



NEW FIRE
FESTIVAL 2017

**FESTIVAL
REPORT**



BACKGROUND

NEW FIRE Festival (NFF) 2017 was held at Green Meadows Santa Cruz on April 8 & 9. Now in its second year, NFF is a pioneering music and arts festival experience which is grounded in principles of sustainability. It is a social entrepreneurship initiative¹ coordinated by its parent organisation **Trinidad and Tobago Bridge Initiative (TTBI)**.

TTBI believes that NFF can be a catalyst for positive societal change in Trinidad and Tobago and indeed the region, achieving the organisation's mission of sustainable community development, harnessing the potential of our people to transform our society into one which is strong, culturally inclusive, confident, resilient and prosperous.

¹ The European Commission defines social enterprise [here](#).



FESTIVAL GOALS

With 2017 identified as the International Year of Sustainable Tourism for Development by the UN, a major objective of NFF particularly this year, was to generate benefits from festival tourism for the Caribbean, focusing on the national market with an eye on regional growth within the medium term.

These include:

- **Job Creation and niche market growth**
- **Creating opportunities for other businesses and communities**
- **Bridging geographic and underlying societal/social divides**

SUSTAINABLE DEVELOPMENT GOALS

We recognise that the Caribbean is on the brink of a revolution of consumer attitudes, production practices and economic growth poles. Local trends in food processing, marketing, packaging and artisanal products show that our people are ready to support a new way of consuming and producing goods.

Unfortunately, many small producers face an uphill battle in building brand awareness and consumer demand, as the opportunities to showcase products that have a strong sustainability focus are limited to existing venues which largely feature the saturated markets.

NFF provides a solution to this challenge and directly meets the following goals for Sustainable Development as identified by the UN²:

GOAL 3: Good Health and Well-Being

GOAL 12: Responsible Consumption and Production

GOAL 17: Partnerships for the Goals

²The UN's 2030 Goals for Sustainable Development can be found [here](#).





NFF17 PARTNERS



First Citizens

Supporting Partner



Contributing Partner

**GREEN
MEADOWS**

Official Venue Partner



Official Radio Media Partner

NFF17 TEAM

Gerry Williams, Founder and Creative Director

Elize Rostant, Festival Coordinator

Alexander Girvan, Sustainability Coordinator

Anne-Marie Rooks, Waste Management Coordinator

Ayrid Chandler, Graphic Designer

Deneil Lara, Monitoring and Evaluation Coordinator

Janessa McKell, Brand Consultant

Kevon Foderingham, Public Relations Coordinator

Karen Kennedy, Public Relations Coordinator

Kadelia Achille, Digital Marketing Assistant/Copywriter

Jamila Moonsammy, Digital Marketing Assistant

Jadelle Holder, Digital Marketing Assistant

Robert Yeates, Photography and Videography

Johann Medford, Technical Director

Jayron Remy, Live Concert Producer

Karrilee Fifi, Electronic Music Event Producer

Jaime Bagoo, Stage Manager

Darceuil Duncan, Workshop Coordinator

Jaye-Anne Figaro-Mac Donald, Workshop Coordinator

Rheanna Chen, Community Outreach Coordinator

Rayya Mustapha, Community Outreach Coordinator

FESTIVAL NUMBERS

In order to meet these objectives, a focused approach to engaging festival stakeholders was employed. Our festival team was comprised of 21 persons while we directly partnered with 35 organisations to implement NFF 2017; a full list of our official collaborators can be found in Appendix 1. Our collaboration with the Volunteer Center of Trinidad and Tobago (VCTT) saw the engagement of 85 volunteers who were critical to the success of the festival. Additionally, we worked with 20 entities to host workshops, demos and talks; and over 60 musicians, DJs and performers over both days of the festival. Opportunities for brand visibility were created before, during and after the festival for our festival partners, collaborators and participants. By virtue of being a part of NFF, our festival community benefitted from increased access to their products and services by our growing audience and festival guests.

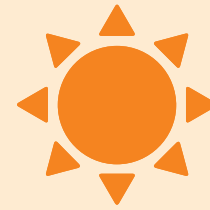


GENDER

Female
Male
Not Indicated



ATTENDANCE



53%



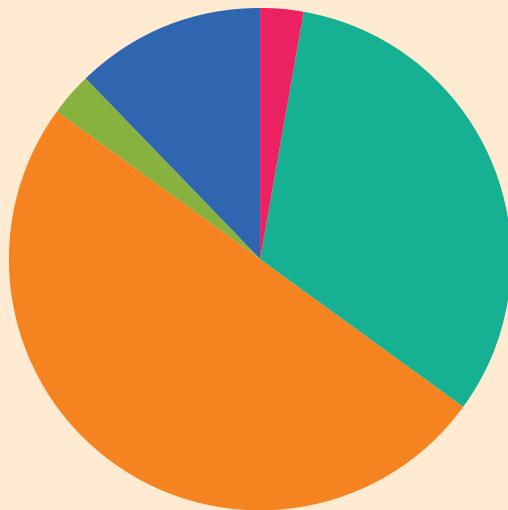
11%



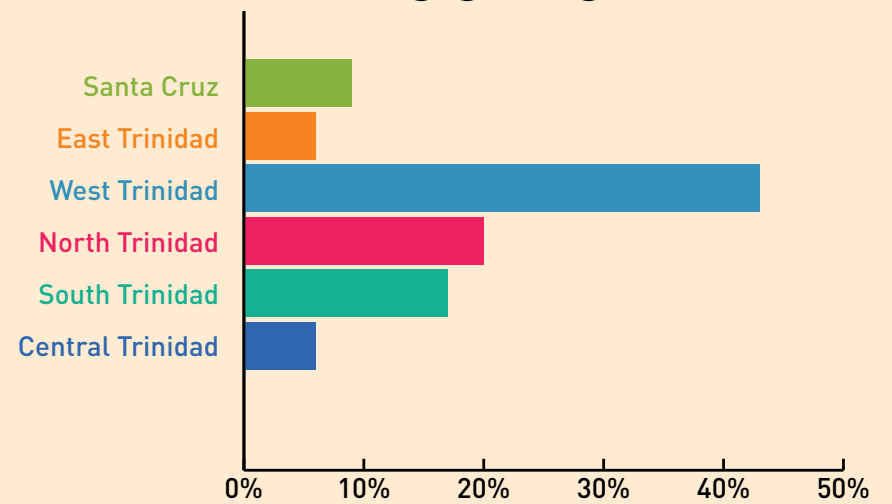
36%

AGE

<17
18-24
25-34
35-44
>45



LOCATION



MARKETING (Other - 12%)



53%



30%



5%



EXPERIENCING NFF 2017

In an effort to determine our level of success in achieving these goals at NFF 2017, a focus was placed on the monitoring and evaluation component of our activities. The M&E team was led by our Monitoring and Evaluation Coordinator, a UWI graduate who is the holder of a Master of Philosophy (MPhil) in Soil Sciences. The team also included a graduate of Arthur Lok Jack Graduate School of Business, a current student of Arthur Lok Jack Graduate School of Business and an employee of the Caribbean Industrial Research Institute (CARIRI).



125 PERSONS

provided feedback via surveys and were categorised into the following groups:

1800

FESTIVAL GUESTS

Members of the public who attended NFF2017.

2

PARTNERS

Financial contributors to NFF 2017.

33

COLLABORATORS

In-kind sponsors of products and services for NFF 2017. These entities formed part of the extended festival team.

22

TEAM LEADERS

Persons assigned to manage and coordinate specific areas of festival activity.

85

VOLUNTEERS

Persons who assisted with the implementation of the festival during the months of March and April 2017.



FESTIVAL FEEDBACK

In general, our stakeholders are predominantly female, between the ages of 18 and 35 from North Trinidad. The majority of guests purchased items from vendors in our artisan market and attended the festival between the hours of 9am and 5pm, spending 1- 8 hours with us. 73% of guests rated their festival experience as above average with 40% rating their experience as excellent.

Direct feedback from guests included:

“[It was] such a thrill to share the stage with my two brothers in music...at the NEW FIRE Festival in Santa Cruz last weekend. What I experienced was a WORLD- CLASS event where all the t’s were crossed and l’s were dotted- presentation, punctuality, FIRST- CLASS treatment of the patrons and the artists, I have never experienced something this well put together here in sweet T&T...but in my humble opinion, this event should be the template for all music shows here in our beautiful islands...it was a great pleasure participating in the event and I look forward to working with you guys again in the future!”

“I like that causes in alignment with UN’s sustainable development goals were highlighted at the festival. I made great friends and tried new activities in a healthy environment”.

“Amazing experience, I am already looking forward to the festival next year”.



MEDIA VISIBILITY

Our marketing strategies included a mix of digital and traditional marketing with the support of our media partners and collaborators. Over 83% of guests stated that they heard about the festival via word of mouth or through social media endorsing the positive experience of NFF 2016.

Festival stakeholders were asked to share promotional materials with their networks and the festival's marketing team consistently disseminated information via Facebook , Instagram and electronic newsletter. We also hosted a media launch 3 weeks before the festival which began our media campaign on television morning shows and intensified promotional activities with our Official Radio Media Partner Hott 93. Our festival guide as well as other detailed information was available on our website newfireworld.com.

Partners benefitted from these promotional activities with an entire page on our website dedicated to highlighting their brands; mentions in newspaper articles, online posts, radio and television interviews; and uniquely branded graphics

which were shared on various digital platforms. Feedback from partners in regards to an increase in visibility for their products was positive.

Awareness for the festival is now international. Currently 36% of our online audience is outside of Trinidad and Tobago and this has translated into real benefits for the festival. Over the past few months, TTBI has been invited to speak about NFF at the 70th Edinburgh Festival in Scotland and the inaugural Caribbean MSME Conference in Jamaica. Our abstract to the 2017 conference hosted in Portugal by CREATOUR: Creative Tourism Destination Development in Small Cities and Rural Areas, was also accepted.

Additionally, we have presented on Festival Tourism at the 4th Encounter of the Inter-American and Caribbean Network of Small Hotels and have been recognised by the Caribbean Tourism Organisation as a potential candidate for their 2017 Sustainable Tourism Awards Programme. After only two years of existence, NFF is making great strides in meeting our goals.



OUR 2017 PROGRAM

NFF 2017 invited guests to discover more. This year's activities presented a greater opportunity for attendees to shop local, engage in healthy lifestyle practices, see emerging local talent and experience a true sense of togetherness and community. Our artisan market was expanded in 2017 to extend over both days of the festival and we had a dedicated children's zone called 'The Kidsdom', providing a space for young ones to learn in a safe, fun and dynamic environment. Our festival signs were all hand painted by volunteers. Music continues to be a main attraction of NFF and in 2017, our collaborations with A Millien Concepts, CDM Movement and Rawkus Productions engaged a larger group of musicians, DJs, music producers, spoken word artists and dancers. We continue to work towards exposing festival guests to new and exciting work which aligns with our vision of societal transformation and sustainable development.

SATURDAY 9AM TO 5PM

ALL DAY Colouring and Storytelling by Island Babies	ALL DAY Mural Painting by Nadya Shah	ALL DAY Upcycling Demos coordinated by The Fashion Arch	ALL DAY Artisan Market by Green Market Santa Cruz	ALL DAY Weekend Pass Access to the Campers' Village
9:00am Introduction to the Power of Breath & Yoga by One Yoga Duration: 1hr	10:00am Sprout! Intro to Farming for Children by The Elixir Institute Duration: 1hr	10:00am Yoga Session by One Yoga Duration: 1hr	10:00am Community Fire Planning by Fondes Amandes Community Reforestation Project (FARCP) Duration: 2hrs	11:00am Acoustic Music Performances coordinated by A Millien Concepts Duration: 2hrs
2:00pm Sprout! Intro to Farming for Children by The Elixir Institute Duration: 1hr	2:00pm Dance and Movement Session by Art on Purpose Duration: 1hr	3:00pm Capoeira Session by Azulao Manganga Duration: 1hr	4:00pm Guitar Appreciation Workshop by John Hussain Duration: 1hr	5:00pm Yoga Session by Anuraha Yoga Duration: 1hr

SATURDAY 6PM TO 2AM

ALL NIGHT Pop Up Restaurant by Toni's Catering	ALL NIGHT Weekend Pass Access to the Campers' Village	6:00pm Drum Circle led by the UWI Afrikan Society Duration: 1hr	6:00pm Live Music Concert produced by Rawkus Productions Duration: 3hrs	9:00pm Electronic Music Dance Experience powered by CDM Generation Duration: 5hrs
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SUNDAY 6AM TO 9AM

6:00am Meditation Session by The Sage Path Duration: 1hr	7:00am Yoga Session by Akasha Yoga Duration: 1hr	ALL DAY Weekend Pass Access to the Campers' Village
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SUNDAY 9AM TO 5PM

ALL DAY Colouring and Storytelling by Island Babies	ALL DAY Mural Painting by Nadya Shah	ALL DAY Upcycling Demos coordinated by The Fashion Arch	ALL DAY Artisan Market by Green Market Santa Cruz	ALL DAY Weekend Pass Access to the Campers' Village
10:00am Talk on Exotic Plants and Fruits by Hugh Skinner Duration: 1hr	10:00am Sprout! Intro to Farming for Children by The Elixir Institute Duration: 1hr	10:00am Healing with Henna by Sah Fyhr Duration: 1hr	10:00am Talk on Climate Change by IAM Movement Duration: 1hr	11:00am Acoustic Music Performances coordinated by A Millien Concepts Duration: 2hrs
11:00am Talk on Permaculture by John Stollmeyer Duration: 1hr	11:00am Talk and Demo on Composting by JTB Homesteads Duration: 1hr	11:00am Workshop on Gender Based Violence by Sharon A.E. Mottley Duration: 1.5hrs	12:30pm Bean to Bar Chocolate Demo by Destination Chocolate Duration: 1.5hrs	
2:00pm Messages by DD Styles & Gifted Hands Massage Therapy Duration: 2hrs	2:00pm Dance and Movement Session by Art on Purpose Duration: 1hr	3:00pm Reconnect with the Joy of Play coordinated by Buzzconcepts Ltd. Duration: 2hrs	5:00pm Close of NEW FIRE Festival	



LOOKING AHEAD

NEW FIRE Festival continues to challenge guests to reduce, reuse and sustain all for our collective future, in a clean, nurturing and exciting environment. As a trend setter in sustainable outdoor festival experiences, we are positioning NFF as a sustainable tourism product and the premier festival for progressive cultural engagement in the Caribbean. This ground breaking initiative is a leader in pioneering festival experiences as a viable tourism product. The festival will continue to offer guests an opportunity to immerse themselves in a new world, celebrating our most positive human qualities in a spirit of love and oneness. Music, art, dance, food, craft, yoga, play and camping inspire and uplift guests along with a variety of talks and workshops. The festival remains grounded in principles of ecological mindfulness and sustainability, demonstrating how we can develop our communities while being environmentally responsible.

CONTACT US

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Photography courtesy NH Productions

Appendix 1 - Partner & Collaborator Profiles

NAME	PARTNER PROFILES
First Citizens <i>Supporting Partner</i>	Returning for the second year as a financial partner, the First Citizens Group is one of the leading financial services groups in Trinidad & Tobago. They offer a full range of retail, corporate and merchant banking services as well as asset management, trustee and brokerage services. Over the years the Group has introduced a number of innovations locally, including Internet banking and mobile banking. It has also been recognized on several occasions for excellence in innovation, communications technology and e-commerce by the local Energy Chamber of Trinidad and Tobago. Additionally, First Citizens has been involved in financing a number of landmark projects across the region.
JobsTT <i>Contributing Partner</i>	Joining us for the first time this year, JobsTT.com is an online Recruitment Platform dedicated to creating more value for Employers and Jobseekers, by providing them with innovative tools and an engaging experience.
Green Meadows <i>Venue Partner</i>	Green Meadows opened their gates to us as this year's festival venue. The beautiful estate is located in the scenic valley of Santa Cruz, within close proximity of Port of Spain, Diego Martin and San Juan. It is a gated estate comprising of 4 1/2 acres of closely groomed grounds with a wide variety of flora.
Hott 93 <i>Official Radio Media Partner</i>	Supporting us for the second consecutive year, Hott 93 is one of the premier radio stations in Trinidad and Tobago. Located in Port of Spain, Trinidad and Tobago, HOTT 93 welcomes you to a new era of next generation radio broadcasting and the best variety of music.
NAME	COLLABORATOR PROFILES
A Millien Concepts	A Millien Concepts curated our live daytime performances as a leading edge Creative Production Agency in Trinidad and Tobago. They are known for their exceptional ability to design and bring to life top of the line engaging audiovisual content, projects, events and experiences with the highest degree of efficiency "from inception to completion" across several media channels. With a hub of effervescent, passionate creative talent they are able to conceptualize, execute and manage innovative audiovisual productions as well as cater to any individual service need in the creative/entertainment arena the results of which further provides them with widespread business opportunities.
Adornami	Adornami highlighted fashion at this year's festival. The platform is a digital destination for fashion, travel and lifestyle. Follow news, travels, features, events and their different series such as Look-Out, Style Switch & Style Trip.
Art on Purpose	Art on Purpose facilitated dance and movement workshops as well as upcycling demos at NFF 2017. The brand is the umbrella organisation under which Mahogany's Revenge, J.Jewels Collection and Echoes Dance Company exist. The organisation as well as its associated initiatives, focuses on the presentation of exquisite performances and wearable art, while giving back to communities through education, empowerment and charitable donations.
BUZZconcepts Ltd.	BUZZconcepts Ltd. coordinated games on the second day of NFF. This is a full-service event management company dedicated to meeting your needs. Their foundation lies in corporate coordination and with a well-developed background in this arena; they are best suited to customize event strategies to meet your goals, budget, and personal manpower resources. As a hub for all facets of event planning they are committed to providing quality service that delivers game changing results to their clients.

Caribbean Fashion & Arts Feature Festival (CFAFF)	Caribbean Fashion & Arts Feature Festival (CFAFF) provided PR services for this year's festival. Incorporated in 2016, this non-profit organization, aims to merge fashion, film and art through public film screenings, lectures, exhibitions, fashion shows, concerts and festivals for the general public. Caribbean Fashion and Arts Feature Festival operates out of EAST YARD - A purpose, A place, A publication - A project managed by the Caribbean Fashion and Arts Feature Festival providing a platform for creative East Trinidad businesses.
Caribbean Insight Magazine	Caribbean Insight Magazine provided marketing services and features thought inspiring news, business and lifestyle articles that give rich perspective into the varied cultural mosaic that is Caribbean living.
Caribbean Permaculture Consultants Ltd.	Caribbean Permaculture Consultants Ltd. coordinated workshops at the festival. They bring together many years of experience teaching, designing and practicing Permaculture across the Caribbean.
CDM Generation	CDM Generation produced the Electronic Dance Music Experience at NFF 2017 as the official platform for Caribbean Dance Music, a fusion of Caribbean Music Genres (soca, dancehall, reggae, zouk, latin and more) and Dance Music (house, trap, techno, trance and more). Join the movement!
Concepts and Designs by Cali	Concepts and Designs by Cali provided décor services for this year's festival. Operating in the field for over 15 years, this company has designed for and developed working relationships with clients such as Central Bank, TSTT and Digicel. Their experience enables the realisation of the visions of their clients, utilising out of the box thinking and imagination to make dreams a reality.
Digicel	Digicel donated banners for upcycling at the festival. The Group is a total communications and entertainment provider with operations in 32 markets in the Caribbean, Central America and Asia Pacific. After 15 years of operation, total investment to date stands at over US\$5 billion worldwide. The company is renowned for delivering best value, best service and best network. Digicel also runs a host of community-based initiatives across its markets and has set up Digicel Foundations in Haiti, Jamaica, Papua New Guinea and Trinidad and Tobago which focus on educational, cultural and social development programmes.
DJMA Services	DJMA Services provided audio, lighting, stage and event services at the festival. They aim to supply the necessary expertise in managing their clients' programs from initial concept to completion of the event and exceed their clients' expectations by producing events that are remembered as unique experiences.
Equilibrium Media	Equilibrium Media provided photography and videography services as an independent film and photography company. Their main goal is to bring balance in art through perception and impact communities through documentary style story- telling and images.
Green Market Santa Cruz	Green Market Santa Cruz supported our community outreach activities and sourced vendors for our artisan market. Located on Saddle Road, near Cutucupano Road in Upper Santa Cruz Trinidad, the market intends to develop relationships between producers and consumers around healthy garden grown vegetables and delicious home foods. Green Market is open every Saturday and Sunday, offering a mix of fresh produce (including unusual indigenous fruits, vegetables, herbs and seasonings), specialty foods and artisanal items, which may vary from season to season.
Guy James Studios	Guy James Studios was consulted for décor services at NFF 2017. This organisation is a set and costume production company offering costume section design, headpieces, backpacks, plastic moulding, Carnival Individuals, Kings and Queens, wire bending, fiberglass structuring, decorating services for events, design and production of mascots.

Hydra-STATION	For the second year, Hydra-STATION provided a sustainable drinking water solution for the festival. The organization works with large and small events, festivals, concerts, sporting and public events including marathons and walk-a-tons, corporate sports, fetes and fund raisers to help reduce and eliminate the need for plastic water bottles by providing mobile water stations. Filtered and sterilized water is dispensed into reusable receptacles (water bottles, cups, pouches) thereby eliminating the waste generated and harmful environmental effects associated with one-time use disposable bottles at your event.
JCA Management & Consulting Services Ltd	JCA Caddle & Company and JCA Management & Consulting Services Ltd (formally Joseph, Caddle & Associates Ltd) are firms of Chartered Certified Accountants committed to providing quality services by developing professionals through conscious living. They provided accounting services for the festival.
JP Creative	JP Creative supplied online content management services for the festival. Their vision is to help small businesses grow and develop. From logo creation to social media management, they are here for all of your production and communications needs.
JTB Homesteads	JTB Homesteads coordinated workshops on composting and was responsible for waste management at NFF 2017. This business was formed with the long term goal of creating and managing a Permaculture Homestead in a family-owned property in Cumana located in North East Trinidad. The vision of JTB Homesteads is to become a model of sustainability and community connections with the mission to design and implement workshops on practices that will add value to our relationships with our landscapes and each other.
North Eleven	North Eleven provides inventive solutions and packages for eco-friendly, promotional and corporate outdoor events and activities for the entertainment and tourism sectors. They continue to create and provide visuals for our festival.
Rawkus Productions	Rawkus Productions produced the live nighttime concert at NFF 2017. This is an entertainment company specializing in three (3) main areas: Event Planning, Audio/Music Production and DJ services. The company was founded to aid in the documentation, continuation and improvement of the cultural arts sector in Trinidad and Tobago as we prepare for exportation to the world. The company's owner and creative director boasts of over a decade of experience in the entertainment industry.
Roam TT	Roam TT serves to provide a sense of comfort for any visiting tourists, by providing all the much needed information for their trip, with just a click of the finger! They provide information on: location details for a range of sites and attractions via their website; travel advice; unstructured tours and private transportation.
Scout Shop	Who knows the outdoors better than Scouts? At NFF, the Scout Shop provided camping equipment and support for festival guests. They are enthusiastic about the outdoor lifestyle and their work assists the Scout Association and its programmes which aim to build character in over 6,000 youth across Trinidad and Tobago.
Sunsetters	Sunsetters as a group of passionate music lovers, dedicated to the development of the electronic music scene in Trinidad & Tobago partnered with us to market the festival.
The 2 Cents Movement	The 2 Cents Movement assisted in the marketing of the festival through community outreach activities and members also performed at NFF. They aim to reach youth where they are, creating new spaces of contemporary art and discourse that challenges youth to think deeply, speak boldly, care selflessly and act decisively towards addressing social issues.

The Fashion Arch	The Fashion Arch coordinated the fashion and craft area at the festival which included workshops as well as upcycling demos. This brand wants to create legacies in the fashion industry by creating excellence through quality production, increased exposure and media stay as well as sustainable fashion brands. Their services offered include Brand Management, Marketing strategy and PR, Project management, Buyer/retailer liaison, Fashion representation, Fashion curation and coordination and Photo shoot coordination.
Toni's Catering	Toni's Catering is a family run food catering business that is all about great tasting food and WOW customer service. They offer International/Caribbean Fusion Cuisine and can provide hor d'oeuvres, main course items, desserts and specialty drinks as well as a full service of food/ bar/ set - up. They managed the festival's pop-up restaurant.
Trinidad and Tobago Permaculture Institute (TTPI)	Trinidad and Tobago Permaculture Institute (TTPI) is an Association of practicing Permaculture Designers. Over the past two years, this organisation has created compost toilets for use at the festival as well as providing support in reaching our goals of zero waste.
UpMarket	UpMarket assisted in the promotion of the festival as a monthly food market that allows chefs, caterers, passionate cooks and producers to bring their specialty to the table and directly interact with the customer. They also promote local artists, businesses and charities.
Volunteer Center of Trinidad and Tobago (VCTT)	VCTT was instrumental in the success of NFF by coordinating the recruitment of volunteers and managing personnel at the festival. This is a youth run NGO committed to engendering in the culture of Trinidad and Tobago and the Caribbean Region a deepened spirit and attitude of active citizenship, social responsibility and volunteerism whereby each volunteer will know that they have contributed to community development at the end of their project.
webetheFUN	webetheFUN as a lifestyle brand focused on creating and showcasing FUN in all forms partnered with us to market the festival.
Weecreate Concepts Ltd.	Weecreate Concepts Ltd. facilitated upcycling demos at NFF 2017. They are an Art & Design company providing creative design solutions for clients. Their services include graphic design, package design, product design, model & prototype building, set design, mural artwork, artistic installations, decorating for events and artistic makeup. Weecreate Concepts endeavours to produce high quality work in all areas of Art and Design, doing so in a socially conscious, environmentally friendly and sustainable way.