



Sustainability Policy

Isle of Arts is committed to reducing the effect that it has on the local and global environment. We have drawn up a list of ways we will endeavour to achieve this.

Venues:

Where possible, Isle of Arts will use venues that have natural daylight, to reduce energy use. We will encourage venues to use low energy or LED light bulbs, and during events we will ensure we open or close doors and windows rather than regulate temperatures through air-conditioning systems.

Travel:

We will actively try to reduce the number of cars coming into Ventnor during the Festival by encouraging artists, volunteers and festival goers to travel in by public transport where possible.

Full details of public transport routes will be given on the Festival website and venues are chosen near or on public transport routes as much as possible. The majority of events can be reached on foot once in the town centre.

Where cars have to be used (to transport instruments/materials etc.), we will encourage people to share cars as much as possible, to avoid unnecessary travel.

Marketing and Communication:

To avoid large quantities of printed material, we will make sure all relevant information is available electronically to artists, participants and sponsors (via the Festival website).

Printed leaflets/programmes will be kept to a minimum and, where possible, recycled paper will be used.

Marketing and communication with partners will, as much as possible, be done via e-mail. We will encourage people to book and pay for their tickets on-line.

Land Use:

Isle of Arts will attempt to cause minimum impact on the environment by making sure that land used for the Festival (for example, Salisbury Gardens, Ventnor Beach) will be left clean, litter-free and undamaged. Where necessary, volunteers will restore land to its original condition after the event.

Waste and Recycling:

The art projects created by the school children as part of the Festival outreach programme, will be using mainly recycled materials and will encourage them to think of creative uses for second-hand items, waste materials and “rubbish”.

Leftover printed materials will be recycled after the Festival. Banners, merchandise and other items that can possibly be re-used for following years will be printed without the date to facilitate re-use.

We will aim to use, where possible, the policy of Reduce - Re-use - Recycle

We will not use one-use only carrier bags and packaging.

Water:

To reduce the waste that comes with the use of bottled water, we are asking all our venues to provide free tap water when asked for, and to let people fill their water bottles from the tap if required.

Suppliers:

Isle of Arts will actively promote the use of local suppliers for all the Festival needs. In each case, when deciding on where to source materials, products or services, we will look first to see if a local Island supplier is available. This will ensure that the carbon footprint of our supplies will remain as low as possible, and at the same time it will ensure that we support the local economy.

We will invite local green organisations to have a presence at the festival in order to raise awareness of green initiatives.

Transparency:

Transparency is a vital building block of sustainability. One of the key elements of a sustainable approach is a willingness to share information and best practice without expecting anything in return.

Isle of Arts will evaluate the success or failure of each of its sustainability policies at the end of the Festival, and will communicate these results on-line, where they will be freely available to other event organisers who might find them helpful. This will also help Isle of Arts in building on/adding to its policies and where possible improving working methods for future events.

We will communicate our green and eco-policies to our suppliers, partners and festival goers clearly via our website.

December 2010