



JOIN THE POWERFUL THINKING SUSTAINABLE POWER SUPPLIER PROGRAMME

The environmental and sustainable credentials of your services is increasingly important to companies and clients. Powerful Thinking is the industry's credible source of information and support on temporary energy, with wide engagement from across the sector. We are offering an opportunity for like-minded suppliers to profile your credentials to potential clients, showcase your capabilities and share best practices. Email [Bethan](#) for details.

Powerful Thinking is a not-for-profit project supporting best practice and innovation in temporary energy at UK festivals and the outdoor events industry. We provide information and advice to event organisers, undertake research and support innovation in the supply chain.

The cross-industry steering group includes Julie's Bicycle, Festival Republic, the Association of Festival Organisers (AFO), the Production Services Association (PSA), the Association Independent Festivals (AIF), National Outdoor Events Association (NOEA), Nationwide Caterers Association

(NCASS), Lansdowne Warwick, Kambe Events, Plaster PR and Smart Power.

In 2015 we published The Show Must Go On, a seminal report on the environmental impacts of the UK festival industry. From this report came 'Festival Vision:2025', a pledge to cut carbon footprints by 50% by 2025. Over 75 festivals are signed up, and we support them directly with information, workshops and events.

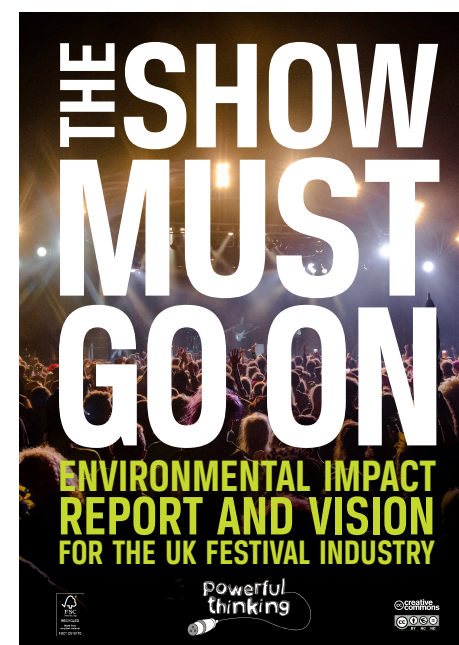
Powerful Thinking's primary focus is power; facilitating the move towards fuel-efficient practices, renewable energy sources and monitoring, measuring and reducing associated carbon emissions. We published the Guide to Smart Energy at Festivals & Events in 2012 and updated it in 2017.

In 2017 Powerful Thinking launched an online resource for festival organisers, which profiles the UK power suppliers who offer sustainable approaches and equipment and who are committed to best practices in fuel efficiency. We're inviting you to be part

of it. You can showcase what you offer with our community of:

- 75 'Vision:2025 Festivals', pledged to cut the CO2 emissions from their event by 50% by 2025.
- 250 festivals represented by our steering group members.
- 13,500 visitors who use our web resources each year.
- 2,500 event professionals that we reach through our quarterly newsletter
- Industry press, and our social media channels: [facebook](#) and [twitter](#)

Once you become a member we'll create a company profile detailing your services, equipment and ethos. This will become part of the free-to-access online resource on the Powerful Thinking website here: [Sustainable Power Supplier list](#)



THE BENEFITS

1. A dedicated case study about your recent work with an event client which will feature on our website [here](#) and be linked to your profile entry.
2. A supplier focus about your services to our database of 2,500 industry professionals and organisers.
3. An invitation to showcase your services and branding at a dedicated power session at a industry sustainability event at the 2019 Showman's Show and the chance to network with [Vision: 2025 Festivals](#).
4. A feature in a direct email to all 75 Vision Festivals about sustainable energy options including links to the supplier list.

5. Profile in press opportunities as they arise e.g. last year included this article in [Standout Magazine](#).

Check out our supplier page [HERE](#)



The annual membership fee for 2019/20 (from April 1st) is £285, which only covers our costs. Powerful Thinking is completely not-for-profit, and any work relies on the contributions by members and interested organisations.

Invitation to the list is only extended to suppliers who have a proven track record in supporting clients to reach sustainability goals.

Get in touch with bethan@powerful-thinking.org.uk for more details.

“We are at a tipping point as an industry where, if people are up to speed with the choices they have, we will see efficiencies driven by smarter planning and use of lower emission alternatives. The commercial incentives are now very real.”

Andy Lenthall, Chair of the Production Services Association & Powerful Thinking Member.

www.powerful-thinking.org.uk

