

Greener, Smarter, More Sustainable

Today's schedule

10.00 – 12.30 Greener, Smarter, More Sustainable 1

- “What's GO Group?” by Teresa Moore & Holger Jan Schmidt
- “Green Festival Communication” by Holger Jan Schmidt
- “Knowing The Audience” by Teresa Moore

Small coffee break

On the move – Mobility Session

- “Glevmo Event Mobility” by Martijn Hulshof
- “goCarShare” by Drummond Gilbert
- Question & Answer

12.30 – 13.15 Lunch

Today's schedule

13.15 – 14.30 Greener, Smarter, More Sustainable 2

- “Flow Festival - Case study” by Emilia Mikkola
- “ID&T / Mysteryland - Case study” by Carlijn Lindemulder
- Question & Answer

14.30 – 14.45 Coffee Break

14.45 – 16.00 Catering Session

- “Sustain's Good Food Guide” by Theresa Douthwright
- “Way Out West - Case study” by Niklas Lundell
- Question & Answer

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 1st GreenEvents Europe Conference in nov 2010 and founded in early 2011 by

- ◆ Buckinghamshire New University
- ◆ GreenEvents Europe Conference
- ◆ Green Music Initiative
- ◆ Yourope | The European Festival Association



What is GO Group?

identify international best practices

communicate and share

establish working relationships

GO Group Activities



GO Group practical workshop
„A field trip to Øya“
Øya Festivalen, Medivial Park, Oslo, Norway
08 & 09 August 2013
book now!

GO Group Activities

With topics:

Green initiatives at the Øya Festival

Live Examples & Best Practise

*Climate communication and behavioral change -
how can events impact their audience's attitudes
and actions towards a more sustainable lifestyle?*

GO Group Activities

A large, dense crowd of people is gathered on a grassy hillside, likely at a music festival. In the background, there are several stages with scaffolding and equipment, and a large white screen on the right. The sky is clear and blue, suggesting a sunny day. The crowd is diverse in age and appearance, and many people are looking towards the stages.

GO Group seminar for eastern European festivals

„Greener, cleaner, smarter – festivals go sustainable“

Exit Festival, Novi Sad, Serbia

11 & 12 July 2013

by invitation

Love Your Tent Take It Home

Thanks!

www.loveyourtent.com



International initiative & waste campaign

GO Group Activities

4th GreenEvents Europe Conference
Wissenschaftszentrum, Bonn, Germany
November 2013¹¹



Green Operations Award
Category @ European Festival Awards
Last year's winner: We Love Green
Ceremony: 15 January 2014

GO Group @ Eurosonic/Norderslag
3 panels on event sustainability
De Oosterport, Groningen, Netherlands
16 & 17 January 2014



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Green Festival Communication

Who's speaking?

Holger Jan Schmidt

- » Yourope – anchorman for green issues
- » Co-founder GO Group
- » Promoter GreenEvents Europe Conference
- » Sounds For Nature Foundation e.V. board member
- » RhEINKULTUR Festival 1990 – 2011

Going Green – why?



Going Green

Why care?

the environment (obviously)

moralties (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)

Going Green ?

Chaos

No parking Space
Too much paper
festival camping
Deposit cups
Diesel generators
Wild urinating
Help anywhere?
Catering purchase
communication
Neighbours' complaints
Budget

Who else cares
In flying bands
conservation area
catering outlaws
Broken glass & Bottles
flower beds in audience
Production waste
onsite branding & info
Massive audience travel
daily office behaviour

We need a plan!

Going Green

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

Main goals:

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

What are the tasks?

What are the fields of action?

Going Green

Various events & approaches

Various topics & concerns

Various recipients & communicators

- Waste
- Energy
- **Mobility**
- Camping
- **Catering**
- Ressources
- **Communication**
- CSR

Communication Quotes

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» Nitin Nohria, Dean of Harvard Business School

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„Do not say a little in many words but a great deal in a few.“

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„Communication is everything.“

» Will Smith, Man in Black and Muhamed Ali

Green Festival Communication

Festivals are **brands** themselves.

Major identification by the fans and visitors.

They can be approached in **positive environments**.

If festival promoters **feel responsible** they have a great setting to approach their followers 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.

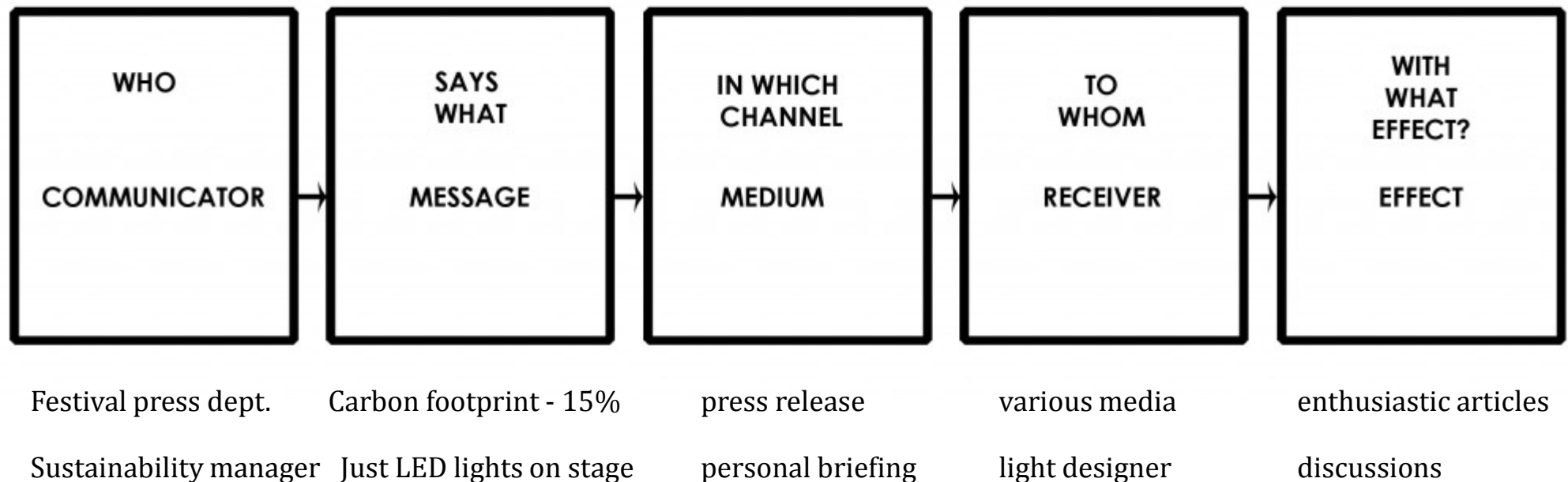
Give it a try, you have the tools...

Green Festival Communication

<u>Before</u>	<u>During</u>	<u>After</u>
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.

Communication Model

Most popular (mass) media communication model by Harold Dwight Lasswell (02 – 78)



Going Green

...your crew...



GO Group - „Green Festival Communication“ - Helsinki, may 2 2013

Going Green

...the suppliers...



Going Green

....city authorities....



Going Green

...the artists...



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Going Green

...your sponsors...

...and last but not least...



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Going Green

...the audience.



Thanks a lot for your attention

Pls. visite us online

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