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MINEV

# Artisti in Piazza - PENNABILLI

ARTISTI in PIAZZA

FESTIVAL INTERNAZIONALE DI ARTI PERFORMATIVE

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25 July 2024 | Klaipėda



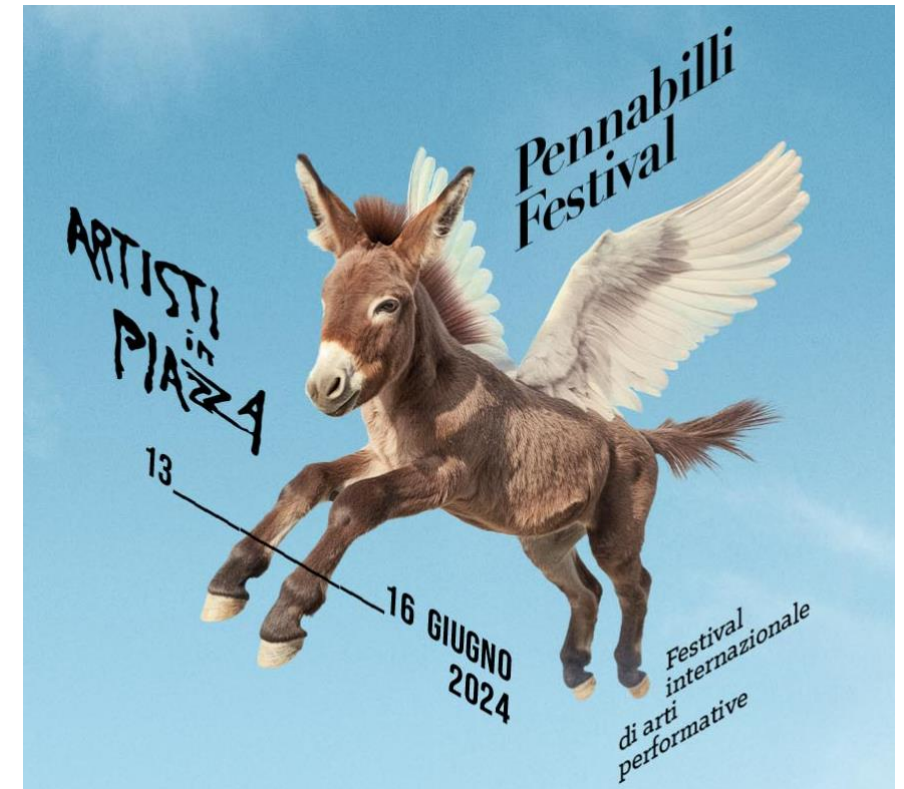
# What is Artisti in Piazza - PENNABILLI

The Artisti in Piazza festival is curated by the **Ultimo Punto Association** and was born in 1997.

There are many shows in the historic centre: theatre, music of all kinds, juggling, magic, nouveau cirque, dance and workshop activities attract a large audience of adults and children.

On the occasion of the **twenty-eighth edition** of Artisti in Piazza, the international performing arts festival will welcome artists from all over the world who will perform in Pennabilli for the Artisti in Piazza Festival, with **50 international companies** and **350 performances**, theatre, dance and music performances.

More of **25.000 people** per year.





# ARTISTI in PIAZZA

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# The territory



An initiative based on the combination of performing arts and sharing in the historical centre of **Pennabilli**, in the Rimini area. The festival takes place in June for a long weekend.



# Background description

## Objective, targets and expectations

Starting from the 23rd edition (2019) the **Go Green** working group has been active, born from the collaboration with the **Naturalistic Museum of Pennabilli**: the objective is to monitor, activate, discuss and promote collective and individual actions that are sustainable and increasingly closer to respecting the environment and the planet, to raise awareness among the public and the local community about the sustainability of the festival.







Go  Green!

ARTISTI in PIAZZA

# Challenges Management, waste reduction, environmental education

## GOALS 2024

- Increase in **separate** collection points
- Request for material **without packaging** for gadgets
- To avoid abandoning cigarette butts we have created **pocket ashtrays**
- This year we built **150 ashtrays** available to the public from waste material and we collected 3.3 kg of butts.
- We developed a pilot project using **6 compost toilets**, to create a resource from solid toilet waste.
- Reduction of program **printouts** allowing the public to use the (interactive) app.

## GOALS 2025

- Introduction of **washable tableware** for the staff canteen and food trucks available to the public.
- **Shuttle** for the public Bologna-Pennabilli.
- Increase the number of compost toilets from **6 to 10**.
- Planning for the years 2025 - 2030 to build an **energy community** to be able to produce the necessary energy directly in the area of Pennabilli.

# Implementation of the good practice

## Timescale

The Artisti in Piazza festival is curated by the Ultimo Punto Association and **was born in 1997**. The festival takes place in June and lasts four days.



## Resources

### ECONOMIC RESOURCES:

- Public funds **36.4%**
- Sponsors **2.3%**
- Own funds **11.9%**
- Ticket Revenue **49.5%**

### HUMAN RESOURCES:

- n. **352 people** actively working on the festival
- n. **65 volunteers** (of which 20 eco-volunteers)



# Evidences of success

- **LED lighting** stages equipment, to reduce energy consumption and emissions.
- Use of an energy mix predominantly from **renewable sources** for the festival's electricity supply.
- Promotion of **car sharing**, organized hitchhiking, and carpooling to reduce emissions from means of transport, first with a blackboard where you can exchange notes, now with a Telegram chat to ask or offer lifts ([https://t.me /aipcarsharing22](https://t.me/aipcarsharing22)).
- Use of **incentives to reward the green soul**: those who reach the festival by bike not only have a free tent space but also a free cold beer upon arrival.
- Use of **two electric cars** which allows to reduce emissions deriving from the shuttle service for artists.
- Provision of **pedal-assisted bicycles for the staff** (collaboration with Bike Park). In this way the festival avoids the use of cars or scooters.

# Evidences of success

- Strengthening of the **road ecological islands** created specifically for the days of the Festival in collaboration with the services utility: construction of 40 new wooden bins for separate waste collection, increase of 16,000 liters in the collection capacity equal to 3,000 kg of waste with a view to reusing them for many years to come, thus reducing construction costs.
- Provision of **bag kits to campers** to separate waste.
- Availability of **20 Eco volunteers** who, in case of need or doubt, provide information on how to dispose of waste and more.
- **90,000 bottles** avoided being thrown into the waste because the festival bars do not sell bottled water and due to the presence of water dispensers in the festival bars
- Investment in a **new pilot project**: a compost toilet in collaboration with RUGOLO through which campers' liquid and solid waste will be collected with Compost toilets.

# Evidences of success

- Ample space is dedicated to **artistic arts and crafts** that, among the various activities, is dedicated to ecology and the recovery of recyclable materials such as cans, iron, paper and glass which, thanks to the hands of a creative mind, can start a second life.
- Building **games with recycled materials**: these activities not only reduce waste but help children understand the value of the environment and develop a sustainable mentality.
- Co-creation of a collective work of art entirely composed of **plant material collected** on site, during the ArS RuRaliS workshop.
- Use of **waste materials to construct works of art**, giving them functionality and form.



# Transferability of the good practice

## Potential of Learning

The initiative to build **artwork or toys by waste materials** contains considerable potential for learning and transferability to other contexts.

To **reduce CO2 emissions** this year we used 2 electric cars for the artists' shuttle, furthermore the staff had 3 electric bicycles at their disposal so as not to use scooters.



**Time for  
questions**



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# Thank you!

*The project MINEV is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.*

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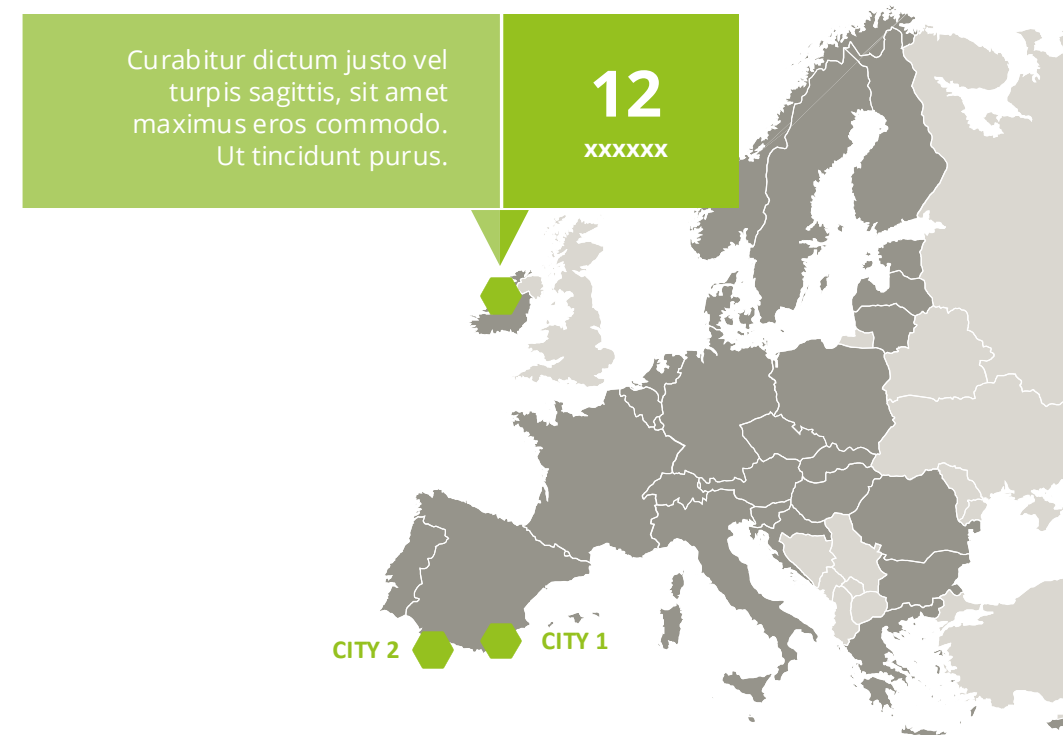


# Simple slide with text

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TOTAL  
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