



Toolkit

SustFest22

15th to 31st May 2022 across St Albans District

Thank you very much for registering an event to be part of the 2022's Sustainability Festival. Welcome to the #SustFest22 toolkit which contains all the information you need to make the most of taking part.

Contents

Find on our website at

[https://sustfest.org/spread-the-word:](https://sustfest.org/spread-the-word)

In this document:

- Considerations for your event
- Promotion tips
- Understanding our impact
- Graphics
- Editable SustFest Poster for your event
- Photo permission form
- Sustainability Action Plan for Event Organisers

Aims of SustFest22

The aim of the Sustainability Festival is to get as many local people as possible to create and attend events so they are inspired to live more sustainably. Collectively, we can reduce the carbon footprint of St Albans District, which historically had one of the highest carbon footprints in the country.

Together we can improve natural habitats for our district's animals, birds, insects and plants. As a community we can link up, talk, build friendships, have fun, reduce isolation and strengthen our networks. The sustainability of our district needs us to work together so we can tread as lightly as possible and preserve what we have for future generations.

The Festival is organised by volunteers from the charity **Sustainable St Albans**.

A **huge thank you** to all our **sponsors, funders and donors**.

Find who they are at <https://sustfest.org/sponsors-and-funders>.





Your event

Considerations for your event

Make your event as sustainable as possible



All the events link to one of the ten themes of sustainability as compiled for Bioregional's One Planet Living Vision (right).

Remember to hold sustainability at the heart of your event, making your arrangements as eco-friendly as possible to inspire others to do the same.



Sustainability Action Plan

Access the Sustainability Action Plan for Event Organisers (in Word) from our Spread the Word webpage [here](#). We encourage all event organisers to have a look at the form with their group or business, and have a go at putting in some actions they will take, both for the festival and for their wider activities.

Health and safety

Help with health and safety considerations for your event can be found at <https://sustfest.org/health-safety-and-safeguarding-for-events/>

Accessibility

Help with accessibility considerations for your event can be found at <https://sustfest.org/access-for-disabled-people/>

Covid-19

Please keep an eye on current Coronavirus advice on the [government website here](#).



Promotion

Let's promote together

We want to **maximise the number of people who get involved** with the Sustainability Festival so that more people make small changes to their lives. This will make a big **difference to the environment**.

We've pulled together some information to help you promote your events - whether to your own private community or as widely as possible.

Spread the word about SustFest

Every bit of publicity you do promotes the whole Sustainability Festival and **increases the impact** we all have on the District.

If your event is private, please ensure you share your involvement with your community e.g. in the school newsletter. Telling others that you are involved increases the ripple effect a festival like this can have.

Graphics

Please download SustFest logos from <https://sustfest.org/spread-the-word>. Use them on your own website, email footers and social channels.



Programme and online listings

To supplement the festival and support your event we will be issuing an online programme and calendar which we will promote on our social channels. These will be available for you to view and share mid-April at sustfest.org.

Social Media

Hashtags this year are **#SustFest22** and **#PlanetPledge**. Please use them and also tag us in your posts so we can share them. Our accounts are



[@SustFest](https://www.instagram.com/SustFest)



[@SustFest22](https://twitter.com/SustFest22)



[@SustainableStAlbans](https://www.facebook.com/SustainableStAlbans)



Evaluation

Help us understand our impact

Attendee numbers

We're keen to understand the level of impact the festival has on the community. To do this we need your help! A crucial piece of information is for us to understand how many people attend each event. Please complete a quick head count at your event and email us at sustfest@sustainablestalbans.org afterwards.

Photos

We love photos!. Please take lots of pictures of your event, share them on social media and send them to us at sustfest@sustainablestalbans.org.

Please note, we will assume you have the permission of the people in the pictures. For children, we advise asking their adult to sign a photo permission form, [available on our Spread the Word webpage here](#).



Evaluation survey

We will be contacting you again after SustFest22 with a quick evaluation survey. In the meantime, enjoy the festival!

Thank you for being part of #SustFest22.
Together we can really make a
difference to the sustainability of
St Albans District.