



a



Goodfest

scrapbook



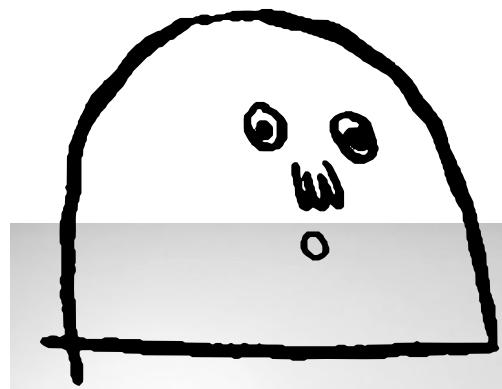
Inspiring change since 2019

'Pause, reflect, reset,
reinvest and imagine
a better world.'

Matt Hocking - founder Leap
and co-founder Goodfest.

Highlights from:

Goodfest 2019, a "creatives on the beach" conference in Cornwall & Goodfest Digital 2020, an online discussion exploring how to create sustainable change through purposeful ideas and actions.



beautiful
in people
a beautiful
place



"The COVID-19 pandemic is changing our lives forever. The future could either be much darker than it is today, or much brighter. Now is the time to be working out what could happen in either case, and the actions needed immediately, to get the kind of future people want when the crisis is over.

"Human beings all over the planet have been waking up to new possibilities, to new ways of creating a safer, healthier and kinder world for our children, and to new dimensions of human potential as a result of this crisis.

"The urgency now is not to lose these insights, but to set them out in practical terms, and engage leading specialists in planning how to establish the new norms that will structure and support a global system that works for all. So, I'm working with colleagues to assemble the best information on what may be the results of the pandemic, for better or for worse. We start with the opportunities for a far brighter future, proceed to the worst case scenarios, and then examine what needs to happen now for the brighter future to come about."

—
Dr Scilla Elworthy - author of "The Business Plan for Peace" and planned keynote speaker at Goodfest 2020 answering the question, "How does sustainable thinking need to shape our contribution to a better world post COVID-19?".



"This isn't the time to be lazy, to be reserved, to be complicit, to be quiet. We're living in a time when it's so important for business to drive this new economy, this new view, this aspirational future of business as a force for good."

empower action



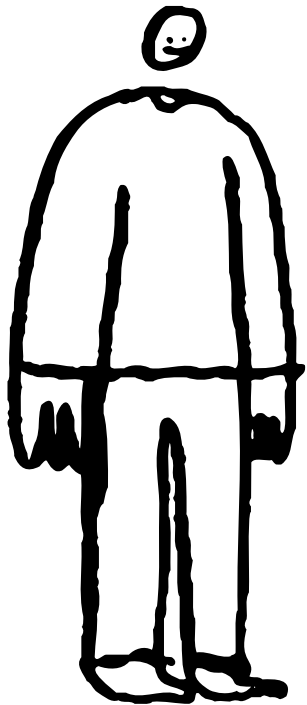
Rose Marcario - former CEO Patagonia
on a new economy.



"Set the bar low and clear it. Set it a tiny bit higher and clear it. Set it a tiny bit higher again, and clear it."



"Kindness is a competitive advantage. You can't go to work and just leave your morals in a bag by the door anymore, swipe your lanyard to get in, and then pick them up again on your way home."



Mike Coulter - Tiny Habits® certified coach
on creating positive new behaviours.

Mark Shayler - keynote speaker at Goodfest 2019 and author of *Do Present* & *Do Disrupt* on competition.



“We don’t have a big sign above the door. There’s just a little A-board outside that says “Be Nice or Go Home”, and it works.”

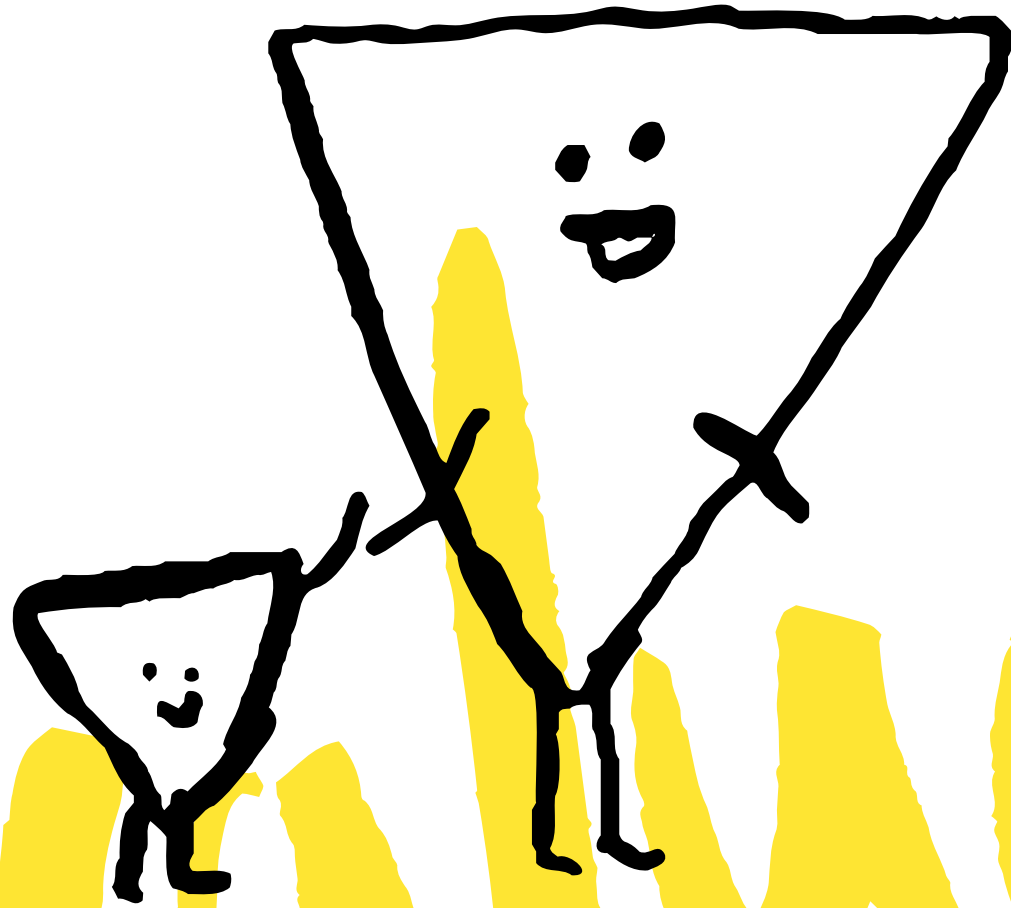
During the COVID-19 pandemic Woodfired Canteen pivoted their business and provided over 20,000 meals to NHS workers.



Ben Quinn - Woodfired Canteen
discussing company culture.



"The people I met in Cornwall were amazing and the energy in the room was invigorating. I was totally awestruck at the level of presenters and the content captivated me throughout. After these few days I knew I had to make the most of life and commit to changing my career to be about my values and purpose."



values & purpose

Lucy Bunce - Big Small Good.

After attending Goodfest 2019 Lucy quit her job and set up her company to create good in the world.



"I believe we can empower people to take positive ACTIONS. We ran free webinars from the first week of lockdown - giving people hope and the tools to implement sustainable practices and step-by-step changes."

"We can help companies and individuals to have a voice, train people to be brave, to gently say 'no, we're not going back to that old way of being. We are not buying into this self-destructive model anymore'."

**hope, love
+ be in
action**



**Chrissie Levitt - Creative
Conscience** on igniting change
and some words of advice.



"At last year's Goodfest we simply talked about the idea of Talk Club. Now we're incorporated as a CIC (soon to be a charity) and we have over 1300 active members and 35 physical groups with men from all over the world. From Cardiff to Sydney, men from all walks of life have been supporting each other by talking about their problems and simply answering: How are you? Out of 10?"

Over lockdown, the importance of our online community has really grown (and so has our size - up 30% in those months). Physical meet ups were replaced by Zoom calls, and suddenly became every night, as men didn't let geography get in the way of looking after their mental fitness. Talk Club is still only small, but seems like it's making big changes. So, if you're male and over 18 please join Wetalkclub.com"

COMMUNITY
SUPPORT



**Ben Akers & Claire Wilkinson –
co-founders of both Talk Club
and Goodfest** discussing
online community.



In July 2020 we gathered online for a reflection on what the ideas and values that created Goodfest mean in a post-COVID world.

"I believe community groups have a vital role to play in bridging the gap between individuals and government actions. Creatives in local communities can really help to communicate complicated subjects (like the SDGs) and make them relatable, fun and interesting to local people who wouldn't usually interact with these subjects. Hopefully the sense of strength in community, coming out of COVID-19, will help things happen!"

Victoria Smyth - attendee,
Goodfest Digital.



"Increasingly, as has been seen through the growth of renewables in the UK and electric vehicles globally, the sustainable and the cost effective is becoming the same choice. Dogma and politics are still holding back green choices through ongoing activities such as subsidies for fossil fuel generation. COVID-19 seems to be challenging this with calls to rebuild sustainably and with greater equality."

Stephen Lowe - attendee,
Goodfest Digital.

"Any organisation which has a contract with Cornwall Council has to take into consideration our pledge for zero carbon in 2030. But there is still room to clarify the commitments we are asking for and how we are monitoring them. Hopefully our Creative Manifesto will address this. My real worry is how much pressure creative businesses are facing to make sustainability their priority... It's how we make it relevant to them when they are under so much pressure with COVID-19."

Léa Guzzo - senior
culture and CI officer
at Cornwall Council.



CLASH

Hosted by
Cultivator

CLASH is Cornwall's Climate and Sustainability Hive.

It is a space for the creative sector to act collectively to address the climate emergency and find inspiration in growing the circular economy. It is being nurtured by the Cultivator Creative Business Development Programme for Cornwall and the Isles of Scilly.

To find out more go to cultivatorcornwall.org.uk/clash/

"The question I keep returning to from the Goodfest discussion was about measuring impact. I find it confusing that the triple bottom line isn't circular enough. And that the circular economy is too focussed on the economy. It points at one of the key reasons businesses don't push forward on sustainability practice – the topic is overwhelming and the possible systems to follow are confusing and conflicting. We need to recognise sustainability is an iterative process and build in time for reflection before we either repeat or abandon initiatives. I hope CLASH can help open up debate about measurement approaches as well as coming up with simple and practical support for creative businesses."

Fiona Wotton - director, Cornwall 365/CLASH and also a speaker at Goodfest Digital.



Tackling The Climate Emergency

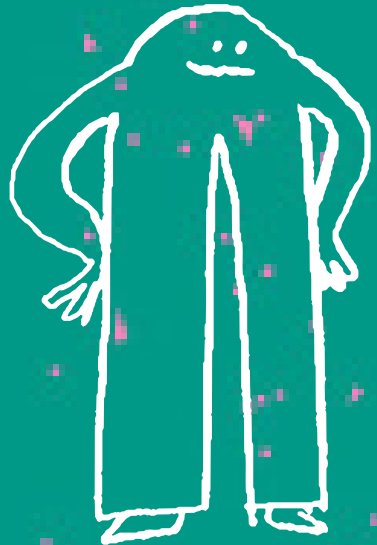
Taking steps to tackle the climate emergency is something that all businesses need to do. But where to start? To inform a joined up approach for collective action, Clash polled Goodfest Digital attendees on what creative businesses are currently doing, the challenges they are facing and what support they need.

Do you feel that Cornwall's creative sector is getting the right support

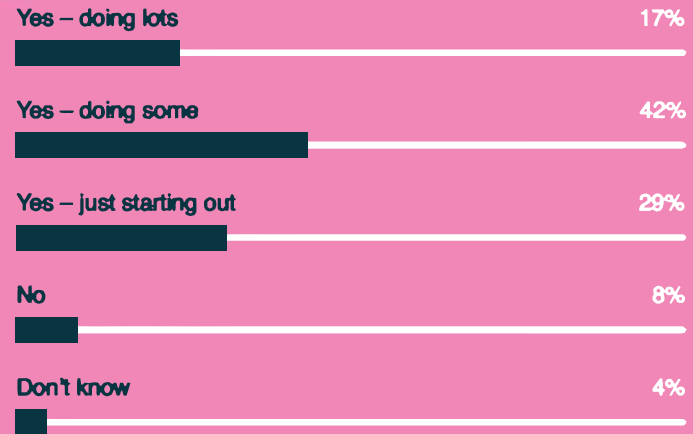
in adapting to the climate emergency?

Yes 21%

No 79%



Has your business ever sought to take any action on climate emergency?



What is the biggest challenge in adapting your business/creative practice to be environmentally sustainable?





More insights
from the
Goodfest Digital
Chat



If you were Beyonce for a day, what one thing would you do to tackle climate change?!

Sara Collinge:

Make a new music video to raise awareness. "When the world gives you selfish capitalism, make Lemonade."

Laura Giles:

Rewear an outfit more than once!

Rich Pemberton:

LEMONAID!

Camilla Frankish:

Boycott plastic nails!

Catharine Pitt:

Transfer all rights and future profits to fund change!

Simon Thomason:

Get all the single ladies to turn vegan :)

Olivia Khadka:

Get in the election!

Chrissy Levett:

If I was Beyonce for a day I would throw a massive global concert, like Live Aid, and get the biggest names in the music industry to raise awareness and funds to educate people on the way we consume and what needs to be done immediately to save the next generation's future.

Fiona Wotton:

Set an example. Get all the billionaires to give up their jets, extreme wealth (they can still be millionaires) and fund clean water, energy and food.

**DON'T
CRY
WOLF**

Shout out to Sara Collinge - MD at Don't Cry Wolf for hosting and asking the questions!

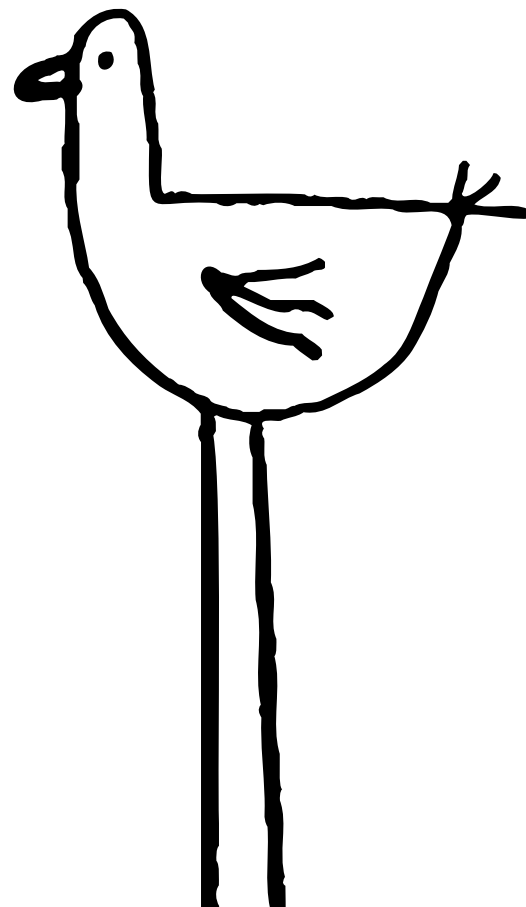
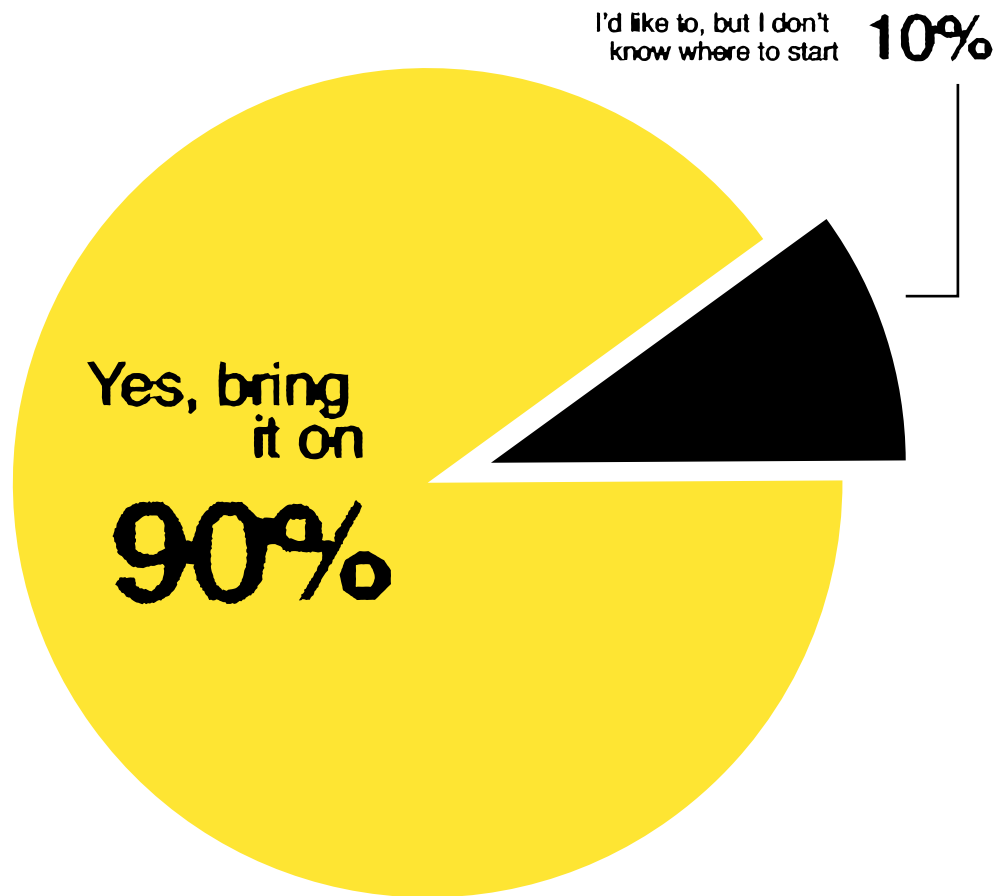
awareness



Reset

2020 has provided the creative industry with an opportunity to pause, reflect and reset. Could the businesses and individuals operating within the sector be doing more to contribute to a better world and a more sustainable future through their work?

Do you feel motivated to be an active agent of change during these challenging times?



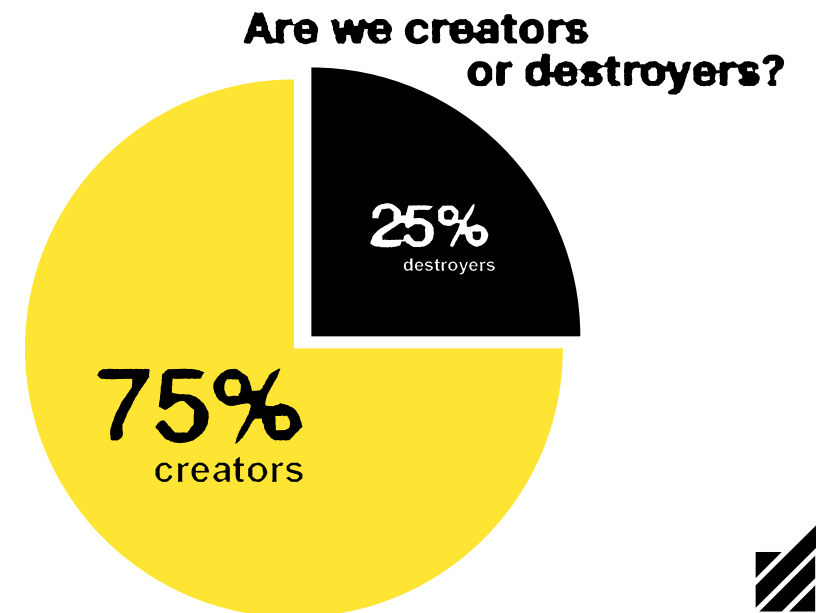
Do you feel the last few months have given you the chance to reset your approach to your creative work?



Do you currently seek to measure and define the social and environmental output of your creative work?



Is this something you think you will change after this period of intense change?



Socials:

Twitter: GoodFestivalUK

Facebook: GoodFestCornwall

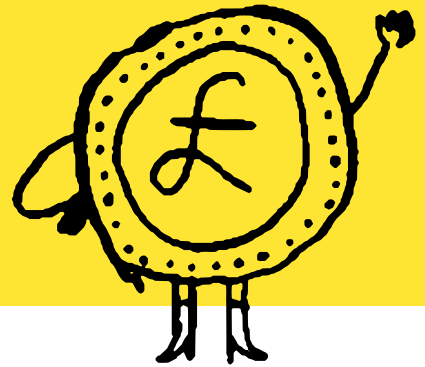
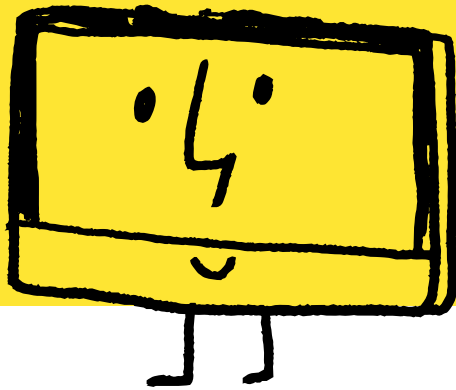
Instagram: goodfestcornwall

Linkedin: goodfest-cornwall

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Goodfest Digital:

<https://we.tl/t-WPPxmS6HTc>

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Laura Giles
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Claire Wilkinson

