



# Green Festival Programme

**#GreeningCorkCounty**



Comhairle Contae Chorcaí  
Cork County Council

## Cork County Council

### Green Festival Programme Guidelines

# CONTENTS

<b>INTRODUCTION</b>	<b>PAGE 3</b>
<b>ORGANISER ENGAGEMENT</b>	<b>PAGE 6</b>
<b>FESTIVAL PLEDGE</b>	<b>PAGE 9</b>
<b>COMMUNICATIONS</b>	<b>PAGE 11</b>
<b>CASE STUDIES</b>	<b>PAGE 13</b>
I.    YOUGHAL MEDIEVAL FESTIVAL	PAGE 13
II.   TIMOLEAGUE HARVEST FESTIVAL	PAGE 16
III.  CLONAKILTY INTERNATIONAL GUITAR FESTIVAL	PAGE 19
<b>FUTURE RECOMMENDATIONS FOR FESTIVAL ORGANISERS</b>	<b>PAGE 22</b>
<b>APPENDICES</b>	<b>PAGE 24</b>
I. <b>Appendix A</b> - Resource (Waste) Management Plan – Template	PAGE 24
II. <b>Appendix B</b> – Stakeholder Engagement Documents	PAGE 29
III. <b>Appendix C</b> - Social Media Toolkit and Assets	PAGE 32
IV. <b>Appendix D</b> – Listing of other helpful resources	PAGE 38

## Introduction

In early 2022, Cork County Council’s Tourism Unit in conjunction with the Cork County Council Environmental Awareness Office collaborated on the design and delivery of a bespoke programme that would enable festival organisers to implement waste reduction initiatives at their events. Waste generated at festivals is one of the most prominent environmental impacts that festivals have.

Cork County Council engaged the services of **Native Events** to design, deliver and implement the **Pilot Green Festival Programme 2022**. A Dublin based Consultancy Firm set up in 2017 as a response to the lack of sustainable solutions available to the events and cultural sector in Ireland, Native Events have spent many years working closely with waste hauliers, event cleaners, events and festival crew and stakeholders, and some of the greatest international leaders in taking a new look at how we create and dispose of ‘waste’. Their comprehensive waste reduction strategies and toolkits help events **become truly clean and green**.



*Figure 1 Mayor of Cork County, Cllr Gillian Coughlan, along with associated staff from Cork County Council responsible for the development and implementation of the Pilot Green Festival Programme at the launch of the programme in May 2022.*

The programme was jointly funded by Cork County Council’s Environment Directorate and Economic Development, Enterprise & Tourism Directorate (Local Festival Fund budget) and included training workshops, virtual support sessions and in person support at each of the festivals to assist in the implementation of environmentally friendly initiatives.

**Three local festivals** were chosen to participate, with a focused programme designed by Native Events to achieve maximum impact.

Festival organisers from **Youghal Medieval Festival**, **Clonakilty International Guitar Festival** and **Timoleague Harvest Festival** embarked on the programme in May 2022.

From practical advice on how to **reduce single use plastic**, to the introduction of **electronic ticketing** and **online promotional materials** to **reducing paper consumption**, new initiatives were supported by guidance and education on how to establish the appropriate infrastructure. For the waste that cannot be avoided, festival organisers were advised and provided with the tools to ensure recycling was maximised, enabling festivalgoers to segregate waste appropriately.



The programme aimed to create the conditions for festival organisers to imagine what steps they can take to follow the **waste hierarchy** at their event to reduce waste year on year.

## The programme was delivered in four parts:

1. Organiser Engagement
2. Festival Pledge
3. Communications
4. Live Event



Figure 2 Festival organisers attending the dedicated Pilot Green Festival Programme Workshop in Cork County Council headquarters in May 2022.

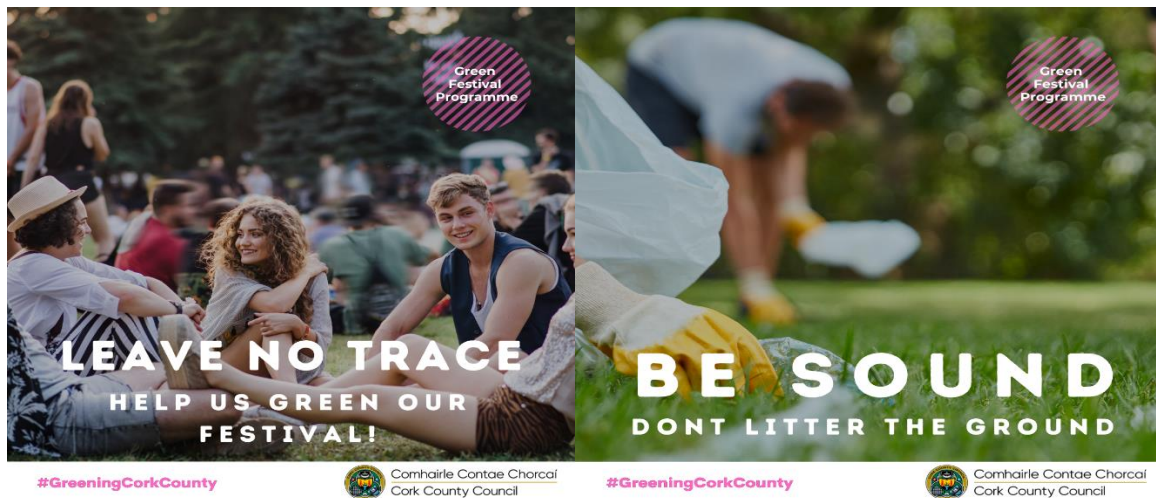


Figure 3 Examples of social media assets designed by Native Events for use by festival organisers participating in the Green Festivals Programme.

## Organiser Engagement

Organisers of the three festivals chosen to take part in the programme were invited to attend a **one-day workshop** in May 2022 at Cork County Council's offices at County Hall, Carrigrohane Road, Cork. The aim of the workshop was to bring participants in the programme together with relevant staff of Cork County Council's Tourism and Environment Section's and that the team at Native Events deliver an interactive workshop around waste reduction at festivals and thinking collaboratively on solutions.

Often when implementing waste initiatives, organisations focus on the management of waste and recycling. This workshop explored why conventional waste management systems are problematic and motivated participants to act based on the waste hierarchy. Armed with a new perspective, festival organisers could then explore ways to prevent, reduce, reuse, and recycle at their event.

The following initiatives were identified as **opportunities for waste reduction**:

- Promoting refill over single use.
- Use of digital event programs and tickets over printed items.
- Dissemination of waste reduction advice for festival stakeholders such as traders, volunteers, performers, and attendees.
- Implement event resource collection stations.
- Engagement with local waste disposal services to properly dispose of event waste.

Native Events presented a waste reduction presentation to attendees on the overall impact of waste generation, particularly in the context of festivals and events. Further presentations were given by guest presenters **Down 2 Earth Materials** and **MyGug**, both solution providers in the industry.





Figure 4 Further examples of social media assets designed by Native Events for use by festival applicants to raise awareness of the initiatives they are implementing and of the impact of single use plastics.

The afternoon session included interactive planning for waste reduction in the context of each event including:

- How to create a **Resource (Waste) Management Plan** - Each festival was provided with their own template to consider, discuss, and complete.
- A **round table discussion** took place on each festivals approach to sustainability and waste reduction with a discussion on communicating the waste reduction plan to stakeholders, volunteers, and attendees, including a brainstorming session on most effective ways to communicate.
- A discussion on the **viability of waste reduction initiatives** in the context of each event – Some festivals could control waste more easily than others. Identifying the issues and barriers to effective prevention or segregation is the first step to finding a solution.
- The most impactful element of the day was the opportunity for festival organisers to **network and engage** with other event organisers, sharing

ideas and challenges. This afforded participants the opportunity to explore common issues around sustainable initiatives and solutions where potentially there could be collaboration in solving them, i.e., sharing signage if events are at different times of the year or recommending suppliers for solutions such as Refill for the provision of water at the event.



*Figure 5 Attendees enjoying the sunshine at Youghal Medieval Festival 2022.*



## Festival Pledge

Cork County Council  
Festivals  
Waste Reduction  
Pledge



As part of the 2022 Waste Reduction Pilot supported by Cork County Council, Clonakilty International Guitar Festival commits to:

- Promote Clonakilty refill locations for attendees.
- Create and disseminate waste reduction messaging for artists, volunteers, traders and attendees.
- Collect event waste data and compile report.
- Implement waste segregation signage at the Farmers Market Concert on September 16th.
- Engage with waste handlers to properly dispose of event waste from the Farmers Market Concert on September 16th.



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*Clonakilty Pledge*

Native Events hosted a **Virtual Meeting** with each festival organizer early in the summer to discuss their chosen initiatives and outline their **pledge to take action.**

Some of the initiatives chosen by the festival organisers included:

- The provision of a **Mobile Hydration Station** at each festival. focuses on eliminating the need for single use plastic bottles by either providing a **mobile hydration station** onsite (Van/Truck) where people can refill their own bottles of water or returnable cups without purchasing plastic bottles or installing a temporary mobile hydration station for a period of days / weeks depending on how long the festival is expected to run. Or, alternatively, by using the **Refill Tap Map**, engaging local businesses and

community groups to become part of a water supplier network to those attendees bringing their own refillable.



Figure 6 The Mobile Hydration Station supplied by Refill.ie to Youghal Medieval Festival and funded by Cork County Council under the Pilot Green Festival Programme.

- All three festivals chose to include **onsite communication and education on waste disposal**. These included signs designed and erected onsite by Native Events to clearly guide attendees on how best to dispose of their waste onsite. Cork County Council supported this initiative by funding the printing of this signage design and printing of the signage.



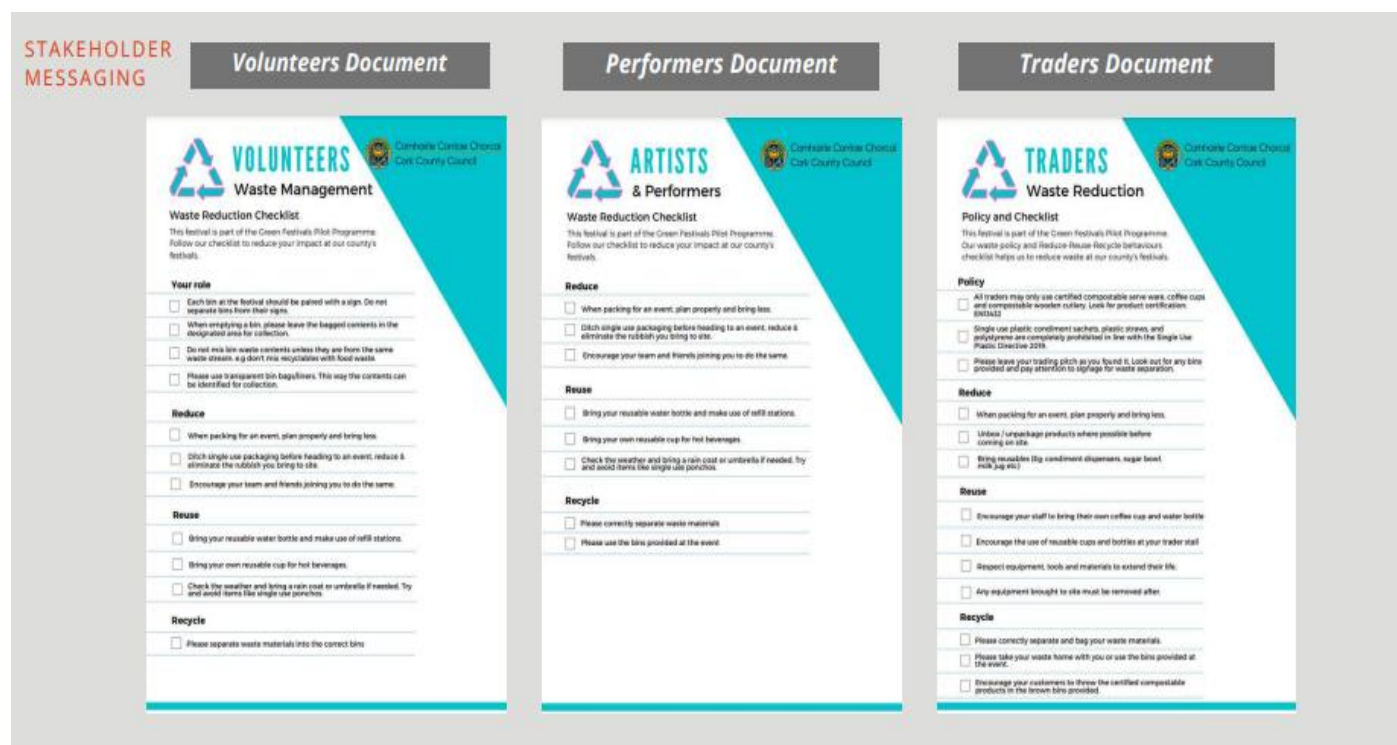
Figure 7 Educational bin signage erected at Youghal Medieval Festival under the Pilot Green Festival Programme 2022.

# Communications

Native Events created digital communications for festival stakeholders. These **Stakeholder Communication Packs (See Appendix B)** were created to simplify the messaging to the appropriate audience. This allowed the festival organisers themselves to create their own digital content, strategically highlighting their participation in the Green Festivals Programme and their chosen initiatives.

Communications were tailored for the following stakeholders:


- Traders
- Artists and performers
- Volunteers



The messaging within these packs focused on what is expected from those participating / contributing to the events. The festival organiser would distribute this information to the relevant stakeholders and have a plan in place to inform and remind stakeholders running up to the event.

Native Events also prepared and developed a **Social Media Toolkit (see Appendix C)** along with a collection of **Social Media Assets (available from Cork County Council)** to facilitate online engagement with attendees. This includes social media assets such as post samples and images for use on their social media platforms, festival organisers encourage attendees to engage with the initiatives they were implementing. For example, where a Refill Water Station was in place, the festival organiser could communicate this to the attendees in advance, advising them to bring their own water bottles.

### SOCIAL MEDIA TOOLKIT EXAMPLES



SOCIAL MEDIA TOOLKIT

**What is the Green Festivals Pilot Programme?**

The Green Festivals Programme is an environmental initiative funded by Cork County Council to support the reduction of waste at festivals throughout the county. Three local Cork festivals have signed up to the pilot programme: Youghal Medieval Festival, County International Guitar Festival and Troskeague Harvest Festival. Working with sustainable events company Native Events, festival organisers have undertaken training and waste reduction workshops. The social media toolkit will help each festival promote their participation in the Green Festivals Programme and encourage festival attendees to take actions to reduce waste.

**How to use the social media toolkit:**





- Suggested messages have been provided for before, during and after the festival—these are in the table below. Your communications teams can use these messages exactly as they are written or as a guide, adding in your own tone of voice, style etc.
- Images/assets have been provided in the image folder within the Social Media Pack. Suggested image(s) have been recommended for each message, but please feel free to mix and match.
- The messages have been designed with Facebook and Instagram in mind, but can be shortened for Twitter. The image being should be OK for all social platforms.

**Social Media tagging & hashtags**

- Please use @corkcc for Instagram and either @corkcountyevents and/or @corkcc for Facebook and Twitter.
- #GreeningCorkCounty is the official hashtag used by Cork County Council for their environmental initiatives. Other recommended hashtags are: #CreativeClimateAction, #SustainableFestivals

**Suggested social media posts - in the run up**

In the weeks leading up to the festival your social media teams can use the following posts to raise awareness of your participation in the Green Festival Programme and how attendees can play a part.

Purpose	Message	Suggested image to use
Partnership announcement	<p>This year we're excited to bring you a more sustainable and environmentally friendly festival as part of @corkcountyevents's @corkcc's Green Festival Programme!</p> <p>One of the impacts of festivals is excessive waste generation, but festivals can also be a testing ground to help find solutions to the waste problem. Over the last few months we have been working about waste and its impact on our communities and environment. Working with sustainability experts @nativeevents we have come up with ways to start reducing the waste impact of our festival.</p> <p>Keep an eye out for our waste reducing initiatives over the coming weeks!</p> <p>#GreeningCorkCounty</p>	 
What we're doing	<p>Do you know that KK festival has signed up to @corkcountyevents's @corkcc's Green Festival Programme? This year we aim to reduce the amount of waste we produce at our festival, here's some of the steps we're taking this year:</p> <ul style="list-style-type: none"> <li>Refill stations to reduce single use plastic</li> <li>Providing certified compostable food serveware</li> <li>Electronic tickets to reduce paper waste</li> <li>Waste and recycling bin systems</li> </ul> <p>We're excited to take the steps towards reducing waste at Cork's festivals and community events. Please help us by bringing your reusable and reusable!</p> <p>#GreeningCorkCounty</p>	 


**We're going paperless for this year's festival!**

Call to action = don't print paper tickets

This means you don't need to print your tickets, simply download them to your phone and our team will scan your e-tickets at the entry points.

As part of @corkcountyevents's @corkcc's Green Festival Programme we're reducing unnecessary waste where possible, starting with paper and single-use plastics. Don't forget to bring your reusables and refills too!

#GreeningCorkCounty



**Introduction**

**Pre Event Examples**

**Live Event Examples**



## Case Studies

### Youghal Medieval Festival



*Figure 8 Youghal Medieval Festival 2022*

Youghal Medieval festival is a one-day local event held in St. Mary's Collegiate Church and adjoining College Gardens, located in the Raleigh Quarter of Youghal. Youghal Medieval Festival brings Youghal's unique built heritage to life and it provides the opportunity to showcase Youghal's town walls - which are the longest upstanding walls in the Republic of Ireland. The event allows visitors to become immersed in the authentic world of medieval life, but also to have fun doing it, through a programme of free events that the whole family can enjoy.

Youghal Medieval Festival's participation in the Pilot Green festival Programme with Cork County Council in 2022 included implementing the following initiatives:

- Use of **digital programs, QR codes and large posters** prevented 5,000 printed programs. The festival saved money and reduced litter.

- The **Refill Hydration Station** van was a perfect addition to the festival on a sunny day. The Refill Van, parked at the festival site, was observed as a key attraction at the festival amongst the programmed events. **Reusable cups** from the refill van were collected in a cup collection bin, with children particularly excited to collect and return cups. While the refill van provides an excellent solution to reduce and replace plastic waste bottles, transport emissions must be considered.



*Figure 9 Mobile Hydration Station provided by Refill and funded by Cork County Council at Youghal Medieval Festival.*

- **Resource collection stations** collected reusable cups, recycling, and general waste.
  - **Feedback from the Refill operator:**
    - Nearly 2,000 cups were used for circa 1,905 units of refill.
    - Approximately 31 cups were lost.
    - Approximately 1,150L of water was consumed.

*"A great experience and addition to the festival. Tough work on top of everything else but excited to build on the work moving forward."*

*- Festival organiser.*

- **Bin station monitoring** was undertaken at Youghal Medieval Festival with the purpose of gauging how successful the messaging and onsite signage was for engaging the audience in correct disposal of waste. This was carried out by recording the contents and contamination levels of bins. Native Events also engaged in on-the-spot waste separation at the bins while monitoring.
- Organisers implemented and trialled a **two-bin system for waste collection with educational signage** for general waste and recycling.



*Figure 10 Educational signage in place at Youghal Medieval Festival to guide attendees in ensuring waste is segregated appropriately.*

Having participated in the Pilot Green Festival Programme in 2022, the festival organisers now have a good understanding of what it takes to undertake segregation of waste with a volunteer team. This means that going forward, should the event change in size or scope, this experience can be built upon and revised to fit.



## Timoleague Harvest Festival



The Timoleague harvest festival was set up in 1973 to fundraise for local community projects. At its core, it is a family festival providing fun activities for families and visitors. Timoleague Harvest Festival is known for being the final festival of the summer in West Cork and many people extend their stay in the region to coincide with it. The festival runs over 10 days with a fully packed programme of events from concerts, free live music on the streets, fireworks display, fancy dress, west cork pig racing, and many more family fun events. Mcfaddens funfair is an integral part of the festival attracting visitors to the town to experience the atmosphere, fun and excitement of the festival.

The festival's participation in the Pilot Green festival Programme with Cork County Council in 2022 included implementing the following initiatives:



- The organisers **scaled down the event** by removing "The Dome" venue which was notorious for waste issues, this led to a natural reduction in waste compared with previous years.
- A **Refill filtered water station** was installed in several locations in the town depending on where events were being held. Cork County Council funded the provision of the temporary hydration station in Timoleague Town for the duration of the festival. The water station was used at sports events, the town centre and at the town amusements where bouncy castles and talent shows were set up for children.

The social media posts highlighting the refill station received fantastic engagement on Twitter and Instagram. Feedback from the festival organiser indicated the highest impact was seen at the sporting events. The community engaged well with the initiative and children even created their own replica Refill Station for the town parade.

- **Resource collection stations** were put in place to collect recycling, general waste and compostable items. Attendees used these well when disposing of rubbish. It was decided that the festival would implement one **three-bin system** (general waste, recycling and food and compostable items) in the town centre and one at the amusement area trader van. Educational Signage was designed by Native Events and funded by Cork County Council for the purposes of guiding visitors on how to dispose of their waste appropriately. The festival team erected the signage above the bins.



*Figure 11 Attendees at Timoleague Harvest Festival engaging with the three-bin system in place for waste segregation at the festival.*

- The festival team disposed of event waste themselves at civic amenity sites. Bottles, cans, plastic, and glass were free to dispose of. After a full week of the festival, there were only 12 bags of general waste.



*Figure 12 Attendee at Timoleague Harvest Festival engaging with the temporary Hydration Station which was funded by Cork County Council.*

## Clonakilty International Guitar Festival



The **Clonakilty International Guitar Festival** is held annually in the month of September. The festival is an award-winning celebration of all things guitar, with the majority of the festival shows free across the week. Run by a not-for-profit voluntary organisation of music lovers, the festival has many facets underscored by an ethos of sustainability and inclusivity.

Organisers attempt to create a musical Nirvana within the boundaries of their beloved Clonakilty. For the duration of the festival, the whole town becomes the stage, where small venues and re-imagined public spaces facilitate encounters with great music and people. The festival programme is made up of three strands including headline ticketed performances, an extensive free session trail and 'Reverb', the community outreach element.

Clonakilty International Guitar Festival's participation in the Pilot Green festival Programme with Cork County Council in 2022 included implementing the following initiatives:

- Festival organisers **eliminated new festival merchandise** with old merchandise being sold off instead. This initiative was proactive and received very positive feedback from the public, including online via social media.
- Organisers chose not to produce physical programmes and instead opted for **digital programming** and promotion of their events.
- As part of the festival’s ‘Reverb’ programme (community outreach element), they engaged Native Events to give a **waste reduction presentation to transition year students** at the local community school. 150 transition year students from Clonakilty Community School attended the presentation. The goal was to educate the students on Ireland’s waste management system as it stands currently, and how it is reliant on exportation and incineration, which are high carbon emitting activities.



*Figure 13 Native Events gave a waste reduction presentation to transition year students in Kinsale Community College as part of the community outreach element of the Clonakilty International Guitar Festival.*



- To reduce single use plastic at events, promoting refill over single use, festival organisers chose to promote the **Refill Tap Map** to attendees of the festival. Clonakilty town has an established culture of prioritising ‘refill over single use’, with community buy in which is unique.



*Figure 14 Promotion of the Refill Tap available from The Olive Branch Refill Store in Clonakilty.*

- **Resource collection stations** were put in place with educational signage at the weekly market held in Clonakilty the week of the festival. The **three-bin system** implemented was to collect recycling, general waste, and compostable items.

## Future Recommendations for all Festival Organisers

- Nominate a **dedicated waste reduction manager** for the festival and have them visit the civic amenity site before the festival to gain an understanding about the end destinations of the materials collected.
- **Gather data in a number of impact areas** such as waste, energy, water, transport / travel, and use a carbon calculator tool, e.g., Julie's Bicycle CG Tools or similar, to create a report after the festival. This information can be used internally to set targets for improvement for future events. The carbon calculator tool will reveal the highest CO2 emitting activities from the festival.
- Alongside quantitative environmental impact data, **collect some key qualitative information**, for example, through crew or audience surveys, questionnaires with suppliers, traders, artists, and partners to identify priority areas and levels of change.
- Take initial steps to **integrate environmental sustainability** into financial planning, fundraising activities, and goods and services procurement.
- Expect each of your suppliers to have their own **environmental policies** and action plans in place and ask for these to be shared.
- Use the **UN Sustainable Development Goals (SDGs)** as a communication tool and framework. Include **sustainability messaging** in staff briefings and on public channels, e.g., a sustainability information page on your website or posts on social media.
- Distribute **stakeholder engagement packs** to service providers, volunteers and those taking part in the festival, early in the planning of the event

ensuring all those involved understand the role they play in reducing waste and the impact of the festival.

- **Inform festival volunteers** in regular briefings about their participation and place in implementing green initiatives.
- Create a **waste infrastructure layout plan** in advance of the festival, mapping out key areas for collection and existing infrastructure available for signage.
- **Initiate a single-use plastic ban** - This policy should form part of the agreement with concessions and stallholders, including banning the sale of single-use plastic bottled beverages, straws, and single-use sachets of condiments, for example.
- **Encourage audiences to bring their own** reusable water bottle and reusable coffee cups.
- **Assess the festival's online presence and upskill in online communications** where needed.
- **Communicate post-festival success stories** on sustainability to achieve buy in from attendees. Use the available social media assets designed under the Pilot Green Festival Programme 2022 which will be made available by Cork County Council Tourism Section.
- **Engage with Cork County Council** to establish what opportunities for support exist for implementing 'Green' initiatives.

# Appendices

## Appendix A - Resource (Waste) Management Plan – Template

### Resource Management Plan

**Event Details**

<b>Event Date</b>			
<b>Location</b>			
<b>Expected # of Patrons</b>			
<b>Waste Types</b> <small>(What waste will be produced?)</small>			

### Resource Management Plan

**Method**

<b>Planning Stakeholders</b> <small>(event / cleaner / haulier)</small>	
<b>Load In</b> <small>(date and details of infrastructure delivery and distribution)</small>	
<b>Live Event</b> <small>(Shifts / schedule of cleaning and waste collection)</small>	



## Resource Management Plan

### Method

<b>Load Out</b> (Shifts / schedule of cleaning and waste collection)	
<b>Disposal</b> (Destination(s) of waste post event)	
<b>Contacts</b> (Any party related to waste management)	
<b>Report</b>	<ul style="list-style-type: none"> <li>A report will be provided after the event that shows the different waste streams collected by weight and will also detail any findings or recommendations for future years.</li> </ul>

## Resource Management Plan

### Bin Layout Per Area *(add/remove areas as relevant to event)*

Area	# of Stations	Waste Streams	Bin Type	# of Bins	Serviced
<b>FOH Attendees</b>					
<b>BOH Staff</b> Production areas / VIP / Artists / Guest / Behind Stages					
<b>BOH Bars</b>					
<b>BOH Traders</b>					
<b>Waste Compound</b>					

# Resource Management Plan

## Bin Layout Per Area

### Waste Map

(Plot bin stations on a site map to assist with live event set up.

Bins are needed most around food/trading stalls, performance areas and congregation areas)

# Resource Management Plan

## Infrastructure and Equipment

Bins	#
240L	
660L	
1100L	
Barrel	

Signs	# of Type (Sticker)	# of Type (Sign)
Recycle		
Food and Compostable Items		
General		
Glass		

Waste Compound	#
General Waste Skip	
Recycling Skip	
Food and Compostable Items Skip	
Glass Collection Area	

# Resource Management Plan

## Waste Stakeholder Obligations (send to cleaner and haulier)

- When loading in bins pre event, follow the agreed upon bin layout.
- Each bin on site is paired with a sign. Do not unpair these at any time throughout the event.
- Any bins added to the site must be accompanied by the appropriate sign.
- The contents of each bin are to be emptied into the appropriate compactor/skip/truck in the waste depot.
- Do not mix waste from one bin with waste from another bin unless they are collecting the same stream.
- Only use clear bin liners throughout the event
- Provide all weighbridge docket information in either excel or csv format post event.

# Resource Management Plan

## Stakeholder Messaging

Type	Method	Message
Attendees		
Production		
Traders		

# Resource Management Plan

## Stakeholder Messaging

Type	Method	Message
Bars		
Sponsors		
Artists / Performers		
Suppliers / Contractors		

## Appendix B – Stakeholder Engagement Documents



### ARTISTS & Performers



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#### Waste Reduction Checklist

This festival is part of the Green Festivals Pilot Programme. Follow our checklist to reduce your impact at our county's festivals.

##### Reduce

- When packing for an event, plan properly and bring less.
- Ditch single use packaging before heading to an event, reduce & eliminate the rubbish you bring to site.
- Encourage your team and friends joining you to do the same.

##### Reuse

- Bring your reusable water bottle and make use of refill stations.
- Bring your own reusable cup for hot beverages.
- Check the weather and bring a rain coat or umbrella if needed. Try and avoid items like single use ponchos.

##### Recycle

- Please correctly separate waste materials
- Please use the bins provided at the event





# TRADERS

## Waste Reduction



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### Policy and Checklist

This festival is part of the Green Festivals Pilot Programme. Our waste policy and Reduce-Reuse-Recycle behaviours checklist helps us to reduce waste at our county's festivals.

#### Policy

- All traders may only use certified compostable serve ware, coffee cups and compostable wooden cutlery. Look for product certification: EN13432
- Single use plastic condiment sachets, plastic straws, and polystyrene are completely prohibited in line with the Single Use Plastic Directive 2019.
- Please leave your trading pitch as you found it. Look out for any bins provided and pay attention to signage for waste separation.

#### Reduce

- When packing for an event, plan properly and bring less.
- Unbox / unpackage products where possible before coming on site.
- Bring reusables (Eg: condiment dispensers, sugar bowl, milk jug etc)

#### Reuse

- Encourage your staff to bring their own coffee cup and water bottle
- Encourage the use of reusable cups and bottles at your trader stall
- Respect equipment, tools and materials to extend their life.
- Any equipment brought to site must be removed after.

#### Recycle

- Please correctly separate and bag your waste materials.
- Please take your waste home with you or use the bins provided at the event.
- Encourage your customers to throw the certified compostable products in the brown bins provided.



# VOLUNTEERS

## Waste Management



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### Waste Reduction Checklist

This festival is part of the Green Festivals Pilot Programme. Follow our checklist to reduce your impact at our county's festivals.

#### Your role

- Each bin at the festival should be paired with a sign. Do not separate bins from their signs.
- When emptying a bin, please leave the bagged contents in the designated area for collection.
- Do not mix bin waste contents unless they are from the same waste stream. e.g don't mix recyclables with food waste.
- Please use transparent bin bags/liners. This way the contents can be identified for collection.

#### Reduce

- When packing for an event, plan properly and bring less.
- Ditch single use packaging before heading to an event, reduce & eliminate the rubbish you bring to site.
- Encourage your team and friends joining you to do the same.

#### Reuse

- Bring your reusable water bottle and make use of refill stations.
- Bring your own reusable cup for hot beverages.
- Check the weather and bring a rain coat or umbrella if needed. Try and avoid items like single use ponchos.

#### Recycle

- Please separate waste materials into the correct bins

## Appendix C - Social Media Toolkit and Assets



### SOCIAL MEDIA TOOLKIT

#### What is the Green Festivals Pilot Programme?

The Green Festivals Programme is an environmental initiative funded by Cork County Council to support the reduction of waste at festivals throughout the county. Three local Cork festivals have signed up to the pilot programme, Youghal Medieval Festival, Clonakilty International Guitar Festival and Timoleague Harvest Festival. Working with sustainable events company Native Events, festival organisers have undertaken training and waste reduction workshops. This social media toolkit will help each festival promote their participation in the Green Festivals Programme and encourage festival attendees to take actions to reduce waste.

#### How to use the social media toolkit:



1. Suggested messages have been provided for **before, during and after** the festival - these are in the table below. Your communications teams can use these messages exactly as they are written or as a guide, adding in your own tone of voice, style etc.
2. **Images/assets have been provided** in the Images folder within the Social Media Pack. Suggested image(s) have been recommended for each message, but please feel free to mix and match.
3. The messages have been designed with Facebook and Instagram in mind, but can be shortened for Twitter. The image sizing should be OK for all social platforms.



#### Social Media tagging & hashtags

- Please use @corkcoco for Instagram and either @corkcocoenviro and/or @corkcoco for Facebook and Twitter.
- #GreeningCorkCounty is the official hashtag used by Cork County Council for their environmental initiatives. Other recommended hashtags are: #CreativeClimateAction, #SustainableFestivals


## Suggested social media posts - in the run up

In the weeks leading up to the festival your social media teams can use the following posts to raise awareness of your participation in the Green Festival Programme and how attendees can play a part.

Purpose	Message	Suggested Image to use
<p>Partnership announcement</p>	<p>This year we're excited to bring you a more sustainable and environmentally friendly festival as part of @corkcocoenviro's/@corkcoco's Green Festival Programme ♻️</p> <p>One of the impacts of festivals is excessive waste generation, but festivals can also be a testing ground to help find solutions to the waste problem. Over the last few months we have been learning about waste and its impact on our communities and environment. Working with sustainability experts @nativeevents we have come up with ways to start reducing the waste impact of our festival.</p> <p>Keep an eye out for our waste reducing initiatives over the coming weeks!</p> <p>#GreeningCorkCounty</p>	
<p>What we're doing</p>	<p>Did you know that XX festival has signed up to @corkcocoenviro's/@corkcoco's Green Festival Programme? This year we aim to reduce the amount of waste we produce at our festival, here's some of the steps we're taking this year:</p> <ul style="list-style-type: none"> <li>🚰 Refill stations to reduce single use plastic</li> <li>♻️ Providing certified compostable food serveware</li> <li>📄 Electronic tickets to reduce paper waste</li> <li>♻️ Waste and recycling bin systems</li> </ul> <p>We're excited to take the steps towards reducing waste at Cork's festivals and community events. Please help us by bringing your refillables and reusables!</p> <p>#GreeningCorkCounty</p>	

<p>Call to action = bring refillables and reusables</p>	<p>#DidYouKnow every year we produce over 300million tonnes of plastic globally, up to half of which is single use?</p> <p>Help us reduce our plastic waste this year by bringing your own refillables and reusables to the festival - you can refill at stations, local cafés and food outlets across the venue. Check out @refillireland app to see where you can get free tap water refills.</p> <p>We are turning to waste reduction as a more effective way of addressing our waste problem, as recycling doesn't tackle the problem of waste volume and incineration.</p> <p>#GreeningCorkCounty</p>	
<p>Call to action = bring refillables and reusables</p>	<p>Are you heading to xx festival this year? Did you know we are pledging to reduce our environmental impact as part of @corkcocoenviro's/@corkcoco's Green Festival Programme?</p> <p>This year we're installing water refill stations across the venue and working with local cafés and food outlets to enable festival goers to stay hydrated without the need for single-use plastic. Don't forget to bring your refillables!</p> <p>#BringYourOwn #SayNoToSingleUse #GreeningCorkCounty</p>	




<p>Call to action = don't print paper tickets</p>	<p>We're going paperless for this year's festival!</p> <p>This means you don't need to print your tickets, simply download them to your phone and our team will scan your e-ticket at the entry points.</p> <p>As part of @corkcocoenviro's/@corkcoco's Green Festival Programme we're reducing unnecessary waste where possible, starting with paper and single-use plastics. Don't forget to bring your reusables and refillables too!</p> <p>#GreeningCorkCounty</p>	
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**Suggested social media posts - on the day/during the event**

Please use these messages during the week or weekend of the festival in order to raise awareness of how festival attendees can help reduce waste and of your participation in the Green Festival Programme.

Purpose	Message	Suggested Image to use
<p>Partnership reminder + instructions for the day</p>	<p>Will you be joining us at xx festival this week/over the next few days?</p> <p>As part of@corkcocoenviro's/@corkcoco's Green Festival Programme we've pledged to reduce our waste volume. Here's how you can help us:</p> <ul style="list-style-type: none"> <li>Remember to #bringyourown water bottles and reusable coffee mugs to help us keep waste to a minimum.</li> <li>When packing for the event, plan ahead and bring less with you.</li> <li>Use bins provided at the event to separate your waste.</li> </ul> <p>#GreeningCorkCounty</p>	

<p>Interesting statistic + call to action</p>	<p>We need your help! We've pledged to reduce our waste at this year's festival as part of @corkcocoenviro's/@corkcoco's Green Festivals Programme.</p> <p>Globally every year we produce over 300million tonnes of plastic, up to half of which is single use. Working with sustainability experts @nativeevents we've come up with a number of ways to reduce festival waste.</p> <p>Help us reduce our plastic waste by bringing your own refillable bottle. You can fill up at stations, cafés and food outlets around the event. Check out the@refillireland app for details 📱</p> <p>#GreeningCorkCounty</p>	
<p>Use bins/keep event tidy</p>	<p>If you're joining us this week/weekend, please remember to respect the local surroundings and use the bins provided. Respect the event site and local surroundings.</p> <p>This year we've signed up to @corkcocoenviro's/@corkcoco's Green Festival Programme and have pledged to reduce our waste.</p> <p>#GreeningCorkCounty #LeaveNoTrace</p>	

<p>Call to Action</p>	<p>Help us to reduce the volume of waste generated at this year's festival. Although we're hoping for sunshine ☀️ you can never be too sure with Irish summer weather so check the weather forecast beforehand and bring a raincoat or umbrella if needed ☔</p> <p>Single use ponchos are a good example of waste we may not consider.</p> <p>#GreeningCorkCounty</p> <p>@corkcocoenviro's/@corkcoco's</p>	
<p>Call to Action</p>	<p>Joining us at xx festival this week/weekend?</p> <p>Remember to reduce your waste by thinking before you throw and use compostable bins provided for food leftovers and compostable items.</p> <p>#GreeningCorkCounty</p> <p>@corkcocoenviro's/@corkcoco's</p>	

## Listing of resources and suppliers.

Cork County Council	
Tourism Section – Sharon Conroy	<a href="mailto:Sharon.Conroy@corkcoco.ie">Sharon.Conroy@corkcoco.ie</a>
Environmental Awareness Office	<a href="mailto:eao@corkcoco.ie">eao@corkcoco.ie</a>

Other Resources / Suppliers	
My Waste	<a href="http://www.mywaste.ie">www.mywaste.ie</a>
Stop Food Waste	<a href="http://www.stopfoodwaste.ie">www.stopfoodwaste.ie</a>
Green Your Festival	<a href="http://www.greenyourfestival.ie">www.greenyourfestival.ie</a>
My Gug	<a href="http://www.mygug.eu/">www.mygug.eu/</a>
Down 2 earth materials	<a href="http://www.down2earthmaterials.ie">www.down2earthmaterials.ie</a>
Refill	<a href="http://www.refill.ie">www.refill.ie</a>