

FOOD, DRINKS & ROCK‘N‘ROLL

Great examples & good practise

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

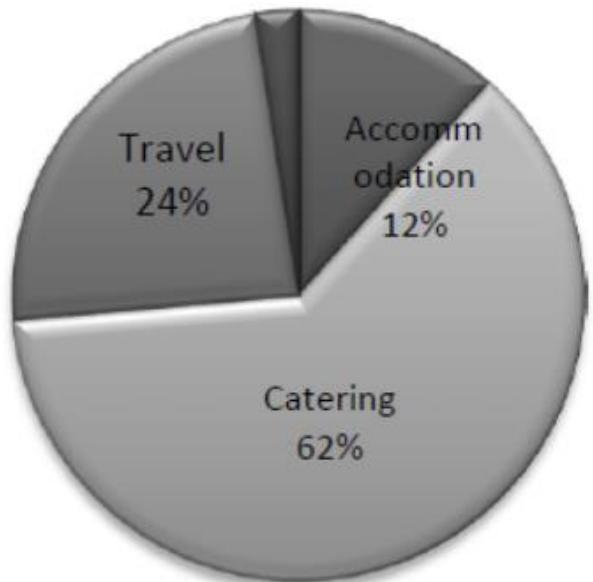
Way Out West (SWE) goes veggie

GO Group @ EXIT Festival 10 & 11 july 2014

RESULT AND ANALYSIS

B: MEASUREMENT OF ENVIRONMENTAL IMPACTS

Ecological Footprint 2010
- total 1 918 gha



Ecological Footprint 2012
- total 1460 gha

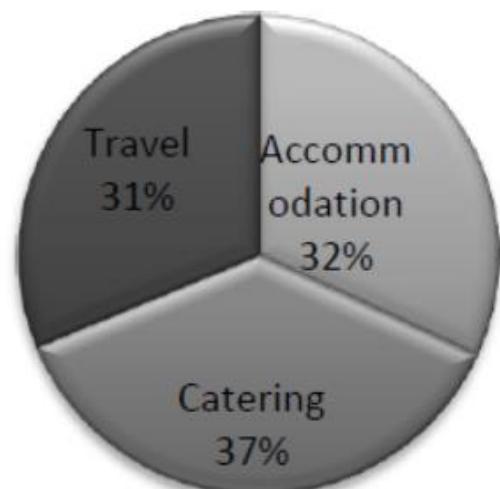
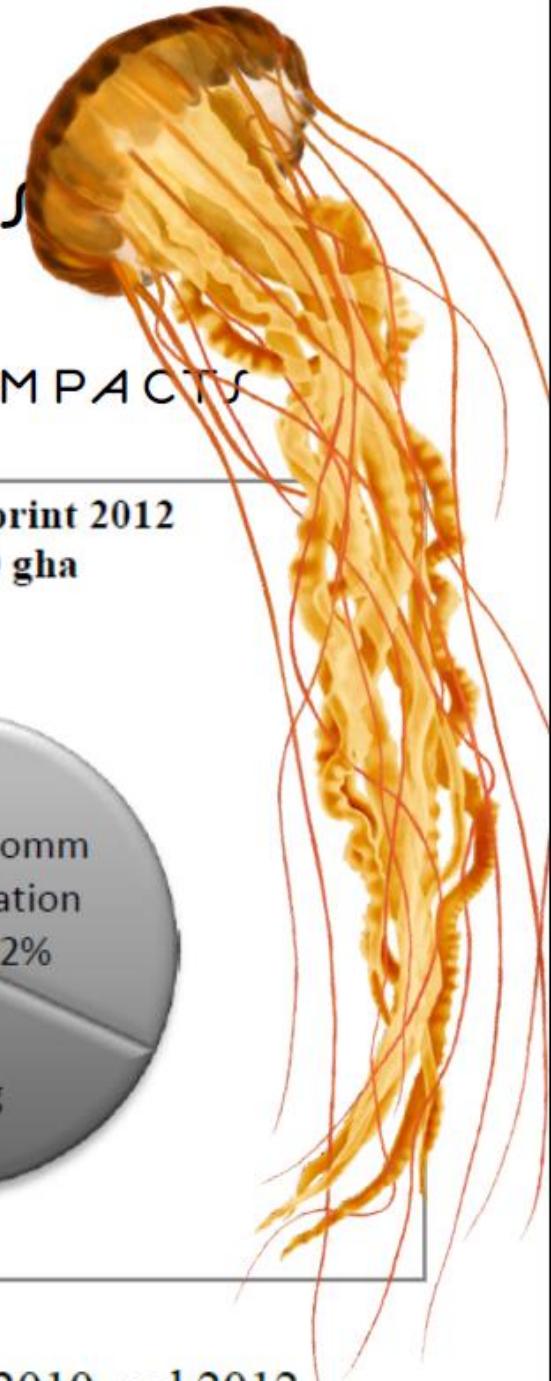


Figure 1: An analysis of activities causing the Ecological Footprint in 2010 and 2012



Way Out West goes veggie

Amount

14.000 meals crew catering

1.400 meals artist catering

50.000 meals festival

Implementation

6 months ahead

Caterers & stalls & vendors

1 main public, 1 crew, 1 artist

25 vendors

hands on menu

Way Out West goes veggie

Communication

External

First nothing

Manifest day before opening

info at all f&b places

debate articles

Press

Internal

Info sheets

Dietitian

Check In

Education

DIFFERENCES BETWEEN WAY OUT WEST 2010 och 2012

	2010	2012	Change	% change
Festival visitors				
Average time spent at the festival (days)	2.440	2.750	0.31	12.7%
Total visit days	64 300	76 300	12 000	18.7%
Visitors Consumption				
Food & Beverage (Kr)	12 840 210	13 920 000	1 079 790	8.4%
Clothes (Kr)	442 200	442 200	0	0.0%
Accomodation at family / friends (bed-nights)	22 500	38 040	15 540	69.1%
Accomodation at Hotel (bed-nights)	4 693	11 118	6 425	136.9%
Price per night	516	444	-72	-14.0%
Accomodation home (bed-nights)	22 975	29 454	6 479	28.2%
The Festivals Ecological footprint				
Total ecological footprint (gha)	1 918	1 460	-458	-23.9%
Footprint per visitor	0.073	0.050	-0.024	-32.2%
Comparable yearly footprint / visitor	10.77	6.48	-4.290	-39.8%

MAKING WAVES.

WAY OUT WEST GOES VEGGIE

Way Out West har alltid haft ett miljöfokus. Det ligger oss varmt om hjärtat och vi strävar alltid efter att bli ännu bättre. I den forskning vi gjort är maten den enskilt största faktorn på vår miljöpåverkan och köttet är allra värst. Allt för många tror att köttindustrin bara handlar om djurens livsvillkor och om mänskors hälsa, faktum är att det handlar lika mycket om resurslöseri och miljöförstöring.

Den mat vi åter och den vi slänger står för ca 25% av medelsvenskens klimatpåverkan. Vi måste göra något. Det är vi själva som bestämmer vad vi åter.

Under 2012 kommer Way Out West endast servera vegetarisk mat. Det innebar att all mat, både till personal, publik och artister kommer vara vegetarisk. Om ni väljer att åta en bratwurst efter festivalen är helt upp till er. Men under festivalen i Slottsskogen finns inte det alternativet. Vi tvingar inte folk att sluta åta kött, men om vi kan påverka miljön om så endast för några dagar så gör vi det. Vi vill sudda bort myterna om att vegetariskt är gott och inte mattar, vi vill ifrågasätta normen om att kött är det normala och vegetariskt det onormala.

Festivalen vill pusha utvecklingen framåt. Vi gillar att vara först. Årets upplaga skriver historia och vi gör det ihop. Vi gör något annorlunda och nytt. Ingen vill tvingas på er en ändring av matvanor – se Way Out West 2012 som ett tillfälligt avbrott i vardagen om ni vill.

Man kan tycka att några dagar med endast vegetarisk mat inte gör någon större skillnad på klimatet. Men det gör det; vi uppskattar en kraftig utsläppsreduktion på maten vilket minskar festivalens totala klimatpåverkan. Skulle vi dessutom få några av oss att minska vår kötkonsumtion över året, då kan vi komma riktigt, riktigt långt.

Way Out West
Gilla · den 8 augusti

Gilla · Kommentera · Dela

Linda Ottosson, Michaela Eklund och 8 085 andra gillar detta.

1 407 delningar

Jonas Olsson Lindblad Jag förstår inte varför detta upprör så många? Jag är själv inte vegetarian, men har inga som helst problem med att äta vegetariskt som omväxling. Dessutom tycker jag att initiativ... Visa mer

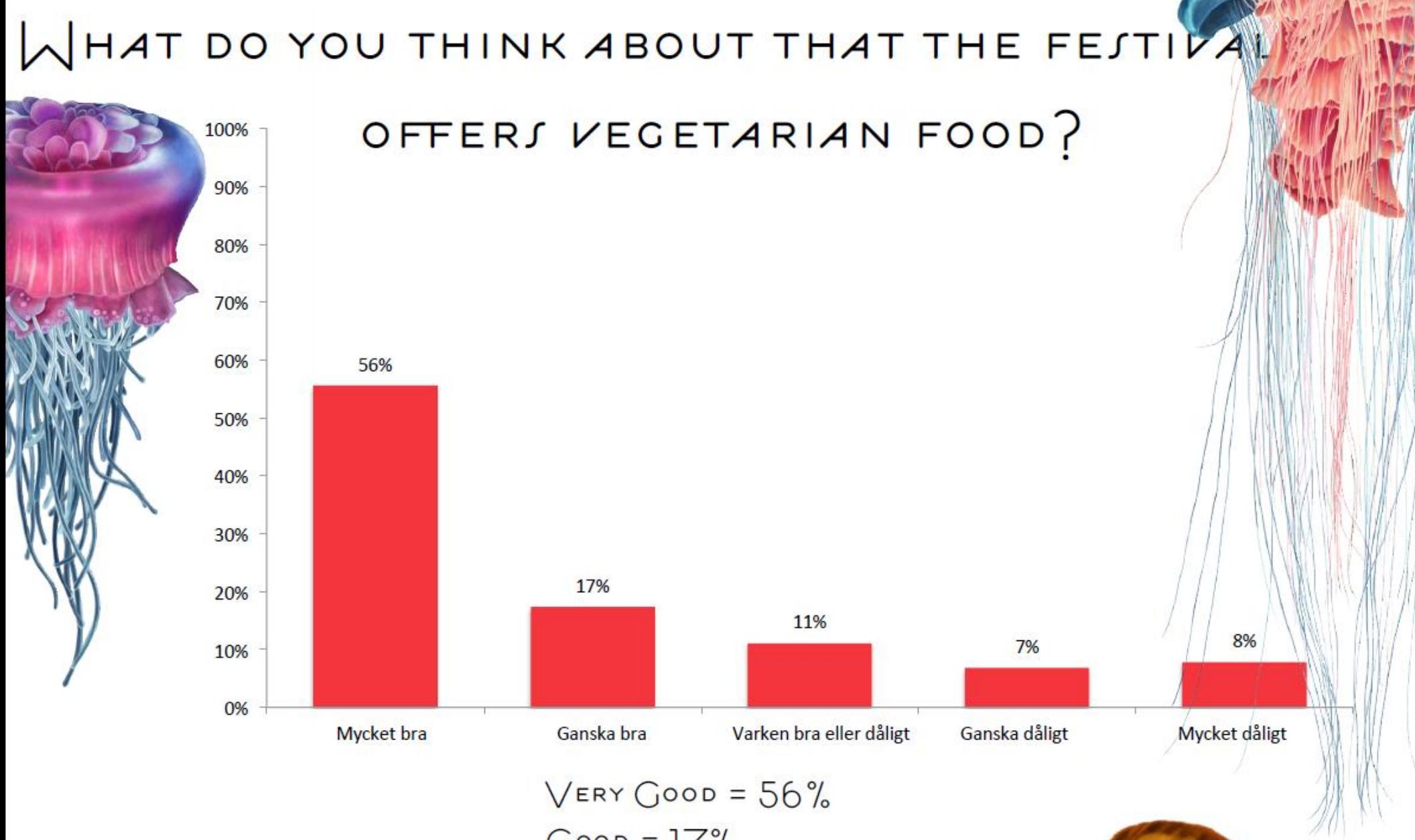
den 17 augusti kl. 11:35 · Gilla · 3

Anna Gildebrand Bra initiativ, bra mat , kul att kunna välja på mer än några rätter som vego. Har dock aldrig känt mig kränkt när det serverats kött på andra festivaler och har därför lite svårt ... Visa mer

den 17 augusti kl. 13:33 · Gilla

Baljväxtakademien Hej! Vi vill berömma er för att ni tog steget fullt ut och gjorde festivalen vegetarisk! Det var en riktig bönfest – och det gillar vi i

Skriv en kommentar...



VERY GOOD = 56%

GOOD = 17%

N EITHER GOOD OR BAD = 11%

BAD = 7%

VERY BAD 8%

First ones?

Not really...

Fusion Festival (D)
is veggie since year
No.1 (1997)

- Target group
- Audience/participants' awareness



Roskilde Festival (DK) food strategy

Roskilde Festival (DK)

100,000 visitors
31,000 volunteers

Temporary 4th biggest city in Denmark

Strategy:
More than 70% organic & local in 2017
Introduction of an organic festival beer in 2014
Stop wasting food
Awareness & education.

FOOD COURT

65.

KIDS KIDS

65.

Cash free zone!

Cock
MOJITO White





FOODJAM

BY MADKULTUREN



FOODJAM
COOK
YOUR OWN
DISH

50 KR

#RFfood

FOODJAM
BY MADKULTUREN

**PAY
HERE**

#RFfood

MEAL
VOUCHER

FOODJAM
BY MADKULTUREN

FOODJAM
BY MADKULTUREN















BEN & JERRY'S

CLimate neutral fairtrade

LOUNGE

climate-friendly ice cream at Roskilde!

Ben & Jerry's has a sustainable profile and makes ice cream with a conscience.

Besides making 100% Fairtrade ice cream, Ben & Jerry's strives to be climate neutral.

The Ben & Jerry's cart has solar cells on the roof which provide our freezer with energy. So in fact, we use the warmth of the sun rays to keep our ice cream cool.

Try our delicious, new Greek Styles - Ben & Jerry's take on a refreshing frozen yoghurt-style ice cream comes in three different fl

STOP SPILD AF MAD

ROSKILDE FESTIVAL OG STOP SPILD AF MAD
STÅR SAMMEN MOD MADSPILD!

ROSKILDE FESTIVAL AND STOP WASTING FOOD
ARE UNITED AGAINST FOOD WASTE!



#stopspildafmad
#stopwastingfood

STOP WASTING FOOD



Stop spild af mad

Billeder

Rapportage

Produktion

Konsum

Spild

Spild

Tidspunkt	Mængde	Udgang	Nedskærmede mængder
2018-01-01	100 kg	100 kg	0 kg
2018-01-02	100 kg	100 kg	0 kg
2018-01-03	100 kg	100 kg	0 kg
2018-01-04	100 kg	100 kg	0 kg
2018-01-05	100 kg	100 kg	0 kg
2018-01-06	100 kg	100 kg	0 kg
2018-01-07	100 kg	100 kg	0 kg
2018-01-08	100 kg	100 kg	0 kg
2018-01-09	100 kg	100 kg	0 kg
2018-01-10	100 kg	100 kg	0 kg
2018-01-11	100 kg	100 kg	0 kg
2018-01-12	100 kg	100 kg	0 kg
2018-01-13	100 kg	100 kg	0 kg
2018-01-14	100 kg	100 kg	0 kg
2018-01-15	100 kg	100 kg	0 kg
2018-01-16	100 kg	100 kg	0 kg
2018-01-17	100 kg	100 kg	0 kg
2018-01-18	100 kg	100 kg	0 kg
2018-01-19	100 kg	100 kg	0 kg
2018-01-20	100 kg	100 kg	0 kg
2018-01-21	100 kg	100 kg	0 kg
2018-01-22	100 kg	100 kg	0 kg
2018-01-23	100 kg	100 kg	0 kg
2018-01-24	100 kg	100 kg	0 kg
2018-01-25	100 kg	100 kg	0 kg
2018-01-26	100 kg	100 kg	0 kg
2018-01-27	100 kg	100 kg	0 kg
2018-01-28	100 kg	100 kg	0 kg
2018-01-29	100 kg	100 kg	0 kg
2018-01-30	100 kg	100 kg	0 kg
2018-01-31	100 kg	100 kg	0 kg



DOPPLER
BAKERY









S & T
SPECIALTY
SOFT
SOFT

Roskilde – Stop wasting food

Food collected from 150+ f&b-stalls

Result expected: more than 30 to of food not wasted, but processed and delivered to

- homeless shelters
- crisis centres
- asylum centres in Zealand

LIZE'S
**OKO
BAR**

100% organic
hangovers



MARGARITA
MARGARITA
RUSSIAN

Tollwood Festival (GER) 100% organic

Tollwood Festival 100% organic

Festival of culture, founded in 1988

Located in Munich

Two festivals per year (winter/summer) a 4 weeks

1.5 million visitors per year

- Privately run company
- No public subsidies
- Two branches:
 - **For profit:** „Market of ideas“ with 50 food stands, 200 non-food stands (rented and leased)
 - Some sponsors
 - **Non-profit:** 70% of all cultural events are free of charge, „World Salon“, ecological activities

Green Catering at Tollwood

- 50 Food Caterers offering international specialties
- 1.5 million visitors per year
- In winter: Special production with dinner & theater
- Eco-certified since 2003, first major event in Germany
- Status today: (close to) 100% organic



Green Catering – how it started

- Started in early 90s with staple foods
- Challenge: no expert experience available, no certification for temporary major events
- Co-operation with official eco-certification body GfRS



Green Catering – the strategy

Most important:

- **YOU** want it!
- You are authentic: no „green-washing“
- Face obstacles with **humour** – and **conviction**



Green Catering – the strategy

Set concrete objectives:

- Instead of „as much as possible“, **go for concrete percentage**: with Tollwood we went for 100%
- Start with lower priced product groups
- Instead of „x % of food“: Go for **concrete percentage of specific product groups**: dairy products, meat products, fruits & vegetables, cereal products...



Green Catering – the strategy

Demand and support:

- Explain caterers what you want and why you want it and what support they can expect
- Provide support:
 - Provide expert advice re menu, recipes, mixed calculation, optimization of food quantity
 - Build bridges between regional eco-wholesalers and caterers, other suppliers
 - Team spirit („Our goal!“) and networking: regular caterer meetings, excursions



Green Catering – the strategy

Partnership and control:

- Long lasting partnerships with caterers (and authorities)
- Eco-Certification, official control by eco certification body (labelling „organic“)
- Own Controls: flow of goods, regular on site controls
- Stipulate objectives precisely in caterer's contracts, operating regulations



Green Catering – the strategy

How to avoid „price explosions“

- Determine maximum price for a main plate → automatic adaptation of recipes (less meat, seasonal and regional ingredients...)



Incentives, communication

- Provide incentives: Tollwood Catering Prize
- Communication and marketing: communicate added value on website, programm magazines, media, on site



Tollwood

By the way...



Tollwood's Green Catering adds up
to **116 t CO₂ savings per year**
Enjoy your Meal ☺



Oya Festivalen (NOR) Organic policy

Oya Festivalen (NOR)

At least 80% organic

Joint food purchase

Controlled with trader conditions and audits

Compostable plates and cutlery



ØYAFESTIVALEN



00:23

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GO Group @ EXIT Festival 10 & 11 July 2014

48

Cabaret Vert (FRA) local procurement

OUR PHILOSOPHY

Enhancing the local area

- ✓ Good reputation
- ✓ Attractiveness
- ✓ Economical impact



A deep connection with the territory

Making a difference

- ✓ Comfort & well-being of the festival-goers
- ✓ Friendly atmosphere

A strong identity

CONTEXT

The local area

- ✓ Northern East France
- ✓ A range of local & regional products

Festival-Goers

- ✓ 48% are coming for drinks & food stalls
 - ✓ 45% are from the local area
- * *Source from the economical impact analysis 2013, CCI Ardennes*





FOOD SERVICE STALLS

Overview

- ✓ 24 food stalls
- ✓ 10 drink stalls
- ✓ Extra food & drink stalls, at the campsite

Specifications

- ✓ Origin
- ✓ Menu
- ✓ Purpose



INGREDIENTS

- ✓ Category of product
- ✓ Supplier
- ✓ Origin
- ✓ Seasonality
- ✓ Quality
- ✓ Production Process



EXAMPLE. DRINKS STALLS

- ✓ No partnership with beverage industry
- ✓ Beers
- ✓ Fruit juice
- ✓ Coffee & hot beverage
- ✓ Free water





AND MORE...

- ✓ Organic waste sorting
- ✓ Recycling disposable crockery

LES ENGAGEMENTS DU CABARET VERT POUR UN DÉVELOPPEMENT DURABLE

ICI ON UTILISE DE LA VAISSELLE BIODEGRADABLE

Ce stand utilise uniquement de la vaisselle biodégradable et a mis en place un tri des déchets organiques & compostables.

Les plats sont en pulp de canne, les couverts sont en bois, et/ou les gobelets sont en plastique végétal.

La vaisselle biodégradable peut donc être jetée dans la même poubelle que les déchets organiques et alimentaires

Le saviez-vous ?

VOUS AVEZ DÉJÀ PROBABLEMENT UTILISÉ DE LA VAISSELLE COMPOSTABLE SAUF VOS EN APERÇUS CAR ELLE RESSEMBLE À DU CARTON OU À DU PLASTIQUE POUR FAIRE LA DIFFÉRENCE, ELLE PORTÉ SOUVENT LE NOM DE PLASTIQUE VIT'.



FareShare SW at Shambala, Bestival and Glastonbury (UK)

Landfill feast & Landfill cafe
Surplus supper club & fine diners
Rescue food from getting wasted and sell at the festival





Slow Food Youth network Schnippeldisco & Sauercrowd

Food Waste

How much food is wasted?

Worldwide more than
one third of all food
produced for human
consumption is wasted!

Food-Waste

Non-marketable
veggies &
“ugly fruits”



SCHNIPPEL DISKO

SLOW FOOD
YOUTH
Network

10.01.2013
MARKT
HALLE
NEUN BERLIN



SAUER CROWD

—
BERLIN



500KG WEISS & ROTKOHL
—
TIEFSCHWARZ
MÉNAGE À TROIS VINCENZO

10.12.2013
MARKTHALLE NEUN
BERLIN X-BERG



Culinary UPcycling @ GreenEvents Europe 2013







Thanks a lot for your attention

Pls. visite us online

www.go-group.org

facebook.com/gogroupeurope

twitter.com/gogroupeurope

KEEP UP GOOD SPIRIT