

## Funding Report (2020 – 2022)

Vision:2025 is the UK outdoor events Industry environmental steering group, made up of official sector bodies that represent over 600+ event businesses and interested parties. The group members include: AIF, NOEA, AFO, PSA, SCEF, Without Walls, NCASS, Festival Republic, Julies Bicycle and others. The event membership is 50% UK music festivals and 50% other types of events.

The EIF provided a Purple Guide Grant to Vision:2025 of £10,000 for three years (April 2020 – March 2023) to support the core funding. This has been used for project management, new research, design of new resources, communications and marketing. Vision:2025 has used this funding to successfully match and leverage additional funding (£17,052 in 2020, £26,077 in 2021 and £68,182 in 2022)

It has been several tough years for the events industry. Despite this, Vision:2025 has achieved significant engagement and developed new resources in the live events sector to support climate action:

- Published The Show Must Go On Report (2020) [here](#)
- Launched a [new website](#) with comprehensive knowledge hub website.
- Established a 'pledge' for festivals with supporting resources – adopted by over [100 events](#)
- Co-developed the [LIVE Green Vision and Declaration](#)
- Developing the [Green Events Code](#) through widespread sector consultation
- Securing funds for research into waste practices - the Zero Waste Festivals Project
- Instigating European funding for a new free-to-access resources to support event organisers sustainability knowledge (certificated eLearning course) – [Future Festival Tools](#)
- Delivering the [Sustainable Events Summit](#) - annual event at the Showman's Show
- Create a dedicated sustainable suppliers database online [Green Suppliers Directory](#)
- Sent Monthly news bulletins to the database of event professionals (achieving 37% open rates). The database has grown from 1500 to 4,000. Please see newsletter archive [here](#)
- Created an online resource of > 30 case studies on the website [here](#).
- Profiled best practice by profiling 26 green leaders in the events sector – see [here](#).

Vision:2025 also wishes to thank significant supporters including Julies Bicycle, The Dixon Foundation, the AIF, Festival Republic, Superstruct, Brown Fox Comms, The Showmans Show.

Please contact [chris@vision2025.org.uk](mailto:chris@vision2025.org.uk) for any further information.