ECOPASS
Your festival passport to waste free fun

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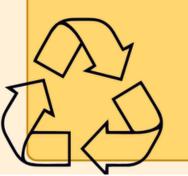Our sincerest thanks to James.M.Jennings@illinois.gov, for acting as our specialist advisor.

The issue

Mega festivals like Glastonbury, Coachella, and Creamfields are celebrated for their music and cultural significance, acting as an opportunity to unite people and recognise the work of music artists. However, they leave behind significant environmental impacts, most notably waste production. UK festivals alone produce 23,500 tonnes of waste annually, with only a third being recycled and 250,000 tents abandoned. The remainder of this waste is incinerated, which produces harmful GHGs, or ends up in landfill, which can contaminate water sources, disturb habitats, and produce GHGs as the waste is broken down. Most waste comes from single-use plastics like bottles, straws, and food trays, as well as the non-biodegradable glitter used by some participants. Whilst 80% of festival-goers aim to reduce their environmental footprint, a viable solution to this issue demands innovation and a community-wide contribution.

Our solution

Introducing our innovative **Festival Waste Passport and Waste Management App**, designed to tackle waste at festivals effectively by influencing the habits of festival goers, whilst inspiring a new era of sustainability.

- Festival Waste Passport
  - A user-friendly tool for tracking and managing your festival waste.
- 📱 Waste Management App
  - Connects individuals, groups, and festival organizers to streamline waste reduction efforts.

SDGS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

15 LIFE ON LAND

Features of the app

- **Map of bins and recycle stations**
- **Tracking waste/ sustainable practises**
  - QR codes at recycle bins
  - Tracking how much plastic you're purchasing
- **In app daily challenges**
  - such as 'fill a bin bag of rubbish and bring it to...'

  - These will go towards a **Sustainability point system** where you can compete with other people via leaderboards, or try to achieve personal goals. This aims to encourage participation

  - gaining you **discounts from food and merchandise** stands, and **access to exclusive events**

- **Real time impact dashboard**
  - shows current amount of waste
  - encourages participation

Positives of this app

Waste Reduction:
Discourages the use of single-use plastics, hopefully reducing the overall waste, making festivals more sustainable and environmentally friendly.

Behaviour Change:
Promotes awareness and cooperation among festival goers, encouraging eco-friendly habits.

Community Engagement:
Encourages teamwork and collaboration, strengthening cooperation within the festival community. By integrating this innovative tool, festivals can beocme cleaner, greener, and more connected

How will it be implemented

- **Development of the App:**
Collaborate with skilled app developers to create an intuitive and user-friendly app, meanwhile keeping our main goal of reducing the environmental impact of festivals firmly at the centre. This would be done by integrating features for tracking waste reduction activities, redeeming rewards, and recognising user engagement.
- **Partnership and Sponsorship:**
Partner with eco-friendly brands to provide rewards and promotional materials.
Secure sponsorships to support the development and expansion of the app and incentivize sustainable behaviour within a wider community.
- **Promotion:**
Launch a social media campaign to promote the app to our target market, and encourage pre-registration by educating people on the benefits of the app and begin encouraging festival goers to become more responsible with their waste habits.

Challenges to its success

Lack of Understanding & Financial Resources:
- There is insufficient awareness of the potential benefits of mobile apps in waste management, which affects the acquisition of financial resources for research and innovation.

Technology Accessibility:
- Smart phone usage may not be widespread in certain regions (such as rural, underdeveloped areas), limiting the reach and utility of mobile apps. However, festivals are less common in underdeveloped regions due to the cost of running a festival.

Standardization:
- Mobile systems in waste management need standardization to allow for cooperation and data exchange across platforms, to allow for international coordination.

Literacy and Education:
- Festival goers must be educated on the importance of sustainable waste management in order to be encouraged to use the app and alter their habits.

Future expansion

Our solution is designed to cater to many different types of cultural, religious and music festivals, offering an eco-friendly alternative to traditional festival practices. By integrating our app at a wider scale, the impact felt would become greater, with more people becoming educated on sustainable practices. A rising demand for sustainability by the general population at festivals will force festival providers to shift their practices into being more sustainable in order to fit the demands of their market, which can also bring about further sustainable innovation.

References

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