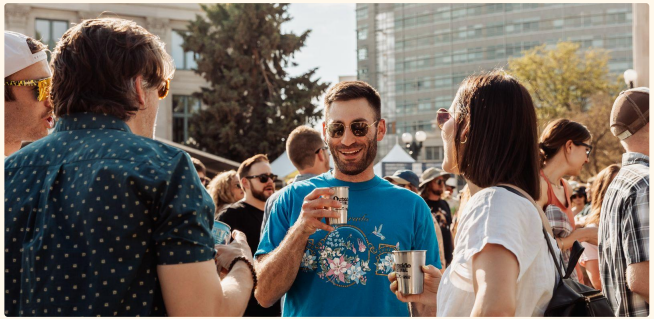
Environmental Impact Report

MADE BY GREEN DISCO

Quick Shoutout

It takes everyone — crew, artists, audience, and partners — to make progress possible, thank you for being a part of it. The sheer fact that there are so many individuals and organizations to shout out is a true testament to the strength behind these sustainability programs.

- Outside Inc.
- Groundswell
- Raspatello + Co.
- ESP Presents
- Headline
- Scraps Mile High
- Civic Center Conservancy
- Radia Studios
- Green Paper Products
- EP Distribution
- EcoSafe
- The Gathering Place
- St. Francis Center
- Sunbelt Energy
- Event Water Solutions
- Kalen Jesse



Contents

Welcome to the 2025 Outside Festival & Summit Environmental Impact Report!

This year, we went further, wider, and deeper into the data than ever before – we accounted for things like vendor travel and staff accommodations while also diving much deeper into certain categories like food.

We believe in total transparency – not just because it allows us to dial down our impact to do better, but because it also shapes a new paradigm for events.

We could only tell you the “good” things, but we feel it is equally important to also share the shortcomings and reasons on why they happened.

We’re pulling back the curtain to use the festival as a platform for discovery and inspiration.

To our knowledge we are the largest festival providing this comprehensive of a data tracking system to understand and report on our emissions and impacts.

Overview

Context on the Impact Report

This marked Green Disco's second year serving as the integrated sustainability team alongside Outside Inc. and Groundswell for the Outside Festival & Summit.

Together, we embedded environmental programming into the core of the event operations, implemented a robust data tracking system, and established a transparent reporting process.

Green Disco is a team of promoters, producers, environmental experts, operators and creatives working to build the next generation of live events.

The Outside Festival & Summit welcomed over 35,000 attendees across four days — nearly doubling in size from its inaugural year in 2024.

Spread across thirteen acres in downtown Denver's Civic Center Park and surrounding venues, the festival offered everything from adventure films and immersive outdoor experiences to thought-provoking speakers and the year's premier networking event, The Outside Summit.

Dubbed the "SXSW of the Outdoors," the event featured inspiring talks from world-class athletes, innovators, and storytellers; live music from globally recognized acts; and a one-of-a-kind showcase of outdoor brands. Highlights included musical performances by Khruangbin, Sylvan Esso, and Lord Huron, and captivating appearances by speakers like David Blaine, Alex Honnold, and many more.

Sustainability Highlights in 2025

Although the festival increased in size and nearly doubled in attendance, we still made some impressive impacts and reductions compared to the inaugural festival in 2024.

196,092 +

SINGLE-USE PLASTIC BOTTLES AVOIDED [500ml]

15,000 +

SOUVENIR REFILLABLE CUPS – LESS >1% IN SEPARATED STREAM

95 %

REDUCTION IN FUEL USAGE VIA LARGE BATTERY SYSTEMS

25,217 LBS

TOTAL WASTE AVOIDED FROM FESTIVAL SITE & LANDFILLS

30 %

FANS TOOK SUSTAINABLE TRAVEL – WALK, BIKE, BUS, & TRAIN

Small Actions Stack Up!

Each and every program contributed to lowering the waste onsite, sent to landfills, and the total amount of emissions.

Estimated Carbon Emissions Avoided

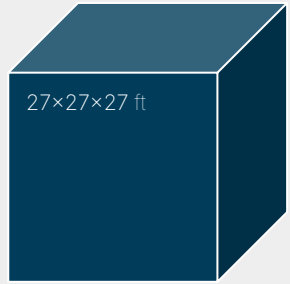
105.12 MT of CO2e [1]

This is a 3x increase from last year [32 MT], and is 21% of all the emissions generated onsite, not including fan travel.

We avoided these emissions through extensive work prior to the festival and effective execution onsite. All the programs that we considered in this calculation are as follows: reusable cups, hydration stations and #BYOBottle, composting programs, recycling programs, back of house food donations, reusable signage, veggie and vegan eating choices, onsite energy programs, and staff staying at the Populus Hotel.

Helpful Context

One metric ton of carbon [MT CO2e] is the standard unit to measure carbon emissions.

1 MT of CO_2e = 

If these 105+ cubes were laid out next to one another, they would fill over 23 olympic-sized swimming pools with carbon!

 = **23.4**

Olympic Sized Swimming Pools

Aggregated Impacts

Over the past two years, our accumulative sustainability programs have avoided the following:

Carbon Emissions from Site

137.78

MT of CO_2e

Equivalent to driving 350,000+ miles*

*Further than the distance from Earth to the Moon.

Material Waste from Site & Landfills

34,712

LBS

Equivalent to the weight of 1,540+ tires

Diesel & Fuel from Site

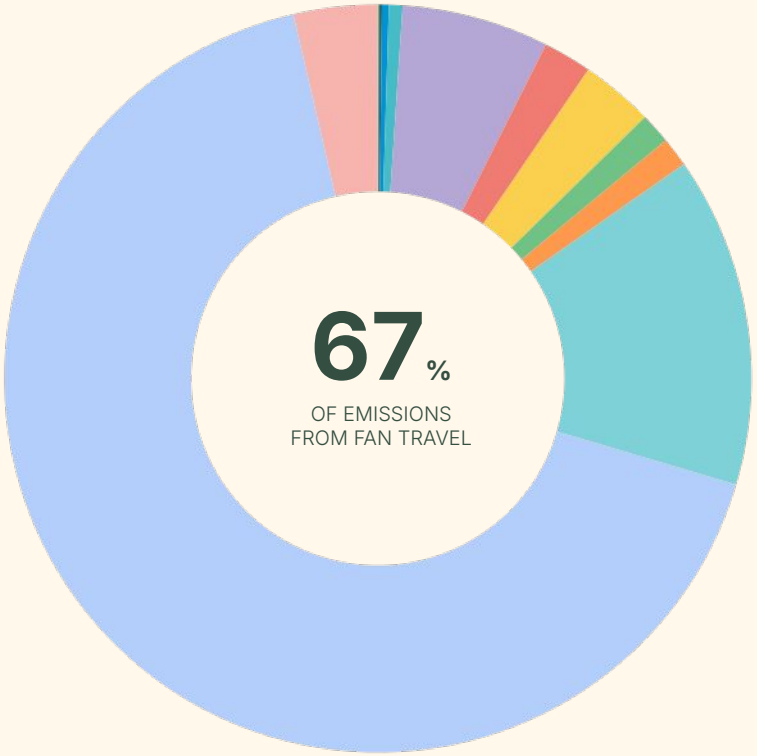
3,403

Gallons

Equivalent to using 70+ barrels of gas

Carbon Footprint Overview

Our total carbon footprint has increased compared to last year, and this is because we've measured more than ever before. We got more granular to better understand the full scope of impacts.



CATEGORY	EMISSIONS MT CO_2e	PERCENT %
Wastewater	0.01	0%
Drinking Water	0.03	0%
Vehicle Usage	0.68	0%
Heavy Machinery	2.04	0%
Onsite Energy	4.52	0%
Material Waste	9.05	1%
Vendor Travel	19.68	1%
Staff Accom.	20.47	1%
Beverages	32.47	2%
Staff Travel	48.47	3%
The Summit	56.05	4%
Food & Meals	97.98	6%
Procurement	220.16	14%
Fan Travel	1,028.25	67%

Programs

Waste Diversion & Management

A massive increase in our waste diversion efforts from a three-stream waste system front of house to extensive back of house sorting.

Green Team Volunteers

70+ person green team onsite kept the ground clean and educated fans to ensure trash went to the right bins.

Composting Program

4x increase in compostable waste to last year through stricter vendor policies, improved back of house sorting with Scraps, and better material procurement strategies.

Soft Film Recycling

50 lbs of soft plastic film collected from load-in and the event days were recycled through a partnership with SustainAbility, a local company in Denver.

Back of House Sorting

Tripled the amount of rolloffs while doubling paid staff and green team volunteers to sort and decrease landfill waste.

Actual picture of composted waste at the Scraps facility

Material Procurement

Working preemptively to implement systems that eliminate landfill-bound waste from the event.

Reusable Signage

~50 lbs of onsite signage was reused from last year, or built new with the intention of getting used again along with environmental signage across the mainstage LED screens.

Steel Refillable Cups

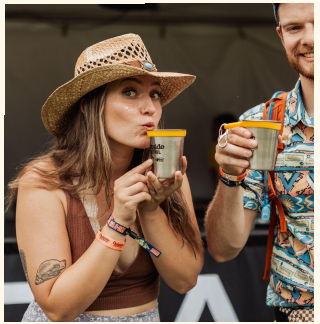
15,000+ cocktails were served in a branded steel cup with a carabiner to carry around and get refills, with <0.5% of cups ending up in a separate waste stream to be used again.

Compostable Serveware

100% of food vendors purchased from a pre-approved list of CMA-certified materials to ensure all the food and drink serveware was compostable, with signage by each vendor.

#BYOBottle Campaign

All attendees were encouraged to bring their own bottle to use at the free water refill stations across the event site.



Travel & Transportation

Multiple programs to make it easier and more accessible for fans to use public transit and to cycle to the festival.

Onsite Bike Parking

1,000+ bikers used the onsite bike parking each day, filling the entire area and the nextdoor park – thanks to The Colorado Tourism for giving hats to the first 100 bikers.

FOOTPRINT™ Platform

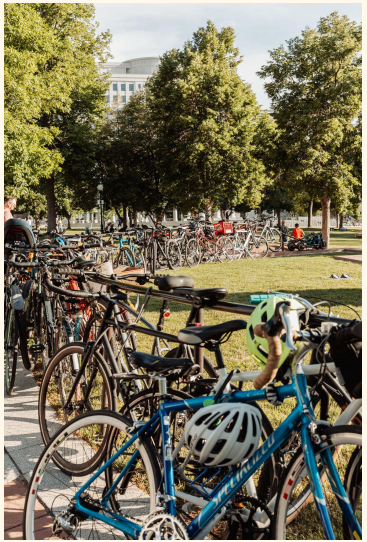
Achieved 30% sample size of fan travel emissions through survey integrated directly into the wristband registration.

Plan Your Travel

Made it easy for fans to plan public transit routes through messaging on the website, emails, and socials.

Staff Accommodations

All staff were staying in hotels within <1 mile of the festival site, and were heavily encouraged to walk each day.



Food & Beverage

Event-wide systems to reduce the negative impacts from the food and beverage, while working to donate all the leftover food from back of house catering.


Photo of food donations provided by The Gathering Place

Staff Catering Donations

All the leftover staff catering from Thurs-Mon, roughly 176 lbs of food or ~117 meals were donated to multiple nonprofits – St. Francis Center and The Gathering Place.

Hydration Stations

Water stations around the festival site helped keep people hydrated – we saw a 9x increase in the total amount of sourced water transformed into chilled drinking water.

Vegan & Veggie Options

All the food vendors onsite were heavily encouraged to offer at least 1+ plant-based, vegan, or vegetarian option.

Stakeholder Engagement

A top-down approach to communicate all of our backend efforts to each and every stakeholder.

Vendor A*GREEN*ments

All 120+ sponsors, vendors, and service providers had to sign a custom an agreement pre-event to acknowledge compliance with the environmental policies.

Nonprofit Village

15+ nonprofit organizations engaging directly with fans onsite, including environmental organizations like the Inland Coalition Organization, 5Gyers, and many others.

Transparent Reporting

We've committed to full transparency, sharing all the data on our sustainability programs through a full impact report, webpage, social media, and onsite signage.

Onsite Programming

Environmental programming was embedded into the curation, and we had people like Nicole Mclaughlin and Lauren Bash speak and host workshops.

Onsite Energy

While the festival increased in size and attendance, we powered even more with batteries and with fewer diesel generators.

Pre-Charged Batteries

10 large battery energy storage systems [BESS] were pre-charged via the grid in Colorado and brought onsite to power a majority of the festival site.

Hybridized Batteries

6 large battery energy storage systems [BESS] paired up with a diesel generator to reduce run-time and fuel usage, overall eliminating emissions heavily.

Sourcing Local HEQ

All the vehicles and golf carts onsite were sourced from vendors all within Colorado and the greater Denver area.

Data Deep Dive ↓

Context on Data Deep Dive

In this section, we take a look deeper into all the things that went really well and some of the things that didn't go as well across all areas of operations.

These are the nitty gritty details, and they may be a bit tougher to understand… keep in mind, this section is built for the sustainability nerd! The pictures to the right and below will be the one of the last you see here – get ready for some beautiful pie charts and graphs.

Quick Recap

We think it's a non-negotiable to share all the information... we could just cherry-pick the highlights – but we're here to share all the good, bad, and the ugly details. The great news is that because we measured more, we are able to show an in-depth picture of our impact. We see this as a real positive, as we're truly mapping the full impact of the events.

We set lofty goals last year – some which we achieved and some which we didn't... and we're not stopping there, we're going to continue to set lofty goals to set new standards for the industry.

What went well

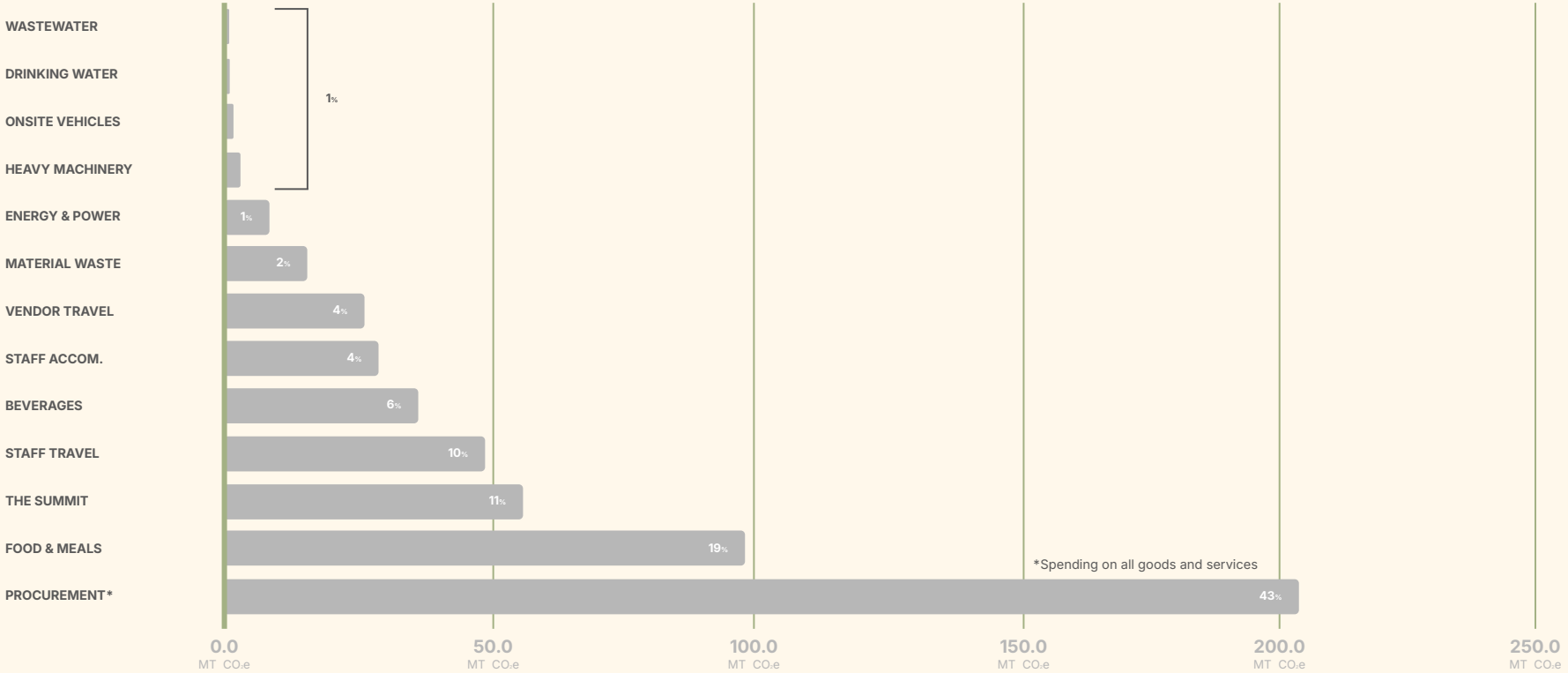
Data Tracking	Measured a lot more data compared to last year and got a lot more detailed in certain areas.
Reduced Emissions	We lowered the carbon emissions on a per person per fan basis, a huge improvement!
Food Vendors	100% compliance rate on our material procurement policies with food vendors.
Composting	Saw a 4x increase in compost through better material procurement and back of house sorting.
Signage	All the signage was either reused from last year or made this year and built to be used again.
Onsite Energy	Had more space and fans to provide energy for, but fewer diesel generators to last year.

What didn't go as well

Waste Diversion	Waste diversion rates decreased massively for a few major reason, which we dive into on page 21
Compliance	Some sponsors did not comply with our material policies which complicated our waste streams and led to lower diversion rates.
Summit Data	The summit was especially hard to collect data from since it was with multiple venues who each had their own processes and rules.
Waste Pickups	The speed and efficiency of onsite trash collection was not as good as it could have been.
Green Teams	We need more volunteers to be our front of house waste warriors and reduce contamination

Carbon Footprint Overview | Without Fan Travel

When you take fan travel out of the picture, you get a better sense of the distribution of emissions from the rest of the operations. Although these impacts only make up an accumulative 33% of total emissions, there are a lot of opportunities to further reduce emissions and impacts of these categories.



What's Up With Waste

Our waste footprint skyrocketed, and we kind of expected this, although we planned to prevent it more than we did.

It's not that we got worse, it's that we put our waste stream under even more scrutiny. Here are the four key reasons that our waste diversion rates decreased:

01 Expanded Scope of Data Collection

We expanded our scope of collection from last year to include all of load-in and load-out, where there was no sorting... we plan to sort waste during load-in and loud-out next year.

02 New Areas of Waste Collection

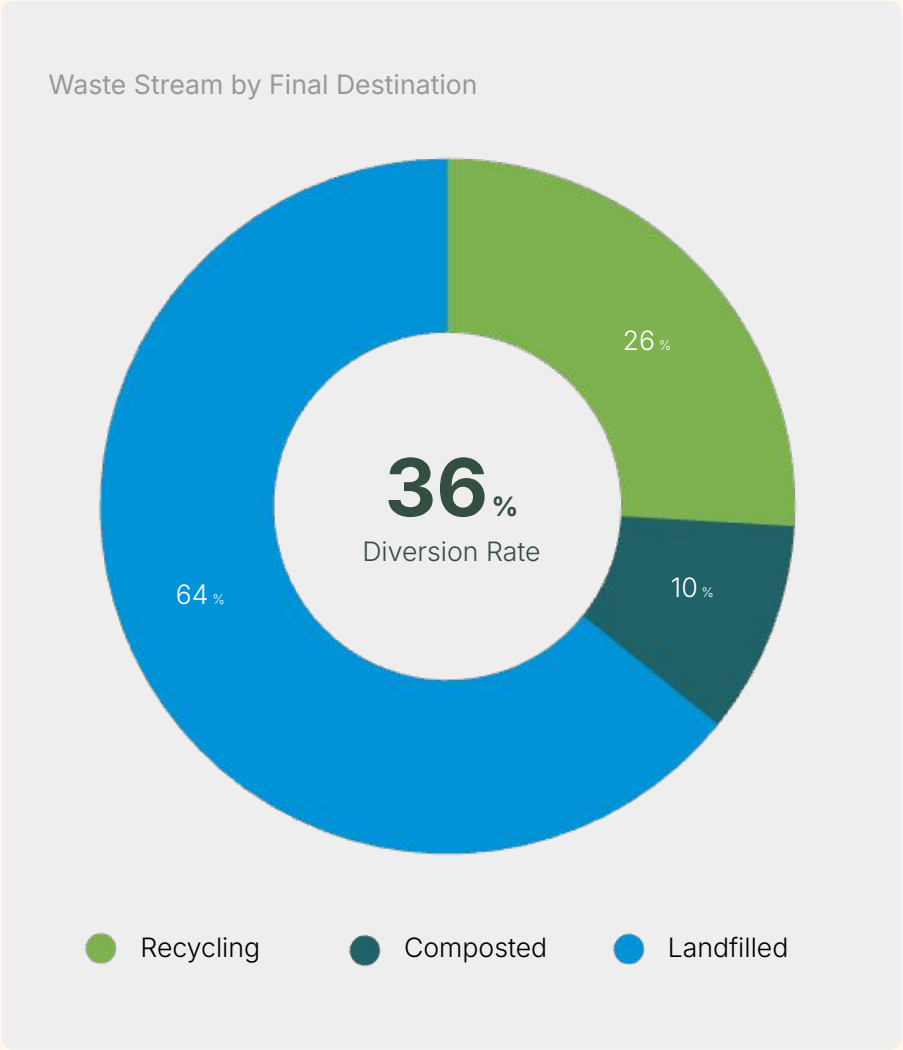
We also collected waste from the Film and Ideas section this year – the Denver Public Library and Art Museum – which had their own waste infrastructure, leading to more contamination.

03 More Sponsors & More Giveaways

Although we saw a clear improvement with food vendors, sponsors still brought in many non-approved items that were destined for landfills and contaminated waste streams.

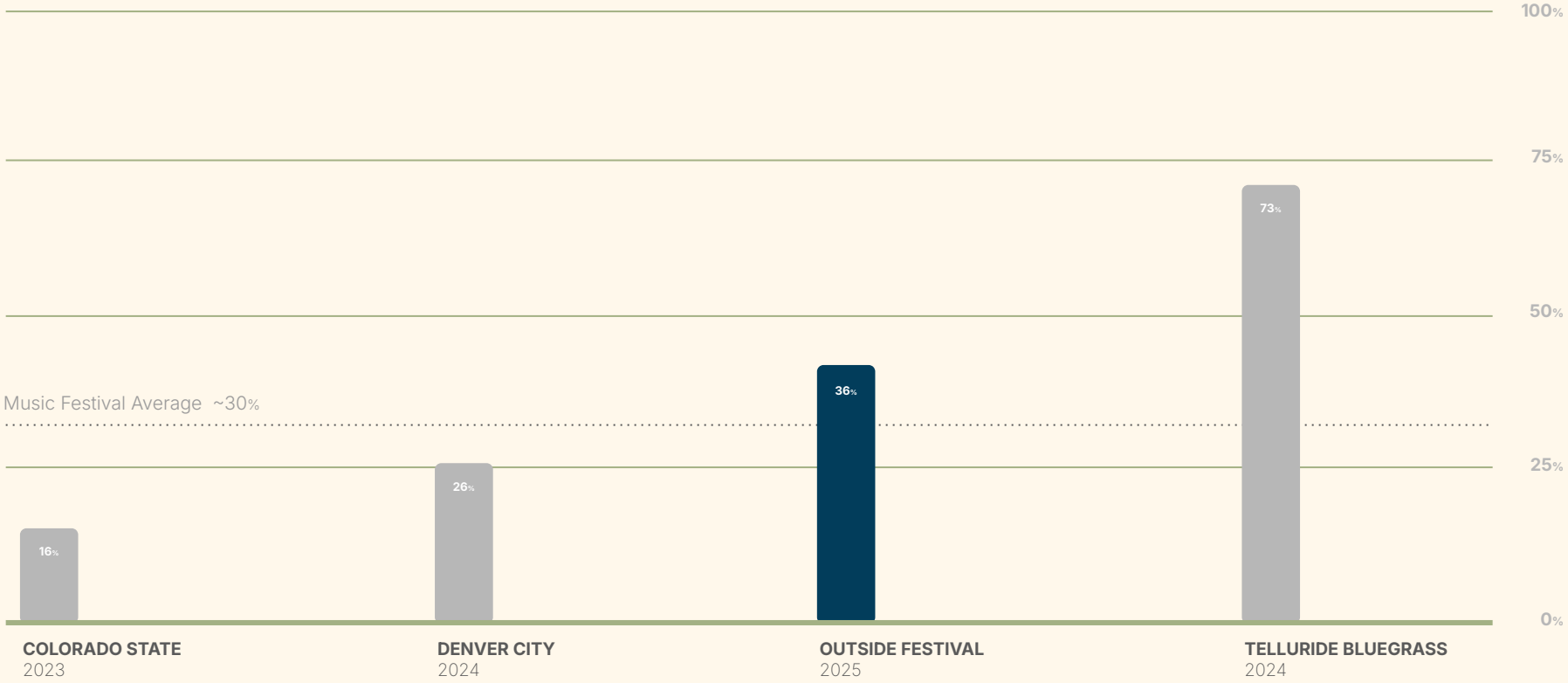
04 Items from Outside the Festival

Many items like diapers, cigarettes, etc. were brought outside the festival grounds and we had little control over.



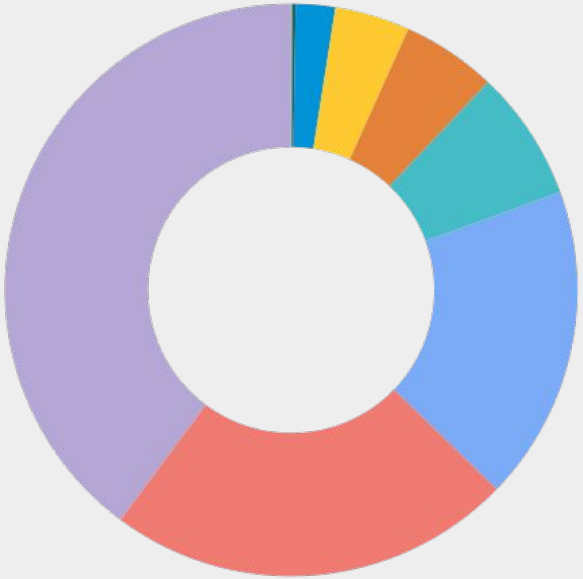
Still Higher Compared to Local & Industry Averages

Although our waste diversion rates decreased, the program still shot way above the local and national averages for typical waste diversion. We still have a ways to go, and many ideas on how to improve diversion rates for next year.



Tracking Fan Travel

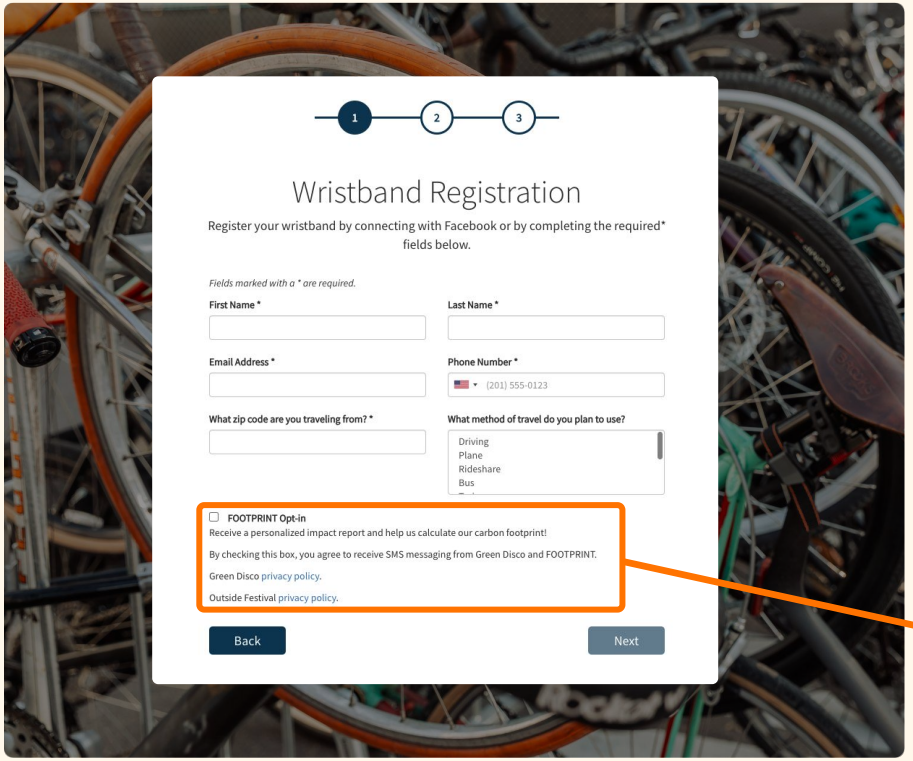
FOOTPRINT™ allowed for a seamless process to collect key information on where fans came from and how they traveled. We received 8,000+ responses from fans on our transportation survey and scaled to 29,460 individuals to determine estimated emissions from all fan travel.



BREAKDOWN	CATEGORY	PERCENT %
	Motorcycle	0%
	RV or Truck	0%
	Scooter	2%
	Bus	4%
	Train	5%
	Plane	7%
	Walk or Bike	18%
	Rideshare	23%
	Driving	40%

Improving Travel Data

We saw a 2.6x increase in first-hand data collected from fans on where they came from and how they travelled by integrating our survey into the ticketing registration, leading to some unique insights:



100+ MT CO2e avoided as the result of people biking, walking, bussing, or taking a train instead of a typical single-passenger car.

6.2+ Million total miles travelled by fans, with the average fan travelling 211 miles

38 States represented, fans travelled from all across the country to attend the festival

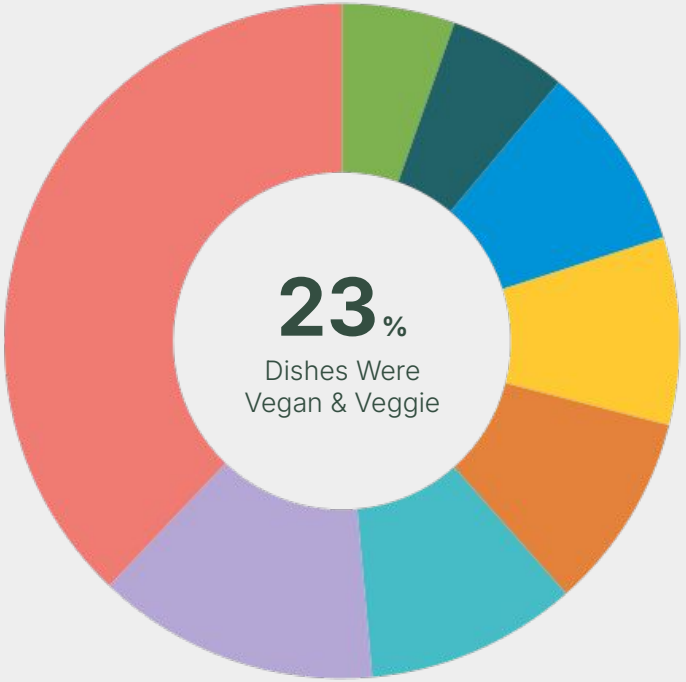
63% Total fans drove or took rideshare to the event, showing it's hard to get people out of the comfort of an air conditioned vehicle!

18% Total fans walked or cycled – generating 0 emissions, while an added 12% took low-emitting buses, trains, and scooters

25% Total fans manually opted into the FOOTPRINT™ program to receive a personal impact report on their emissions

Food & Meals

We incorporated extensive tracking to measure the breakdown of all meals sold to understand fan behaviors and identify ways to reduce emissions through small changes.



BREAKDOWN	CATEGORY	PERCENT %
	Dessert	5%
	Snack/Side	6%
	Dairy-Based	9%
	Chicken	9%
	Vegan	9%
	Red Meat	10%
	Veggie Dish	14%
	General Meat	38%

Hydration Stations

We encouraged fans to #BYOBottle and had multiplied chilled hydration stations onsite to eliminate single-use plastic bottles.

Maybe it was hotter, maybe it was the signage, or something else in the air – but we saw a 9x increase in overall drinking water consumption at the stations... over 25,901 gallons of tap water were transformed, eliminating the equivalent of 196,000+ single-use plastic bottles [500ml] from the event site.

Improving Onsite Power

Last year we had 9 hybridized energy stations* to power a majority of the festival, which heavily reduced diesel.

With an increase in site footprint, we needed more energy and worked with Sunbelt to provide even more batteries that helped reduce diesel usage even further.

This year we had 6 hybridized energy stations, reducing three (3) generators from the event site. We saw an 18% increase in the overall amount of diesel avoided totalling over 1,843 gallons through the battery systems.

We replaced the rest of the hybridized systems with large battery system that were pre-charged with energy, using no direct fuel or gasoline.

The main stage was still powered by (3) 175kW redundant generators, and we are actively looking for solutions to replace these for next year.

*A hybridized energy system is when you pair a BESS (battery energy storage system) with a typical diesel generator, creating a much more efficient system that only uses diesel when necessary. The generators only turn on overnight to recharge the battery units, and once fully recharged, the generators would turn off automatically.

x10 UNITS

These batteries were pre-charged at the Sunbelt facility, using a mix of solar from their facility and local grid power.

75kW / 600 kWh Battery Energy Storage System [BESS]

x4 UNITS

24 kW / 90 kWh Battery Energy Storage System

56 kW Diesel Generator

x2 UNITS

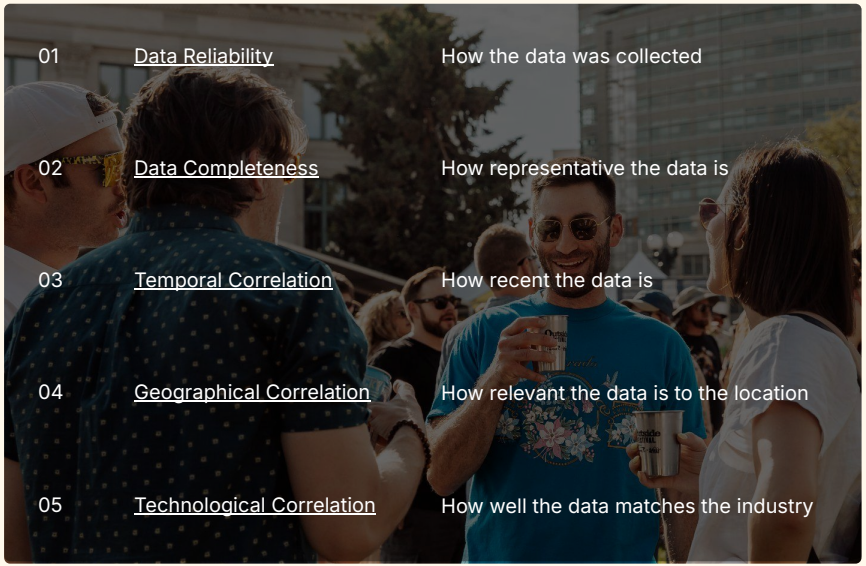
24 kW / 90 kWh Battery Energy Storage System

36 kW Diesel Generator

Data Quality Score & Areas to Improve

Our data sources and methodologies were 3rd party reviewed and assessed to provide an unbiased and transparent report on how confident we are in the data points collected.

The overall data confidence score for Outside Festival 2025, assessed using Green Disco's Data Quality System, a scoring system based on a five-part pedigree matrix:



01	Data Reliability	How the data was collected
02	Data Completeness	How representative the data is
03	Temporal Correlation	How recent the data is
04	Geographical Correlation	How relevant the data is to the location
05	Technological Correlation	How well the data matches the industry

Highest Confidence | Average Confidence | Lowest Confidence

1.6

1.0 | 2.0 | 3.0 | 4.0 | 5.0

This score of 1.6 indicates a grade close to the highest level of confidence in regard to the quality of our methodologies and data sources to determine estimated emissions. This score reflects high confidence in the emissions data inputs used throughout this report.

This is a 0.8 improvement to last year where we scored a 2.4 out of 5.

Benchmarking YoY Impacts Daily Impacts Per Fan

The per-person-per-day [PPPD] impact is the most effective way to benchmark success for live events.

The estimate scales down the impact to a single fan over one day to benchmark the standard impact as the event duration and attendance scale up or down.

While the festival grew, our carbon emissions on a per person per day basis decreased. This shows that the efforts onsite did their job and were effective in lowering the impact of each fan... there just happened to be many more fans onsite, which is why our overall carbon footprint increased.

PER PERSON PER DAY METRICS & UNIT		2024*	2025*	DIFFERENCES
Carbon Emissions	kg CO_2e	67	52	- 15
Water Usage	gallons	0.52	1.47	+ 0.95
Fuel/Gas Usage	gallons	.02	.02	+ 0.00
Material Waste	LBS	0.52	1.50	+ 0.98

**Based on 8,750 individuals per day over two [2] days*

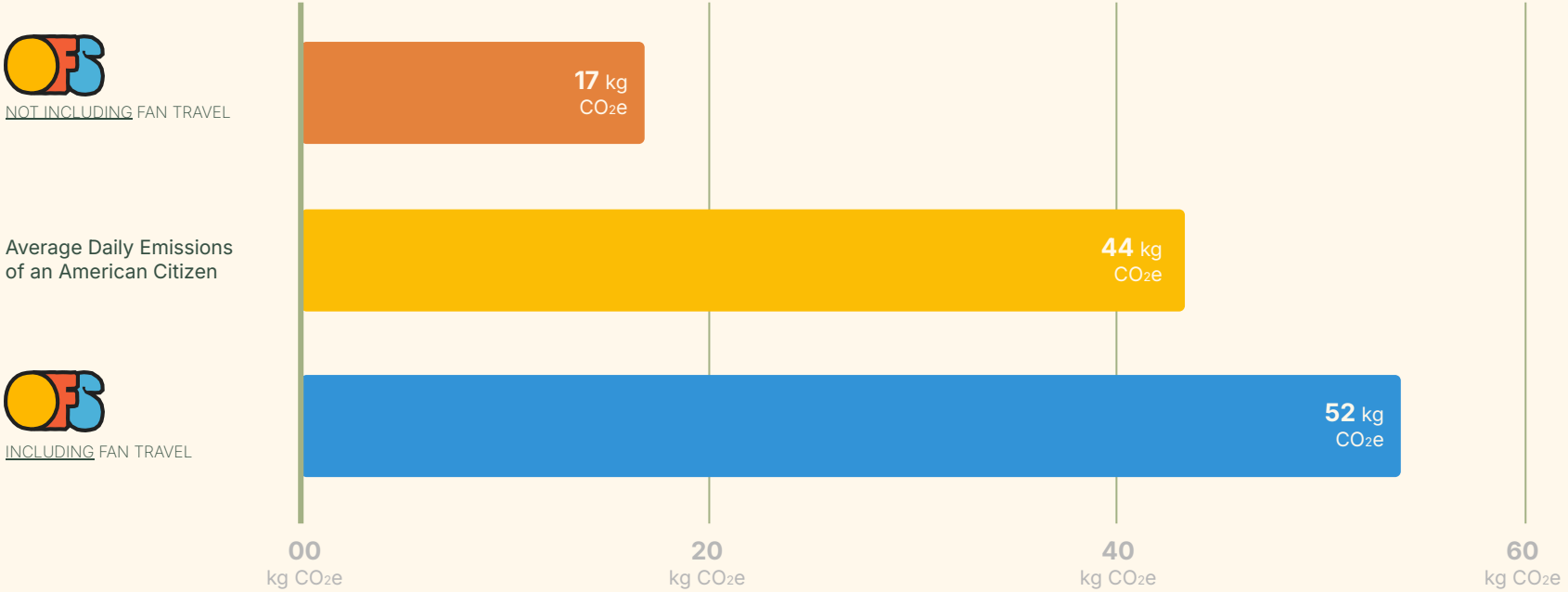
**Based on 14,370 individuals per day over two [2] days*

We collected all the waste from load-in and load-out (which we didn't do last year), expanded our collection to include the Denver Public Library and Arts Center, and had more sponsors onsite doing giveaways.

Comparing Carbon Emissions

With the person-person-per-day impact, we can compare the emissions in broader context to the average American.

THE AVERAGE CARBON FOOTPRINT PER PERSON PER DAY IN KILOGRAMS



Thank You

CONTACT US

jonah@greendisco.earth |