

FACTORY42 PUT THE “GREEN” IN

The Green Planet AR Experience

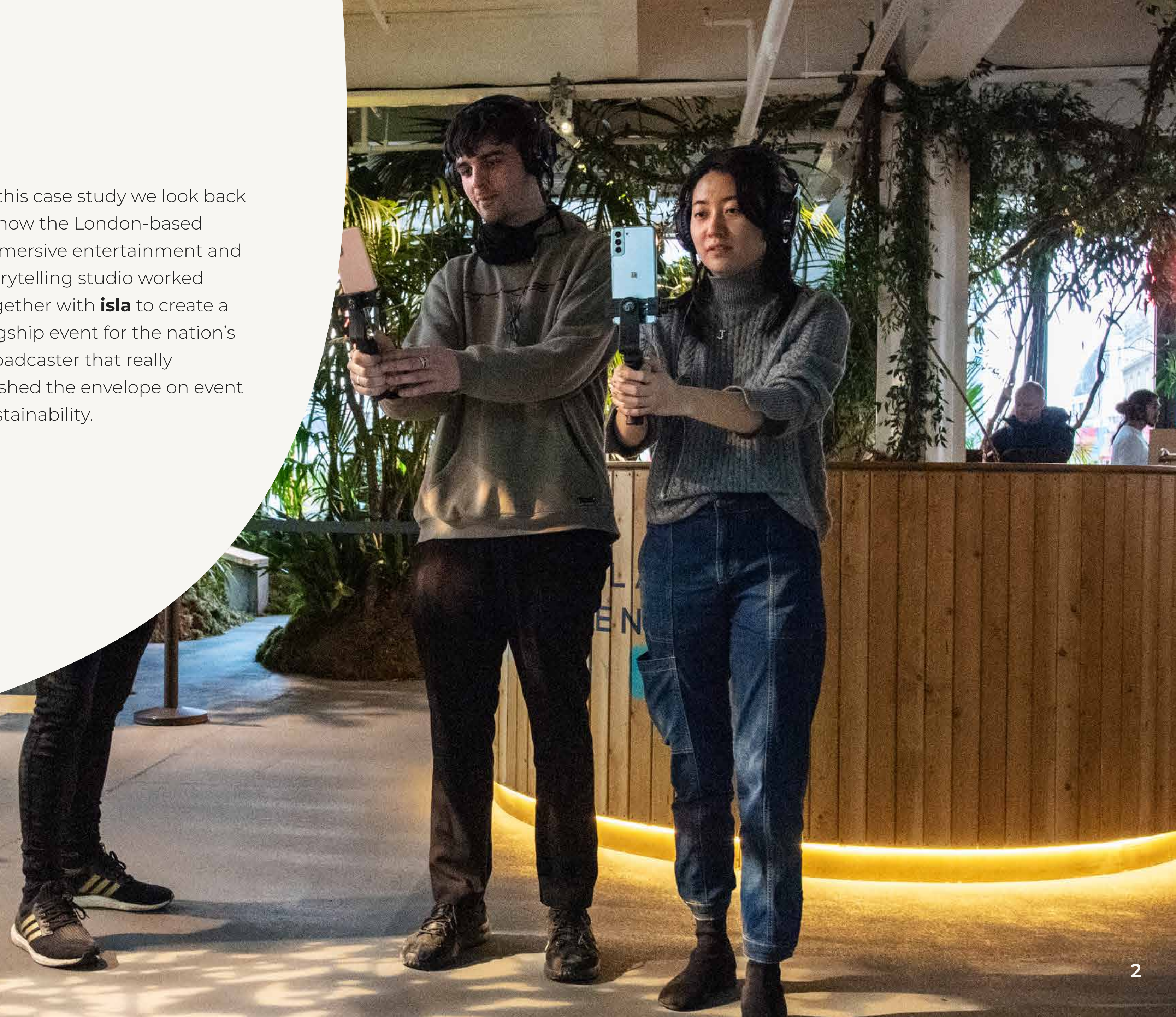
isla.

isla member, Factory 42 won the Green Event category at the inaugural Campaign Ad Net Zero Awards in 2022 for their amazing work producing The Green Planet AR Experience, inspired by the BBC TV series and powered by EE 5G.

In this case study we look back at how the London-based immersive entertainment and storytelling studio worked together with **isla** to create a flagship event for the nation's broadcaster that really pushed the envelope on event sustainability.

Quotes: From interview with Madi Bain - Factory 42's Senior Producer for Sustainability for The Green Planet AR Experience

Image credits: Seamus Ryan



The Green Planet AR Experience

ATTENDEES:	10,000 visitors
EVENT DURATION:	1 month
LOCATION:	Piccadilly Circus
POWERED BY:	AR and 5G Technology
PRESENTED BY:	None other than Sir David Attenborough
BROUGHT TO YOU BY:	A consortium comprised of Factory42, BBC Studios, EE, Crown Estates, Dimension Studios, Talesmith and Kew Gardens

FACTORY42

BBC



THE CROWN
ESTATE

dimension

TALESMITH

Royal Botanic Gardens
Kew


THE AIM:

“ We know that time spent learning and engaging in the natural world is essential in influencing our environmental attitudes, knowledge, and behaviours. In creating this experience it was our hope that we could reach and engage thousands of people and help reform/strengthen our lost relationship with the natural world. ”

Green by name, green by nature

Right from the outset the Factory 42 team wanted to ensure that circularity was “built into the DNA” of the project. The team embodied this by making a firm commitment to “avoid waste going to landfill by reusing and recycling” and reviewing each material and purchase for the Green Planet AR Experience through the refuse, redesign, rethink lens.

Proseed by isla – the event industry’s first universal best practice framework – supported Factory 42 event planners in this process by guiding them towards sustainable solutions across key production areas including: graphics & signage and built elements and continually posing the question:

 **Do alternatives exist, and if so, how do we make best use of them?**

proseed
by isla.



THE RESULT:

Under proseed, Factory42 achieved **VERY HIGH** performance in areas such as the approach to design and material selection and fulfilled **ALL** best practice criteria for waste management.



**So, what did this
mean in practice?**

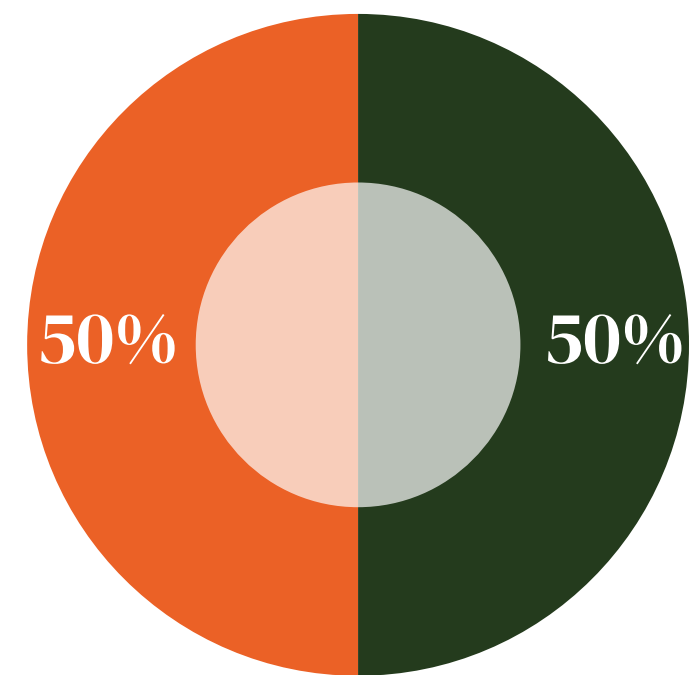
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The Green Planet AR Experience's five digitally enhanced biomes – the immersive experience's centre point and key draw –

- Rainforest
- Freshwater
- Saltwater
- Desert
- Seasonal

were constructed with an even mix of

50% & **50%**
recycled materials raw materials

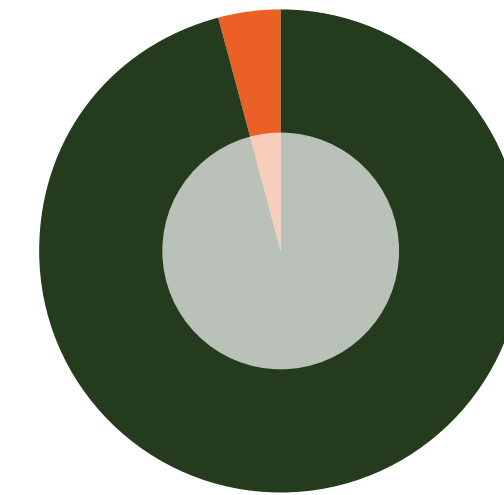


While 60% of total waste came from production (build elements)

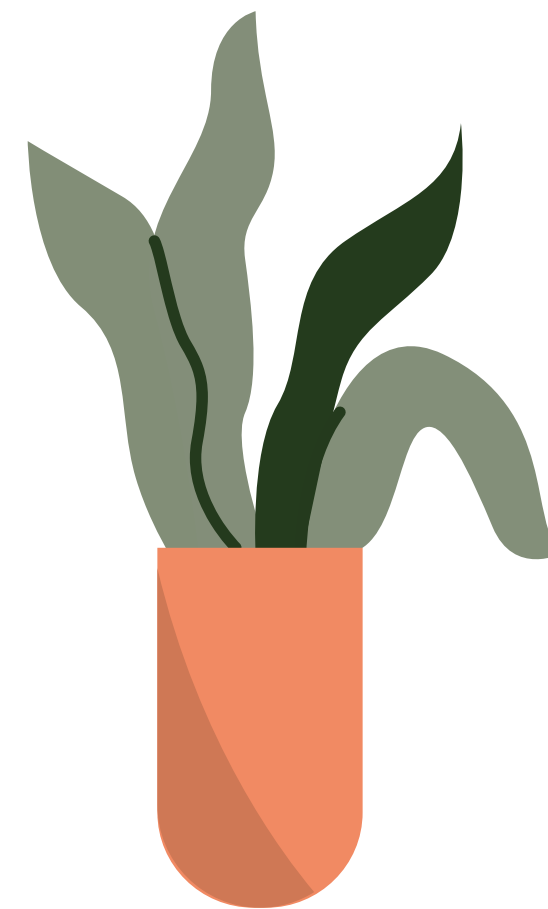


Just 4% of waste

went to landfill or incineration demonstrating that measures taken to extend the end of life achieved circularity, limiting environmental pollution.



All plants and foliage used in the set design were hired



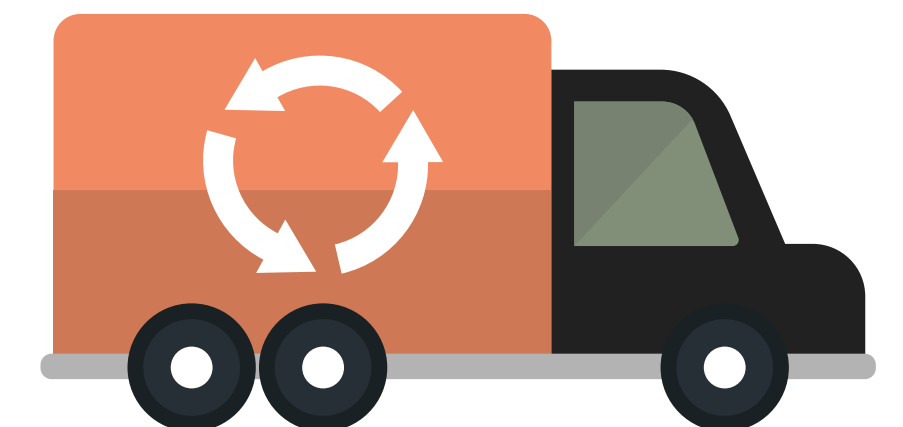
After receiving the repurposed FSC certified pine used to fashion the 3m x 60m biome walls as a donation **Event Cycle** said:

“ The price for wood is very high at the moment, so the wood could be used with community workshops that provide mental health support for men. There are also a few social enterprises that would love to get their hands on this type of wood. And finally, allotments can make planters out of these. ”



A commercial recycling expert was engaged for all waste during the live period, but an assessment was first made as to ascertain whether a material could first be reused or repurposed.

Any material that fell into the latter category had a responsible onward journey being donated to waste reuse services such as isla partner **Event Cycle** or tapping into supplier take-back schemes.



Partnerships make perfect

We all know the **t** in event stands for teamwork and no event, in-person or not, could get off the ground without multi-agency support. Factory 42 says:

“ We were lucky that we had support at the highest levels from the wider consortium. As an example, there was a request for additional branding in the venue on the reception desk. We explained that PVC free vinyl wouldn't adhere well to the wood - but we could use a sign writer to paint it – and we were supported with this type of decision. ”



The BBC and EE also shared their sustainability policies, which were built on as the project grew, with event producing partner **Superglue** working closely to push sustainability boundaries.

Positive relationships were also established with the five core event suppliers, all of whom were located within Greater London and Kent to shorten supply chains and minimise travel. They were brought into event meetings from the start and **Factory 42** predicted that they “could have used **x10** in total had our suppliers not been so skilled”.

Uniquely **Factory 42** also engaged **12** brand ambassadors as human signage, directing Experience attendees to navigate the venue. The ambassadors were also briefed on how to bring the story of the Experience to life. All this meant:

Just 36 physical signs
plus 5 digital displays
were used



compared to the estimated **72-80 signs** that would have been produced if this solution hadn't been found.



A sustainable event that measures up

Factory 42 measured the impact of The Green Planet AR Experience through TRACE by isla – the definitive carbon measurement platform for sustainable events. This gave a complete picture of tCO2e (tonnes of carbon dioxide equivalent) for the event overall including the environmental impact of key areas like Energy Usage and Production.



TRACE revealed that this event would need 836 tree seedlings grown for 10 years

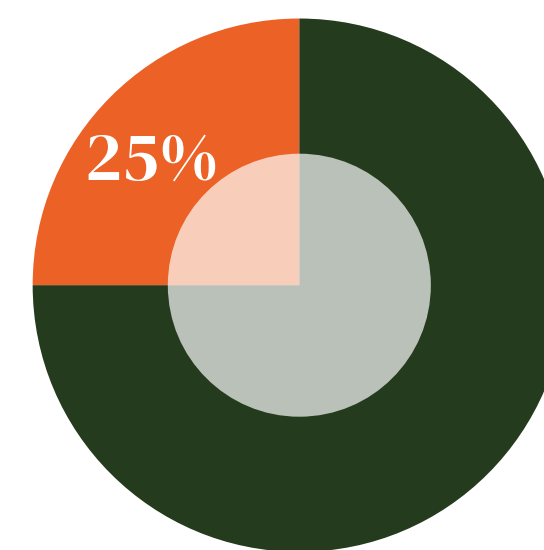


to sequester the amount of carbon produced for the event.

This enabled Factory 42 to make the connection between the event and its direct impact on the planet.

In addition, it was revealed that by combining recommendations made throughout the event's impact report – compiled by **isla** and using data from **TRACE by isla** -

it could help Factory 42 reduce this project's carbon footprint by 24.51% if the event were to be repeated.



Time to reflect

isla.

John Cassy

Founder and CEO of Factory 42 said:

“ The Green Planet AR Experience wasn't just about bringing the beauty of our natural world to the public, but also pushing the envelope on how location-based experiences can be delivered while treading more lightly on our planet.

We championed circular thinking at every stage of the process - from the project's build, design, execution, to even corporate events held on-site, the wider consortium and our set builders Superglue took every step to minimise our carbon footprint when bringing this 5G and AR-enabled natural world oasis to London. We couldn't be prouder of our team - not only did the experience promote a phenomenal behavioural change in our audiences, but it also proved that planet-conscious events of this scale can be produced at pace on a tight budget. ”

Tom Burton

Head of Interactive at BBC Studios, said:

“ Factory 42 and Superglue have shown that magical tech-led experiences can be brought to the public in remarkable ways whilst minimising the impact to our planet. The Green Planet AR Experience consortium together set a high bar for sustainable event production, whilst juggling innovative new practice and technologies. At BBC Studios we are adopting key learnings from this project across other events in our portfolio. ”

Anna Abdelnoor

CEO and Co-Founder of isla, said:

“ The team at isla were proud to support our members Factory 42 in delivering sustainability at every stage of this seminal event. The results, and the team's award win, speak for themselves and we look forward to seeing how we can collaborate on future events. ”

Thank you for reading!

We hope you've been inspired to push the dial forward on event sustainability. To learn more about joining the isla community email femke@weareisla.co.uk

