

A large, vibrant yellow daisy flower with many petals, centered on a dark background.

Sustainability at Large Music Events

Experiences from Roskilde Festival

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A large, vibrant yellow flower, possibly a daisy, is positioned at the top center of the slide, partially overlapping the festival logo and the date.

Roskilde Festival, Denmark

- Yearly event since 1971
- Non-profit music festival
 - All profits are donated to charity
- Four days warm up – Four days music
- Up-to-date, progressive music
- Takes place on a field just outside the city Roskilde (35 km from Copenhagen)
- 30 employees, 300 all-year volunteers

1971



1982



Now



5th most populous city in Denmark for 8 days

And one of the world's most densely populated

A Temporary City With 110,000 Citizens



- 75,000 guests –
- every day for 8 days
 - 50-60 % come from Denmark
- 25,000 volunteers
- 4,000 media
- 3,500 musicians from approx. 180 bands

The economical impact

- Visitors generated 51 mill euros in direct tourism in Denmark in 2008
- 25-35 % of the tourism economy in Roskilde municipality
- Local organisations provide staff. In return they receive payment that can be used by the organisation. In 2006 more than 2.7 mill euros

Values of Roskilde Festival

- Roskilde Festival is an annual week-long international cultural event offering quality experiences based on modern music and creative kinship.
- With its attitude towards environmental issues, humanitarian causes and cultural work, Roskilde Festival reflects and challenges the surrounding society and world.
- Roskilde Festival is a boundary-pushing cultural-political manifestation. Roskilde Festival is based on the efforts of an unpaid workforce who focus on all aspects of service, quality, creativity and safety for the audience.
- All profits from Roskilde Festival are donated to humanitarian and cultural work worldwide.



Environmental policy in 1994

Focus points

- Transport
- Electricity
- Green Procurement
- Waste



Transportation

- 58 % with train or bus
- 69 % are more than two in each car

New in 2009

- Bicycle parking /repair shop
- Carpooling
- 10 % fewer rental cars
- Low emission rental cars



Goal: 10 % less CO₂ from transport

Electricity

- Use: 400,000 kilowatt hours
- Only 18 % from generators
- 20 % used on stages

2009

- 100 % wind power
- 5,000 CFL light bulbs
- LED light on stages
- Focus on offices and catering





Green Procurement

- Organic and fair trade
 - Coffee, tea, fruit juice, wine, milk, vegetables, sugar, chocolate, t-shirts
- Eco label
 - Paper
 - Cleaning detergents
- Alternative products
 - Biodegradable cutlery and beer mugs made from corn starch



Waste

- We control our internal waste management very well (13 fractions)
- The waste amount is kept low and the area is cleaner because of our refund system
- 2/3 of the waste come from the camping area – cheap tents are part of the problem

- **Refund – a success**
- Up to 95 % of the plastic containers are recycled
- 8 tons ~ 1.5 mill containers
- Danish refund system is effective
- But also refund on foreign cans
~ 1.5 mill beer cans recycled
- Refund on glass
 - 160,000 glass containers,
35,000 broken





Involvement of the audience

- The ecological footprint highly depends on the attitude and actions of our "citizens"
- **Waste:** Less Trash – More Music / Beer for Trash
- **Transport:** public transport, carpooling and bicycling
- **Electricity:** Switch off your stand-by and save your part of the electricity use during Roskilde Festival

Climate Change Campaign

- Our Own Footsteps
- Audience Footsteps
- Send a message to the world leaders at the UN Summit in Copenhagen in December (COP15)





Climate Community

- Camping area with 5,000 inhabitants
- Climate friendly audience can reserve a camping space
- Energy from local wind, solar and hydrogen
- Solar heated luxury showers
- Coolest activities, talks, workshops and party

Sustainable Stage

- Third largest stage
- 100 % organic or fair trade food
- Experimental LED lights
- Sustainable art and decor
- Artists at the stage are given a range of climate friendly choices
- Engage in the campaign and send a message





Cost & Benefits

- No full economic overview
- Best results from electricity and waste reductions
- Non-profit org. leave room to experiments
- Remember the non-economic gains such as increased support by volunteers



The challenges

- Short active period – very strict deadline
- High intensity – 100,000 partying people
- An open system
- Difficult to register status and developments
- Organisation based on values
- Based on volunteer workers



Organisational back-up

- Support from the top management
- Appoint an environmental manager
- Environmental focus in other sections
 - Communication
 - Commercial department
 - Contacts in all sections
 - External partners
- Broad accept and deep rooting in the organisation



Eco friendly events

Different shades of green

- I. Follow laws and regulations
- II. Go beyond the basics
- III. Environment as part of the values
- IV. Use the event to inspire to action
- V. Environment as part of the experience

Thank You

