



MINEV

## **ROBOT Festival**

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# Waste minimisation at the designing stage of ROBOT Festival

#### Objective, targets and expectations

**#1** Good practices to reduce the environmental impact of the festival

- reduce energy consumption
- **minimise** plastic use
- lower CO2 emissions

# Waste minimisation at the designing stage of ROBOT Festival

#### Objective, targets and expectations

#2 Inform & activate the audience

- inform the audience
- **train** the staff
- involve other partners and sponsors

# Waste minimisation at the designing stage of ROBOT Festival

#### Objective, targets and expectations

#3 Work together with regional and local administration and other partners to

- manage the whole cycle of waste collection and disposal, so that it is effectively observed
- monitoring and assessing the environmental impact of our festival

## Sustainability and inclusion

- Dedicated team, coordinated by a Sustainability/Inclusivity Manager
- The team is present in each venue to support both staff and audience
- Designed chill out zones in each venue
- Logistics & Production
- Diversity, Equity, Inclusion and Accessibility, involving organisations representing people with disabilities, the deaf, children and families, women and LGBTQIA+ people, etc.



## **Reducing consumption**

- **Recycled** venue set-up materials
- **Low production** of printed promo materials: events are promoted online, in particular through social media and the online ticket platform DICE
- Conscious use of digital media
- Reusable or compostable cups
- Automatic and free-to-use water dispensers in all venues



#### **Waste management**

- Promote and manage festival waste management, both audience and bar/production
- More recycling points
- Monitoring & support (Sustainability Team)



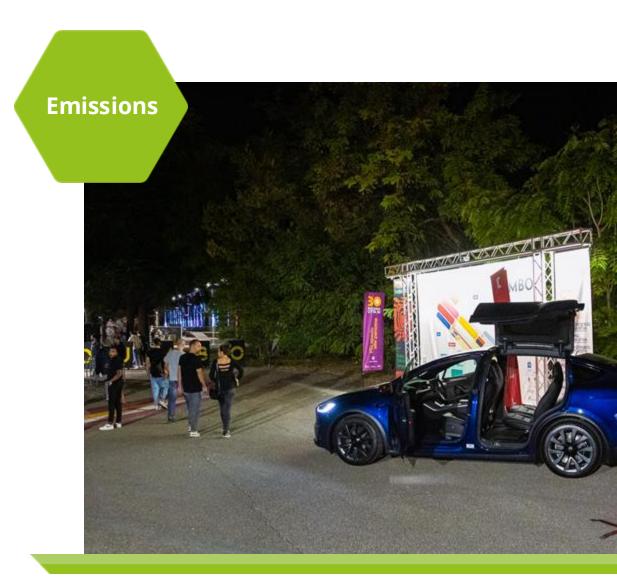
- Monitoring waste disposal becomes difficult later at night
- We do not have the ability to control the final stage of waste disposal



## **Sustainable mobility**

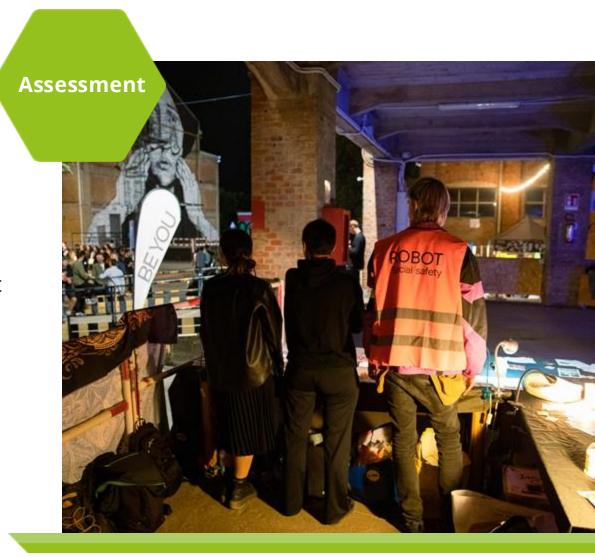
- Promoting the use of **public transports**
- Partnerships for **car and bike sharing** services
- **Electric vehicles** for the driver team and logistics





## **Measure the impact**

 The economic resources: public funding makes it possible to support some aspects of the organisation of the ROBOT festival but **not all**, including the aspect of **monitoring the environmental impact of the festival**, which is more expensive



## Implementation of the good practice

#### **Timescale**

Started in 2008, ROBOT festival has now reached its **15th edition**.

The festival usually takes place between the end of September and the first weeks of October. This year's edition will be on Sep 27th and Oct 10—13th.

This is **the third year of implementation** of our sustainability project.

Shape organizes also another music festival: GEMINI, which will reach in Spring 2025 its third edition.

# Human and financial resources

- Sustainability manager
- Sustainability team (around 10 people)
- To be raised: around 4k to cover the final stage of waste disposal
- To be defined: budget to cover the monitoring of the impact of the festival
- One professional to monitor the festival impact

## Network

#### Cross-sectoral and or cross-institutional cooperation

- Città Metropolitana di Bologna > a new path between the festival and the local government to jointly develop a new sustainable framework
- Legambiente > EcoActions certification (2022 and 2023), which guarantees the event's low environmental impact
- KeepOn Live > live music sector association
- Anffas & L'Altro Spazio > accessibility and disabilities
- Bologna Welcome > incoming
- Tesla, RideMovi (e-bike sharing) and Corrente (e-car sharing), Bologna Welcome and Italo and Trenitalia (trains)

## Cross-sectoral and or cross-institutional cooperation

#### Città Metropolitana di Bologna

A new path between festival and the local governance

# CITTÀ METROPOLITANA DI BOLOGNA

#### Legambiente

EcoActions certification (2022 and 2023), which guarantees the event's low environmental impact





# l'Altre: spazi

#### L'Altro Spazio

Accessibility and disabilities

#### **Anffas**

Accessibility and disabilities



Live music sector association

#### **Bologna Welcome**

Bologna Welcome

Incoming + Trains (Italo & Trenitalia)

#### Tesla

E-car partner



TESLA



Ridemovi E-bike sharing

Corrente

E-car sharing

#### **Evidences** of success

#### Results achieved

#### In 2023:

- 100 reusable cups sold (- 50% compared to 2022 > customisation VS sustainable)
- We replaced plastic cups with compostable ones >>>
  + 18k compostable cups sold
- - 90% single-use plastic
- + 165L of free water (+ 50% compared to 2022) > free water = more water = harm reduction!
- No printed tickets (only onsite > rarely used)



#### **Lessons** learnt

#### **Challenges**

- Improving waste management in its whole cycle
- Research and assessment for the environment impact of our festival
- Implementing network and partnerships in logistics, travel and accommodation
- Reduce the environmental impact of the festival

#### **Enabling actions**

- Strengthen the network of local and EU partners who can help better build the festival environment
- Discussion and consultation tables with institutions
- Support from regional and local administrations
- Identify public funding specifically dedicated to develop actions of waste minimization
- Attracting and networking with private funders sensitive to the issue

Cultural festivals speak to people, and they do so through their programming, the environment they set up for the experience of their audiences, and the various moments of formal and informal exchange and reflection that can be created for those who attend. Therefore, we are convinced that we can have a big impact toward audiences, artists, and insiders to develop an environmental sustainability approach that can be recognized and amplified by each individual experience.

We therefore believe **it is essential to build a network of relationships and partners** who will walk with us and help us work at our best by monitoring our actions more closely.

# 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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