



# TIPS FOR COMMUNICATING YOUR RESULTS

<b>The purpose of this document</b>	To make recommendations for sharing your results and findings.
<b>Who it is for</b>	Waste Lead and the festival communications team.
<b>How to use it</b>	Consider the guidance and apply it to the conversations you have in sharing the results of the waste strategy.

After all of the hard work going into your waste reduction and management, it's important to celebrate the successes and share feedback..

Feedback makes people feel like their actions were worthwhile and motivates them to further action.

## Focus on the positive

- Start with what worked well and what you achieved.
- Say thank you to all those involved.
- Include case studies and stories of traders, contractors and audience members that managed waste well to celebrate successes and inspire future ones.

## Start sharing

- Where possible, use comparisons so people can visualise the amount of waste you are talking about (e.g. a tonne is equivalent to 1000 bags of sugar).
- Share how close or far you were from your targets. Share the percentage difference from one year to the next.

## Summarise

- Don't expect all your contractors to read your whole sustainability report so pull out the key elements that are relevant to them and provide a summary.

Check out some case studies of how events have communicated about waste:



**Kendal Calling case study**



**DGTL case study**



**Climax case study**