

GREENSTART FESTIVAL TENT



The world's first biodegradable festival tent – where ESG meets innovation.

The hidden ESG gap at festivals

250,000+

Tents abandoned every year

400 years

To decompose (plastic)

23,500 t

Festival waste / year (UK)

Every season, tens of thousands of plastic, nylon and fibreglass tents are abandoned on European festival fields – almost impossible to recycle, and a growing cost and reputational risk for organisers and sponsors.

Purpose

This pilot project demonstrates the environmental impact, reporting value, and communication potential of replacing plastic festival tents with Greenstart's biodegradable tent. The festival will gain:

- A concrete ESG contribution within Scope 3 (purchased goods and waste)
- Ready-to-use CSRD & ESRS-compliant reporting (E1–E5)
- A low-cost, high-visibility sustainability initiative
- A visible, on-the-ground action that supports the festival's green brand

About the Pilot

- A defined number of biodegradable festival tents (typically 50+)
- Made from kraft paper, plant-based PHA bioplastic and a bamboo frame
- Customized with festival logo and colours
- Delivered ready-to-use, with ESG documentation and communication materials
- Four designs to choose from: Tipi, Iglo, Space and Shelter

Timeline

- **1–2 weeks** – Agreement and design confirmation
- **Pre-season** – Production and quality control
- **Festival** – Deployment and in-field use
- **Post-festival** – Collection, documentation, ESG report
- **After evaluation** – Option to scale across the camping area

How the pilot works

1. **Design & agreement** – we tailor the pilot to your festival: tent count, designs and branding.
2. **Production** – tents are produced and custom-branded ahead of the season.
3. **Deployment** – tents are set up in a defined camping zone and used by festival-goers, just like conventional tents.
4. **End of festival** – instead of ending up in landfill, the tents are collected and routed to composting.
5. **Documentation** – we measure and report the impact: tents deployed, plastic avoided and waste diverted.
6. **Evaluation & scale** – a full ESG report and a recommendation for scaling across your camping area.

Reporting Included

- Full LCA-based climate accounting (plastic, CO₂, materials), delivered with the pilot
- Structured according to CSRD and ESRS E1–E5, including circular economy (E5)
- Text modules for annual report, ESG disclosures and websites
- Communication package with images and data, ready for auditing

Environmental Impact

Parameter	Effect	Description
Plastic avoided	1 : 1 tent replaced	Each Greenstart tent replaces a conventional plastic / nylon / fibreglass tent
Biodegradability	100%	Full biodegradation within ~6–12 months under composting conditions (PHA certified AS 5810 / AS 4736)
Material strength	Third-party tested	Norner-tested: tear strength reduced only ~13% after exposure equal to ~6 months outdoors – well within festival use
Lifespan	2–14 days	Designed for controlled short-term use; a 12-month version is in development for humanitarian use

Figures are indicative estimates based on preliminary theoretical calculations (Scope 3, Categories 1 and 12); a full LCA-based ESG report is delivered as part of the pilot.

Communication Value

Greenstart turns your camping area into a visible symbol of sustainability – a physical, branded product that connects environmental action with the festival experience.

- Custom-branded tents with festival logo and colour palette
- A visible, concrete proof of circular innovation across the field
- Integrates into marketing campaigns, sponsor activations and press
- Strengthens brand perception among festival-goers, partners and sponsors
- Option for co-branding (Festival x Greenstart) and shared PR

Why It Makes Sense

- Low cost – high reporting and communication value
- Documented Scope 3 impact (purchased goods & waste)
- Third-party tested material (Norner), TRL 5
- CSRD & ESRS-aligned
- Combines sustainability, innovation and branding

Next Steps

- **Tailor the pilot** to your festival's sustainability strategy
- Confirm tent count, designs and branding
- **Agree** on delivery, deployment and reporting timeline