

Good Practice “Sustainability Team of ROBOT Festival”

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

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

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

Location of the organisation in charge:	<i>Country</i>	<i>Italy</i>
	<i>Region</i>	<i>Emilia-Romagna</i>
	<i>City</i>	<i>Bologna</i>
Main institution in charge:	<i>Associazione Culturale Shape APS</i>	

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

Please select the project acronym:	<i>MINEV</i>
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3. Good practice general information	
<i>If you are submitting a good practice as part of an Interreg Europe project, the thematic objective and sub-topic are chosen for you.</i>	
<i>If you are not part of an Interreg Europe project, please remember to choose the most relevant thematic objective and sub-topic for your good practice.</i>	
Thematic objective of the practice:	
Thematic subtopics of the practice:	
Geographical scope of the practice:	<i>Regional</i>

Location of the practice	Country	<i>Italy</i>
	Region	<i>Emilia-Romagna</i>
	City	<i>Bologna</i>

Practice image:

The image is a composite of two photographs. The top photograph shows several translucent plastic glasses with the word 'ROBOT' printed vertically on them, some stacked. The bottom photograph shows a recycling station with four bins: 'ORGANICO' (black), 'PLASTICA' (yellow), 'CA. CARTONE' (blue), and 'MISTO' (grey). Above the bins is a sign with four columns: 'UMIDO' (Wet), 'PLASTICA' (Plastic), 'CARTA' (Paper), and 'MISTO' (Mixed). The sign includes instructions: 'QUI BICCHERI SOLO IN MATERIE PLASTICHE' (Here glasses only in plastic materials) and 'NO BICCHERI SOLO BOTTIGLLETTE' (No glasses, only bottles). The HERA logo and 'Raccolta Indifferenziata' (Separate collection) are also visible on the bins.



<p>Title of practice:</p>	<p>Sustainability Team of ROBOT Festival</p>

<p>4. Good practice detailed information</p>	
<p>Short summary of the practice:</p>	<p>ROBOT is an electronic music and digital art festival that takes place every year in the city of Bologna. Special emphasis is placed on the actions aimed at limiting the environmental impact of the event and creating a safe and welcoming environment for everyone, thanks to the work of a sustainability team.</p>
<p>Detailed information on the practice:</p>	<p>ROBOT festival is organised by Shape Associazione Culturale APS that has been promoting electronic music and digital arts for over twenty years Shape is committed to identifying and adopting best practices to progressively reduce the environmental impact of its events. The festival obtained the EcoActions certificate from Legambiente, which guarantees the low environmental impact of an event and represents the first step on the path towards sustainability.</p> <p>Over the past two years, as part of the ROBOT Festival, Shape has undertaken a multi-year journey to identify, adopt and disseminate to the public and staff the best practices of environmental sustainability, in line with national guidelines. To this end, a sustainability team has been set up to work continuously to ensure higher standards and to spread the importance of the message during the ROBOT Festival. The team is coordinated by a Sustainability Manager and is involved in all areas of the festival, from behind-the-scenes production and logistics to direct contact with the audience, reception and administration. The team consists of seven staff members plus around 100 volunteers who receive special training each year. Each member is easily recognisable by a personalised waistcoat.</p> <p>Waste management during the event is careful and tailored to the location of the performance. Communication is visual and direct, and objects are pasted on top of each basket for greater understanding.</p> <p>Particular attention is paid to the use of reusable hard plastic (PP) cups or, alternatively, compostable cups. In addition, water vending machines are available for free use during events.</p> <p>ROBOT festival also recycles venue set-up materials and limits the production of printed promotional material, preferring a conscious use of digital channels, and tickets will only be in digital format.</p> <p>Finally, the festival promotes sustainable mobility through public transport or car and bike sharing services, activating conventions (partnerships with Bologna Welcome, Corrente, RideMovi and Tesla) and discounts for the public.</p>
<p>Resources needed:</p>	<p>The economic resources for the realisation of the ROBOT Festival derive from public funding (30%) and can also count on the support of the Emilia-Romagna Region and the Municipality of Bologna through a multi-year agreement that selects and supports a number of organisations in Bologna and its surroundings.</p>

	<p><i>The funding supports some aspects of the organisation of the ROBOT festival but not all, including the aspect of monitoring the environmental impact of the festival, which has higher costs.</i></p> <p><i>Human resources for organising and managing the sustainability actions implemented by the festival are provided by the Sustainability Team (with a sustainability manager) and the Social Security Team (one staff member and about 10 volunteers).</i></p> <p><i>In addition to staff members, volunteers also work in the various departments of the festival. Each edition sees the participation of around 100 volunteers (each with his or her own task), after appropriate training by the team, but wider participation is desirable to achieve better results.</i></p>
<p>Timescale (start/end date):</p>	<p><i>Started in 2008, ROBOT festival has now reached its 15th edition. The sustainability team was born in 2022.</i></p> <p><i>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, Oct 10—13th.</i></p>
<p>Evidence of success (results achieved):</p>	<ul style="list-style-type: none"> • <i>In 2022 and 2023, the Festival received Legambiente's EcoActions certification, which guarantees the event's low environmental impact.</i> • <i>Reduced use of printed paper, online promotion through social media, and the DICE online ticket platform, which has provided a green alternative to printed tickets since 2014.</i> • <i>Controlled recycling collection is in place at all venues where the festival takes place: about 30 bins in the main venue (paper, plastic, undifferentiated and organic).</i> • <i>Free water point for each location, present in the hall with distribution of more than 165 liters of water in 2023 (+50% from 2022)</i> • <i>Low investment in green signage, it is reused every year.</i> • <i>7 Sustainability and Safety Team members in 2023 (3 people in 2022) with volunteers</i> • <i>Ongoing training of the sustainability team by the sustainability manager before and during the festival</i>
<p>Challenges encountered:</p>	<p><i>A higher level of awareness from the public is needed in order to enhance the efficiency of waste sorting and avoid mistakes in garbage disposal. This aspect is only partly overcome thanks to the Sustainability Team always willing to help and provide detailed informations.</i></p> <p><i>It is necessary to have a better dialogue with institutions and the territorial service company to perform precise monitoring of the amount of waste generated so that actions can be improved.</i></p> <p><i>At the same time, it is necessary to improve collaboration with local authorities responsible for waste management to obtain a greater control over waste separation.</i></p>
<p>Potential for learning or transfer:</p>	<p><i>Informing the public and guiding them toward more conscious and sustainable consumption habits is the mission of Shape and ROBOT festival.</i></p> <p><i>They do this both on-site, thanks to the support of the Sustainability Team, present at all locations and recognizable by personalized bibs, and online, communicating their sustainability efforts and initiatives through social media.</i></p> <p><i>Shape supports skills exchange and peer learning in the arts, music and technology with projects and workshops dedicated to children (ROBOT Kids), youth and young professionals in the field (ROBOT Learn).</i></p> <p><i>To encourage the public towards a greener sustainable mobility, Shape and ROBOT festival are committed to activate several partnerships including Tesla, Bologna Welcome x Trenitalia and Italo, Corrente, RideMovi. These agreements are joined by others in the hospitality, food & beverage and culture sectors.</i></p> <p><i>Awareness-raising also of the team through specific training, to admit limitations and be aware of improvement.</i></p>
<p>Further information:</p>	<p><i>The festival is very attentive to people with disabilities: each venue is easily accessible and there are decompression spaces - relaxing spaces to decompress - to rest and reduce stress from sound vibrations.</i></p>
<p>Keywords related to your practice</p>	<p><i>Workshop, talk, digital, green, inclusive, sustainability, circular economy, dialogue, learning</i></p>
<p>Expert opinion</p>	



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

5. Additional info (only for MINEV project purposes)

This is simply to have some additional information and material for compiling the collection of good practices.

Testimonial:	<i>Every year ROBOT Festival explores a different theme. In 2024, it celebrates its 15th anniversary with a brand new, current and dynamic program centred around the theme "TRANSITION—Gender, Digital, Green.", aiming to spread further environmental awareness and insight.</i>
Person who gave the testimony:	<i>Elisa Trento</i>

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