



*Soul Fly Co.*

# Sustainable Event Plan

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*Drift with Purpose*

Fusing outdoor culture, creative energy, and conservation into cultural moments that move people and protect what matters.

Created by:



## BACKGROUND & INFORMATION

The Soul Fly Co. Sustainable Event Guide provides resources and checklists to reduce the environmental impact of all Soul Fly events. It is an integral part of creating the "**Soul Fly Co. Sauce**" — enabling Soul Fly Co. to lead by example and live its values.

### The Soul Fly Co. Sauce

Soul Fly Co. fuses outdoor culture, creative energy, and conservation into something bigger than a party. Rooted in fly fishing, built on storytelling, and powered by experience — we create cultural moments that move people and protect what matters. Each event carries local flavor and shared purpose.

### Soul Fly Co. Event Anchors

- Immersive local art · live music · Damn good food & drink.
- Support local NGOs advancing conservation, outdoor access, future leaders.
- Fishing-adjacent experiences designed to spark connection.
- Local brand collaborations to ensure a community-first approach.
- Different on purpose.
- NO EGO!

## SOUL FLY CO. SUSTAINABILITY FRAMEWORK

The sustainability goals and objectives are drawn from global best practices used by festivals, sporting events, and conferences. These align with **ISO 20121** (Sustainable Event Management Systems), **United Nations Sustainable Development Goals (SDGs)**, and the **Music Sustainability Alliance** best practices, which emphasize measurable environmental, social, and economic performance. We will take these best practices to create a unique experience for all Soul Fly Co. events. Below is an outline of the sustainability framework:

Table 1: Sustainability Framework

Environmental	Social	Economic
GHG Emissions	Community Engagement	Local Economic Benefits
Energy Use	Accessibility & Inclusion	Sustainable Procurement
Waste Management	Cultural Respect	Monetary Donations
Water Stewardship		

*These goals are written so they can be measured and reported, which is essential for credible sustainability programs, and they will align with UN SDGs, as well as best practices from the Music Sustainability Alliance.*

### UN Sustainable Development Goals (SDGs)

The UN Sustainable Development Goals (SDGs) are a set of 17 goals adopted by 193 countries in 2015 to end poverty, reduce inequality, and protect the planet by 2030, addressing environmental, social, and economic aspects of sustainable development. We will use the UN SDGs to demonstrate how Soul Fly Co. events contribute toward a more equitable and sustainable future.

Table 2: UN SDGs & Soul Fly Co. Contributions

SDG	Definition	How Soul Fly Co. Contributes
<b>SDG 2</b> Zero Hunger	End hunger, achieve food security and improved nutrition and promote sustainable agriculture.	Donate leftover food to a local nonprofit to feed the hungry
<b>SDG 5</b> Gender Equality	Achieve gender equality and empower all women and girls.	Provide female-led casting demonstrations
<b>SDG 6</b> Clean Water	Ensure availability and sustainable management of water and sanitation for all.	Provide water bottle refilling stations
<b>SDG 8</b> Decent Work	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	Support local, diverse vendors and ethical businesses
<b>SDG 12</b> Responsible Consumption	Ensure sustainable consumption and production patterns.	Provide recycling and composting to divert waste from landfill
<b>SDG 13</b> Climate Action	Take urgent action to combat climate change and its impacts.	Measure, reduce, and offset emissions to achieve carbon neutrality
<b>SDG 14</b> Life Below Water	Conserve and sustainably use the oceans, seas and marine resources for sustainable development.	Support local nonprofit (e.g. Charleston Waterkeeper)
<b>SDG 15</b> Life on Land	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.	Achieve Zero Waste

**SOUL FLY CO. SUSTAINABLE EVENT GOALS & PLAN**

It's critical to establish **SMART** (Specific, Measurable, Achievable, Relevant & Time-Bound) goals for all Soul Fly Co. events. Below are a list of SMART Sustainability Goals:

Goal	Sustainability Plan	Metrics
<b>Carbon Neutral</b>	<ul style="list-style-type: none"> <li>• Measure, reduce, &amp; offset GHG emissions for energy, travel, etc.</li> <li>• Work with Refinery to utilize Music Sustainability Alliance energy guidelines</li> <li>• Source 100% renewable energy through the purchase of RECs</li> <li>• Incentivize biking, public transport, and carpooling (free drink voucher)</li> <li>• Provide list of "green hotels" for folks travelling for the event</li> <li>• Offset remaining emissions with purchase of carbon offsets</li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>mtCO2e</i></li> <li>✓ <i>Renewable energy %</i></li> <li>✓ <i># of drink vouchers</i></li> </ul>

<b>Zero Waste</b>	<ul style="list-style-type: none"> <li>• Divert 90% of waste from landfill through banning single-use plastics, recycling, composting, and donating leftover food</li> <li>• Eliminate single-use plastics</li> <li>• Use 100% compostable or reusable food service products</li> <li>• Implement reusable cups</li> <li>• Provide water bottle refilling stations</li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Waste diversion %</i></li> <li>✓ <i>% of reusable and/or compostable serveware</i></li> </ul>
<b>Reduce Food-Related Environmental Impacts</b>	<ul style="list-style-type: none"> <li>• Source 100% local and/or regional food</li> <li>• Provide plant-based options</li> <li>• Donate 100% of surplus food</li> <li>• Compost all food waste</li> <li>• Recycle oyster shells (if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Local sourcing %</i></li> <li>✓ <i>100% Good Catch Certified</i></li> <li>✓ <i>Compost volume</i></li> </ul>
<b>Sustainable Procurement</b>	<ul style="list-style-type: none"> <li>• Require all vendors to follow Sustainability Guidelines</li> <li>• Target local companies with sustainability attributes as vendors</li> <li>• Host a "Repair Fair" where clothes/waders could be repaired</li> <li>• Host a fly fishing gear swap</li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>100% vendors followed Sustainability Guidelines</i></li> <li>✓ <i># of items repaired</i></li> <li>✓ <i># of items swapped</i></li> </ul>
<b>Protect Local Watersheds &amp; Conserve Water</b>	<ul style="list-style-type: none"> <li>• No wastewater discharge into rivers</li> <li>• Provide refillable water stations</li> <li>• Support local nonprofit (Example: Charleston Waterkeeper)</li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Estimate avoided water bottles by volume of refillable jugs</i></li> </ul>
<b>Donate to Local Nonprofit: Charleston Waterkeeper</b>	<ul style="list-style-type: none"> <li>• Donate a % of ticket sales to Charleston Waterkeeper</li> <li>• Ask vendors to donate a % of their day of event sales to Charleston Waterkeeper</li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Donation amount from Soul Fly Co.</i></li> <li>✓ <i>Donation amount from vendors</i></li> </ul>
<b>Ensure Event is Welcoming &amp; Accessible</b>	<ul style="list-style-type: none"> <li>• Provide ADA accessibility throughout the venue</li> <li>• Offer diverse programming</li> <li>• Ensure equitable vendor participation</li> <li>• Maintain fair labor practices</li> <li>• Honor local Gullah Geechee culture</li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Accessibility features implemented</i></li> <li>✓ <i>Diversity of vendors and performers</i></li> </ul>
<b>Demonstrate Accountability</b>	<ul style="list-style-type: none"> <li>• Provide post-event Sustainability Report</li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Sustainability Report</i></li> </ul>

## Conclusion

The most sustainable event is no longer theoretical. Modern clean-energy systems, circular waste strategies, low-carbon food, and rigorous measurement make it possible to deliver world-class live experiences with dramatically reduced environmental impact — often with better economics, healthier environments, and stronger audience connection.

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