



# **Greener Festival Camping Love Your Tent – Take It Home**



# Who are we?

## Ina Kahle

» FKP Scorpio (Hurricane/Southside etc.)

## Laura Pando

» Festival Republic (Reading/Leeds etc.)

## Holger Jan Schmidt

» Yourope, GO Group

» GreenEvents Europe

# What is GO Group?

**GO** stands for **Green Operations Europe**.

GO Group is an independent, pan-European and cross industry think-tank to inspire people in the festival and events industry to run their operations

Greener, smarter, more sustainable.

# What is GO Group?

Initiated at 1<sup>st</sup> GreenEvents Europe Conference in nov 2010 and founded in early 2011 by

- ♦ Buckinghamshire New University
- ♦ GreenEvents Europe Conference (Bonn, nov 5/6 2012)
- ♦ Green Music Initiative
- ♦ Yourope | The European Festival Association



# What is GO Group?

- 1) **Identify international best practices** in sustainable innovations for the music festival and event industry
- 2) Aggregate, **communicate and share** the collective knowledge with interested stakeholders from all over Europe
- 3) **Establish working relationships** between different industry groups to enable practical and spontaneous exchange of personal experiences
- 4) Build a Sustainability Training Curriculum for festival and event promoters in collaboration with Bucks University

# GO Group Events

## International 2-day workshops:

Amsterdam (2011)

Budapest (2012)

## Panels/Seminars

GreenEvents Europe (2011)

ESNS (2012, 3 panels)

Nuits Sonores (1 panel)

GreenEvents Europe (2012)

Medimex (1 workshop)

# GO Group Events

## To come 2013

Green Operations Award @ European Festival Awards

Eurosonic/Norderslag 2013, 3 panels

Love Your Tent initiative

3<sup>rd</sup> int. GO Group Workshop tba | april 2013

GO Group onsite workshop @ Roskilde Festival (tbc)

4<sup>th</sup> GreenEvents Europe Conference

# Stay up to date with what we do!

Pls. visite us online

[www.go-group.org](http://www.go-group.org)

[facebook.com/gogroupeurope](https://facebook.com/gogroupeurope)

[twitter.com/gogroupeurope](https://twitter.com/gogroupeurope)



# Greener Festival Camping



GO Group - "Greener Festival Camping" - ESNS, Groningen, jan 2013

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# Greener Festival Camping

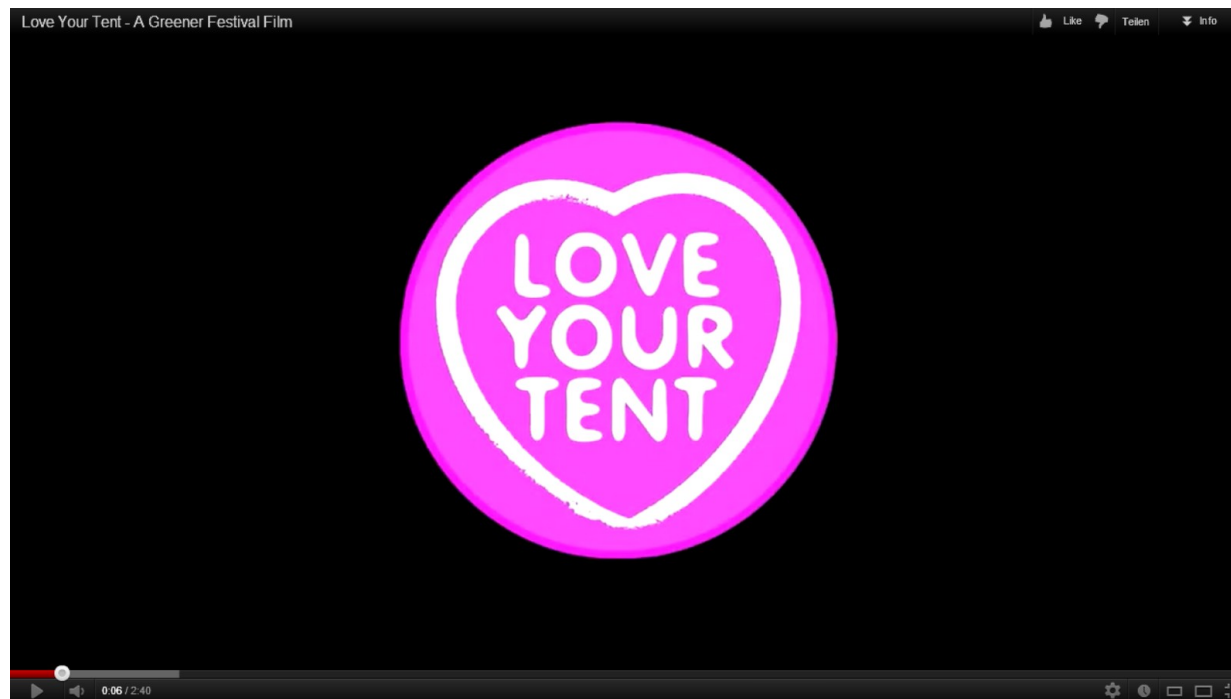


# Greener Festival Camping



# Greener Festival Camping

Love Your Tent (w/ Ecoaction Partnership & AFG, UK)



<http://www.youtube.com/watch?v=Px6qfsRXv2w>



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GO Group - "Greener Festival Camping" - ESNS, Groningen, jan 2013



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# Greener Festival Camping





# Greener Festival Camping



SNS, Groningen, jan 2013



# Greener Festival Camping



SNS, Groningen, jan 2013



# Greener Festival Camping



SNS, Groningen, jan 2013



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GO Group - "Greener Festival Camping" - ESNS, Groningen, jan 2013





# Greener Festival Camping



GO Group - "Greener Festival Camping" - ESNS, Groningen, jan 2013





# Green





# Greener Festival Camping

Let's GO...

**....Ina Kahle (FKP Scorpio)**

**....Laura Pando (Festival Republic)**







# Love Your Tent

## Is a waste campaign

Was invented and run by **Eco Action Partnership**  
(UK) → IOW Festival sustainability management

**Operated successfully** in its first year in UK and Germany supported by **A Greener Festival** and **Sounds For Nature Foundation**, media and festivals





# Love Your Tent

Who's to blame?

**Producers and retailers** of discount outdoor equipment?

**Society**, the camping **punters**?

The **festivals**?





# Love Your Tent

Seriously, left behind tons of tents, sleeping bags, camping chairs, gazebos, clothes, wellies, food, alcohol ...

Does it make sense? To the...

- ... organisers: **paying disposal contractors** plus **landfill charges**
- ... punters: buying a **new tent** and **other equipment** again and again
- ... environment: ????





# Love Your Tent

Aim:

A **huge international initiative** (with the support of GO Group, Yourope et al.)

A **strong group** of international (major) **festivals**

A **base to approach** associations (such as European Outdoor Group etc.) and single outdoor equipment **retailers and producers**

A **consistent way to communicate** the problem to the festival audience and media





# Love Your Tent

Show people, organisers and campers:

- how much waste there is
- how much it costs them each year
- what happens to this waste.
- how much energy and resources it takes to produce it

Show them **an alternative** to this situation

And maybe make them think...







# Love Your Tent

International approach. Every festival uses:

**same actions** (f.e. tent spray)

**same logo and CD** (f.e. for banners and brochures)

**same co-ordinated support** (f.e. social media etc.)

**same message & info** (f.e. numbers & figures, bio balance, money)

**same 3 clips** (for screens and online, „horror“, „funny“, „informative“)





# Love Your Tent

**one offer for all** (f.e. banner production)

**personalized lay out** (LYT for banners and clips with festival logo)

**Green camping** coaching, advice or management (by request)

**LYT requires in return:**

- Festival media support
- Numbers and figures regarding the issue (for int. comparison)
- a small handling fee for media personalisation





# Love Your Tent





# Love Your Tent

It's **one simple message** to every festival and to everyone

## Love Your Tent - take it home

Let's raise **one international voice** and give it  
**the power of the whole European festival scene.**







# Love Your Tent



<http://vimeo.com/36763390>



**[www.facebook.com/LoveYourTent](http://www.facebook.com/LoveYourTent)**

**[iloveit@loveyourtent.com](mailto:iloveit@loveyourtent.com)**

**[info@ecoactionpartnership.com](mailto:info@ecoactionpartnership.com)**

# BERLIN MUSIC WEEK



WELCOMES THE MUSIC INDUSTRY  
**4-8 SEPTEMBER 2013**

**BERLIN MUSIC WEEK** AND ITS PARTNERS  
**BERLIN FESTIVAL, VUT, GREEN MUSIC**  
**INITIATIVE AND A2N** WELCOME YOU FOR  
FREE DRINKS AND AN OPPORTUNITY  
TO MEET THE EVENT ORGANISERS FOR THE  
LATEST INFORMATION ON **BERLIN MUSIC**  
**WEEK 2013.**

MEET US AT THE **BUMA/STEMRA LOUNGE**  
IN THE **OOSTERPOORT**,  
THURSDAY,  
JANUARY 10,  
17.30-18.30 H.

[WWW.BERLIN-MUSIC-WEEK.DE](http://WWW.BERLIN-MUSIC-WEEK.DE)



EUROPÄISCHE UNION  
Europäischer Sozialfonds  
Investition in Ihre Zukunft





# Thanks a lot for your attention

Pls. visite us online

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