



GREEN GUARDIANS

2025

Sustainable suppliers & innovators

WELCOME TO IQ MAGAZINE'S 2025 GREEN GUARDIANS – OUR ANNUAL RECOGNITION OF THE COMPANIES, ORGANISATIONS, ECO-WARRIORS, EVENTS, AND ARTISTS WHOM OUR READERS BELIEVE ARE DRIVING THE LIVE ENTERTAINMENT INDUSTRY'S EFFORTS TOWARD A MORE SUSTAINABLE FUTURE. WE HOPE THE TIRELESS WORK THAT EACH OF OUR GREEN GUARDIANS IS DOING CAN INSPIRE MANY OTHERS TO FOLLOW IN THEIR (CARBON-REDUCED) FOOTSTEPS.

ASCENDANCE SUSTAINABLE EVENTS

Founded by respected event professional and sustainability leader Vivian Belzoguy Hunter, Ascendance claims to be Miami's "first sustainable event consultancy" and is transforming the way events are planned and executed by infusing purpose, accountability, and measurable impact into every stage of production.

The multidisciplinary team behind Ascendance also includes programmes and partnerships director, Milly Milton, a marine ecologist and sustainability strategist who brings scientific insight and practical expertise to their mission of transforming events into classrooms and catalysts for environmental action.

This small-but-mighty, woman-led team has demonstrated the positive impact that happens when events use their platforms to teach people how to care for the planet. One of Ascendance's most recent programmes, developed in partnership with their local government and environmental non-profit Debris Free Oceans, created free sustainability plans for some of the city's largest events and venues, including both short- and long-term strategies and third-party accountability.

With a proven history of scalable solutions, meaningful partnerships, and an unwavering commitment to helping events turn passion into action, Ascendance has delivered measurable and replicable sustainability programmes in live events, led Florida's first city-backed event sustainability initiative, and empowered both event producers and attendees to become environmental stewards.

The company's work is actively shaping the future of sustainable events in Florida and beyond through education, data, and innovation, proving that events can drive positive change, catalyse community resilience, and lead the way toward a healthier and happier planet.

BM PARK LIVE

BM Park Live operates Junction 2 and Paradise in the City festivals that take place at Boston Manor Park in West London, welcoming 60,000 people across both events. The company is implementing a NetZero by 2025 strategy to accelerate its drive toward carbon-positive events.

Recent moves include making all menus meat-free and plastic-free as serveware is made from plastic-free materials, allowing it to be composted at a local facility, while other initiatives have also targeted energy and travel.

For energy the events use HVO, which has a 90% lower carbon footprint than diesel. The promoter is also working to switch out diesel generators for batteries where possible. In 2025, all of the events' energy, waste, and food emissions that cannot be reduced will be offset through a carbon-removal scheme.

The events charge a £1.75 levy for audience travel to offset travel emissions with onboard earth. To date, BM Park Live has protected 158 acres through The Rainforest Trust's Rainforest Climate Action Fund and planted 451 trees in Nicaragua and Northern Malawi. Additionally, artists travelling to Junction 2 Festival in 2025 agreed not to use private jets.

BM Park Live's sustainability impact reports also make for some positive reading: Across the three days of Junction 2 last year, 89% of the audience travelled by public transport; the per person per day footprint was 1.33 Kg CO₂e – a 14.5% reduction from 2023; waste per person was 43g/day – down from 51g in 2023; the recycling rate improved to 47% versus 38% in 2023; and the event served 2,583 vegan meals.

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GREEN GUARDIANS 2025: OCESA



OCESA applies rigorous sustainability standards, eliminating single-use plastics, implementing reusable cups, & replacing 18m physical tickets with digital alternatives through Ticketmaster's SafeTix programme

Through ISO 20121-certified festivals like Corona Capital, OCESA applies rigorous sustainability standards, eliminating single-use plastics, implementing reusable cups, and replacing 18m physical tickets with digital alternatives through Ticketmaster's SafeTix programme.

Initiatives like Hagamos Composta (Let's Compost) have transformed more than a ton of organic waste into 165 kg of compost at a single event, preventing 11,800 kg of CO2 emissions. Elsewhere, cashless transactions at festivals such as Tecate Emblema have avoided hundreds of kilograms of paper waste.

At the Autódromo Hermanos Rodríguez in Mexico City, OCESA has installed solar-powered lighting and achieved 80% LED coverage on the racetrack during its festivals. As part of the company's efforts to promote the use of clean energy at live events, its creative agency, Live Events, uses zero-emission lights during nighttime setups and is exploring the incorporation of solar panels to electrify stands and brand activations at festivals, aiming to progressively adopt more sustainable practices.

The company shares its sustainability vision and commitments with all suppliers to foster a collaborative chain that actively promotes sustainable development. As such, it works with an integrated network of suppliers to ensure the ecological and sustainable elimination, reduction, reuse, and prevention of waste. As part of that strategy, surplus food is donated to local food banks and to OCESA's cleaning and security staff as part of its worker support initiatives.

With these actions, OCESA is not only reducing its environmental footprint but is also setting an example for the greater live music industry in Mexico and worldwide, showing that world-class events can be both sustainable and innovative.