

Sustainable Sourcing at Glastonbury for Non-food Traders

As the largest multi-day green field festival in the world, Glastonbury Festival inevitably has a significant impact on the environment. However, the festival has always led the way in implementing green initiatives to reduce this impact, as well as influencing its audience to do the right thing, from recycling to buying Fairtrade. Minimising the impact of the greatest show on earth on the earth is very important to the festival organisers and everyone involved in the event has a role to play in that.

Love the farm, leave no trace.

The traders have a particularly significant role to play – those selling clothing, camping gear, handicrafts and other non-food items should consider sourcing in keeping with Glastonbury's cleaner, greener, fairer philosophy. The Sustainable Green Trader Awards are all about recognising the steps the traders are taking to do this, so don't forget to shout about it through signs and displays around your stall.

Ask your suppliers to provide you with information about sourcing, environmental impact, manufacture and distribution and ask them to use recycled or recyclable packaging whenever possible. Traders at Glastonbury are selling such a wide range of goods and it is very difficult to give specific advice on procurement, but below are some of the things you might want to consider when sourcing sustainably for your stall.

Environmental Sustainability

Festival organisers are keen to minimise the throwaway items sold on site, focusing instead on things that will last and that people will take home with them. As anyone can see on the Monday after the festival has finished, the increase in cheap, poorly made tents has made it much more likely that festival-goers will leave them behind, leaving a terrible mess and waste that needs to be dealt with. At the same time, traders are there to sell products that festival-goers want and need, so there is a difficult line to tread.

You might want to look for:

- **Pre-loved, second-hand, re-used, recycled, upcycled items**
Following the mantra of reduce, reuse, recycle, recover, there are an amazing array of goods that are made from recycled materials from paper products to fleeces made from plastic bottles. The 2013 Sustainable Green Trader Silver Award winner, Foliklo, was a company making bags from old truck tarpaulins, seatbelts and advertising banners.
- **Organic items**
Organic cotton and other textiles are fairly widely available as well as cosmetic products. Look for European certification codes and labels like Soil Association or the Global Organic Textile Standard (GOTS).
See **www.soilassociation.org** and **www.global-standard.org**
- **Forest Stewardship Council (FSC)**
If you are selling or using paper or wood items, make sure that they are FSC certified. This guarantees that these items come from forests that are managed with consideration for people, wildlife and the environment.
See **www.fsc-uk.org**
- **Local products**
Think about sourcing from small, independent and local businesses in order to minimise your carbon footprint. Check where your stock is coming from and how it is transported if it is coming from overseas.

Ethical Trade

Ethical trade aims to ensure that internationally recognised labour standards, such as fundamental human rights, are observed at all stages in the production of goods. This would involve you checking with your suppliers to make sure that your stock is made in conditions where workers rights are respected and a code of practice is implemented addressing issues such as wages, hours of work, health & safety and the right to join a trade union.

Talk to your suppliers and ask them if they are members of the Ethical Trading Initiative or if they have a basic code of conduct with their workers. If not, encourage them to work towards implementing something like this.

Useful links:

Ethical trading Initiative www.ethicaltrade.org

Fair Trade

Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.

It differs from ethical trade in that it is based more on partnership than fulfilling basic international standards. Where ethical trade tends to focus on minimising the harm caused by trade, fair trade seeks to make a positive contribution to the development of poor communities. This involves paying fair prices to producers, ensuring environmental standards and providing investment into local communities – it may even involve the producers having a stake in your business.

Useful links:

World Fair Trade Organisation www.wfto.com

British Association of Fair Trade Shops www.bafts.org.uk

Fairtrade Foundation www.fairtrade.org.uk

Living Wage

Fairness isn't just about what you're selling, but also about how you treat your suppliers and staff. Do you develop long-term relationships with your suppliers? Are you paying your staff a living wage?

Useful links:

Living Wage Campaign www.livingwage.org.uk

Minimising packaging

Talk to your suppliers about reducing packaging. Eliminate unsustainable packaging like polystyrene – ask your suppliers to use more environmentally friendly packaging like recycled newspapers or cardboard. At the festival, minimise the packaging you are giving to festival-goers – after all, they all get an organic cotton bag on entry!

Don't forget to shout about what you are doing – your customers are interested as well as the Green Trader Award judges!

Case Study: Forage, winner of the Ethical Trade Award 2013

Forage, a trader selling jewellery, apparel, belts and bags, won the Ethical Trade Award in 2013. They really care about where their stuff comes from. They have an environmental policy available to their customers, as well as a lot of signage around their stall about where things come from and what they are made of. They also have a community project working with a women's group in Northern India to produce finger-knitted hats. They say: 'Traders should always be asking: what's the story behind the product? With everything they source they should be able to look back and be proud of the ethics of their products'.

Case Study: Hairy Growler, winner of the Greenpeace Award for the Best Trader in the Greenfields 2013

Hairy Growler, a jeweller crafting beautiful pieces from old coins and cutlery won the award for the Best Trader in the Greenfields in 2013. All their products are made from recycled silver in the UK. Les Anderson, aka Hairy Growler, also made improvements since previous years trading at Glastonbury – reducing the mildly toxic resins he was using in the manufacturing process and changing his packaging to recyclable and biodegradable. He also offers a small discount to customers who don't take packaging for the items they purchase.