

DEMO

Connecting Cultural Festivals

02

Integrated Sustainability

Environment · Social responsibility · International frameworks

Before planning production and logistics

→ 2.2 Environmental practices

To make the festival more equitable and accessible

→ 2.3 Social responsibility

To connect to European and international frameworks

→ 2.4 Norms and references

If you want to 'add' sustainability as an afterthought

X Rethink: it must be integrated from the start

Sustainability is not a list of 'green' actions: it is a guiding principle shaping all organisational, design and relational choices.

Environmental



Renewable energy sources



Waste reduction & management



Sustainable mobility



Eco-friendly materials

Social



Accessibility and inclusion



Gender equality & diversity



Decent and fair work



Community and territory

Economic



Financial stability



Local suppliers



Differentiated pricing



Resilient models



Area	Basic	Intermediate	Advanced
Energy	Saving, LEDs, reduce waste	Partial use of renewables	100% renewable energy
Waste	Clear waste sorting	No single-use plastic	Structured zero-waste policy
Mobility	Public transport information	Carpooling, shared shuttles	Green travel only for all
Materials	Reduce printed materials	Reusable set-up items	Certified sustainable supply chain
Water	Reduce consumption	Water-saving systems	Monitoring & public reporting



No level is 'better': the goal is to be consistent and improve gradually.



Cultural accessibility

Inclusive pricing, clear communication, removing symbolic barriers



Physical/sensory access

Attention to disabilities and specific participation needs



Diversity & representation

Gender balance, plurality of voices, conscious programming



Community & territory

Partnerships with schools, associations, local third sector



Working conditions

Transparency, fairness and recognition of cultural work



Safe spaces

Prevention of discrimination and inappropriate behaviour



Inclusion is an ongoing process — it requires intentionality, not just declarations.

UN 2030 Agenda (SDGs)

Sustainable Development Goals as a global strategic framework

SDG 4, 8, 10, 11, 13

EU Green Deal

Integrated sustainability vision: emissions reduction, ecological transition

Cultural sector included

ISO 20121

International standard for sustainable event management

Voluntary certification

Julie's Bicycle

Creative Climate Tools for the cultural sector and live events

Practical tools

YOUROPE Green Roadmap

Sustainability guidelines for European festivals toward 2030

For festival scale



Knowing European references positions the festival as a responsible, credible cultural actor.