



2011:
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FESTIVAL

VISION and MISSION with Green Footsteps

- Roskilde Festival has for many years been one of the leading actors in the world in the climate and environmental area. We will continue our work to be that still: Every year we closely follow our own effect on the climate in order for us to see the development and evaluate on our efforts.
- Part of Green Footsteps is to reach the goal of our environmental strategy: minimum 25% CO2-reduction in 2020 (from 2008 level)
- We have named our climate and environmental work Green Footsteps, because it shows our mission – to take steps forward in a green direction and to continuously become better and developing our work.
- The mission with Green Footsteps is to communicate the festival's own green initiatives, but even more so:
Involving our creative volunteers and audience – and to let them show their engagement in the environment.

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**ROSKILDE FESTIVAL'S ENVIRONMENTAL WORK
FROM THE BEGINNING**

- Roskilde Festival started our environmental work in the 1990'ies
- Environmental reports since 1994: Measure waste, water, energy – every year it has new focus points
- In the beginning we especially focused on waste, sorting it etc. – which means that today, **we sort our own trash in 13 different fractions**
- We were one of the first festivals to use a **refund-system** on cups. Today we have refund on all cups, cans, pavilions etc.
- Roskilde Festival was one of the first festivals to have biodegradable disposable tableware and cups in the early 90'es and tried sorting it already back then – but it was not possible for us to find someone who could compost it. **In 2010 we composted all of our cups (7 ton) with the rest of our biodegradable waste.**
- Transport – in **1995 we got our own trainstation** going directly to the festival, making public transport even easier than going by car



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GREEN FOOTSTEPS – CONCEPT AND TARGET GROUP

When Roskilde Festival works with Green Footsteps, it is with the underlying ideology that we as a festival with a large and versatile audience **reflect the world around us** and there for should include problems in society into our festival world.

- Who is the target group? Roskilde Festival's volunteers and audience (80.000 a day). Young audience, they form and create their living for the rest of their lives – a good spot to inspire them
- In the words of Apple-master-chief Steve Jobs: **We want to make a green dent in the universe (and we do it with passion!)**
- The idea behind Green Footsteps is to take climate and environmental issues seriously – but instead of giving ourselves a pat on the shoulder or being preachy, we know that in order to get closer to the solution, we all – individuals as well as organizations – that we need to **take green footsteps in the right direction** – and we give examples of these to our audience...

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LET'S TAKE GREEN FOOTSTEPS – TOGETHER!

What is essential in Green Footsteps is the movement: the willingness to continuously be better, **to move forward.**

Green Footsteps is divided into Our Green Footsteps (Roskilde Festival's own efforts) vs. Your Green Footsteps (the audience's green actions) – because **we can't do it without our audience** and we need to give them space and invite them to play...

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OUR and YOUR GREEN FOOTSTEPS

Your Green Footsteps: design a shopping bag, make a raincoat from old tents, vegetarian meals, change your energy company, design a green GoCard, make your own trash slogan, eat ecological, use a pocket ashtray, donate your refund, charge your mobile by pedal power, swap your clothes, use biodegradable bottles for water, bike to Roskilde Festival, eat a mealworm sausage, sign for a fair climate deal,

Our Green Footsteps: Use of LED-lights, only ecological food in the Sustainable Area, donations for windmill-projects against climate changes in Malawi and other projects, edible cutlery, less use of generators more of normal power, development of silent disco, the power box (renewable energy), the charging bikes, sorting and handling waste the right way /refund system), delivery of green electricity, focus on public transport, more trains and busses every year, transport packages for non-Danes, energy saving light bulbs everywhere, all print material and cleaning products are eco-label etc.

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GREEN FOOTSTEPS 2009

- First year of the campaign – pointing towards **COP15** in CPH. The concept: When we as a festival and audience show that we can and will act green, we can **demand of the politicians** at the COP 15 to make a fair climate agreement (where the developing countries are not paying the bill for the industrial countries)
- Special focus on making statements followed by actions
- Our Green Footsteps vs. Your Green Footsteps
- Qualifying a **climate friendly camping area** – activating the audience to act before the festival
- A count of the audience's green actions during RF (**45.000 green actions**)
- Combined with a petition for the climate and energy minister Connie Hedegaard
- Central: Climate Community (Climate and environmental activities / **playground**)
- Sustainable Stage** introduced as test area – ecological food, LED-lights
- Bike-trip with music from Copenhagen to Roskilde
- Communication via the festival newspaper, festival radio, web, Facebook, signs, posters – variety!

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GREEN FOOTSTEPS 2010

- Climate World Cup before the festival – a web competition that focused on **greenwashing** (corporations' over communication of their climate friendliness and sustainability). Engaging the audience with prizes – electing a winning and a losing corporation.
- Green Bootcamp** – like in 2009, only better (used experiences from 2009) – 500 qualified and got a nicer and greener camping area.
- Climate Community – focus on cradle to cradle sustainability. It is about thinking creatively and reusing what we normally think of as garbage – one man's trash, another man's treasure
- Sustainable Stage – only organic
- Focus on **garbage** – garbage gathering, where the audience themselves gathered garbage (approx. 80 tons during RF)
- Special focus on littering by handing out **pocket ashtrays** by cigarette girls in 50s outfits.
- One **vegetarian meal** in EVERY food stand

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THE THREE LEVELS OF THE CAMPAIGN

The campaign primarily revolves around three levels:

- INFORMATION** – on signboards, in our own newspaper, in the radio, on widescreen etc. – as many as possible
- ACTIVITY** – Climate Community, trash slogan competition, trash collection etc.
- STAGE + ENVIRONMENT** – Sustainable Stage – different initiatives on and back stage with environmental and climate related considerations



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Focus area: SUSTAINABLE STAGE

Sustainable Stage is our testing area – this is where we start implementing our green ideas to find out how we can spread it to the rest of the festival system:

- LED-lighting – 100% now
- Windmills – gives energy to backstage
- Second generation food oil in generator
- Strictly organic- and fair trade-stalls with less packaging
- Information on waste and other green footsteps
- Special briefing of the artists
- Seating installations made of recycled materials
- Sustainable Art Stage – artists make art projects sold at an auction, giving the profits to climate projects (2009+2010)
- Sustainable Lab – a research team of 10 highly motivated sustainability students from technical university throughout the festival period. To result in a education course on waste management and alternative power generation

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Focus area: AUDIENCE ACTIVITIES

- Climate Community – climate playground in 2009 and 2010
- Green Hot spots – same kind of activities spread over the whole area
- Petition – political involvement regarding COP15
- Communication competitions – create your own waste language
- Green camps
- Your Clean Hour – garbage gathering with fun and games!
- Clean out Loud (folk high schools, staying at the campsite, make different activities involving people to gather garbage)
- Distribution of pocket-ashtrays (women dressed as cigarette girls from the 50s)
- Create your own trash-slogan
- Join in, in the creation of an hot air balloon made of old plastic bags.

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Focus area: STRATEGY BEHIND THE INFORMATION

How does it work? Three important factors:

- **Visibility** – trip into it
- **Simplicity** – this is tricky!
- **Fun** – we are at a festival – remember the target group (“I don’t think about where I throw garbage because I’m drunk”)



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IMPROVE THE WEATHER – GET NAKED TOGETHER!



Heating water uses lots of energy. A cold shower will improve your blood circulation and ease your conscience.

Source: Survey at www.nakedfestival.dk



Did you know: Men are *twice* as likely as women to throw trash in the festival area.

Did you know: Men are *three* times more likely than women to throw trash when they're out partying.

Source: Survey at www.nakedfestival.dk



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USE OF INTERNAL CHANNELS – BEFORE AND DURING

Before the festival:
Media, Facebook, newsletters (75.000 recipients), events (Hopenhagen, Green Footsteps on Tour, where we visited different cities in DK and Sweden to create attention on the campaign), website, programme, Good to know (folder for all volunteers), GoCards, Rfnet (intranet)

During the festival – as much as possible:
Widescreens, Facebook, web, sms-out, signboards, banners, festival newspaper, festival radio, media, badges, posters, GoCards, wristbands for Green Bootcamp, Rfnet, stickers

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Facts about our audience

Based on an audience inquiry with 3149 respondents, with 744 volunteers, 29 one day guests and 2195 paying all week guests as well as 181 with unknown status.

An average age of **22,8 years**
55% women,
DK 88%, NO 5,6% S 2,3%.
40% from area around Copenhagen, 64% students (high school / higher education),

Main reason for attending the festival:
45% atmosphere
32% being with friends
17% music

50% arrive by train, 32% by car, 5% by bus, 4% by plane

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Facts about our audience - 2

Usage during RF
44% Orange Press, 39 % website, 22% radio, 19% Facebook – 20% use neither!
During the year:
82% has used the website, 44% FB, 22% newsletter, 5 % Forum

What significance does it have that the profits go to humanitarian causes:
13 % very big, 30 % big, 37 % little significance, 20% no significance

Ca. 50% do not always use garbage bins:
37% think there are too few, **20% says I do not think about it when I'm drunk** 17% thinks there is so much lying there already, 16% says I have not gotten a garbage bag, 5% do not care about it.

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WHAT WORKS?

Information: Fence banners (the big ones), posters by the toilets / line, festival programme (read like a bible), information specific to the area / activity

Involving the audience, letting them take part in making the information – GoCard competitions, trash slogan etc.

Making the problems **local and relevant** to the individual (very few want to generate electricity by bike for a camping area but want to do it for their own camp / phone).

Make it **relatable** – in their festival every day / something to fulfill their needs (cause it is NOT their everyday)

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