



The European Showcase
Platform for World Music

SHOWCASE SUSTAINABILITY: Guide for the daring



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INTRODUCTION

“Facing the climate crises, music networks can give their members the means to be active participants in systemic change and a driving force for others”

For this very beginning of the document, a quotation from Gwendolenn Sharp will be a crucial opener. As an expert in sustainability, Gwenn has used this description for the WOMEX session for the networks that deal with environmental matters. The session was held on 27th October in A Coruna, Spain by French organisation [Zone Franche](#). UPBEAT was one of the partners during the discussion (represented by Martyna Van Nieuwland, co-author of this document) along with Europe Jazz Network and Gwendolenn’s own organisation [The Green Room](#).

That was probably the first time that music networks had a session on environmental issues during major global music events like WOMEX.

Year 2023 is also important for the sustainability topic for another reason. In summer 2023 the new major document was presented that has been a practical guide for music events. As we can read on the website:

“YOUROPE – The European Festival Association has developed and released the “European Green Festival Roadmap 2030”. The roadmap aims to give European festivals and events a reliable guide for sustainable actions, including measures they will need to accomplish the inevitable process of transformation until the end of the decade.

The domain with the document is easily accessible and can be found at:
<https://yourope.org/know-how/green-roadmap/>”

“European Green Festival Roadmap 2030” serves as a very in-depth and a practical tool for several stages of implementing the sustainability plan: from the minimum to maximum options that festival can introduce. Presentation of this new, updated document took place during A to Jazz Festival in Sofia, Bulgaria in July 2023, shortly after the roadmap was published.

What importance does this have for UPBEAT members?

The expertise presented in this document is a tailor-made overview for this specific network. “European Green Festival Roadmap 2030” is a universal tool that can serve as additional help, especially with the newly updated information on the carbon footprint produced by festival gastronomy (catering, food trucks, distribution of alcoholic beverages).

The next step is to develop strategy for the individual festival(s) and, more importantly, to implement the solutions into the practice of the organisations. As a network we have one common goal: to take care of the environment in the best possible way. From the perspective of each organisation, however, we all function under different circumstances: geographical, political, financial, social. The following document is therefore focused on the goals. Each of them can be applied in a form suitable for the particular event and its form of organisation.

As humankind, both as a community and as individuals and professionals, we cope with climate change every day. Heatwaves, extreme weather phenomena, irreversible changes in flora, fauna and human habitats cause massive migrations – this all has consequences in micro- and macro-scale. The discussion of our responsibilities and abilities even a few years ago was still treated as good-will thinking. Today, it is an absolute necessity for the music industry. There are several law systems in Europe that regulate environmental issues, but yet many depend on creativity and level of engagement from the organisers to how serious the law is respected, enforced and, most of all, how integrated it is in our way of thinking and festivals' mindset in general

Creative use of wine boxes at Cully Jazz Festival in Cully, Switzerland, one of the towns situated in the area of Lavaux whose terraced vineyards were added to the list of UNESCO World Heritage of Mankind in 2007.



photo: Servine Naffisi

For the short introduction of the terminology, we would like to provide guidelines and choice of the words used (the same guidelines are used in the fair practice guide):

- > Global music – interchangeable with the term “world music”.
- > Social responsibility - interchangeable with the term “fair trade” or “fair practice”.
- > Sustainability understood as:
 1. economical (business aspect)
 2. ecological (green environment)
 3. social (diversity, inclusivity, and equality)

CONTENT

For the sake of clarity, we divided the documents into six main topics, which equals issues raised in the survey.

1. [Awareness - environmental issues are important for most of us, but why?](#)
2. [Policy of environmental practices - the best tools.](#)
3. [Education and validation - where to learn about sustainability and how to validate our knowledge.](#)
4. [PRIORITIES and priorities - what is most important.](#)
5. [Obstacles versus objectives - carbon footprint and how to deal with the topic.](#)
6. [Role models and good examples.](#)

1. Awareness

- environmental issues are important for most of us, but why?

Why are environmental issues THE issues? For most of us this question is unnecessary and answers are too obvious. However, we do need to answer this very basic premise. Even if individually, we could all feel that going green is indisputable, sometimes we are challenged to react and defend this statement: in front of audiences, colleagues, or local authorities who decide about funding.

First of all, our care about the local environment, as well as the welfare of the planet, is unquestionable. We all face the impact of climate change and we simply want to improve the situation or at least not make it worse.

Secondly, the festivals are serious producers of waste and therefore generate a large carbon footprint. We necessitate movement of people - locally and internationally, provide food and beverages, produce noise, waste and often harm the natural habitat of birds or small animals. We become a serious threat to the trees and soil. Eventually, we create digital content that, especially after a pandemic, cannot be ignored or treated as impactless for carbon-neutrality. As organisers we handle these matters, so it depends on us.

Thirdly, as cultural entities, we are expected to be forward-thinking, creative and progressive in all terms, including regarding sustainability. There are examples of festivals all round the world that can be treated as pioneers in introducing sustainability measures in their countries. These festivals became role models for other cultural events and organisations and had an impact on introducing regulations that would keep up with the new methods. One is the Slovenian festival MetalDays, laureate of several awards on environmental sustainability. This event worked on a greener policy on several levels: from local partnership with farmers, to the gastronomy, pioneering reusable cups and multiple actions on green policy. On their website, next to the metal lineup and promo materials, we can find a special site dedicated to awareness. However, MetalDays was a victim of climate change as well.

This extremely popular and well-attended festival suffered this year from massive floods that took place in Slovenia in summer 2023. Part of the festival was canceled due to the state of emergency introduced in the country - one of the striking examples of natural disasters in the Anthropocene era.

Thanks to the survey, which was sent to Upbeat platform members, and already mentioned in the « Showcase fair practice/Guide for the skeptics » document, we unsurprisingly perceive noticeable discrepancies among the members regarding their context, infrastructure, level of awareness and inclusion of environmental issues into their practices. This emphasizes the need for a more tailor-made approach rather than one size fits all. This guide has therefore been thought as a general guidance to lead the platform members towards a collective and collaborative approach, and as a conversation starter on these matters.

For all members, the environmental issues are considered important, and even very important to over a third of them.

In this same survey, members are highlighting the role World Music showcases can play, as they offer a unique platform for professionals, emphasizing networking, expert audiences, and opportunities for artists to gain international recognition. The educational component, with mentoring sessions and panel discussions, sets these showcases apart, often intertwining with local traditions and cultures.

Upbeat Platform members and environmental sustainability: *State of the art.*

Based on the survey we drew the following conclusions:

Distinctive Aspects of World Music Showcases:

- Networking emphasis, connecting bands with knowledgeable audiences.
- Educational components, such as mentoring sessions and panel discussions.
- Strong connection with local traditions and cultures.

Collaboration with Local Communities:

- Collaboration with local organizations, cultural institutes, and embassies/export offices.
- Involvement of local communities in various aspects, from venues to food.
- Supporting local musicians, businesses, and communities.

Environmental Sustainability Policies:

- Varied approaches: some have dedicated policies; others rely on minimal consumption and local supplier choices.
- Guidelines for sustainable practices, including waste management, eco-friendly food services, and reduction of paper and plastic.

Responsibility for Environmental Sustainability:

- Mixed approaches: dedicated coordinators, working groups, or individuals responsible for implementing environmental guidelines.
- Involvement in training and discussions on environmental sustainability.

Actions Taken Regarding Climate Change and environmental issues:

- Reduction of waste, minimal paper usage, and merchandise made from recycled materials.
- Implementation of sustainable food and beverage practices, waste reduction, and recycling policies.
- Use of solar-powered stages, elimination of paper programs, and waste-collection initiatives.

Obstacles to Environmental Sustainability:

- Financial constraints and regulations affecting environmentally friendly solutions.
- Challenges in implementing reusable options for concerts and events held in unconventional venues.
- Limited sustainable suppliers, lack of interest from festival visitors, and insufficient support from local authorities.

Studies and Certifications:

- Limited third-party certifications, ongoing negotiations/perspective for environmental impact studies.
- Some involvement in the European Green Festival Roadmap 2030.

Future plans regarding Environmental Sustainability:

- Intention to continue improving waste collection, implement use of reusable cups and dishes, and explore reusable diesel for generators.
- Exploration of best practices through conferences for potential implementation.
- Plans for limiting water usage and exploring alternative energy sources.

To conclude this part, the survey highlights the diversity of approaches and challenges in integrating environmental sustainability into World Music showcases, with a focus on collaboration with local communities and ongoing efforts to improve practices. It also shows a general lack of training on those issues, especially at the highest decision-making level, a lack of available data regarding the events and organisations' impacts, as well as a lack of a concrete prioritised action plan.

2. Policy of environmental practices – the best tools

As a starting point and kick-off to a fruitful conversation, you can elaborate your green sustainability/environmental policy for your organisation and your event. This policy can be delineated into thematised policies in line with your priorities (sustainable travel policy, sustainable food policy, etc.) Here are a few inspirational resources at various levels:

a, At the event/organisational level:

You can get inspiration from the policies written by some of the Upbeat platform members and other organisations:

- Mercat de Música Viva de Vic - [commitment to sustainability](#).
- Tallinn Music Week
- [sustainability goals based on UN Sustainable Development Goals \(Agenda 2023\)](#).
- The [Environmental policy](#) of the European Music Council and the [Sustainability Policy](#) by On the Move are also very useful regarding a member-based organisation approach to environmental considerations.
- You can also refer to the [Guide to developing your environmental policy](#) by Creative Carbon Scotland (<https://www.creativecarbonscotland.com>)

b, At the National level:

There might already be some initiatives in your country you could join by signing a common charter. As examples, Music Declares Emergency (<https://www.musicdeclares.net>) is implemented in various countries and has a [declaration](#) that can be signed by artists, music professionals and organisations. Creative Carbon Scotland also launched a [Green Charter](#) that can be signed by all the Scottish arts organisations.

c, At the European level:

In addition to the aforementioned “[European Green Festival Roadmap 2030](#)”, published by the European Festivals Association YOUROPE (<https://yourope.org>) as part of its 3F Future-Fit Festivals project, to help festivals achieve their targets of reducing emissions by at least 55% by 2030, other resources that can serve as references for your sustainability policy and related action plan at the European level include:

- [Shift Eco-guidelines for Networks](#) (including templates and resources.)
- Brainstorming Report ‘[Culture and Creative Sectors and Industries driving Green Transition and facing the Energy Crisis](#)’.
- Report on [Greening the Creative Europe Programme](#).

3. Education and validation - where to learn about sustainability and how to apply our knowledge.

One of the most well known and referenced organisations regarding training of “green” assessors and assessment for festivals and events is the UK-based organisation AGF - A Greener Future (formerly A Greener Festival) (<https://www.agreenerfuture.com>). The organisation provides regular trainings, which can be attended by any festival professionals to develop knowledge and skills regarding sustainability at Festivals. The [Institute for Sustainable Events](#) also offers capacity-building and useful tools.

In addition, if you are more into getting your knowledge from books, *Sustainable Event Management-A Practical Guide* by Meegan Jones is the ultimate reference!

We can also find more and more e-learning tools. Our favourite is the [Future Festivals Tools](#), a set of free-to-use tools, which include a six-module e-Learner course on sustainability at events with certificate of completion and set of Educators resources (trainers pack and resources).

Regarding general considerations on certification, see the [Fact Sheets on Green Certifications](#), which has been developed within the Shift Culture project (<https://shift-culture.eu>)

4. PRIORITIES and priorities - what is most important.

Cooperation

The effectiveness of green and environmental strategies often depends on the collaboration among various stakeholders, including festival organizers, artists, vendors, sponsors, and local communities. By fostering partnerships and collaboration, you can leverage collective influence to drive meaningful change across the industry. This collaborative approach enhances the effectiveness of sustainability initiatives. This also allows event organisers to assess and improve their green practices continually based on advancements in sustainability and feedback from stakeholders.

Train yourself

It is important to train yourself on environmental issues applied to the cultural sector, and make sure that people at the highest decision-making level of the organisation are as well (directors, board members, etc). Ecological transition, as well as other societal issues, are a leadership and governance matter. It is important that a dedicated person or group of people should be responsible for environmental issues within the organisation, with clear missions, dedicated time and adequate remuneration. See the dedicated chapter above to know more about training and education opportunities.

Understanding your impacts

Before implementing any actions, you need to understand your various impacts. The carbon calculation aspect is detailed in the dedicated chapter below. But these impacts go beyond the carbon footprint aspect, and we often forget that organising an event also has impacts on resources (materials, water, etc.) and biodiversity. Once you've understood what your main impacts are, you will be able to assess the ones you can directly act on, and the ones you can influence.

Based on this assessment, you will be able to create an action plan (identifying risks, defining and prioritising actions, identifying resources and support needed and where to allocate them, etc.). Overall, you need to keep your priorities high on the agenda!

We encourage you to try-out the Future Festival Tools Self Assessment Tool (available in French and in English), to help you understand gaps in knowledge and practice for your event. Tackled topics are:

- **Food & Drink:** Addressing the environmental impact of food production and consumption at festivals.
- **Water:** Exploring ways festivals can reduce water usage and treat grey water.
- **Energy:** Highlighting festivals that have transitioned to energy sources other than fossil fuels.
- **Materials & Waste:** Showcasing circular economy practices to eliminate waste and promote resource cycling.
- **Travel:** Addressing emissions related to audience, crew, and artist travel, with a focus on reducing travel-related environmental impact.
- **Strategy:** Emphasizing the importance of an overall sustainability strategy for long-term impact reduction.

Systemic change

Systemic change addresses issues at a broader level, influencing entire systems and industries. In the context of festivals and events, this means implementing sustainable practices not only within the event itself but also throughout the supply chain, from vendors to transportation providers, as well as working with local authorities (for example, on the issue of audience mobility). This scale of impact can contribute significantly to the overall reduction of environmental footprints. This also aims to create sustainable structures and processes that endure beyond individual events. Rather than implementing isolated green initiatives for specific festivals and events, systemic change involves embedding sustainability into the core values and practices of the entire industry. This long-term approach is essential for achieving lasting environmental benefits. In addition, systemic change encourages a holistic view of sustainability, emphasising the interconnectedness of environmental, social, and economic factors.

This approach goes beyond addressing immediate environmental impacts of festivals and considers broader implications, such as social equity, economic benefits for local communities, gender equality and climate justice.

Raising Awareness

When we think about raising awareness regarding green sustainability issues, we often think about what kind of actions we can take towards our audiences. But, as stated by many of the Upbeat platform members, you have a platform and can have broad influence within the music industry. By embracing systemic change as stated before, you can set a positive example for others, encouraging the adoption of sustainable practices throughout the sector. This leadership role extends beyond the festival itself, inspiring change in the broader cultural and entertainment landscape.

Evaluating

Evaluation of our green practices is often not the priority. But evaluation is what will allow you to communicate properly and in a transparent and fact-checked manner. The earlier you plan this evaluation the better, by setting precise indicators into your action plan, which will allow you to follow your progress.

You have the right to be wrong!

Just that! Keep this in mind and experiment! Things are changing fast and we are all learning along the way.

Communicating (you have the right to be right!)

Once you have experimented and evaluated your practices, don't forget to share your successes and your failures. This will be a source of inspiration for others and can help them avoid the same mistakes you made.

Degrowth

Degrowth is probably the hardest but certainly one of the most important topics when thinking about risk management and sustainability of festivals, as the current tendency is to keep growing in order to survive financially. But World Music events and festivals, because of the risks they face, should embrace the concept of degrowth in the pursuit of green sustainability to mitigate the environmental impact associated with excessive resource consumption, waste generation and scale. By reevaluating the prevailing growth-centric model, festivals, showcases and events can prioritize quality over quantity, fostering a more sustainable ethos that aligns with ecological balance and the well-being of artists, local communities and the planet. Through this paradigm shift, music events can lead by example, inspiring attendees and industry peers to reconsider the societal value placed on perpetual expansion and instead prioritize ecological harmony within the context of cultural celebrations.

5. Obstacles versus objectives - carbon footprint and how to deal with the topic.

On a European level, clear and ambitious goals have been set by the European Green Deal, with the aim of being the first climate-neutral continent by 2050 and at least 55% less net greenhouse gas emissions by 2030, compared to 1990 levels.

Evaluating the carbon footprint of your event and/or organisation holds significant value, serving as a valuable compass for strategic decision-making. This assessment aids in making informed choices, monitoring progress, and channeling resources, such as time, energy, and funds, into areas where they are most needed and/or can generate the greatest impact.

Nevertheless, it's important to recognize that conducting a carbon audit can pose challenges in terms of both cost and time. Caution is advised to prevent becoming entangled and diverted from the primary focus of effecting change. Customizing the measurement process to align with specific objectives is crucial. Prior to commencement, pose the question: "Why am I measuring?" Delve into the objectives and contemplate how the gathered information will be utilized. Subsequently, allow these insights to shape your methodology. By adopting this approach, the measurement process becomes a purposeful tool that remains congruent with the overarching goals of your event and organisation, ensuring that it contributes meaningfully to the pursuit of positive environmental impact.

The carbon footprint methodology can be used to measure greenhouse gas emissions, i.e. the impact on climate change of any organisation. It includes all the greenhouse gases defined by the IPCC (Intergovernmental Panel on Climate Change (<https://www.ipcc.ch>) for all its flows, and its fields of application are divided into three categories of emissions called scopes 1, 2 and 3. The practicality of the carbon footprint tool and its relative flexibility make it possible to be adapted to the specific characteristics of our sectors of activity.

Regarding the tools you can use, see the Fact Sheets on Carbon Calculators, which has been developed within the Shift Culture project.

The first phase consists of listing and examining all the topics that have a direct or indirect impact on our sector:

Name	Description	Included emission sources
Scope 1.	Emissions from assets held or exploited, i.e. oil heating, gas furnace, vehicles owned by the structure, generators...	<ul style="list-style-type: none"> • Natural gas combustion • Freezing agent leaks
Scope 2.	Emissions from the energy you buy (produced elsewhere), i.e. electricity	<ul style="list-style-type: none"> • Electricity
Scope 3.	Emissions from other sources: professional travel, products and services you buy, travel, food, waste treatment, investments, travel of audiences...	<ul style="list-style-type: none"> • Upstream use of electricity • Food, advertising medium, digital • Computer equipment (for venues) / Property (depreciation, for venues) • Artists / employed professionals / professional visitors travel • Travel of audiences • Travel home-work of permanent staff and volunteers

About Carbon offsetting.

We do not recommend carbon offsetting actions because, as a comprehensive solution to climate change, it raises several concerns, supported by various studies and expert opinions:

Delayed Impact and Uncertainty: A study published in the journal "Nature" in 2016 (Griscom et al.) emphasized that the effectiveness of carbon offset projects, particularly those related to reforestation, can take decades to materialize. This delay raises questions about the immediate impact of offsetting on climate change mitigation.

Lack of Additionality: The concept of “additionality” refers to the idea that offset projects should result in emissions reductions beyond what would have occurred without the project. Several studies, including one by the Stockholm Environmental Institute, have raised doubts about the additionality of some offset projects, suggesting that they may not be achieving the intended impact.

Potential for Greenwashing: Articles in reputable sources such as The Guardian and Yale Environment 360 have highlighted instances where companies use carbon offsetting as a means of greenwashing, i.e. creating a misleading perception of environmental responsibility without addressing the root causes of their emissions.

Inadequate Regulation and Standards: The lack of consistent and robust standards for carbon offset projects can lead to varying levels of effectiveness. A report by the European Parliament noted the need for stricter regulations to ensure the credibility of offsetting mechanisms.

Diverting Focus from Emission Reductions: The “Environmental Research Letters” journal published a study indicating that relying on offsetting may divert attention and resources away from essential efforts to reduce emissions directly. This suggests that offsetting may not encourage the necessary long-term commitment to emission-reduction strategies.

To summarise: while carbon offsetting can play a role in climate action, the concerns outlined above underscore the importance of prioritizing direct emission-reduction efforts. To respond urgently to environmental sustainability and climate change, a comprehensive strategy should involve immediate and impactful reduction measures rather than relying solely on offsetting initiatives. At this stage, we recommend investing any available financial resources into meaningful reduction and/or adaptation actions. Once everything has been done to reach the set objectives, carbon off-setting can be considered to support transparent and trusted initiatives working on biodiversity protection and regeneration or resource saving.

6. Role models and good examples.

In Europe and beyond, many organisations, associations, agencies or dedicated events are dedicated to support the music sector to understand its environmental impact and finding ways to reduce impact, often focusing on big events and festivals.

To name a few: Julie’s Bicycle (UK), A Greener Future (UK), Music Declares Emergency (active in many countries worldwide), Creative Carbon Scotland, On the Move (global), Greener Events (Norway), Green Music Initiative (Germany), Green Events (The Netherlands), ADE Green Conference (The Netherlands), Chloé’s Sustainability (Spain), R2D2 (France), Green Music Australia, Reverb (USA), etc.

All these organisations offer a range of services, including data collection, access to resources, open calls, festival assessments, training, capacity building, advocacy and effecting policy changes at various levels.

In addition, we recommend the following examples:

Future Festival Tools: Green Festival Stories – A Collection of Inspiring Examples from Across Europe: the “Green Festival Stories” publication is a comprehensive guide showcasing outstanding practices implemented by festivals and outdoor events across Europe to reduce environmental impact and promote sustainability. The digital publication exceeds the initial goal by featuring over 20 examples, ranging from small grassroots events to large festivals, and covering key focus areas. The guide is organized into six sections: Travel and Transport, Energy, Materials & Waste, Food & Drink, Water, and Strategy. The guide not only lists measures but also presents challenges and solutions in an attractive and accessible manner. It reflects the diversity of the European festival scene and serves as a valuable resource for those seeking inspiration and insight into sustainable practices within the events industry.

On the Move, the latest recipient of the Womex professional award, has created a very useful [decision making tool](#), which is a great conversation starter!

Conclusions

In one of his autumn newsletters, Rob Berends, the founder and director of the Paperclip agency in the Netherlands, wrote:

“The world is heating up and this is threatening the existence of humans as we know it. And it’s urgent. CO2 and other greenhouse gasses are the main culprit. This is why I applaud the actions from Extinction Rebellion (XR) in the Netherlands. Since last Saturday, every day, they are blocking a city-motorway in den Haag (the Hague), the seat of the Dutch government. And they say they will continue to do this, every day, until the monstrous subsidies and tax-benefits (37.5 billion Euros per year, in The Netherlands alone!) for fossil fuels and other fossil source materials are abolished.

Without action, nothing changes.

At home and at our office, it was simply too hot and too humid during the heatwave here that sort-of-ended today. It was not the first one this year. The number of heatwaves here is rising rapidly. Getting work done is much more difficult. This of course is not only true for me, but for most of us.

And the global weather crisis is hitting poorer countries much harder. So something needs to change, and fast too! XR, backed up by science, recognizes this. In the meantime, as I am writing this (Tue. Sep. 12), I’m looking forward very much to my 450 km trip (by train, of course) to Hamburg/Germany to see the band Red Dons play at venue Hafenklang.”

This perspective is shared by many music professionals, as Rob admitted himself.

With the recommendations given, we are hopeful to provide a set of basic tools on how to start and when to start. Being wrong is as important as being right. However, the communication, education and will to make a change is the crucial condition from the get-go and for successful continuity.

Appendix 1

- Useful definitions and references for an environmental sustainability framework

Below, you will find definitions and references pertaining to the terms we are using in this guide. Our primary point of reference is the scientific guidance presented in the IPCC reports and the framework of the European Green Deal.

IPCC – The Intergovernmental Panel on Climate Change (IPCC) is the United Nations body for assessing the science related to climate change. The IPCC prepares comprehensive Assessment Reports about the state of scientific, technical and socioeconomic knowledge on climate change, its impacts and future risks, as well as options for reducing the rate at which climate change is taking place.

See: [The IPCC Synthesis Report](#) (released on 20 March 2023)

Climate Change (IPCC definition) – A change in the state of the climate that can be identified (e.g., by using statistical tests) by changes in the mean and/or the variability of its properties and that persists for an extended period, typically decades or longer. Climate change may be due to natural internal processes or external forces, or to persistent anthropogenic changes in the composition of the atmosphere or in land use.

Adaptation (IPCC definition) – In human systems, the process of adjustment to actual or expected climate and its effects, to moderate harm or exploit beneficial opportunities. In natural systems, the process of adjustment to actual climate and its effects; human intervention may facilitate adjustment to expected climate.

European Green Deal – The European Commission has adopted a set of proposals to make the EU's climate, energy, transport and taxation policies fit for reducing net greenhouse gas emissions by at least 55% by 2030, compared to 1990 levels.

See: [Delivering the European Green Deal](#)

Planetary boundaries – The concept of planetary boundaries, proposed by the Stockholm Resilience Centre, defines quantitative planetary boundaries within which humanity can continue to develop and thrive for generations to come. Crossing these boundaries increases the risk of generating large-scale abrupt or irreversible environmental changes. Since then, the planetary boundaries framework has generated enormous interest within science, policy, and practice.

Impacts (IPCC definition) – Effects on natural and human systems. In this guide, the term 'impacts' is used to refer to the effects on natural and human systems of physical events, of disasters, and of climate change.

Climate justice – Climate change and environmental crises have different effects depending on where you are on the planet. Moreover, it is often those who are the least responsible for these disturbances who are the most affected by their consequences. This is one of the principles of what is known as climate justice, which considers that the climate and environmental crises are not only a scientific and physical issue, but a political, social and ethical issue.

See: [Julie's Bicycle Creative Climate Justice Hub](#)

Appendix 2

- Targeted actions - Action plan for the Upbeat members

Authors: Ákos Dominus, Dóra Diószeghy

BUDAPEST RITMO

- Sustainability Action Plan

Current state and prospects

Budapest Ritmo has made progress in several aspects of event sustainability. The amount of printed materials has been effectively reduced in past editions, and all decorations are reusable for future editions. There have been efforts to reduce the impact of catering, and further progress can be made. Ground transport is minimized, and all participants are encouraged to use public transport for travel between venues.

The commitment to sustainability is clear, but appointing a person to oversee sustainability measures throughout the whole scope of the activity would increase the effectiveness of efforts. Having a sustainability strategy with set goals, communicated to all stakeholders would also support this commitment.

Description of Proposed Measures

Points

1. **Measuring and monitoring** performance and impact in order to be able to set the appropriate goals, evaluate the processes, and to be able to use these to communicate the advanced sustainability efforts. Monitoring of the environmental impact of travel and ground transport of artists and delegates, consumed food and beverages.
Setting quantitative goals where applicable (e.g.: increasing the percentage of vegan/vegetarian meals by X per cent every year; reducing the number of people travelling by flight by X per cent).
✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process. 15
2. **Enhancing communication** on sustainability performance. Being transparent about sustainability measures and achievements towards the audience, delegates, artists, suppliers and partners. Having a dedicated page or section on the website.
✓ Validation: reporting on the communication efforts: campaigns, platforms, reach and engagement. 15

- | | | |
|--|------------------|---------------|
| <p>3. Banning packaged water for artists and for the conference. Providing water bottles and a waterpoint system for artists, normal glasses and any kind of filtered water for the conference.</p> <p>✓ Validation: reporting on the chosen substitute. If the transition is not done by the upcoming edition, providing yearly figures showing the reduction of plastic bottles.</p> | <p>10</p> | <p>points</p> |
| <p>4. Reducing footprint: moving towards serving 2/3 vegan/vegetarian meals for delegates. Trying to bring back the red meat free catering. Potentially expanding it to artist catering</p> <p>✓ Validation: setting a target percentage of red meat free meals. Providing a report on the efforts.</p> | <p>15</p> | |
| <p>5. Reducing emissions relating to the travel of delegates. Choosing the sustainable option, organizing carpools, and influencing the decision-making by providing detailed information on emissions and possible ways to avoid them. Flights should be the absolute last resort, and when unavoidable, calculating^{1,2} and compensating^{3,4} for the emissions.</p> <p>✓ Validation: providing yearly figures on the number of delegates travelling with different transport methods. Setting a reduction target on the number of people travelling by flight. Reporting on the emissions relating to flights and the chosen compensation method.</p> | <p>20</p> | |
| <p>6. Indirectly reducing emissions relating to travel. Providing detailed information on sustainable travel options for artists and the growing number of international visitors. Monitoring the outcomes.</p> <p>✓ Validation: describing the efforts: providing examples of documents used to inform on sustainable travel, and providing yearly figures on the number of people travelling by each transport method.</p> | <p>10</p> | |
| <p>7. Reducing emissions from ground transport. Finding a partner who can provide electric or hybrid vehicles for cases when using public transport is not available.</p> <p>✓ Validation: reporting on the partnership, providing yearly figures on the number of electric/hybrid and regular cars used, and the distance covered by them.</p> | <p>15</p> | |

PIN MUSIC CONFERENCE – Sustainability Action Plan

Current state and prospects

Password production introduced a wide range of sustainability initiatives. The previously prepared sustainability strategy might not reflect the current activities so updating it is necessary in order to ensure the continuous application of the high-level efforts. The communication on these efforts is currently not sufficient.

The current efforts include reusable serveware for the delegates' catering, offering vegetarian/vegan food options, and not selling packaged water. When several delegates are travelling from the same country, carpooling is organized in order to reduce travel-related emissions. Water-saving equipment is assembled. Electric charging points and bike rental services are provided. As the venue is located in the city centre, most people move around the city on foot.

Description of Proposed Measures	Points
<p>1. Measuring and monitoring performance and impact in order to be able to communicate the advanced sustainability efforts. This will provide proof of the claim, as well as feedback on processes.</p> <p>Setting quantitative goals where applicable (e.g.: increasing the percentage of vegan/vegetarian meals by X percent every year; reducing the number of people travelling by flight by X percent).</p> <p>✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.</p>	15
<p>2. Completing the Greener Future certification.</p> <p>✓ Validation: providing proof of the commencement of the AGF assessment or the feedback report</p>	10
<p>3. Enhancing communication on sustainability performance. Being transparent about the measures towards the audience, delegates, artists, suppliers and partners.</p> <p>✓ Validation: report on the communication efforts: campaigns, platforms, reach and engagement.</p>	15
<p>4. Minimizing single-use items. Introducing reusable serveware for delegates and audience.</p> <p>✓ Validation: providing yearly figures on the number of reusable and single-use serveware.</p>	15

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| <p>5. Banning plastic (water) bottles: no bottled water should be served for panellists.</p> <p>✓ Validation: reporting on the chosen substitute. If the transition is not done by the upcoming edition, providing yearly figures showing the reduction of bottles.</p> | <p>10</p> | <p>points</p> |
| <p>6. Serving 100% vegan/vegetarian meals.</p> <p>✓ Validation: providing a list of meals offered.</p> | <p>15</p> | |
| <p>7. Minimizing food waste and surplus food, which is unfortunately almost unavoidable when buffet-style catering is offered. Making sure it does not end up in waste: offering it to social NGOs or to the staff (in reusable food containers).</p> <p>✓ Validation: providing data on the amount of surplus food being distributed. If none, reporting on food waste reduction methods.</p> | <p>10</p> | |
| <p>8. Collecting data on travel - even though the train connections are not especially good, trying to find ways to encourage moving away from flights. (e.g. providing more detailed information on possible alternatives and costs, and expanding the carpooling initiative)</p> <p>✓ Validation: describing the efforts: providing examples of documents used to inform on sustainable travel, and providing yearly figures on the number of people travelling by each transport method.</p> | <p>10</p> | |

WOMEX

– Sustainability Action Plan

Current state and prospects

WOMEX is in a challenging situation when it comes to sustainability, as there is a constant dependency on the infrastructure of the chosen location, and it can be complicated to introduce measures when the event is changing locations.

However, the team is motivated and tries to achieve the highest available level of sustainability.

There is a set criteria for locations, which includes sustainability-related aspects: such as reusable serveware (porcelain plates, hard cups), recycling infrastructure, good transport options. When available, vegan/vegetarian and local catering options are prioritized. Guidelines are provided for exhibitors and delegates are instructed on what not to include in the promo packages. Less materials and mostly sustainable ones are used for promo tools and preferably produced locally.

Formulating a written document on these criteria, guidelines, and deciding on clear priorities is necessary.

Description of Proposed Measures	Points
<p>1. Monitoring the local partners' compliance with the guidelines, and that the measures are properly enforced (e.g. reusable serveware is being used, proper recycling of waste is ensured, etc.). Improving data collection: making data provision for partners obligatory (e.g. on procured materials, recycling rates, etc.), rethinking the travel survey to get more detailed information. Might involve someone to oversee the monitoring and data collection. Setting quantitative goals where applicable (e.g. increasing the percentage of vegan/vegetarian meals by X percent every year; reducing the number of people travelling by flight by X percent).</p> <p>✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.</p>	15
<p>2. Reducing footprint: aiming for 50% of offered meals to be vegan/vegetarian. Trying to exclude red meat from the menu.</p> <p>✓ Validation: reporting on the efforts and achievements.</p>	15
<p>3. Having a designated section for vegan/vegetarian restaurant recommendations. Deciding what percentage of the recommended restaurants should be vegan/vegetarian, and trying to increase at every edition.</p> <p>✓ Validation: reporting on the number of vegan/vegetarian restaurants recommended each year.</p>	10
<p>4. Reducing travel emissions. Finding a way to incentivize people to choose more sustainable travel options when travelling within Europe/the travel distance is less than 800 km. This can mean organizing shuttles and/or trains (for example for next year: from Paris and/or Amsterdam), or from any nearby airport (to avoid people taking multiple flights).</p> <p>✓ Validation: describing the efforts and providing yearly figures of flights/ flights within Europe.</p>	20
<p>5. Compensating for some of the emissions from air travel. Looking into the option of supporting the Great Green Wall in Africa⁵. This might include: starting a campaign encouraging people to donate, or introducing a green travel deposit purchased alongside the ticket: people who come by sustainable travel mode can claim this deposit back, otherwise it would be donated.</p> <p>✓ Validation: reporting on the chosen initiative and the outcomes.</p>	20

- 6. Banning PET bottles!** This can mean providing water points and water bottles, glasses and pitchers for conference speakers, and dispensers for soft drinks. Setting a target date for a complete ban of PET bottles.

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points

- ✓ Validation: reporting on the chosen substitutes. If the transition is not done by the upcoming edition, providing yearly figures showing the reduction of PET bottles.

WORLD MUSIC FESTIVAL BRATISLAVA – Sustainability Action Plan

Current state and prospects

World Music Festival Bratislava has great opportunities to enhance its current sustainability efforts further. Great achievements have been made regarding the reduction of single-use items, as printed materials are minimized and reusable serveware is in place for guests and delegates, and bars are not using single-use cups as well. A partnership was in place which could reduce emissions related to artists' ground transport. Being responsible for booking the travel of artists provides the rare opportunity to control and choose the sustainable travel option when possible. To broaden these efforts, having a dedicated person (might be a volunteer) to oversee the sustainability efforts and having a written sustainability strategy covering the main goals and guidelines is necessary.

Description of Proposed Measures

Points

- 1. Measuring and monitoring** performance and impact in order to be able to set the appropriate goals and evaluate the processes. This includes collecting proof for completing elements of this action plan, but also further measurements for evaluating general performance. Monitoring the environmental impact of artist and audience travel, consumed food and beverages, and the used single-use items. Setting quantitative goals where applicable (e.g. increasing the percentage of vegan/vegetarian meals by X percent every year; reducing the number of people travelling by flight by X percent).

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- ✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.

- 2. Moving away from single-use** cups and serveware. Expanding the reusable serveware system to the backstages and substituting packaged water for artists.

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- ✓ Validation: providing yearly figures reusable and single-use serveware. Reporting on the chosen substitute for packaged water.

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| <p>3. Reducing footprint. Increasing the percentage of vegan/vegetarian meals served. Trying to exclude red meat from the menu.</p> <p>✓ Validation: reporting on the efforts, supported by yearly figures on the percentage of vegan/vegetarian meals served.</p> | <p>15</p> | <p>points</p> |
| <p>4. Increasing the ratio of local/organic/seasonal ingredients in the meals. Finding a partner who works with these kinds of ingredients.</p> <p>✓ Validation: reporting on the actions taken: providing a list of meals and a list of ingredients indicating whether they are local/seasonal/organic. Or getting a certificate from the catering partner.</p> | <p>15</p> | |
| <p>5. Reducing emissions relating to artist travel. Having control over the organization of artist travel is a great opportunity to ensure sustainable travel options are chosen. Flights should be the absolute last resort, and when unavoidable, calculating⁶⁷ and compensating⁸⁹ for the emissions.</p> <p>✓ Validation: providing yearly figures on the number of artists travelling with each transport mode. Reporting on flight compensation.</p> | <p>15</p> | |
| <p>6. Reducing emissions relating to the travel of audience and delegates. Introducing initiatives which encourage the use of more sustainable travel modes (e.g. encouraging cycling by offering a safe parking facility, organising carpools on social media or on any carpooling application, and communicating the public transport routes).</p> <p>✓ Validation: providing yearly figures on the percentage of people travelling by each transport mode and the travelled distances. Reporting on the initiatives and providing proof of such campaigns.</p> | <p>15</p> | |
| <p>7. Ensuring that the new venue located further away won't cause a sudden increase of impact, and does not cause a burden on the neighbourhood. Providing shuttles from one location to the other, and clear communication of public transport routes.</p> <p>✓ Validation: showing examples of the communication of public transport routes, providing data on the number of people choosing the shuttle service.</p> | <p>10</p> | |
| <p>8. Organizing group bike rides and safe bike parking.</p> <p>✓ Validation: providing the number of people who participated in the initiative.</p> | <p>5</p> | |

SAULES MUZIKA FESTIVAL – Sustainability Action Plan

Current state and prospects

Saules Muzika Festival's current sustainability efforts are ambitious and well-managed. The size of the event creates great opportunities to keep up with strict sustainability guidelines and even to create a circular festival. The material use is extremely low, quite close to zero waste. The event has already achieved important milestones: all food catered is vegetarian/vegan, the partners are mostly local, ensuring the involvement of the community but also minimizing emissions linked to transport. As the venue is located in the city centre, it is easily accessible by public transport and no parking is available, which discourages people from travelling by car. Most of the artists and audience are local.

The overall sustainability performance of the event is notable, the unwritten guidelines are ambitious. These efforts and guidelines should appear in a written form: setting goals and defining the scope of activity. This can be communicated to all stakeholders, and will ensure that the already achieved level of sustainability will not suffer by the expansion of the event.

Description of Proposed Measures	Points
<p>1. Monitoring the consumed food and beverages, artist and audience travel (online survey post-event or on-site survey), and the used single-use items. Measuring and monitoring performance and impact in order to be able to set the appropriate goals and to evaluate the processes. This includes collecting proof for completing elements of this action plan, but also further measurements for evaluating general performance.</p> <p>✓ Validation: submitting a report on the outcomes, and providing description of the data collection process.</p>	15
<p>2. Eliminating disposable serveware and introducing reusable versions. The use of single-use items is particularly low, so introducing reusable serveware would create an almost zero waste festival.</p> <p>✓ Validation: providing yearly figures on the number of reusable and single-use serveware.</p>	15
<p>3. Ensuring that the generated waste is collected separately during the event.</p> <p>✓ Validation: providing yearly figures on the different waste streams (residual waste and recyclables, like paper, plastic and glass).</p>	5

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| <p>4. Achieving 100% local, organic, seasonal ingredients – when not available: Produce from lower-income countries in the developing world must be ethically sourced and Fair Trade certified, if applicable.</p> <p>✓ Validation: getting a list of ingredients from partners, indicating whether it's local/organic/seasonal. If none, providing Fair Trade certification.</p> | <p>20</p> | <p>points</p> |
| <p>5. Using eco-friendly chemicals for cleaning and sanitising, including the substances used to clean floors, surfaces, utensils, and hands.</p> <p>✓ Validation: providing a list and amounts of used cleaning products.</p> | <p>5</p> | |
| <p>6. Avoiding food waste by modifying menus to prevent and reduce uneaten food. Distributing uneaten food (artists, crew, NGOs).</p> <p>✓ Validation: providing data on the amount of surplus food being distributed. If none, reporting on food waste reduction methods.</p> | <p>5</p> | |
| <p>7. Compensating for the artist's flights. Calculating the emissions¹⁰ and compensating either by sustainable aviation fuels¹¹, or by choosing a project to support¹².</p> <p>✓ Validation: providing a report on the emissions relating to flights and the chosen compensation method.</p> | <p>15</p> | |
| <p>8. Changes are to be made in the ground transport of artists: this includes looking into closer (walking distance from the venue) accommodation options, and/or introducing electric or hybrid engine vehicles for artist transports.</p> <p>✓ Validation: providing the number of people staying in accommodations within walking distance and the number of transfers done by electric/hybrid cars.</p> | <p>20</p> | |

FOLKEST

- Sustainability Action Plan

Current state and prospects

Folkest, being an event organized throughout several weeks and at many different locations, achieved an uneven level of sustainability so far. Some locations are extremely advanced and can serve as an outstanding example: the stage powered by solar energy or the high recycling rates, but other locations and aspects might need some improvement. The management has a strong commitment towards sustainability, which is shown by the several initiatives specifically introduced in the office. This calls for the creation of a sustainability strategy which considers the different circumstances of each part and location of the festival, and sets an appropriate goal for each, using these good examples.

Description of Proposed Measures

Points

1. **Measuring and monitoring** performance and impact in order to be able to set the appropriate goals and evaluate the processes. This includes collecting proof for completing elements of this action plan, but also further measurements for evaluating general performance. Monitoring the environmental impact of consumed food and beverages, energy use, artist and audience travel, and the used single-use items.
Setting quantitative goals where applicable (e.g. increasing the percentage of vegan/vegetarian meals by X percent every year; reducing the number of people travelling by flight by X percent).
✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process. 15
2. Moving towards more **sustainable electricity solutions**. Mapping and monitoring energy use on different stages, evaluating the pilot year of the stage powered by solar panels, and exploring if it would be possible to extend this initiative to other locations. Where grid connection is not available, and solar is not appropriate, using generators as a last resort, and trying to substitute fossil fuels with sustainable fuels.
✓ Validation: reporting on the outcomes, the chosen solution and the supporting data. 10
3. Introducing a **reusable/compostable serveware and cup system**. Glass for artists if possible, and hard cups for the audience. Banning single-use plastics.
✓ Validation: Providing yearly figures on the number of reusable and single-use serveware. 15

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| <p>4. Reducing footprint: introducing 100% local/seasonal/organic ingredients and increasing the proportion of the offered vegan/vegetarian options.</p> <p>✓ Validation: reporting on the actions taken: a list of meals, and ingredients indicating whether they are local/seasonal/organic. Or getting a certificate from the catering partner.</p> | <p>15</p> | <p>points</p> |
| <p>5. Motivating delegates to choose trains for travel. Communicating towards delegates that the location is easily accessible by train. Monitoring the number of people choosing the different travel options and the distance travelled.</p> <p>✓ Validation: reporting on the efforts: providing examples of documents used to inform on sustainable travel, and yearly figures on the number of people travelling by each transport method.</p> | <p>15</p> | |
| <p>6. Mapping the sustainable accommodation options in the region, and when possible choosing the more sustainable ones (offering local breakfast, refillable toiletries, etc).</p> <p>✓ Validation: reporting on sustainable accommodation options and/or providing yearly figures on the number of people staying in such accommodations.</p> | <p>10</p> | |
| <p>7. Optimization of travel between the different locations and/or substituting vehicles with sustainable vehicles/fuels. Looking into a possible partnership for providing electric cars for the staff and artists, delegates.</p> <p>✓ Validation: providing a description of such partnership, yearly figures on km-s travelled by electric cars/vehicles fueled by sustainable fuel/regular fossil fuel cars.</p> | <p>10</p> | |
| <p>8. Eliminating single-use water bottles. Implementing the water point system throughout all parts of the event, and getting bars to give out tap water for free.</p> <p>✓ Validation: reporting on the chosen substitute. If the transition is not done by the upcoming edition, providing yearly figures showing the reduction of bottles.</p> | <p>10</p> | |

CZECH MUSIC CROSSROADS **– Sustainability Action Plan**

Current state and prospects

Czech Music Crossroads made mentionable sustainability efforts relating to recycling and mobility: all accommodations and locations are within walking distance, and the crew is supplied with electric bikes. Most artists are coming from neighbouring countries, which reduces travel emissions, but on the other hand, delegates come from all continents. Unfortunately, the previously implemented hard cup system had to be withdrawn due to the fact that no washing facility was available nearby.

A written sustainability policy including goals and responsibilities would enhance performance.

Description of Proposed Measures	Points
<p>1. Measuring and monitoring performance and impact in order to be able to set the appropriate goals, evaluate the processes, and be able to use these to communicate the advanced sustainability efforts. Monitoring the environmental impact of artist/delegates/audience travel, produced waste and recycling rates, and offered meals.</p> <p>Setting quantitative goals where applicable (e.g.: increasing the percentage of vegan/vegetarian meals by X per cent every year; reducing the number of people travelling by flight by X per cent).</p> <p>✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.</p>	15
<p>2. Enhancing communication on the sustainability performance. Being transparent about the measures and achievements towards the audience, delegates, artists, suppliers and partners. Having a dedicated page or section on the website.</p> <p>✓ Validation: reporting on the communication efforts: campaigns, platforms, reach and engagement.</p>	10
<p>3. Optimizing generator use. Exploring if substituting fossil diesel with a sustainable alternative is possible. Or compensating¹³ for the emissions.</p> <p>✓ Validation: reporting on the chosen substitute or solution and providing yearly figures on energy needs and consumed fuel.</p>	15

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| <p>4. Ensuring that 100% of the cups are recycled. The tons of plastic collected for recycling have to be higher than the weight of the plastic cups sold. (Additionally, calculating all plastic bottles sold)
Further studies are to be conducted on the possible introduction of the hard cup system.</p> <p>✓ Validation: providing yearly figures on the weight of recycled plastic and of the plastic cups (and bottles) sold.</p> | <p>15</p> | <p>points</p> |
| <p>5. Substituting the paper plates with compostable ones. This way, paper plates with food waste on them can be thrown in the organic waste bins. Ensuring proper communication on this.</p> <p>✓ Validation: providing yearly figures on the number of biodegradable plates introduced and the volume of organic waste collected. Showing proof of communication materials.</p> | <p>15</p> | |
| <p>6. Ensuring that 40% of the offered meals at the food stalls are vegan/vegetarian.</p> <p>✓ Validation: providing yearly figures on the number of vegan/vegetarian meals offered (and the total number of meals offered).</p> | <p>10</p> | |
| <p>7. Reducing emissions relating to the travel of artists and delegates: no flights are taken when the distance is less than 800 km.</p> <p>✓ Validation: providing yearly figures on the number of delegates and artists travelling with different transport modes and the distance travelled.</p> | <p>10</p> | |
| <p>8. Increasing the number of water points in the outdoor location. Reducing the number of packaged water sold.</p> <p>✓ Validation: providing yearly figures on the number of water points and packaged water sold/handed out.</p> | <p>10</p> | |

A TO JAZZ FESTIVAL – Sustainability Action Plan

Current state and prospects

A to Jazz Festival's efforts are outstanding. The sustainability strategy is aligned with the European Green Festival Roadmap 2030 and the set goals are ambitious and adequately selected. The sustainability performance is monitored.

The current initiatives are setting the direction, and some just need to be scaled up. A reusable cup system has been piloted, generator use has been optimized, date marking on decorations is avoided, the percentage of visitors using public transport or coming by foot or bike is already high, and electric cars are in use for ground transport.

As the event is located in a park, some further consideration could be given to biodiversity and nature conservation by including an expert to monitor the effects and find points of improvement.

Description of Proposed Measures	Points
<p>1. Measuring and monitoring performance and impact in order to be able to set the appropriate goals, evaluate the processes, and be able to use these to communicate the advanced sustainability efforts. Monitoring the environmental impact of the travel and ground transport of artists and delegates, consumed food and beverages.</p> <p>Setting quantitative goals where applicable (e.g.: increasing the percentage of vegan/vegetarian meals by X percent every year; reducing the number of people travelling by flight by X percent).</p> <p>✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.</p>	15
<p>2. Enhancing communication on sustainability performance. Being transparent about the measures and achievements towards the audience, delegates, artists, suppliers and partners. Having a dedicated page or section on the website.</p> <p>✓ Validation: reporting on the communication efforts: campaigns, platforms, reach and engagement.</p>	15
<p>3. Introducing fees for (extra) energy consumption: installing individual meters for caterers and vendors, setting an energy use baseline and fees for exceeding it. This should incentivise more optimized energy use.</p> <p>✓ Validation: describing the introduction of this measure, and providing yearly figures on energy use.</p>	15

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| <p>4. Banning single-use cups, plates and cutlery. Scaling up the reusable cup system to the point where no single-use cups are used. Introducing either reusable or biodegradable/compostable serveware. If opting for the biodegradable one, ensuring that it is collected separately and composted properly.</p> <p>✓ Validation: reporting on the chosen substitute, the number of such serveware used, and if applicable: the amount of organic waste collected.</p> | <p>15</p> | <p>points</p> |
| <p>5. Increasing the ratio of vegan/vegetarian meals to 30%.</p> <p>✓ Validation: reporting on the efforts and achievements.</p> | <p>10</p> | |
| <p>6. Reducing the number of people travelling by car. This could include providing information on public transport options, and incentivising biking. Setting a target of reduction, and monitoring the outcomes.</p> <p>✓ Validation: describing the efforts and providing yearly figures showing the reduction.</p> | <p>10</p> | |
| <p>7. Banning packaged water! Introducing water points and an effective communication campaign for people to bring their own water bottles.</p> <p>✓ Validation: reporting on the chosen substitutes. If the transition is not done by the upcoming edition, providing yearly figures showing the reduction of single-use plastics.</p> | <p>10</p> | |
| <p>8. Trying to ban all PET bottles, by introducing dispensers for soft drinks.</p> <p>✓ Validation: reporting on the chosen substitutes. If the transition is not done by the upcoming edition, providing yearly figures showing the reduction of single-use plastics.</p> | <p>10</p> | |

TALLINN MUSIC WEEK – Sustainability Action Plan

Current state and prospects

Tallinn is the European Green Capital in 2023, and the event and the city work in close collaboration towards sustainability. Tallinn Music Week has been working on SDGs since 2017 (has emphasis more on the social aspect), and has communicated this part on the website. Great advancement has been made towards the environmental aspect as well: no single-use serveware is used at any location of the event, there's no bottled water in the conference, and waste is collected separately.

Even though the design changes every year, measures have been taken to reduce single-use decorations. Free public transport is accessible to everyone within the city, but on the other hand, Tallinn is not easily approachable by public transport so the percentage of people coming by flights (probably multiple flights) is extremely high.

The team is committed to sustainability and the Head of Administration is responsible for planning and coordinating sustainability-related actions. Measuring and communicating current efforts, and setting clear goals is recommended.

Description of Proposed Measures

Points

1. **Measuring and monitoring** performance and impact in order to be able to set the appropriate goals, evaluate the processes, and be able to use these to communicate the advanced sustainability efforts. Monitoring the environmental impact of artist/delegates/audience travel, produced waste and recycling rates, and consumed food and beverages.
Setting quantitative goals where applicable (e.g.: increasing the percentage of vegan/vegetarian meals by X percent every year; reducing the number of people travelling by flight by X percent).
✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process. 15
2. **Enhancing communication** on sustainability performance. Being transparent about the measures and achievements towards the audience, delegates, artists, suppliers and partners. Having a dedicated page or section on the website.
✓ Validation: reporting on the communication efforts: campaigns, platforms, reach and engagement. 20

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| <p>3. Introducing measures in the office: collecting waste separately (setting a recycling rate target), avoiding unnecessary printing, using only eco-friendly cleaning products (additionally: exploring if this could be expanded to the event venues).</p> <p>✓ Validation: reporting on the progress: the amount of waste collected, the recycling rates and the used eco-friendly products.</p> | <p>15</p> | <p>points</p> |
| <p>4. Reducing footprint at receptions: serving food that is made of local/seasonal/organic ingredients. Trying to exclude red meat.</p> <p>✓ Validation: setting a target of increase and reporting on the increasing ratio of local/seasonal/organic used yearly, and the kinds of meals served.</p> | <p>15</p> | |
| <p>5. Reducing emissions relating to travel: collecting data, promoting more sustainable transport options, and ensuring that when avoidable (from neighbouring countries) people are not coming by flights.</p> <p>✓ Validation: providing yearly figures on the number of people travelling by different transport modes and the travelled distances. Providing proof of communicational material encouraging sustainable travel.</p> | <p>15</p> | |
| <p>6. When flights are unavoidable for delegates, booking a direct flight to a closer country and organizing shuttles and/or boats to Tallinn from Riga and/or Helsinki, instead of multiple flights. Might expand this initiative to artists and audience.</p> <p>✓ Validation: providing yearly figures on the number of people who use the shuttle/boats.</p> | <p>20</p> | |

HIDE AND SEEK FESTIVAL – Sustainability Action Plan

Current state and prospects

Even though the festival faces the complicated situation of ensuring the same level of sustainability at the different venues, sustainability is deeply rooted in the organization.

Nearly no flights are taken by artists, ground transportation is mostly organized by public transportation. Visitors travel by bike and public transportation. Nearly no new materials are procured for the events, no decorations are created. All food served is vegetarian, and when possible, reusable cups and plates are used.

Description of Proposed Measures	Points
<p>1. Measuring and monitoring performance and impact to be able to set the appropriate goals, evaluate the processes, and to be able to use these to communicate the advanced sustainability efforts. Should be monitoring the environmental impact of artist/delegates/audience travel, produced waste and recycling rates, and single-use items.</p> <p>✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.</p>	15
<p>2. Formalizing measures: creating guidelines for partners and locations/venues. Setting clear sustainability criteria for locations: recycling infrastructure, reusable serveware (when applicable), free tap water (when applicable).</p> <p>✓ Validation: submitting the documents and reporting on the compliance of the locations with the criteria.</p>	15
<p>3. Having a dedicated person to oversee the sustainability measures, compliance of venues and bars, and collecting data.</p> <p>✓ Validation: providing proof of having such a person (e.g. contract).</p>	10
<p>4. Calculating¹⁴ the event's carbon footprint, and finding a project to support in order to compensate¹⁵ for such emissions.</p> <p>✓ Validation: reporting on emissions and offsetting projects.</p>	20
<p>5. When grid connection is not available, battery usage is preferred instead of generators.</p> <p>✓ Validation: providing information on the number of locations where batteries were used.</p>	5
<p>6. Eliminating single-use cups and serveware from all locations.</p> <p>✓ Validation: reporting on the declining number of single-use items.</p>	15
<p>7. No flights are taken by artists and delegates to the event.</p> <p>✓ Validation: providing yearly figures on the percentage of artists and delegates travelling by different transport methods.</p>	10
<p>8. Providing bike parking at every location: either provided by the venue or by the organizer (might be further away).</p> <p>✓ Validation: providing information on the solution.</p>	10

MÉRA WORLD MUSIC FESTIVAL – Sustainability Action Plan

Current state and prospects

Méra World Music Festival's ecological footprint is small due to the size of the festival. Most people come from the neighbouring regions, using public transport or car, there is also a shuttle service provided by the organizers. A deposit based recap system is in place, and no printed materials are handed out.

The scale of the festival makes it possible to introduce more ambitious initiatives.

Description of Proposed Measures	Points
<p>1. Measuring and monitoring performance and impact to be able to set the appropriate goals, evaluate the processes, and be able to use these to communicate the advanced sustainability efforts. Monitoring the produced waste and recycling rates, the environmental impact of artist/audience travel, energy use, and offered meals. Setting quantitative goals where applicable (e.g.: increasing recycling rate by X% yearly).</p> <p>✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.</p>	15
<p>2. Reevaluating energy use. Exploring (and possibly introducing) the option of having all caterers and bars on the grid, and only the stage on the generator.</p> <p>✓ Validation: providing yearly data on energy use, and description of the system.</p>	10
<p>3. Exploring if it would be possible to introduce reusable plates and cutlery: which might be brought by the audience or provided by caterers. If possible, introducing a hybrid system.</p> <p>✓ Validation: describing the results of the research: whether it is legal to introduce a system where the visitors bring their own plates, are the caterers open to this solution, what kind of hybrid system got introduced. Providing yearly figures showing the decrease of the number of single-use plates and cutlery.</p>	15

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| <p>4. Increasing the ratio of local/organic ingredients in the food served.
Setting a target, and increasing yearly in partnership with catering partner.
✓ Validation: Providing reports on targets and yearly figures.</p> | <p>15</p> | <p>points</p> |
| <p>5. Reducing footprint by increasing the ratio of vegan/vegetarian meals offered. This means diversification of the vegan/vegetarian options. Setting a target percentage for offered vegan/vegetarian meals.
✓ Validation: providing reports on targets and yearly figures.</p> | <p>15</p> | |
| <p>6. Providing a platform for the audience to organize carpools (like a Facebook group). Surveying the audience on the used transport modes, the travelled km and car occupancy.
✓ Validation: providing proof of such a platform and yearly figures of average car occupancy.</p> | <p>10</p> | |
| <p>7. Reducing the number of packaged water handed out to artists.
Providing water points backstage and encouraging them to bring their own refillable water bottles (if not, packaged water can be handed out).
✓ Validation: describing the introduced system and providing yearly figures on the decreasing number of packaged water handed out to artists.</p> | <p>15</p> | |
| <p>8. Reducing the amount of packaged water consumed by visitors.
Communicating the availability of water points and the importance of bringing their own bottles.
✓ Validation: providing proof of such communication campaigns and yearly figures on the decreasing number of packaged water sold for visitors.</p> | <p>5</p> | |

PANNONICA FESTIVAL - SUSTAINABILITY ACTION PLAN

Current state and prospects

Pannonica Festival has a sustainability policy and a person responsible for coordination. A training was held on sustainability for management and volunteers in 2022. Single-use cups were eliminated from the festival in 2021.

Description of Proposed Measures	Points
<p>1. Measuring and monitoring performance and impact in order to be able to set the appropriate goals, evaluate the processes, and be able to use these to communicate the advanced sustainability efforts. Monitoring of the environmental impact of the travel and ground transport of artists and delegates, consumed food and beverages, recycling rates. Setting quantitative goals where applicable (e.g.: increasing the percentage of vegan/vegetarian meals by X percent every year; reducing the number of people travelling by flight by X percent).</p> <p>✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.</p>	15
<p>2. Enhancing communication on sustainability performance. Being transparent about the measures and achievements towards the audience, delegates, artists, suppliers and partners. Creating a dedicated page or section on the website.</p> <p>✓ Validation: reporting on the communication efforts: campaigns, platforms, reach and engagement.</p>	10
<p>3. Using green energy. Connecting to the national grid if possible and using green tariffs. If generator use is unavoidable: optimizing generator use. Trying to substitute fossil diesel with a sustainable alternative. Or compensating for the emissions.</p> <p>✓ Validation: reporting on the chosen substitute or solution and providing yearly figures on energy needs and consumed energy and fuel.</p>	15
<p>4. All plates and cutlery should be reusable and/or biodegradable. If choosing the biodegradable option, ensuring that it is collected separately, and composted properly.</p> <p>✓ Validation: reporting on the efforts: the chosen substitute, the number of such serveware used, and if applicable: the amount of organic waste collected.</p>	15

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| <p>5. Banning packaged water. Possible substitutes: water points for visitors, water dispensers and bottles for artists, glasses and pitchers for conferences, etc.</p> <p>✓ Validation: reporting on the chosen substitutes. If the transition is not done by the upcoming edition, providing yearly figures showing the reduction of plastic bottles.</p> | <p>10</p> | <p>points</p> |
| <p>6. 50% of the food served for delegates and artists should be vegan/vegetarian. Trying to exclude red meat from meals. Trying to expand this to the food offered to visitors.</p> <p>✓ Validation: report on the efforts and the measurable achievements (e.g. percentage of vegan/vegetarian meals served).</p> | <p>10</p> | |
| <p>7. Reducing emissions relating to the travel of artists and delegates: when the distance is less than 800 km, no flights are taken. Calculating¹⁶¹⁷ the emissions of the unavoidable flights and choosing the appropriate compensation method¹⁸¹⁹.</p> <p>✓ Validation: providing yearly figures on the number of delegates and artists travelling with different transport modes and the distance travelled.</p> | <p>15</p> | |
| <p>8. Reducing emissions relating to audience travel. Actions can include: communication on the public transport options, safe bike parking and incentives, and organizing shuttles. Setting a target reduction of flights, and monitoring the efforts.</p> <p>✓ Validation: describing the efforts: providing examples of documents used to inform on sustainable travel, and providing yearly figures on the percentage of people travelling by each transport method.</p> | <p>10</p> | |

WAVES VIENNA – Sustainability Action Plan

Current state and prospects

Waves Vienna have several policies and measures in place, and also relies on the advanced infrastructure of the city: most of the venues are located within walking distance, all food served is locally sourced and/or organic, serveware and cups are reusable or biodegradable, recycling is well managed. Measures have been made to reduce emissions from international travel and ground transportation.

However, no data is available on the effectiveness of these initiatives.

Description of Proposed Measures	Points
<p>1. Measuring and monitoring performance and impact to be able to set the appropriate goals, evaluate the processes, and be able to use these to communicate the advanced sustainability efforts. Monitoring the environmental impact of artist/delegates/audience travel, produced waste and recycling rates, and offered meals. Calculating carbon footprint of the event.</p> <p>Setting quantitative goals where applicable (e.g.: increasing the percentage of vegan/vegetarian meals by X percent every year; reducing the number of people travelling by flight by X percent).</p> <p>✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.</p>	15
<p>2. Having a dedicated person to oversee the sustainability measures, compliance of venues and bars, and collecting data.</p> <p>✓ Validation: providing proof of having such a person (e.g. contract).</p>	15
<p>3. Being transparent about measures and achievements towards all stakeholders.</p> <p>✓ Validation: reporting on the communication efforts: campaigns, platforms, reach and engagement.</p>	15
<p>4. Reducing footprint. Setting an ambitious target percentage of vegan/vegetarian meals offered for artists and delegates.</p> <p>✓ Validation: providing report on the targets and improvement.</p>	15

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|---|------------------|---------------|
| <p>5. Creating and implementing a policy ensuring no food waste, or the handling of food waste/surplus food, which is hard to avoid at buffet style catering.</p> <p>✓ Validation: describing the introduced measures and their effectiveness.</p> | <p>10</p> | <p>points</p> |
| <p>6. Eliminating flights of artists and delegates, when the driving distance is less than 800 km. Setting an ambitious goal for reduction is also possible.</p> <p>✓ Validation: providing yearly figures on the number of delegates and artists travelling with different transport modes and the distance travelled</p> | <p>15</p> | |
| <p>7. Reducing the number of taxis in ground transportation, using public transport instead. Setting an ambitious target of reduction, and supporting guests by detailed information on public transport.</p> <p>✓ Validation: providing yearly figures on the decreasing number of taxi rides.</p> | <p>15</p> | |

MERCAT DE MÚSICA VIVA DE VIC – Sustainability Action Plan

Current state and prospects

The festival's current efforts are outstanding. The event organizers work in close collaboration with the municipality, and developing infrastructure that suits the sustainability goals not only of the organization but also of the city. All indoor stages are powered by green energy from the grid, and efforts have been made to expand it to the main (outdoor) stages. There is no single-use serveware used. The location is not that easy to access by public transport, but actions have been taken to reduce the fossil fuel consumption of transfers, by increasing the percentage of electric vehicles for transfers to 50%.

However, the strategy needs to be updated, as some of the previously set goals have changed.

Description of Proposed Measures

Points

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| <p>1. Measuring and monitoring performance and impact in order to be able to communicate the advanced sustainability efforts. This will provide proof of the claims, as well as feedback on processes.</p> <p>Monitoring energy use, artist and audience travel, ground transport, and use of reusable/biodegradable serveware.</p> | <p>15</p> |
|---|------------------|

Setting quantitative goals where applicable (e.g.: increasing the percentage of vegan/vegetarian meals by X per cent every year; reducing the number of people travelling by flight by X per cent).

- ✓ Validation: submitting a report on the outcomes, and providing a description of the data collection process.

2. Achieving **100% green energy** from the grid. This is something already in progress, but further efforts are needed. If generators are still needed while transitioning towards grid connection, ensuring optimization. 20

- ✓ Validation: providing a report on the progress.

3. **Reducing emissions** from ground transport (between Barcelona airport and Vic): at least 50% of the travelled km are done by electric cars. 15

- ✓ Validation: providing yearly figures on the travelled kilometres.

4. **Moving away from chemical toilets.** Looking into the possibility of substituting them with any form of non-chemical ones, for example dry toilets. 10

- ✓ Validation: providing yearly updates on the number of the different kinds of toilets.

5. Developing the **carpool** organizing feature on the app. Communicating it towards the audience and monitoring the effectiveness of the initiative. 15

- ✓ Validation: providing data on the outcomes of this initiative: the number of people using this feature, and the average car occupancy.

6. **Reducing emissions** from the travel of artists and delegates. Flights should be the absolute last resort, and when unavoidable, calculating²⁰²¹ and compensating²²²³ for the emissions. 15

- ✓ Validation: providing a report on the emissions relating to flights and the chosen compensation method.

7. **Enhancing communication** on the sustainability performance. Being transparent about the measures and achievements towards the audience, delegates, artists, suppliers and partners. Having a dedicated page or section on the website. 10

- ✓ Validation: reporting on the communication efforts: campaigns, platforms, reach and engagement.

²⁰https://co2.myclimate.org/en/calculate_emissions

²¹<https://www.theclimategig.com/fans/>

²²<https://compensaid.com/projects/sustainable-aviation-fuel>

²³<https://www.goldstandard.org/articles/gold-standard-emission-reductions>

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