Green Festival Communication
RhEINKULTUR „Green Rocks“

That's me...

Holger Jan Schmidt

Promoter of GreenEvents Europe (Ger)
22 years with RhEINKULTUR Festival
Assistant to MD of Bizarre Festival
Yourope member since 2003

Co-founder of GO Group
Board of Sounds For Nature Foundation

Dipl. media economy (RFH 2010)

Active musician

Communication Quotes

„Communication is the real work of leadership“

» Nitin Nohria, Dean of Harvard Business School

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„Communication is everything.“

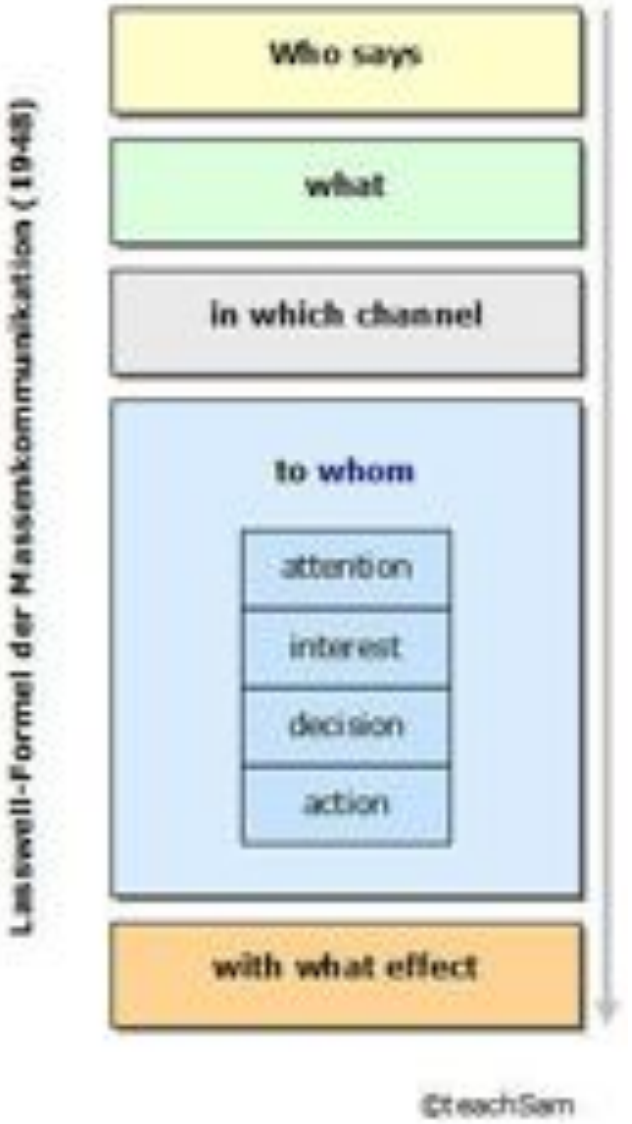
» Will Smith, Man in Black and Muhamed Ali

Communication Model

Most popular media communication model by

Harold Dwight Lasswell (02 – 78)

Leading American political scientist and communications theorist. member of the Chicago school of sociology and professor in Yale



Green Festival Communication

Festivals are brands themselves.

Major identification by the fans and visitors.

They can be approached in positive environments.

If Festival makers feel responsible they have a great setting to approach their follwers and make a difference.

Green Festival Communication

...is far more than getting in contact with the audience.

Communication is the base to improve your carbon footprint and eco-balance.

But what's the right way in your case?

Find serious back-up from company's and festival's managing persons.

Green Festival Communication

Implement the sustainability thought in your company's and festival's vision.

Raise conciousness within your team, crew, partners, suppliers, sponsors, artists, caterers, audience etc.

Go ahead step by step. Only as far as you are able to step at a time.

Donot communicate more than you really do.

Green Festival Communication

It's not only the things that you say, post or ask for. It's the things that you do – they are a sign. You will be judged on them.

Act as an example.

Remember: positive approach and feedback are better than negative approach and feedback.

Give it a try, you have the tools...

Green Festival Communication

Before	During	After
Internet (SM)	Signs/Branding	Internet (SM)
f2f/Briefings	Pocketplaner/App	f2f/Debriefing
Contracts	Host/MC	PR
Leaflets	Video Screens	Newsletters
POS info	Sustainability Manager	Photos
PR	Green Teams	SMS Service
OOH/Posters	SMS & Bluetooth	Evaluation
TV/Radio	Exhibitions	
Handbook	Surveys	
Etc.	Etc.	Etc.

RHEIN
KULTUR
green rocks

RhEINKULTUR green rocks

Hard facts

1983 to 2011

one day (12 to 12)

admission free

Rheinaue Bonn
recreation park
water conservation area

150.000 capacity

4 stages, Dance area, flee market,
Biergärten etc.

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<u>2 major challenges</u>

150.000 people in and out within 12 hours

Try to get to their minds while they are distracted by entertainment.

Dealing with RK typical lack of manpower, time and money
→ admission free concept

BECK

RhEINKULTUR green rocks

1983 Environment is an all tim issue for RhEINKULTUR
1992 deposit system for cups (copied by DFB)
1996 mobile fencing the park
2003 Green Card
2004 Sustainability Manager & Handbook
2004 „Sounds For Nature“-Festival
2007 „Green'n'Clean“ Award by Yourope
2008 RhEINKULTUR “Green Rocks“
2009 Start DBU-Wastemanagement-Project 09/10
2010 first international GreenEvents conference

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<u>Why care?</u>

moralities (we want to)

obligations, legislation (we have to, legal compliance)

image booster

other festivals do, too

saving money (reduced costs for energy, etc)

earning money (new sponsors, co-operations)

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Chaos

Expensive plants in park
No parking Space
Who else cares
Too much paper
In flying bands
Water conservation area
Deposit cups since 1993
catering outlaws
Diesel generators
Broken glass & Bottles
Wild urinating
flower beds in audience
Help anywhere?
Production waste
Catering purchase
onsite branding & info
Massive audience travel
Neighbours' complaints
Minimum budget
daily office behaviour

We need a plan!

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- make it a management decision (resources: time / money)
- write it down in festival philosophy (handbook)
- introduce a sustainability manager (one person in charge)
- asses the status quo
- define fields of action
- set partial goals

Main goals:

- avoid & reduce (consumption, negative impact etc)
- recycle
- prevent environmental damage
- act fair

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Now you are all set up to go green, but nobody knows but you and your sustainability manager.

What about...

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...your crew...

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...the suppliers...

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….city authorities....

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...the artists...

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...your sponsors... ...and, eh,...

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...the audience.

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Crew

Handbooks (Health & Safety, Crow Mgmt, Green Rocks)

Sustainability Manager

Pre-Festival Crew-Meetings

On-site Briefings

Green Team (voluntary part of the crew | 50 people)

Setting up some rules (→ this is serious)

f.e. recycle/reuse, collection of deposits, no single drives etc.

Make them think about solutions → Involvement

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<u>Crew example</u>

Deposits on bottles 25 Cent

Made clear value of used number of bottles is known

50% more returned bottles in 2010 comp. To 2009

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<u>Suppliers</u>
Handbook (Green Rocks)
Sustainability Manager
Written Briefings

Part of contracts
Setting up some rules (→ this is serious)
f.e. onsite traffic system, packaging demand, energy efficiency

Make them think about solutions → Involvement

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<u>Suppliers example</u>
Power provided from the grid to be 100% eco

Supplier took idea and arranged deal with municipal supplier

Result: all events in the park on 100% eco from the grid

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<u>City authorities</u>
Handbook (Green Rocks)
General Management

Meetings & Briefings

Overfulfilling their demands

Include subject in invitations

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<u>Artists</u>
Handbook (Green Rocks)
Stage Mgmt & Booking Dept

Festival Rider

Setting up some rules (→ this is serious)
f.e. No fly in/off-shows @ RK, no confetti or similar, waste speration in backstage)

Integration in green rocks-campaign

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<u>Artists example</u>

RhEINKULTUR and Sounds for Nature approached artists to help communicating the idea and push the publicity of sfn and green rocks.

Audience loves the artists and is more aware if they are involved

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<u>Sponsors</u>
Handbook (Green Rocks)
Sustainability Manager
Written Briefings

Part of contracts
Setting up some rules (→ this is serious)
f.e. Energy efficient solutions, reuse of branding material, minimum one sustainability related activity)

Make them think about solutions → Involvement

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Sponsors example

RhEINKULTUR gained a substential sponsor deal by finding a presenter for *green rocks*.

It was communicated as a major part of the festival's program

The sponsor was an eco-power company from northern Germany, NaturWatt GmbH

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Sponsors example

RhEINKULTUR green rocks

<u>Audience</u>
Easy access to green rocks-related information
Easy involvemet offers
Incentive for support
Onsite help by Green Team

Branding of *green rocks*-related activities

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<u>Audience examples</u>
Main festival information tool:

RhEINKULTUR-Homepage & and facebook-site

rheinkultur.com: > 60 Mio PI in 2011
facebook.com/rheinkultur: > 32.000 likes (top 10 in D)

We created a sister site for rk.com → greenrocks.de
Visitors switch from orange to green and back

Mobile RK-site incl. *green rocks* content

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RhEINKULTUR green rocks

<u>Mobility example</u>
GreenCard – voluntary ticket

- Free travel in Cologne/Bonn area
- Discount on festival merch
- Special area for GreenCard holders with cheaper drinks
- Free *green rocks*-wristband
- Backstage tours

Marketing: online & instore (POS)
2011 approx 4000 sold

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Calculator & compensation

Visitors to calculate most friendly way of travel to festival

Free compensation by NaturWatt (all within 1 minute)

Integrated in:
- Online travel info
- VIP invitations
- Artist travel info
- Newsletters
- FB-Postings

Result:
poor!
appr 200 compensations

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Now that I...

...got **all info** on bands,
...know **how to get** there,
...purchased my **GreenCard**
...and **compensated** my journey's **emissions**

...let's go there.

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<u>Onsite audience info</u>

Before entrance welcome & requests | *Displays*

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<u>Onsite audience info</u>

Before entrance waste separation stations | *Displays*

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<u>Onsite audience info</u>
At the entrance:

Scouts collecting deposit bottles and using money For their social projects

Displays/Personal contact

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<u>Onsite audience info</u>

Green Team informing audience on newest changes times and positions on site.

Telefone number wristband service for kids

Handout of pocket planer

„Waste mgmt support“

Personal contact

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Onsite audience info

Displays & Brandings

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<u>Onsite audience info</u>

Displays & Brandings

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<u>Onsite audience info</u>
Displays & Brandings

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<u>Onsite audience info</u>

Masters of ceremony
giving the topic the
appropriate importance
in the different areas
of the festival.

On Green Stage people
Are more aware than on Red Stage

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<u>Onsite audience info</u>

Spots and info charts
on stage screens

Moving image with sound
is the most efficient
information tool today

Involve CSR content

Contrast to sponsor clips

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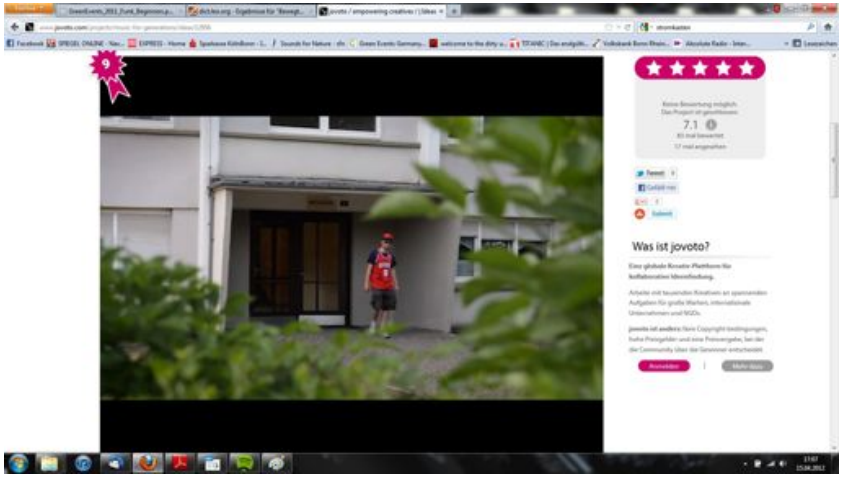
<u>Onsite audience info</u>

Spots and info charts
on stage screens



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<u>Onsite audience info</u>

Audience info

GreenCard check in

GR Wristband purchase

green rocks Competition

Backstage tour start

Meeting point

green rocks info point

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Onsite audience info *green rocks* info point

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Onsite audience info

green rocks info point

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<u>Onsite audience info</u>
Competition

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Onsite audience info

RhEINKULTUR magazine
1 month ahead of RK
Fromm 110' pcs to 55'
Added online version
¼ handed out on site
DIN A4 / 48 pages / 4c

Pocket planner
20.000 pcs folder
DIN A 7 / 12 page / 4c

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<u>Some data</u>

Audience travel: use of

	Car	Train	Pub Tr	
2007	28,1%	39,7%	18,2%	
2008	26,6%	42,8%	18,2%	
2009	21,1%	52,8%	36,5%	
2010	*26,4%*	*46,5%*	*25,5%*	*(not comparable data)*

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Some data

Do you a) think Festivals should care about the environment and do you b) recognize RK is doing this?

	a) yes	b) yes	
2007	85,5%	54,8%	
2008	90,3%	58,0%	
2009	84,0%	55,0%	
2010	*79,5%*	*51,0%*	*(not comparable data)*

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<u>Some data</u>

RhEINKULTUR Waste

	Tons	Audience	per head
2007	40t	160.000	0,25 kg
2008	30t	125.000	0,24 kg
2009	34t	150.000	0,23 kg

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Thanks a lot for your attention

Pls. visite us online

www.go-group.org
facebook.com/gogroupeurope
twitter.com/gogroupeurope