

The carbon footprint of Way Out West 2019 as assessed by Svalna



After becoming both meat-free and milk-free, Way Out West becomes climate transparent!

This project was initiated by Oatly (one of the main sponsors of Way Out West), Luger provided most of the data, and Svalna (www.svalna.se) calculated the carbon footprints.

What is included in the carbon footprints?

The carbon footprints include the largest emissions associated with arranging the festival, and that Luger, the festival organizer, directly controls, namely: transportation of goods, materials, equipment, artists and Luger employees to and from the festival, energy consumption, accommodation of artists and Luger employees, and rental of goods, materials and equipment. Visitors' emissions associated with transportation, accommodation and consumption of food and drinks are not included. CarbonCloud, another company, have estimated the carbon footprints of the food and drinks served at the festival.

How were the carbon footprints calculated?

Emission factors for different materials, products and activities were obtained from life cycle assessments, and from so-called "environmentally extended input output analyses" by Statistics Sweden. The results are presented in emissions of greenhouse gases in carbon dioxide equivalents (CO₂e), associated with different objects and activities at and around Way Out West, and for the entire festival.

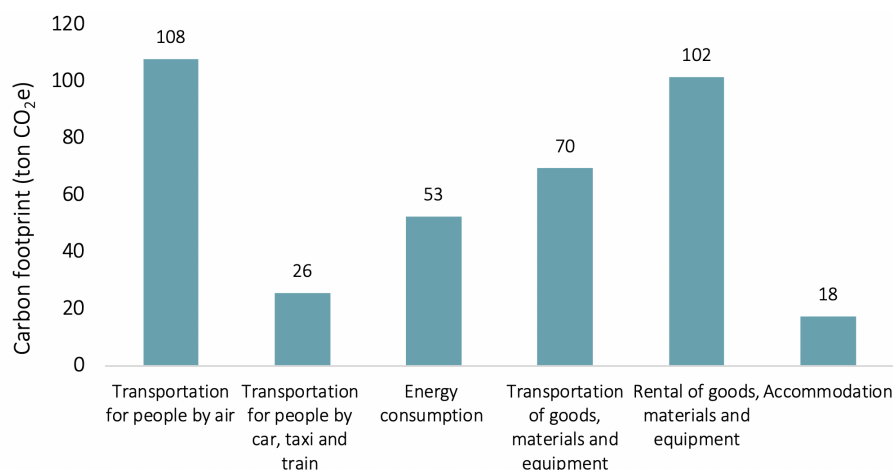


Figure 1 The carbon footprints of Way Out West 2019 (preliminary results)

How large is the carbon footprint of Way Out West 2019?

The carbon footprint of Way Out West 2019 is estimated to 375 ton CO₂e. The largest emission sources are air travel (29% of the total), rental of goods, materials and equipment (27%), and transportation of goods, materials and equipment (19%). The carbon footprints per ticket are estimated to 4,6 and 13,8 kg CO₂e for one- and three-day tickets, respectively, assuming that 35 000 tickets were sold in total, of which one third were day-tickets and two thirds were three-day tickets. These values should be interpreted as the greenhouse gas emissions "caused" by buying a ticket, based on what is included in the price for a ticket (food and drinks are for example not included in the price, and therefore not included in the carbon footprint of a ticket).

Svalna also calculated the carbon footprints of the following specific objects: portable vacuum toilets, mobile phone charging, the main stage, as well as Oatly's DJ-booth, café container, coffee machine, PC, monitor, lounge chairs, staff clothes and gym bags. Table 1 shows which emissions are included for the various objects, and Figure 2 presents the results.

375
ton CO₂e

The results reported here, and on the festival area, are preliminary results for Way Out West 2019, partly based on data from 2018. Final results, based on data from 2019, will be published later this year. Follow us on social media (@svalnaklimat) to find out when!

How accurate are the numbers?

The carbon footprints should be considered uncertain, mainly due to difficulties obtaining data, and the many assumptions we had to do to make up for lack of data. Many key parameters are associated with large uncertainties, for example the number of sold tickets, life length of different objects, transport distances and the weight of goods and materials. It is also important to remember that the carbon footprints do not include all emissions, although we have tried to include the most important ones. The results should therefore be interpreted with some caution.

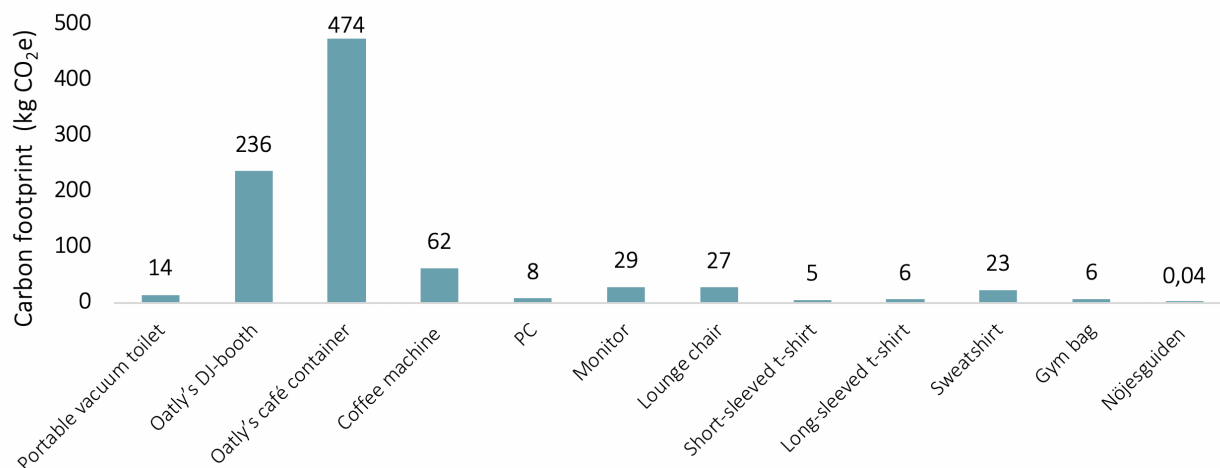


Figure 2 The carbon footprints of specific objects at Way Out West 2019 (preliminary results). The results are expressed per singular item, during Way Out West. The carbon footprints of charging a mobile phone and of the main stage were also assessed but not included here due to significantly smaller (1,3 g CO₂e) and larger (23,8 ton CO₂e) impacts, respectively.

Is this assessment really useful?

Despite limitations and uncertainties, this assessment is an important step forward towards greater climate transparency of festivals (and cultural events in general), and towards higher climate literacy among people. Although estimates can be improved, the assessment draws attention to something very important: climate impacts of things we consume in our everyday life. It contributes to greater climate awareness among festival visitors and hopefully encourages other companies and event organizers to show their numbers. You can help by asking for it!

	Production	Energy	Transport
Portable vacuum toilets	X	X	X
Main stage		X	
Mobile phone charging		X	
Oatly's DJ-booth	X	X	X
Oatly's café container	X	X	X
Coffee machine	X	X	
PC and monitor	X	X	
Lounge chairs	X		
Staff clothes	X		
Gym bags	X		
Nöjesguiden	X		

Table 1 An overview of which emissions are included in the carbon footprints of specific objects.

Climate literacy refers to people's knowledge and awareness about climate impacts, and can be described as an intuitive feeling for whether a particular product or service causes large or small emissions. This project aims at increasing the climate literacy among people.

Still want to know more?

Check out our full report with detailed information about all data sources, assumptions and calculations on: <https://www.oatly.com/se/its-showtime>.

What is Svalna?

Svalna is an app that helps people keep track of their emissions in the areas of consumption, food, accommodation and transport. How large is your carbon footprint? Download the Svalna app free-of-charge from Google Play or App Store and find out! For more information, visit us on: www.svalna.se

How can we help you?

Besides developing our app and helping Way Out West calculate its carbon footprint, we help companies, municipalities and other actors who are interested in knowing more about their climate impacts. If you are interested in our services, or have any questions about this assessment, please contact us at: info@svalna.se