

5th International Conference on Ethics and Environmental Policies
BUSINESS STYLES AND SUSTAINABLE DEVELOPMENT
Kyiv, April 2-6, 2003

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**WorldFest:
Fun and Education Towards Sustainable Consumption
The Event**

"Compassion is the foundation of everything positive, everything good. If you carry the power of compassion to the marketplace and the dinner table, you can make your life really count."
Rue McClanahan
Golden Girls

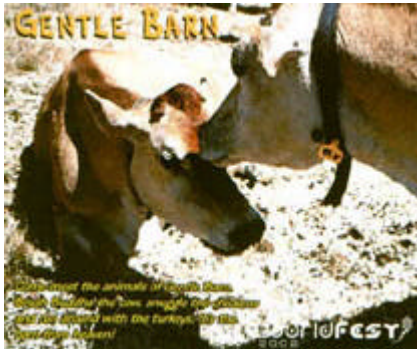
If we are to live in a world where sustainability is more than a buzzword, consumers can play an active part driving enterprises towards sustainability. Through their purchasing power consumers not only make an impact on the environment, they also send signals to corporations and businesses what types of products and services they are willing to spend their money on. This in turn affects enterprises' policy and the way they treat the environment. We have seen in the past how targeted campaigns have forced corporations to change their policy, end environmentally destructive practices, and introduce new products to satisfy consumer demand. If this is the case, by educating consumers how their purchases impact the environment, and providing environmentally friendly alternatives we can move towards sustainable consumption.

One such example is WorldFest, held annually in Southern California since 1999. WorldFest is a solar-powered celebration of food, music, health, the environment, and animals. The 2001 event had approximately 10,000 attendees and 150 exhibitors. Created by Towards Freedom, the festival features an earth-friendly food court from around the world, educational booths including information about environmental practices and holistic health, free vegetarian cooking classes, products that protect the planet and animals with free samples available, kids activities and animal adoptions.

"WorldFest helps bring the community together," states Sangeeta Kumar, co-founder of Towards Freedom. "It empowers and motivates people to take action on critical social and environmental issues." According to co-founder Jeffrey Tufenkian, "Our attendees learn that living a cruelty-free lifestyle is easy, and the healthiest choice for themselves and the environment."



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Event format

WorldFest is organized to gather the best examples of nonprofit organizations, compassionate speakers, earth-friendly and animal friendly products, holistic health services, and delicious healthy food free from animal ingredients. This is an event with heart and consciousness which is sensational, upbeat, and educational. The event provides an atmosphere for participants to become motivated, moved, and awakened under the rhythms of hip-hop, rock, jazz, funk, techno, worldbeat and much more.

The 2002 event had three stages packed with live entertainment including DJ's, belly dancing, celebrities and much more. This provided a good backdrop to all the other activities going on, and was a chance for people to experience new types of music and entertainment. Throughout the day festival-goers were able to choose between the three stages, and constantly had something to entertain them.

Last year's event saw Julia Butterfly Hill and Dr. John McDougall as speakers. Julia Butterfly Hill lived in a tree for over 2 years to stop the redwood forests from being logged. She shared her experience of courage and endurance to raise awareness concerning the plight of Redwoods. She eventually gained protection for the tree "Luna" and a three-acre buffer zone. Dr. John McDougall is the author of ten national best-selling books who is known worldwide for utilizing plant based diet for optimal health and actually reversing most common diseases. The bestsellers are "The McDougall Program for Maximum Weight Loss," "The New McDougall Cookbook," and "The McDougall Program for a Healthy Heart."



Responsible Purchasing

"It must be hard for you to be a vegetarian", and "...then what can you buy..." are among some of the common questions heard by vegetarians. Why is that? Is being a vegetarian or a vegan actually that difficult? Does it require a certain type of person? Is it limited for a few selected individuals? In reality most people are able to practice a lifestyle that is more sustainable for our environment. However cultural upbringing, lack of consumer education with respect to the correlation of the products purchased and the effect on the environment, and lack of products in certain markets contribute to the perception that such a lifestyle would be difficult.

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The cover story of the Jan/Feb 2002 issue of *E The Environmental Magazine* read, "So You're an Environmentalist...Why Are You Still Eating Meat?" The purpose of the article is to educate the reader about the effects of eating meat on the environment. This includes discussing the destruction of land for animals to be raised on, waste animals produce, the cruelty in which animals are raised, and the protein myth, all followed by the vegetarian solution.

One of the first steps in moving towards more sustainable consumption is educating consumers. What consumers don't know they won't care about, however once they realize the impact they cause, whether good or bad, they are more likely to change their habits towards more eco-friendly consumption patterns. This would account for why in recent years we have seen an increase in the amount of vegetarian restaurants, natural food stores, organic products, environmentally responsible mutual funds, and other products that put us more in balance with nature. Thus, an event or any education that raises consumer awareness has the potential to improve the planet we live on.

Activism

The event brings together participants who believe our daily decisions make a difference, and want to act in a more responsible manner. John Muir, talking about the natural environment, once observed, "Every time I bend down to pick something up, I find it is connected to something else." There is an "ecological" equivalent to our behavior. Everything we do connects to something else; every action touches the world around us, either close at hand and noticeable, or far away and unperceived, immediate in its effect or distance in time.

Albert Einstein once remarked, "Nothing will benefit human health and increase chances of survival of life on Earth as much as the evolution to a vegetarian diet."



Sponsorship

WorldFest offers corporations the opportunity to increase awareness about their product to a group of people who are not only interested in learning what they can do to help improve their own personal health, but also the health of the environment around them. The visibility generated through sponsorship of WorldFest can serve to provide a very positive and vital connection with the local community.

Sponsoring companies benefited from exposure through a massive flyer distribution throughout the LA area prior to the event. This included over 50,000 flyers as well as pre-event and program guides. In addition, sponsoring companies also benefited from extensive publicity prior to and at the event itself. The sponsors' names were mentioned in news releases and electronic ads and their logos were placed in print ads and on color posters hung in hundreds of retail windows. Finally, sponsors received great exposure the day of the event through a booth, signage, and on-stage announcements.

The sponsors of WorldFest 2002 included Farm Sanctuary, Animal Voice.com, LA Department of Water and Power, Veg TV.com, Ford TH!NK (electric vehicle), KKJZ-FM, LA Parent Magazine, VegNews, Dr. Bonner's Magic Soap.

Media – Local and National

Such a unique event captured a great amount of local, national, and international media publicity. The event was publicized by local television, radio, and print media outlets, as well as numerous interviews with most of the major media in the area. In addition, the event received coverage from national television, radio, and print outlets. Thus, the event provided valuable information to those who attended, and additionally through extensive media coverage millions more were reached and able to gain information not only about the event, but the ideas the event stands for.



Towards Freedom

Towards Freedom is the nonprofit organization that produces WorldFest. They are dedicated to educating, empowering, and providing inspiration and practical skills to people regarding: environmental protection, animal protection, human rights, health, peace, non-violence, social justice, and leadership. The organization encourages people to feel and think for themselves by nurturing critical thinking, creative expression, communication, and activism, and by honoring that which awakens their hearts. They support and seek to give voice to the needs of low-income people, women, youth, people of color and others working for justice, equality, and a healthy, sustainable environment.

Conclusion

WorldFest is an event with a unique vision and special message that compels sponsors, vendors, and attendees alike to call it "Perfect", "Utopia". The goal to spread their mission to millions and empower individuals and organizations to be more effective at bringing positive change to the global community can be accomplished through expanding the concept of WorldFest into a model for future festivals to be conducted in other cities, as well as pursuing other educational purposes focusing on the same issues. If we as humans are to live a more balanced life with nature, we must first understand what that means, and then take the appropriate actions to make it happen. This event provides a foundation of what can be done, and shows an example of positive change through educating consumers. We as consumers must remember, every little thing that we do, whether good or bad, makes a difference, and work towards having our purchases and actions reflect our true inner selves.



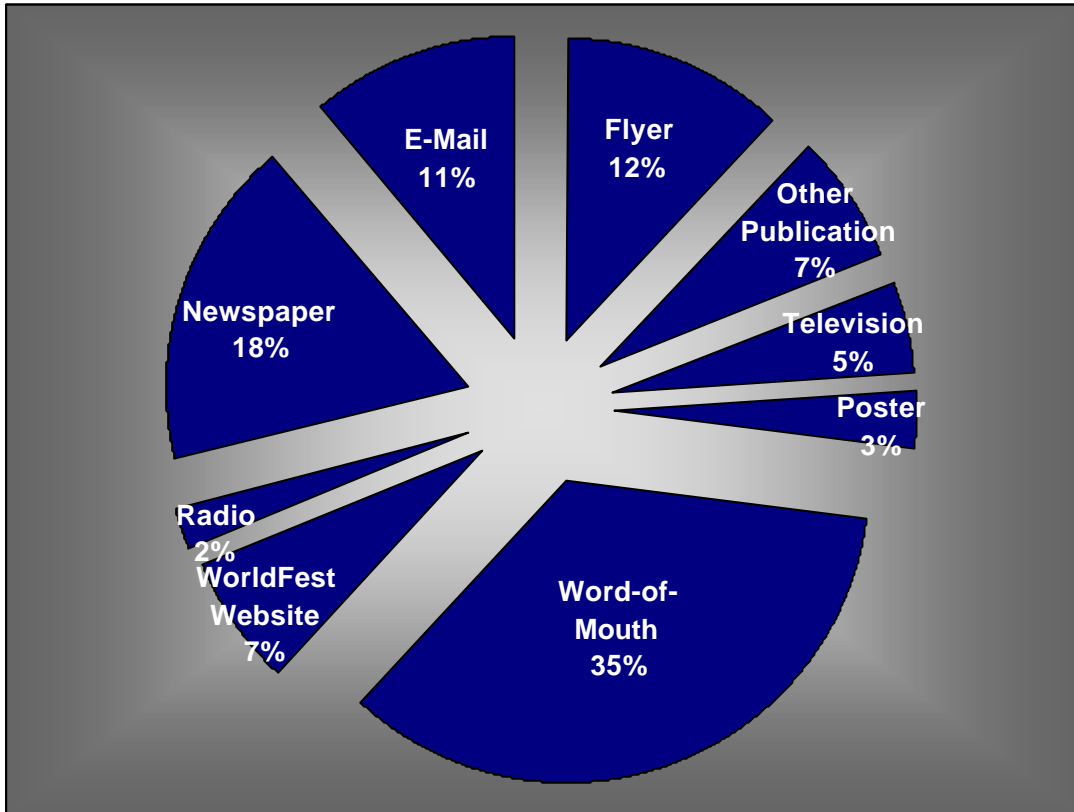
WorldFest: Statistical Breakdown and Outcomes

Introduction

The following section provides results of a survey administered by Dr. David Crohn, a professor of Social Science at the University of California Riverside, during WorldFest 2001. The survey involved questioning about 8-10% of the participants when they first entered and then again when they left the festival.

Entrance Survey Information

1. Participants were asked how they heard about the event.



2. Participants were asked to rate their knowledge of issues using the following scale as they entered the festival.

| Scale | Factory Farming | Holistic Health | Deforestation | Genetic Engineering | Animal Testing |
|---------------|-----------------|-----------------|---------------|---------------------|----------------|
| 1 | 20% | 12% | 13% | 13.5% | 6% |
| 2 | 26% | 30% | 36.5% | 32.5% | 24% |
| 3 | 30% | 34% | 35% | 37% | 35% |
| 4 | 20% | 20% | 11.5% | 12% | 30% |
| Average Score | 2.52 | 2.65 | 2.47 | 2.51 | 2.94 |

* **Four percent declined to respond to this question.**

Scale Used

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- 1- Not Knowledgeable
- 2- Slightly Knowledgeable
- 3- Somewhat Knowledgeable
- 4- Very Knowledgeable

3. Participants were asked to relate on a scale of 1-5 how often you consume the items below:

| Scale | Red Meat | Poultry | Fish/Seafood | Eggs | Pork | Dairy Products |
|---------------|----------|---------|--------------|------|------|----------------|
| 1 | 56% | 52% | 50% | 35% | 69% | 32% |
| 2 | 17% | 9% | 15% | 21% | 17% | 14% |
| 3 | 16% | 15% | 19% | 24% | 10% | 8% |
| 4 | 7% | 16% | 10% | 13% | 1% | 19% |
| 5 | 1% | 5% | 3% | 4% | 0% | 24% |
| Average Score | 1.77 | 2.09 | 1.99 | 2.28 | 1.4 | 2.89 |

** Three percent declined to respond to this question.*

Scale Used

- 1 - Never
- 2 - Once a month or less
- 3 - Once a week or less
- 4 - Two or three times per week
- 5 - More than three times per week

4. Participants were asked if they purchased or used the following items.

| | Fur | Wool | Leather |
|-----------------|-----|-------|---------|
| Purchase | 4% | 40% | 40% |
| Use | 3% | 44.5% | 56% |

** Two percent declined to respond to this question.*

5. Participants were asked if they have ever considered being a vegetarian.

| Yes | No | I am a vegetarian |
|-----|-----|-------------------|
| 33% | 12% | 53% |

** Two percent declined to respond to this question.*

6. Participants were asked if they had ever heard the term "vegan" before today.

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| | | |
|-----|----|--------------|
| Yes | No | I am a vegan |
| 92% | 6% | 32% |

** Two percent declined to respond to this question*

7. Participants were asked to use the following scale rate how long they have been a vegetarian or vegan.

| Scale | Vegetarian | Vegan |
|----------------------|------------|-------|
| 1 | 5% | 11% |
| 2 | 19% | 44% |
| 3 | 19% | 20% |
| 4 | 28% | 14% |
| 5 | 29% | 11% |
| Average Score | 3.6 | 2.7 |

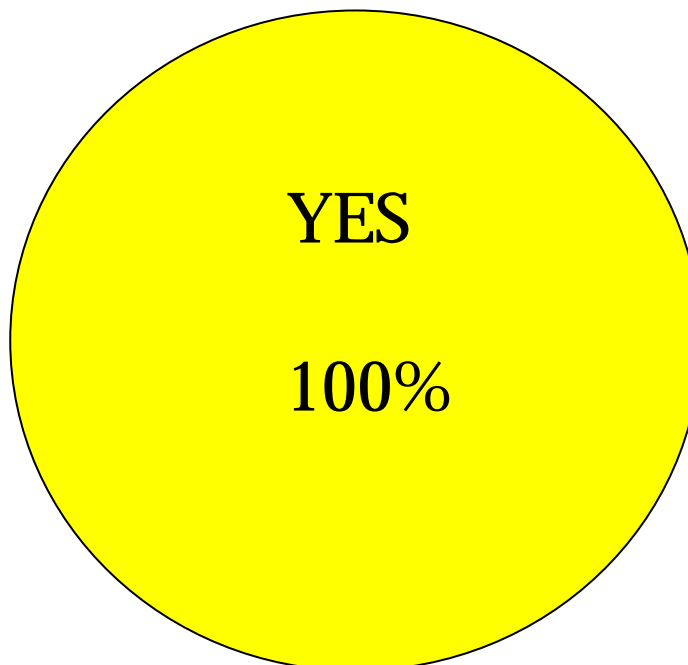
**Participants who stated that they were either vegetarian or vegan on the previous questions.*

Scale Used

- 1 - Less than 6 months
- 2 - 6 months to 2 years
- 3 - 2 to 5 years
- 4 - 5 to 10 years
- 5 - More than 10 years

Exit Survey Information

8. Participants were asked if they enjoyed the festival.



9. Participants were asked if the day's events inspired them to become involved with any of the participating organizations.

| Yes | No |
|-----|----|
| 62 | 23 |

*** Fifteen percent declined to respond to this question**

10. Participants were asked if they provided contact information to any of the organizations at the festival.

| Yes | No |
|-----|----|
| 72 | 24 |

*** Four percent declined to respond to this question**

11. Participants were asked if they envisioned themselves changing their current lifestyle due to attending the event.

| Yes | No |
|-----|----|
| 53 | 37 |

*** Ten percent declined to respond to this question**

How?

By getting more involved, being more aggressive, being more active and positive, being more assertive, becoming a vegetarian, becoming more vocal, becoming a vegan, becoming a super vegan, being more aware of what I consume, being more conscious of the origins of products, buying biodegradable, buying vegan donuts from Pangea, buying vegan products, doing more vegan things, eating at more vegetarian restaurants, eating less, eating less dairy, eating more healthy, eating more raw foods, getting in touch with my spirit, giving up leather, handing out more info to the public, healthier eating, holistic healing, helping others, making informed decisions, thinking before eating meat, increasing my commitment and participation, less leather, less meat, loving animals, being more conscientious, being more environmentally aware, more involvement, more organic, recycling, seeing my pets as I see myself, strengthening my views, supporting pets in city shelters, buying vegan clothing, adopting a vegan lifestyle.

12. Participants were asked if they would consider switching to a vegetarian diet after the attending the festival.

| Yes | No | I am a vegetarian | I don't know |
|-----|----|-------------------|--------------|
| 20% | 7% | 55% | 18% |

13. Participants were asked if they would consider a vegan lifestyle.

| Yes | No | I am a vegan | I don't know |
|-----|-----|--------------|--------------|
| 29% | 14% | 33% | 23% |

~ The lifestyle changes were listed by one or more of the responding participants

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14. Participants were asked what products or services presented at the festival they would consider purchasing.

| | I already purchase this product or service | I would like to start purchasing this product or service |
|--|--|--|
| Turtle Island | 8% | 20% |
| Trinity Water | 13% | 27% |
| Komucha Wonder Drink | 2.5% | 25% |
| LAMAS Personal Care Products | 3% | 19% |
| Turtle Mountain Soy Products | 11.5% | 30% |
| Organic Foods/Restaurants | 44% | 31% |
| Holistic Health Services/Products | 21% | 25% |
| Companion Animal Services/Products | 12% | 22% |
| Environmentally-friendly Services/Products | 33.5% | 34% |

15. Participants were asked about their annual household income.

| | |
|-----------------|-----|
| \$0-15,000 | 19% |
| \$16,000-30,000 | 22% |
| \$31,000-45,000 | 17% |
| \$46,000-60,000 | 12% |
| \$61,000-75,000 | 7% |
| \$75,000+ | 14% |

** Seven percent declined to respond to this question.*

16. Participants were asked their age.

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Ages of respondents ranged from 12 to 75 years with a mean of 34.5.

17. Participants were asked their ethnicity.

| | |
|------------------|-----|
| African American | 4% |
| Asian | 4% |
| Latino | 14% |
| Caucasian | 51% |
| Other | 8% |

** Nineteen percent declined to respond to this question.*

18. Some reasons listed for attending (most common responses).

19.

- A friend invited
- Ad in paper
- Be with like-minded people
- Celebrate the world community
- Celebrities
- Curiosity
- Enjoyment and gathering new information
- Exposure to vegan environment
- Free samples
- Health and environmental consciousness
- Hear speakers
- Guest speakers
- Love of healthy lifestyle
- Enjoyed last year
- Keep informed
- Meet people
- Get involved in local community
- To become more connected with the local vegetarian community
- To congregate with like-minded people
- Vegan Event, animal rights, volunteering
- Vendor
- Performers

Analysis of Results

In general those who attended WorldFest tended to be more educated than the general population with regards to the issues the festival was trying to promote. Participants of the festival did increase their knowledge on the issues, obtain more information, and found out about local products, services and companies. In addition, they were able to meet like-minded people and move their thoughts forward. The event might be able to have a greater overall impact if more people who have very limited knowledge about these issues were to attend. Attracting more big name celebrities, entertainers and speakers might help to attract a more diverse crowd, which would help to educate the general population.

The organizations with booths at the festival saw an increase in organization support and more activity. For instance, the local Green Party saw its attendance triple in the meeting

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held after the festival, participating restaurants claimed to be full, and all told several hundred new volunteers signed up for numerous organizations.

The festival definitely had an impact on those who attended. For those who had no knowledge, it provided them with a great introduction to the issues. For those with some knowledge, it deepened their knowledge and moved them along path to becoming even more conscientious consumers. Those who were very well educated in provided them with information about local products and services, and helped to get them more involved. Overall it seems the educational aspect of such an event is very beneficial. It would be helpful if in the future if the survey questioned people again in a year to see which habits they adopted.

The one difficult aspect to measure with any educational campaign is the long-term impact and how lifestyles might change. However, those who attended this festival seemed to not only enjoy their time, but also to learn a lot about the environmental issues and responsible purchasing. A replication of this festival could help create a culture were consumers are more educated about sustainable consumption.

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