



SUSTAINABILITY AT D&AD FESTIVAL 2019

AS A NON-PROFIT ADVERTISING AND DESIGN ASSOCIATION, ALL D&AD'S SURPLUSES GO STRAIGHT INTO PROGRAMMES SUCH AS NEW BLOOD, INSPIRING THE NEXT GENERATION OF CREATIVE TALENT AND STIMULATING THE CREATIVE INDUSTRY TO WORK TOWARDS A FAIRER MORE SUSTAINABLE FUTURE.

WE PUT SUSTAINABILITY AT THE HEART OF DECISION MAKING, INCLUDING ENVIRONMENTAL, AND ARE COMMITTED TO TRANSFORMING THE COMPANY AS A WHOLE IN ORDER TO REDUCE OUR ENVIRONMENTAL IMPACT.

Sustainability underpins all of D&AD’s activities, both externally within the creative community and internally as an individual organisation.

As part of D&AD’s Corporate Social Responsibility (CSR), we take account of our environmental impact, always striving to improve.

Since 2015 we have conducted annual environmental audits. Previous audits have reported that the D&AD Festival emits the most greenhouse gases out of all our activities.






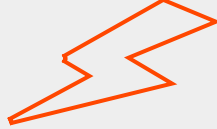


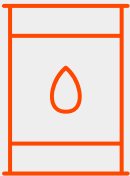


The 2019 environmental audit focuses on the festival’s performance, designing and building a more sustainable event for the creative community to enjoy.

Overall Results	Tonne C02e	Conversion Factor	
Flight Travel (km)	183		
Domestic (km)	4	0.27867	kg C02e per passenger km
Short-haul economy (km)	12	0.16508	kg C02e per passenger km
Long-haul economy (km)	167	0.14678	kg C02e per passenger km
Energy	5.7		
Grid electricity (kWh)	5.7	0.44932	kg C02e per kWh
Mains gas (kWh)	0	0.184	kg C02e per kWh
Diesel use (litre)	0	2.6762	kg C02e per litre
Waste	0.61		
Waste to energy	0.61	21	kg C02e per tonne
Recycling	0	21	kg C02e per tonne
Total Carbon Footprint	196.7		

Total carbon footprint of D&AD Festival 2019

This total footprint of 196.7 CO2e can be difficult to visualise, in order to gain a better understanding of what it really means, it equates to:

CO2 Emissions from

22,120.28  Gallons of gasoline consumed	or	32,809  Pounds of coal burned	or	2.5  Trucks' worth of gasoline	or	21.24  Homes' energy use for a year
0.05  Wind turbines running for a year	or	29.5  Homes' electricity for a year	or	1.07  Railcars' worth of coal burned	or	6,579  Incandescents switched to LEDs
455  Barrels of oil consumed	or	8,036  Propane for home barbeques	or	0  Coal-fired power plants in a year		

TRAVEL

With around 139 flights, including 88 long-haul, travel contributed greatly to D&AD Festival's carbon footprint in 2019.

D&AD Festival

Carbon Footprint 2019

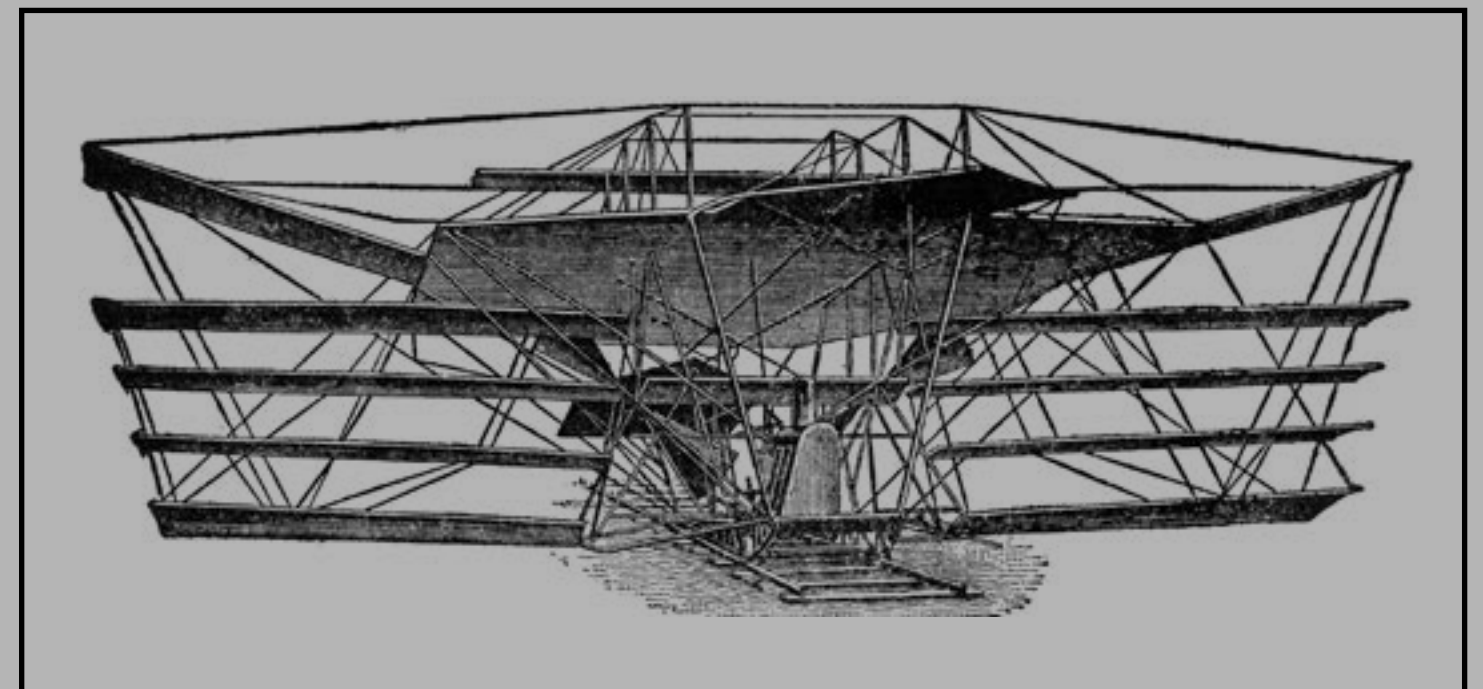
	Flights	Per Flight (km)	Total Units (km)	C02	Conversion	
Flight Travel (km)				183		
Domestic (km)	17	926	15,742	4	0.27867	kg C02e per passenger km
Short-haul economy (km)	34	2,216	75,344	12	0.16508	kg C02e per passenger km
Long-haul economy (km)	88	12,964	1,140,832	167	0.14678	kg C02e per passenger km

Air travel is usually the largest component of the carbon footprint. A single return flight from London to New York contributes to almost a quarter of the average person's annual emissions. The easiest way to make a big difference is to go by train or not take as many flights.

Reducing our travel carbon footprint is the biggest challenge we face. D&AD Festival relies on the attendance of creatives from around the world, to judge the D&AD Awards and enrich the creative industry with their foreign and diverse work. However, we are in the process of implementing an action plan for future festivals, addressing this issue. For example, rewarding festival attendees who travel by low emission means, such as flying light in economy

class, on the latest planes, offering greater overall fuel efficiency.

In the meantime, we assessed our policies, staff responsibilities and procurement, even the carbon footprint of local travel and everyday commuting. D&AD staff are now staying locally during the festival and carpooling when travel to other venues is required.



ENERGY

As the second biggest factor,
energy contributed to 2.9% of D&AD
Festival's carbon footprint in 2019.

We planned energy requirements carefully, in advance, for both heating and cooling, and power supplies for operations. To decarbonise heating, we elected not to power the diesel generators used in previous years.

In 2018 the weather was in our favour — therefore we didn't have to rely on addi-

tional heating, just the body heat of our 3,800 visitors. In 2019 our visitor number rose by 53%, combine this with the addition of an extra stage and the electricity usage was up 20%.

However, the increased number of visitors offset the new stage, resulting in less CO₂ per head.

WASTE

An area in which the festival doesn't perform well is waste. We are in the process of developing an approach to design out waste to landfill.

The average festival event in the UK recycles 32% of their materials. This is something we are aiming to improve upon in years to come.

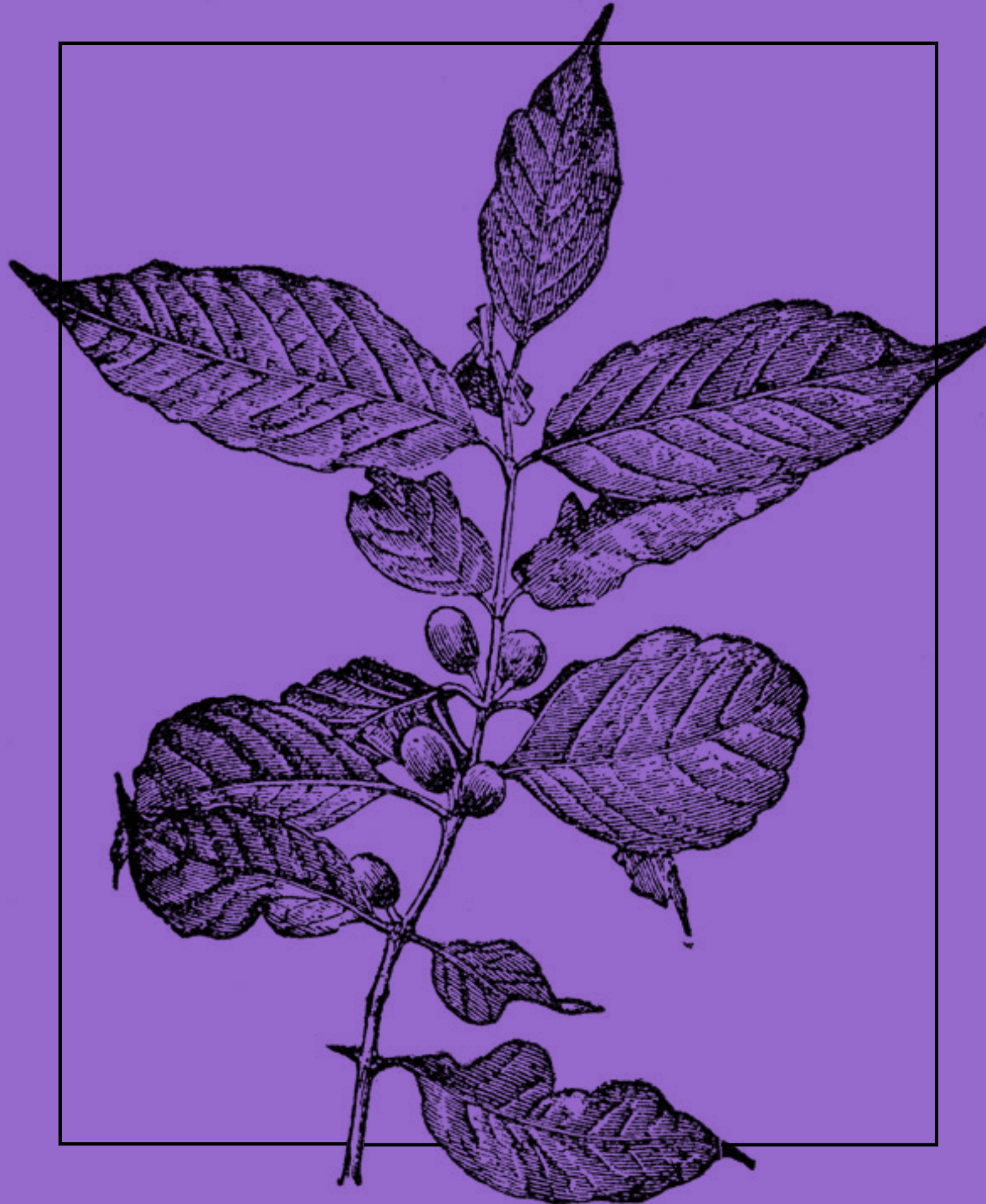
Due to the limitations of the venue in 2019 specifically it was difficult to effectively treat the waste created.

This resulted in a less than satisfactory outcome and will now be one of the key areas of focus for all following years of D&AD Festival.

We are looking to use waste compactors and sustainable materials that are reclaimed, recycled or upcycled.

CATERING

When it comes to eating sustainably at a festival, all the same real-life principles apply: organic, local, reduced food mile and vegetable-focused meals are the most sustainable.



When selecting suppliers for the festival we focused on three key areas: sourcing of the food, food packaging (including the cutlery and service ware) and waste management. These guidelines helped us to work with eco-friendly companies, as well as increase the level of our own recycling, cutting down on waste.

We chose to work with Get Stuffed Catering for a number of their sustainable credentials. For example: using 100% organic or free-range meat and 100% sustainably sourced fish. Working with smaller, independent companies also provides greater transparency and allows for sustainable decision making.

The use of independent didn't just stop at meal times, we also improved the credentials of our snack, caffeinated and soft drink options by sourcing from smaller brands. The Kalimera food truck opted to serve their locally sourced food without the use of plastic containers. We chose fruit as a healthy packaging-free alternative to crisps. Dappa helped us beat the mid-afternoon slump with their vegan ice cream.

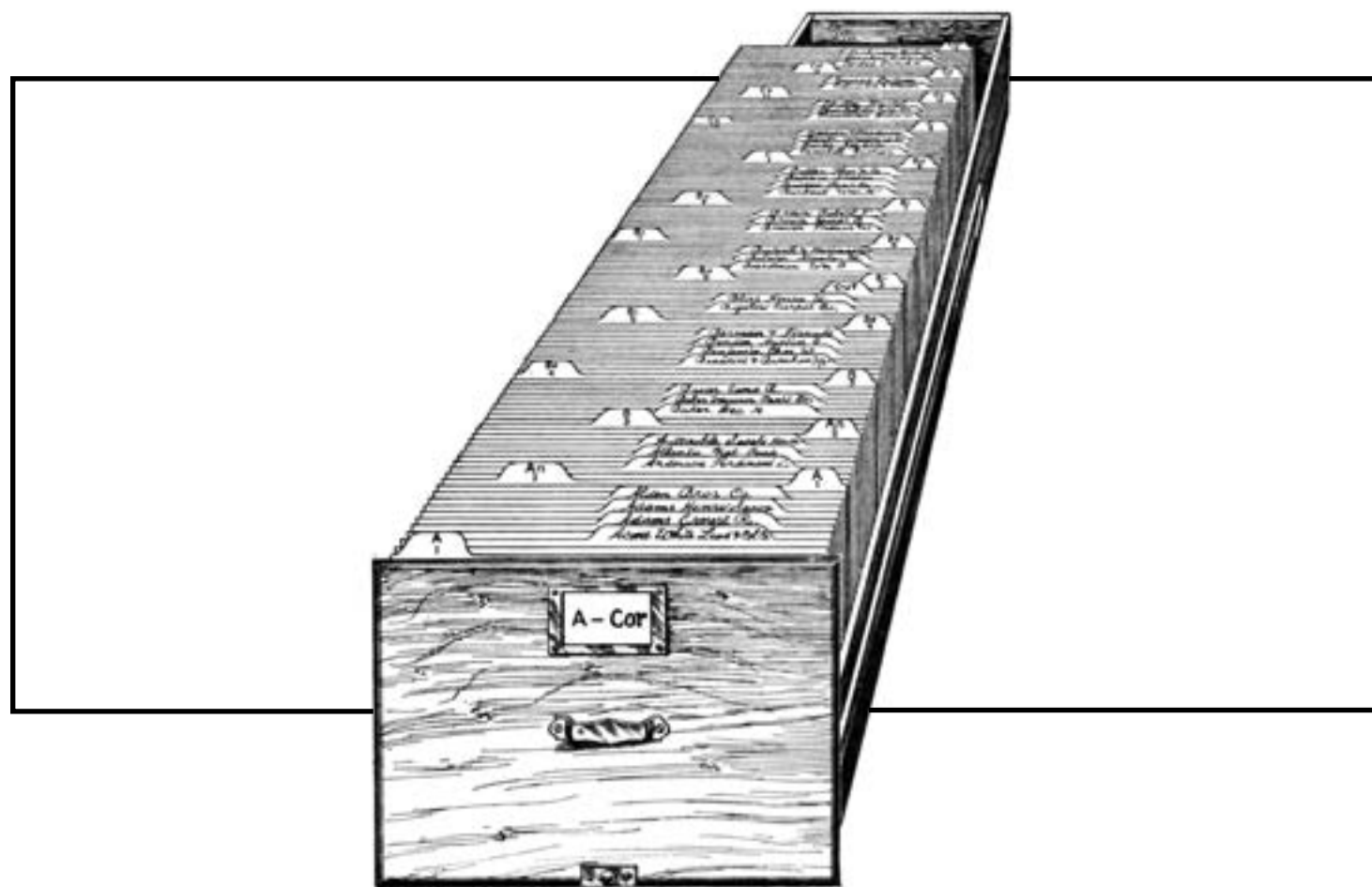
SUPPLIERS

The suppliers we work with are key to creating a sustainable and successful festival.

We built sustainability requirements into the procurement process. We designed a questionnaire and tailored the questions to the types of service or goods being supplied to the festival. For example we would ask our suppliers questions about their approach to waste and whether the lighting suppliers use LEDs.

Our suppliers can be broken down into four main categories:

- **Production companies**, where we made sure the suppliers used energy-efficient lighting and sound equipment.
- **Venue hire**, where we explored event impacts e.g. energy, water and waste and what environmental practices were already in place at The Old Truman Brewery.
- **Event crew**, that also enriched our local community by working with Connection Crew to contribute 141 'ex-homeless hours' working at the festival.



COMMUNITY

We put sustainability at the heart of all our exhibits, talks, masterclasses and events. D&AD Festival sees sustainability integrated into everything we do.

From simple environmental changes such as using less plastic, through to facilitating conversations on the future of sustainable packaging design.

Our impact within the community isn't directly measurable, but the lack of hard figures doesn't deter us from continuing our work in these key areas:

- **Brand activations** have a huge impact on the overall message that D&AD Festival sends out. By working closely with selected sponsors we can do a lot to highlight environmental issues.
- **D&AD Festival 2019 programme** included a session on 'Creativity and Sustainability in Advertising' where Naresh Ramchandani questioned whether now was the time to introduce a ban on advertising products that harm our planet. Over three days there were 26 talks around impact, with topics ranging from law-changing groceries to giving people a voice at the UN. This is one of ways that we can give sustainability a platform.

- Our three-day **Exhibition** highlighted the conversation of environmentally friendly design: Sustainable Packaging Design, Sustainable Product Design and Creativity for Good all showcase the most outstanding work that can drive real change, see the winning work [here](#) or read case studies [here](#).

But we don't stop there. By working with our local community all year round, we are helping shape future talent by promoting and stimulating creativity as a driver of economic and social good.

Respected designers have the power to influence their respective audiences, using design to create new context for people to understand sustainable issues.

For the second consecutive year at D&AD Festival, primary and secondary students were invited to The Old Truman Brewery, to get a feel for the opportunities available to them.

We worked with three organisations that engage children and young people in the local community, resulting in 120 pupils being able to take part in exciting workshops and talks from established creative agencies.

“The brilliant thing about these guys is that they are so curious, and being creative is all about curiosity.

Its helping them discover and see what the future is instal for them.”

- Matt Watson, Creative Director, Digitas

“Pitch Futures at D&AD Festival gave local Primary School children from Rushmore School in Hackney the opportunity to learn about the creative industry and what type of roles are available to them from selected talent including creatives, VFX artists, moving-image directors and animators.

The children also had the opportunity to tour the festival and check out the award-winning work.”

- Sherry Collins, Founder/Editor, The Pitch Fanzine

CONCLUSION

The D&AD Festival is an opportunity for creatives to come together and use their collective skills to solve sustainability issues.

This in itself is a unique opportunity for the creative community to work on the sustainability agenda.

Our initial environmental audit reported that the energy emission of D&AD Festival 2015 was 15 times higher than the head office's annual environmental impact.

Launched in 2016, our sustainability policy set out to add sustainability to the core of D&AD Festival.

Now in 2019 we've had the lowest CO2 emissions per person yet and we'll continue to refine our efforts.

In 2020 we aim to focus our efforts on waste management and further reducing our carbon footprint.

Get in Touch

Emmeline Skelton,
Head of Sustainability, is driving sustainable development at D&AD, whilst decoupling our environmental footprint from our growth and increasing our positive social impact.

Phone: +44 (0) 20 7840 1129

E: emmeline.skelton@dandad.org



THANK YOU