

Are you a part of the problem
or the change?

Guide for Managing Audience Mobility in a Sustainable Way



How many people came to your festival in the previous year?
How did they travel?

Not knowing might put you into the problematic bracket... but we are here to help you!

Large music festivals bring together thousands of people, creating a significant environmental impact, especially from transportation.

Festivals can generate a footprint of 500 kg of carbon dioxide per person, counting roundtrip travel, but it can reach up to 1500 kg when extensive travel is needed. These are concerning figures!

Source



Managing audience mobility sustainably is critical to reducing this impact. This guide will help festival organisers understand and implement effective strategies to achieve this goal, supported by examples and statistics from festivals already making strides in this area.

Whether you are part of a smaller or major festival, we will show you how you can influence, measure, and track your audience mobility with the single goal of being at the forefront of the sustainable movements of music events!

Let's dive in!

Ground 0

Before implementing practical measures, it is essential to understand your starting point. This means assessing the festival's current mobility behaviour is where we start.

An audience audit is a great tool to evaluate the current impact of audience mobility on your event's carbon footprint. Here's how you can get started:

1

Conduct Audience Surveys:

Distribute surveys to gather data on how attendees travel to your event. Ask about their modes of transportation, distances travelled, and carpooling habits.

2

Utilize Online Carbon Calculators:

Use tools like KINTO Join's Footprint Calculator to estimate emissions. Next to CO2 footprint this tool provides useful estimates of the expected emission reductions if sustainable commuting is implemented at 25%, 50% and 75%.

<https://www.kintojoin.io/corporate-commute-calculator/>

3

Analyze Data:

Compile and analyse the collected data to identify the most common and carbon-intensive travel methods used by your audience.

According to A Greener Festival, audience travel can account for up to 80% of a music festival's total carbon footprint. For example, a study on the Glastonbury Festival revealed that audience travel generated over 13,500 tonnes of CO2 in a single year.



Influence your audience's travel habits

With a clear understanding of your current mobility impact, you can start the mindset shift towards sustainable mobility ways within your audience.

Making sustainable travel available and accessible can drastically help you achieve emission reduction coming from your audience's mobility.

Here are some effective strategies:



1

Provide Information

Clearly communicate sustainable mobility options on your event's website, social media, and in promotional materials. Include maps, schedules, and links to the apps that can help.

2

Encourage Carpooling

Use Ride-Sharing Apps: Collaborate with ride-sharing platforms like KINTO Join or create your own carpooling network. Encourage attendees to share rides by offering incentives such as priority parking or discounted tickets. Coachella in California promotes carpooling with incentives like VIP passes and backstage tours for carpoolers.

Moreover, you can highlight the benefits of carpooling, such as cost savings, social opportunities, and environmental impact reduction. Use social media and event communications to spread the message.

A survey by the UK's Department for Transport found that carpooling to festivals could reduce the number of cars on the road by up to 30%, significantly cutting down emissions.

3

Support Cycling and Walking

Start by providing bicycle facilities. Offer secure bicycle parking and storage facilities close to the event entrance. For example, the Roskilde Festival in Denmark provides extensive bike parking and encourages attendees to cycle to the event.

4

Promote Active Travel:

Share maps and guides for safe cycling and walking routes. Highlight the health benefits and environmental advantages of choosing these modes of travel.

5

Use Shuttle Services

Set up shuttle buses from major transit hubs, city centers, and popular hotels to the festival location. Ensure shuttles run frequently and are timed to coincide with event schedules. The Burning Man festival offers a Burner Express Bus service to transport attendees from major cities to the festival site. Where possible, use electric or hybrid buses to further reduce emissions.



Leverage Technology

Implementing sustainable mobility solutions like apps can help in reducing CO2 footprint. Consider these technological tools:

Mobile Apps:

Develop or use existing apps to help attendees plan their trips using the most sustainable options. Apps can provide real-time updates on public transit, carpool opportunities, and shuttle schedules.

Real-Time Data:

Offer real-time updates on transportation options, including

shuttle schedules and traffic conditions, to help attendees make informed decisions.

Carbon Footprint Calculators:

Integrate tools within your event app or website that allow attendees to calculate and track their carbon footprint based on their chosen mode of transportation.

According to the UK-based organization Julie's Bicycle, implementing real-time travel information can improve public transit usage by up to 20%.

Communicate and Educate

Educating your audience about the importance of sustainable mobility is crucial:

1

Highlight Environmental Benefits:

Use your event's platforms to share the environmental benefits of using sustainable transportation options. Explain how each small action contributes to a larger impact.

Managing Director at Bye Bye Plastic, Camille Guitteau, perfectly summed it up when interviewing with MixMag Magazine.

"Very simply, the planet is our only

dance floor," Guitteau said. "It's important for every industry and for every individual [to be eco-friendly] right now, it's our responsibility for each of us, both past and future generations."

Nothing will change if nothing changes. The music festival industry and festival-goers must be willing to take the initiative and work toward being a more sustainable environment in order for positive change to occur.

2

Share Success Stories:

Showcase success stories and statistics from previous events to motivate attendees. Highlight reductions in carbon emissions and increased participation in sustainable travel.

3

Provide Tips:

Offer practical tips and information on how attendees can reduce their carbon footprint. This could include advice on carpooling, using public transit, or cycling to the event.

Monitor and Improve

Continuously monitor the effectiveness of your sustainable mobility initiatives:

Gather Feedback:

Collect feedback from attendees on the transportation options provided. Use surveys and social media polls to understand their experiences and preferences.

Measure Impact:

Use the data collected to measure the reduction in carbon emissions compared to previous events. Analyze the success of different initiatives to identify what worked best.

Key metrics to consider:

Number of carpoolers, Number of shared ride, Average car occupancy, Parking occupancy, Mobility cost reduction, Emission Savings.

Make Improvements:

Use insights gained from feedback and

data analysis to make informed decisions for future events. Continuously refine and improve your mobility strategies to enhance sustainability.

The Bonnaroo Music and Arts Festival in Tennessee reported that their sustainability initiatives, including a ride-sharing program, helped reduce their overall carbon footprint by 18% over three years.

By following these steps, festival organizers can significantly reduce the carbon footprint of audience mobility, contributing to a more sustainable and environmentally friendly event. Sustainable mobility not only benefits the planet but also enhances the overall experience for attendees, creating a positive and lasting impact.

By adopting sustainable practices, your festival can become a leader in environmental responsibility.

KINTO Join – Leader in sustainable audience mobility

Book an expert consultation to discover quick and reliable ways to make your festival's mobility more eco-friendly.

[Book a consultation](#)

***Huge Crowds, Huge Impact, Huge Fun?
Make Your Events Huge on Sustainability Too!***

