

LOST VILLAGE



26th - 29th August 2021



Secluded woodland near
Norton Disney in Lincolnshire

CASE STUDY



Client Objectives

To create a festival full of new experiences, including comedy, workshops, amazing food, yoga and, of course, exceptional music. And, in the case of reusable cups, to implement a complete system to eliminate the need for single-use cups across the festival site.

Lost Village has always been one of the pioneers of sustainability in the festival sector. They have adopted many practices to ensure they offset the carbon emissions generated at their event, and have done a fabulous job to date. One area which hadn't been addressed pre-pandemic, however, was the elimination of single-use cups used in their bars. Although they had used cups with recycled content which were recycled at the end of the event, these were, ultimately, still single-use. To put this into a wider context, in the UK, over 1 billion single-use cold drinks cups are used every year. Each cup weighs approximately 10g, which means as a nation we use 10 million tonnes of plastic once, then discard it. The 10 million tonnes generates over 100,000 tonnes of CO₂e emissions.

Client Testimonial

“ At Lost Village, we do everything we can to minimise our environmental impact and proactively offset all carbon emissions associated with our event - something we are immensely proud of. When we first heard of the ONE Planet ONE Chance Reusable Cup System, it was of huge interest to us, as it seemed like the values of Event Cup Solutions matched those of Lost Village. We found the team easy to work with before and during the weekend, and they delivered everything they promised. Having someone take away the headache of managing all the reusable cups for the whole weekend, and knowing it was a truly sustainable solution, was the perfect combination for Lost Village. ”

ATTRACTS

15,000

VISITORS



Challenges & Resolutions

This was a new project activation for the ONE Planet ONE Chance Reusable Cup System, on a new site. Therefore, tight communication was required with the organisers and other external contractors in both the lead-up to the festival and during the festival itself. ONE Planet ONE Chance assigned an experienced project director to this festival, ensuring a single point of contact and continual updates to the client - after all, things don't always go according to plan (yes, this does sometimes happen!).

The COVID-19 pandemic meant that many festivals and events had been rescheduled for this August bank holiday weekend. Staffing, transport, stock and other logistical issues, therefore, had to be resolved in order well in advance to provide a seamless service to the client.

Of course, a new system such as this relies on effective advance communication to customers. The respective marketing teams at Lost Village and ONE Planet ONE Chance worked collaboratively to produce digital assets for the Lost Village website and social media channels, including splash pages and animated GIFs.

A dedicated 'cup-crew' was on site for the 4 days of the festival to assist the bar operators with the operations of the reusable cup system. Cup return points and 'binrastructure' were also evident across the festival.



Effectiveness

The effectiveness of this project can be seen from the headline numbers. Activation of the ONE Planet ONE Chance Reusable Cup System eliminated the use of over 220,000 single-use cups at Lost Village which, in turn, diverted over 2,200 kg of single use plastic from being reprocessed. Through our UK tree planting initiative with SQSTR, Event Cup Solutions planted 93 trees to offset 22 tonnes of CO₂e emissions generated by the ONE Planet ONE Chance Reusable Cup System activation at this festival. A certificate attesting to this was provided to the Lost Village organisers post-event. Other benefits of the system include a vast reduction in litter & litter-picking costs, reduced waste management costs and a hugely improved customer experience - after all, drinking from a polypropylene cup is a superior experience than drinking from a single-use plastic cup. Ultimately, it was a solution which further enhanced the environmental credibility of Lost Village 2021. We look forward to many more years of working with the Lost Village team to further enable them to hit their environmental & sustainability ambitions.

