

FLOW FESTIVAL CASE STUDY

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SUMMARY IN ENGLISH

1. Background of the festival

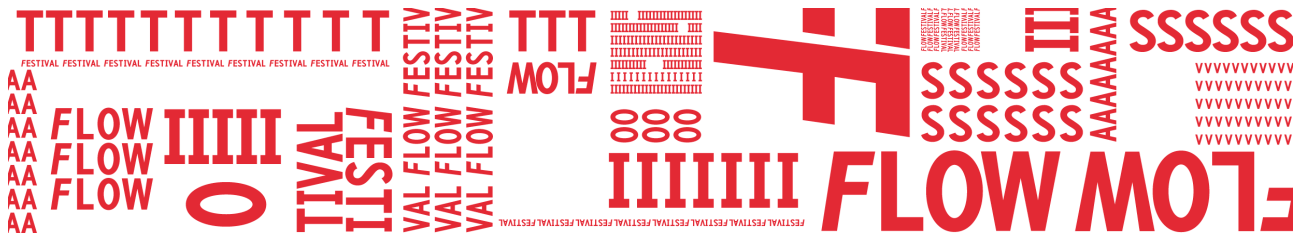
- Annual, urban festival in the city centre of Helsinki.
- Located in the old gas plant area with 2 beautiful gasometers.
- Growth has been huge: first year 2004, amount of the tickets sold was 4500. Last year 63 000.
- A city "boutique" festival, no camping area provided, no rubber boots needed.
- Environmental issues taken in consideration during the whole production.
- "The most challenging festival production" in Finland.
 - i. Reasons for this claim could be the challenges of the site/area, number of artist groups (over 130) and number of venues (13).

2. Environmental thinking

- A part of Greening Events -project since 2012. Project is coordinated by Environment centre of Helsinki.
- First Ecocompass-festival in Finland 2012
- Carbon footprint counted since 2009
- Own environment program since 2010
- Offsetting the carbon emissions-> 100 % carbon neutral festival

3. Biggest environmental impacts of Flow Festival

- Carbon emissions
 - i. Power
 - ii. Transport and logistics
 - iii. Mixed waste placed to the landfill
- Noise
- Area
 - i. Nature
 - ii. Waste around the festival site



4. Waste Management

- Sorting and recycling efficient
- 5 occupied recycling points in the area with transparent bins.
- Sorting by hand, not mechanical
- Over 200 people working in cleaning and recycling
- Deposit system since 2008
- Biodegradable dishes since 2009
- Only 1 % of the emissions come from waste
- Recycling percent was 82 % last year. (87 % in 2011). The goal is 90 % this year.

5. Material efficiency

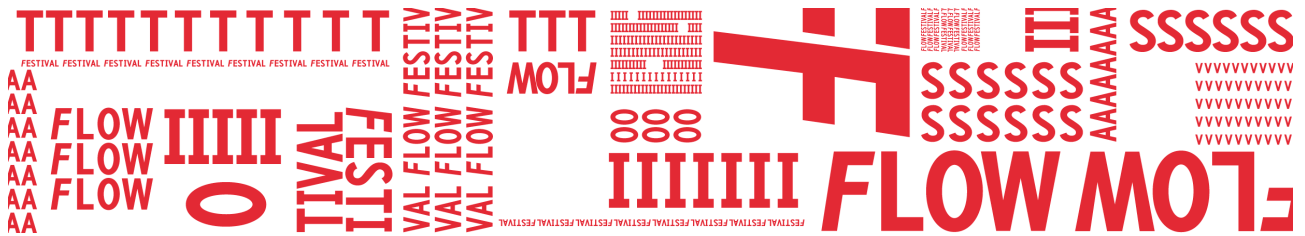
- We prefer multiyear and reusable materials.
 - i. 3000 m2 grass carpet bought from Track & Field European Championships last year and will be used many years
 - ii. Used banners
 - iii. Banners and signs used on average 3 years from the purchase
 - iv. Carpenters build all the desks, chairs, benches, floorings etc.
- Relocation of all the decorations
 - i. Cloths and curtains
- Deals with vendors
 - i. For example Martela-furniture used in Flow and sold to customers afterwards.
- Reducing the print material and using recycled paper etc.

6. Transport and logistics

- Biggest environmental impact, causes 82% of the emissions.
 - i. Transport of international artists
 - ii. Vendors logistics
 1. Main stage from Latvia, Blue Tent from UK.
- Audience comes mainly with public transport.
 - i. 70 % come from Helsinki Metropolitan area
 - ii. Number of the parking lots offered=ZERO.
 - iii. Free parking area for bikes
 - iv. Extra shifts for public transports organized

7. Artists transport

- Biggest single emission source= 58 % of the emissions caused by international artists travelling to the festival.
- 20 % reducing on 2012 because of the Nordic cooperation.



8. Vendors Logistics

- The goal is to use domestic vendors
- Main stage from Latvia, Blue Tent from UK.

9. Power

- The main issue on our environment programme this year is to reduce power produced with diesel generators.
- Problematic situation, the power grid on the site is lacking.
- The site is zoned with new houses, so long-term plans are impossible.
- Occasional plans made with Energy Faculty of Helsinki, occasional air cable systems planned.
- Goal is to replace 25 % of the diesel power with wind power.

10. Means of reducing the environmental impacts of power

- Reducing the number of generators
 - i. Transferring the power with air cable systems.
 - ii. Using a special price list for the power extensions with the stallholders.
 - iii. Movable generators within the construction time.
 - iv. Replacing the bulbs with led lights.

11. Challenges with moving to renewable power

- Bio-Diesel 2-2,5 times more expensive than normal diesel.
- Challenging area with 8 different owners
- Impossible to make any long-term plans, area will be filled with new houses within 10 years.
- Flow Festival is also the biggest outdoor lighting project in Finland
- Artistic style of producing the festival
- Pressure with costs.

12. Flow Festival's Carbon Footprint

- 58 % artists travelling to the festival
- 23 % Logistics of Vendors
- 17 % Power
- 1 % staff logistics
- 1 % waste placed to the landfill