

## Good Practice

### Artisti in Piazza – Pennabilli: sustainability with Go Green

1. Author contact information	
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Your organisation	
<b>Country:</b>	<i>Italy</i>
<b>Region:</b>	<i>Emilia-Romagna</i>
<b>City:</b>	<i>Bologna</i>
<b>Organisation name:</b>	<i>Metropolitan City of Bologna</i>

2. Organisation in charge of the good practice	
<b>Is your organisation the main institution in charge of this good practice?</b>	<i>No</i>

In case 'no' is selected, the two following sections appear:

<b>Location of the organisation in charge:</b>	<i>Country</i>	<i>Italy</i>
	<i>Region</i>	<i>Emilia-Romagna</i>
	<i>City</i>	<i>Bologna</i>
<b>Main institution in charge:</b>	<i>Bologna-Modena Tourist Territory</i>	

<b>Are you involved in an Interreg Europe project?</b>	<i>Yes</i>
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In case 'yes' is selected, the following section appears:

<b>Please select the project acronym:</b>	<i>MINEV</i>
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3. Good practice general information		
<b>Thematic objective of the practice:</b>	<i>In case the good practice is <b>not</b> part of an Interreg Europe project, selection of one of the 6 specific objectives</i>	
<b>Thematic subtopics of the practice:</b>	<i>In case the good practice is <b>not</b> part of an Interreg Europe project, selection of one of the 24 subtopics</i>	
<b>Geographical scope of the practice:</b>	<i>Small town</i>	
<b>Location of the practice</b>	<i>Country</i>	<i>Italy</i>
	<i>Region</i>	<i>Emilia-Romagna</i>
	<i>City</i>	<i>Rimini</i>

Practice image:





**Title of practice:**

*Artisti in Piazza – Pennabilli: sustainability with Go Green*



#### 4. Good practice detailed information

<p><b>Short summary of the practice:</b></p>	<p><i>Go Green and waste management during Artisti in Piazza, an international performing arts festival held in Pennabilli, Rimini. Promotion to waste prevention and sustainability management.</i></p>
<p><b>Detailed information on the practice:</b></p>	<p><i>The Artisti in Piazza festival is curated by the Ultimo Punto Association and was founded in 1997. In the setting of the historic center of Pennabilli, nestled in the Marecchia Valley, the festival takes place over a long weekend in June and welcomes more than 50 international companies and 350 theater, dance and music performances, for a total of about 20,000 people including staff and paying audience members.</i></p> <p><i>Starting in 2019, the Go Green working group was born from the collaboration with the Pennabilli Natural History Museum: its goal is to monitor, activate, discuss, and promote collective and individual sustainable actions that respect the environment and the planet in order to raise awareness of the festival's sustainability among the public and the local community. The Go Green team consists of 5 full-time workers and about 15 eco-volunteers who provide information on how to dispose of waste when needed, keep spaces clean, and manage points of interest for information on proper waste management.</i></p> <p><i>Go Green has been working closely with the local waste management agency for years on appropriate separation. In 2023, 100 roadside dumpsters divided into 19 ecological islands were placed, and at these, about 40 self-managed stations made of recycled materials were created. The waste is then centralized by eco-volunteers and collected daily by the waste management company at 4 am. Expansion of ecological islands by the municipality with 5 locations with organic and undifferentiated collection dumpster.</i></p> <p><i>Already as of 2016, reusable cups have been introduced, and in addition to being plastic free, as of 2019 the festival is providing campers with bag kits so that waste will not be dispersed.</i></p> <p><i>Children's toys are created by recovering recyclable materials such as cans, iron, paper and glass. The children themselves do this, so they understand the value of the environment and develop a sustainable mindset.</i></p> <p><i>The festival is also committed to reducing consumption, not only because there are many stages with LED lights and a mix of mostly renewable energy is used, but also because it plans to build an energy community for the years 2025-2030.</i></p> <p><i>Car sharing policies are pursued, offering a free tent space and a free cold beer to those who reach the festival by bicycle.</i></p> <p><i>Two electric cars are provided to reduce the emissions of the shuttle service for artists.</i></p>
<p><b>Resources needed:</b></p>	<p><b>ECONOMIC RESOURCES:</b></p> <p><i>The Go Green team maintains and manages relations with the local waste management authority and the City of Pennabilli, which increases services each year for the festival. By incurring a cost of about € 2,000 they benefit from an additional full service with the rental and installation of 100 street dumpsters that are emptied once a day. They also have a compactor for paper and plastic for more efficient transportation. The economic resources for running this service come from their own funds (11.9% of the festival's total resources).</i></p> <p><b>HUMAN RESOURCES:</b></p> <p><i>n. 5 people from the Go Green Team (in total 352 people are actively working at the festival)</i></p> <p><i>n. 15 eco-volunteers</i></p>
<p><b>Timescale (start/end date):</b></p>	<p><i>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.</i></p> <p><i>The total hours of volunteer work are 110 during the 4-day festival, the total hours of paid work are about 200 hours over 2 months (festival set-up, holding and dismantling).</i></p>

<p><b>Evidence of success (results achieved):</b></p>	<ul style="list-style-type: none"> <li>• 26,200 kg of waste generated in 2023 (17,190 kg undifferentiated, 5,680 kg glass, 2,790 kg paper and 600 kg plastic) - 25,015 kg of waste generated in 2022 (16,500 kg undifferentiated, 5,740 kg glass, 1,210 kg paper, 665 kg plastic and 600 kg compostable) - 13,200 kg of waste generated in 2019 (10,760 kg undifferentiated, 1,000 kg glass, 690 kg paper, 500 kg plastic and 250 kg compostable). Data for 2020 and 2021 are not available because due to Covid-19 the festival was not held in classical form but in the form of small diffuse events.</li> <li>• Strengthening of the 19 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.</li> <li>• 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</li> <li>• Investment in a new pilot project: 6 compost toilets in cooperation with RUGOLO through which liquid and solid waste from campers will be collected for reuse.</li> </ul>
<p><b>Challenges encountered (optional):</b></p>	<p><b>RESULTS 2024</b></p> <p>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.</p> <p><b>GOALS 2025</b> MANAGEMENT, WASTE REDUCTION, ENVIRONMENTAL EDUCATION Introduction of washable tableware for the staff canteen and food trucks available to the public. Shuttle for the public Bologna-Pennabilli with stops in between. Increase the number of compost toilets from 6 to 10.</p>
<p><b>Potential for learning or transfer:</b></p>	<p>This initiative has a high potential for transferability. The creation of an internal staff group working on issues of circular economy and care for the environment is capable of raising awareness of respect for the environment in cultural contexts. The GoGreen model can be used to build a national and international network of festivals committed to promoting reuse models and reducing waste, through the exchange of ideas and actions. It is clear how collaboration with local authorities and dialogue with the public administration can help implement services for waste awareness.</p>
<p><b>Further information:</b></p>	<p>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.</p>
<p><b>Keywords related to your practice</b></p>	<p>Sustainability, Mobility, Culture, Sharing, Ecology, Waste</p>

\*Please attach 3 pictures that describe your practice. Do not insert them into this document but send them as separate files, please.

<p><b>1. Additional info (only for MINEV project purposes)</b></p> <p><i>This is simply to have some additional information and material for compiling the collection of good practices.</i></p>	
<p><b>Testimonial:</b></p>	<p>Vanessa Piscaglia</p>
<p><b>Person who gave the testimony:</b></p>	<p>Alex (camper) - Thanks for the recycling kit, I always forget it, great idea! Deyse (public) - how beautiful and functional are the ecological islands of the festival! I would also like them in the musical event in my town in the Pesaro Urbino hinterland.</p>



*Maurizio (utility operator) - the waste separation works, the town is clean and makes my work easier.*

*Tete (artist) - I have been coming to the festival since 2006, I was impressed by the improvements from the initiatives to reduce the use of plastic and waste management.*

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