

SUFFOLK LEISURE & TOURISM TRAILBLAZERS



**FOLK
EAST
FESTIVAL**



JOHN MARSHALL-POTTER
FOLK EAST FESTIVAL
SOTTERLEY

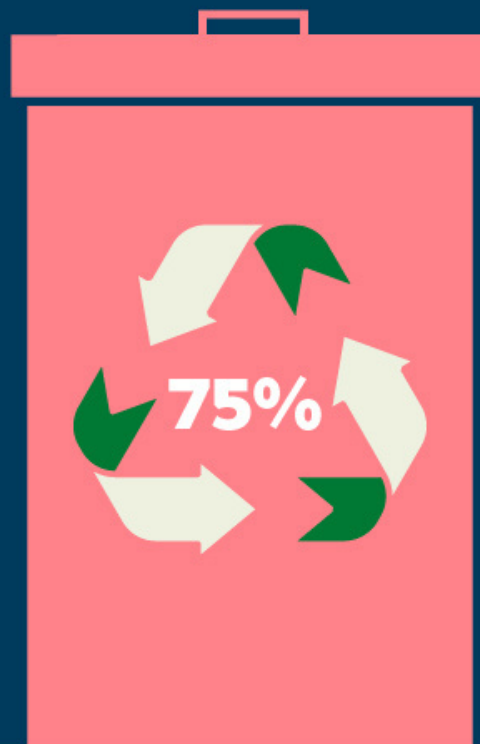

Suffolk
Creating the Greenest County



Motivation

"The environmental impact of larger festivals is huge, often prioritising cost over proximity. We wanted to do things differently, focusing on local sourcing, eco-friendly practices, and community-driven solutions to reduce our carbon footprint."

John Marshall-Potter
Folk East Festival



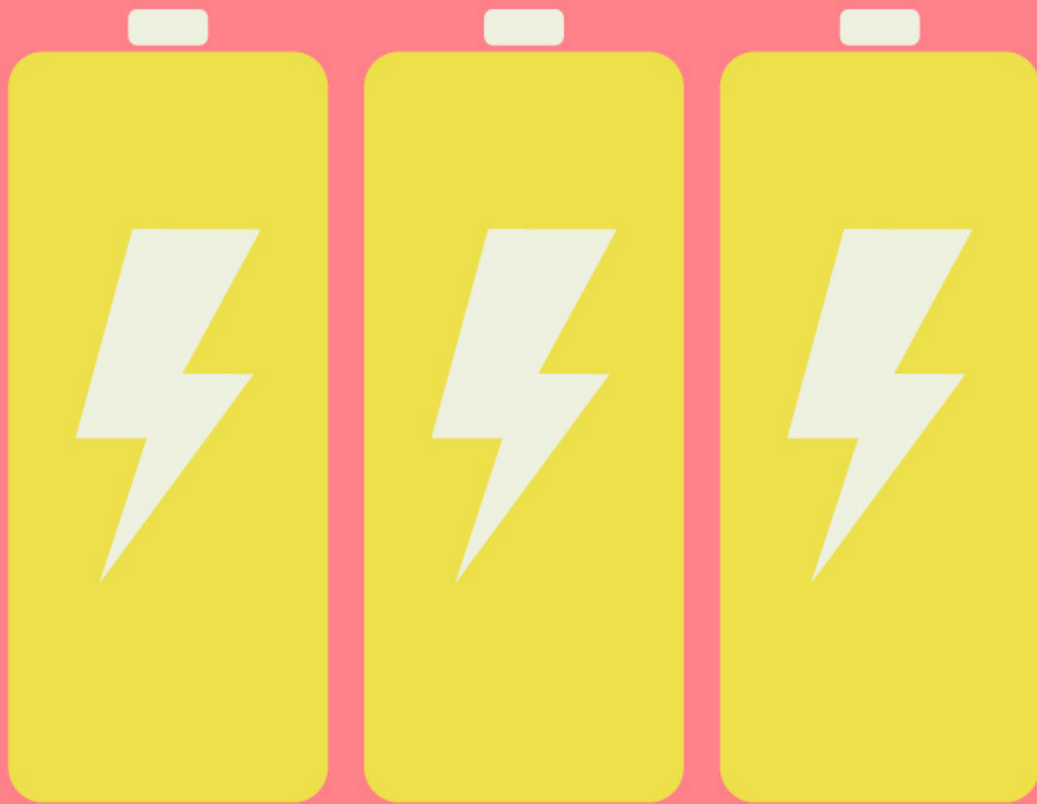
First Steps

No litter, no tents
left behind and we
achieve 75%
recycling rate



First Steps

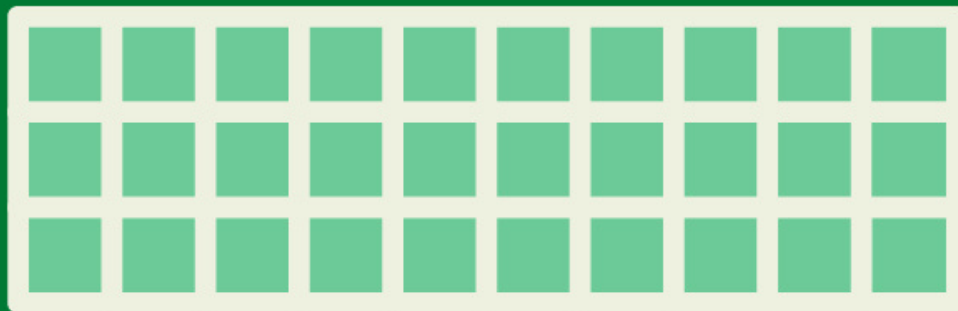
Sourcing locally to reduce costs, emissions and support the local economy



First Steps

"We're powered by solar energy, using battery storage to minimise fossil fuel use, and have switched to propane generators for a cleaner alternative"

John Marshall-Potter
Folk East Festival



Immediate Benefits

Expand festival renewable energy from 36 solar portable panels, providing 8KW to full-site coverage



Future Plans

Encouraging lift-sharing,
cycling, and shuttlebuses to
reduce festival travel emissions



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