

# Good Practise, Great Examples

**... and bad ways of doing things**

# 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?





I DON'T BELIEVE IN  
GLOBAL WARMING



§§§§§



**GO Group (Green Operations Europe)**







SOUNDS  
FOR NATURE A black silhouette of a lizard or gecko, oriented vertically and facing right, positioned next to the word "NATURE".

€ € € € € €

# Going Green – how?



# Jack Johnson environmental rider



# Radiohead green policy



# Mobility / Transport

Melt!

Hotel trains from Cologne and Munich

Cap: 1100 → 5% of all guests



# Roskilde Bike Tour

<http://www.youtube.com/watch?v=BZ2nvuvl0wE>



# GoCarShare

[http://www.youtube.com/watch?v=4\\_xgPyhJfjI](http://www.youtube.com/watch?v=4_xgPyhJfjI)

Firefox ▾

Bicycle to Roskilde Festival 2011 - Yo... x goCarShare - Festivals x +

gocarshare.com/festival

Facebook SPIEGEL ONLINE - Nac... EXPRESS - Home Sparkasse KölnBonn - I... Go Group | Green Oper... Sounds for Nature - sfn Green Events Germany... welcome to the dirty u... TITANIC | Das endgülti... Green Team on Tour

gocarshare.com Invest in us through Seedrs

Login with Facebook Not on Facebook?

Travelling from To Go I'm a driver

Feedback

Looking for a ride?

- Jonny is driving from Oxford Lieder Festival to Business Briefing 11th July £4
- Rishi is driving from Manchester to Business Briefing 11th July £9
- Livvy is driving from Bristol to Cock & Bull Festival 26th July £5
- Beverley is driving from Faversham to Latitude 18th July £11
- Bethan is driving from Liangollen to Latitude 18th July £17
- James and Ellie are driving from Nottingham to Latitude 18th July £13

Going to a festival? Why not goCarShare?

Festival search Go

abc def ghi jkl mno pqr stu vwx yz#

Acoustic Festival of Britain	Billingham International Folklore Festival	Canterbury Festival
Africa Oye	Bimble Bandada	CarFest North
African Drum Village Festival	Bingley Music Live	CarFest South
Alchemy Festival		Castle Concerts

22:32 09.07.2012

# Uuuuuhlala





# No friendship = more nightliners



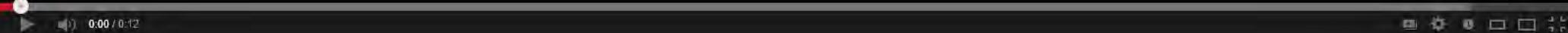
GO Group (Green Operations Europe)

# Waste

CAPACITIES

Like Share < i

# CAPACITIES



**GO Group (Green Operations Europe)**

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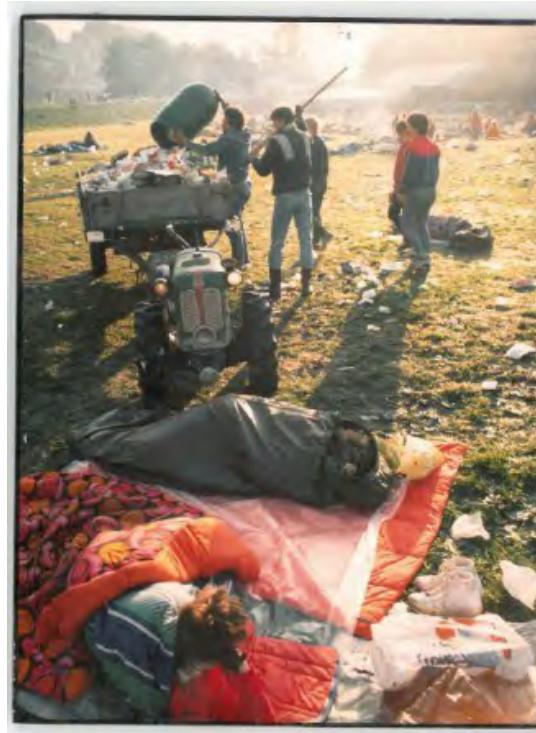
# Beatpartol

<http://www.youtube.com/watch?v=mJjPEVH4pS4&feature=c4-overview&playnext=1&list=TLOBb7k8HNnc0>



# Trash Heroes

(Open Air St. Gtallen / Migros et al.)



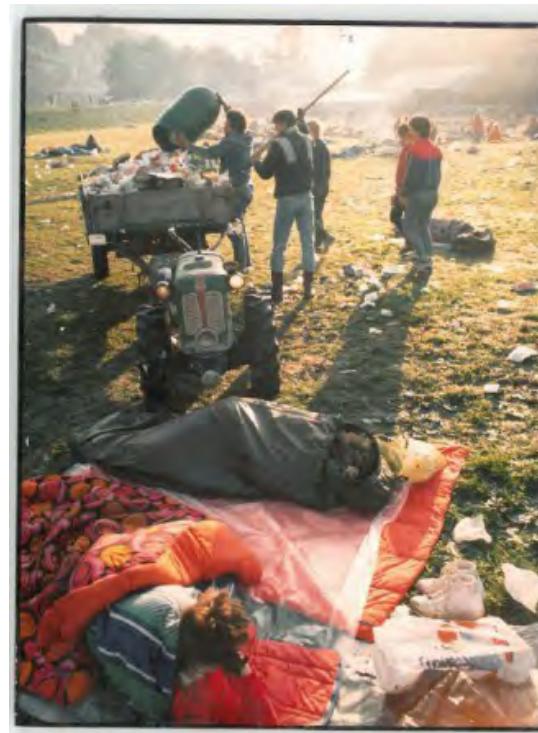
in action @ OASG

# Trash Heroes

(Open Air St. Gtallen / Migros et al.)



on stage @ Gurtenfestival



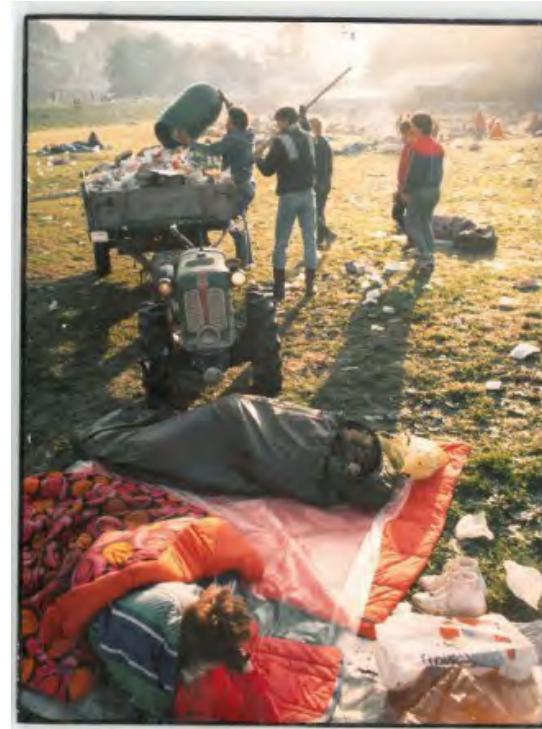
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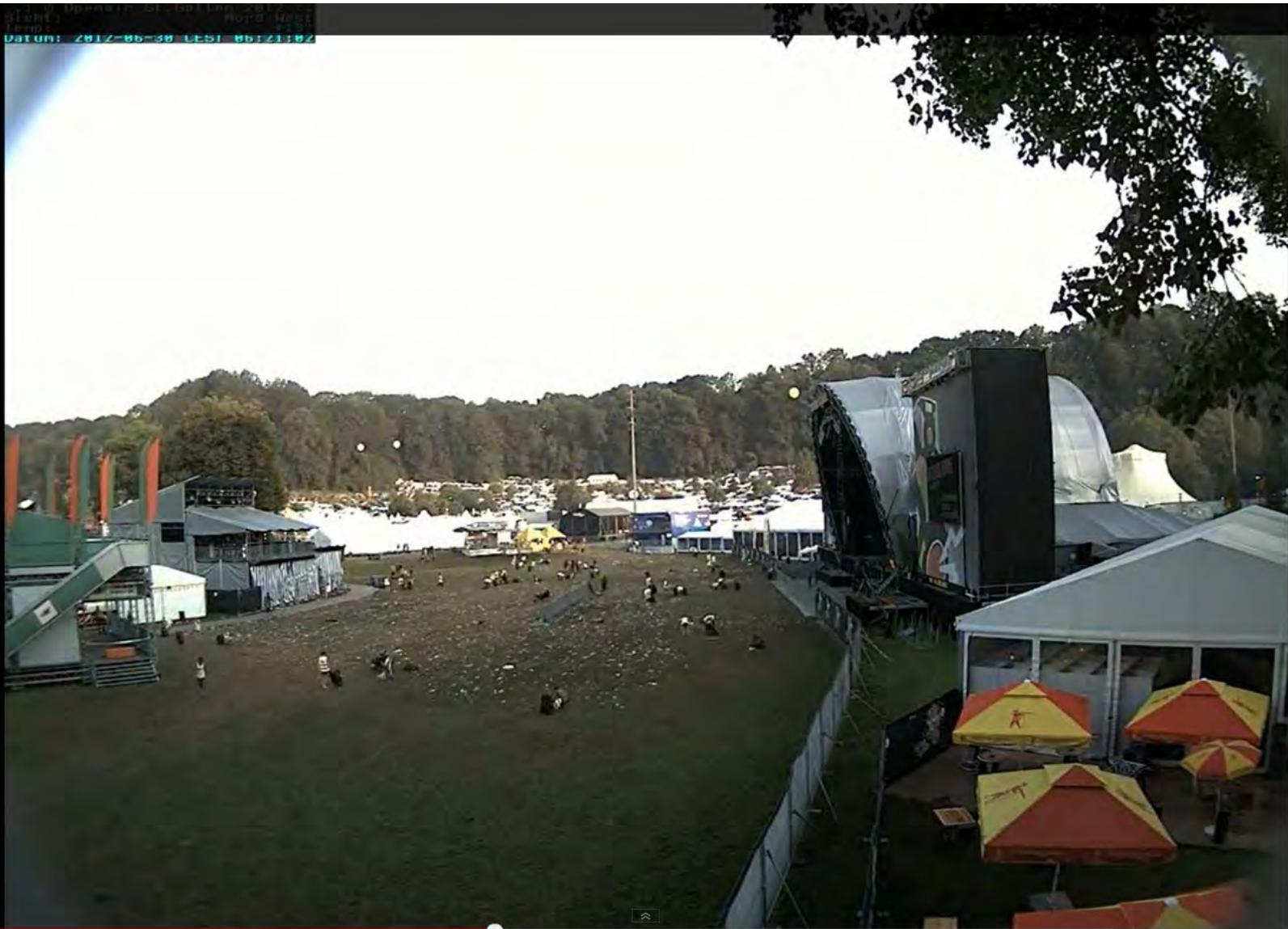
in action @ OASG



copied @ Royal Arena

# Trash Heroes

<http://www.youtube.com/watch?v=lqfL6hvcOr4&feature=youtu.be>





**Hurricane:**  
460 volunteers  
20 Recycling Islands  
+ mobile waste separation  
+ sorting station with attendees



## Hultsfred:

2005 Hultsfred collected deposits for  
800.000 cans and 400.000 PET-bottles

→ 0,1% of all households in Sweden

# Camping



GO Group (Green Operations Europe)

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# Green Camping



# Anti Green Camping



# Anti Green Camping

The screenshot shows a Facebook group page. At the top, there is a horizontal collage of nine images: a young boy, two people at an event, two men, a stadium at night, a woman with glasses, a man, a woman, and a person in a green mask. Below the collage, the group name 'Rock am Ring - Anti Green Camping!' is displayed with a blue profile picture. To the right of the name are navigation links: 'Info' (highlighted in blue), 'Veranstaltungen', 'Fotos', 'Gruppe beitreten' (join group), '+ Gruppe gründen' (create group), a gear icon, and a search icon. On the far right, it says '3.625 Mitglieder' (3,625 members). Below this, a message reads: 'Dank allen Mitgliedern haben wir es nun geschafft - Das Green Camping wurde nun nicht auf den kompletten Bereich D festg... Mehr anzeigen'.

# Energie

Glastonbury

UK's biggest privately owned solar plant: 1.116 Panels / Michael Eavis



# Energie



## Öya Festival

→ generator independent / 80% more energy efficient

**GO Group (Green Operations Europe)**

# Boom Festival „Your Oil Is Music“

<http://www.youtube.com/watch?v=6bjuBF37jEU>



# Bike Charger





# Water / Sanitary



## **Boom Festival**

Water consumption:

Restaurants: 3 mio l

Showers: 2.5 mio l

→ 100% waste water recycled

**It is that one on the top.**

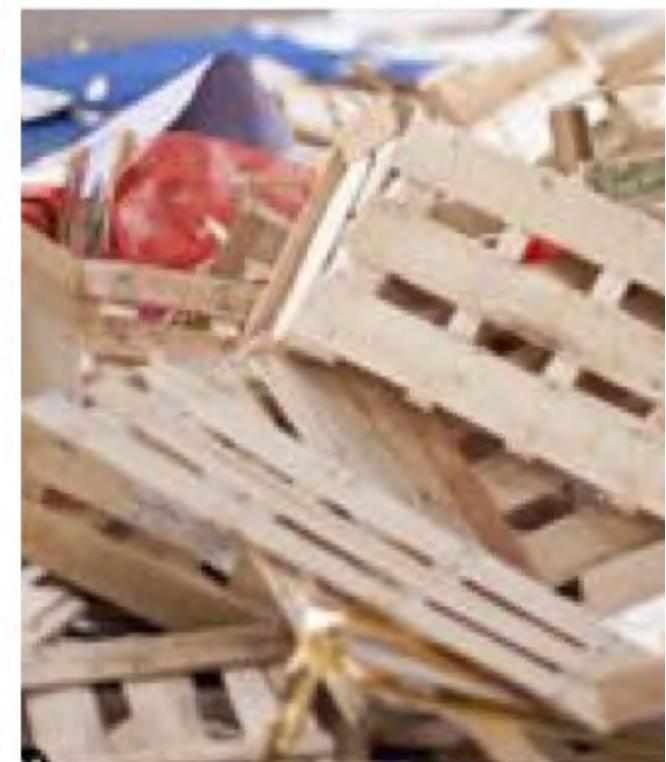
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**We Love Green**  
Festival completely run on composting toilets  
Audience, production and artists

# Ressource Management

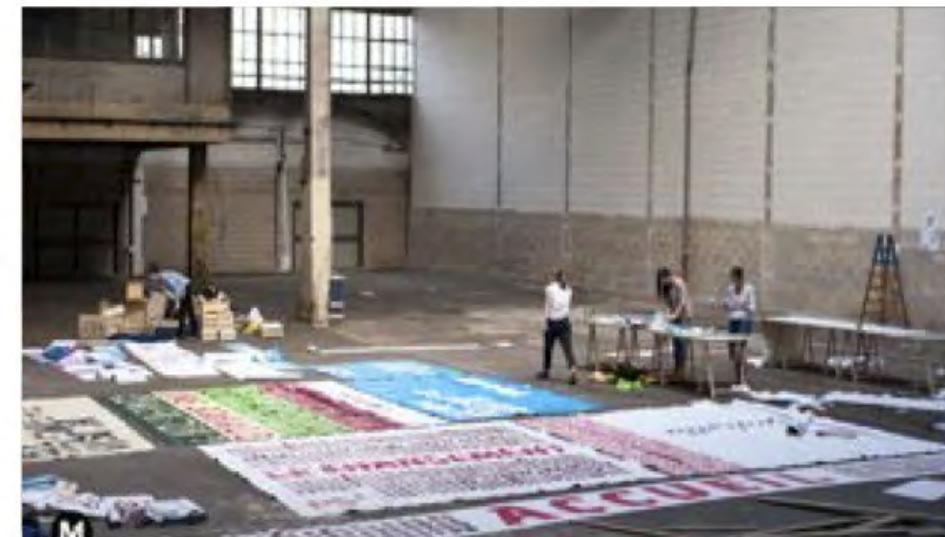


**We Love Green**  
Recycle material pool, collection & storage

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# WORKSHOP

Halle Freyssinet





# Open Air St. Gallen

Upcycling stage banners → decoration

**Open Air St. Gallen**  
100% fair trade merchandise



A photograph of a man with a beard and short hair, wearing a dark jacket over a light-colored shirt. He is holding a wooden tray filled with green, starch-coated tent pegs in his left hand. In his right hand, he holds up a single, bent metal tent peg. He is standing in a field with a large greenhouse structure and power lines in the background. A large pile of discarded metal tent pegs is visible in the lower-left foreground.

# Glastonbury

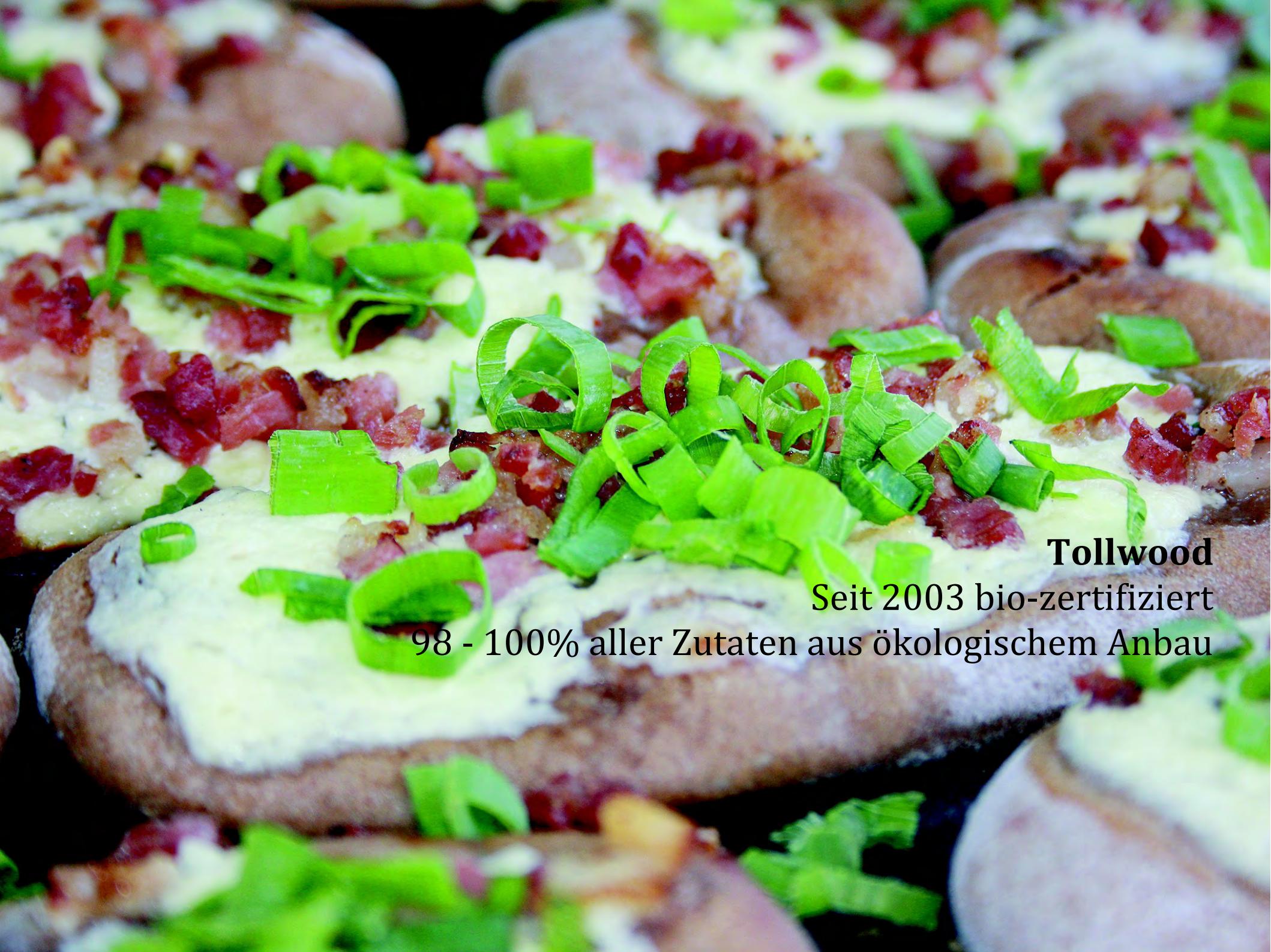
„Love the Farm, leave no trace“

Potatoe starch tent pegs to be used at Worthy Farm.  
Metal pegs cause, damage to machines and harm cows

# Catering



Way Out West  
2012: 100% veggie

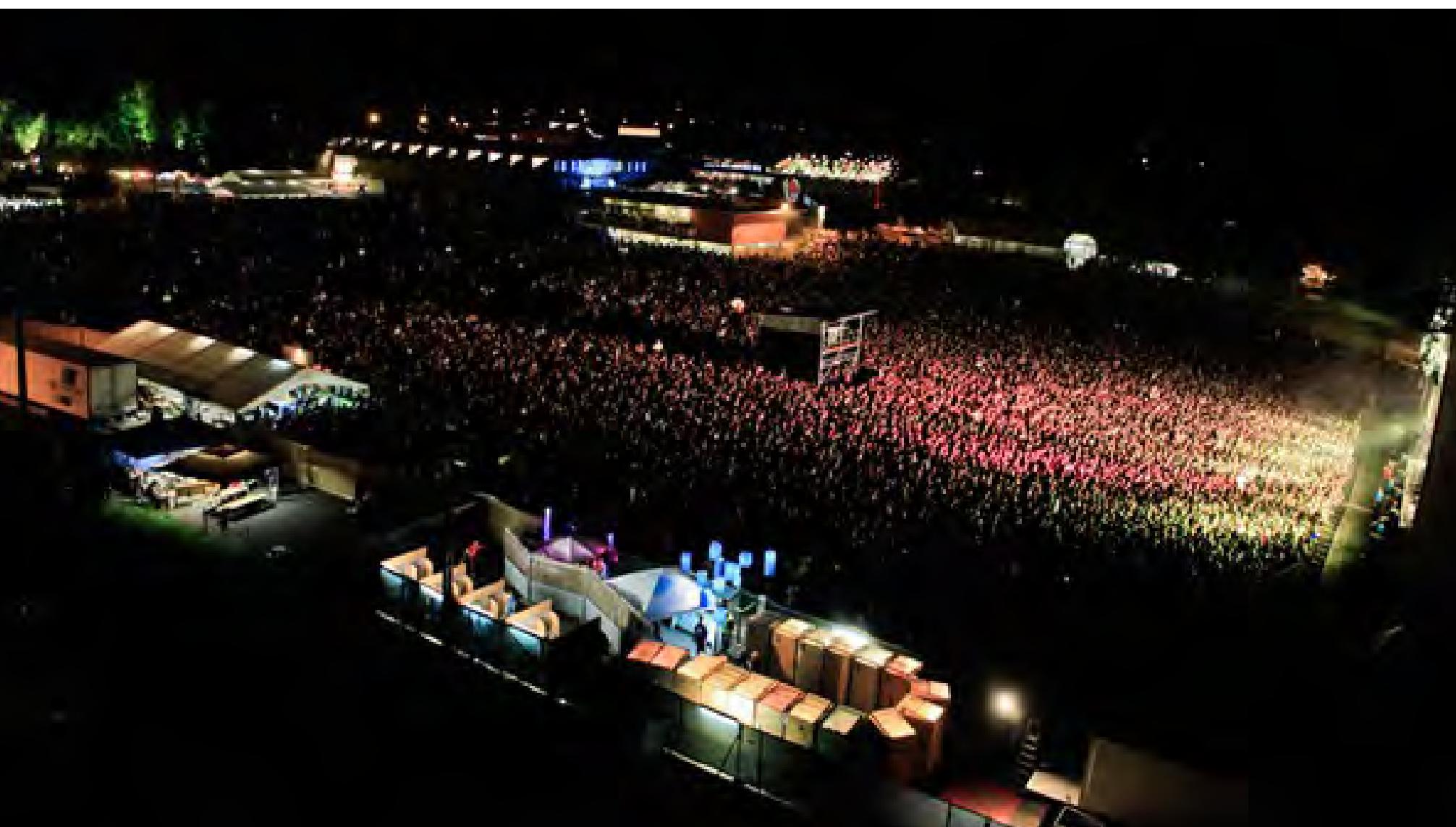


**Tollwood**

Seit 2003 bio-zertifiziert

98 - 100% aller Zutaten aus ökologischem Anbau

# Cabaret Vert local catering policy



# Social & sustainable lifestyle

# Green Team On Tour

<http://youtu.be/U1ySfK8mZiY>

Green Team 2013: Melt! - Love Your Tent





# Mysteryland

<http://www.youtube.com/watch?v=QN0bV-he82Q>

10.000 HOURS 2012

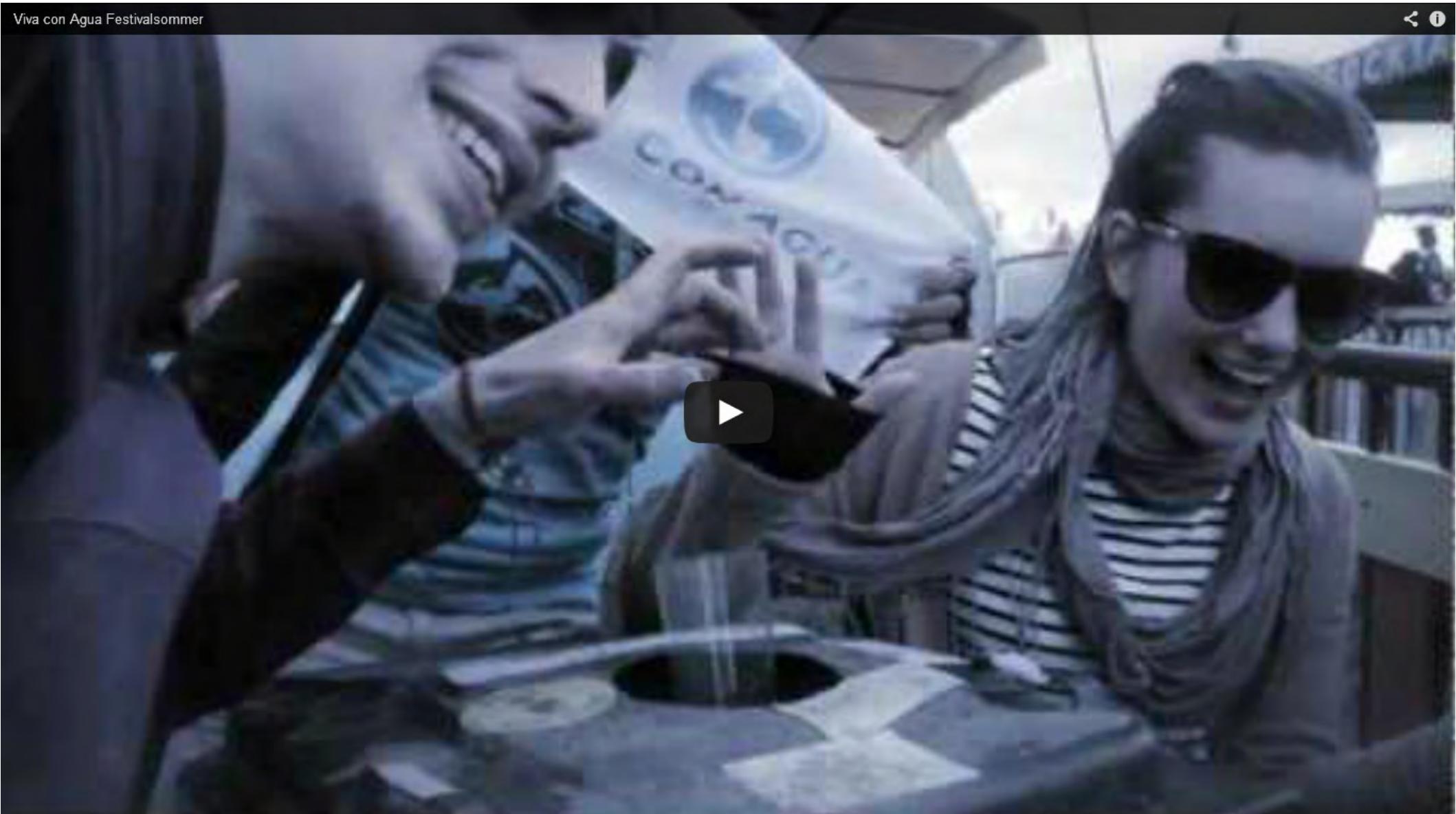


10.  
000  
HOURS

# Viva Con Agua

<http://youtu.be/tCxd9dulkEw>

Viva con Agua Festivalsommer



SUSTAINABILITY  
IS NOT A CRIME

bleed clothing b



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[https://www.youtube.com/watch?feature=player\\_embedded&v=sCdGMIHmy2U](https://www.youtube.com/watch?feature=player_embedded&v=sCdGMIHmy2U)

# Thanks a lot for your attention

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