



# Outside Festival 2024

**ENVIRONMENTAL IMPACT  
REPORT** in partnership with  
Green Disco Group, PBC



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Outside



# INTRODUCTION

An overview of the stakeholders, key impacts in 2024, and highlights from the programs.



# About Green Disco

Green Disco Group is a public benefit corporation working to leverage the positive influence of events to drive environmental change on a global scale.

We quantify, reduce, and articulate the environmental impacts associated with festivals, venues, tours, brand activations, conferences, special projects, and more.



## A Note From Our Team

We worked alongside Outside, Inc. and Groundswell Experiential to develop the sustainability strategy and programs for the inaugural Outside Festival.

We measured the ecological impact of the event, providing a carbon and waste audit. It was a true pleasure working with the team to take a top-down approach, minimizing impact and maximizing fun.

*Jonah Geschwind*

Jonah Geschwind





# Outside Festival

## The Inaugural Festival

Outside's commitment to sustainability is palpable and lived through their employees.

We aimed to establish a meaningful foundation for a first-year festival. With the collective effort of every stakeholder, this was a major success.

Throughout the entire festival weekend, there were an estimated 18,000 people with almost 150 partners coming together to make the experience happen.

To learn more about the internal commitments and progress that Outside has made with sustainability, read the 2023 Corporate Impact Report. ↗





# A Foundation for Growth

The primary objective of this report is to help Outside Festival measure the success of its sustainability strategy. Understanding the impact is critical to identify areas where reductions can be made and where to balance negative impacts. It is important to note that the metrics reported estimate the impact based on available data.



“  
*You cannot  
manage what you  
do not measure.*  
”

Peter Drucker

## Benchmarking Success

The per-person-per-day (PPPD) impact is the most effective way to benchmark success for live events. The estimate scales impact to a single fan over one day to consider events of different sizes and durations. Understanding the impact of a daily fan will allow Outside to measure future success and compare its impact to that of other festivals.

**The three primary points to consider are:** pounds of waste PPPD, CO<sub>2</sub>e emissions PPPD, and waste diversion rate (%).

Learn more about the methodology for the calculations, our key definitions, and considerations through [this link](#). ↗



# The BASSline Stats

These key metrics can be used to benchmark success against other events and in future years.

**67** kg CO<sub>2</sub>e

DAILY PER FAN WITH TRAVEL

**0.52** Gallons

WATER USE DAILY PER FAN

**0.52** LBS

WASTE DAILY PER FAN

**0.02** Gallons

FUEL & GAS USE DAILY PER FAN

Based on 8,750 individuals per day over two (2) days





# Sustainability Highlights in 2024

We introduced over 20 different environmental initiatives (see appendix for a breakdown of all the programs) across the entire festival. Here are some key highlights of what they helped achieve:

71 %

OF ALL WASTE ONSITE DIVERTED FROM LANDFILLS THROUGH COMPOSTING & RECYCLING PRACTICES

91 %

REDUCTION IN FUEL CONSUMPTION AND CARBON EMISSIONS THROUGH HYBRID BATTERY SYSTEMS

21 k

SINGLE-USE PLASTIC BOTTLES AVOIDED THROUGH HYDRATION STATIONS

32 %

OF FANS TOOK SUSTAINABLE TRANSPORTATION (BUS, TRAIN, WALKED, BIKED, OR SCOOTER)

650 +

MEALS DONATED TO LOCAL NONPROFIT AND LOCAL HOMELESS AFTER THE SUMMIT AND FESTIVAL

31 %

OF ALL MEALS SERVED WERE VEGAN OR VEGGIE (WITH 1+ PLANT-BASED ITEM ON EACH MENU)



# Impact in the First Year

Things would have looked very different without any of these environmental programs and efforts in place.

COLLECTIVELY, SUSTAINABILITY INITIATIVES HELPED ELIMINATE AN ESTIMATED...

9,495

LBS OF WASTE



Equivalent to 513 rubber tires in weight

+

1,560

GALLONS OF FUEL

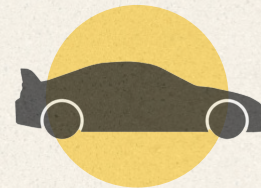


Equivalent to 37 barrels of oil

&

32.66

MT CO<sub>2</sub>e



Equivalent to driving 83,500 miles



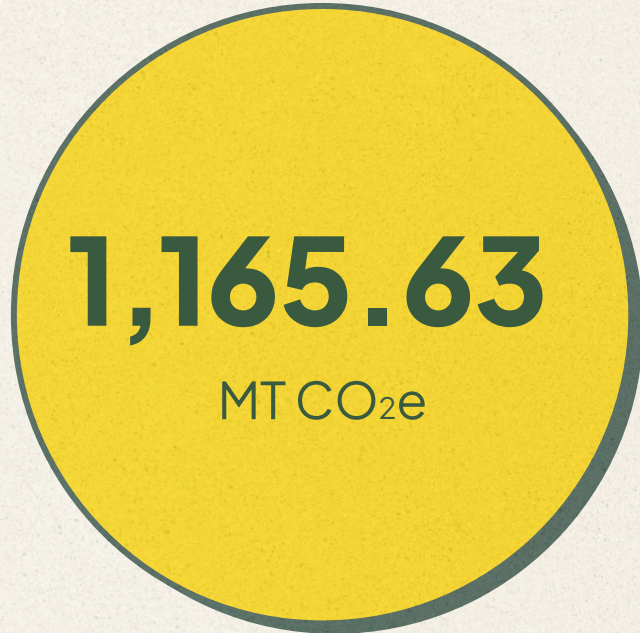
# THE CARBON FOOTPRINT

An overview of the estimated carbon emissions and material waste produced at Outside Festival.



# The Total Carbon Footprint

While there were minor gaps in some areas, we were able to collect the critical data points across Outside Festival to accurately depict the estimated emissions of the event.



CARBON EMISSIONS OF THE FESTIVAL WERE EQUIVALENT TO:



**152**

AVERAGE HOMES' ENERGY USE IN A GIVEN YEAR



**30**

FLIGHTS AROUND THE WORLD ON A PRIVATE JET

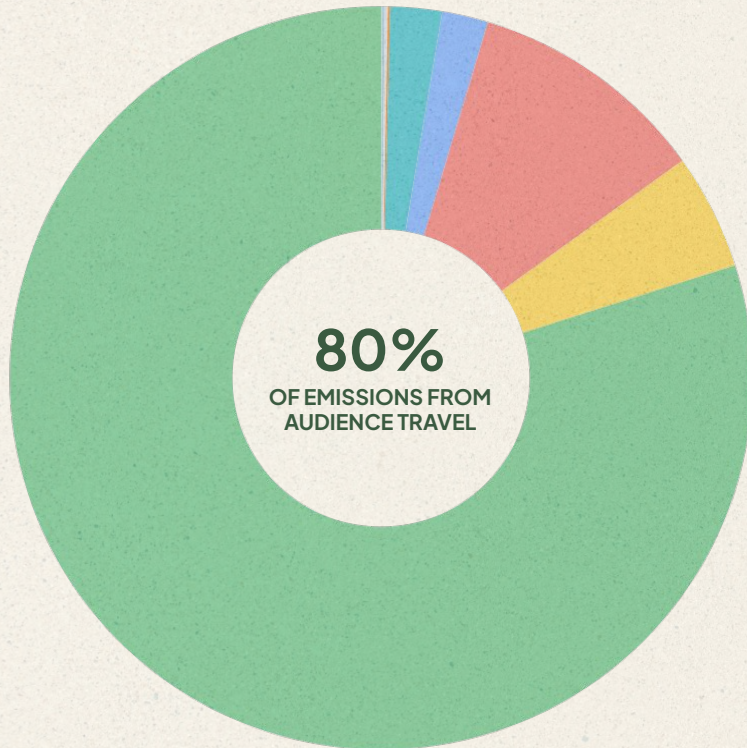
It is important to note that vendor travel, artist travel, and sanitation haven't been considered due to the lack of data. We also gathered sample sizes and scaled to the festival size to find representative amounts for specific areas where we weren't able to collect 100% of the necessary data. Therefore, the actual carbon footprint will be slightly greater than that shown in this report. This should be taken into account if data gathering expands in future editions.



# Breakdown of Emissions

[LINK TO RAW DATA SHEET](#)

## EMISSIONS BY CATEGORY



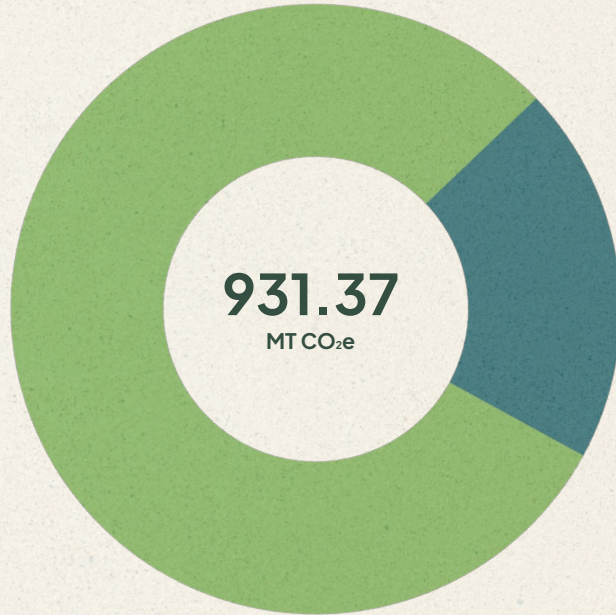
CATEGORY	EMISSIONS MT CO <sub>2</sub> e	PERCENT %
Water & Wastewater	0.01	0.00%
Vehicle Usage	0.47	0.04%
Material Waste	0.98	0.08%
Heavy Machinery	1.46	0.12%
Onsite Energy	1.57	0.13%
Beverages	23.43	2.01%
Food & Meals	26.20	2.25%
Staff Travel	58.74	5.04%
Procurement	121.39	10.41%
Audience Travel	931.37	79.90%



# Helpful Context

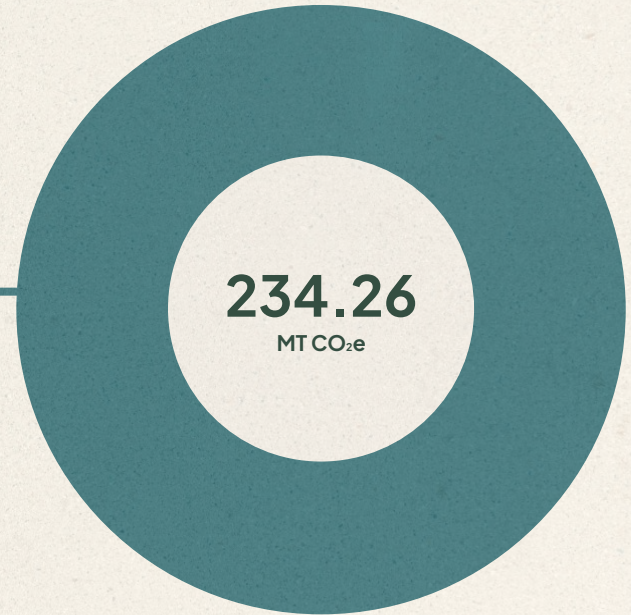
A significant piece of emissions from any event comes from fan travel, up to 90% in some cases. Emissions from fan travel were even more significant than expected at Outside Festival, due to the onsite efforts to eliminate over 30 MT CO<sub>2</sub>e, which we look into later. For now, let's take a deeper dive into the direct emissions that the festival produced:

## A MAJORITY OF THE IMPACTS CAME FROM FAN TRAVEL



20%

## EXAMINING ALL THE OTHER EMISSIONS





# Vehicles & Machines

A total of 20 vehicles were used throughout the event to support the building and operations. An additional 11 pieces of heavy machinery and equipment were used for the event. These included forklifts to support the build and even light towers to ensure a safe and well-lit festival.

## BREAKDOWN BY FUEL USAGE

**60** GALLONS

GASOLINE USED FOR ALL VEHICLES ONSITE

**164** GALLONS

DIESEL USED FOR ALL HEAVY MACHINERY





# Hybrid Energy Systems Reduced Fuel by 91%

A total of 9 hybrid battery systems were used onsite. Although there is room for improvement, these systems came together to avoid a lot of fuel and substantially limit the overall run time. The generators were placed next to the battery units and would only turn on overnight to recharge the battery units. Once fully recharged, the generators would turn off automatically. These generators were powered by diesel exclusively. We used only 154 gallons of fuel to power the entire event.

## HYBRID SYSTEM (1)



UNITS

4

RUN TIME [HRS]

73.3

FUEL USE [G]

76

## HYBRID SYSTEM (2) \*

\* Paired with a 100 kW, 56 kW, or 36 kW diesel generator, but only 56 kW generator is seen in the image below.



UNITS

5

RUN TIME [HRS]

48.30

FUEL USE [G]

78



# Material Waste Breakdown

We worked to prioritize compostable and recyclable items to reduce the overall amount of waste and the amount sent to landfills. Through a rigorous process before the festival, we procured a list of vetted materials that were CMA-certified and partnered with the local organization, Scraps, to ensure each item was properly disposed of.



## TOTAL WASTE COLLECTED

**9,120 LBS**

TOTAL MATERIAL WASTE COLLECTED

**0.52 LBS**

WASTE GENERATED PER FAN DAILY \*

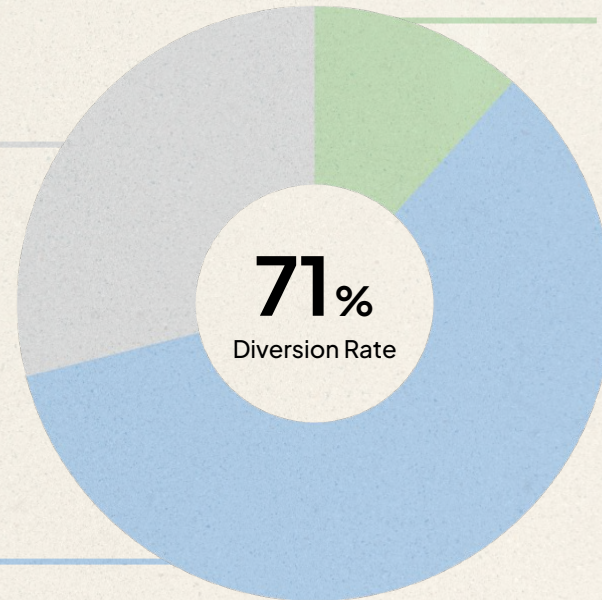
\* Based on 8,750 individuals per day over two (2) days

## WASTE BY DESTINATION

LANDFILL  
29%

RECYCLED  
59%

COMPOST  
12%



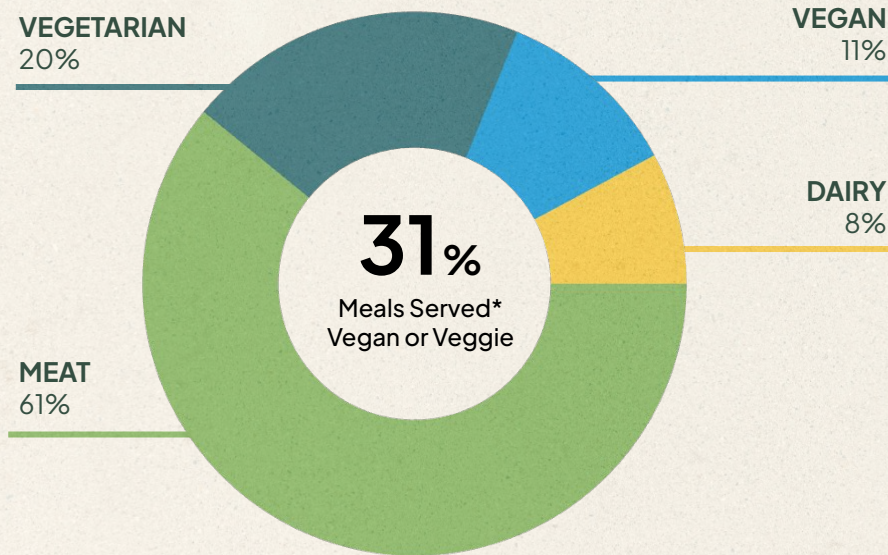
**71%**  
Diversion Rate



# Breakdown of the 11,492 Meals Served

We required each vendor to offer at least one plant-based meal on their menu for fans to buy. We coordinated efforts beforehand with a local nonprofit (The Gathering Place) to donate 250+ leftover meals from the Summit. We also saw some awesome staff (shoutout to Mo Hnatiuk) who orchestrated grassroots efforts to hand out additional food to the homeless. Mo personally handed out around 300 meals, walking up and down Colfax and hitting the areas she found to be the most impactful from her work with the unhoused community!

## BY TYPE OF MEAL SERVED ONSITE



## FOOD DONATIONS

**250 +**

MEALS DONATED THROUGH THE SUMMIT

**400 +**

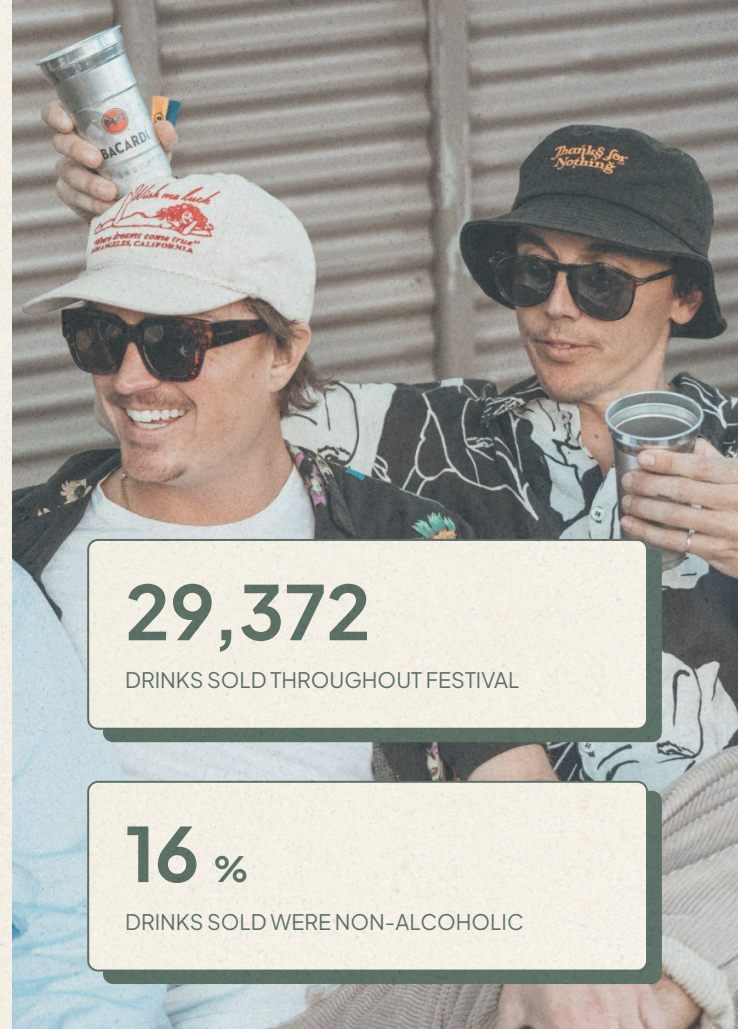
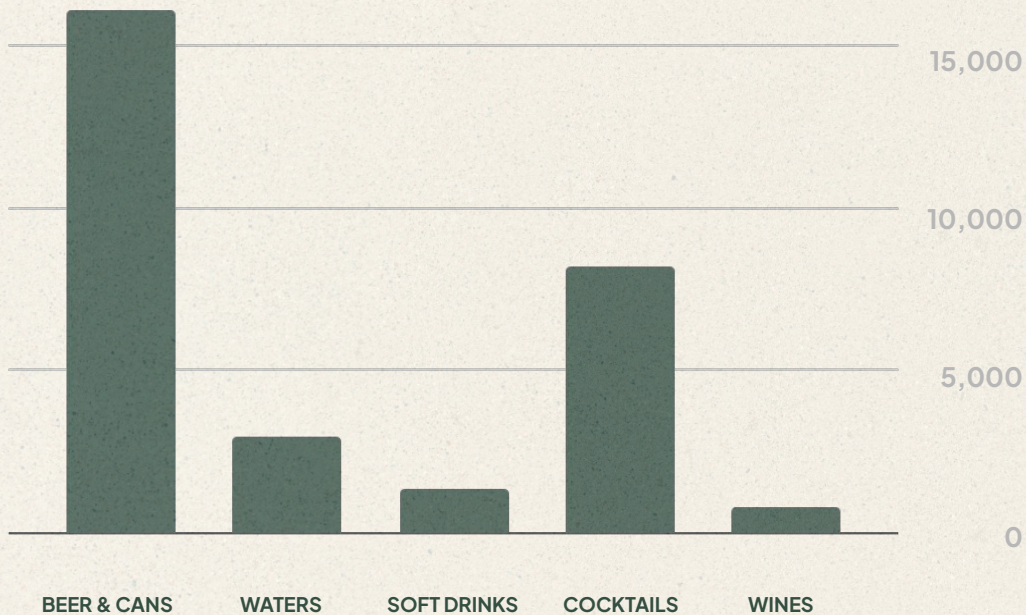
MEALS DONATED TO LOCAL HOMELESS

\* Based on 77% sample size and response rate from food vendors onsite and scaled to represent the total number.



# All Beverages Sold

## BEVERAGES SOLD BY DRINK TYPE



# 29,372

DRINKS SOLD THROUGHOUT FESTIVAL

# 16 %

DRINKS SOLD WERE NON-ALCOHOLIC



# Hydration Stations

We encouraged fans to BYOBottle and sold reusable water bottles next to the main hydration stations. People who had already purchased drinks could refill their existing cans (as seen on the right).

## FANS STAYED HYDRATED



**2,812 +**

GALLONS OF TAP TRANSFORMED TO CLEAN WATER



**21,000 +**

SINGLE-USE PLASTIC BOTTLES AVOIDED [500ml]

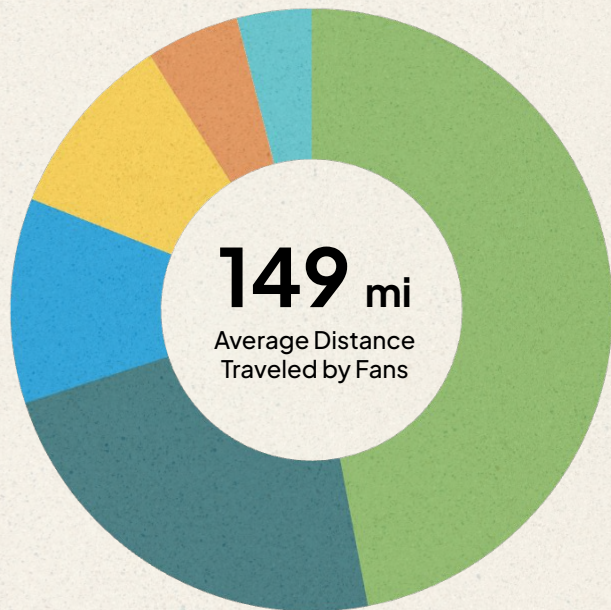




# Fan Travel

FOOTPRINT™ allowed for a seamless and easy process to collect key information on where fans came from and how they traveled, using first-hand data.

## BREAKDOWN BY TRAVEL TYPE



### CATEGORY

● Driving

● Walk/Bike/Scooter

● Rideshare

● Plane

● Bus

● Train

### PERCENT

47%

23%

11%

10%

5%

4%

## THE TOP 5 CITIES IN COLORADO MADE UP 58% OF VISITORS

1	DENVER	37%
2	LAKWOOD	7%
3	BOULDER	5%
4	WESTMINSTER	5%
5	ARVADA	4%

We receive 1000+ responses from fans on our transportation survey and scaled to 10,000 individuals to determine estimated emissions from all audience travel



# Fan Engagement

We sent FOOTPRINT™ reports to over 1,000 fans who took our transport survey. Here are some highlights of how they engaged:

**36 %**

OPENED THE REPORT TO VIEW IMPACTS

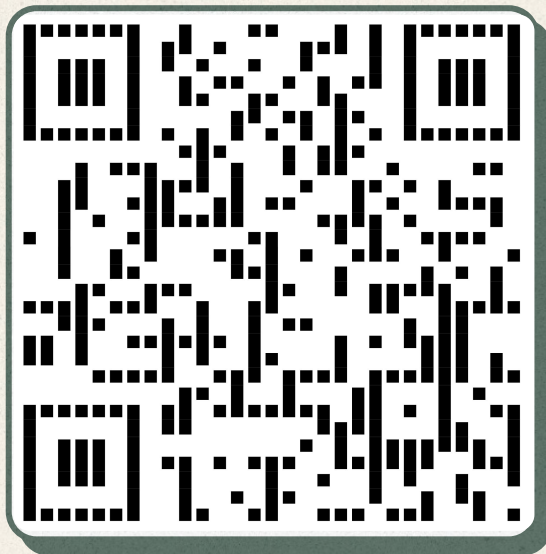
**1m 52s**

AVERAGE TIME SPENT ON THE REPORT

**13 %**

SHARED THE REPORT WITH A FRIEND

SCAN TO VIEW SAMPLE REPORT





# BENCHMARKING

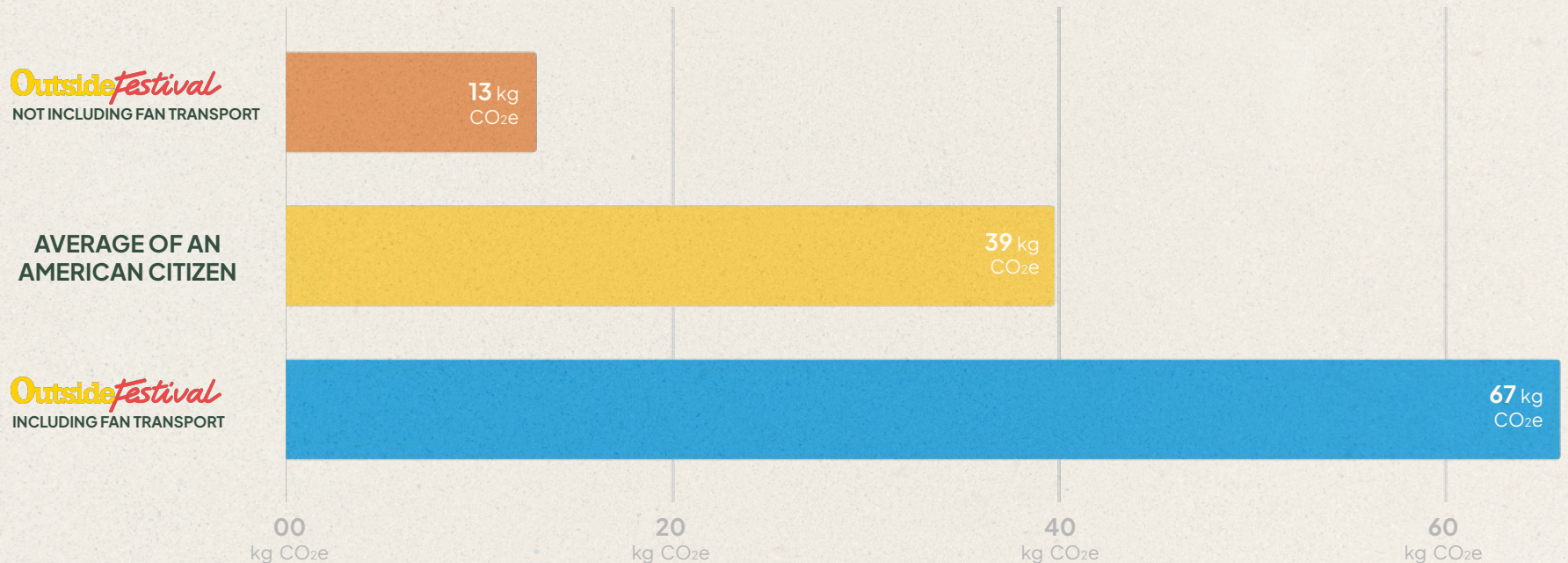
Some key highlights of the festival's sustainability programs, and how it stacks up to other festivals.



# Daily Emissions Per Person

The total carbon footprint is helpful, but what does it mean on an individual level? On a daily basis per person, we're able to understand how the festival compares to other environments:

## THE AVERAGE CARBON FOOTPRINT PER PERSON PER DAY IN KILOGRAMS

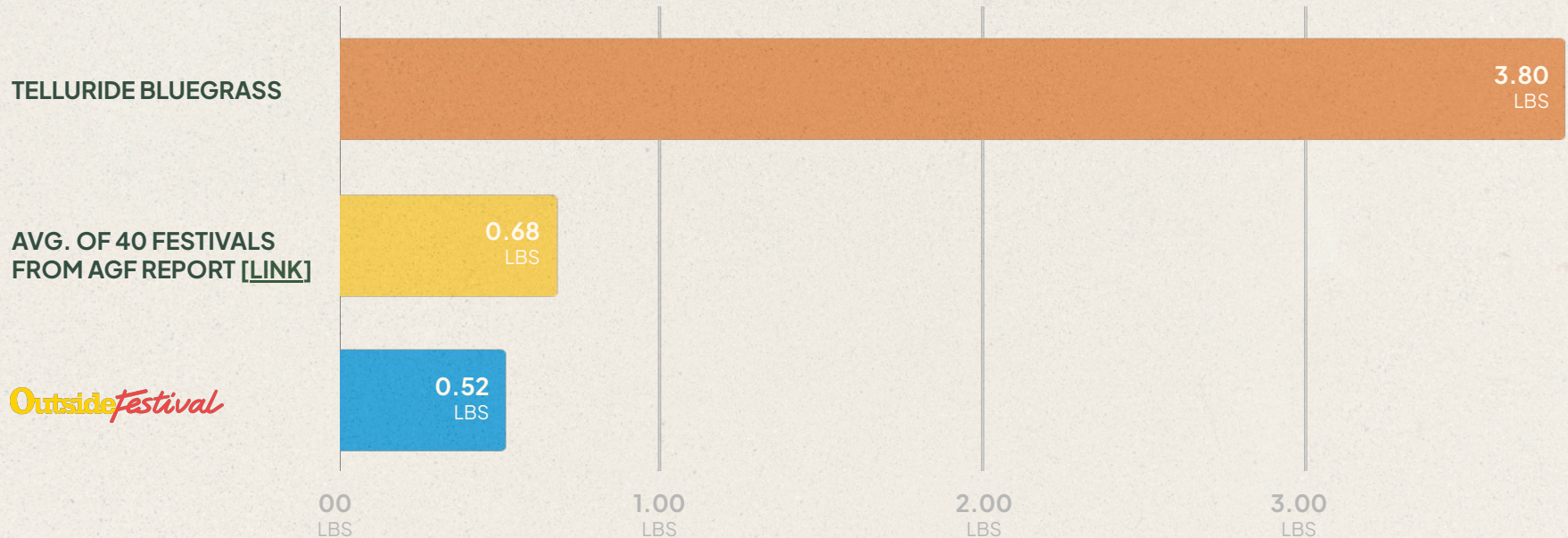




# Daily Waste Per Person

Waste diversion is a helpful metric for understanding how much waste is sent to the landfill compared to the amount disposed of through compost and recycling. Waste per person is also important for understanding the overall amount of waste an event generates, as the first step on the waste hierarchy is to reduce the total waste.

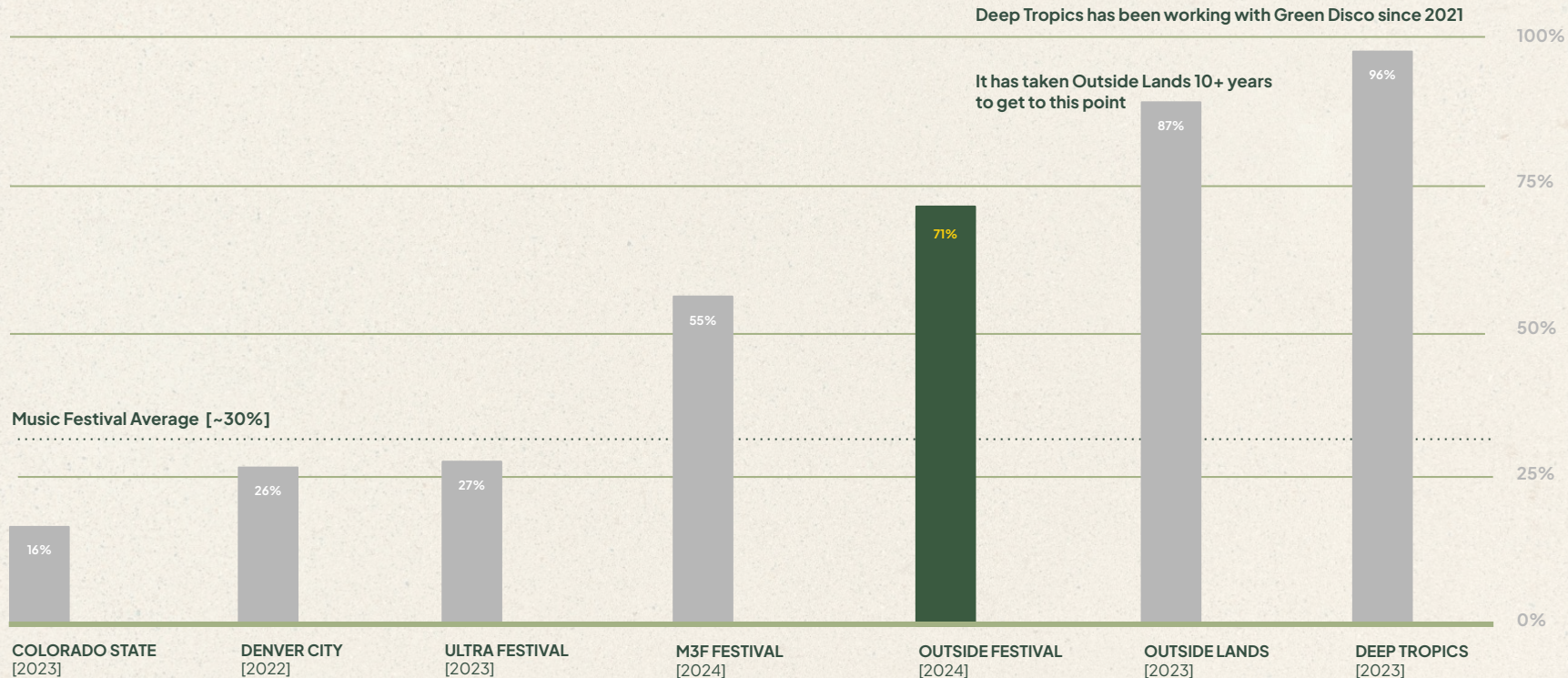
## THE AVERAGE WASTE PER PERSON PER DAY IN POUNDS (LBS)





# Waste Diversion Locally & Nationally

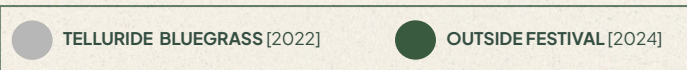
AVERAGE WASTE DIVERSION RATES ACROSS EVENTS IN THE U.S. SINCE 2022



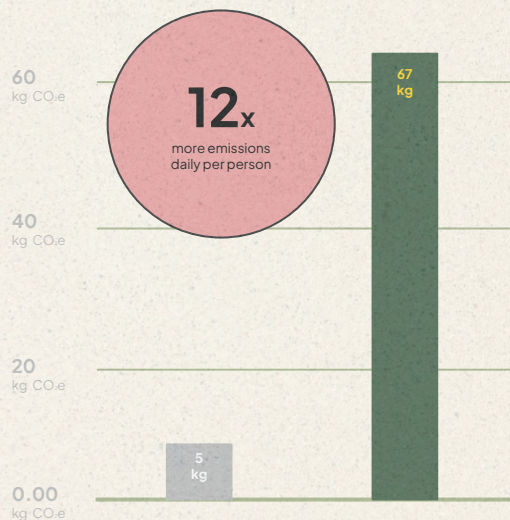


# Comparison to Telluride Bluegrass

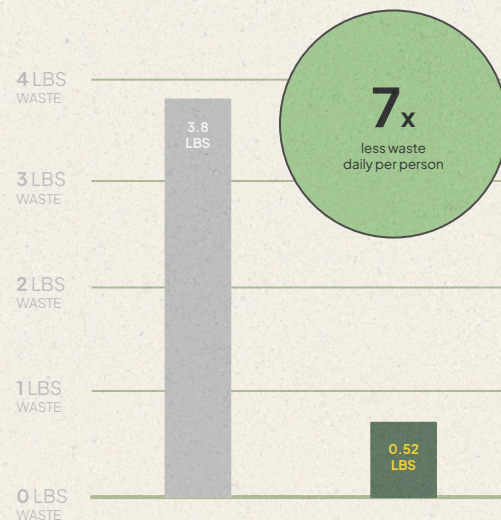
Telluride Bluegrass (TB) is a local festival in Colorado that has been working on sustainability and reporting on its efforts since the early 2000s. These reasons make it an excellent opportunity to benchmark Outside Festival in 2024, although it is NOT an apples-to-apples comparison. We collected different inputs and data to determine the emissions. Outside significantly outperformed TB in each waste metric, but not carbon.



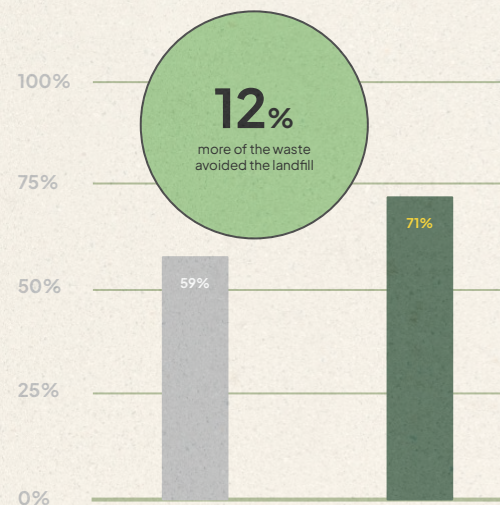
## DAILY EMISSIONS PER PERSON [kg]



## DAILY WASTE PER PERSON [LBS]



## TOTAL WASTE DIVERSION RATE [%]





# PROGRAMS



We integrated over 20 initiatives. Here's a recap.



# Waste Stations

We placed around 40 three-stream waste stations around the entire festival site. We also created a back-of-house sorting station, dubbed “The Boneyard,” to divert as much waste from landfills as possible. We achieved less than a 5% contamination rate and diverted 71% of all waste from landfills.





# The Green Team

A lean and mighty volunteer team of over 20+ individuals helped clean the festival grounds, engage with all the fans onsite, and monitor each waste station. We partnered with the nonprofit Leave No Trace to educate our team prior to the festival. These volunteers were integral to the waste diversion efforts and kept the site clean!





# Reclaimed Waste

Green Disco brought in a local creative studio, Radia, to make activations through reused materials and reclaimed items. They made three (3) activations onsite through circular practices and helped avoid over 1,900 lbs of waste from the landfill.





## Promote Reuse

**NOSO Patches:** NOSO created custom patches for Outside Festival fans to easily and quickly repair their outdoor gear with a stylish and durable patch.

**Out&Back:** Out&Back, a marketplace for consumers to buy used outdoor apparel and equipment, hosted a gear swap and re-homed different pieces of gear.

**Festival Merchandise:** All festival merch sold on-site was vetted, prioritizing post consumer recycled materials and designed with minimal packaging.





# Onsite Energy

Sunbelt Rentals deployed hybrid battery systems to reduce the overall amount of fuel used on-site. No renewable energy was used at the festival this year, but major efforts were made to significantly cut diesel usage.





## Micro-Mobility

Through a partnership with Lyft, staff and fans were offered discount codes to take advantage of electric bikes and scooters for last-mile travel. Around 20% of festival goers walked, biked, or scootered to the event!





# FOOTPRINT™

More than 1,000 fans took our survey, which helped us understand how they traveled and where they came from to quantify their emissions. Each fan received an individual report. On average, fans spent more than 1 minute viewing their report and 13% shared it with friends.



## HELP US CALCULATE OUR CARBON FOOTPRINT!

TAKE THIS 30-SECOND SURVEY FOR A CHANCE TO WIN \$500 PRIZE PACK FROM OUTSIDE.





## Plan Your Travel

Through a partnership with the City of Denver, fans could plan their travel before the event and choose the cheapest, fastest, and lowest-carbon transportation. A direct link was provided on the festival webpage to give fans easy access. Almost 1/3 of fans used sustainable transportation.



## PLAN YOUR TRIP

Where to go, what to pack, and will it rain? Here are some trip planning tips to help you get prepped for the Outside Festival.



# Plastic Free!

Our mission to create a plastic-free festival was brought to life through hydration stations, Ball Aluminum Cups, Liquid Death cans, and a #BYOBottle campaign. Fans were encouraged to bring their own bottles and could quickly fill their cups onsite to eliminate single-use plastic from the festival.





## Serveware

All vendors used serveware purchased from a pre-approved and CMA-certified list of materials to ensure that all the food and drink serveware was compostable. Each vendor had signage to represent the materials and inform fans how to properly dispose of them.





## Plant-Based Food

Each food vendor onsite had at least one (1) plant-based meal on the menu, and a majority of the vendors sold out of these items during the festival.

Almost  $\frac{1}{3}$  of all meals sold onsite were entirely vegan or vegetarian.





## Food Donations

We reallocated over 250+ meals worth of food waste from the Summit and donated the meals to the local nonprofit, the Gathering Place, to eliminate all food waste. In addition to these pre-planned efforts, staff went above and beyond to handout an additional 400 meals to local homeless after the festival.





# aGREENments

Each vendor and supplier involved with the festival was asked to sign an agreement acknowledging their understanding of the festival's environmental programs. AGREEMENTS ensured compliance with our efforts, and vendors loved the cause, and over 67% of all suppliers signed.

## FOOD VENDOR AGREEMENTS



### SIGNATURE PAGE

Please sign this document to acknowledge your understanding of our environmental standards and send a signed copy to [data@greendisco.earth](mailto:data@greendisco.earth). We aim to set new standards for music festivals nationwide!

SIGNATURE

Hayli Angle

COMPANY

Mile High Kona Ice

By signing this document, you acknowledge receipt of this document and your intention to comply with our environmental standards. If you have any questions or challenges with compliance, please contact Jonah Geschwind at [jonah@greendisco.earth](mailto:jonah@greendisco.earth).



## Nonprofits

A combination of social and environmental nonprofits came together to help the festival strengthen its community ties and engage directly with fans onsite. All in all, there were more than 10 nonprofits onsite engaging fans with local and global causes.





# Messaging

In an effort to engage with each and every fan with our sustainability values, we created a combination of physical and digital signage, even featuring messaging on the main stage LED screen ( transport survey messaging on the right)





# Programming

Environmentalism took center stage at the Summit the day before the festival and throughout our Film and Ideas programming.

A dedicated sustainability panel featured local officials and executives talking about the role of the environment in the outdoor industry.





# THANK YOU

We look forward to working again next year, and continuing to set a new standard for festivals.

GREEN  
DISCO



CONTACT US

[jonah@greendisco.earth](mailto:jonah@greendisco.earth)

