

WOW KARACHI FESTIVAL 2019 - ENVIRONMENTAL STATEMENT OF INTENT

WOW Organising Committee and British Council Pakistan are committed to having an environmentally responsible WOW Karachi Festival 2019 and are working closely with our partners to plan and implement a festival which will reflect green event best practices.

Given that our activities have an impact on the environment and climate change and environmental degradation are leading global crises, it was proposed at the WOW Karachi Thinkin last year that the festival should be organised as a green festival. Founder of WOW, Jude Kelly who was present at the Thinkin announced that henceforth, 'WOW goes green, and it begins in Karachi.'

To this end, the key actions being undertaken are:

Venue

- Zero Waste. This will be done through the reduction of waste such as no single serving containers made of plastic or styrofoam, composting of organic matter, and recycling and reusing of paper, metal, plastic and glass. Waste on site will be managed and recycled or composted with the support of GarbageCAN and Trashit who are also vendors in the marketplace.
- Food Waste Minimisation. Food left over from the event will be donated to needy individuals via the initiative Robinhood Army.
- Energy Efficiency. The scale of the event will be reduced post-sunset on both event days to minimise electricity consumption.

Carbon Neutrality

All activities related to the event create a Carbon Dioxide (CO₂e) footprint. Our team will conduct an emissions' assessment which will include accounting for electricity usage, air and road travel of delegates and organisers and total waste generated.

This emissions' assessment report will give us the approximate amount of CO₂e generated by the event. Following strategies to further reduce the environmental impact of the festival, we will offset what cannot be eliminated by carrying out a plantation drive in Karachi in the coming spring.

Distribution of Event Material

We are committed to using paperless technology as much as it is possible to promote the festival and this will include the distribution of speakers' presentations via live-streaming online as well as digital media outreach for other event related information.

Event bags and/or any other items which may be distributed to the delegates will follow a green procurement strategy and will include materials made of natural fibres which can be recycled and are biodegradable.

Transportation

Although we aim to make this event carbon neutral, we also encourage all the participants to find the most environmentally friendly way to come to the venue which may include taking public transportation and carpooling. We are also working with our partners to provide a shuttle service for audience members from certain underserved communities.

Programming and Marketplace

Finally, programming content for the festival as well as select vendors in the marketplace will also address environment, climate change, recycling and waste management to create dialogue and understanding about responsible environmental stewardship.

WOW Karachi Festival 2019 is organised by British Council Pakistan and curated by Entrepreneurship and Community Development Institute (ECDI), OLOMOPOLO Media, Numaish - Karachi and Dr. Fozia Tahir with Sumbul Khan and Maheen Zia serving on the committee as consultants.

In conclusion we hope WOW Karachi Festival 2019 will set a precedent for other environmentally responsible events in the city.

We look forward to welcoming you at the festival!