

EASTBOURNE
INTERNATIONAL
AIRSHOW

Green Messaging
2022



Reducing Our Footprint

Events such as Airbourne are key drivers for domestic tourism, promoting the staycation and reducing overseas air travel for UK holidaymakers.

We are however mindful of our carbon footprint and are working towards a Carbon Neutral Airbourne in a number of ways.



Distributed at
sponsorship event and
available to the public

Printed publications
produced ahead of the
event

Reducing Emissions

- Priority given to air displays signed up to carbon offsetting schemes
- Booking of local air displays and contractors to reduce fuel consumption
- Reduction in overall air display assets reducing emissions
- Promotion of travel to the show by public transport and electric vehicles
- Pilot transport utilising only electric vehicles
- Use of mains powered electric where available
- Use of ESSO HVO100 hydrotreated vegetable oil in generators to reduce emissions by approx. 74%
- Priority given to vendors that do not require electricity

Reducing Waste

- Single use plastic prohibited in trade areas where possible, and promotion of water refill points
- Provision of dry mixed recycling service, with non-recyclable material incinerated to create energy
- Printing of souvenir programme using FSC Mix certified materials and vegetable based ink from FSC certified forests, recycled materials and FSC controlled wood
- Marshal handbook provided as digital version only

Working Towards a Greener Future

- Donation towards local tree planting schemes
- Free exhibition space provided to Eco Action Network for the promotion of sustainable living
- Promotion of STEM activities at the event to support the future of green aviation
- Ongoing research and evaluation through 2022 using ISO 20121 Sustainable Event Management and Festival Vision 2025 principles, to improve sustainability and help to inform future event planning across the UK



REFILL not LANDFILL



FREE Refill Taps

Environment First are supporting a greener Airbourne by providing recycling facilities at the event and have increased recycling in Eastbourne from 34.5% in 2018 to 39% in 2021, helping to meet the town's goal of becoming carbon neutral by 2030. Please take this opportunity to transform your waste and give resources new life by using the recycling points throughout the area.

**RECYCLE TODAY
FOR A BETTER
TOMORROW**

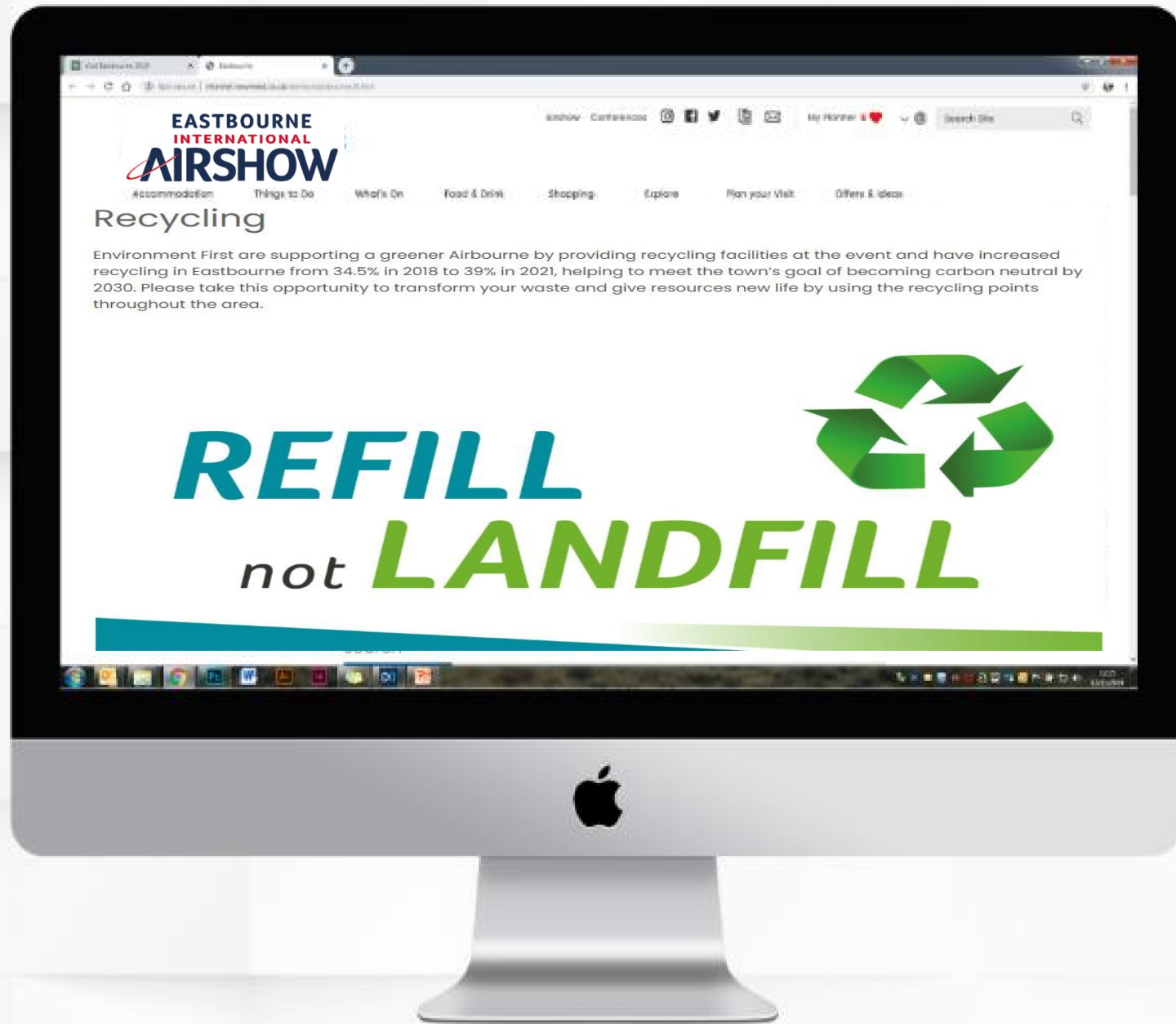
Reduce, Reuse, Recycle



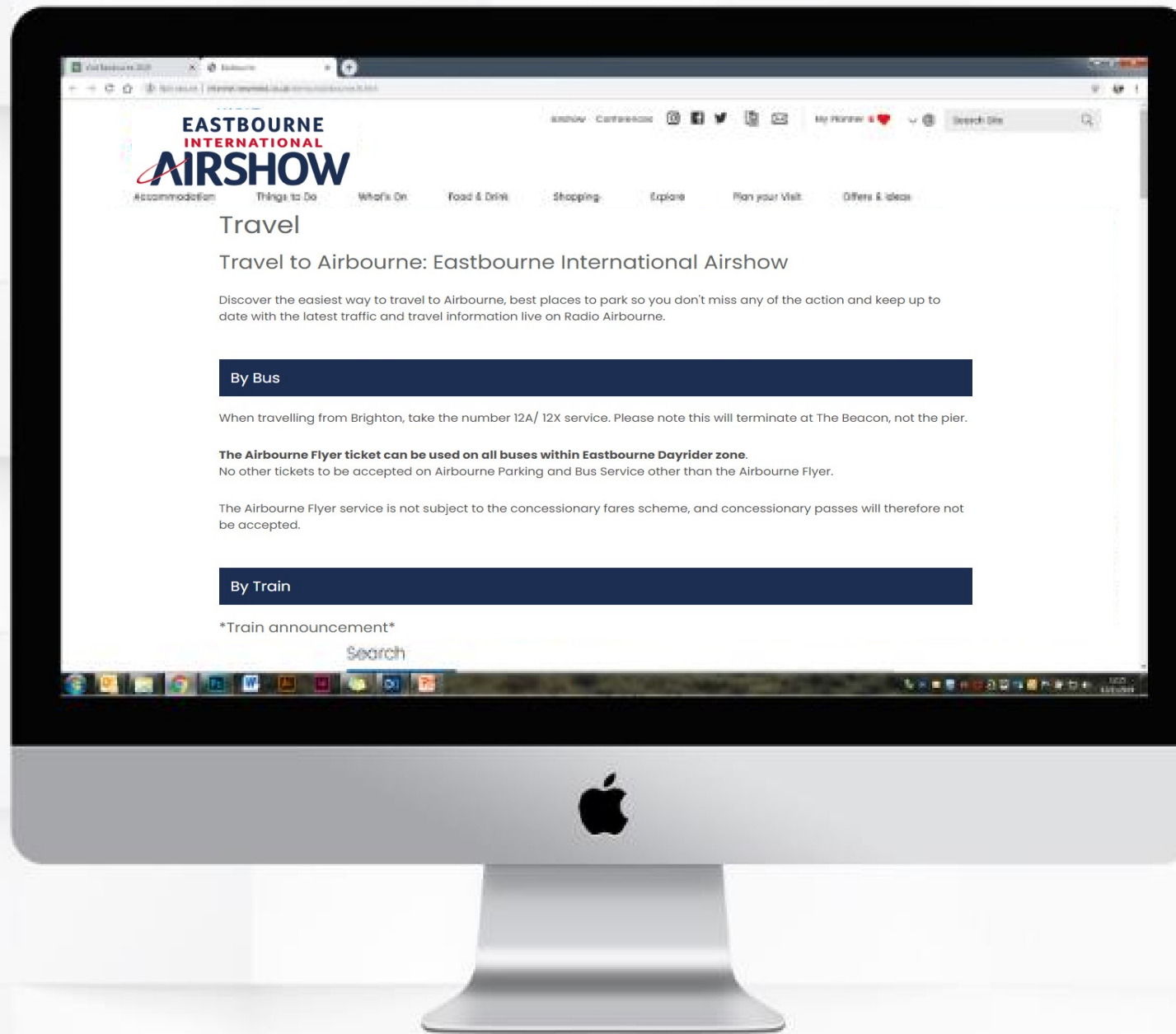
Recycling and refill
information printed in 20,000
official programmes

REFILL not LANDFILL

Free water refill taps are located by the RNL Museum, Lifeguard Station and Bandstand toilets.



Recycling & Refill information on Airbourne website
visiteastbourne.com/airshow/plan-your-visit/recycling



Sustainable public travel options & information on Airbourne website
visiteastbourne.com/airshow/plan-your-visit/travel

News Release

Released By: Tourism Promotions Office

Final Countdown for Airbourne 2022

It's the final countdown for Eastbourne's free airshow extravaganza taking place next week from 18 - 21 August.

From the RAF Red Arrows, Belgian F-16 and Battle of Britain Memorial Flight to military exhibitions, children's entertainment, and a spectacular Firework Finale, Airbourne: Eastbourne International Airshow returns with a stunning line-up from midday on Thursday 18 August.

An action-packed schedule of flying will see more than 50 impressive displays including the likes of the Typhoon, Chinook, Puma, The Blades, Wingwalkers, The Tigers, MiG-15, Strikemaster, P-47D Thunderbolt, Fury, Mustang, Spitfire, Jet Pitts and Firefly.

Eastbourne will also host a rarely seen duo display from the Battle of Britain Memorial Flight Spitfire, alongside the RAF Typhoon on Friday and Saturday.

In the Military Exhibition there will be a chance to explore a Chinook, see live cooking demonstrations, try out a flight simulator, meet some of the display teams and try out the Army Virtual Reality experience.

Air Bears Ace and Aimee will be posing for photographs with younger visitors, and the world's first certified electric aircraft, the

“There will be additional recycling points along the seafront and visitors are encouraged to bring a reusable bottle and use the water refill points by the RNLi Museum, Lifeguards Station and Bandstand.”

News Release

Airbourne Western Lawns Display to Showcase Future of Sustainable Air Travel

The world's first fully certified electric aircraft is coming to Eastbourne's International Airshow, where it will be displayed on the Western Lawns!

The Pipistrel Velis Electro, owned by Fly About Aviation, is a two-seater electric aircraft able to fly at an altitude of 12,000 feet powered by its in-house developed and high-performance battery system. Producing zero carbon emissions and generating very low noise levels, this pioneering aircraft is fully operational and ready to be recharged.

This exceptional aircraft will be displayed on the Western Lawns, giving aviation enthusiasts to learn more and see the technology for the future of sustainable air travel.

During the event Fly About Aviation will be demonstrating the practicality of 'Sunlight to Flight' in partnership with OHM Energy, whereby the Velis Electro is charged by solar power off-grid, keeping the carbon emission to zero and significantly reducing the running costs compared to conventionally powered aircrafts.

"We are delighted to shine a light on this technology at our airshow and invite visitors to learn more about Fly About Aviation's 'electric spiderweb' infrastructure ambition, to create a network of charging points across the UK, which when realised will open opportunities for this aircraft to take flight in future airshow displays.

We are also proud to be support OHM Energy's commitments to provide training to student surveyors and engineers to ensure innovation within electric powered flight continues."



- Over 11,000 listening hours for Radio Airbourne across five days
 - Over 100 'Green Messages' broadcast across five days
 - Interviews with OHM energy about renewables and electric air travel
 - Interview with MG about electric vehicles on the lawns and the future of electric vehicles
 - Conversational pieces about electric generators during events
 - PA Announcements from Airshow commentator alongside Radio Airbourne promoted water refill points, recycling and taking rubbish home and information on the sustainability survey and how to take part (These messages were pushed twice per hour)



Airbourne: Eastbourne International Airshow

19 August at 10:48 · 🌐

Massive thank you to [Birchwood Group](#) for supporting Airbourne and supplying our fantastic electric pilot transfer vehicles!





Airbourne: Eastbourne International Airshow



20 August at 11:09 ·

Cycling to the airshow today? Park up in cycle park in Howard Square, opposite the seafront. Check out the site map for more information on the location: <https://www.visiteastbourne.com/.../plan-your-visit/site-map>

Please note riding bicycles through the event site is not permitted.



13

3 shares



Like



Comment



Share



Write a comment...



Press Enter to post.



Airbourne: Eastbourne International Airshow

21 August at 11:18 · 🌐



Have you visited the world's first fully certified electric aircraft, the Pipistrel Velis Electro at our Western Lawns showground? Owned by Fly About Aviation, learn more about solar 'sunlight to flight', with thanks to [OHM Energy!](#)



Eastbourne Airshow

@EB_Airshow · Aug 19



Visit the world's first fully certified electric aircraft, the Pipistrel Velis Electro, owned by Fly About Aviation and learn more about solar 'sunlight to flight' in partnership with OHM energy at their stand on the Western Lawns!





Airbourne: Eastbourne International Airshow

29 July · 🌐



Airbourne will end with a spectacular firework finale this year, thanks to sponsorship from the Eastbourne Hospitality Association 🌟

Starting at the earlier time of 9pm on Sunday 21 August from the beaches near the Wish Tower, the display will be coordinated by Frontier Fireworks, one of the UK's first firework companies to sign up to a carbon offsetting programme.

📷: Graham Huntley



Eastbourne Airshow

@EB_Airshow · Jul 29



Airbourne will end with a spectacular firework finale this year, thanks to EHA sponsorship 🌟

The display will be coordinated by Frontier Fireworks, one of the UK's first firework companies to sign up to a carbon offsetting programme.

📷: Graham Huntley





Airbourne: Eastbourne International Airshow

22 August at 18:58 · ⚙️



If you attended Airbourne we'd love to hear from you! Please take a moment to fill out our short survey to help us plan for a greener airshow: bit.ly/3pB9V1h

Help us reduce our carbon footprint!

Please complete our online survey today to help us plan for a greener airshow

EastbourneAirshow.com/survey



👍 Caroline Ansell and 51 others

36 comments 7 shares



Eastbourne Airshow

@EB_Airshow · Aug 22



If you attended Airbourne we'd love to hear from you! Please take a moment to fill out our short survey to help us plan for a greener airshow: bit.ly/3pB9V1h

Help us reduce our carbon footprint!

Please complete our online survey today to help us plan for a greener airshow

EastbourneAirshow.com/survey





Airbourne: Eastbourne International Airshow

Published by Emily Barnes · 21 August at 17:00 ·



Parked in Five Acre Car Park? Don't miss the last bus this evening at 22:15

Thank you to [Stagecoach](#) for providing the Park and Bus



5,211

People reached

45

Engagements

↓ -2.6x lower

Distribution score

[Boost post](#)