

**Interreg
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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

Problems & solutions

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.

One festival,
many
venues



Problems & solutions

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

Consumption



Problems & solutions

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

Consider the entire chain



Problems & solutions

Sustainable mobility

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



Emissions



Problems & solutions

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

Assessment



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



Legambiente

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



Bologna Welcome

Incoming + Trains (Italo & Trenitalia)



Tesla

E-car partner



**l'Altro
spazi**

L'Altro Spazio

Accessibility and disabilities



Anffas

Accessibility and disabilities



KeepOn Live

Live music sector association



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!

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