

# HAY FESTIVAL

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## **The Hay Greenprint Toolkit for Improving Festival Sustainability**

### **Contents.**

1. The Top Ten Quick Wins
2. Communications
3. Catering
4. Transport
5. Waste Management
6. Site/Venue Management
7. Key Performance Indicators
8. Example of Data Requirements for a Greenhouse Gas Emissions Assessment
9. Useful Contacts

### **Introduction**

Over the last 32 years, Hay Festival has grown from strength to strength, however with that growth have come increasing impacts, both positive and negative, that we, and our audience, have on our environment.

This toolkit is partly the things we have tried and tested as well as other suggestions garnered from fellow Festival organisers and researchers. All Festivals have common elements so whilst not all the suggestions may be individually appropriate, there will hopefully be useful information for all. The Greenprint Toolkit is not designed to be a static document, as we discover new ideas and solutions, we will post and highlight these in the document. Similarly, this is not designed to be just Hay Festival's experience, if your Festival has tried and tested ways of improving sustainability, please let us know and we'll add them in.

If you want to get in touch with us with suggestions or comments and feedback please send us an e-mail.

We hope you find the information useful.

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## **1. The Top Ten Quick Wins for a Sustainable Festival:**

### 1. Reduce transport impacts.

For official travel, walk, bike, carpool or take public transport more often. Set up a car-sharing message board on your website. Offer ticket price discounts to those who travel by public transport.

### 2. Make people responsible.

Make it someone's job to check that lights have been turned off, heating is only used when necessary etc.

### 3. Recycle more.

Focus on those areas where you can make an easy difference for example cardboard or glass. You can cut back on carbon dioxide emissions and potentially save money on landfill charges.

### 4. Replace with energy efficient lighting.

Whether in the Festival office or during the Festival, replacing six regular light bulbs with compact fluorescent light bulbs will save 400kg of carbon dioxide a year.

### 5. Facilitate increased tap water use.

Bottled water has a high impact both in transport costs and in waste. Provide standpipes and encourage the public to refill their water bottles.

### 6. Avoid products with a lot of packaging.

This not only reduces carbon used in the packaging but by reducing the weight, more can be transported for less. There is also the added benefit of reducing the effort and cost to you in getting rid of the waste.

### 7. Reduce your printed materials.

Cut back on programme printing saving resources and costs. Encourage the public to use just one programme during their time at the Festival. Have a box at the exits for people to return their programmes if they do not want them anymore.

### 8. Ban the plastic bag.

There are plenty of good, sustainable alternatives to plastic bags, banning the issuing of plastic bags from the Festival venues, trade stands and stall-holders will make a sizable contribution to reducing your impact.

Hay Festival of Literature & the Arts Ltd

The Drill Hall, 25 Lion Street, Hay-on-Wye, HR3 5AD

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9. Turn off electrical devices.

Simply turning off your televisions, DVD players, stereos and computers when you're not using them will save you thousands of kilograms of carbon dioxide a year. This applies in your Festival offices as much as it does in Festival venues.

10. Ditch the disposable cups and glasses.

Use re-useable hot drinks cups and glasses for the bar, with a refundable deposit scheme. When we switched to this system, we reduced from 350 wheelie bins full of disposable cups, to just 25.

Finally...

Be part of the solution.

Don't get put off by the potential scale of the situation or by thinking that it's not worth trying – every little helps.

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## 2. Communications

### Leaflets/Programmes

Examine how your own leaflets are used, very often if leaflets/programmes are free, people will pick up and discard more than one over the course of an event. You could consider the following:

- Ensure you have an electronic programme available and point people towards this rather than your printed material.
- If you have a large programme, try to ensure that people can download/print off just the pages they need, rather than the whole programme.
- Consider having two printed programme options –a free lightweight flyer which merely lists events and times and a more in depth ‘souvenir’ programme for which you charge. This option helps financial sustainability, reduces the amount of paper consumed and also gives people something to take home.
- Reduce your overall print runs and limit how many programmes are put out for pick up. Combine this with fixed daily programme sheets, chained programmes, or digital media for those merely wanting to confirm timings/venues.
- Place programme/leaflet recycle points at venue exits for people who are leaving and no longer require their programme – ensure you check for quality before re-issuing.
- Make sure that you have appropriate paper recycling bins available for programmes no longer useable.
- Ensure any programmes you print are on recycled paper and try to use vegetable inks/dyes rather than mineral based ones. If you cannot ensure these, any paper you use should come with a Forest Stewardship Certification (FSC), and you should be able to use a mix of mineral and vegetable dyes.
- Be aware that recycled paper is sometimes thicker than standard paper so watch out for weight increases and also postage charges/sizes.
- Avoid using plastic wraps around programmes or if used, ensure they are able to be recycled and are clearly marked as such.
- Include details of public transport, pedestrian and cycle routes to and from your venue.

### Marketing, Informing and Research

- Try to use e-mail as much as possible, direct marketing to Friends groups, contact lists etc with electronic adverts, programming information etc vastly reduces both paper usage and costs of postage and printing.
- Ensure what you are doing is highlighted around the site, on any literature, by the speakers, on any running projections.

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- Undertake surveys of visitors, traders, staff and guests to gather ideas and comments on what you have done and what you could do in the future.

## **Ticketing**

- Encourage people to book and pay on-line.
- Consider electronic ticketing in the same way as many airlines do. You will need to consider how you authenticate self-printed tickets however with the use of databases and bar-codes or unique reference codes it is quite feasible.

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## 3. Catering

Whether you are selling pitches for outlets catering to the public or providing catering for staff, there are a number of questions you should be asking if you want to improve your sustainability.

- Keep your suppliers/contractors as local as possible, this not only keeps travel down to a minimum but it also helps to keep money circulating within the local community.
  - Check on the provenance of the food and drink, for instance is it locally produced, is it organic, free range, Freedom Foods, Fair Trade etc. There are a large number of different standards that food can be labelled with however the key criteria to aim for, whatever the standard are as follows (in no particular order):
    - Locally produced
    - Minimum processing & packaging
    - High standards of animal welfare
    - Sensible usage of fertiliser whether organic or inorganic
    - Minimal usage of pesticides whether organic or inorganic
  - Try to ensure any packaging that the food and drink arrives in is recyclable and is recycled.
  - Ban the plastic bag from all of your outlets. There are plenty of good, sustainable options available and it sends a clear message about your intentions.
  - Insist that any crockery and cutlery are re-usable within any seated catering venues.
  - Re-useable cup systems can dramatically cut the amount of waste generated, these can work for cold and hot drinks as well alcoholic ones. Customers can either be asked to buy their cup or you can use a deposit system and of course, ask them to bring their own instead.
  - Where take-away catering is provided, there are a number of crockery and cutlery options:
    - Insist on compostable items and provide suitable waste containers
    - Sell re-usable crockery at the outlets.
    - Use recyclable items and provide a cleaning service (contaminated items cannot be recycled).
  - If you are providing staff catering, plan the meals to allow ordering in bulk, reducing transport, packaging and also cutting costs.
  - Avoid single sachets of salt/sugar/coffee etc. The packaging is wasteful and due to the small size they can easily end up scattered around your site.
  - Provide water standpipes with push button taps around your site and make sure drinking water taps are clearly identified. Encourage people to refill water bottles rather than buying more and more bottled water.

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- Offer all the used coffee grounds for the public to compost
- Donate surplus food to local charity – make sure you abide by all relevant Environmental Health Legislation regarding sell by dates etc.

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## 4. Transport

Transport is one of the major areas you will need to consider if you want to improve the sustainability of your Festival. You should look at the Festival's transport management and also at how the public arrive at your Festival. Your own transport management is much easier to control than the public but there are incentives you can put in place to help people choose a lower impacting transport source.

### Official Transport:

- Encourage any of your invited guests/artists to travel to your venue by public transport as far as possible. Offer to book transport arrangements to make it easy for them.
- Utilise the options available for electric, hydrogen and hybrid cars when considering official cars and sponsors.
- Where possible, use public transport for staff journeys.
- If you have to use cars, ensure you plan staff journeys to minimise travel and maximise the use of time.
- Consider training your official drivers in defensive driving techniques, these train drivers to anticipate situations more effectively, reducing hard braking and accelerating and thereby cutting fuel consumption.
- Use telephone and video conferencing if possible during your planning rather than always travelling to meetings.
- As technology advances, consider the options of live video link-ups rather than bringing artists from all around the world.
- Consider using bio-diesel for your own transport requirements. However there are major sustainability issues over the use of food crops for bio-diesel so you should try to source recycled cooking fat.
- Hire a bio-diesel tank for your site and use it in generators, fork-lifts, official cars etc. Make sure you check with the hiring company that they are content with bio-diesel being used. You may need to use a mix of bio-diesel and normal diesel.

### The Visiting Public

It is highly unlikely that you will have complete control over how the visiting public transport themselves to your Festival. However there are a number of ways in which you can influence their decision.

- Offer a discount on ticket prices for those people who arrive by public transport, foot or bike. The Eden Project in Cornwall do this very well at present.
- Ensure that you have good, secure bike parking, close to the venues – make it easy for people to choose this option.
- As an incentive - offer a bike maintenance service to people arriving at the site. When they come back from their events, their bike has been checked and serviced.

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- On your web-sites and publications ensure that all the options for public transport are clear and unambiguous, do the work for the visitor and don't hide it away at the back somewhere.
- Highlight any pedestrian and cycle routes to and from your venue.
- In your press releases, always promote the sustainable transport links when relevant.
- Provide access to recharging points for electric cars.
- If you have a message-board on your web-site, set up a car-sharing page. Not only can this reduce the number of cars coming to your venue, it is also a great way for people coming on their own to the Festival to meet like minded people before they even arrive.
- Consider the location of your Festival venues, if you have a choice, look for venues with good public transport links.
- The key to getting people out of their cars and onto public transport is to make it easy to use, competitively priced and marketed profusely. We have worked with a private sector operator to provide 20 extra double decker buses every day between Hay and our nearest train station in Hereford.
- If appropriate, use park and ride schemes to reduce congestion around your site and local area.
- Use a shuttle bus to ferry people around dispersed venues or into town if appropriate to your location.
- Consider running a regular shuttle bus out to surrounding villages where there are accommodation providers.
- Cycle-rickshaws are a sustainable and fun way of transporting small numbers of people around. They will require a taxi licence if they are charging for the service.
- Charter buses or trains and promote these as 'Special Festival Transport Links'. You could consider paying a poet, author or musician to be on board to provide a special event for the visitors as they travel to the Festival. Include this in the ticket price of the transport and everyone wins.

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## 5. Waste Management

Any festival will produce a range of waste products through the general management and running of the event. The key aim of any waste management system should fit with the general principles of reduce, re-use, re-cycle before the final option of landfill.

### General Recycling

- As landfill charges increase, it will become more and more economical as well as more sustainable to recycle. Check out what your local prices are per tonne at the moment, it is already cheaper to recycle some items than to dump them.
- You should ensure that you have recycling facilities for the public, direct Festival waste and any contractors/stand holders waste.
- The type of system you use will depend on the types and numbers of venues you have however a mixture of small bins distributed around the site and central large storage depot is normally most efficient.
- You will need to identify a team to collect, empty and sort the waste that will pile up very quickly if it is not efficiently managed. As it is not the most attractive of jobs, ensure you rotate people round the worst jobs, pay reasonable wages and show your appreciation.
- Having someone to sort the waste before it is put in the main skips will vastly increase the amount recycled. This applies even if you have separate bins on site; it is very easy for one person to contaminate a whole bin worth of sorted waste.
- You should minimise the numbers of times waste/skip lorries come to the site both for cost, fuel, vehicle movement and noise reduction purposes. You should therefore try to maximise use of the skips by crushing boxes and plastic for example.
- Cardboard is often one of the largest areas of waste production. You may be able to justify renting/buying a cardboard baling machine that will maximise available space. You could consider joining forces with other local Festivals/businesses to maximise the use of a baling machine.

### Reducing Waste

- Place a limit/moratorium on any leaflets distributed by other organisations/companies who have stands on/at your venue. Include an explicit, added financial charge for recycling if leafleting is agreed, this helps both to cover your costs and may lead to a re-think by the organisation/company.
- Place programme/leaflet recycle points at venue exits for people who are leaving and no longer require their programme – ensure you check for quality before re-issuing.
- Make sure that you have appropriate paper recycling bins available for programmes no longer useable.

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- **Compostable Plastic versus Bio-degradable Plastic**

**Biodegradable** plastic will degrade as a result of a naturally occurring microorganism such as bacteria. There is no requirement over how long this should take or for leaving no toxic residue. In order to also be classified

**Compostable**, the degradation must meet certain specified criteria such as rate biodegradation, maximum residue of material left at a specific point in time and a requirement for the material to have no harmful impact on the final compost or the composting process. All compostable plastic is therefore also biodegradable. The standard for compostable plastic used is the European standard EN-13432.

**Degradable plastics** are not compostable. Most of the products using the label degradable plastic, will undergo a significant change in its chemical structure under specific environmental conditions resulting in a loss of some properties. They are oil-based products with special additives that assist their breakdown. Biological activity is not a significant part of the degradation of these products, or the process is too slow to earn the classification biodegradable or compostable (the biological degradation will typically take many years or it leaves a toxic residue).

- Create a 'Re-use Zone' where items which could be reused are stored and offered to the local community. Photograph the items and use social media to share what's available, you'll be surprised at how much is taken.

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## 6. Site/Venue Management

Depending on your particular situation, you may or may not have direct control over some the areas detailed below. However even if you do not, you can still ask questions of those who do to encourage change.

### Lighting

- Try to use natural light as much as possible, design your venues to make this easy.
- Where appropriate, use LED or low energy lighting for stages, walkways, floodlighting etc, etc.
- If you cannot use LED lighting for your stage lights, make sure you use discharge lights which reduce consumption.
- If you have a number of venues on one site, rationalise the power distribution to keep a balanced load on the national grid, reducing overall consumption.
- Use local suppliers where possible for lighting – transporting lighting rigs as few miles as possible makes a big difference.
- Use light sensors and timers to control the lighting of public areas but do make sure you have a manual override switch.
- Make sure you switch off unnecessary lighting – make someone responsible for checking sites and venues.

### Ventilation

- Ensure your natural ventilation is easy to regulate, venues can get hot and stuffy in the summer and air-conditioners are unsustainable.
- Natural ventilation is made easier if you work with the laws of thermodynamics – ensure that you can open vents in the roof/upper walls and at ground/floor level, the hot air will naturally escape through the upper vents, pulling in cooler air from the lower ones.
- If you know you are going to have hot venues, you could have your programme designed to be usable as a fan.
- If you need to powered ventilation, consider using solar panels to provide the electricity.

### Toilets

Toilets are likely to be one of the main uses of water on your site/venue. If you are bringing toilets to site you can ensure you get what you want. Once again if you are using a venue which already has toilets as part of the infra-structure, ask the questions – are they dual/low flush, do they have water saving devices fitted etc.

- If you are bringing toilets to site look for options which re-cycle grey water.
- If your Festival is occurring over several days it is likely that you will need to get the toilets emptied. If this is the case, try to maximise the holding tank capacity to reduce the number of times the waste tanker visits the site.

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- Ensure you know what is happening to your waste once it leaves site – get and keep the waste transfer notices.
- If chemical toilets are the only option, use a bio-degradable product such as Elsan Green.

## **General**

- Electric buggies now come in all shapes and sizes including ones with flat bed loading platforms, with or without sides. As they are very quiet they are ideal for using where vehicle noise would interrupt performances and if you have a green electricity supply, they are carbon minimal.
- There are a number of low power needs that can be sourced from solar panels including mobile phone, i-pod and computer recharging points.
- If you are dressing your venue with foliage and flowers, use living plants where possible and if you do use cut flowers, try to get as locally grown as possible however do be aware of the energy needed to hothouse flowers in this country
- If you are providing baby products as part of family friendly policies, source eco-friendly baby products for example wipes and nappies.

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## 7. Objectives and Key Performance Indicators

In order to assess how you progress it is important to have clear idea of your objectives, impacts and measures of success. You firstly need to have some clear objectives detailing what you are trying to achieve.

Examples of sustainable objectives you may set are:

- To reduce the use of all raw materials, energy and supplies
- To reduce pollution, emissions and waste
- To raise awareness, encourage participation and train employees in environmental matters
- To expect similar environmental standards from all suppliers and contractors
- To educate and assist festival visitors in reducing their carbon impact and improving their own sustainability
- To comply with the requirements of environmental legislation and approved codes of practice
- To assess where practical, the environmental impact of all current and likely future operations
- To continuously seek to improve environmental performance

### The Key Performance Indicators (KPI's)

A KPI is merely a way of measuring how the organisation is doing in meeting its objectives.

Examples of KPI's for the above objectives are:

- Total Resources consumed per annum/event (KWH of electricity, tonnes of paper, litres of water, litres of gas etc)
- Total waste produced (percentage recycled to percentage sent to landfill)
- Emissions produced (total tonnes of CO2 produced etc)
- Record of staff training and changes in office management (reduction in waste, electricity use etc)
- Changes in contractor behaviour (amounts of waste produced, total food miles, total contractor miles etc)
- Changes in visitor behaviour (percentage of people travelling by car or public transport per annum/event etc)
- Hazardous waste produced and how disposed (compliance with Environmental legislation etc)

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## **8. Example of Data Requirements for a Greenhouse Gas Emissions Assessment**

This document details the information needed in order to carry out an assessment of the emissions arising from a Festival.

The data requirements have been laid out in 5 sections, each of which relate to a specific area of emissions producing activities.

Within each section, some questions may not be relevant (for example, gas may not be used). If this is the case, they may be omitted.

### **General information relating to the Festival**

1. How many people will be attending the Festival?
2. Where will the Festival be held?
3. What is the average number of days each person will attend the conference?
4. How many venues will be used?

### **Visitor/Artist Travel and Accommodation**

5. How will each person be travelling to the Festival? This should include both internal and international travel, and it should include the mode of transport and the travel route for each person travelling. (This can be worked out as an average using post-code information)
6. What will be the average number of accommodation night stays per person

### **Energy use for each venue throughout the duration of the Festival**

7. Electricity (in kWh), with proportion (%) supplied from renewable sources if applicable;
8. Gas (in kWh or m<sup>3</sup>);
9. Heating oil (in litres);
10. Backup generators – diesel used (in litres);
11. Refrigerant gas loss (in kg plus type of refrigerant)

### **Waste production during the Festival**

12. How much waste will be produced during the Festival (by volume or weight)?
13. What is the typical composition of this waste (e.g. 50% food waste, 25% plastics, 25% paper)?
14. What is the destination of this waste?
  - Landfill
  - Incineration
  - Recycling

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## 9. Useful Contacts

### **ISO 20121- Sustainable Events Management Standard**

<https://www.iso.org/iso-20121-sustainable-events.html>

ISO 20121 offers guidance and best practice to help you manage your event and control its social, economic and environmental impact.

### **Julie's Bicycle**

<https://www.juliesbicycle.com/>

**Julie's Bicycle** inspires and enables the cultural sector to lead a collective response towards a low-carbon economy.

### **A Greener Festival**

[www.agreenerfestival.com](http://www.agreenerfestival.com)

A not-for-profit website dedicated to helping Festivals around the world adopt environmentally friendly practices.

### **Powerful Thinking – Sustainable Energy for Festivals**

<http://www.powerful-thinking.org.uk/>

Powerful Thinking is a not-for-profit industry think-tank working towards smarter energy management practices in the live events industry. We are a coalition of industry stakeholders, working together to drive positive change for businesses, audiences and the environment.

### **Go Ultra Low Campaign**

<https://www.goultralow.com/>

Electric cars are practical, cheap to run and fun to drive. Find out more about charging, government grants and which electric car is right for you.

### **Campaign for Better Transport**

<http://bettertransport.org.uk/>

Campaigning group for sustainable transport.

### **Green Car Guide**

<https://www.greencarguide.co.uk/>

Advice on sustainable driving techniques and sustainable comparisons of different makes and models of cars.

### **The Forest Stewardship Council**

[www.fsc-uk.org](http://www.fsc-uk.org)

The leading certifier of sustainably managed woodlands. Helps to ensure that the timber you buy has come from a sustainable source.

### **Centre for Alternative Technology**

[www.cat.org.uk](http://www.cat.org.uk)

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Mid-Wales based organisation giving advice and information on sustainable living, products, management etc.

## **The National Energy Foundation**

[www.nef.org.uk](http://www.nef.org.uk)

Advice on sustainable energy suppliers and on how to reduce energy use.

## **WRAP**

<http://www.wrap.org.uk/>

WRAP is a registered charity. It works with businesses, individuals and communities to achieve a circular economy through helping them reduce waste, develop sustainable products and use resources in an efficient way

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