



Sustainability Plan

NAME OF FESTIVAL	Féile Thrá Lí – Tralee Street Fest.
DATES OF FESTIVAL	15th August-19th August 2025
FESTIVAL LOCATION	Tralee, Co. Kerry
FESTIVAL CONTACT	Mark Sullivan
CONTACT DETAILS email phone website	info@festivaltralee.com 066 7199100 www.festivaltralee.com
Do you consider your festival to be a sustainable festival? Y/N	Yes
Version & Updated	V2 – 30/04/2025

Section 1: Energy

The Festival is committed to reducing its environmental footprint by promoting energy efficiency and sustainable practices across all aspects of the event.

The festival aims to utilise renewable energy sources wherever possible, minimise reliance on fossil fuels, and partner with eco-conscious suppliers and contractors. Efficient lighting, reduced generator usage, and the prioritisation of low-energy technologies are integrated into the event planning and infrastructure.

Through collaboration with local authorities and sustainability advisors, the festival continually evaluates and improves its energy performance, ensuring the event aligns with broader climate action goals while maintaining a high-quality visitor experience.

In 2023 & 2024 the festival undertook an auditing and no-cost implementation of energy efficient festival management. The festival engaged with groups within the Kerry PPN e.g. Green Arts Initiative, DEAL Community, Tralee Tidy Towns. The following policies points were identified.

ENERGY EFFICIENCY STRATEGIES

- 1. Renewable Energy Integration:** renewable energy sources, such as solar panels and wind turbines serve as an educational tool, raising awareness about renewable energy among attendees. ACTION – Discussions are ongoing with the Local Area Energy Network (LAEN) in Tralee to assign a free prominent location on the main street thoroughfare within the Concession Stall zones as a tool to create awareness.
- 2. Energy Monitoring:** If we identify areas of energy waste, we can optimize energy consumption and reduce unnecessary resource consumption. ACTION – A detailed audit is considered for the 2025 Festival.
- 3. Waste Management:** Festivals can adopt waste management programs that focus on recycling, composting, and minimizing overall waste production. ACTION – In 2023 & 2024 we teamed up with the LAPN 'Greening Your Festival' Policies and Documents along with Kerry County Council



and implemented Bin Toppers to create awareness for waste segregation, signing up traders to the Charter along with good waste disposal Signage.

4. **Education and Awareness:** Raising awareness about the environmental impact of festivals is crucial to inspiring positive change. We were unsuccessful in 2023 with our application to Creative Ireland Spark initiative of the 'Human Powerstation' i.e. eBikes to generate power for a specific stage area and concession zone. We intend to reapply in 2025/2026 for this initiative.
5. **Green Purchases:** In 2025 the company successfully received funding via DCRD-Community Recognition Fund Phase 2 2024. A comprehensive capital purchase plan for production elements is currently at its completion. A key component of these purchases are their green credentials and efficiency in development, procurement, installation, ongoing use and storage.

Section 2: Travel and Transport

Féile Thrá Lí tries to be as sustainable as possible when it comes to transport. Since 2022 we have worked with our providers and sponsors to implement the following;

1. 60% of all courtesy vehicles used in our Parades are Electric
2. In 2023 we commenced with the promotion of cycling initiative for the recently opened greenways. We created an E-Charging station with secure 'Bike Parking' in the town of Tralee to promote and encourage people to use e-bikes instead of driving into the Festival / Town of Tralee.
3. The Festival promotes local and public transport on their social media pages informing attendees about the public transport that is available during the festival.
4. A Hop on-Hop off Coach is available free to the public and attendees/delegates that brings people on a loop around key points of the Festival.

Section 3: Materials and Waste

1. To Minimize waste as part of our waste management plan the Festival partners with Higgins Waste Management Company to provide numerous bins around the town during the festival and have put bin toppers on top of each splitting waste into 'Cans, Glass, Waste and Plastic' bringing a more sustainable approach to the festival and it has been a huge success so far and has been highly acknowledge by Tralee Tidy Towns.
2. Work with our Waste Management Company to ensure the segregated elements above were properly disposed of. The Company allowed us to drop up the Cans, Glass and Plastics ourselves and ensure they were correctly disposed.
3. In 2023 we commenced with the implementation of the LAPN 'Greening Your Festival' sign-up charter and checks for our 12 large Food Concession units to ensure no single-use plastics, correct compostables were being used. In 2024 we roll this out to all Concession units in the town Centre and for 2025 the plan is to have all concession units on board.



4. We ensure with all production providers to check if all Generators that need to be used are HVO fueled.
5. We work with Kerry County Council to ensure that the Festival is generator free by utilizing grid power at various locations through the town Festival Zones.

Section 4: Food & Beverage

As times are changing and the world is becoming more sustainable, our festival is aware that it needs to change too. By doing so we have brought in organic food and craft vendors who supply vegan and free-range menu options to the attendees and also organic craft products. We also ensure that our vendors know that we are strict on the proper disposal of food waste and if these rules are not followed then the vendor will not be welcomed back to the festival the following year.

We have implemented the Local Area Prevention Network Greening Toolkit elements such as;

1. Bin Toppers along with advise and promotion of separation of waste
2. Awareness signage both in English and Irish
3. Key Food vendors sign up to the Greening Charters
4. Market Stalls Coordinator at the application stage gave more weighting to those stalls who focused on selling more sustainable food and beverages

Section 5: Water

Currently there is no water conservation plan for the Festival. However for 2025 – 2026 the following is under discussion by the Festival Management Team.

1. Vendor Guidelines

All food and beverage vendors will be required to use water-efficient appliances and avoid unnecessary water discharge. Greywater disposal procedures will be strictly enforced.

2. Eco-Toilets

While the Festival utilises the town Public Toilets for the Festival; consideration is been given to deploy water-saving mobile sanitation units (vacuum flush or compost toilets) in high-traffic areas to minimise water waste.

3. Awareness Signage

Clear signage will remind visitors and staff to use water wisely, including at handwashing points and vendor sites.

4. Rainwater Collection (Pilot Initiative 2026)

Explore using temporary rainwater harvesting for cleaning non-food-related surfaces (e.g., street furniture, signage).

5. Monitoring & Reporting

Monitor usage at refill points and vendor connections to estimate consumption, set targets, and refine future planning.

The festival works with Kerry County Council – Tralee Municipal District on their Pollution and Wastewater disposal treatment plans for the Festival.



Section 6: Nature & Biodiversity

When running a festival such as the Rose of Tralee it is important that we are not endangering any species and we are not polluting the area, so we work closely with Kerry County Council and research within our team to ensure that we are not harming or disturbing anything to do with nature and if we are then we ensure that we put it back the way it was found and not do permanent damage.

From 2023 the festival have been engaging with groups within the Kerry PPN

- Green Arts Initiative
- DEAL Community
- Tralee Tidy Towns

On an ongoing basis we seek advice along with providing free stall space within the festival for promotion and education opportunities. We provide a free concession unit to the following groups annually such as;

- Doughnut Economics Action Lab
- Tralee Bay Wetlands
- Tralee Tidy Towns
- Save the Green
- The Kingdom Beekeepers' Association

These organisations provide a great awareness platform for green initiatives and organisations in Kerry as well as helping the organisation with recruitment and support for their individual organisations.

Section 7: Governance

Monitoring the environmental impact of the Rose of Tralee International Festival is to be undertaken before, during and after covering the following areas:

- The accumulation of litter = Visual observation and recording
- Adequacy of standards of sanitary facilities = Ground Level Photographic Diary
- Traffic movements and parking = Ascertain traffic impact

We will engage, seek advise and work with the local environmental officer and awareness group to be cognisant of the local flora, fauna, sensitive locations, protected species zones and movements.

Utilising Fáilte Ireland own Sustainable Festival Guidelines we can provide a general outline of how the Samhain Night Processions could benefit from simple advanced awareness of creating a sustainable event. Here are just a few samples of what we could implement.



Guideline Headings	How we can effect change within Féile Thrá Lí – Tralee Street Festival
Energy	<ul style="list-style-type: none"> -Proposal to utilise battery & human power to in the procession of Festival Floats -No use of Generators will be allowed -Lighting to be LED as far as reasonably practicable
Travel & Transport	<ul style="list-style-type: none"> -Our Team has at its disposal two Electric Vehicles with two electric Bikes for Parade/Procession movement. -The proposal would be to Carpool as much of the team as possible and where practicable to use public transport. -On a front-facing aspect we would set out a number of 'calls to action' such as working with the council/local Chamber/Businesses on a Valet Bike Parking space to encourage cycling to/from the Processions. -To advertise and encourage public and private transport providers to run extra & run late specifically to get the public to and from the event. -Awareness 'Mood-Board' survey along the processions route to correlate the publics pattern on how they travelled to the Parade to help with understanding and awareness.
Resources (Previously called Waste)	<ul style="list-style-type: none"> -After engaging with all stakeholders, we would compile a Waste Management Plan specifically for each space. -We have recently invested in 16 runs of Bin Toppers for waste separation and management. We would work with the local authority, tidy town groups to manage this public bin usage. -We would also ensure that all the Groups performing are aware of our policies and procedures around positive resource use. -Working with local businesses and in particular late night Coffee Shops and Convenient Stores to encourage the use of re-usable cups with a larger discount at check-out.
Food & Beverage	<ul style="list-style-type: none"> -Establish a Food & Beverage Sustainability Policy. -If Concessions were to be utilised, consider working with the same companies throughout the other Festival and events presented in Tralee. This will create 'buy-in' from all the concessions units involved. -Work with the local County Council's Environmental Department and local environmental awareness groups to help implement the LAPN 'Green Festivals Kit' for both the local businesses which will be opened and for travelling mobile concession units.



Water	<ul style="list-style-type: none"> -Develop a practicable water conservation plan. -No single use plastics (water bottles) to be use by any performers, crew or staff. -If Portable Toilets are to be used then we would work with the company to ensure they have a robust wastewater management and treatment plan. - Bring artistic awareness of our natural resource 'Water' through street performance element or installation.
Nature & Biodiversity	<ul style="list-style-type: none"> -Ensure all spaces used as part of the Festival are cleared for use and there is no adverse affect on the Flora, Fauna or the natural biodiversity of any site used. -Work with local Wildlife groups to better understand the local areas biodiversity and how we can work this into our processions -Ensure awareness is created with our connection with the land, the soil and need for the earth. A Theme of 'Nature Restoration' would work well here as part of a Parade, Performance or installation.
Governance & Communication	<p>Procurement Policies, Environmental Clauses within Contracts and allowing the Festival a platform for environmental issues via promotion, messaging and programme.</p>

Section 8: Additional Considerations 2025 - 2026

1. We would like to integrate a more eco friendly festival by working with the local bars and businesses to get rid of light plastic drinking glasses to a more hard-shelled sustainable glass.
2. Work with our production partners to pinpoint areas we can implement change. Examples of these would be;
 - A. HVO Generators
 - B. Full ban on single-use Plastics
 - C. Promote the use of Electrical Vehicles
 - D. All production meetings are carried out online
3. We have appointed a Environmental/Sustainability Officer recently and require them to train all full/part/event Staff, oversee implementation of all policies and procedures
4. Communicate and market our environmentally sustainable initiatives
5. Strive to be as close to net-zero as possible within 5 years



Sustainability & Operational KPI Plan 2025 - 2026

Category	KPI	Target (Annual)
Energy Usage	Total kWh used across all venues and infrastructure	Reduce by 10% annually through LED use & energy audits
	% of renewable energy sourced	Minimum 30% from renewable sources by Year 3
Water Usage	Litres consumed during festival	Track and reduce by 5% annually via conservation measures
	Water refill stations provided	Minimum 5 public refill points across key areas
Waste	% of waste diverted from landfill	Achieve 70% diversion rate via recycling/composting
	Number of single-use plastic items avoided	Eliminate all single-use plastic at catering by Year 2
Emissions – CO₂	Estimated total festival emissions (tCO ₂ e)	Establish baseline Year 1, reduce 15% by Year 3
	% of sustainable transport used by staff and volunteers	Target 50% using public, shared or active travel modes
Local Procurement	% of vendors/supplies sourced within Kerry	60% local procurement target
	Number of Kerry-based businesses engaged	100+ annually
Staff Satisfaction	Survey participation rate	90% participation in post-festival staff survey
	Satisfaction score (out of 10)	Maintain minimum score of 8 across key metrics
Visitor Satisfaction	Average visitor rating (out of 5)	4.5 or higher on all feedback channels 4.6
	% of visitors likely to return	80% indicate return likelihood in survey