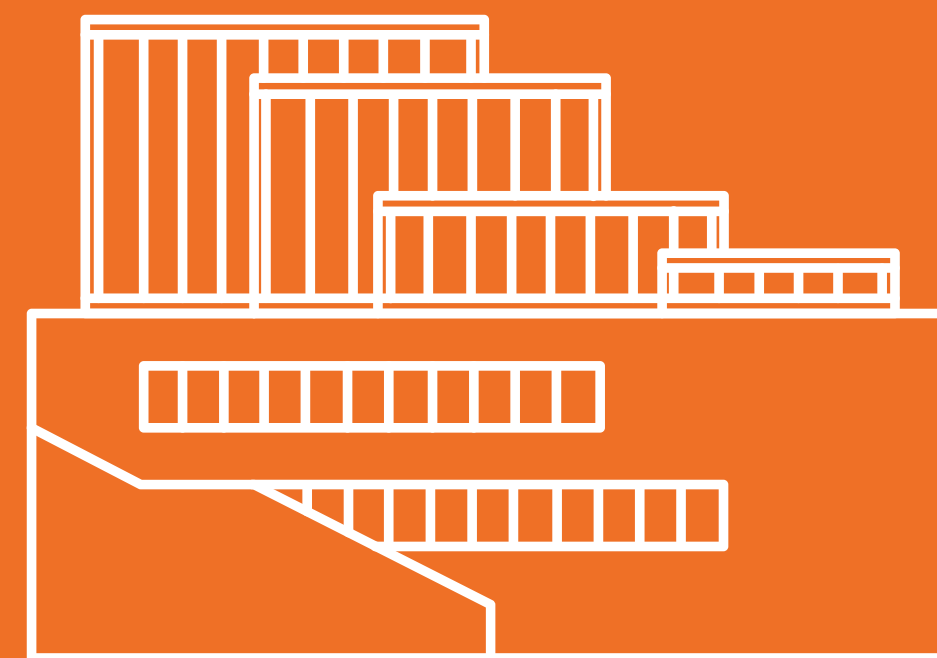


Green guide for festivals and events

Inspiration
from all of
North Jutland



What can we learn from each other in North Jutland?

In this guide, you can gain insights into how festivals and events can work on green transition in everything from their purchases and consumption to green transportation options, energy consumption, and communication. The guide aims to be both hands-on and practical, providing concrete examples of sustainability initiatives from event organizers throughout North Jutland.

The guide is structured around six areas that are relevant to most events and festivals:

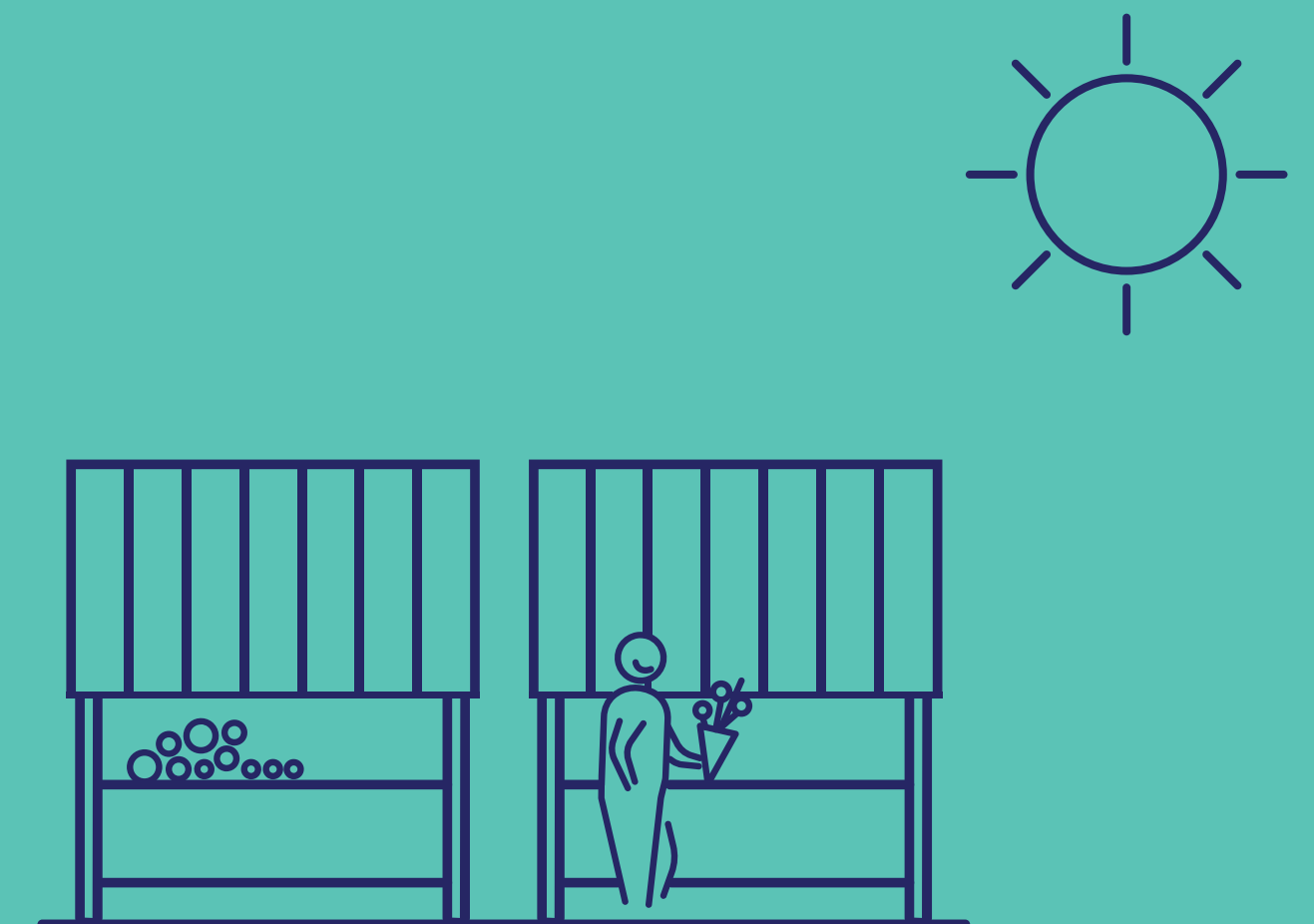
- Food and drinks
- Transportation
- Waste and recycling
- Purchases and the sharing economy
- Communication and involvement
- Water and energy consumption

For each area, you will receive specific advice on what you can do concretely, along with inspiration from various actors in North Jutland who have chosen to share their experiences in implementing specific sustainability initiatives within a specific area. The initiatives and advice are described in a very practical manner, making it easier for others to replicate them, while also being connected to strategic considerations and sustainability visions of each individual actor.

The six areas are naturally interconnected, but it still makes sense to look at them separately, as each area has its own justification. The guide is part of the project 'Green Growth in Festivals and Events' and was initiated by the Center for Green Transition, Aalborg Municipality, with support from the Danish Business Promotion Board.

Enjoy!

The guide is for you working in the event industry, seeking inspiration for what your next green steps should be. By sharing our experiences, we can inspire each other to take the next step and establish a foundation for more collaboration across different events. Sharing with each other, both knowledge and other resources, makes sense and can lead to mutual benefits.



Content



Food and drinks

Key recommendations

Significantly reduced food waste at Naturmødet

Huset in Hasserisgade reduces food waste and inspires guests to greener eating habits

4

5

6

7



Transport

Key recommendations

Festival buses from Aarhus and København to Thy

IDRÆTSMØDET aims to motivate guests

towards more sustainable transportation habits

8

9

10

11



Waste and recycling

Key recommendations

Heading towards a plastic free Kulturmødet

Kunsten have introduced washable mugs with a deposit

12

13

14

15



Purchase and sharing economy

Key recommendations

Rethinking venues makes food festival more viable and robust

Naturmødet reuses the scenography year after year

16

17

18

19



Communication og involvement

Key recommendations

Kulturmødet communicates its journey towards

becoming a greener event

Sustainability on the agenda at the IDRÆTSMØDET conference

20

21

22

23



Water and energy consumption

Key recommendations

Alive Festival focuses on targeted energy consumption

Innovative battery trailer creates new opportunities for event organizers

24

25

26

27



Have you considered...?

28



Want to know more?

35

Food and drinks

Food and drinks constitute a crucial part of any event or festival, significantly influencing guests' overall experience. At the same time, this area offers numerous types of sustainability initiatives that organizers can easily implement – ranging from small to large-scale initiatives.



Food and drinks

Transportation

Waste and recycling

Purchase and sharing economy

Communication and involvement

Water and energy consumption





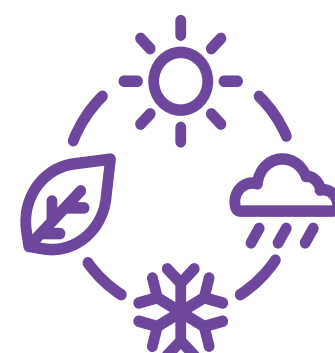
Food and drinks

– Key recommendations



Avoid food waste

It can be challenging to both predict and adjust the amount of food for an event, but nevertheless, it is important to do what one can to avoid food waste – benefiting both the environment and the budget. As an organizer, significant progress can be made by planning the menu with food waste in mind and by prearranging agreements on who can take surplus food. Opting for pre-registration for meals and portion servings instead of a buffet can also make a difference.



Choose locally produced, organic and seasonal

Determining the most sustainable food and beverages can be complex. However, as a rule of thumb, one should aim for:

1. Locally produced food, ensuring strong local ties and reducing transportation needs.
2. Organic food and drinks, which are gentler on the environment.
3. Seasonal ingredients, often both cheaper and better for the climate.



Vegetarian options

Today, more and more guests expect good options for buying both exciting and delicious plant-based food at events and festivals. Guests often have a more open-minded approach when attending an event, making them more willing to try new things, such as new vegetarian dishes. Chicken and pork are much better for the climate than beef if you wish to serve meat.



Pricing

Through pricing, organizers can genuinely influence behavioral changes. For example, selling vegetarian dishes at a lower price than those with beef can nudge people towards making a more environmentally friendly choice.

Significantly less food waste at Naturmødet

Naturmødet has entered into a valuable collaboration with the local association Madkassen, which now accepts all surplus food from their volunteer and staff catering. This creates significant value for both parties.

Naturmødet and Madkassen

- The guests at Naturmødet dine at local restaurants. Therefore, the collaboration with Madkassen focuses on the volunteer and staff catering.
- For Naturmødet 2023, due to the collaboration, there was no surplus food left at the volunteer center.
- At Madkassen, local residents have the opportunity to purchase the collected surplus food at a very affordable price.



Volunteers ensure new life for surplus food

In 2023, a new initiative behind the scenes at Naturmødet premiered, involving a collaboration with the local association Madkassen. Operated by volunteers, Madkassen regularly collects surplus food from local supermarkets in North Jutland, sorts it, and distributes it from their premises in Hjørring, where local residents can purchase the food at a very low cost. Naturmødet entered into an agreement with the volunteers from Madkassen, ensuring they would also come by every day to collect surplus food from Naturmødet's volunteer and staff catering during their regular routes.

Effective food waste collaboration requires close communication

The partnership between Madkassen and Naturmødet has been valuable for both parties, thanks in part to ongoing communication. Each evening, Naturmødet sent a text message detailing what could be picked up the following day from Naturmødet's volunteer center. They carefully coordinated the packaging and hygiene conditions surrounding the food items to minimize waste. The donated food to Madkassen has primarily included fruits, vegetables, bread, unopened deli items, and vacuum-packed goods.

Planning is crucial to minimize food waste

At Frivilligcentret, they handle six to seven meals every day before, during, and after the event. The number of volunteers and staff participating in the meals varies each time, ranging from 30 to 300 people. These significant fluctuations make it both challenging and important to make accurate estimates in advance. Simultaneously, it requires ongoing adjustments to agreements with suppliers, ensuring that leftovers are used before new supplies arrive. It is also essential to be attentive to who needs to be fed when, as they have observed significant differences in appetite between logistics personnel with long, physically demanding workdays and volunteers who do not engage in strenuous physical work, typically having shorter shifts and fewer workdays.



Huset in Hasserisgade reduces food waste and inspires guests to greener eating habits

At Huset in Hasserisgade, they have replaced the buffet with a weekly menu and portion servings to reduce food waste. They aim to inspire guests to adopt greener habits through their vegetarian kitchen and plant-based experiments.

A vegetarian cultural house

- Huset hosts various events and activities every week for a diverse audience of culture enthusiasts in Aalborg.
- Each year, 30,000-35,000 guests attend.
- The house's own café manages all catering for events and activities and is 100 percent vegetarian.
- They offer a 100 percent organic bar selection and hold the bronze-level certification in organic, meaning 30–60 percent of their ingredients are organic.

Vegetarian is the new norm at Huset

At Huset in Hasserisgade, they have their own café, responsible not only for regular café operations but also for catering to events and activities taking place in the cultural house in Aalborg. Over the years, their kitchen has been working towards becoming greener, exclusively serving vegetarian meals as the new norm since 2016. Today, they aim for their kitchen to be predominantly plant-based, as evident in their communal meals where they serve a vegan three-course menu. During these communal meals, the staff is allowed to experiment, while guests can be inspired by the vegan gourmet cuisine.

Weekly menu and portion servings minimize food waste

In Husets café, they have implemented a weekly dinner menu where they serve the same dish for a week. The weekly menu has virtually eliminated food waste since the same ingredients are used throughout the week, saving them a lot of preparation time. Previously, they had a buffet that has been phased out entirely in favor of portion servings and less food waste since the COVID-19 pandemic. For lunch, they offer a fixed menu with soup, paninis, and salad bowls, ensuring the use of the same ingredients that reappear in the weekly menu.

Organic and new times

In their bar selection, Huset exclusively offers organic products, and they have a bronze-level certification in organic, indicating 30–60 percent organic ingredients. They observe a significant shift in mentality among their guests in recent years, who are very open to plant-based alternatives, with no significant demand for meat. However, to ensure the food is well-received, they find it essential for it to be not only delicious and flavorful but also recognizable within the context of our culinary culture. The kitchen staff has taken full ownership of the green transformation of their café.

Cultural actors as ambassadors for sustainable initiatives

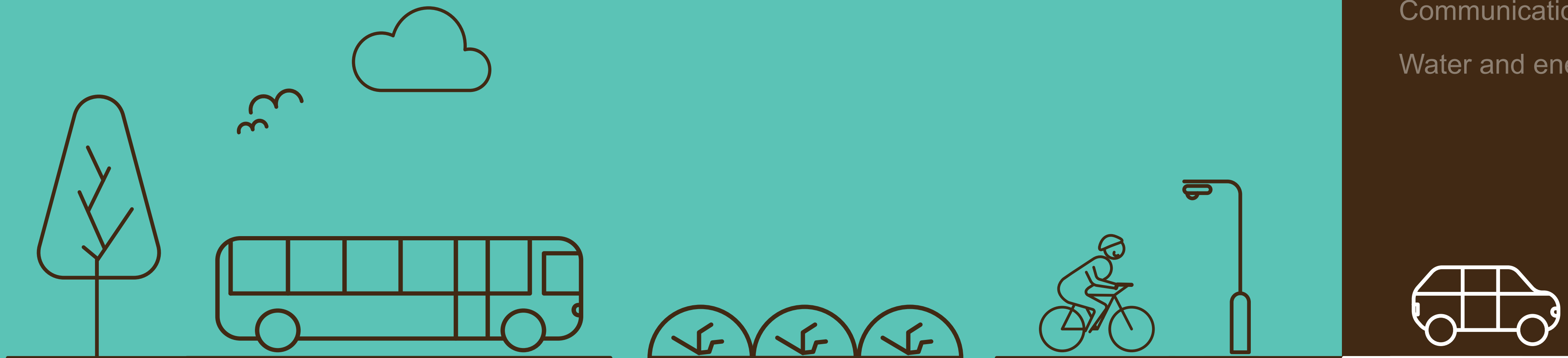
In the arts and culture scene, there is currently a significant focus on climate and the environment, a cause that Huset, as an institution, aims to support through concrete actions and by inspiring its guests. As a cultural actor, it is crucial to provide guests with new experiences, and green taste sensations can be an exciting element. By leveraging its cozy, experiential, and open context, a cultural actor can more easily assume the role of an ambassador for sustainable initiatives.



Huset i Hasserisgade

Transportation

Transportation, in the context of events, essentially revolves around two aspects: How do guests arrive at and depart from your location? How do employees and volunteers transport themselves before, during, and after the event? The key focus is on minimizing the use of fossil fuels.



Food and drinks

Transportation

Waste and recycling

Purchase and sharing economy

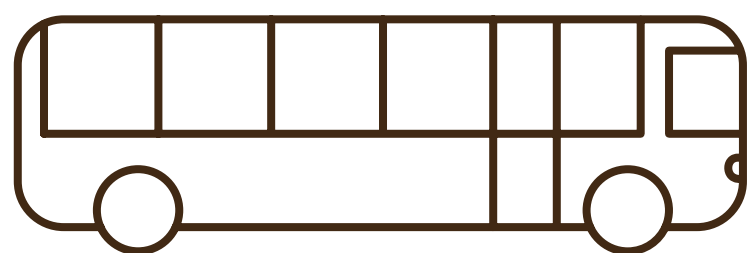
Communication og involvement

Water and energy consumption



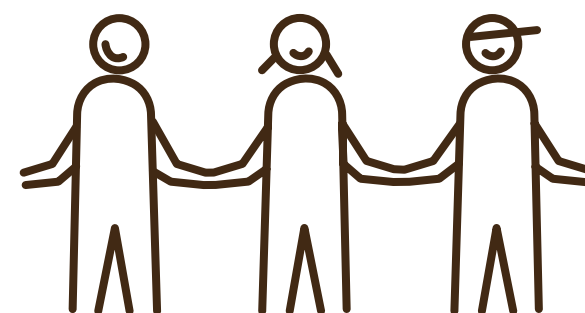
Transportation

– Key recommendations



Make it easy for guests to make greener transport choices

As a starting point, it is most climate-friendly if your guests choose to walk, cycle or take public transport to and from the venue. As an organizer, you can therefore look at how to make these options most attractive. For example, by providing good bicycle parking conditions, concluding agreements with the local bus company or communicating clearly about the possibilities of public transport.



Fill up cars - with electricity and people

When we talk about sustainability and climate, we want to avoid guests driving separately in their fossil-powered cars. As an organizer, you can promote co-operation as well as ensure that charging stations are available for electric vehicles.



Good internal transport habits

Both before, during, and after an event or festival, employees and volunteers need to get around. As an organizer, you can, for example, provide bicycles, rent and use cargo bikes instead of driving cars, and choose to avoid fossil-fuel-powered vehicles.



Festival buses from Aarhus and Copenhagen to Thy

The demand is high for buses that take festival guests directly from Copenhagen and Aarhus to the Alive Festival. It is both an environmental benefit and convenient for guests who can immerse themselves in the festival atmosphere right from the bus.

Bus routes in brief

- The festival has 4,200 guests, including volunteers. In total, just over 20 percent arrive by bus.
- Bus tickets are primarily promoted through Facebook and Instagram.
- This year's bus routes from Copenhagen and Aarhus to Thy were completely sold out.



Alive Festival

Easy, convenient and cozy with festival buses

For this year's Alive Festival, all four buses transporting guests directly from Copenhagen and Aarhus to the festival site in Thy were completely sold out. Since 2018, they have had their own buses, but this year saw more people than ever choosing to take advantage of the offer. Almost half of the festival's guests come from Aarhus and Copenhagen, making departures from these two destinations particularly fitting. In addition to being better for the environment to travel together in buses rather than individually in cars, it is also easy, convenient, and cozy for guests who start immersing themselves in the festival atmosphere right on the bus.

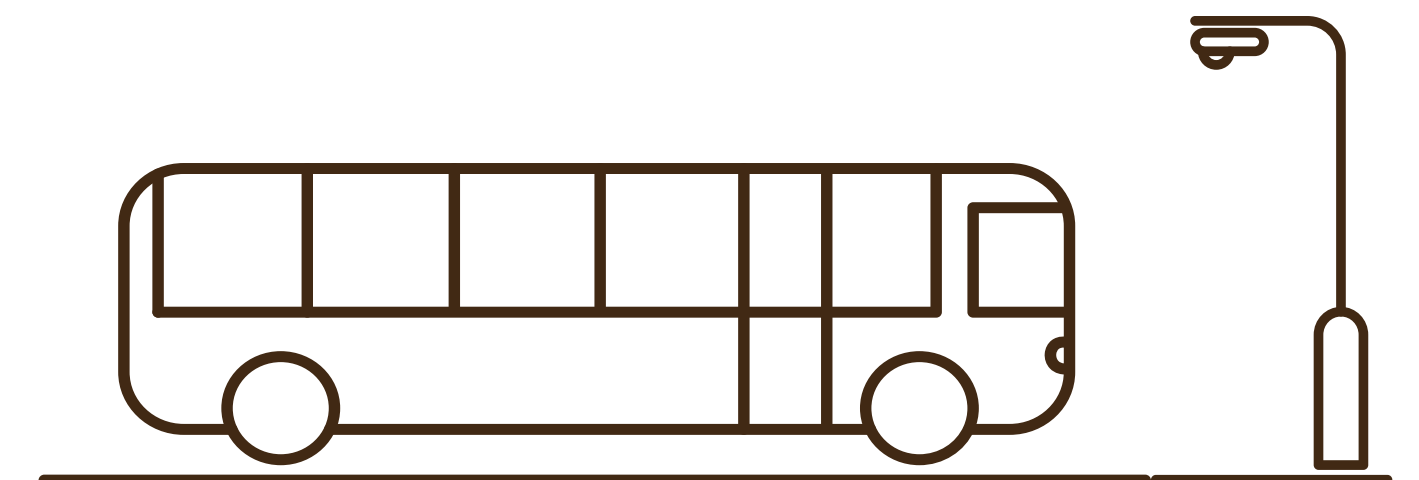
Collaboration with a local bus company and no parking space

It is also possible to take public transportation to the Alive Festival, but as the festival is located in a rural area, it is generally both slower and more cumbersome than choosing the festival's own buses. Specifically, Alive Festival has entered into a collaboration with a local bus company. It has been crucial for them to ensure a good price

for the guests, as they want to make sure that the green alternative is the most cost-effective. To further encourage guests to leave their cars and choose other forms of transportation, they have actively opted not to create a parking space for the festival. However, the majority of the festival's guests still arrive by car, so there is still room for more bus initiatives and other transportation measures, especially for those coming from a distance.

More destinations for next year

For next year's festival, Alive Festival aims to expand the bus concept by adding more buses from Copenhagen and Aarhus, as well as incorporating departures from additional destinations. They have observed demand from places like Aalborg and Odense. However, for this year's festival, many people chose to purchase their tickets late, preventing Alive Festival from adding more buses even though the available ones were completely sold out.



IDRÆTSMØDET aims to motivate guests towards more sustainable transportation habits

Jump on a walking bus, try an electric bike, or opt for public transportation. That's the message at IDRÆTSMØDET, which aims to nudge its guests towards choosing healthier and more environmentally friendly forms of transportation.



IDRÆTSMØDET's People's Meeting in brief

- The event typically attracts up to 30,000 people. This year, they attempted to move the event to weekdays for the first time, which, however, had a significantly negative impact on the attendance.
- Idrætsmødet spans over three days and is open and free for everyone.
- In addition to the meeting, the organizers also host IDRÆTSMØDET's conference.

Healthy transportation habits go hand in hand with climate considerations

IDRÆTSMØDET's People's Meeting is a large sports celebration with activities, debates, and inspiration. They are, among other things, focused on an agenda to make it attractive for more people to use their bodies for daily transportation. In this context, it has been a natural fit for the event to work on encouraging more attendees to ditch the car and instead cycle or walk to the sports celebration. With this agenda, they are not only promoting health but also greener transportation habits.

New initiative with walking buses to be improved going forward

In the 2022 edition of the event, they entered into a new collaboration with Himmerland Bølligforening to create so-called walking buses. The concept involved creating different walking routes that passed by the housing association's units, allowing residents to walk together to IDRÆTSMØDET and pick each other up along the way. The idea behind the initiative was to attract a new audience to IDRÆTSMØDET, individuals who might not necessarily be interested in sports. Unfortunately, the initiative was not a great success, as very few chose to join the walking buses. The organizers believe this is largely due to inadequate communication efforts regarding the needs of the target audience. Moving forward, they hope to more actively engage 'walking bus drivers' who will take responsibility for each housing association unit and act as ambassadors for the initiative. Hopefully, this will also inspire residents to collectively choose to walk together for other activities in the future.

Inspiring activities: Try an electric bike

Through the event, IDRÆTSMØDET aims to motivate and inspire guests to try new forms of sports and incorporate more movement into their daily lives, including in relation to transportation habits. In this year's edition, they had collaborated with Specialized, offering guests the opportunity to take a guided tour on an electric bike for free. The idea was that an electric bike can be a great starting point for those who don't exercise much but want to introduce more activity and greener transportation habits into their daily routines.

The right location encourages more people to take the bus and train

IDRÆTSMØDET's meeting took place this year in Kildeparken, located centrally in Aalborg right by the bus terminal and train station. The event's location made it, in many ways, easier and more attractive to arrive at the event using public transportation or by cycling and walking, as finding parking near Kildeparken can be challenging, especially during larger events. Thus, the event's location itself contributed to promoting more environmentally friendly forms of transportation. The event actively communicates how attendees can get there using public transport.

Waste and recycling

When it comes to waste and events, there are many things that organizers need to be aware of before, during, and after the event. In general, the focus is on minimizing the event's resource consumption as much as possible and ensuring that waste resources are recycled to the greatest extent possible.



Food and drinks

Transportation

Waste and recycling

Purchase and sharing economy

Communication og involvement

Water and energy consumption



Waste and recycling

– Key recommendations



Minimize and prevent waste

The first important step is to reduce the amount of waste produced. Here, for example, you can choose washable service rather than disposable service and rent, borrow and share materials with other event organizers. Consider how the things you cannot recycle yourself for your next event can benefit others instead.



Recycle the waste resources

Waste sorting is important! In order to ensure that as much waste as possible is recycled, there is an important preparatory work that must be done. Find out what types of waste you have and get control of the cycle of waste resources. How do you get the waste sorted into as clean types as possible, so that as much as possible can be recycled?



Sharp waste communication and involvement

Both employees, volunteers and guests have waste resources in their hands at some point. Here it is important to be aware that the vast majority of people would like to sort, deposit and recycle waste correctly, if only it were easy and accessible. Therefore, it is up to you to create a system that is both well-functioning and easy to understand - both frontstage and backstage.



On the way to a plastic free cultural meeting

Kulturmødet Mors is working towards saying goodbye to plastic. This has resulted in a large, local collection of recycling services, a washing station in the middle of the square and new, ongoing testing schemes.

Dining at Kulturmødet

- More than 34,000 guests find their way to Kulturmødet Mors.
- All food is served today on porcelain plates.
- It is a great logistical advantage that the food service at the Cultural Meeting primarily takes place in one unified area.



Kulturmødet

Locals donated in a big way to the Kulturmødet

In 2019, Kulturmødet Mors decided that they would work towards becoming a festival without plastic and disposable services. Therefore, they made an appeal via social media and the local press, where they asked the residents of Morsing to donate their old plates, cutlery, mugs and glasses. The fundraising went terrifically and, in the end, they had to say no thanks to more service. Since then, they have had a large stock of recycled tableware, which is stored and used again year after year for all small servings during the event. In addition to a vision of becoming plastic-free, Kulturmødet is also about good hospitality, when you eat and drink from real glasses and plates on the festival grounds.

Volunteers do the dishes in the middle of the square

Every year, volunteers are responsible for collecting the used crockery on cargo bikes, driving it to the dishwashing station, which is located visibly in the middle of the square, and cleaning the crockery there. At the dishwashing station, guests can pick up new crockery or they can have it delivered directly to the stalls where they buy food. In this way, the washing-up station also functions as a direct and visual communication of a concrete sustainability initiative, which guests cannot help but notice. The dishwashing job is a sought-after job among the volunteers, as there

are always several on duty together, where they can both have fun and talk about the dishes. In addition to the visible washing-up station in the middle of the square, there is also a hidden washing-up station in the food tent, where the restaurateurs' own plates, cutlery and more are washed up.

Test scheme with ceramic mugs and long-term supplier requirements

In this year's version of Kulturmødet, they have created an experimental scheme where instead of cardboard mugs they have made ceramic mugs available to their suppliers, which they hope to be able to continue in the future. The practical challenge, however, is that the recycled mugs collected have very different shapes and capacities. In addition, one of Kulturmødet's challenges in relation to plastic is their beer mugs, and today they continue to use disposable mugs made of PP plastic, which can be recycled at a facility in Lemvig. Their next step on the road to a plastic-free Kulturmøde will probably be to make direct demands on their suppliers and not just nudge them to drop disposable services.



Kunsten has introduced washable mugs with a deposit

At Kunsten in Aalborg, they have very successfully tested a new system with washable pledge mugs for their summer events

Important lessons from Kunsten

- Make sure that guests can get their deposit back at all places where deposit mugs are handed out, so that you avoid queues.
- Carefully consider the mug's visual design so that it can be used in as many contexts as possible and brand your event.



Diana Aud, Kunsten

Washable mugs with branding value

For Kunsten Summer Lounge, disposable mugs and service are soon a thing of the past, as they have now purchased 5,200 washable mugs to serve beer, soda and other drinks in for their events over the summer. The new mugs are decorated with text and prints of one of the museum's own works of art. In this way, the new mugs function both as communication and branding of Kunsten Summer Lounge, for example when guests share photos on social media. At the same time, they help to raise the museum's ambitions on the sustainability front and meet an increasing demand from visitors for responsible solutions. In addition to mugs, they have also purchased lunch boxes for tapas dishes and washable wine glasses, as they will eventually be completely free of disposable service.

Deposit system in practice

They have introduced a deposit of ten kroner on the mugs, which the guests could get refunded when they returned the mugs to the bars. Completely impractical, they had ten kroner lying around in the bars so that the guests could quickly get their money back, while in a single stall it was also possible to get the money back by payment card. Guests could also choose to donate the pledge in pledge bins located at their service and waste sorting stations. Here it was clear that it is important to clearly communicate the difference between the deposit bin for washable mugs and the deposit bin with cans and glasses for the Danish Return System in order to reduce the work with re-sorting. At the same time, the visibility of the sorting and waste stations has been decisive for the initiative's suc-

cess, and signs were therefore set up around the garden, telling where mugs and crockery could be handed in - and that you could also keep your mug as a souvenir.

Guests and employees are happy with the new system

In general, the new system has been very well received, and the guests have been good at returning the mugs. It has also been very well received by the staff, even though it has, for example, required some minor adjustments to the workflows when washing dishes, as the new washable mugs have a longer drying time than "ordinary" glasses. In general, however, it has been a great advantage that the kitchen staff has been closely involved in the entire purchasing and implementation process, and there has thus been a good dialogue about the small changes in work procedures that the system entails in practice. For example, the kitchen staff have provided important input on the design of the mugs, which can be stacked to great practical advantage just like disposable mugs.

"One-time inconvenience" that makes sense in the long run

Going forward, the plan is for the washable multi-use service to be included as a regular part of the museum's events, as the "hard" part of the work of introducing the system has been completed, and it is now just a matter of fine-tuning the concept and phasing out the remaining single-use packaging. The art has the Green Attraction environmental label, which among other things obliges them to work towards minimizing the amount of disposable packaging and services.

Purchase and sharing economy

When you hold events and festivals, you need to acquire different things and materials. In this connection, there are many sustainability initiatives that are easy to implement, regardless of how far you are on your sustainability journey. In short, it's about rethinking what you buy, how much you buy, and whether it can instead be dispensed with, borrowed or shared with others.



Food and drinks

Transportation

Waste and recycling

Purchase and sharing economy

Communication og involvement

Water and energy consumption





Purchase and sharing economy – Key recommendations



Look for certifications and labeling schemes

When you make purchases, it can be difficult to see what is the most sustainable choice. That's why it's a good idea to look for official certifications and labeling schemes, as they are precisely created to make it easier to make better and more transparent choices. Which certifications you should look for depends on what you are buying.



Make guidelines for your purchases

By creating a purchasing policy with specific guidelines, you ensure more conscious choices in your purchases. At the same time, you also avoid that it is up to the individual employee to decide which sustainability parameters you act (or do not act) according to. Many purchases are made entirely on autopilot, but doing 'as we usually do' is not always optimal.



Buy with common sense

When you want to make more sustainable purchases, in short, it's about common sense and being aware of your choices. Ask yourself the questions: Can we rent, borrow or share it with others? How large quantities do we really need? Where do we buy the most sustainable alternative? How do we ensure that the materials have an afterlife when the event is over?



Cooperation and sharing economy are the way forward

By borrowing, renting and sharing with each other, many more people can benefit from the same resources. It is simply good for both the environment and the economy.

Reimagined venues make food festivals more viable and robust

Since 2020, Nordjysk Madfestival has dropped their central festival site and now holds events around partners - to the great satisfaction of everyone. It saves resources and has created a more financially sustainable business model.

Nordjysk Madfestival in brief

- 80 events over 11 days in Aalborg and North Jutland.
- 120-150 actors from the entire value chain of the gastronomy and restaurant industry help to offer unique food experiences for the guests.
- In 2022, they held events for 10,000 guests.



Nordjysk Madfestival

From corona adaptation to new business model

When the corona pandemic hit in 2020, it made the North Jutland Food Festival rethink their concept and disrupt the idea that a festival must necessarily have a single festival site. Instead of building an event space on Gammeltorv in Aalborg again, they decided to spread their events out to business partners in Aalborg and the rest of North Jutland. What started as a corona adaptation has, however, turned out to be a permanent model for the festival. The model is both financially and resource-wise more sustainable and at the same time creates more value and better experiences for both guests and business partners.

Home court provides better experiences

Today, the festival takes place around various types of established venues that are already geared up to receive guests, and includes everything from shopping centres, zoos, schools, churches and cultural institutions to food producers, wineries and restaurateurs.

What the players have in common is that they are often better at "home ground", where they can manage with less staff than when they move out of the house, they can use the same facilities and equipment as every day, they can utilize their capacity on days that might otherwise have been half-empty, and so they can ensure a good, unique dining experience to a greater extent than under temporary conditions.

Sustainability is also about finances

The new setup makes more sense for organi-

zers, partners and guests alike for a number of different reasons.

More sustainable business model: Previously it was a financial investment and a marketing initiative for the individual player to participate. In the new setup, the revenue goes directly to the partners, which ensures continued support and makes the event financially viable for all involved.

Less use of resources and energy: By using existing facilities, there is no need to transport and build a festival site from scratch with tents, temporary kitchens, fixtures, drains, electrical installations, etc.

Less food waste: When the food actors are at home and most events require registration, it is easier to avoid food waste, minimize packaging quantities and handle excess food.

Less financial risk: An open and free festival site requires a large profit from bar sales and the like to finance the construction. This makes the festival vulnerable to external conditions, e.g. the weather and times of economic crisis, which can affect visitor numbers and turnover and thus create financial challenges. With the new setup, the organizers generally know the financial result in advance.

Less transport: By moving the events locally, there is less transport time for many guests.

Fewer work resources: With the new concept, they reach more people and create more activities than before, but with the same work resources.

Naturmødet reuses the scenography year after year

Naturmødet produces much of their scenography from recycled materials, uses recycled furniture and only builds things that can be used for a minimum of three years.



Good advice from Naturmødet

- Avoid printing years and dates on scenography, merch and t-shirts so that it can be used again.
- Invest in the right elements that can be reused year after year – both by yourself and others.
- It is important to have good storage space so that you can store and protect things from year to year.

Everything must be usable for at least three years

At Naturmødet in Hirtshals, they do not build anything that can only be used once. Instead, they work based on a dogma that the scenes and scenography that are created must have a quality and an aesthetic so that they can function for a minimum of three years - both for financial and resource reasons. At the same time, they focus on using recycled materials and, for example, finding furniture from second-hand shops, which helps to create unique spaces on their five different stages.

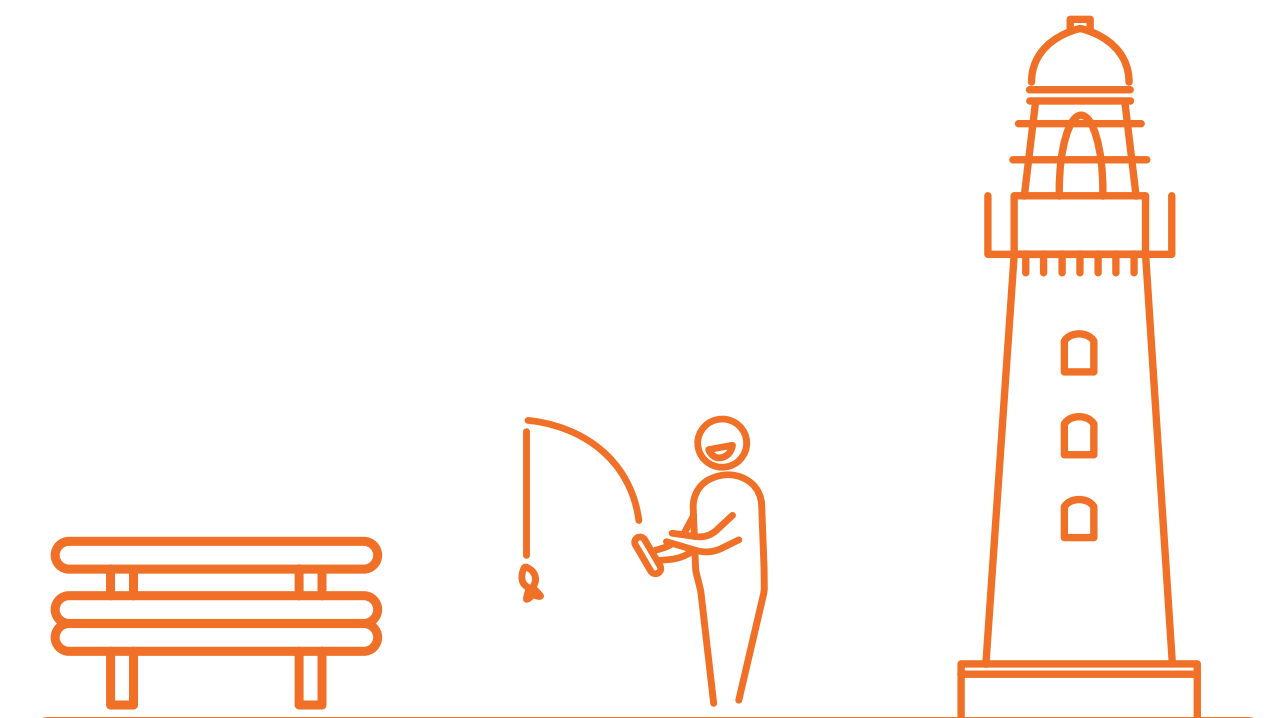
Scenography, which can be taken apart, and good collaborators

In order to minimize resource consumption for scenography, it is important to find the right collaboration partners and suppliers. For example, Naturmødet has made a buy-back agreement with a supplier, whereby Naturmødet will be supplied with 2,000 euro pallets, which they use to build one of their stages. After the event, they take the pallets apart and deliver them back to

the supplier, who ensures that the pallets get a new life somewhere else. The screws used to build the stage are also sorted and recycled year after year. In addition to building things that can be taken apart again, it also makes good sense for the Nature Meeting to rent various elements, e.g. chairs, as rental chairs typically require less space than a random collection of recycled chairs, which creates greater capacity in the tents.

Investments make sense in the long run

In the long run, the right investments make the event greener. For example, Naturmødet has chosen to invest in 18 alluframes, where the sign itself can be replaced, while the frame can be used again and again. Initially, it was a major financial investment, but in the long run it makes sense, as the framework can be used again and again at the Nature Meeting and by other actors throughout Hjørring Municipality.



Communication og involvement

A great many sustainability initiatives are basically about people changing their behaviour. Regardless of whether it is your guests, volunteers or employees who have to do things in a new way, are convinced that a new initiative is sensible, or nudged to make other choices, good communication and involvement are therefore paramount.



Food and drinks

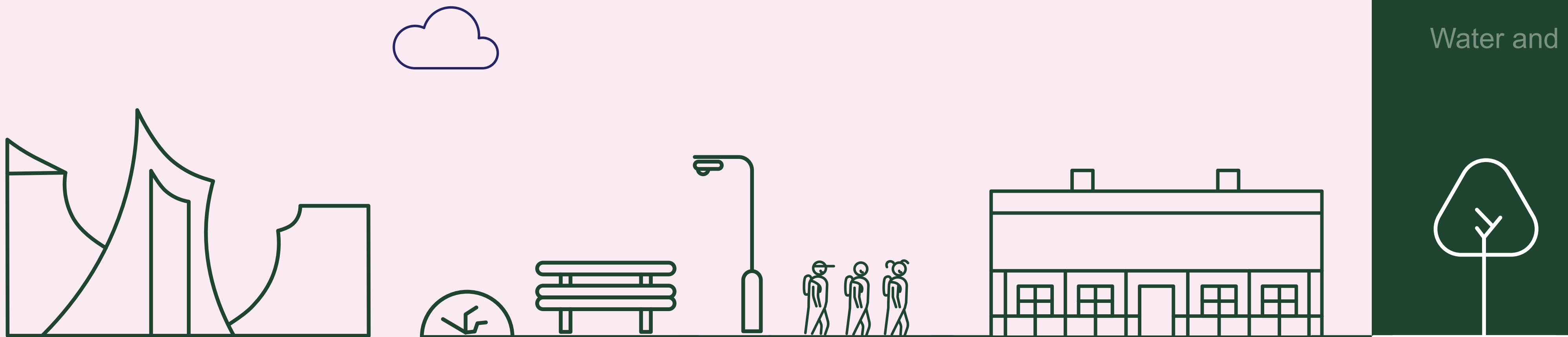
Transportation

Waste and recycling

Purchase and sharing economy

Communication og involvement

Water and energy consumption



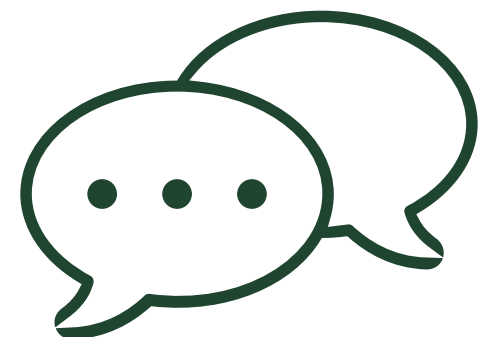


Communication og involvement – Key recommendations



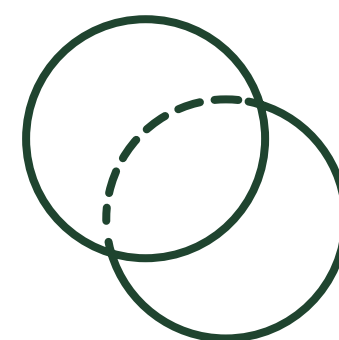
Involve employees and volunteers first

If a new sustainability initiative is to be successful, it is crucial that employees and volunteers are well prepared to support and pass it on to the guests. By involving employees and volunteers, you as an organizer will also usually achieve greater support for the initiative. A basic principle is therefore that you must always communicate internally before externally - also when it comes to sustainability.



Inspire your guests and invite to dialogue

By talking about your sustainability initiatives, you can help inspire your guests. At the same time, you can also use your event as a platform for dialogue about sustainability and thus create a channel for the guests' inputs. With the right communication and involvement, you can motivate many to try something new.



Be transparent, honest and specific

When communicating about your sustainability initiatives, be both honest and transparent. Be specific about what you do, and be careful with general terms such as 'sustainable', 'climate-friendly' and 'environmentally correct', as you risk talking too much and committing greenwashing if you do not have sufficient documentation.



Kulturmødet communicates about their journey towards becoming a greener event

Kulturmødet Mors wants to inspire others and emphasizes stories about concrete and local sustainability initiatives. Sustainable development is a process and it is important for their communication.



Kommunikationen in brief

- Kulturmødet communicates about their sustainability initiatives via social media, their newsletter and local media.
- All around the square they have A-signs and fence banners where they talk about specific sustainability measures and refer to more detailed information on their website.
- Much of their sustainability communication takes place digitally to minimize the production of materials.

Kulturmødet Mors is well on its way, but not quite at the finish line

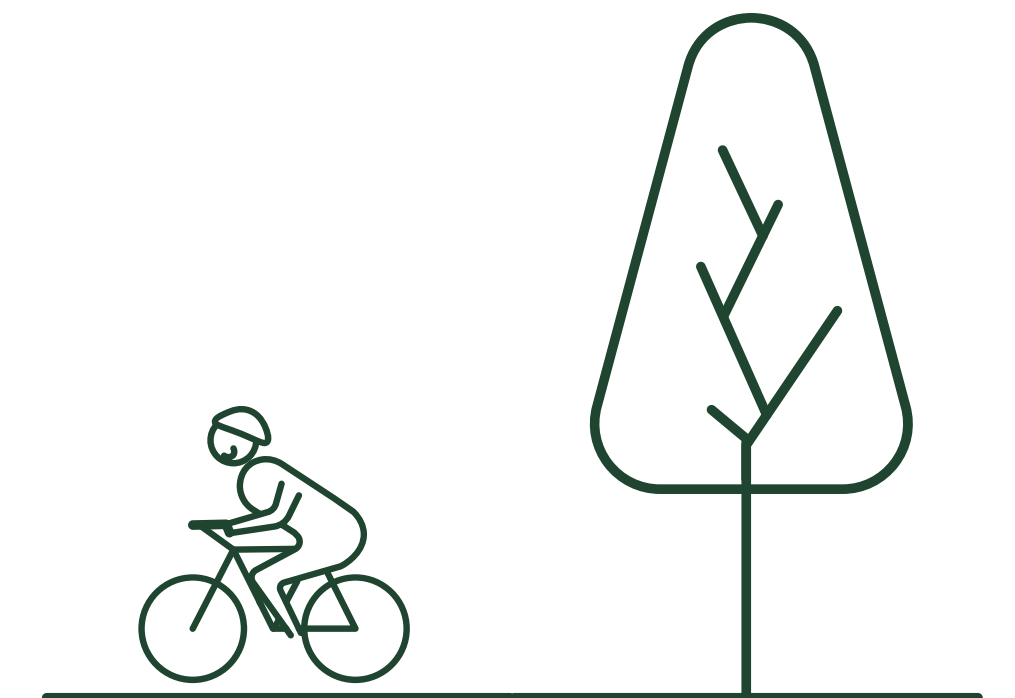
In Kulturmødet's communication, the main message is that their work to become a greener event is a movement. They therefore emphasize that their communication does not focus on numbers and promises of "100 percent" and other absolutes. Instead, they focus on softer stories about concrete initiatives, for example about their prioritization of local food, their washing station with recycling service and about their close collaboration with the local bus company. Strategically, it's about being transparent and honest and sticking to the basic narrative that they are constantly trying, but not quite there yet.

Would like to inspire and invite to dialogue

Kulturmødet Mors has chosen to communicate about their green initiatives because, among other things, they want to inspire others. Their vision is to be a society-relevant public meeting where, among other things, they bring together cultural actors from all over the country with a focus on a green future. Of course actors who are already very committed to and aware of the green agenda. In that context, it is important for them to also tap into the agenda by showing what they concretely do to contribute to the sustainable transition. The cultural meeting also encourages their more than 34,000 guests to also contribute good ideas for sustainable measures.

Get a handle on pitfalls, arguments and documentation

When communicating about sustainability initiatives, it is rarely 100 percent clear what the best solution is. For Kulturmødet Mors, it is therefore crucial to have control of their arguments and documentation for their sustainability choices, as well as to keep up-to-date on what their pitfalls are and where the potentially bad stories are hiding. In this way, they do risk management, which also makes them less vulnerable to greenwashing accusations. In general, however, they demand industry standards in the area of sustainability, which you will be able to rely on safely, as well as the possibility of being certified as a festival.



Sustainability on the agenda for the IDRÆTSMØDET conference

IDRÆTSMØDET uses their conference as a platform to put sustainability and climate on the agenda in the world of sports. With 1100 participants across the entire sports sector, they have a large reach and can help create a broad impact.

IDRÆTSMØDET conference

- Approximately 1,100 attend the conference each year. The participants come from all over the country and include, among other things, representatives from federations and associations, decision makers and experts.
- For next year's conference there are six main themes, including 'Sustainability' and 'Climate'.



Sustainability and climate as main themes

Since 2021, sustainability and climate have been a recurring agenda at the IDRÆTSMØDE Conference. Year by year, the topic has grown bigger and bigger, and in 2024 two of the six main themes will be 'Climate' and 'Sustainability' respectively. In the beginning it was mostly about sports facilities, energy and CO2 emissions, but today the agenda has become much broader and is also about values and how sports can be used as a platform to inspire others and be a contributing driving force in the green transition. Aalborg Municipality, which organizes the IDRÆTSMØDE, has a desire to promote the green agenda, and at the same time they also experience great interest in the topic from business partners.

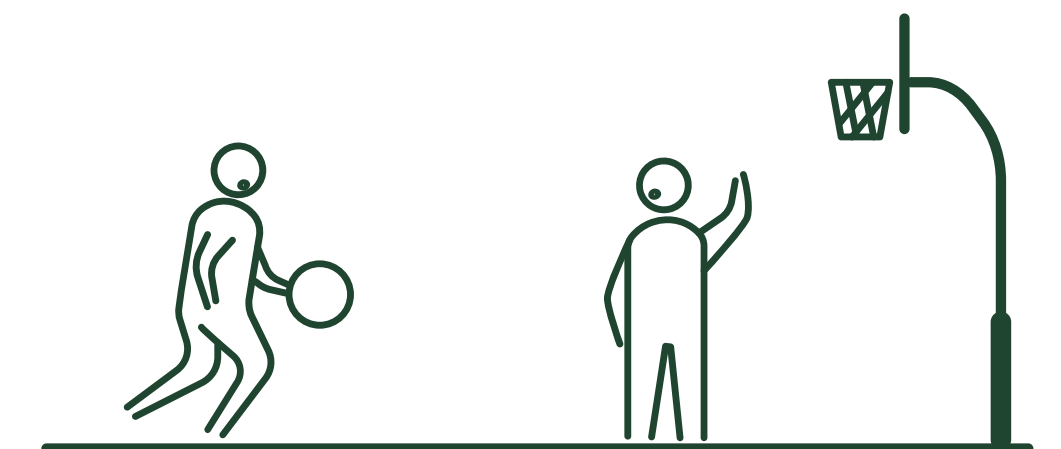
Sustainability is relevant across all debates

Although sustainability and climate are again among the main themes for next year's conference, this does not mean that there will be a definite sustainability line that the 1,100 participants can join. Instead, they have decided to incorporate the two themes across the conference, so that it is included as a natural parameter in

all the big talks about the future of sport. In this way, they hope to reach out more widely by not only talking to those who are already interested in green transition. Instead, as an event, they will help to make it a natural part of the sports mindset to consider sustainability and climate as part of sports' responsibility.

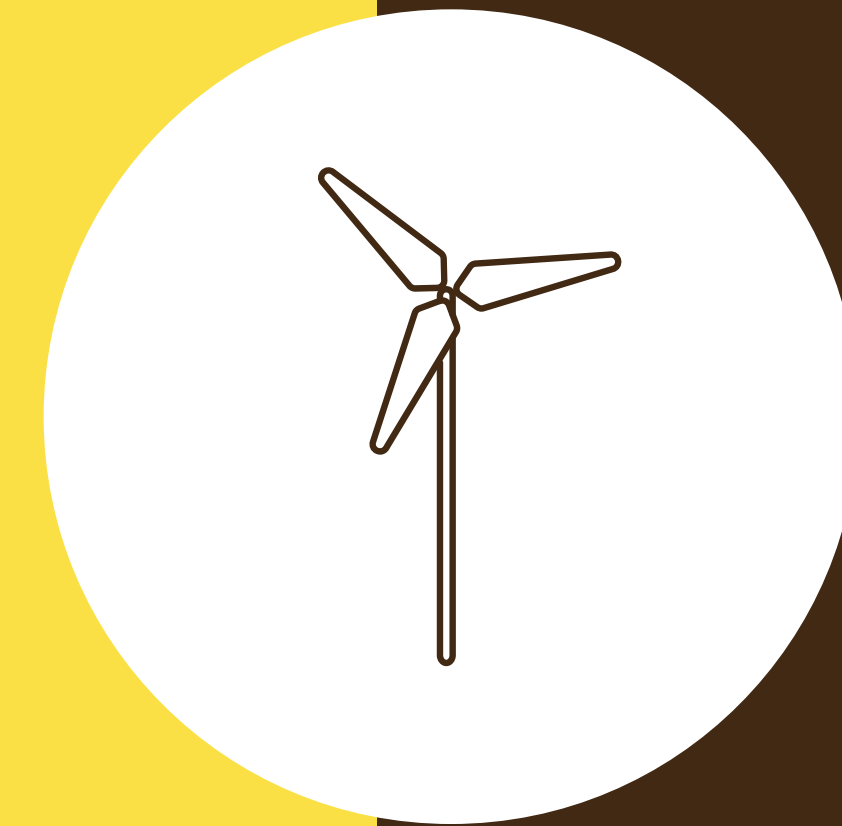
Knowledge from the conference is made available to everyone

IDRÆTSMØDET has filmed the various presentations for the conference in the past few years and put them on YouTube so that others could benefit from the many knowledge presentations. From next year, they want to take that step further and translate the conference's key findings into statements and recommendations across all six main themes. Among other things, they will map what there is consensus about, but also what divides the waters. In this way, they want to use their platform to create further impact with advice that can live on outside the event.



Water and energy consumption

For events and festivals, there is always a consumption of water and energy, which is important to take a closer look at when you want to optimize on the sustainability front.



Food and drinks

Transportation

Waste and recycling

Purchase and sharing economy

Communication og involvement

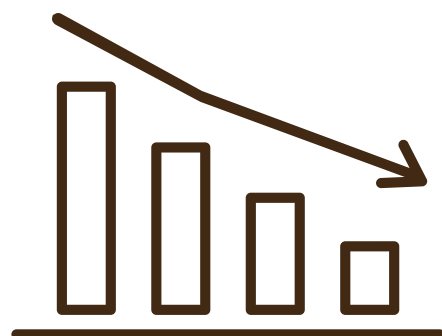
Water og energy consumption





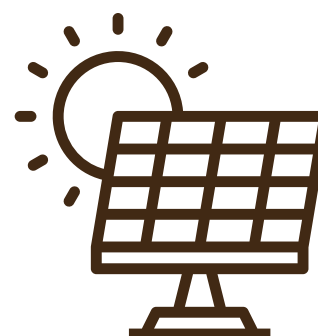
Water and energy consumption

– Key recommendations



Save on consumption

The cheapest kilowatt-hour is the one you don't use. The same applies to cubic meters of water. Therefore, choose energy efficiency and water savings where possible.



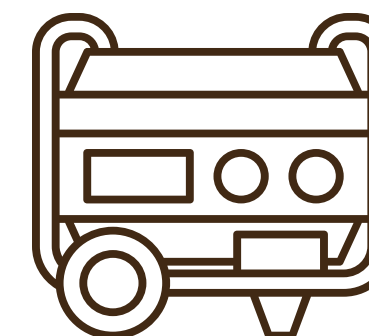
Choose renewable energy

The best thing is often to produce your own power from renewable energy sources locally or choose a venue with power from renewable energy sources (possibly via own production).



Buy certificates

It is possible to buy certificates of origin for renewable energy corresponding to your energy consumption and thus support renewable energy sources. Please note that there are both one and two leaves in the labeling scheme. Two leaves is most ambitious.



Choose batteries or main power over diesel generators

An easy and cheap way to make electricity is to use a diesel generator. There are less harmful second-generation biodiesel solutions, but it is even better to connect to the mains or use a battery solution.

Alive Festival works purposefully with their energy consumption

Alive Festival has obtained data on their energy consumption and is now working to increase the proportion of renewable energy. They have also introduced various measures to minimize energy consumption.

The festival's energy initiatives

- Measurements and data collection have given the festival insights into how energy consumption can be optimised.
- They have chosen an electric product with two blades, i.e. they are covered by green electricity through certificates, and climate measures are implemented which compensate for their consumption.
- Thanks to a local sponsorship, the festival's internal transport takes place with electric cars and vans.

The first step was mapping energy consumption

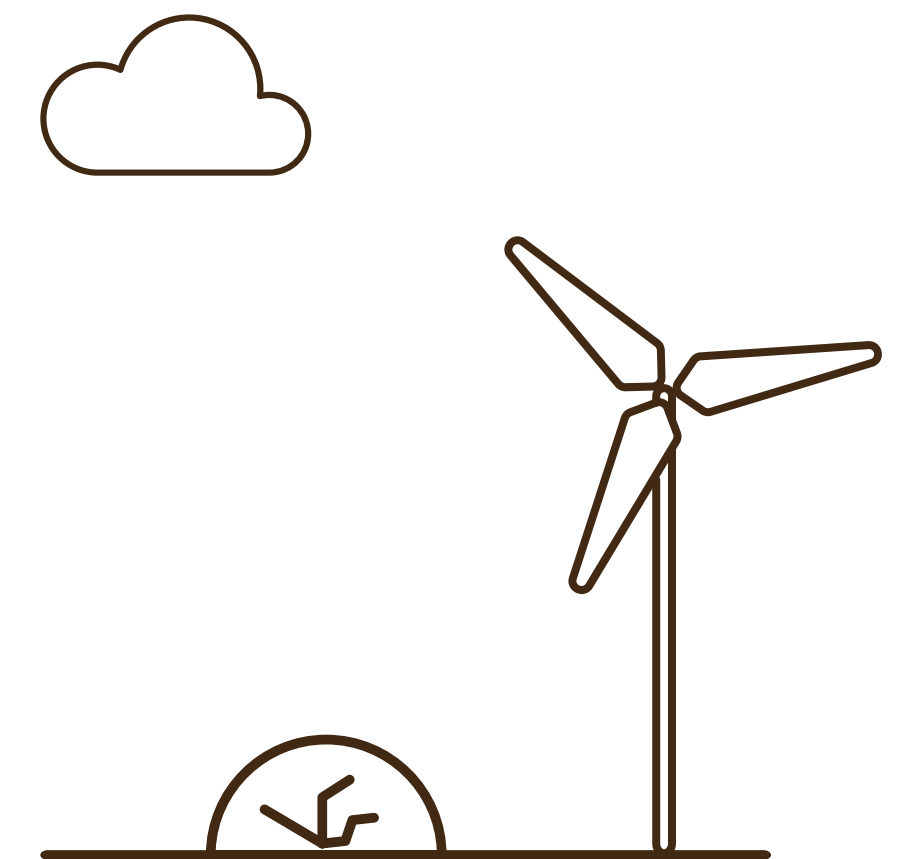
In collaboration with a local consultant, Alive Festival in Thy has this year measured how much electricity they use when making the festival. In this way, they have obtained a baseline for their consumption and at the same time obtained data on how much different elements, e.g. a food stall or a beer cart, actually use. The consultant has also helped them on their way by pointing out the first concrete measures that they have already introduced from this year.

Covered by green electricity and driving in electric cars

One of the most important initiatives that Alive Festival has introduced is that they have changed electricity company and chosen an electrical product with two blades. This means that their electricity consumption is based 100 percent on renewable energy sources, as the energy company buys certificates corresponding to their entire electricity consumption. In addition, climate measures are being made, which means that the emission of CO2 and other greenhouse gases is compensated corresponding to the energy used by the festival. At the same time, they have also collaborated with a local company, which has chosen to sponsor electric vans and an electric car for the festival's internal transport.

A laboratory for green ideas

The festival is now actively working on how they can make electricity consumption visible to the guests and in that way create a shared awareness of electricity consumption and what can be done to reduce it. At next year's festival, they hope that guests will have the opportunity to live-track how much power is used during the festival via their app as part of a larger campaign. Going forward, Alive Festival wants to continue to try new things and would like to be a laboratory for green ideas. With their 4,200 guests and volunteers, they have a size that makes it an obvious platform to test new green solutions before they are scaled up on a large scale. At the same time, they want to delve deeper into the collected data to learn more about behavior and what other initiatives they should try next year.



Innovative battery trailer creates new opportunities for event actors

The cultural department in Aalborg Municipality has developed a new battery trailer, which enables local actors to get emission-free power for their events. It means goodbye to diesel generators and creates the opportunity for new types of experiences.

Battery trailer facts

- On a sunny day, the solar cells can charge 4.5 kilowatts per hour
- The battery trailer has a capacity of 80 kilowatt-hours
- Can cover a concert or a smaller one-day festival
- Developed in a collaboration between Energy Cluster Denmark, Aalborg University and the Cultural Administration in Aalborg Municipality



Claus Rene Pedersen

Green innovative partnership

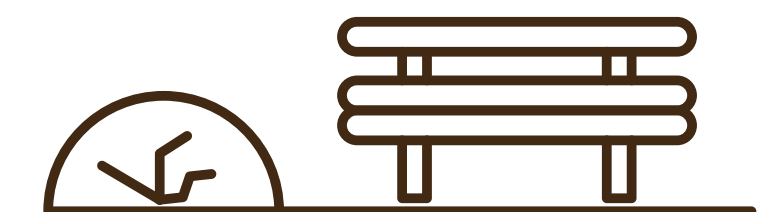
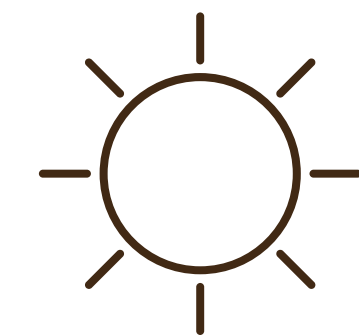
The Cultural Administration in Aalborg Municipality has taken an exciting step towards a future with more renewable energy by developing a battery trailer that local actors can borrow for events. After searching the market for greener and more flexible alternatives to diesel generators, they found that there was no product on the market that they needed. The Culture Administration therefore contacted Energy Cluster Denmark and Aalborg University, and now the three parties have jointly developed the new and innovative battery trailer.

Solar-powered concerts and events

The battery trailer is built in an ordinary box trailer, which is externally covered with nine solar panels. The batteries inside the trailer have a capacity of 80 kilowatt-hours, which can be expected to cover the power consumption for, for example, a concert or a small one-day festival. The trailer is equipped with an intelligent control system, which makes it possible to monitor consumption, measure how much CO₂ you save compared to a diesel generator and ensure optimal charging. If, for example, the event takes place on a gray day, the trailer can also be charged on the regular electricity grid. Individually, the elements are not innovative, but the coupling of batteries, control system and solar cells together in a flexible and transportable trailer solution still has great potential.

New equipment allows for new experiences

The trailer is easy to operate and can be transported by an ordinary passenger car, ideally an electric car, which makes it easier to move concerts and other events to places where there is no electricity. It gives the opportunity to create new types of experiences in nature, for example in the forest or on the beach, but it is also a big advantage if you have, for example, pop-up events or a caravan that moves from town to town. The trailer is also particularly suitable for, for example, acoustic concerts and lectures, as it is quiet in contrast to a diesel generator. With the trailer, the cultural administration wants to make it easy to be a green cultural actor, and the hope is that in the long term the battery trailer can be versioned in both scaled-up and scaled-down form, so that there will be no more diesel generators for events in Aalborg.



Have you considered...?

As a festival and event, it is important to approach the work with sustainability strategically in order to prioritize resources in the best possible way and to create the greatest possible impact. In the strategic work, you can start from the six main areas on which the guide is built, or you can define exactly the areas that make the most sense for you to work with.

In addition to the specific sustainability measures you can implement to make the festival or event itself greener, please also consider what wider legacy you want to create - how can the event contribute to the local environment and leave a positive mark on the world?

Where should it be turned up?

Go through the lists on the following pages and find out for each area how far you are and which buttons you can still turn on as the next step in your sustainability efforts.





Food and drinks

– Have you considered...?

DIALOGUE WITH LOCAL ACTORS

Are there shops/cafes in the city that get extra visits due to your event? Do you have a dialogue with them, and can you encourage them/influence what they offer during your event/festival? Can you make demands or encourage more sustainable dishes, less food waste, etc.?

ECOLOGY

Do you offer food and drink with a focus on ecology? Do you or your suppliers have the Organic Food Label?

PLANT-BASED FOOD IN LOCAL SEASON

What proportion of your food is plant-based? How can you increase the amount of food that is locally produced and in season, as well as delicious vegetarian/vegan options?

CONTRACT WITH FOOD SUPPLIERS

Can you make demands in the contract or otherwise encourage your food suppliers to offer more sustainable food experiences? For example requirements for vegetarian/vegan options, organic percentage, local production, food waste etc.

WATER

Do you sell bottled water? Can you maintain earnings by switching to another solution? Have you considered selling tap water instead? If bottled water is required, check packaging, transport and where the water comes from.

FOOD WASTE

Do you focus on minimizing food waste? Can to-go solutions be made that minimize food waste? Have you considered whether you can donate or sell surplus food to relevant business partners?

PACKAGING AND SERVICE

How can you minimize the amount of packaging and service? How can you phase out disposable service or ensure that packaging and service can be easily reused?



Transportation

– Have you considered...?

DELIVERY

How are your goods transported to your area and who takes care of it? Is it possible to collect the deliveries more, so that instead of many small orders, you make a few large ones? How much is delivered by truck and can other delivery methods (e.g. electric bicycle or electric car) be an option?

SUPPLIER CONTRACTS

Do you have requirements in your transport contracts that minimize the use of fossil fuels? Can you add it to your contracts or otherwise encourage suppliers to use greener transport?

LOCAL SUPPLIERS

Do you use local suppliers? How can you optimize supplier selection so that transport distances are minimised?

STORAGE

Do you have storage space for storage, so you can buy larger ones and avoid a lot of transport?

INTERNAL TRANSPORT

How do you fill up during the event/festival? Do small carts drive around the site with food/drinks, toilet paper, cleaning etc.? Can that transport be minimized or made greener?

GUEST TRANSPORT TO AND FROM THE VENUE

How do the guests arrive? How can you make it easier and more attractive for guests to choose public transport, carpooling, electric cars, walking or cycling?

GUEST TRANSPORT DURING THE EVENT

Do you offer transport to guests at your location? Do the guests walk around? Is it an idea with bicycles? Scooter? Can it provide new opportunities for experiences?



Waste and recycling

– Have you considered...?

WASTE MINIMIZATION

How can you reduce the amount of waste produced in connection with your event? Can some types of waste be completely avoided, for example by rethinking the setup?

DIRECT RECYCLING AND UPCYCLING

How can you ensure that as many materials and things as possible are passed on so that others can benefit from them? Through both direct reuse and upcycling, your things can get a new life instead of being thrown away.

What opportunities are there for recycling in your municipality?

RECYCLING

How much of your waste do you estimate is recycled? How can you reduce the amount of residual waste and increase the amount of waste that is recycled?

Do you have any local partners or entrepreneurs who can possibly recycle your materials?
Can you use some of your waste types for different projects?

GARBAGE SORTING

How many fractions do you sort into? Does it make sense to increase the number of factions?

Do guests have access to sorting waste? If so, is it easy and do the guests do it?

Are any stand tenants/stalls able to sort waste? How can you optimize your waste sorting?

Do you have the option of re-sorting some of your waste types so that you get cleaner fractions?

MAPPING OF WASTE TYPES AND QUANTITIES

What types of waste do you have? Do you know the amount of your waste for each fraction (volume or weight)?

THE WASTE CYCLE

How do you dispose of your waste? Do you know what happens to your waste when you dispose of it? Do you have good contact with your business partners in the waste management area? Do they give you all the information you need?

Pay special attention to the fact that the hazardous types of waste such as PVC, batteries, spray cans etc. are handled correctly.



Purchase and sharing economy – Have you considered...?

MAPPING THE BASELINE

What items do you typically buy? What do you rent and borrow? And what do you do yourself?

ENVIRONMENTAL LABELS AND CERTIFICATIONS

Are you looking for eco-labels? Which ones? How can you use environmental labels and certifications to a greater extent in your purchases (policy)?

RECYCLABLE PRODUCTS

Do you focus on choosing recyclable products and packaging? How can you increase the proportion of products that can be recycled?

CIRCULAR PURCHASING, RECYCLING AND AFTERLIFE

How can you increase the proportion of products that are recycled and can subsequently be used again by yourself or others?

MINIMIZING WASTE

Are there products where you often experience a waste? What can you do to minimize waste or let others benefit from your surplus goods?

LOAN, RENT AND COOPERATION

Have you considered whether you can rent or borrow from other similar events in the local area? Are there any obvious business partners where you can help each other with surplus goods, transport, joint investments and the like?

CLEANING

Do you use environmentally friendly (Svanemærket, Ecolabel) cleaning products? How can you do more gentle and resource-saving cleaning?

LOCAL SUPPLIERS

Do you choose local suppliers? How can your event help to leave an extra positive impression in the local area?



Communication and involvement

– Have you considered...?

GREENHUSHING VS. GREENWASHING

Tell us about your green initiatives? Is your communication about sustainability concrete, well-documented, balanced and transparent? (Greenhushing is when you fail to communicate about your sustainability initiatives)

TARGET GROUP'S EXPECTATIONS FOR SUSTAINABILITY COMMUNICATION

Who are your guests and what do they expect of sustainability at your event? What is 'need to have' and what is 'nice to have' when it comes to sustainability communication? Can you communicate about your green measures where the guest sees/experiences/encounters it?

RECYCLING OF COMMUNICATION MATERIALS

What can you do to reuse more of your communication materials, e.g. signs and banners, year after year?

DIGITALIZATION OF PRINTED MATTER

Can you minimize your resource consumption by digitizing printed matter to a greater extent, e.g. programmes, tickets and the like?

INSPIRATION AND INVOLVEMENT OF THE GUESTS

How can you help inspire your guests to act more sustainably? Both during the festival itself, but also at home in everyday life. And how can you get input and ideas from the guests for the development of new green measures?

INVOLVEMENT OF VOLUNTEERS AND EMPLOYEES

Do you involve volunteers and employees in the development of green measures? Through involvement, you can create broad ownership of the initiatives and create new sustainability ambassadors.

GREEN COMMUNICATION AS PART OF THE EXPERIENCE

Have you considered green communication as part of the experience? Eg jump or cycle your beer cold, low power for the music, etc.



Water and energy consumption – Have you considered...?

MAPPING OF ENERGY CONSUMPTION

How much energy do you use? Where and for what do you use energy? A more accurate mapping makes it easier to prioritize which new initiatives you may need to implement. can introduce.

GREEN ELECTRICITY

How much of your electricity comes from renewable energy sources such as solar and wind? Have you considered buying certificates of origin for renewable energy through your energy company? Are there local opportunities for alternative solutions and more green energy? (Surplus heat from cold store, local wind turbine, cooling of drinks in port etc). Can the guests be activated in creating the energy?

PHASE-OUT OF DIESEL GENERATORS AND FOSSIL FUELS

Do you have the opportunity to replace diesel generators with less harmful second-generation biodiesel solutions, connect to the mains or use a battery solution?

MAPPING OF WATER CONSUMPTION

How much water do you use? Where and for what do you use water? A more accurate mapping makes it easier to prioritize which new initiatives you may need to implement. can introduce.

WATER-SAVING MEASURES

Is it possible to make water-saving measures? Small flush in toilets? Water-saving installations on taps? Do you have the opportunity to collect and use rainwater?

WATER DRAINAGE FROM THE SITE

Do you have water drainage from the site where the festival/event takes place?

Do you want to know more?

Contact the Center for Green Transition, Aalborg Municipality for questions about the project or the publication. Mail: baeredygtighed@aalborg.dk

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