

# VISION 2025

Outdoor Events · Climate · Action

## End of Funding Report to EIF Board

Firstly, a huge thanks to the EIF for this vital funding of the industry steering group and its work.

It has made a significant difference to what we've been able to achieve:

- It has enabled the project to focus on delivery rather than piecemeal fundraising.
- we've been able to leverage more funding as a result, matching the EIF fund by 1.5 times.
- We have made significant progress with strategic sector projects, namely the Green Events Code, of Practice, new free-to-access resources, and research and industry collaboration on important topics such as waste and carbon emissions. This work is pioneering and being recognised in Europe and beyond.

We are proud to have been part of launching the first ever authoritative industry-wide best practice on environmental sustainability in the UK outdoor events industry, and look forward to making updates as required in future.

### Key achievements in 2023

- Secured £41k funding (including Arts Council support) for a pilot project with 10+ Local Authorities started December 2023 to understand implementation, and pathway to UK-wide adoption.
- Convened an industry working group a produced inaugural Environmental Sustainability Chapter of the Purple Guide - this is the first time best practice has been established the UK events sector on sustainability.
- Published the Zero Waste Festivals Report (comprehensive research and report on waste management at outdoor events): <https://www.vision2025.org.uk/reports-guides/towards-zero-waste-festivals-report/>
- Published Industry briefing on legislation and best practice on waste for outdoor events - <https://www.vision2025.org.uk/reports-guides/festival-industry-materials-and-waste-101/>
- Secured funding for phase 2 of the Zero waste Festivals Project – set up industry taskforce (including supply chain, Welsh Government and local authorities) on materials and waste, producing toolkit for event's organisers (launch February).
- Delivered a Sustainable Events Summit (October 23) conference + workshop bringing key industry actors together to discuss challenges and strategic direction.
- Expanded industry steering group.

- Published monthly bulletins profiling best practice, green leaders, sustainable supplier and news - see example here - <https://juliesbicycle.cmail20.com/t/j-e-sjhljt-dhszdlh-r/>

## Review of Grant Agreements

Agreement	Results
To complete and publish the Green Events Code within the year.	<ul style="list-style-type: none"> <li>Published the draft Green Events Code of Practice (working version)</li> <li>Code adopted by LIVE in principle</li> <li>Secured £41,000 funding (£20k Arts Council England and £21k from 10 x participating Local Authorities) to deliver a 12 month pilot to implement code across UK</li> <li>Conversations with DCMS and shadow cabinet ongoing about potential of green code</li> </ul>
To organise a conference before the end of the year to launch the code	<ul style="list-style-type: none"> <li>Delivered the Sustainable Evets Summit, October 2023 @ The Showmans Show</li> <li>Launched the Environmental Chapter of Purple Guide</li> </ul>
To provide a green chapter for the Purple Guide before the year end.	<ul style="list-style-type: none"> <li>Formed industry working group</li> <li>Provided chapter to EIF</li> <li>Co-Launched at Summit and in industry press</li> </ul>
To enable a free access link to the Green Events Code on the Purple Guide website	<ul style="list-style-type: none"> <li>Please use this link to Vision:2025 website where code is hosted and free to download:</li> </ul> <p><a href="https://www.vision2025.org.uk/green-events-code/">https://www.vision2025.org.uk/green-events-code/</a></p>
To provide EIF with regular progress reports on the project being funded for member meetings and a detailed final report on the project at its conclusion, as well as to these reports being published on the EIF website.	<ul style="list-style-type: none"> <li>Provided updates though the year to EIF</li> <li>Collaborated on PG chapter timeline and launch plans</li> <li>Please see text below/next page for use on the EIF website, and by way of a report on our key achievements in 2023</li> </ul>
Issue press release before and after project recognising EIF funding	<p>Beginning of grant news release was featured across industry press as part of consultation:</p> <p><a href="https://www.standoutmagazine.co.uk/feedback-wanted-on-draft-purple-guide-sustainability-chapter/">https://www.standoutmagazine.co.uk/feedback-wanted-on-draft-purple-guide-sustainability-chapter/</a></p> <p>Collaborated on news release for launch of Environmental chapter in October 2024, which featured in multiple industry news outlets e.g.</p> <p><a href="https://www.tpimagazine.com/purple-guide-environmental-sustainability-for-events-chapter-launch/">https://www.tpimagazine.com/purple-guide-environmental-sustainability-for-events-chapter-launch/</a></p>

	<a href="https://www.festivalinsights.com/2023/10/purple-guide-environmental-sustainability-events-chapter-launch/">https://www.festivalinsights.com/2023/10/purple-guide-environmental-sustainability-events-chapter-launch/</a>
To present the results of the project to EIF members either via a Zoom or face-to-face meeting	<ul style="list-style-type: none"> <li>• Very happy to present at any time – let me know when this can work for you.</li> </ul>
Recognise EIF funding support in all reports or marketing	<ul style="list-style-type: none"> <li>• Yes, EIF has been named as supporter in all communications this year</li> <li>• Vision:2025 website features EIF logo on the supporters page: <a href="https://www.vision2025.org.uk/supporters/">https://www.vision2025.org.uk/supporters/</a></li> <li>• EIF was allocated Headline Sponsorship (£2,500 value) status of the Sustainable Events Summit – see logo in program here <a href="https://www.vision2025.org.uk/wp-content/uploads/2023/10/SES23-programme_Oct_18.pdf">https://www.vision2025.org.uk/wp-content/uploads/2023/10/SES23-programme_Oct_18.pdf</a></li> </ul>

**Key achievements in 2023 (suggested text for EIF website)**

In 2023 the EIF provided £30,000 of funding to support Vision:2025 – the outdoor events industry steering group on environmental sustainability. This was for the purposes of core funds, enabling the group to focus on delivering strategic sector developments on sustainability, and to support some specific outcomes. The funding enabled the following:

- Convened a voluntary industry working group and produced the inaugural Environmental Sustainability Chapter of the Purple Guide - the first ever authoritative industry-wide best practice on environmental sustainability in the UK outdoor events industry
- Published the Zero Waste Festivals Report (comprehensive research and report on waste management at outdoor events): <https://www.vision2025.org.uk/reports-guides/towards-zero-waste-festivals-report/>
- Published Industry briefing on legislation and best practice on waste for outdoor events - <https://www.vision2025.org.uk/reports-guides/festival-industry-materials-and-waste-101/>
- Secured funding for phase 2 of the Zero Waste Festivals Project – set up industry taskforce (including supply chain, Welsh Government, and local authorities) on materials and waste, producing toolkit for event’s organisers (launch February 24).
- Secured funding (including Arts Council support) for a pilot project of the Green Events Code of Practice with 10+ Local Authorities, started December 2023 to understand implementation, and pathway to UK-wide adoption.
- Delivered the Sustainable Events Summit (October 23) conference at the Showman’s Show.

For more information please visit the website here <https://www.vision2025.org.uk>

