



This is a presentation of the following published document and is licensed under All Rights Reserved license:

Lansley, Andrew ORCID logoORCID: <https://orcid.org/0000-0002-8810-4263> (2025) Extending Green Practices to the Music Tourism Industry. In: Anguilla Music Tourism Convention, 4-6 Nov 2025, Anguilla.

Official URL: <https://www.musiccitiesevents.com/anguilla-mtc-2025>

EPrint URI: <https://eprints.glos.ac.uk/id/eprint/15798>

Disclaimer

The University of Gloucestershire has obtained warranties from all depositors as to their title in the material deposited and as to their right to deposit such material.

The University of Gloucestershire makes no representation or warranties of commercial utility, title, or fitness for a particular purpose or any other warranty, express or implied in respect of any material deposited.

The University of Gloucestershire makes no representation that the use of the materials will not infringe any patent, copyright, trademark or other property or proprietary rights.

The University of Gloucestershire accepts no liability for any infringement of intellectual property rights in any material deposited but will remove such material from public view pending investigation in the event of an allegation of any such infringement.

PLEASE SCROLL DOWN FOR TEXT.

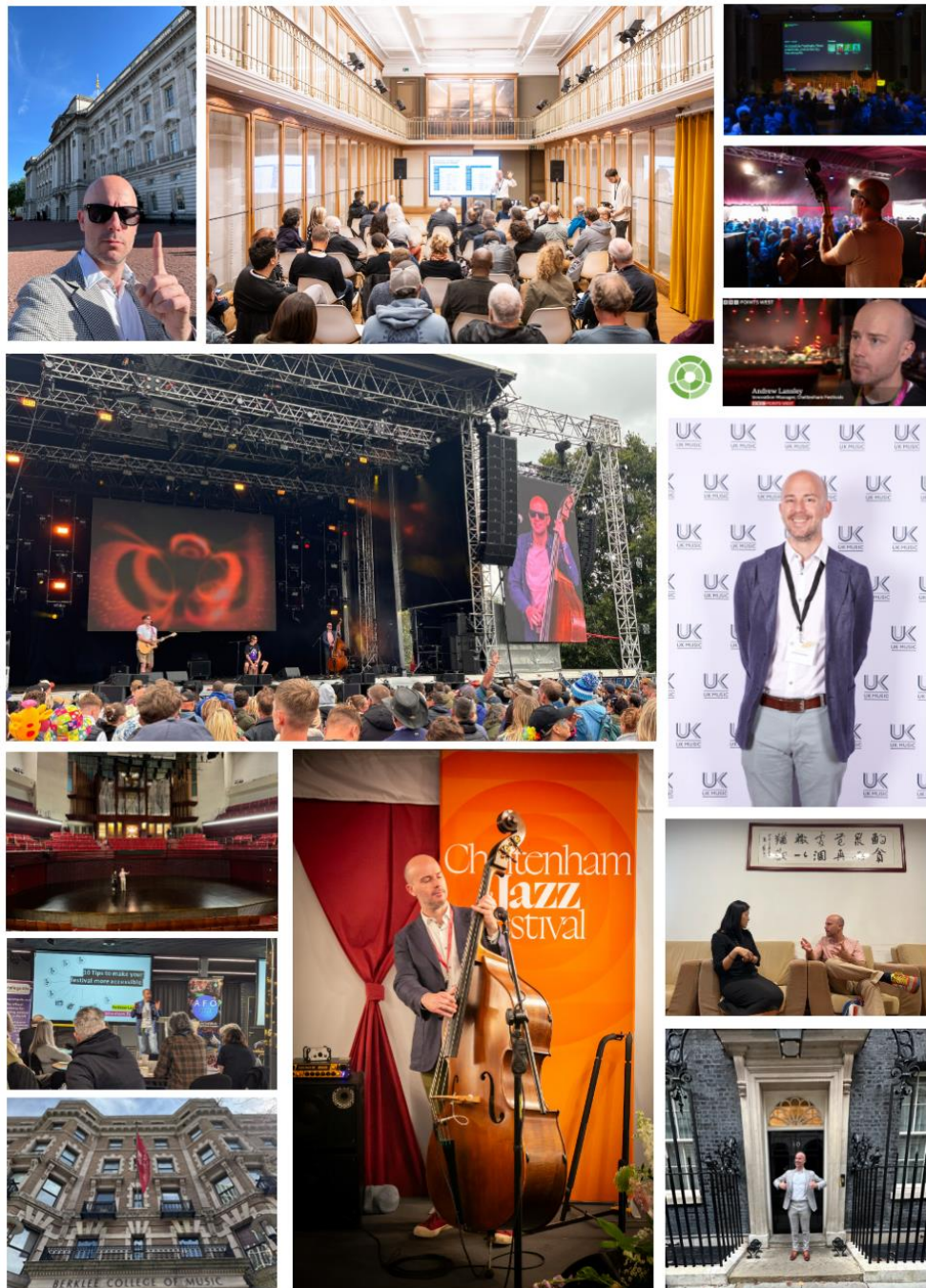
Extending Green Code Practices to the Music Tourism Industry

Anguilla Music Tourism
Convention 2025

Andrew Lansley



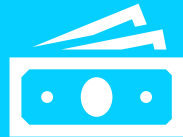
The diagram illustrates the relationship between three sectors: Culture, State, and Academia. These sectors are arranged in a circle, connected by arrows indicating a clockwise flow. Culture is represented by a stick figure with a musical note. State is represented by a flag. Academia is represented by a graduation cap.



The Challenge & Opportunity



Music tourism



vs



CO₂

- **76% of visitors want more sustainable options, but cost remains king** ⁽¹⁾ ⁽²⁾
- **Caribbean nations experience disproportionate climate impacts** ⁽³⁾
- **Rising sea levels, coral bleaching, hurricanes, and infrastructure damage all create firsthand exposure to global climate change** ⁽⁴⁾

A transnational strategy...

Why?

- **Small wins add up fast:** especially where imports are costly
- **Data = power:** measure once, improve forever
- **Culture calls:** Artists are influencers, mobilize them

How?

- **Strong community profile:** Start from strengths: local festivals, resourcing, reuse culture etc.
- **Build regional collaboration:** 'Caribbean Green Music Code'.
- **Pilot projects:** Start with knowledge exchange across one or two islands; derisk activities through managed collaboration

What?

- **Training workshops:** For organizers, businesses & ministries.
- **Shared data frameworks:** For tracking progress & gap analysis
- **Shared resource:** Access to knowledge, IP & material exchange

Shared strategy = shared data = shared leverage

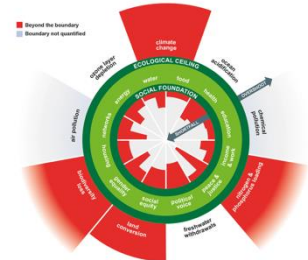
Sharing Best Practice



Green Events Code of Practice (5)



Extreme Weather: Adaptive Strategies (6)



Donut Economics (7)

- **Green Events Code of Practice:** Establishing progressive environmental standards for music and events
- **Extreme Weather Adaptive Strategies:** Mapping and resources for preparing and mitigating for extreme weather events
- **Donut Economics:** An economic theory that proposes balance between the social foundation and ecological ceiling

The Green Events Code of Practice

Green Events Code of Practice updated to drive clear and bold sector commitments and targets

By Kizzy Allott - 18/09/2025

453 0



What is the Green Events Code of Practice?

- It is a national pilot in the UK to test progressive environmental standards at scale
- It is a collaboration between event organizers, local government and the cultural sector.
- Its focus is to democratize access to research, knowledge and resources to implement change

There are multiple areas of focus (including energy, waste, travel, food, accessibility) and aligns with UN SDGs ⁽⁸⁾, national net-zero plans and community level ambitions.

- The UK is trialing national guidelines at scale via ACE funded pilot
- Manchester have used learnings from Phase I to set city level policy
- The toolkit used to implement GECOP has already benefitted from international adoption and ongoing projects in The Netherlands, Canada and Norway

Music Tourism: An Impact Engine

Practice



Developing support, recognition, certification for business ⁽⁹⁾

Economic growth delivered through unified approach

Innovation



Funding to coordinate local, regional and international travel supplier network ⁽¹⁰⁾

Ticket & Gig (TAG) frameworks for large scale events

Policy



Establish formal knowledge exchange network ⁽¹¹⁾

Extreme Weather Events Policy & Positions

Free resources to explore

Caribbean Donut Toolkit



A free-to-use toolkit to assess Caribbean events and venues

Vision for Sustainable Events



Practical resources, case studies & calculators

UK Music Tourism Report



Economic insights for UK music tourism + useful methodology ⁽¹²⁾





Q&A

References

1. <https://wtcc.org/news/consumers-in-favour-of-sustainable-travel-but-cost-is-king-reveals-wtcc-report>
2. <https://www.weforum.org/stories/2023/04/survey-of-travelers-finds-76-want-more-sustainable-options/>
3. <https://publications.iadb.org/en/peril-and-promise-tackling-climate-change-latin-america-and-caribbean>
4. <https://oceanservice.noaa.gov/facts/coralreef-climate.html>
5. <https://visionsustainableevents.org/green-events-code-of-practice-resources/>
6. <https://www.sciencedirect.com/science/article/pii/S2212420925004522>
7. <https://doughnuteconomics.org/about-doughnut-economics>
8. <https://sdgs.un.org/goals>
9. <https://www.carnicycle.com/about-us>
10. <https://americas.britishcouncil.org/programmes/circular-culture/podcast>
11. <https://www.caribank.org/newsroom/news-and-events/caribbean-sustainable-infrastructure-conference-2025>
12. <https://www.ukmusic.org/research-reports/hometown-glory-2025/>