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# CRINALI Bologna

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# What is CRINALI

Crinali Bologna was born in **2017** to bring together the territorial valorisation and the pleasure of hiking with culture and art. This initiative is strongly focused on the theme of **environmental sustainability** and **accessibility**.

The events are **organized by the Unione di Comuni dell'Appennino Bolognese** and taking care not to have an impact on the environment and accessible locations have been chosen for the entertainment venues, providing clear information on the promotional material.





# The **territory** - area



# Background description

## Objective, targets and expectations

Attention to the territory is at the heart of the festival, so that it can be a cultural vehicle not only for those who come to discover the area at events, but also for those who live the Apennines on a daily basis, with its difficulties, contradictions and wonders.

- ▶ It promotes slow and local **tourism**
- ▶ Teaches how to respect and listen to the **environment**
- ▶ Pays attention to **involving the territory** and its inhabitants in the initiatives



# The main concert



# Challenges

## Problem Addressed

High number of **cars** to reach places



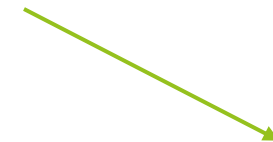
**Volunteers** not only from the festival



Artists who come from distant places and have to travel by **car** or **plane**



Environmental **impact** of **transport**



## Developing the solution

Creation of a **carsharing** group to reduce the number of cars

Creation of a communication **network**

**Synergy with other projects** to reduce the number of artist trips (one artist trip is leveraged for multiple concerts)

**Reduction** the number of **cars** used for moving instrumentation

Creation of **meeting points** for beneficiaries, pointing them to the best environmental choice when choosing means of transportation

# Implementation of the good practice

## Timescale

Crinali Bologna was born in 2017 and each year a different theme is explored, one that is able to relate to contemporary issues.



## Human and financial resources

Mainly realised thanks to **public contributions** for about **85%**. The remaining financial resources come from **sponsors** and **ticket sales**.

The organisation and realisation of the festival is managed by a **project manager (supported by the municipalities)** who entrusts the artistic part to a number of artistic directors.

The festival also relies on the support of **volunteers**, which is very difficult to quantify since they are involved in various territorial activities and not only in Crinali.

Promotion is mainly online and in the 2024 edition the print run has been **reduced to 1/3**, again on **recycled paper**. Existing websites for the reduction of environmental impact are greatly exploited, especially the websites of the participating municipalities, the Metropolitan City of Bologna and the **social networks** of these public administrations.



# Evidences of success

- As a small gesture respecting nature, a special section has been created on their website in which Crinali invites you to **digitize** the ticket and keep it on your phone to always carry it with you; not to abandon waste, avoid making noise, stay on the paths, not disturb wild animals and leave plants intact.
- For the attention to the environment, **noise pollution** is evidently reduced since the artists do not use amplifiers, microphones and adapters.
- The use of rechargeable amplifier speakers means that **unplugged concerts** can still be an enjoyable experience.
- The role of artists is testimonial of **green behavior** since they represents an excellent proof of how the transport of musical instruments does not necessarily require the use of vans or large cars that contribute to pollute the environment.
- The possibility of using **shuttle bus service** at a cost of **€3** stimulates the use of public transport instead of the private car: **1/3** of the participants of Crinali 2024 did not choose to use the car.

# Evidences of success

- Possession of **mandatory** and optional requirements to comply with the **green label**.
- Presence of **bins** to separate waste during the hikes is witness to a strong focus on compostable.
- Provision of **ashtrays** at various points along the route.
- Encouragement to bring **own cutlery** and containers to avoid disposable items.
- The hiking guide also acts as an **environmental educator** and monitors the group not to create waste during the journey.
- The **accessibility** to the events is aimed at being sustainable because the artists are encouraged to organize dates near the events, to avoid the use of flights or to reduce many hours in the car anyway.

# Transferability of the good practice

## Potential of Learning

The initiative to reduce noise pollution in Crinali contains considerable potential for learning and transferability to other contexts. Events involving large gatherings of people represent an appropriate moment to raise public awareness towards behaviors aligned with environmental sustainability, with particular regard to **sustainable music production**.

The strong point of Crinali is that it organizes **several concerts with important national and international artists within a historical and naturalistic park**. In this context, important measures are implemented to be able to maintain on a large scale what Crinali promotes for the other scheduled events.



# Time for questions



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# Thank you!

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