



London's First Sustainable Festive Pop-Up!

2023 IMPACT REPORT

www.tipisonthegreen.uk

TIPIS ON THE GREEN

On November 17th 2023 Tipis on the Green pop-up was launched on Parsons Green, in London. In the morning, the tipi venue was a free community space, and from noon the venue opened as an alpine-inspired festive bar and restaurant.

Tipis on the Green is presented by Raw Tipis, a tipi and event company that balances luxury, creativity and sustainability. TOTG founders wanted to follow Raw Tipis' high environmental standards for TOTG but with the added focus of uniting the community at Christmas time.

Our mission is to bring Londons natural spaces to life through responsible and imaginative events for the community and beyond.

FOREWORD



"The festive period should be about connecting with the people you love. Unfortunately, many businesses use this holiday as an opportunity to push consumption and throw any environmental commitments out of the window.

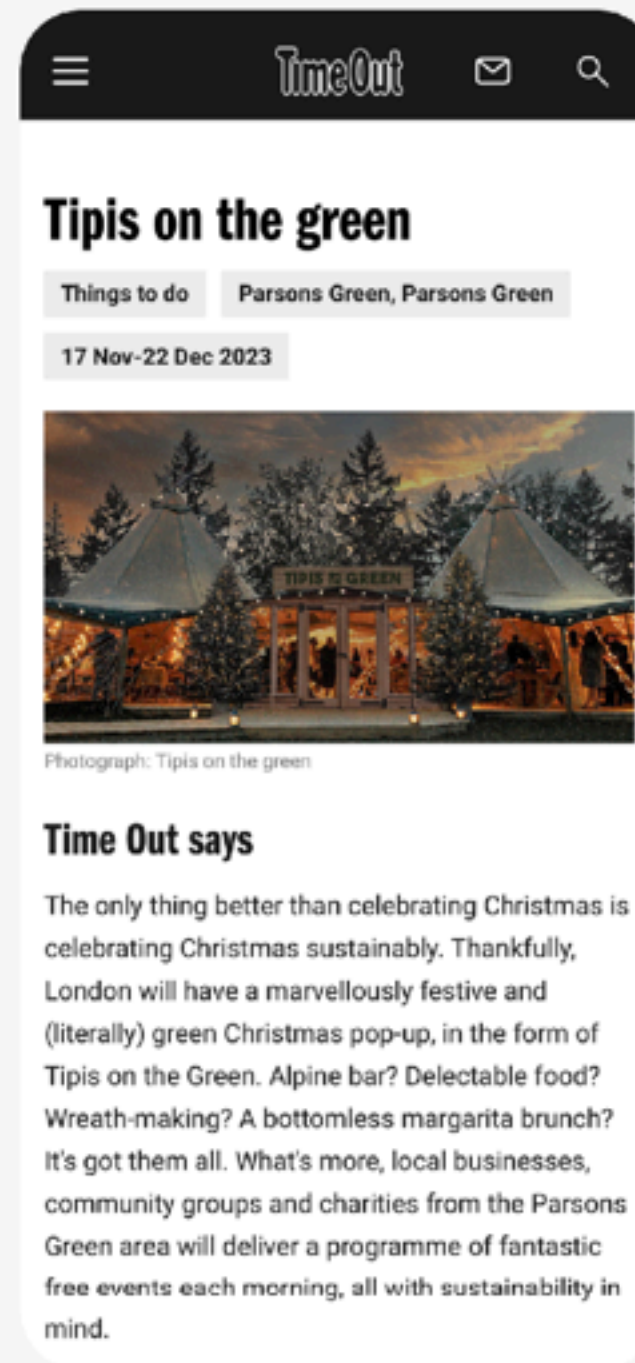
We wanted to bring a little bit of magic to Parsons Green but in the most responsible way possible. This meant having an unwavering commitment to environmental sustainability, supporting community organisations and charities, and using the opportunity to raise awareness of the climate crisis to inspire action.

This impact report is a crucial part of understanding our social and environmental achievements and failures to help pioneer a more sustainable event industry."

TOTG Co-Founders Holly & Cam

**“THE ONLY THING
BETTER THAN
CELEBRATING
CHRISTMAS IS
CELEBRATING
CHRISTMAS
SUSTAINABLY”**

— Liv Kelly, TimeOut



The screenshot shows a mobile app interface for TimeOut. At the top, there is a navigation bar with a hamburger menu icon, the 'TimeOut' logo, an envelope icon, and a magnifying glass icon. Below the navigation bar, the article title 'Tipis on the green' is displayed in a large, bold font. Underneath the title, there are two tags: 'Things to do' and 'Parsons Green, Parsons Green'. A date range '17 Nov-22 Dec 2023' is also visible. The main image of the article shows two illuminated teepees at night, with a sign that reads 'TIPIS ON THE GREEN'. Below the image, there is a caption: 'Photograph: Tipis on the green'. The article text begins with the heading 'Time Out says' followed by a paragraph: 'The only thing better than celebrating Christmas is celebrating Christmas sustainably. Thankfully, London will have a marvellously festive and (literally) green Christmas pop-up, in the form of Tipis on the Green. Alpine bar? Delectable food? Wreath-making? A bottomless margarita brunch? It's got them all. What's more, local businesses, community groups and charities from the Parsons Green area will deliver a programme of fantastic free events each morning, all with sustainability in mind.'



MEASURING IMPACT

'Impact' is something tangible, something measurable.

We knew that measuring the impact of our event was important to understand which social and environmental initiatives were successful, or not, this meant we put different processes in place to gather data.

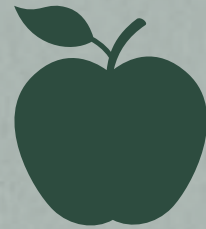
To measure the environmental of the event impact we used Trace by Isla which allowed us to capture the total GHG emissions. Our Sustainability Manager also calculated the emissions of a 'default' event using data from the GHG protocol. We used live QR codes in the venue to help us track how many customers engaged with our sustainability communications.

To measure our social impact we collected data on the type of Community Morning events and the number of beneficiaries impacted through their events at Tipis on the Green. We sent a customer feedback survey to understand how visitors received our social and environmental initiatives. We also reflect on our local charity partnerships with Hammersmith & Fulham Giving.



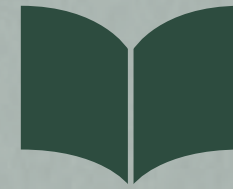
24

Community Events



64%

V/Vg Dishes Sold



37

Press Articles



61.14

tonnes of carbon saved



18

Responsible Brands

IMPACT HIGHLIGHTS



50,000+ L

of water saved

Certified



Corporation

5

B Corp Partners



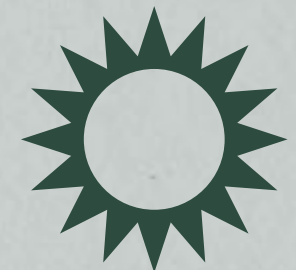
300+

Community Morning
Attendees



40.63

Tonnes of waste
saved from Landfill



18

Sustainability
Initiatives

SPONSORS & PARTNERS

To be able to deliver the most sustainable event possible, our partners and sponsors had to align with our mission. There are unfortunately too many examples of events and institutions that take sponsorship money from businesses in controversial industries e.g. fossil fuels, gambling, large plastic polluters. For example, The British Museum and, most shockingly, The Science Museum both receive funding through 'partnerships' with BP. The negative effect of this is:

Quote from The Climate Propagandist

▶ **Social License**

By associating themselves with esteemed cultural institutions, fossil fuel companies aim to cultivate a positive image, protect its social license, and promote a narrative of responsible corporate citizenship.

▶ **Political Lobbying**

Sponsorship of arts and culture allows fossil fuel companies to exercise influence, engaging in political lobbying to shape policies in their favour and maintain their grip on the industry.

▶ **Curatorial Control**

Financial contributions can translate into subtle curatorial influence, shaping narratives and exhibitions [/displays] to downplay the negative impacts of fossil fuels and present a more favourable view of the industry.

Tipis on the Green had three drinks partners all of which take action to improve their impact on people and the planet:

MAISON
MIRABEAU

PRIME
TIME
PREMIUM LAGER


PIMENTAE



ENVIRONMENTAL IMPACT

We are in a global climate emergency and the UK has become one of the most nature depleted countries in the world. Irresponsible profit-driven businesses hoarding the world's natural resources have led us to a set of social and environmental crises. There is a new opportunity and responsibility for organisations to balance people, planet and profit.

Tipis on the Green was an opportunity to push the boundaries of what a festive pop-up in the middle of a London green could achieve in terms of minimising its impact on the environment and raising awareness of climate solutions as well as local climate action communities.

Using Trace, the event industry's carbon footprint tool, we measured the impact of our event through five categories: energy, catering, travel, production and waste. We also measured the emissions of a 'default' event using carbon factors from the GHG Protocol as a comparison.



GREENHOUSE
GAS PROTOCOL

trace
by isla

EVENT CARBON FOOTPRINT

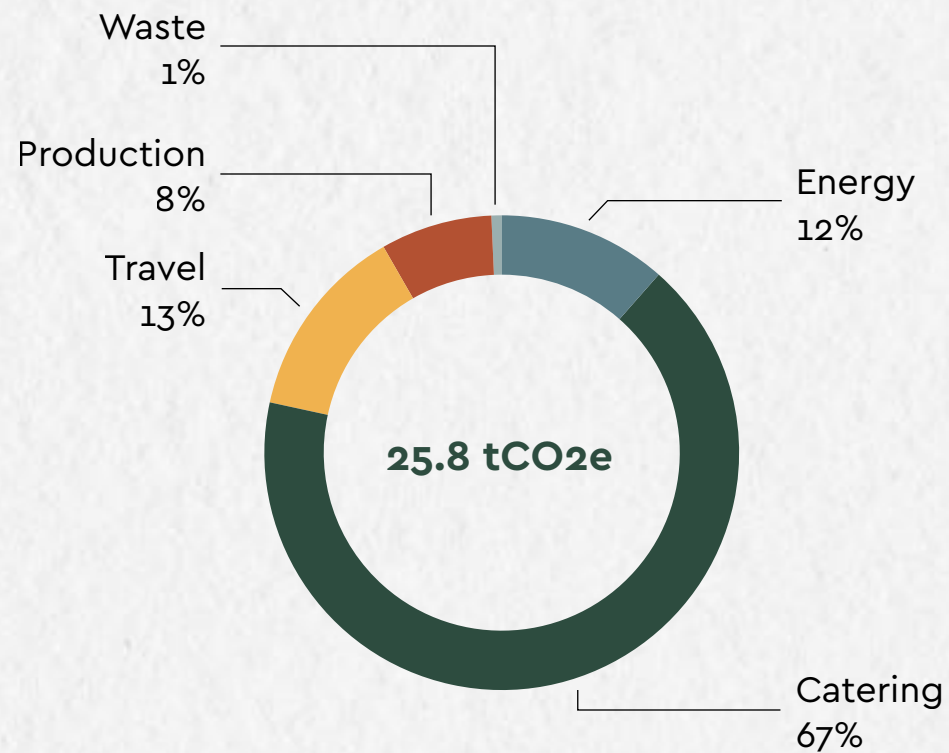
Total Carbon Footprint **25.8 TCO2E**

tCO2e = tonnes of carbon dioxide emissions. This does not include water as this is currently not tracked using TRACE.



CO2 equivalent from 13 cars on the road for one year

Carbon Footprint by Category



From the chart above you can see that our main environmental impact was from catering, further down in the report we share why and how we saved emissions through our catering processes.

SCOPE 1

Emissions from the fuel we burned

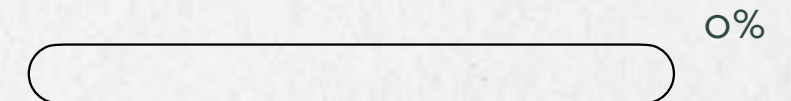
3.3 TCO2E



SCOPE 2

Emissions from the energy we used

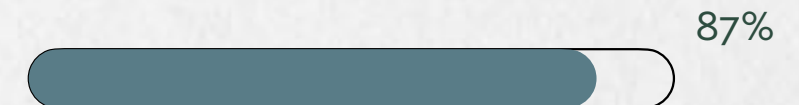
0.0 TCO2E



SCOPE 3

Emissions from the rest of our value chain

22.5 TCO2E



ENERGY



Pop-ing up on Parsons Green meant that power was always going to be a challenge over the 26 day event. We had two tasks 1. To reduce our energy usage across the event 2. To use renewable sources as much as possible.

ELECTRIC GENERATORS

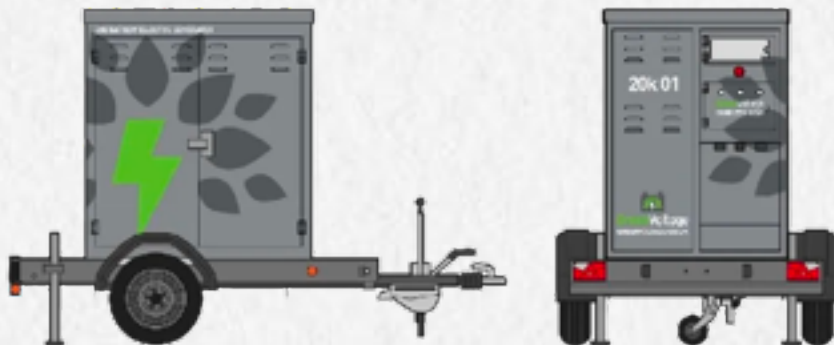
E-generators from Green Voltage powered Tipis on the Green. Unfortunately, we were not given access to additional park mains power for more than a couple of days.

Pros of E-Gens

- ▶ Charged with 100% renewable sources
- ▶ Silent and odourless
- ▶ GHG emission free during use
- ▶ Cheaper for long term hire than diesel gens

Cons of E-Gens

- ▶ Diesel used for re-charge journeys
- ▶ Re-charging journey was 3 hours
- ▶ Power management can be challenging

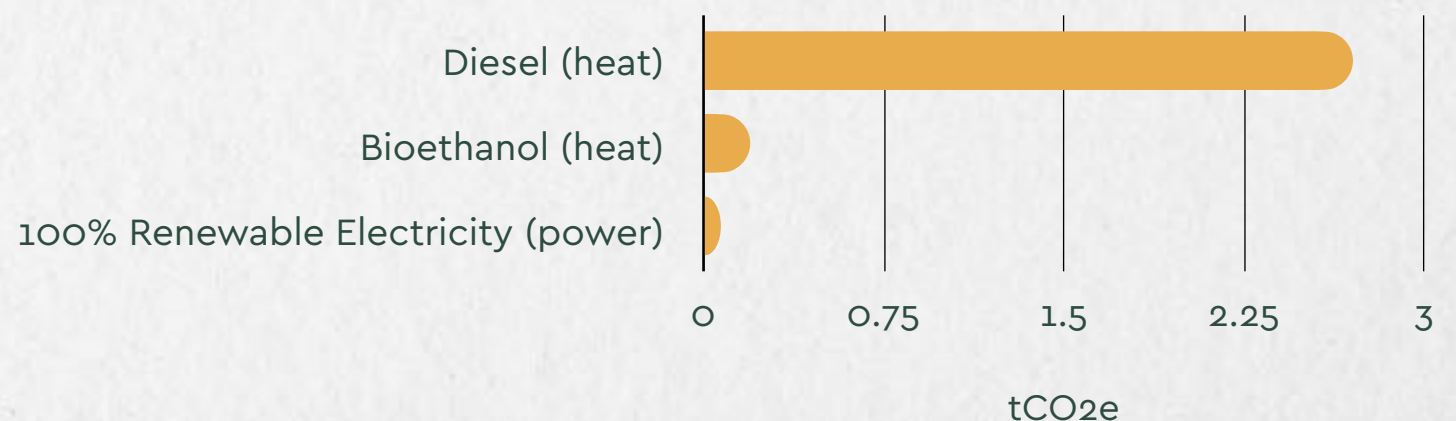


Outdoor temperatures went as low as -5 during the event. To ensure the guests were comfortable and warm we had to use biofuel and diesel heaters.

Our large bioethanol fire pit tables give out only 3.6ppm of CO and are a cosy addition to the space. We topped up diesel heaters on the extra chilli days. We considered all options e.g. electric heaters but as the space is so open these would not have been adequate.

[More info on our biofuel fire pits](#) ▶▶

Breakdown of Energy Categories





BIOETHANOL FIRE PIT TABLES

Our fire pits from EcoSmart are currently the most sustainable option to heat the tipis and create a cosy atmosphere, although we are aware of the negative effects of biofuel production.

Pros

- ▶ Warm for 11hrs through a smokeless flame
- ▶ Releases the same emissions as your breath
- ▶ Made from organically grown plants in the UK
- ▶ Listed as the UK's safest fuel
- ▶ Packaging made from 100% recycled material
And 100% recyclable.

Cons

- ▶ Diesel heaters were needed on cold days
- ▶ Takes up land we could use to grow food
- ▶ Production can pollute water ecosystems

WHAT WE LEARNED

- ▶ Choosing suppliers who can tell you an accurate energy usage for their product/service is a must
- ▶ To power an event of our size even the most powerful e-generators need to be swapped daily
- ▶ Mains power is a necessity to ensure you have back up power for lighting, fridges and tills
- ▶ If there is no mains power, a second e-generator is needed on site (you can charge one from the other)
- ▶ Mains power could allow us to use electric heaters instead of diesel

We ended up charging two e-generators daily to power the event, this meant an increase of travel emissions as well as additional staff time away from the event. Next time, we would use a site that has mains electricity powered by 100% renewable energy or alternatively e-generators that could be charged by solar panels on site.

Using a combination of E-Gens, biofuel and diesel heaters compared to diesel for generators and heaters saved 8.9 tonnes of CO₂

PRODUCTION



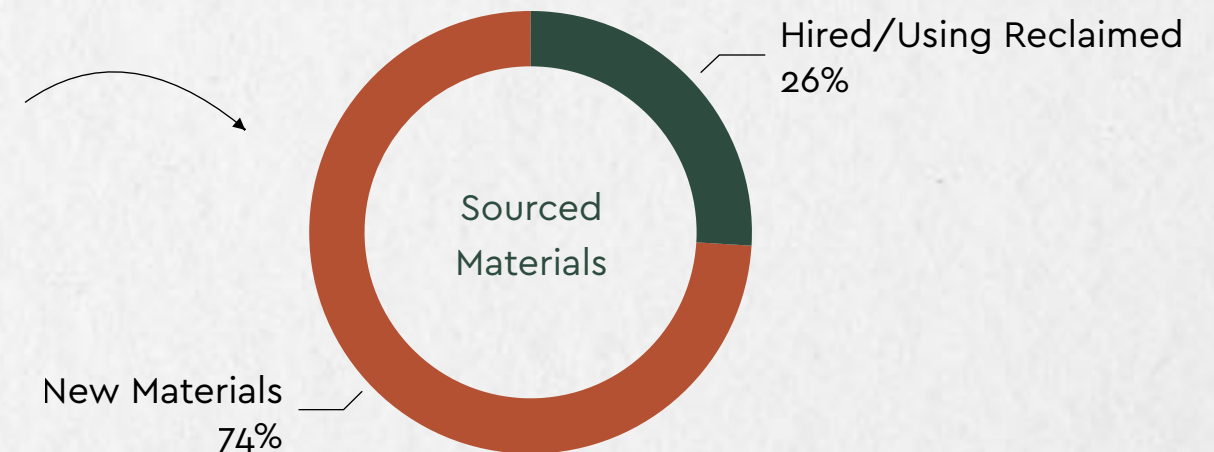
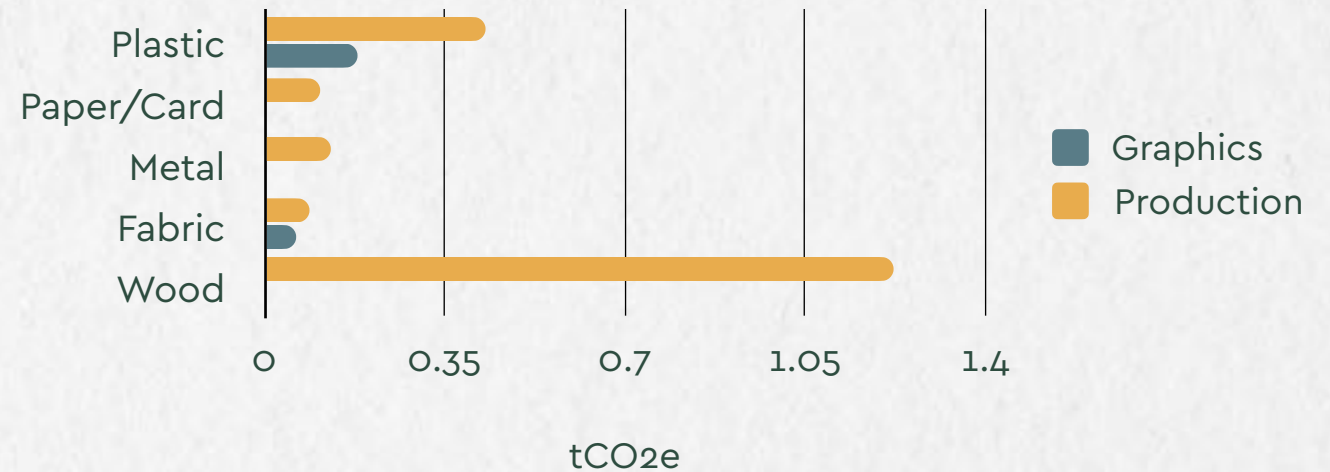
We aimed to eliminate mass-produced items as much as possible, this not only makes the event look unique it also means more accountability for our supply chain. Instead, we built and up-cycled everything we could in our workshop.

WOOD

We purchased approximately 4.95 tonnes of wood to build our tipi walls, doors, windows, bar, and tables. To create a chalet feel wood was the obvious choice but it is also a conscious one. Trees are the lungs of the earth, so using so much of this natural resource is not without careful consideration. We designed the products to produce as little waste as possible during the production process.

25% more hired/reclaimed materials could have reduced our footprint by 0.4 tCO₂e. However, we found sourcing reclaimed materials challenging when ordering large quantities of uniformed wood e.g. battens, cladding and tongue and groove. We had only 3 months to plan and build the event, if we had longer we would try to source reclaimed wood for the table tops, bar tops and other decorative panelling.

Production Materials Emission Breakdown

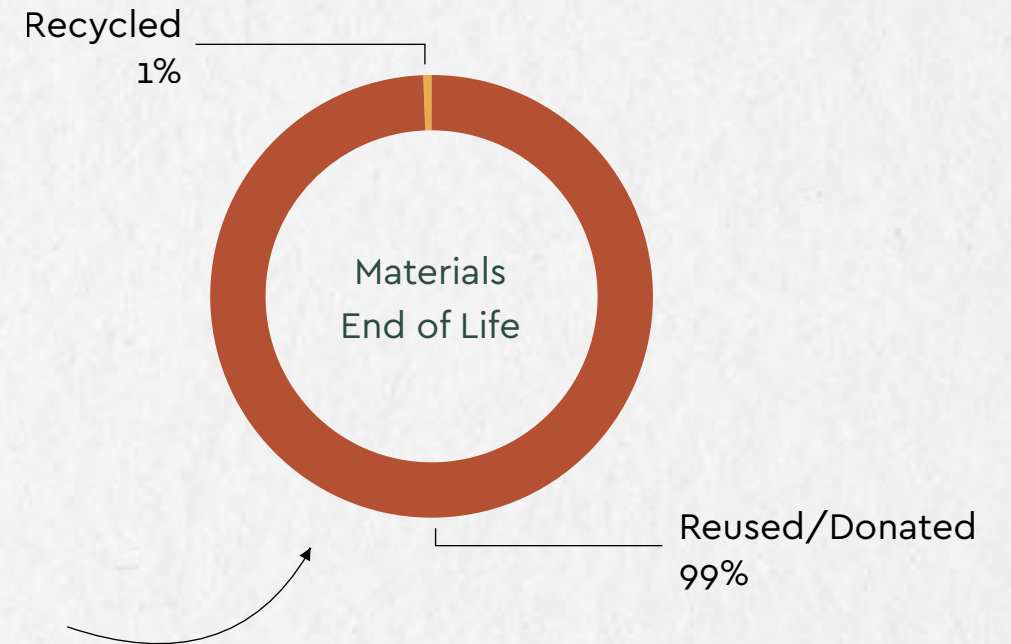


CIRCULAR PRODUCTS

£2m

TRACE estimate* that timber worth almost £2m to event businesses was **used once and thrown away.**

We closed the loop on timber purchases by re-using or selling all products after the event. As a tipi and event business, Raw Tipis will re-use the furniture year after year or we will re-use the wood to make other products in our workshop. Of course with any carpentry there are small offcuts, we donated the unusable offcuts to the scouts. They burned the wood for bonfire night which releases carbon but at least it was surplus wood!



GRAPHICS

As a park pop-up aimed at attracting local residents, printed advertising was a key form of marketing for Tipis on the Green. Graphics included heras fencing banners, park banners, lamp post posters and flags. QR codes linked to our booking page, this helped us to collect data on the number of scans enabling us to understand which print advertising was *most effective for next time.

There were a number of choices we made to minimise the impact of our print marketing:

- ▶ We removed specifics (e.g dates) as much as we could so they can be re-used.
- ▶ We avoided PVC and chose single material products so they can be recycled.

We ran out of time to put up our park flags up on all the lamp posts, this is a huge shame and waste but we plan to reuse them next time.

A4 Lamp Post Posters
408
Scans

***Most effective print advertising**

XL Park Banners
135
Scans



TIPIIS ON THE GREEN

HAND MADE WOODEN SIGNS

We used wooden and handmade products as much as possible to avoid the use of fossil fuels. When time was tight towards the end, Etsy was a great place to buy handmade bespoke products from.

We bought wooden handmade chalkboards as well as wooden/mdf tipi letters on Etsy. We used Little Green Eco paint, their paints are water-based and contain natural, organic and safe synthetic pigments without any dangerous ingredients.

COMMUNICATION

We used our printed and online menu as an opportunity to educate and engage our audience around the impact of food, drinks and waste.

TIPIS ON THE GREEN

Food & Drinks Menu

Inspired by the Alps, created with sustainability in mind.

The back of our menu read 'Our food system makes up over a third of our global emissions through how we produce, process and package food...'

We had lots of reviews where customers misunderstood our plant made (veggie) cups for plastic. So on our online menu we added 'Served in Vegware, made from plants not plastic.'

More sustainable brands, like B Corps, had a star next to them to highlight they were a more responsible drinks brand. We encouraged guests to look up their positive initiatives.

FOOD



Food Emissions

**10.4
TCO2E**

Food was the largest environmental impact (67%). Unfortunately, when we changed food partners we were not able to keep such a low carbon menu as we initially intended. We still had lots of veggie and vegan options though.

ARCH FOOD – PARTNER 1

We knew the best place to reduce our impact from food was at the menu design stage...

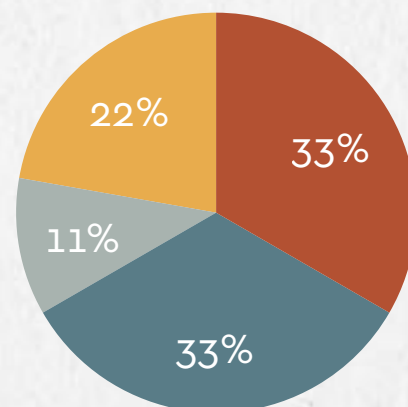
We set our first food caterer a brief to our design an alpine-inspired menu of small plates with low meat content and using local and seasonal ingredients as much as possible. Arch pride themself on being a sustainable provider through there electric van delivery, largely plant based menus and through producing as minimal waste as possible through their operations (kitchen prep).

Our menu included 14 dishes, two dishes included pork (Savoie Sausages and Charcuterie Board) and no other meat, fish or poultry was used. This was a conscious decision to encourage people to choose veggie and vegan as much as possible. Pork is less carbon intensive than lamb and beef and it fitted with our Alpine theme. Our cheese board and tartiflette both included traditional French cheeses like Reblochon and Comte which are **made with rennet (enzymes that are found in the lining of un-weened mammal stomachs, usually from calves), Arch tried to balance this as much as possible with local veggie cheeses like brie and blue cheese.

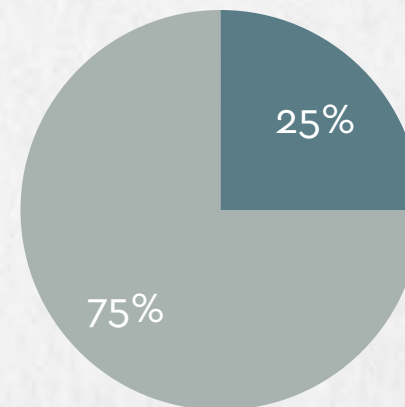
Dishes on the Menu

- Pork*
- Non V Cheese**
- Vegetarian
- Vegan

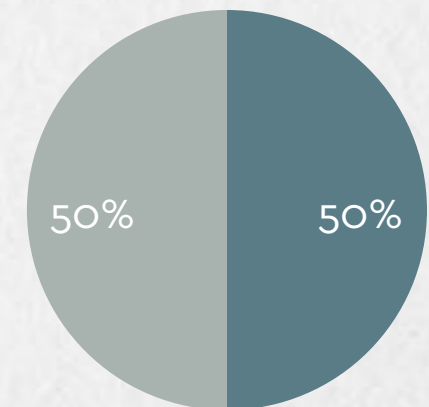
Mains



Sides



Deserts



FOOD



STREET FOOD & CO – PARTNER 2

Within 2 days we had to re-design the menu to take on board previous customer feedback and consider advice from Street Food & Co. who have experience catering for different audiences. We did challenge them about having more meat on the menu but we're running out of time to get the ingredients sourced and prepared.

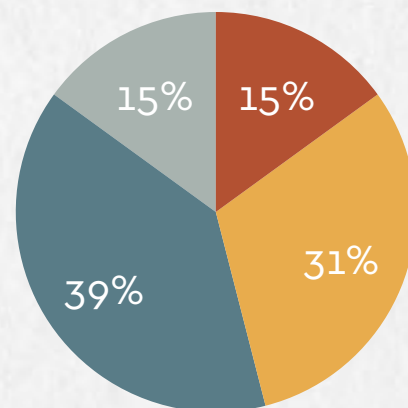
Street Food & Co. suggested having a more familiar and hearty menu that included street food classics as well as the traditional French favourites like tartiflette (available veggie or with pork). The menu included lots of veggie and vegan dishes but also had Beef Bourguignon (for 1 week only), Chilli Con Carne Fries (as well as Vegan Chilli Fries), a Pulled Pork Burger, Chicken and Chips (occasionally) and a Festive Chicken Burger - these additional dishes meant the new menu was 46% meat and 54% Veggie and Vegan. This is not something we would have agreed to had we had more time.

Unfortunately, after 2 weeks of food service we decided to change our food partner as we continued to receive bad feedback/reviews on the food. We were lucky to have the Street Food & Co. team join us at very short notice. Contracts, menus, sourcing and logistics were all sorted within 5 days!

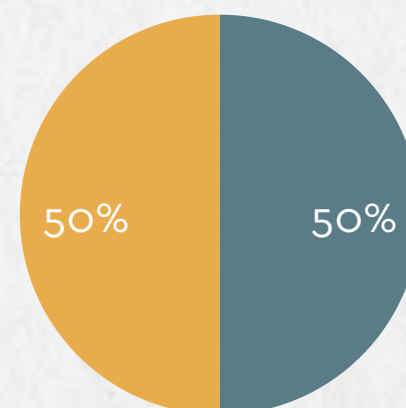
Dishes on the Menu

- Beef
- Pork & Chicken
- Vegetarian
- Vegan

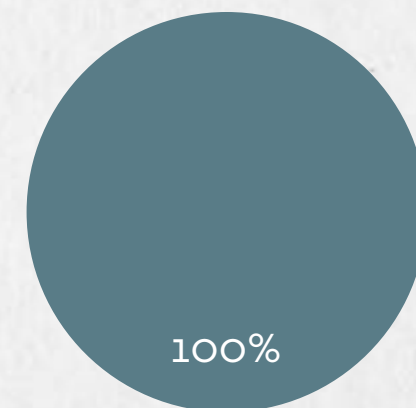
Mains



Childrens



Deserts





EMISSIONS BY FOOD TYPE

This table shows the portions sold of each category across our 26 days of opening alongside the emissions it produced and the emissions per 100g of that food type.

Food Type	Portions Sold**	Emissions tCO2e	Emissions/100g kgCO2e
Beef	433	3.56	2.18
Pork & Chicken	1629	2.93	0.48
Vegetarian	3316*	3.81	0.32
Vegan	310	0.13	0.11

As over 50% of both menus were veggie and vegan 64% of the total dishes sold were V/VG. Next time., given more time to find the correct partner, we would make the entire menu veggie or plant based (this could reduce food emissions by 77%).

* Non-V cheese dishes (582) are counted as Veggie

** 'Portions sold' includes staff meals (estimates)

DRINKS



Drinks Emissions **6.43 TCO2E**

To reduce the impact of drinks we knew we needed to choose local and more sustainable brands (like B Corps) as much as possible. We used a large wholesaler and set them our brief so that we could choose the right brands factoring in price, quality, travel distance and sustainability.

Drink Choice	Emissions tCO2e	Quantity Sold	Emissions/drink kgCO2e
Wine	3.3509	2353	1.42
Beer/Cider	2.1148	9838	0.21
Water	0.5010	1177	0.43
Soft Drinks	0.1719	963	0.18
Spirits	0.1668	252	0.66
Tea/Coffee	0.1198	1528	0.08

★ All B Corp, sustainably produced, ethically and locally made drinks brands were starred on our menus to make their positive practices clear to our customers.

POSITIVE PRACTICES

Wine was sourced from Italy & France

All drinks were made in the EU

4/6 Beer brands were UK brewed

All 3 sponsors had sustainable practices

All drinks were served in Vegware

Juices were UK independent brands

5 B Corp drinks brands were used

No drinks were served in plastic

Vegan hot chocolate was the default

B Corp Brands:

LUCKY SAINT

MAISON
MIRABEAU

BAILEYS
88


SIPSMITH
London

THE ORIGINAL
OATLY!

More Sustainable Brands:

PRIME TIME
PREMIUM LAGER

BELU


PIMENTAE

EAGER

HOT DRINKS



"All of our hot chocolates use Oatly milk and Islands Hot Chocolate so everyone can enjoy them in more sustainable fashion! If your a fan of white chocolate please ask one of our team for an Islands Hot Chocolate special.."

1348 ALPINE HOT CHOCOLATES SOLD!



We wanted to offer one of London's most sustainable vegan hot chocolates by using 65% Islands Hot Chocolate, Oatly Barista milk and Vegware serveware. By making plant-based milk the default for hot chocolate and coffee many people experienced the great taste of plant-based hot drinks for the first time - and hopefully not the last! Switching to plant-based milk alternatives is a quick easy way for people to reduce the environmental impact of their diet every day.

We chose Islands Hot Chocolate as they pay above fair trade wages, have ethical working standards, unique supply chain traceability, zero deforestation, and many more sustainability initiatives.

"We sit in the exceedingly rare minority of the chocolate industry – not only do we know our product inside out and are able to trace it from start to finish, we also act as both cocoa farmers and chocolatiers, making a huge difference at source." - Islands Chocolate.

(Unfortunatley we were unable to sell Oatly whipped cream as we couldn't get hold of NO2 canisters without a caterig license due to new laws - we used the Oatly gifted cream in our hot choc instead)

REDUCING WASTE



Choosing key suppliers from the very start was essential to minimise our waste sent to landfill and maximise our waste composted.

To manage our waste we used:

- ▶ H&F Council recycling collection - for cardboard, glass, cans and plastic
- ▶ Recorra for general waste - for the unfortunate bits you can't avoid, especially when using a catering partner
- ▶ Recorra for compost waste - for food waste and all compostable serveware

Serveware Emissions

0.4 TCO2E



As there was no running water in the park, we could not use reusable serveware. We ensured we used 100% compostable serveware (through Vegware) and we used a unique compostable waste system with Recorra which composted food and Vegware waste together and avoided the hassle of separating waste - this is almost impossible to do well in a fast-paced environment like restaurants.

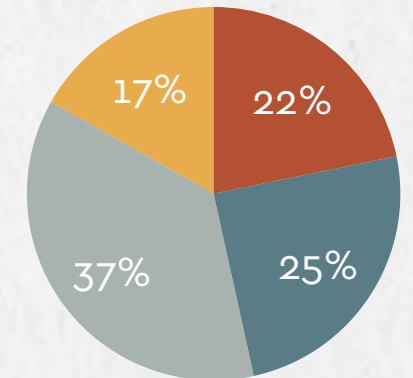
We used a wholesaler called Parsley in Time for our Vegware as prices were more favourable, however, we were very let down by very poor customer service e.g. missed deliveries, delayed waiting times and bad communication.

Unfortunately, Recorra's service was very expensive (£3.62 per sack plus many other unforeseen charges) and very unreliable (no bins for 1 weekend, missed collections and the wrong sacks delivered). This meant we did not get the accurate compost data we envisaged and had to measure the number of bins rather than weight metrics.

We saved 24 tonnes of CO₂ by stopping our general waste and organic waste from ending up in landfill!

Where did waste go?

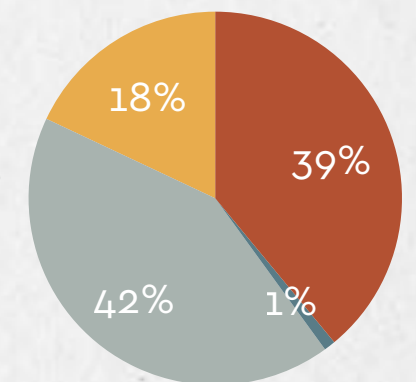
- Incineration
- Recycled
- Compost
- Re-used



This diagram does not account for waste that is not properly recycled and ends up in landfill (Approx 82% in the UK)

Where did waste come from?

- Food/Serveware
- Drinks/Serveware
- Built Items
- Everything else



Graphics were not included as they have been kept to hopefully be used again next time, if they cannot they will be recycled or put in the general waste.

WASTE CHALLENGES

We quickly realised producing zero general waste at a bar and restaurant was almost impossible due to customers and suppliers bringing in materials that couldn't be recycled or composted e.g food packaging, tissues, wrappers, cigarettes, coffee cups etc.

Although we had lots of measures in place, our waste management was definitely not perfect. Next time; more budget needs to be set aside, we would hire more 1100L bins, we would increase the number of bin collection days.

0.84 KG

Average waste per attendee

Tipis on the Green average volume of waste produced per attendee.

2.14kg

average volume of waste produced per attendee

Isla Temperature Check Report which analysed 127 events held in the UK between April 2022 to January 2023.

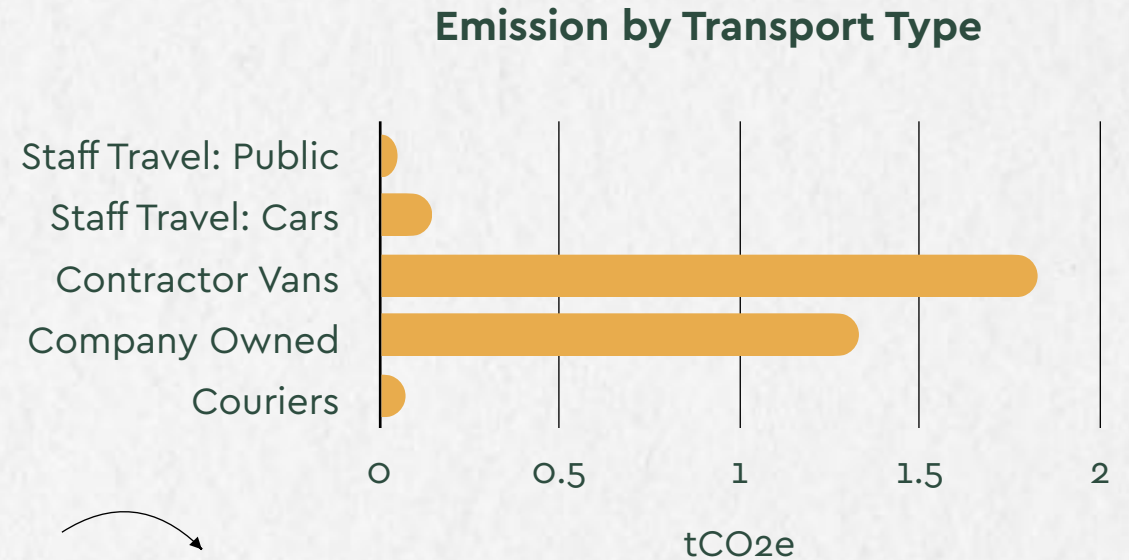


TRAVEL & TRANSPORT

Travel Emissions **3.43 TCO2E**

REDUCING TRAVEL EMISSIONS

- 1.** The most immediate way we could reduce travel emissions was by choosing local staff* and suppliers to our event.
- 2.** For couriers, we booked EVs or bikes but for the rest of our contractors** who were towing heavy loads, this was not the case.
- 3.** Planning the event set up/take down and logistics ahead of time helped to reduce the amount of journeys travelled.



*Having local staff meant almost half of them cycled to work each day, reducing staff travel significantly.

**Contractors usually used light-weight commercial vehicles as they were towing large loads e.g marquees, kitchen equipment, water etc.

Unfortunately, we did not receive the mains power that was promised by the Council. This meant that instead of driving 30 miles to recharge the e-generators every 2-3 days, two had to be charged every day. This increased our travel emissions associated with the e-gen delivery and collection by 41% and meant that the emissions associated with e-gen charging trips totalled 1.23 tCO2e. However, if we compare this to the environmental impact of using diesel generators for the event instead, it is very clear that using e-generators still saved us around 7.84 tonnes of CO2 in comparison.

The emissions associated with driving the e-generators to be charged Vs the emissions from using a diesel generator.



Vehicle Travel
1.23 tCO2e

Vs

Diesel Generator
9.07 tCO2e



WATER



Water Emissions **0.45 TCO2E**

Emissions associated with water use are not yet recorded in the TRACE tool so we used DEFRA's carbon factors to calculate this. As we had a 5000L water container for water and waste water at the event this could be accurately tracked.

Scope	Type	Conversion Factor	Water Used m3	Emissions kgCO2e
3	Water Supply	0.17668	12	2.120214559
3	Water Treatment	0.20132	12	2.415819501
		Total	tCO2e	0.45

CONSERVING WATER

- 1.** Waste water from melted ice behind the bar was collected and used to water the potted Christmas trees at the venue.
- 2.** Taps were on short-timing sensors to reduce water use by customers and sanitiser was provided alongside soap.
- 3.** The food partners were briefed on conserving water and the food menu was designed to use minimal dishes and utensils.
- 4.** Water delivery was a huge expense, this knowledge made all of the team conscious of using water.



COMPOST LOOS

We used compost loos at Tipis on the Green as they were the most sustainable option. However, because of the festival style of the loos many customers were unsatisfied with their comfort. We would build our own more luxury compostable loos next time!

Pros

- ▶ No water, electricity or chemicals used
- ▶ Keep waste out of waterways
- ▶ They matched the wooden tipi walls

Cons

- ▶ Challenging to keep tidy/clean
- ▶ Bad feedback for hygiene/privacy
- ▶ Badly designed/built: un-hygeinic

An average modern toilet in the UK uses 6-9L of water to flush. If we use 7.5L as the average and we had 13,500 guests (if we assume 50% of guests are female and used the toilet at least once) **we can therefore estimate that we saved at least 50,625 litres of water from using compost toilets alone.**

HOW DOES TOTG COMPARE?

To compare the environmental impact of Tipis on the Green, we created a 'default event' emission report. The table below details the changes that were implemented compared to the 'default event' and the emissions related to each scenario.

Category	TOTG Description	TOTG Event tCO ₂ e	Default Description	Default Event tCO ₂ e	Saved Emissions
Waste	Zero Waste to Landfill, recycling, incineration and composting food & packaging	0.19	Recycling, all other waste sent to landfill	24.18	23.99
Food	64% Veggie & Vegan Menu	10.44	5% V/Vg Menu, 50% beef/lamb, 45% Fish, chicken etc	28.17	17.73
Water	Compost Loos & Short sensed taps	0.45	Water used for Toilets (conservative)	10.19	9.74
Energy	Electric Generators, biofuel fires & diesel heaters	2.9	Diesel Generator & Diesel Heaters	11.78	8.88
Production	Mainly wood used (and re-used)	1.98	Plastic Replaces Wood	2.5	0.52
Drink	Plastic Free drink packaging	6.43	Plastic replaces cans and glass water	6.53	0.1
Travel & Transport	Local Waiting Staff Used	3.43	Staff travel in by car (Based on Med Cars)	3.53	0.1
Serveware	100% Compostable Serveware	0.41	Single Use Plastic	0.49	0.08
	(Including Water)	26.23		87.37	61.14

ENVIRONMENTAL IMPACT SUMMARY

TOTG Carbon Footprint **26.2 TCO2E**

Carbon Footprint of 'default event' **87.4 TCO2E**

Emissions saved from introducing initiatives across each carbon category. **61.1 TCO2E**

The Most Impactful Initiatives:

- 1.** Sending zero waste to landfill, recycling waste and composting all food and packaging saved 24 tCO2e
- 2.** Having a 64% vegan and veggie menu with pork and chicken, no fish and very little beef saved 18 tCO2e
- 3.** Providing compost loos that use no water, limiting water use in the kitchen and having water taps on timers saved 9.74 tCO2e
- 4.** Using electric generators, biofuel firepits and only diesel heaters when needed saved 9 tCO2e

trace
by isla

We compared our results to data from TRACE 2023 Temperature Check Report. This is the most verified benchmark we have but it is worth noting TRACE is commonly used by businesses to record 1-3 day events and Tipis on the Green operated for 26 days.

TRACE analysed 127 events held in the UK between April 2022 to January 2023. **TOTG was 68% lower GHG emissions per guest: 1.9 KGCO2E compared to 6 kgCO2e.**

6kg CO2e

Average emissions per guest**

2t CO2e

Average emissions per event**

* Events consist of Conferences & Exhibitions, Activation & Experientials, Dinner & Parties.

**These figures are accurate based on the data available, but should be treated with caution while data collection is in its infancy.

THE SMALL STUFF...

In sustainability, it's worth also talking about the small stuff, the little changes that sometimes can make a big difference or are the very things that people notice and engage with. We had 18 different sustainability initiatives across the venue, all of which you can find on our website sustainability page.



We used potted trees wrapped in hessian and battery fairy lights to decorate our tables. This meant no toxic candles, throw-away tea lights, or dead plants for the sake of decoration.



We printed 20 menus only. The interiors pages were made from 100% recycled materials and the front cover read 'inspired by the alps created with sustainability in mind.'



All of our ski memorabilia was vintage and sourced from antique fairs and sellers in the UK, this means we avoided nasty plastic replicas and any virgin materials being used.

THE SMALL STUFF CONTINUED...

In sustainability, it's worth also talking about the small stuff, the little changes that sometimes can make a big difference or are the very things that people notice and engage with. We had 18 different sustainability initiatives across the venue, all of which you can find on our website sustainability page.



We allowed all furry friends so that locals could pop in during their walk through the green or around the local area. This encouraged more people to connect.



All of our baubles were made from paper origami, no horrible plastic or glitter! These were often recognised by our customers alongside the smell of the potted Christmas trees.



Some of our vintage skis had lots of wear and tear so to ensure they were all used at the event we sanded, painted and branded the worst ones and made them into a fence at the entrance of the tipis.

SOCIAL IMPACT

Having a positive impact on the community was a primary target for Tipis on the Green. We believed that having the pop-up in a central (and green) community hub, like Parsons Green, at Christmas time was the perfect opportunity to unite people and engage people in environmental initiatives.

Every morning from 8-12 we invited community groups, local businesses and charities to curate an event and use the space for free. We shared the sign-up form on our website and it was also shared by Hammersmith & Fulham Council and Hammersmith & Fulham Giving in their Newsletters in the lead-up to Christmas. We created a Community Mornings guide with venue information and advice on the type of event to run at TOTG. We were successful in getting over 30 applications of interest before we had launched.

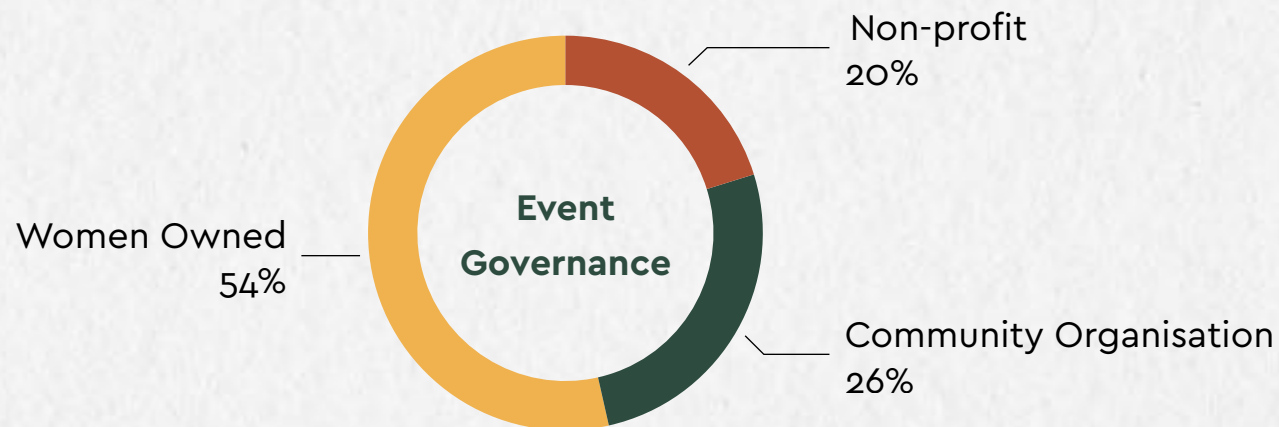
We have collected data around the social impact of TOTG through customer surveys, attendance data, and the level of engagement e.g feedback, slots filled, number of repeat events and the number of repeat customers.

COMMUNITY MORNINGS OVERVIEW

Total Community Mornings Events **24**

300+ ATTENDEES

Across the 26 mornings of opening, Tipis on the Green hosted **24 events for children and adults**. Events included everything from festive wreath making to mum's fitness and climate workshops. We supported local businesses, charities, community groups, and purpose-driven non-profit organisations in putting on events for the local community and their community members. Some events were extra popular and ran on multiple weeks at TOTG.



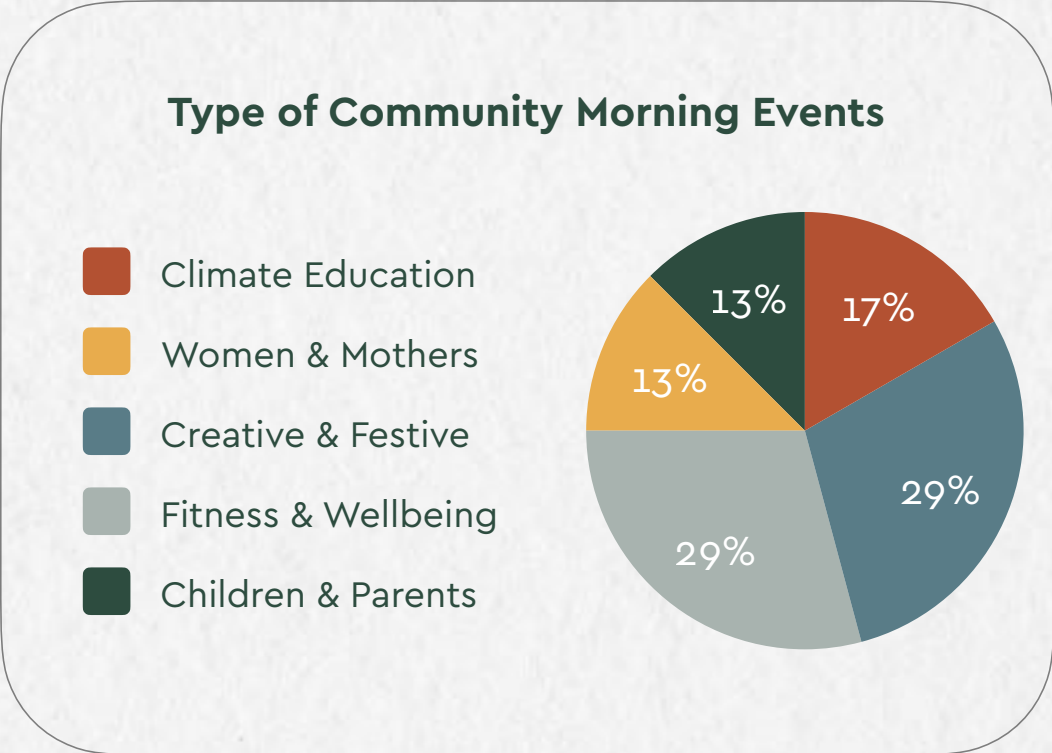
H&F Giving and H&F Council both helped to promote Community Mornings offerings. Our website linked to an application form and Information Pack so that a variety of organisations could come up with exciting event ideas for the festive tipi space.

Using information from the applications, and additional info gathered from calls, we created a 'Community Mornings schedule' so that events could run at the most convenient times and in some cases in parallel to each other.

EVENT HIGHLIGHTS



Mama Haven's women in business event enabled 10 women to connect as a community at Christmas time.



The Climate Fresk's 3-hour climate game workshop was full, with 14 guests taking part in the tipis.



100 tickets we reserved for the C4C Christmas Event, approx. 30 people attended to discuss climate action.



Mamaste Fitness

Local women-owned fitness class for mums 'Mamaste Fitness' held four events with over 20 people in total.



LMP ACTION COMMUNITY INTEREST COMPANY

138 children attended 3 LMP Events in the lead up to Christmas, all events were creative, festive and fun.

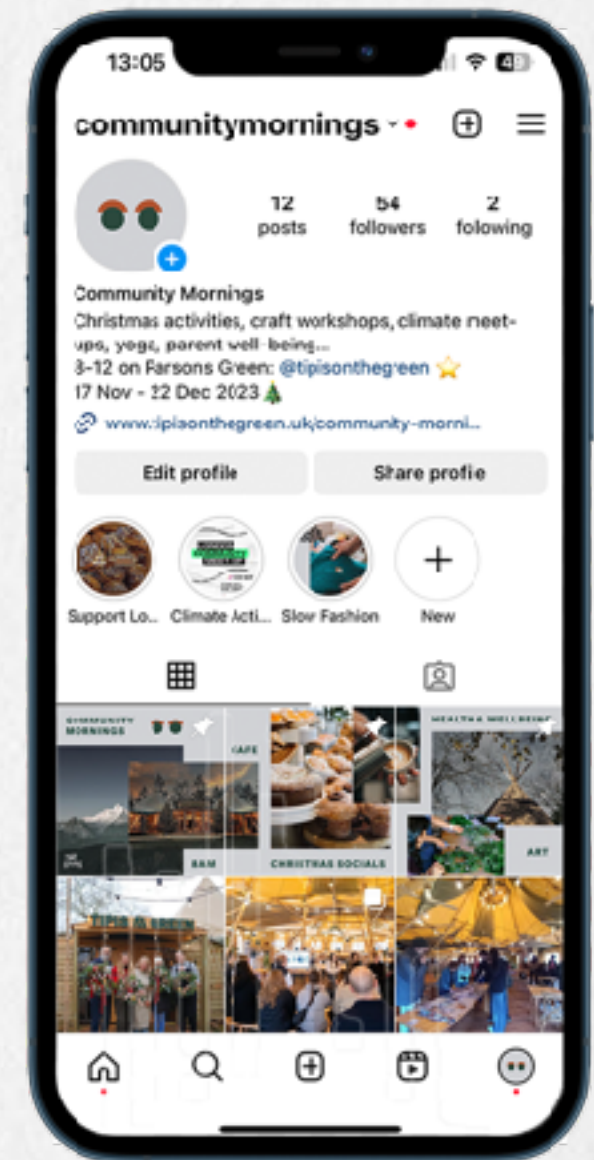


CUSTOMER FEEDBACK

We asked our customers if they felt a sense of community at Tipis on the Green.



37% of respondents answered 4 to 5, yes to yes, very much so. 41% of the customers surveyed didn't know about our Community Mornings events. It was up to the event hosts to market the event, as we were very limited with time and resources but next time we know we need to be more active on social media as well as more permanent signs/info in the tipis.



FAVOURITE QUOTE

"it's great to see more sustainable pop ups coming to West London. Would love to see this happen across events like winter wonderland too!"

Jenny Garbis, Customer

"We thought that Tipi on the Green created a cosy, community festive-spirit of Parsons Green. It was really lovely to have some thing different and open-plan in the area for festive gatherings. We'd love to see it return for 2024!"

TOTG Customer

CUSTOMER FEEDBACK

We asked our customers if they felt Tipis on the Green had positive environmental practices compared to other festive events.



80% of respondents answered from 3 to 5, maybe to yes, very positive.

47% of respondents answered 4 to 5, yes to yes,very positive.

For a festive 'bar and restaurant' we think this is a huge achievement, but how did we do it?

CUSTOMER ENGAGEMENT

Our aim was to use TOTG as an opportunity to educate and engage our audience about the climate crisis, it's solutions and how people can get involved with local and impactful initiatives.

The festive season is typically an indulgent time, in Western society especially. So we wanted to help people have a more sustainable Festive celebration experience with friends and loved ones. This meant explaining how and why we were doing things differently.

Communications Impact

Featured in **37 PRESS ARTICLES**

Articles reach: **250,510,500 USERS**

Local Marketing: **408 POSTER SCANS**

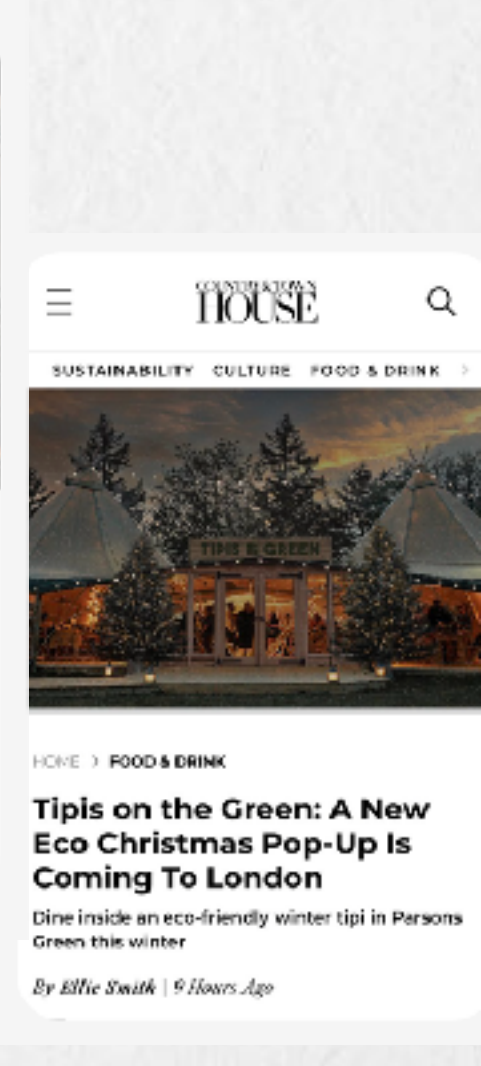
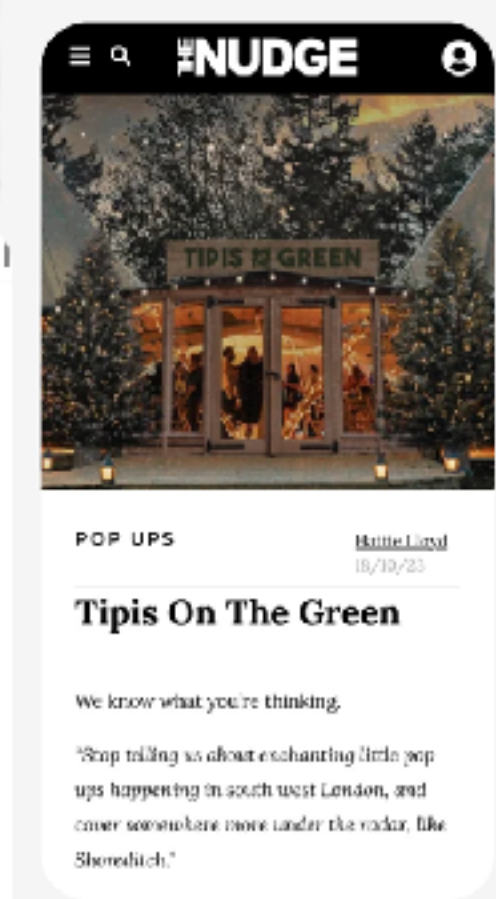
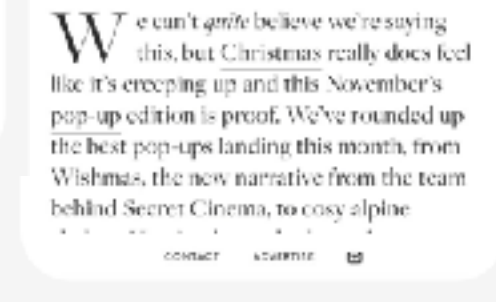
Local Marketing: **135 BANNER SCANS**

Tipi Comms: **296 FRAME SCANS**



FEATURED IN:

Tipis on the Green was celebrated as 'London's first sustainable festive pop-up', this helped to attract an audience who were more environmentally conscious or were curious about what it means to be a more sustainable festive venue. Tipis on the Green was featured in 37 articles/listicles usually highlighting social and environmental initiatives, some of these include:



ENGAGEMENT NUMBERS

We wanted to use Tipis on the Green as an opportunity to educate and engage our customers around sustainable practices to try to inspire climate action.

Alongside talking about our sustainability initiatives in our marketing and PR content and on our website, we did this by placing frames of information across the venue.

To measure the impact of this we placed QR codes on the frames to prompt those engaged in finding out more information.

Number of Engagement Frames **9**

Social and environmental engagement pieces displayed across the venue

296 QR SCANS*

Number of people who scanned the QR codes wanting to find out more

*Note on the number of scans: We noticed some people scanned some of the QRs thinking they were online menus.





NATURAL MATERIALS

We hung organic green hessian inside the tipis to bring a sense of warmth. Hessian is made from plant based woven fibres so it has a low carbon impact.

COMMUNICATING WITH CUSTOMERS

The tone of voice used to attract the attention of customers was fun, informal and relevant to the things in the venue. We broke up the text and ensured each sentence was punchy and easy to read to encourage customers to read to the end. This is a list of the frame topics:

Frame Topic and Introduction	QR Link to Find out More	No. Of QR Scans
<p>Welcome to London's first Sustainable Festive Pop Up! What makes us more sustainable than the rest? Better yet, what does Sustainability really mean? Well, if you're interested in finding out, keep a look out for picture frames like this one across the venue...</p>	<p>Scan to join our community initiatives this Christmas: Community Mornings Calendar</p>	<p>66</p>
<p>Looking up at those lovely green lampshades? They were an antique market find and have been lovingly restored back to life by our team. Why do you care? Maybe you don't, but part of what makes Tipis on the Green unique is our fascination with reusing materials...</p>	<p>Scan the QR to take a peek at our behind-the-scenes vintage shops and workshop: IG Reel - buying second hand</p>	<p>9</p>
<p>Excited to try our Alpine-Inspired Hot Choc? There is nothing standard about this one. Thanks to Oatly and Islands Hot Chocolate we're aiming to deliver London's most sustainable hot chocolate. Fit for our vegan friends!</p>	<p>What makes Islands Chocolate so special? (scan to find out): The Islands Hot Chocolate Way</p>	<p>30</p>
<p>Impressed by our chalet walls? The walls, doors, floors, bars, and circular tables were in fact designed by our founder and hand-made by our team in our workshop in Windsor. Avoiding the 'mass produced' allows us to create something completely bespoke. We have to be conscious of the materials we use...</p>	<p>Our green doors, bar front, coffee bar, barrels, and wagon wheel chandeliers have all been given a second life! Read more about Raw Tipis initiatives: Raw Tipis Sustainability Initiatives</p>	<p>20</p>

Frame Topic and Introduction	QR Link to Find out More	No. Of QR Scans
<p>A note about the loos You may be wondering why compost loos? Perhaps they bring back bad memories from Glasto or Reading Festival... Well, a regular loo can use up to 14L of water per flush. There is no water on the green so we had little choice but to use compost loos...</p>	<p>Learn more about our sustainability initiatives here: TOTG Sustainability Initiatives</p>	76
<p>Wondering why we don't have glasses or crockery? The truth is, Tipis on the Green is the first of its kind on Parsons Green for many reasons, one being it's a huge challenge running a 6-week event with no running water. While it would have been amazing to offer flutes with Champagne and pint glasses for Guinness, the environmental impact would have been pretty catastrophic...</p>	<p>More about Vegware processes: Vegware more info</p>	2
<p>Christmas decorations don't have to be plastic and covered in glitter. They really don't. We're here to prove it. Because we agree with TimeOut: "THE ONLY THING BETTER THAN CELEBRATING CHRISTMAS IS CELEBRATING CHRISTMAS SUSTAINABLY" Liv Kelly, TimeOut. Handmade and antique decks really do bring something new to the tree...</p>	<p>We use real and dried plants to decorate the interior as much as possible (challenging for 6 weeks). Read more: TOTG Sustainability Initiatives</p>	76
<p>The Power is in the Community. Parsons Green is a special place, not just for its beautiful green but also for its vibrant community. Humanity is facing a lot of challenges from the cost of living crisis to war, pollution, and climate change. Greenhouse gas concentrations are at their highest levels in 2 million years and continue to rise...</p>	<p>Communities advocating for climate justice: Friends of the Earth</p>	29
<p>We had to mention Greenwashing. Last year greenwashing was finally added to the Cambridge Dictionary! It means environmental claims that are false or misleading. And it happens a lot. The worst thing is it is very hard to spot. Take Shell for example, one of the world's biggest polluters...</p>	<p>What is a B Corp?: B Corp Page</p>	64



OUR CHARITY PARTNER

H&F GIVING

H&F Giving is a charitable foundation set up to support areas of need in the London Borough of Hammersmith & Fulham (LBHF). They aim to connect the borough so that every person and every generation can give what they can, or get what they need, to thrive in Hammersmith & Fulham.

Through our partnership, we are supporting H&F Giving through a number of initiatives; our customers have the opportunity to donate with every purchase they make and by providing the space for free to organisations at Community Mornings they are able to make a donation from their sales too.

Thank you H&F Giving for meeting the needs of our community!

Unfortunately, our Square point of sale system did not allow us to add an 'opt-in' or 'opt-out' donation function when people were paying for their food and drink, even though they had suggested a charity function was possible. This was a massive failure on their, and our, part and meant that H&F Giving received little to no donations. We offered H&F the opportunity to run events across the Community Mornings opening, but as they were busy at Christmas they had limited resources to use the space to the best of their ability e.g. a fundraising event or supporters festive celebration. They did however join over multiple mornings to raise awareness of the charity amongst locals.

BALANCING THE TRIPPLE BOTTOM LINE

PEOPLE – PLANET – PROFIT

Creating a sustainable business means balancing the triple bottom line: people, planet and profit. For this new event, we wanted to prove that sustainable events can be profitable, however, this was not the reality. We decided early on to prioritise our social and environmental impact to ensure it was as sustainable and impactful as possible, these are our main takeaways to balance the triple bottom line next time:

- 1.** Enabling organisations to use the space for free every morning from 8-12 completely exhausted our very small team (of 3) and it cost a lot to pay for staff and heat the space. Next time we would limit events to weekends only.
- 2.** Events run by charities, in particular, had less of an impact as they had very small audiences. We know this is due to the lack of resources to plan and promote their events, next time we know they need more support with this.
- 3.** From comparing our event emissions to the traditional 'default event' we can see what actions/practices reduced emissions the most, this will help us to decide which practices to spend money on depending on our budget.
- 4.** 41% of customers taking our survey said they were not aware of any Community Mornings events, next time we could advertise on more print material, post all events on one social media account, and secure a marketing budget.
- 5.** We secured 3 purpose-driven sponsors in a short amount of time. However, although they helped us grow our audience, the total monetary value was low. Next time we will need strategic partnerships to help support TOTG.

THE EVENT WASN'T PERFECT BUT WE HAD A POSITIVE IMPACT

Overall, we are very pleased with the positive impact we had on people and the planet.

Resource Conservation

Climate Education

Community Connection

Collaborative Action



**We showed that festive celebrations don't
need to cost the earth!**

We are proud that Tipis on the Green customers were able to celebrate the festive season with their friends and loved ones without feeling guilty for their impact on the environment. We hope that other venues can learn from our report, taking away which actions are impactful and worth the investment.



**We showed how events and venues can
engage with the local community!**

We are proud that Tipis on the Green Community Morning events supported local, women-owned, and purpose-driven, organisations by giving them a unique and festive space to connect as a community. We hope that other businesses can learn from our model to support underserved communities in their area.

TIPIS ● ON THE GREEN

Thank you for taking the time to read our Impact Report.

If you have any questions or feedback about the report please email holly@rawtipis.co.uk

This report was written and designed by Holly Arnold
Tipis on the Green Sustainability Manager