



# SUSTAINABILITY AT DERRY HALLOWEEN

EUROPE'S LARGEST HALLOWEEN FESTIVAL







# Derry Halloween

Created by the people of the city 39 years ago, Derry Halloween has established itself as a unique visitor experience in Northern Ireland attracting international visitors from across the world.

- 4 Days
- 50+ Venues
- 100+ Events
- 1,000+ Performers
- 8,000+ Bednights
- 120,000 People

‘Best Halloween Destination in the World’

One of six best Spooky Destinations in the world by New York Times



# Sustainability Planning

- A collaborative cross-departmental effort was undertaken to embed sustainable waste management practices into the celebrations
- Enhance sustainability across all facets of the Halloween event.
- Overall aim to drive forward improvements in waste reduction, recycling rates, and public awareness of sustainable practices in striving toward a more environmentally conscious Derry Halloween event.
- Peelings to Pumpkins schools initiative with schools at Acorn Farm, planted, nurtured and harvested pumpkins. Used within the programming of the Festival.





# Peelings to Pumpkins



28th - 31st **DERRY** OCT 2025  
**HALLOWEEN**  
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# Pre-Event Campaigning Initiatives

- Halloween Costume Swap
- Creative Workshops



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# Establishing a Core Sustainability Team

Comprising representatives from Council's Business, Events, Refuse, Marketing and Street Cleansing sections. Actions included:

- Early Site Walkthroughs
- Vendor Agreements.
- Staff Briefings
- Youth Engagement





# Sustainability at the Event

19 branded recycling stations manned by Waste Warriors.

- Recycling Stations
- Directional Signage
- Bin Livery







# EVEN WITCHES RECYCLE







**BE A  
WASTE WARRIOR!**  
PLEASE RECYCLE RIGHT!



**DON'T LET WASTE COME BACK  
TO HAUNT YOU**  
PLEASE RECYCLE RIGHT!



**DON'T LET WASTE GIVE YOU A  
FRIGHT!**  
PLEASE RECYCLE RIGHT!



**KEEP IT GREEN THIS  
HALLOWEEN!**  
PLEASE RECYCLE RIGHT!



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# Outcomes

- In-event recycling rate of **69.2%** demonstrating considerable progress in the effectiveness of well-resourced waste management strategies.
- **1 tonne** of food waste, **3.5 tonnes** of dry recyclables, and **2 tonnes** of general waste were collected and processed.
- The bin lorry had a **Visually Adjusted Contact Rate** of 120,000 demonstrated its role as a key Instagrammable feature for visitors entering the city.





# Marketing and Content Creation

- Demo-Style Videos
- Comedic Clips
- Docu-Style Features





# Sustainable Thinking

- Development of a Cross Departmental Sustainable Events Strategy
  - Spring Carnival
  - Strabane Lifford Half Marathon
  - Foyle Maritime Festival
  - Waterside Half Marathon
  - Halloween
  - Christmas





# Thank you

# Questions



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