

Festa de São Pedro – Mobilidade Sustentável

Câmara de Lobos - Portugal

Short description

The initiative involves creating a circular transport system designed to connect car parks, event venues, and leisure areas, offering a sustainable alternative to individual transport. A circular route with defined schedules and strategic stops will facilitate efficient mobility within the municipality. Key elements include comprehensive outreach to communicate schedules and benefits, fostering awareness and adoption of sustainable transportation options. The initiative aims to reduce traffic congestion, minimize pollutant emissions, and lower noise levels, contributing to improved air quality and a better user experience. Enhanced accessibility is a priority, particularly for people with reduced mobility, the elderly, and families with children, fostering inclusivity in local events.



Industry/Sector

- Mobility & Transport
- Culture & Creative industries

Parties of LGD/Participating parties

- Rodoeste and SONAE

Scope of LGD

- Reduction of pollutant emissions as it aims to minimize the emission of carbon dioxide and monoxide, contributing to better air quality and reducing the ecological footprint of the event.

- Reduction of noise and visual pollution, since the reduction in the number of vehicles in circulation and parked on public roads will provide a more pleasant environment for event participants.
- Greater safety for participants, so that, with the limitation of vehicle circulation on the streets, the risk of accidents is significantly reduced, promoting a safer environment for everyone.
- Valuing sustainable mobility, so that by reducing the space occupied by vehicles, more areas dedicated to pedestrians and cyclists can be created, encouraging healthier and more sustainable means of travel.

Concrete measures/commitments

The LGD "Festa de São Pedro – Mobilidade Sustentável" contributes to:

- "Madeira Destination Sustainability Action Plan 2022-2030" - target: creating a circular transport system for use at events in the municipality and promoting the use of public transport. It reinforces the commitment to promote low-carbon and sustainable mobility;
- "Action Plan for the ARM's Municipal Waste Strategy (PAERU)" - target: reduction of emissions associated with waste transport and logistics. minimise environmental impacts, which includes more efficient transport and urban planning practices;
- "Sustainable Energy and Climate Action Plan - Autonomous Region of Madeira (PAESC-RAM)" - target: Transport Decarbonisation actions, such as the modal shift to collective transport, reducing greenhouse gas (GHG) emissions and promoting sustainable alternatives for transport, contributing to the goals of reducing fossil fuel consumption;
- "Câmara de Lobos Sustainable Energy and Climate Action Plan (PAESC-Câmara de Lobos)" - target: modal shift to public transport, encouragement of soft modes such as walking, and promoting sustainable mobility solutions that reduce dependence on private transport.

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Local Green Deal – Festival de Arte Urbana - GIRATÓRIO

Câmara de Lobos - Portugal

Short description

GIRATÓRIO emerges as an innovative festival that celebrates art, sustainability and creativity, but which, at the same time, contributes to educating the population about environmental issues and promoting collaboration between the various associations involved in creating the projects. With a defined sectoral focus on the cultural and creative industries, the festival values areas such as visual arts, design, music, performance and artistic installation, using these means to stimulate the local creative economy and foster sustainable practices. This connection with environmental sustainability is evidenced by the commitment to exclusively use recycled and reusable materials, promoting the circular economy as an alternative to waste and minimizing the event's ecological footprint. Inspired by the Festas de São Pedro, which transform public spaces into true open-air galleries, GIRATÓRIO expands this tradition by exploring new artistic possibilities that combine aesthetic expression and environmental awareness. The festival thus transcends its role as a cultural event by becoming a laboratory for sustainable innovation, challenging artists and associations to create impactful works that communicate messages about environmental preservation, collective responsibility and the need to rethink consumption. In this way, the Giratório Festival positions itself as a catalyst for the integration of cultural creativity and sustainability, driving social and environmental transformation in the creative industries sector. Therefore, it is worth highlighting that the “Local Green Deal Festival de Arte Urbana - Giratório” reflects each partner's commitment to sustainability, adapting to their specific visions and areas of activity.



Industry/Sector

- Culture & creative industries

Parties of LGD/Participating parties

- Casa do Povo de Câmara de Lobos; Centro Social e Paroquial da Encarnação; Lobos Country House - Rural and Cultural Tourism, Lda.; Centro de Apoio a Crianças e Jovens de Câmara de Lobos (CACJ-CL); Universidade da Madeira; Câmara de Lobos Viva; Centro de Atividades e Capacitação para a Inclusão (CACI) de Câmara de Lobos; Centro Social e Paroquial de Santa Cecília; Associação Teatro Metaphora; Casa São José - Centro Social e Paroquial do Carmo

Scope of LGD

The LGD aims to achieve the use of 100% recyclable materials through the partnership of all Associations and Institutions involved in the creation of artistic installations, in order to:

- Minimize Environmental Impact: reduce waste production, consumption of natural resources and greenhouse gas emissions, contributing to the mitigation of climate change;
- Promote the Circular Economy: encourage the reuse and repurposing of materials, encouraging the creation of a longer life cycle for products and reducing dependence on finite resources;
- Raising awareness among the population: raising awareness among the public about the importance of sustainability and the circular economy, inspiring the adoption of more sustainable practices in everyday life;
- Innovate in Art: challenge associations to explore new creative possibilities, using recycled materials as raw materials to create unique and impactful works of art."

Concrete measures/commitments

- The Local Green Deal 'Festival de Arte Urbana - Giratório' is linked to the commitment of Madeira Destination Sustainability Action Plan 2022-2030 to make cultural events more sustainable by minimising carbon emissions and promoting recyclable materials. It also connects to cultural and social management, encouraging community participation in sustainable practices and highlighting sustainability as a central element in culture and the arts.
- The Local Green Deal 'Festival de Arte Urbana - Giratório' directly addresses the role of events in raising awareness and responsible waste management, as described in the Action Plan for the ARM's Municipal Waste Strategy (PAERU).

It complements initiatives to foster a circular economy and reduce environmental impact by integrating recycling and reuse solutions.

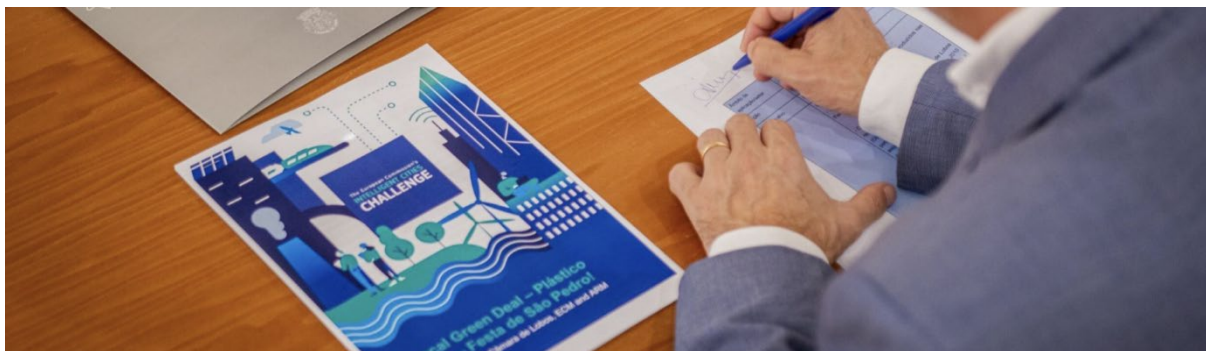
- The Local Green Deal 'Urban Art Festival - Giratório' supports the promotion of cultural and artistic events with a focus on sustainability, linked to the promotion of circular economy practices linked to the Sustainable Energy and Climate Action Plan - Autonomous Region of Madeira (PAESC-RAM). It contributes to community involvement and raising awareness of sustainable practices, in line with Research, Innovation and Competitiveness actions, such as the promotion of ecological technologies and solutions.
- The Local Green Deal 'Urban Art Festival - Giratório' promotes sustainable events, with requirements for energy efficiency, waste reduction and the use of renewable energies. It is in line with Câmara de Lobos Sustainable Energy and Climate Action Plan (PAESC-Câmara de Lobos), which aims to decarbonise cultural and sporting events.

Plástico Zero - Festa de São Pedro

Câmara de Lobos - Portugal

Short description

The Local Green Deal “Zero Plastic – Festa de São Pedro” marks a new chapter in the history of the event, consolidating it as a benchmark in sustainability. The commitment to eliminating disposable plastic and adopting personalized reusable cups, the “Eco-cups”, reveals a commitment to preserving the environment and promoting conscious consumption practices. This initiative, in addition to significantly reducing the environmental impact, values local crafts and boosts the circular economy, making the Festa de São Pedro an even more attractive event and in line with global trends.



Industry/Sector

- Culture & creative industries

Parties of LGD/Participating parties

- Empresa de Cervejas da Madeira (ECM);
- ARM – Águas e Resíduos da Madeira, SA

Scope of LGD

- Growing awareness of the environmental crisis has led many public entities, such as municipalities, to promote sustainable events and take responsibility for contributing to the preservation of the environment. One of the most urgent focuses is the reduction of the use of disposable plastic in events organized by these entities. The "Zero Plastic" policy implemented in municipal events reflects the commitment of municipalities to sustainability and raises awareness

among citizens about more environmentally friendly practices. This measure not only reduces the immediate negative environmental impact by reducing waste production, but it also serves as an educational example and encourages the adoption of responsible behavior.

- The “Zero Plastic – Festa de São Pedro” initiative, supported by the municipality of Câmara de Lobos, contributes to consolidating a conscious and environmentally responsible event model, assuming a leadership position in sustainability. For the municipality, this local green deal not only reduces the plastic waste generated at the event, but also inspires the community and other entities to adopt ecological habits. In addition, the initiative reinforces its impact by exploring opportunities to leverage regional and national political support, such as the organization of a national conference on sustainability in cultural events, with the participation of government and municipal representatives, to present the results of the agreement as a replicable model. It also highlights the possibility of sending detailed impact reports to the authorities, promoting recognition of the agreement as an exemplary policy.
- At the same time, the involvement of local businesses and establishments strengthens the circular economy, promoting a greener and more competitive market that benefits the environment and society as a whole. The holding of annual stakeholder forums and the creation of a digital platform for sharing experiences between partners, such as ECM and ARM, are important steps to foster innovation and overcome implementation challenges. In addition, partner companies are encouraged to increase their ambition: ECM, for example, could expand the production of reusable cups for other events and explore compostable materials, while ARM could develop mobile recycling and cup-washing stations for larger-scale events.
- The “Zero Plastic – Festa de São Pedro” Local Green Deal is also aligned with ECM’s (Empresa de Cervejas da Madeira) sustainability vision by promoting responsible business practices that reinforce the company’s commitment to the circular economy and environmental awareness. The production of personalized reusable cups eliminates the need for disposable cups, significantly reducing plastic waste and greenhouse gas emissions associated with the plastic life cycle. In addition, this initiative creates opportunities to highlight the ECM brand as a reference in sustainable practices, contributing to educating the public on the importance of reuse and recycling, in line with Sustainable Development Goals (SDGs) 12 (Responsible Consumption and Production) and 17 (Partnerships for the Goals). The personalization of the cups, through design competitions, also reinforces ECM’s commitment to creativity and innovation, directly involving the community in the joint effort towards sustainability.
- For ARM – Águas e Resíduos da Madeira, the Local Green Deal is in line with its vision of efficient environmental management and resource conservation.

The provision of a water supply network at the event ensures that cups can be reused hygienically, promoting the use of sustainable alternatives and contributing to the reduction of disposable plastics. This approach not only reduces environmental pollution and dependence on disposable materials, but also raises awareness among participants of the importance of responsible management of water resources. The initiative also reinforces ARM's role as a promoter of sustainable solutions in the region, aligning itself with SDGs 6 (Clean Water and Sanitation), 12 and 13 (Climate Action), and consolidating its position as a leader in innovative environmental practices.

Concrete measures/commitments

- Madeira Destination Sustainability Action Plan 2022-2030 - The Local Green Deal 'Plástico Zero - Festa de São Pedro' relates to waste management, including targets for reducing disposable waste and encouraging circular economy practices (action 4.6_22 of the plan).
- It is in line with the commitment to change individual and collective behaviour to promote the circular economy and reduce the use of single-use plastics (Commitment 2).
- Action Plan for the ARM's Municipal Waste Strategy (PAERU) - The Local Green Deal 'Plástico Zero - Festa de São Pedro' directly aligns with PAERU's goals to reduce waste production and increase recycling, especially in the context of events and festivities. Banning or reducing the use of single-use plastics reflects prevention measures described in the plan, such as promoting sustainable practices and raising public awareness (see Selective Collection targets and single-use plastics management in the PAERU).
- Sustainable Energy and Climate Action Plan - Autonomous Region of Madeira (PAESC-RAM) - The Local Green Deal 'Plástico Zero - Festa de São Pedro' is related to the Decarbonisation axis (D-3), which promotes the transition to a low-carbon circular economy, including waste reduction and the recovery of reusable materials.
- Câmara de Lobos Sustainable Energy and Climate Action Plan (PAESC-Câmara de Lobos) - The Local Green Deal 'Plástico Zero - Festa de São Pedro', this agreement promotes a circular economy by reducing the use of single-use plastics, in line with action D-2.1 of PAESC, which seeks to boost circular business models and prevent the production of waste.
- Action D-2.2: Reuse and selective collection of waste
- It helps to improve material recovery circuits, consolidating selective collection networks to increase recycling rates.