

THE SHOW MUST GO ON REPORT #3

A 2030 STRATEGY FOR CLIMATE ACTION IN THE LIVE OUTDOOR EVENTS INDUSTRY

VISION 2025

Outdoor Events · Climate · Action

Supporter Deck

INTRODUCTION

The UK outdoor events sector has always innovated and cut its own path, leading on sustainability practices, from the introduction of biofuels to banning single-use plastic.


It's time to take bolder action to meet the challenge of the climate and nature emergency.

The Show Must Go On (SMGO) reports have been pivotal reference guides for event professionals, launching the 2025 sector vision, and providing a framework for hundreds of events to take climate action.

It's time to update our understanding, reflecting new technology, frameworks, best practices, targets, wider context and ambition.

Vision: 2025 have convened a working group to develop a bold vision for 2030 and beyond, and we need everyone on board to support this work, on behalf the whole industry and our future.

A BOLD, URGENT, AMBITIOUS AND UNITED CLIMATE VISION



The window for impactful climate action globally is closing rapidly.



Festivals and events have a powerful role to play in inspiring change by working with artists, audiences and the supply chain.

BETTER, FASTER AND MORE COST-EFFECTIVE TOGETHER

This report and the work behind it will provide a united vision, bringing clarity on the way forward for everyone in the sector.

There are many benefits of having a common language and an understanding of 'what good looks like', with clear benchmarks, and a blueprint for standards and consistent assessment nationally.

Events professionals and suppliers of all scales, whatever their roles, require clear guidance, resources and support.



BUILDING A STRONG EVIDENCE BASE FOR GOVERNMENT SUPPORT FOR THE SECTOR

We will make the case for what we can do as a sector, showing where we need support and the impact of change, financially and by reducing our emissions.

This report will clarify what policies and investments will most effectively accelerate sector change and unlock innovation in the supply chain.



ABOUT US

Vision: 2025 and Julie's Bicycle have convened a working group of leaders and experts to forge a path forward, with LIVE's Chief Executive, Jon Collins, as Chair.

Julie's Bicycle
CREATIVE • CLIMATE • ACTION

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BETTERNOTSTOP



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WHAT WE WILL DO

We will bring the industry together to develop a vision for action:

1

Research and publish benchmarks to help guide action.

2

Develop a sector climate transition plan for 2030.

3

Develop an evidence base for policy advocacy and Government investment in our sector.

We will publish the Show Must Go On Report #3 and Sector Vision by March 2025.

WHAT WE NEED TO MAKE THIS HAPPEN

- We need £100k to produce the Show Must Go On report #3. This will fund research, reports, collaboration, expert consultants, communications, and advocacy for our sector.
- We're almost at £50k, which has been raised from grant funds and industry bodies. We aim to match this with £50k from the industry, including event organisers, artists, suppliers and others.
- All funds will be managed by registered UK charity Julie's Bicycle and will be used exclusively for this work, guided by the industry working group.

First round funders include:

EARTH / PERCENT



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



the dixon
foundation

**Festival
REPUBLIC.**

SUPPORTERS OF THE SHOW MUST GO ON REPORT 2020

In 2020, the Live Events Industry pulled together to fund the second edition report.
Now it's time to create a bold vision for 2030 together.

Chapter Supporters



Headline Supporters



Supporters



FESTIVALS AND EVENTS: WHY SUPPORT THIS?

- Sector-wide campaigns get results and offer payback: This has been shown by the securing Cultural Recovery Fund for events and 5% VAT during the pandemic.
- A collective approach to 'what good looks like' and action is more effective for event businesses, climate and nature: Working together helps audiences and stakeholders understand the direction of travel.
- Creating an evidence base for sector interventions could lead to upscaling the solutions we need to reduce impacts affordably.
- Regulation and standards are inevitable – by acting collectively and being on the front foot, we can help shape a future that works for events, climate and nature.

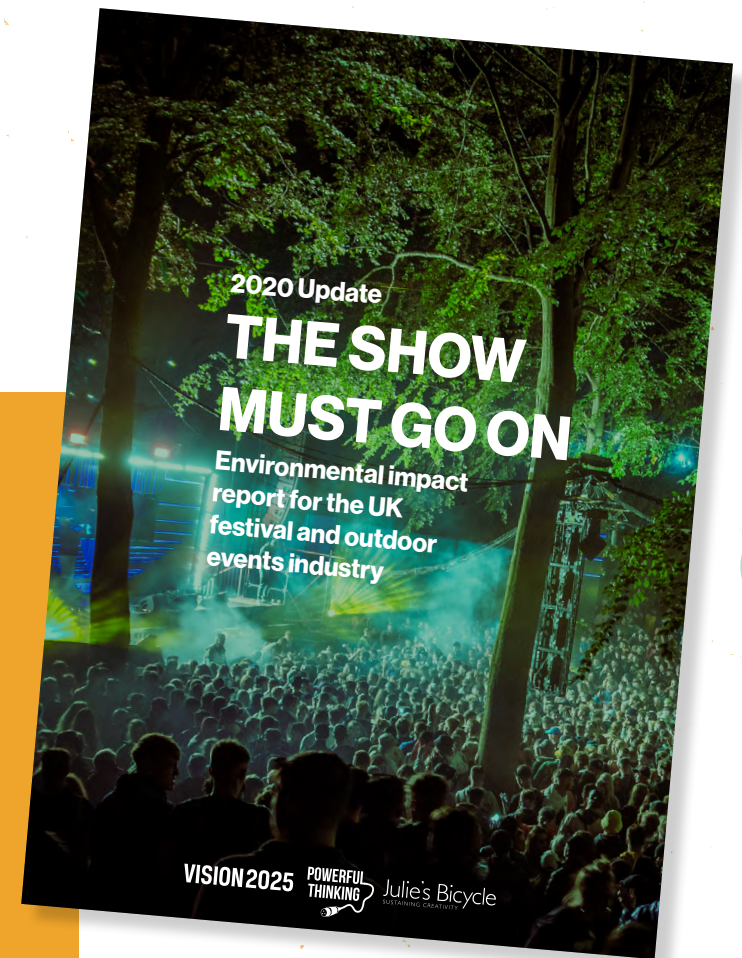
We understand the financial challenges our sector faces:
by investing collectively in this work we can avoid future costs.

SUPPLIERS: WHY SUPPORT THIS?

This is a once-in-a-decade opportunity to put your brand at the heart of positive sector change and share innovation to inspire others.

The Show Must Go On Report 2020 is the leading sustainability report in the sector, downloaded over 5,000 times, and referenced in the press consistently. We expect to receive significant national coverage and social media reach with the publication of edition three.

Join us in creating an evidence base for sector interventions which could lead to investment and upscaling supply-side solutions we need to reduce impacts affordably.



HEADLINER SUPPORTER

A high-profile opportunity for companies and organisations to demonstrate to the industry they are serious about sustainability and be part of developing a bold vision for an environmentally sustainable UK event industry for 2030.

- Prominent logo in report
- Attend working group session on the industry strategy
- Invitation to exclusive industry launch
- Opportunities to provide a case study for website with summary box / links in the report

Investment £1,500 +

CHAPTER SUPPORTER

An opportunity to gain significant recognition for your company/event's work in the area you choose by aligning your profile with a topic.

- Prominent logo in report in chapter
- Attend working group session on the industry strategy
- Invitation to exclusive industry launch
- Opportunities to offer expertise, a best practice or innovation case study within the report on the chapter topic.

Investment £2,000

CHAMPION: PAY-WHAT-YOU-CAN (EVENTS)

Get behind this vital community of action and help fund a vision and strategy we can all work towards as an event community.

Have your event name and logo listed as a champion.

Investment: £50 - £1,000

(Guide £250 for small festivals, £500 for medium, £1,000+ for large)

OTHER WAYS TO GET INVOLVED

- Contribute data, information and case studies
- Help us amplify the work - be an ambassador
- Contribute skills and time, such as data analysis

Check out the website [here](#) for more information, and talk to us about what could work for you.

Contact info@vision2025.org.uk

Event Vision: 2025 - The UK Outdoor Events Industry Environmental Steering Group



Media & Awards Partners



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