

GOOD PRACTICES OUTSIDE THE INTERREG EUROPE 2021-2027

MINEV PROJECT PARTNERSHIP

Prof. Dr Ramūnas Povilanskas
Sustainable Development Agency

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- ❖ Following the initiative taken by the same coordinating team like at the 2LIFES project of the Interreg Europe 2014-2020 program ...
- ❖ ... to transgress the project partnership in search of good practices relevant to the project's theme
- ❖ Hence, the objective of our study – to investigate and scrutinize good practices of waste minimization in big events worldwide
- ❖ The Sustainable Development Agency (Klaipeda) accomplished this study by investigating eight good practices (3 – EU, 5 – non-EU)
- ❖ The events attracted from 0.1 to 4 Mio attendees
- ❖ Two of the good practices are unrelated to one-off short-term festivals, nevertheless, they are worth-presenting

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Choreographing Crowds and Zero-alcohol Policy at the NYE Celebration in Times Square, NY, USA

The NYE Celebration in Times Square, NY, USA attracts 1 Mio attendees to watch the ball drop the flagpole



The NYE celebration in Times Square is one of the most iconic events worldwide but with long hours of waiting

Choreographing Crowds and Zero-alcohol Policy at the NYE Celebration in Times Square, NY, USA

- ❖ Effective crowd segmentation and choreographing the flow of attendees help control movement, reduce littering, and make waste collection more accessible, manageable, and efficient
- ❖ Detailed crowd movement and segmentation prevent congestion and eventual stampedes besides facilitating easier waste collection
- ❖ Enforcing strict alcohol-banning policies significantly reduces littering related to beverage containers and associated litter
- ❖ Implementing surveillance and monitoring systems is a necessity to manage such huge crowds and identify waste hotspots for targeted cleanup efforts
- ❖ Good collaboration between the organizers and the NYPD

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No Street Vendors, NYE Celebration, Sydney, AUS



Sydney is the first world's mega-city to greet the New Year with fireworks.
Hence the hype and crowds.

1 to 2 million people celebrate NYE in Sydney Harbour, Australia.
A protracted show with concerts and many bars open both around the Circular Quay and on water.



No Street Vendors, NYE Celebration, Sydney, AUS

- ❖ The success of the waste management policy lies first of all in the fact that there are no street vendors on the Circular Quay and other places of the waterfront where crowds gather to observe the firework show
- ❖ Three vantage points located much further from the Circular Quay are leased for food vendors by the City of Sydney Municipality
- ❖ Only producers, who celebrate and showcase diverse and sustainable food practices and the best produce from across NSW are invited to operate at Sydney New Year's Eve vantage points
- ❖ They are also responsible for their food and beverage packaging waste collection and dispatching

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Expensive Deposit, Glastonbury Festival, UK

It is one of the most popular world's music festivals
Over 0.2 Mio attendees



Five days of music and
celebrations at tens of
venues

Expensive Deposit, Glastonbury Festival, UK

- ❖ The Glastonbury Festival of contemporary performing arts is one of the UK's most significant cultural events
- ❖ The organizers of the festival introduced a substantial deposit price of £2 for disposable plastic pint beer cups to encourage attendees to return used cups
- ❖ In 2016, the organizers designed 200,000 reusable pint beer cups made from Sheffield stainless steel
- ❖ Festival-goers pay a £5 deposit when they buy their first pint of beer for a steel holder to use it throughout the event
- ❖ At the end of the festival, the £5 deposit is refunded after returning the cup or donated to charity if the cup is kept as a souvenir

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Camping Gear as a Deposit, Hurricane Festival, GER



It is one of the most popular Germany's music festivals
Over 0.1 Mio attendees



Four days of music and celebrations on the Eichenring, a speedway race track near Hamburg
Attended by young people who bring their camping equipment

Camping Gear as a Deposit, Hurricane Festival, GER

- ❖ A significant portion of waste includes abandoned tents, chairs, sleeping bags, and other camping gear, which are challenging to manage as waste.
- ❖ The festival staff weighs visitors' camping gear upon entry, a deposit is collected based on this weight, and a portion of the deposit is returned based on the weight of the waste the visitor removes from the festival grounds
- ❖ The visitors can then dump their camping gear and other trash in the large containers conveniently placed outside the festival grounds
- ❖ This method engages young visitors in waste management, facilitating responsibility and environmental awareness

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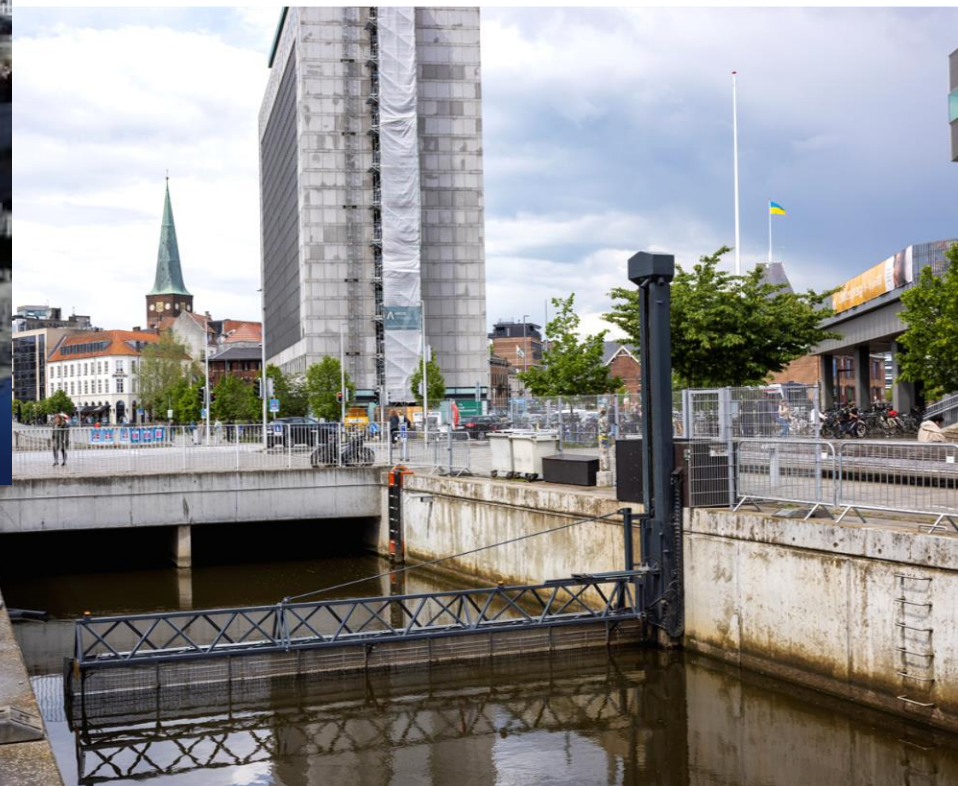
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Robot SeaProtectorOne at the Aarhus River Mouth, DEN

Åboulevarden (the River Boulevard) is a vibrant leisure waterfront of the Aarhus River in the centre of Aarhus, the second-largest city of Denmark



A one-kilometre stretch is known for its vibrant nightlife and frequent mass events, attracting locals and tourists

Robot SeaProtectorOne at the Aarhus River Mouth, DEN

- ❖ In 2022, an innovation company, *AS A11 In On Green*, offered the Aarhus Municipality to install a robotic arm called SeaProtectorOne for collecting waste from the Aarhus River mouth
- ❖ SeaProtectorOne is a modular system. Using a mechanical arm with a filter unit, it captures waste in the water and transports it safely to a container on land
- ❖ SeaProtectorOne has collected over 100,000 pieces of waste from the city's river mouth in just 20 months
- ❖ The commitment of *AS A11 In On Green* to sustainability and ingenuity and its innovative approach to waste management was appraised by a prestigious The Innovation in Politics award for 2024

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Technologies at *l'Armada de Rouen* Maritime Festival, FRA



Created in 1989, the Armada de Rouen, with the finest tall sailing ships from all over the world, is the world's largest maritime festival

Organised every four to five years, in 2023, the Armada hosted 45 sailing ships, 5,000 sailors and six million visitors on the waterfront of the Seine River in Rouen



Technologies at 1'Armada de Rouen Maritime Festival, FRA

- ❖ The waste collection company employed a GPS-based technology *Télémaque* for real-time tracking of waste collection
- ❖ This system allowed municipal authorities and waste management companies to monitor the exact locations and movements of the trucks and suggest the most efficient routes which is essential during the festival hosting several millions of attendees
- ❖ The sanitation company installed smart waste containers fitting them with sensors capable of monitoring fill levels
- ❖ Integrating the Internet of Things technology allowed seamless communication between sensors and the central monitoring system
- ❖ Advanced data analytics and AI algorithms processed data collected by GPS systems and intelligent sensors

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Circular economy strategy at Montreux Jazz Festival, SUI

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Circular economy strategy at Montreux Jazz Festival, SUI

- ❖ Nearly 250,000 spectators come to the festival every year
- ❖ It is known as the second-largest jazz festival in the world after the Canada's Montreal International Jazz Festival
- ❖ The festival has introduced a charter for catering stands and vendors to ban single-use plastic and promote local products
- ❖ Each stand must use only returnable and reusable cups
- ❖ The festival organizers installed an on-site waste collection centre for sorting ten types of waste and recycling PET, aluminium, glass, paper, cardboard, scrap metal and wood
- ❖ A team of more than 80 people, the Green Team, works around the clock to ensure that the site is clean and that waste is sorted
- ❖ Certificate of sustainable event management awarded by the Green Events Switzerland organization

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Volunteering in Liverpool as the European Capital of Culture 2008, ENG

In 2008, Liverpool, England, was a
European Capital of Culture
500+ cultural events of various scale



Liverpool is considered one of
the most successful European
Capitals of Culture due to
active community involvement

Volunteering in Liverpool as the European Capital of Culture 2008, ENG

- ❖ In 2008, the city saw 9.7m visitors, an increase of 34%, and generated £753.8m for the economy through art installations and exhibitions, cultural celebrations, and public festivities
- ❖ Engaging all stakeholders, including local businesses, environmental NGOs, waste management companies, and community groups in waste management efforts enabled Liverpool to mitigate the challenges and maintain a clean and environmentally friendly environment throughout the festivities
- ❖ Recruiting and training volunteers to assist with waste management and public education, fostering a sense of community involvement and environmental responsibility was critical for the success of waste management throughout a year-long series of 500+ events

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Conclusions

- ❖ In the world, waste management during and after major events is indeed a huge environmental and social problem
- ❖ Therefore, the MINEV project is very relevant, especially when implementing new solutions to reduce the extreme amounts of plastic waste generated during the large-scale events
- ❖ It is necessary to take advantage of the project's opportunity and prepare and implement effective and successful action plans
- ❖ They could open opportunities for further EU support to sustainable solutions for these, most often internalized, costs
- ❖ Technological innovation is critical. **BUT!!!**
- ❖ **Environmental education and volunteers are the key to success!**

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**Thank you
for your
attention!**