



Sustainability Mission: Best Practices Guide

Introduction

The SHAPE+ sustainability mission helps festivals integrate sustainability practices. This guide provides clear, verified, actionable steps drawn from actual partner experience.

Key Sustainability Areas

1. **CSR Strategy** – Develop clear governance, objectives, and stakeholder engagement.
2. **Responsible Communication** – Ensure inclusive, low-impact communications.
3. **Pooling & Sharing Resources** – Cooperate locally to use fewer resources.
4. **Waste Management** – Apply the 5Rs to reduce waste.
5. **Transport** – Minimize travel emissions with better planning.
6. **Food & Beverages** – Prioritize local sourcing and reduce food waste.
7. **Energy Management** – Monitor, audit and cut consumption.

Detailed Best Practices

CSR Strategy

Start by running a Carbon Footprint and Social Impact Assessment ([Creative Climate Tools](#)). Involve your team in workshops to choose priority actions. Create a simple governance chart with roles. Use templates from [C'Man](#) or the [Johnson Controls Toolkit](#) and align with [ISO 26000](#).

Responsible Communication

Switch to eco web hosting and digital storage. Use recycled paper and local printers. Communicate transparently. See [Julie's Bicycle Guide](#) and [GreenSpector](#) to reduce digital impact.

Pooling & Sharing Resources

List your gear and local partners. Set up a basic agreement. Join or start a local resource pool. Find EU examples at [CSR Europe](#) and [CSR Latvia](#).



Waste Management

Do a DIY audit or hire local consultants. Mark bins clearly and train staff. Partner with local waste experts. Resources: [Drastic On Plastic France](#) and [Elemen'terre](#).

Transport

Survey audiences, promote public transit, cycle parking, or carpooling. Give maps and tips online. Reference: [Audience Travel Guide](#) and [Future Festival Tools](#).

Food & Beverages

Write a procurement plan favouring local or certified supply. Offer more plant-based menus. Partner with donation charities for surplus food. Good references: [EU Farm-to-Fork](#) and [Sustainable Events Guide](#).

Energy Management

Start with an audit – for owned venues, use your bills and smart meters. DIY checklists are online, or hire certified auditors (search “ISO 50001 energy auditor” + your country). For external venues, ask for usage data or suggest a joint audit. Use results to replace old kit with energy-saving alternatives. Resources: [REPowerEU](#) and [Meegan Jones Guide](#).

Measuring Impact

Carbon Footprint: Use tonnes CO₂-eq/year. Tools: [Creative Climate Tools](#). Aim to cut by 10% per year.

Waste: Weigh waste by type. Record kg per audience member. Target 20% annual drop.

Engagement: Survey response rates. Good practice: 50%+ reply. Use short forms yearly.

Energy: Measure total kWh per event or year. Compare each year. Aim to reduce by 15%.

Transport: Track percentage using trains, bikes, carpools. Aim for gradual annual increase.

Conclusion & Resources

Review progress each year and share results. Use: - [Julie's Bicycle Tools](#) - [ISO 20121 Sustainable Events](#) - [EU Green Deal Updates](#)