

# Guernsey Tourism Management Board

## Event Sustainability Report 2025

## **Guernsey Tourism Management Board – Event Sustainability**

### **Summary**

Blue Parameters have created the following report, on behalf of the Guernsey Tourism Management Board (TMB), to support delivery of an event sustainability charter and pledge (C&P). This will be part of a strategy by the TMB to lead towards more sustainable tourism in the future.

This is specifically focused on a series of events on island and will to a certain degree be a comparative baseline, on which further developments can be based. Regular review and updates will be undertaken to make sure that targets remain current and achievable.

While the charter and pledge itself will be a straightforward document, it will reflect a great deal of detail and understanding of what the TMB is looking to achieve. In addition, it must have very clear connections to Guernsey as an island, and a visitor destination.

### **Sustainability Overview**

Sustainability has become an agenda priority, for companies, countries and organisations, as well as consumers. The global targets for countries to reduce emissions by 2050 are driving national agendas (which filters down to regional and local level).

Consumer considerations are also now more paramount, be that those of institutional investors of multinationals, or residents/communities looking for cleaner transport and better recycling facilities.

In reference to Guernsey Tourism, sustainable changes must be made by both service providers and consumers to meet these increasing demands. The solutions and resources which enable changes within this sector must be well considered and remain practicable and measurable.

### **Perspective**

There is still widespread use of what is termed ‘green washing’ where claims and practices in sustainability, if investigated, do not deliver what has been promised. As a consequence of this, there is often suspicion surrounding sustainability claims and their authenticity.

Consumers are also becoming more committed to looking into and verifying claims presented to them and have a better understanding of the issues e.g. knowledge of impact of carbon emissions, and the difference between biodegradable and compostable.

The use of social media to highlight green washing or claims which cannot be substantiated can damage the credibility of those involved and negatively impact engagement and trust.

With this in mind, it is considered better to achieve smaller targets towards sustainability, that can be verified and can be part of a long-term strategy, than it is to promise unattainable standards. Auditable records of achieved standards should be maintained to provide credibility and justify the sustainability charter.

## **Guernsey**

Guernsey as an island community has the resources and ability to run events that are of a high sustainability level. It is operating with known parameters, which gives the TMB a unique opportunity to achieve practicable and maintainable sustainability outcomes.

### **Key Advantages**

- Transport – TMB can control and influence public and private transport to and from events.
- Waste management – with few waste management companies on Island, the facilities which can be set up at events, and information on waste/recycling targets can be to a high standard.
- As events are relatively small when compared to UK standards, and there are a smaller number of businesses providing resources and facilities – therefore more ability to engage, influence and set standards.
- Awareness – with local media and municipal authorities (Parishes) the ability to communicate what is being aimed for (and follow up results) are good.

### **TMB – Aims**

As the authority initiating and driving this sustainability change, it is important that internally the reasons for doing so are clear. It will need to align (as much as possible) with SOG policy but have no political ties. Sustainability needs to be dependent on its neutrality.

A mandate setting out the aims needs to be understood and have commitment from those carrying it out. Aiming for more sustainable events is laudable, but the reasons why and the value and benefits, need to be clearly defined and communicated.

It is clear why sustainability is important, and that there is a national and global shift towards it. However, for smaller events and local engagement there needs to be good understanding of the benefits which may include financial gain, positive outcomes for the common/community good (which has a PR value) and support in achieving better environmental practices (**BEP**).

## **Event Results/Follow Up**

If sustainability is to have a value, then those engaging need to be clear about what the aims and achievements are. An example is waste – a blanket statement saying that a reduction in landfill and more recycling has been achieved at a music festival is positive – but vague, it can however read like this.

*‘TMB and the team at the Folk/Food festival reduced the use of SUP bottles by 80%, and recycled 1.5 tons of rubbish. Waste for landfill was 420 Kilos – and we aim to reduce this figure at next year’s event. Our thanks go to (businesses/bands/suppliers/ and all those attending who helped us achieve this.*

*We also, by working with local bus services and hybrid/electric taxis reduced the CO2 emissions by ..... Thanks to those taking part and Guernsey based Future Tracker for the DATA analysis’.*

The use of data is imperative to be able to prove achieved levels, and to show year on year improvements.

## **Financial Support/Grants**

Weighting will be given to those event and activity providers who take into consideration the move to a more sustainable offering. This is a great incentive for those who apply but must be carefully managed and not just be attainable without an evidence-based approach.

## **Publicity**

The VisitGuernsey consumer and trade websites, emails and social media, and any communications, need to highlight who was supported and why at these events – which will give a natural accountability and keep standards high. Prior to and following each event the aims and achievements need to be promoted. This should develop a natural competitive atmosphere as the next event will be trying to achieve a better standard.

## **Awards and Incentives**

- Any events being supported by the TMB will be assessed with post-event evaluation forms which will demonstrate how sustainability has been factored into plans as well as the execution of a new or existing event.
- The TMB will work with the States of Guernsey to create a suite of assets that can be used by organisers to highlight their commitment to a more sustainable future for event.
- VisitGuernsey will prioritise promotion of sustainable events in their consumer facing marketing.

**Process/Organisation**

- TMB needs to set out an internal policy document clarifying why it is supporting sustainability at events. Anyone from the TMB when asked about the policy should be giving a clear and consistent message (this applies to internal as well as external).
- External communications with the highlights, aims and benefits for the event and the island.
- An application process for all events, and stakeholders, including the Charter & Pledge.
- Set up a working group of key stakeholders: waste, transport, sites, facts and figures (quantifying) who can support and improve processes and achievements.
- Statement for each event – and a follow up post event with achievements.
- Register on website for those participating – everyone wants to be seen as being positive and creates a natural accountability – also a sign/symbol for each stand at the event.
- Documentation of the cumulative effects and benefits of this policy, with clear and accessible results. Look at getting feedback, ideally with direct engagement with stakeholders (online forms only give basics and are often not completed post event).
- Look to engage with local organisations – Community groups, schools, environmental groups who can support, raise awareness.
- Regular review of auditable data. A minimum of three years needs to be considered - this will give facts and figures which will clearly demonstrate both the benefits, as well as where improvements have been and need to be made.

**Charter/Pledge – Target Options**

| <b>ACTION</b>                         | <b>REASON</b>   | <b>EFFECT</b>   | <b>QUANTIFY</b>   |
|---------------------------------------|---|---|---|
| Waste Management                      | Reducing waste to landfill is a key consideration in sustainability.                          | Reduction in landfill requirement and increases the use of reusable/green alternatives.                           | Waste authority will be able to provide weights/quantity/type.  |
| Power                                 | How is event powered? – grid/generators/solar. How many Kwh used overall?                     | Green alternatives to fossil fuelled power supplies will reduce carbon footprint.                                 | Total of Kwh used, and the sources.<br><i>Note: a firm like Future Tracker can create a very accurate Co2 figure.</i> |
| Travel                                | Reducing fossil fuelled based transport to/from an event can greatly reduce carbon emissions. | Will get people thinking about travel – with buses, cars and taxis Co2 information can be calculated              | Track number of cars using parking facilities, request transport figures from local transport firms, i.e. buses.gg    |
| Tickets                               | E-Tickets should be available for events.   | Reduction in printing and paper waste where digital tickets are used.   | Can be measured against those who bring printed tickets.  |
| Printed Matter                        | How many flyers, brochures, posters are printed.  | Digital media reduces printed matter and reduces waste.   | Cost and effectiveness – using sites like google analytics.   |
| Stands                                | Type of stand/stall? Are they one off, permanent/reused? Single use carpet/flooring?          | Reusable stands/infrastructure reduces waste.   |   |
| Lighting - Event/stands/ stalls       | LED, Solar  | Reduction in Kwh and therefore lower reliance on fossil fuelled power generation.                                 | Energy consumption can be calculated comparative to standard lights.  |
| Cable Ties                            | These are a single use plastic (SUP)  | Reusables are available and SUP are likely to end up in landfill.   | Reduce waste – raise awareness  |
| Giveaway souvenirs/corporate freebies | Normally one-off use/low quality/plastic  | Physical products have a carbon footprint associated with their manufacture and are likely to end up in landfill. | Reduce waste – raise awareness  |

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| Stickers                                     | SUP   | Non-Recyclable in most instances.  | Reduce waste – raise awareness  |
| Water  | SUP, transport of bottles   | Reusable vessels reduce SUP at events and are less likely to end up in landfill.   | SUP from drinks can be quantified by waste solution provider.   |
| Food/Drink Stands – Food vessels and cutlery | SUP, Condiments, Takeaway food packaging, Cups                                | Reduce waste which cannot be recycled – any waste like this goes to landfill. Compostable vessels are a viable alternative, but provision must be made for easy access to waste route. | Can get quantity of contaminated food/drink waste vessels which are processed by event waste solution provider. |
| Suppliers                                    | Encourage local businesses, foods and services.                               | Income for local business and lower transport environmental effect.  | Proof of supplier.  |
| Off Island Visitors                          | Ferrys and Airlines need to be engaged to include financial and tourism gain. | Wider and more effective stakeholder engagement  | If there are events which are visited attended from off island numbers are important.                           |

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