

SECTORS: Events, Off-Grid Power

# Latitude Festival Case Study

Henham Park, Suffolk, England

GeoPura partnered with Latitude Festival 2024, to introduce an innovative solution to power the event more sustainably. This year, GeoPura's Hydrogen Power Units (HPUs) replaced HVO biofuel generators, providing zero-emission electricity to part of the festival's village area including medical/welfare, merchandise stand, VIP camping, and the festival's recycling and waste sorting hub.

Location	Henham Park, Suffolk, England
Dates	24th July - 29th July 2024
Equipment	1 x HPU 1

## KEY METRICS

CO <sub>2</sub> saved	1248 kg
NOx saved	12.2 kg
PM saved	0.5 kg

## APPLICATIONS



Off-Grid Power



## Challenges



- > Short-term deployment for an event.
- > Sustainable alternative to HVO generators needed.
- > Off-grid power supply needed for welfare facilities and VIP camping.

## Solutions



- > **Zero Emission Energy:** Unlike diesel generators, HPUs emit no pollutants
- > **Quiet Operations:** Hydrogen generators are quieter than equivalents.
- > **Reliable Power:** Uninterruptible electricity, powering critical areas of the festival



# About the project



Traditionally, festivals have relied on diesel generators, which can contribute to carbon emissions and noise pollution. This year, Latitude Festival, known for its eclectic mix of music, arts, and culture, is also taking further strides in showcasing its commitment to reducing its environmental footprint. To reduce emissions and continue to lead the way in sustainable event management, the festival trialled hydrogen power, as well as used HVO biofuel\* in all generators meaning festival power was 100% fossil fuel free.

This initiative is part of a broader sustainability plan encompassing several green initiatives: full waste and recycling sorting onsite ensuring no festival waste ends up in landfill, promoting low-carbon travel through ticketing partnerships and incentives, implementing a deposit return scheme for cups, cans and bottles, running a campsite recycling rewards scheme, and displaying the carbon footprint of food sold on the festival app. There will also be space provided for climate activist and environmental groups Greenpeace, Climate Live and Every Can Counts to interact with festival goers on their important work.

GeoPura's HPUs utilise green hydrogen to produce clean electricity, eliminating the carbon emissions associated with power generation. This not only reduces the festival's carbon footprint but also eliminates both air and noise pollution, creating a healthier and more pleasant experience for festival-goers and the local community.



## What our client says

*"Powering an event like Latitude Festival sustainably is a big focus for us and requires reliable, renewable energy sources. Our partnership with GeoPura and the integration of their Hydrogen Power Units is a fantastic step forward by exploring alternative power solutions."*

*"By trialling hydrogen power at this year's festival, we are not only reducing our carbon footprint but also protecting the local environment and paving the way for more sustainable events in the future. As set out in our Green Nation Sustainability Charter we have a responsibility to preserve the live music experience for generations to come and the opportunity to use our platform to inspire global environmental action."*

**Melvin Benn, Managing Director of Festival Republic**

Latitude Festival (LiveNation)

## Find out more

Read our press release [here](#).

