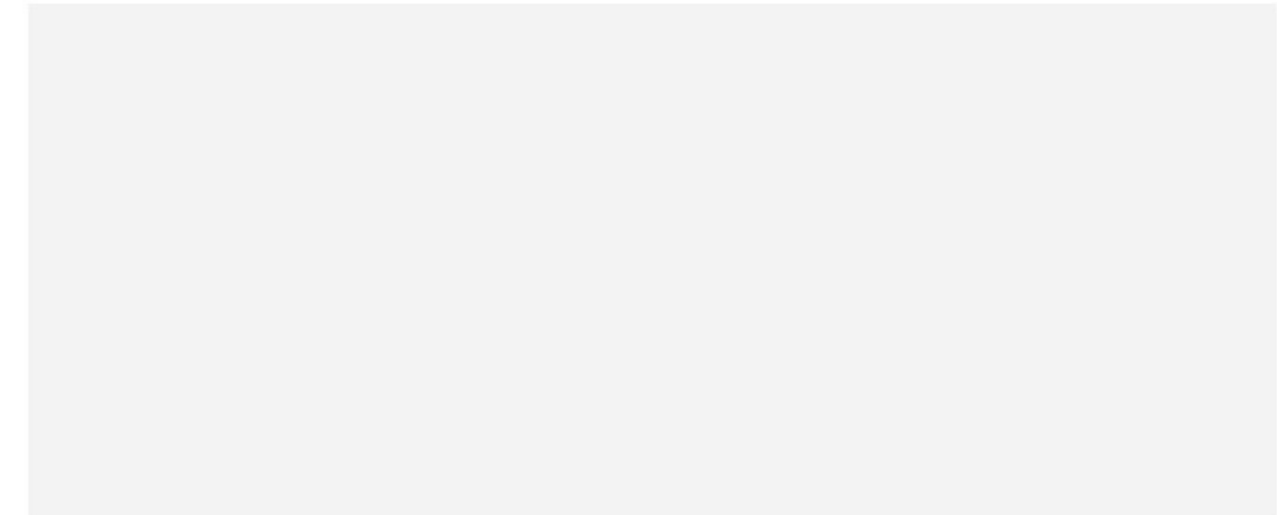
*A narrative insight into peoples' perceptions of plastic waste at festivals, and their capacity to do something about it...*

# Approach

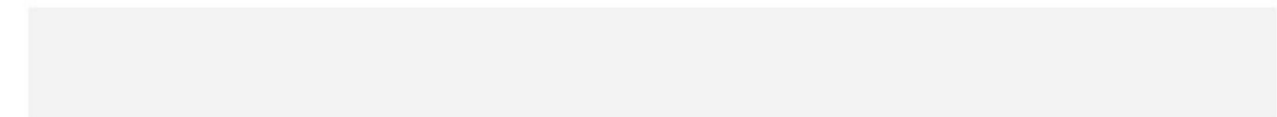
## SenseMaker®

- Decision support tool
- Observational stories & self-interpretation
- Statistical data backed by explanatory narrative
- Co-production of solutions
- Safe-to-fail experiments
- Direction of change

**Cast your memory back to a time when you were at a festival or event this summer. Tell us one story where you felt empowered / restricted by, or indifferent to plastic waste.**



**Please provide a title for the experience you have shared.**

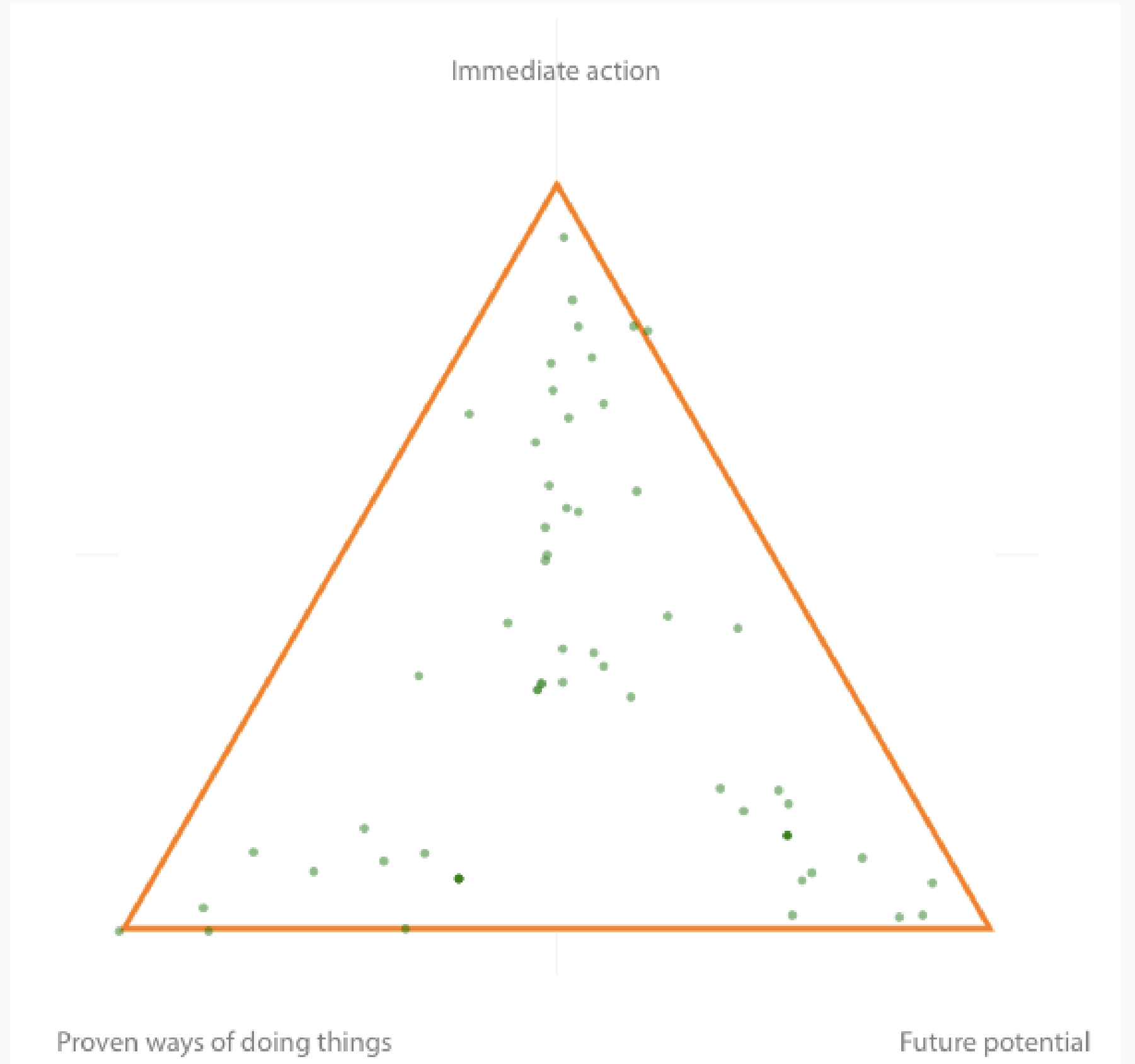


# Key Findings

## Themes and Questions

- Temporal triad
- Any surprises?
- Acting in the present moment favoured
- Look to the relations between corners
- "Proven ways of doing things" isolated
- Look to the stories to provide explanation
- Give space to "outlier" responses

The experience shared was about..





**"The difference between festivals who use cup schemes and those who don't"**

**"Went to [festival name] and [festival name] and there's was a lot of plastic waste littered on site compared to festival like Shambala who use cup schemes. There were a lot of cleaners but I think cup schemes are better even if just for the visual effect that it brings on site. They're recycling scheme was also confusing with no clear signage. I must admit though that once I was in the groove I wasn't myself very good at using bins. More bins across site is always better as you don't have to go far and it's more obvious when you're not always on it!"**

# Key Findings

## Themes and Questions

- Motivational triad
- Any surprises?
- Environment favoured overall, movement into community
- Look to the stories to provide explanation
- Give space to "outlier" responses

People in the experience were motivated by....



## Plastic waste

**"At festivals glass obviously isn't allowed so everyone decanted their drink into plastic bottles, and seeing the amount of plastic bottles left about the field etc after an event is horrible, I hate thinking of how much will end up affecting wildlife and the environment in general."**

## Set the right example

**"At a festival, I picked up some random litter I saw on the floor (on my way to the bin to put my own rubbish into it). I went back to the place I was sitting, and then noticed several children doing the same thing. It seems that all we need to do is set the right example."**



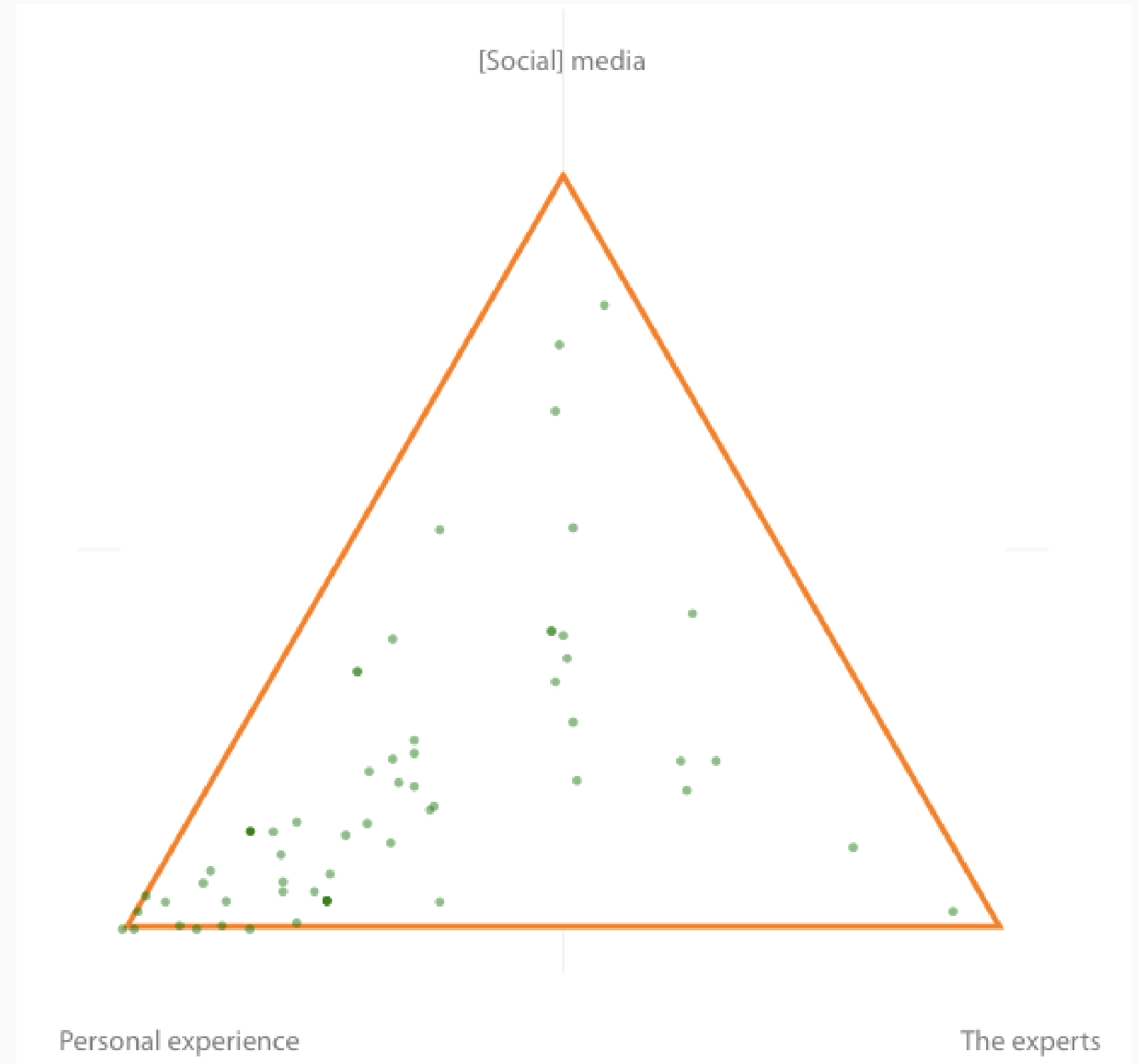
Image (above) taken by Benjamin Paul, kindly donated by Boomtown Festival

# Key Findings

## Themes and Questions

- Knowledge triad
- Any surprises?
- Personal experience favoured (may be predisposed by our story prompt!)
- Look to the stories to provide explanation
- Give space to "outlier" responses

In the experience shared, knowledge came from...





## Empowering cup bringing

**"A friends private festival in Wales .  
Everyone was asked to bring their own  
cups and water bottles and they did .  
Very empowering and made you feel  
you were doing your bit for the  
environment."**

# "Sharing Statistics With Punters to Make a Change!"



**“I have just spent the weekend at Boomtown and I was so happy to see that in the final fireworks show at Bang Hai they showed the statistics of tent wastage and how many tons of rubbish goes into landfill after the festival. If this can happen at somewhere like Boomtown surely awareness about these issues can be shared and used across all festivals.”**

Image credits to George Harrison, kindly donated by Boomtown Festival

# Key Findings

## Themes and Questions

- Responsibility triad
- Any surprises?
- Clear patterns emerging
- Industry practice standalone?
- Look to the stories to provide explanation
- Give space to "outlier" responses

In the experience, responsibility comes from...



## Hypocrisy

**"We were told it was a bring your own cup festival yet everywhere you go there's plastic and waste"**

## Boomtown

**"Boomtown have done a lot in terms of trying to reduce waste. Also done loads in informing people about what they can do to limit the amount of waste they use."**

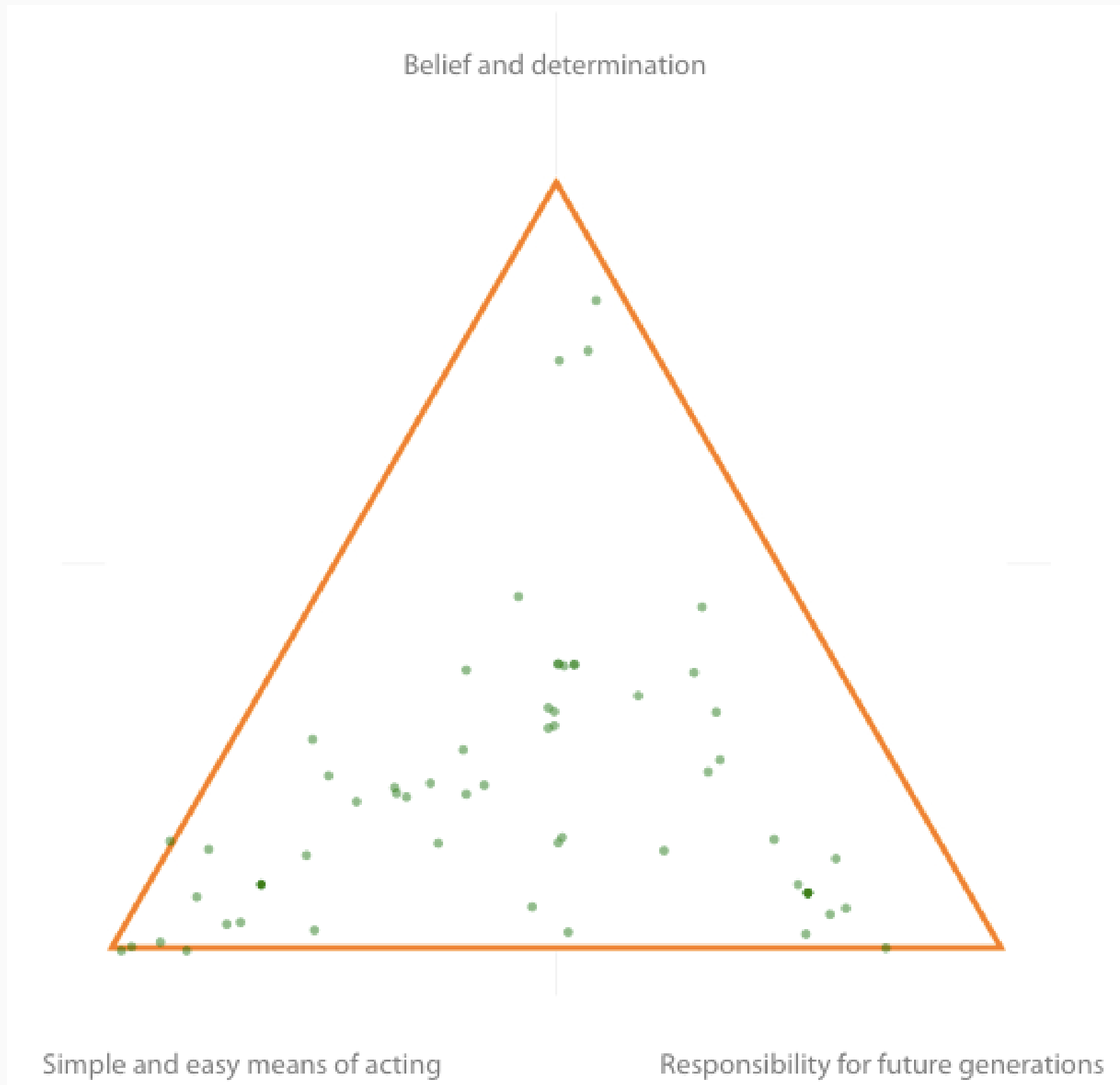
Love international clean up crew

**"Empowered at love international  
when everyone cleaned up together  
after the secret island party before we  
all got back on the boats. It felt great to  
have solidarity in using a space for  
dancing and then leaving no trace"**

Where there's a will let's find a way

**"Worked [festival], no taps to refill bottles and working long days. Free bottled water from bar though. Took three bottles over course of week and felt guilty and sad about it :-(. Especially being within sight of the sea. And only one recycling bin that I didn't find until end of week. They had reusable cups only at bar though so the will was there, just not thought through."**

... change and transformation were driven by...



... change and transformation were hindered by...





**"...I feel festivals have really upped their sustainability. I really like that there are so many water refill stations around. And that most festivals now have much more of a story and a purpose in trying to reduce their impact on the environment."**



## Sea of waste

**"Festival floors are constantly littered with plastic waste. It's the most soul destroying thing to look across a sea of plastic left behind after a stage becomes empty. Is this the price of us having fun?"**

**How do we create more stories that people  
have said are positive, and fewer stories  
that people feel are negative?**

# "Bad Behaviour at Eco Hub"

**"My friend who was working on Monday giving out recycling / rubbish deposits spent an hour being abused by festival goers when the Eco Hub closed and they couldn't receive their refund. A line of about 100 late festival goers began opening their rubbish bags and throwing it at my friend. There was nothing she could do as she was there by herself because security decided not to turn up. How can festival goers' behaviour change so this doesn't happen in the future?"**



Image credits to Derek Bremner, kindly donated by Boomtown Festival

**"set the right example"**

**"At a chilled in a field festival I picked up some random little I saw on the floor (on my way to the bin to put my own rubbish into it).I went back to the place I was sitting and then noticed several children doing the same thing.it seems that all we need to do is set the right example."**

# **Boomtown - the positives**

## **Boomtown**

**Boomtown have done a lot in terms of trying to reduce waste. Also done loads in informing people about what they can do to limit the amount of waste they use.**

## **Festivals need more bins!**

**Boomtown, recycle and general waste bins that were regularly emptied every (probably exaggerated) 5 meters apart. No need to drop litter, and was basically no litter (except the camping area.) [Other festival name], far less bins, far more litter**

## **Eco bond - boomtown**

**Eco bond system at boomtown a few years ago. You paid a tenner more for your ticket and got it back with a voucher and a bag of rubbish at the festival. People were actively picking up rubbish at the end and sharing vouchers.**

## **Sharing Statistics With Punters to Make a Change!**

**I have just spent the weekend at Boomtown and I was so happy to see that in the final fireworks show at Bang Hai they showed the statistics of tent wastage, and how many tons of rubbish goes into landfill after the festival. If this can happen at somewhere like Boomtown, surely awareness about these issues can be shared and used across all festivals.**

# **Boomtown - the not so goods...**

## **Wasted ponchos**

**At Boomtown I saw lots of plastic ponchos on the floor when it stopped raining, it seemed like a shame. However I also really liked the can bins which spelt out Boomtown, maybe the same could be done with plastics.**

## **Plastic graas**

**When you can't see floor for plastic. Boomtown**

**encourage, not discourage, people to clean up**

**at BoomTown festival I collected two very heavy and full bags of rubbish (big bin liners). I took them to the eco bond depot to deposit them and claim my £10 back. It was shut. At the same festival, there were hardly any bins, and, they were always full. By day three of the festival (Saturday morning) nobody bothered putting things into the bins as there was litter everywhere, and, all the bins were full.**

## **Different ways of dealing with waste at festivals**

**I liked that food cartons and straws were all made out of recycled materials at Boomtown this year. This made me feel better about the waste. Initially when I heard about the eco-bond at Boomtown I thought it was a great idea. In practice, not so much. I didn't know where to get the proper bag from. (I had two black bags outside my tent the whole festival - one for recyclables, one for other waste - I couldn't bring either of these for an eco-bond). I didn't see where to bring the recyclables bag until I was leaving. There just could have been more and better info on this. Overall I think Glastonbury does a much better job on bins and recycling and leave no trace than any other festivals. At MadCool in Spain, you had to pay for every cup, or bring it back and have yours refilled. This was a good incentive to take your cups home every night and wash them out and bring them back.**

**Recommendations...**

**"One man and his travelling plastic waste... :D"**

**"Catering is where I think I felt most empowered just to see that they are trying to do a good job in separating waste and what we can reuse . And what I found that people would maybe put it the wrong bin but then reach into the bin just to put in the right bin . It's making people think about what we can reuse and not reuse ... I'm also a truck driver and work all over Uk and Europe and I always make sure that my plastics are put for reuse .. This can be very hard because not everywhere has a plastic waste station .."**



## Hopeful for change

**"I saw one food vendor at a festival that were very passionate about not using any plastic products and was reducing all possible waste. The food was served in a banana leaf with wooden cutlery. Any beverages that were in a plastic bottle were actually 100% compostable veg ware. I don't know why more places aren't using this material instead of single use plastic!"**

# Thanks for reading!

Image courtesy of Ben Hughes, taken from Shambala Festival.  
[www.ru-slack.co.uk](http://www.ru-slack.co.uk)