

# The EFFE Seal Catalogue #1

## On Environmental Sustainability



# EFFE SEAL

## for Festival Cities and Regions

An inventory of practices, policies and challenges  
by the EFFE Seal for Festival Cities and Regions



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# Introduction

The cities and regions joining under the [EFFE Seal for Festival Cities and Regions](#), an initiative of the **European Festivals Association**, have called on their festivals to share practices, proposals, ideas and questions under the topic of environment sustainability.

The EFFE Seal for Festival Cities and Regions is an initiative which at time of writing includes 29 cities and regions. It serves as a dynamic platform for cities to engage actively in profound discussions and reflections about festival life, as well as to exchange practices and policies with other cities and regions at a European and international level in order to serve their local festivals better. Each of these cities feels committed to their festivals' communities and acknowledges the importance of listening to their needs and assisting them in their success.

The purpose of this catalogue is to create a joint reflection platform for cities in an [EFFE Seal Catalogue on Environmental Sustainability](#) that gathers practices, experiments, stories, examples or approaches that festivals from these cities have implemented, considered or faced in their day-to-day work.

This EFFE Seal Catalogue 1/2024 summarises the practices carried out to enhance environmental sustainability in the 2023-2024 festival season, as reported and collected by some of the signatories of the EFFE Seal for Festival Cities and Regions, in 6 chapters:

1. **Policy**
2. **Programming**
3. **Operations**
4. **Communications**
5. **Experiments and innovative solutions**
6. **Challenges**

In accordance with EFFE Seal's main mission, each thematic block begins with topics that require or have arisen from the co-operation of festivals with cities or regions. Collaboration between festivals and local governments is an important matter when it comes to policy issues, which are the subject of the first chapters of the catalogue.

***N.B.** Providing an all-inclusive register of reported instances in their original descriptions would produce an undigestible catalogue. Most items appeared in more than one report, sometimes in quite a few. We refer to specific cases if they appear to be special from a festival or a city (region). These measures were applied in case of at least one EFFE Seal signatory: the findings need to be understood within the geographical, social, and economic contexts of the contributing cities and regions. It is important to remark that throughout this catalogue, the term 'sustainability' exclusively refers to environmental sustainability and does not encompass other sub-areas of sustainability.*

# 1 • Policy

*Policy measures implemented by cities and regions addressing festivals help to support and encourage eco-responsibility among festivals, their teams as well as their audiences. The subsidies granted, accompanied by mandatory reports and co-ordinated strategies reflect a clear desire and a significant need to think and work collectively to adapt the practices to achieve environmentally sustainable goals.*

- **Festivals can apply for special grants on environmental measures.**

The city council in Bergen has had a grant scheme for organisers who uphold climate measures as part of their artistic and cultural productions and events (...) The scheme helped the city council highlight the role of art and culture as a platform for sustainability, social innovation and societal change – **City of Bergen**

- **Authorities award certificates for outstanding festivals on climate issues.**

The City Council of Bergen supports national ecolabels and environmental certifications, such as Grønn festival (Green festival) and Miljøfyrtårn (environmental lighthouse certification), to promote sustainability. Miljøfyrtårn aligns with international standards like EMAS and ISO 14001, while Grønn festival caters to smaller organisations. In 2023, eleven Bergen festivals received such certifications. – **City of Bergen**

- **Co-ordinated actions are taken to validate and verify emissions with standard reports.**

Edinburgh Festivals commissioned a Scottish consultancy - Beyond Green - to advise on the accuracy of reported emissions and recommend improvements to the methods, tools and templates used in future reporting.

They agreed and published a shared Carbon Reduction Route Map, as a framework for individual festival carbon reduction planning, that would 'help us contribute to the city of Edinburgh's goal of reducing carbon emissions to net zero by 2030 (...) a shared framework within which each festival could then do its own thing'.

– **Festivals Environment Working Group in the city of Edinburgh**

- **Creation of festivals working groups to exchange and join efforts on ecological issues.**

In late 2022, more than a dozen organisers and organisers of Festivals in Krakow together with the local authorities created "Festivals for the Climate" to support and develop sustainable pro-climate solutions that are feasible for festivals. The first result of the green initiative's activities is the creation of a short collection of good practices, available to all associations, institutions and foundations that wish to benefit from the solutions developed. – **"Festivals for Climate" in the city of Krakow**

Edinburgh Festivals have created an Environment Working Group (made up of one representative from each of the festivals who was nominated as that festival's environment lead) to, amongst other things, create a collective policy document which would outline how the festivals were going to accelerate their own response to climate. – **Festivals Environment Working Group in the city of Edinburgh**

- **Festivals are part of municipal or regional environmental sustainability campaigns, agendas or strategies. These may have general or specific objectives, such as achieving zero waste.**

An action organised by the Department of Municipal Economy and Climate of the City of Krakow - "By bicycle to work..." has already had six editions, organised 2017-2024, and the Krakow Festival Office (KBF) has been participating in it from the very beginning. – **City of Krakow**

Ljubljana's Mladi Levi Festival aims to reduce its carbon footprint and minimise waste. With support from the Wuppertal Institute and Slovene ecological organisations, it is developing a greening strategy to become a zero-waste festival by 2026. – **Mladi Levi Festival in the city of Ljubljana**

- **Activities are synchronised with the campaigns of national and international environmental organisations.**

The festival "focused on the protection of the environment and protected species of birds, with a cause synchronised with the active campaigns of the Association for the Protection of Wild Nature, the Society for the Protection of Birds, Greenpeace, etc." – **Sky Wonders Varna Kite Fest in the city of Varna**

- **Such co-operation takes the form of formal agreements with specific festivals or the festival community as a whole.**

In Bergen all recipients of fixed support on the city budget, have had to report whether they contribute to the municipal «Grønn strategi» (Green strategy) up until 2023. – **City of Bergen**

- **Hiring an Environmental Consultant/ Manager within the festival team.**

In 2021, Academia Film Olomouc appointed an Environmental Strategy Consultant to enhance its sustainability efforts. This person assists with the festival's overall environmental concept and advises on nature-related production dilemmas. – **International Festival of Science Documentary Films from [Academia Film Olomouc \(AFO\)](#) in the Region of Olomouc.**

## 2 • Programming

*By adapting their programmes to incorporate environmentally sustainable initiatives and focus on climate issues, festivals aim to raise awareness in their audiences through creative means.*

*It is on the first two points that the involvement of municipal and regional authorities is particularly beneficial.*

- **Famed authors, filmmakers and scientists engaged in climate matters are invited as special guests.**

“A stage for performances of distinguished singers, artists, children’s groups emphasising their commitment to the right attitude towards ecology”.

– **Sky Wonders Varna Kite Fest in the city of Varna**

- **Artist residencies serve as means of reducing travel carbon emissions.**

At the Festival, residencies are seen as a way of mitigating carbon impact by reducing the carbon intensity of any artistic visit. For example, it was proposed that orchestras or theatre/dance companies would commit to 3-4 engagements per trip rather than the traditional 1 per trip. (...) Not only does the residency model reduce travel emissions but, arguably more importantly, allows a deeper engagement between artists, audiences, and the city of Edinburgh. – **Edinburgh International Festival in the city of Edinburgh**



©Mihaela Bodlovic\_Edinburgh International Festival

- **In a broader sense, festival programmes enhance cultural awareness and promote attention to social issues.**

The Sacrum Profanum Festival in 2022 adopted ‘Species at risk of extinction’ as its slogan, directly addressing the climate crisis and its associated threats. – **Sacrum Profanum Festival in the city of Krakow**

Environmental protection and protection of human rights through art has been part of Prizren Fest’s mission, activity they plan to continue in the framework of international environmental policies. – **Prizren Fest in the city of Prizren**

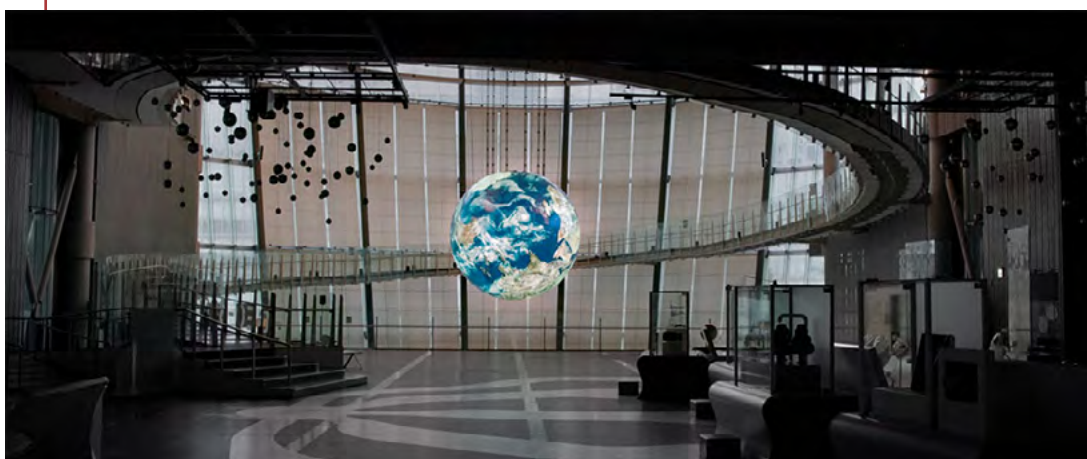
- In particular, artistic programmes with a focus on environmental issues are included.

DokuFest is expanding its Green Docs programme in collaboration with organisations like the Prince Claus Fund, reinforcing its mission of showcasing environmentally focused films and raising awareness about pressing ecological issues. – **DokuFest- International Documentary and Short Film Festival in the city of Prizren**

A music project featured in Radar Festival in Varna centered on corals and marine themes to address environmental concerns. – **Radar Festival Beyond Borders in the city Varna**

- More concretely, workshops on climate matters are held and debates with Questions & Answers (Q&A), art installations, performances, eco fair, films for environmental awareness etc. are included in the festival programme.

In 2021, Cinelibri launched a “Go Green” section, showcasing films addressing environmental issues. The screenings were followed by free public discussions with Q&A, that usually invite a moderator and special guests. – **International Book-to-Film Festival Cinelibri (Cinelibri IFF) in the city of Varna**



©Wer-wir-waren-Dokumentary\_ International Book-to-Film Festival Cinelibri 2021

Olomouc EDO offers workshops, talks, and panels on environmental issues and sustainability, alongside public discussions, an eco-fair, art installations, performances, and exhibits. These events highlight diverse viewpoints, traditions, and practices concerning the relationship between humans and nature.

– **Ekologické dny Olomouc, Olomouc Environmental Days (EDO) in the Region of Olomouc**

Autostrada Biennale engages the public to empower youth in artistic production and promote environmental sustainability through material reuse. By involving them in designing and constructing Hangar infrastructure, it fosters a sense of responsibility towards the environment and community. – **Autostrada Biennale in the city of Prizren**

Around 240 families and young people were able to take part in the family workshops building futuristic models and having the time to create their vision of our sustainable future. – **Edinburgh Science Festival in the city of Edinburgh**





©Chris Scott\_ Edinburgh Science Festival

To increase awareness, motivate the public to take up eco-friendly activities and encourage a sustainable way of organising culture, International Film Festival Etiuda&Anima organised a debate to exchange ideas and experiences related to the process of making cultural events more sustainable and eco-friendly. After the meeting they shared a short guide - [What can festivals do to protect the environment?](#) and a Panel Discussion: Green Filming in practice. – **International Film Festival Etiuda&Anima, EtnoKrakow/Crossroads in the city of Krakow**

- **Festivals focus on nature: celebrating, respecting, and protecting the natural environment characterises their programmes.**

The 13th edition of the Conrad Festival had for headline “the Nature of the Future” to educate about specific problems related to environmental protection. They try to create sensitivity to these issues by confronting the audience with questions about the role of the art, culture and literature in the current ecological situation.

– **The Conrad Festival in the city of Krakow**

*TO)pot* is a festival exploring listening and walking as ecological practices through sound walks, events, and workshops. It fosters connection with the environment, promoting solidarity and awareness of coexistence with non-human beings. Advocating for slowness amidst daily rush, it integrates spatial, sound, and body art practices. – **Festival of radical sound walks TO)pot in the city of Ljubljana**



©TO)pot\_performans\_12 Foto Blaž Gutman, arhiv Cukrarna

- **Site specific projects are important assets with a strong ecological commitment (migratory bird songs, native and invasive plants).**

*TO)pot* “walking practices of reading, creating, grounding, immersing, being acted upon and acting in the environment.” – **Festival of radical sound walks *TO)pot* in the city of Ljubljana**



©Foto Blaž Gutman, arhiv Cukrarna\_Festival of radical sound walks TO)po

- **Local artists are given priority, which also helps reduce carbon emissions.**



## 3 • Operations

*It is essential for festivals to adapt their way of operating to the changes in society. It is important for them to think together with their local authorities and communities of tools and mechanisms to make the organisation of their festivals more environmentally sustainable, both in terms of the preparation and staging of the event.*

### Measures taken before the festival begins:

- **Using carbon emissions budgeting tools.**

The Children's Festival developed a travel forecasting template and procedure which enabled staff to take direct responsibility for their role in reducing the companies' impact on the environment - building such thinking into the earliest possible stages of planning and creating a specified yearly carbon reduction target for each department. – **Edinburgh International Children's Festival in the city of Edinburgh**

- **When selecting locations, the lowest possible impact on the environment is a primary criterion.**

The locations where the programme activities take place are reduced to a minimum, and each one of them is located in the central part of the city of Varna. – **World Festival of Animated Film in the city of Varna**. In this same festival, all their partner venues, including the hotels accommodating guests, are conveniently located within a short walking distance of each other.

- **Suppliers are selected and trained with particular consideration for sustainability. Preference is given to local products.**

Prioritising local food and beverage options by engaging local suppliers, producers, and retailers. – **Festivals in the Region of Olomouc**

Preparing fresh local food for all artists and volunteers, sourcing vegetables from local gardens and markets. – **Festival in the city of Ljubljana**

Olomouc EDO prioritises local food and beverage options by engaging local suppliers, producers, and retailers. – **Ekologické dny Olomouc, EDO in the Region of Olomouc**

Ljubljana Mladi Levi prepares fresh local food for all artists and volunteers, sourcing vegetables from local gardens and markets. – **Mladi Levi Festival in the city of Ljubljana**

The Book Festival developed a simple list of questions to be considered when procuring goods and services for their events, aimed at embedding sustainability in their buying choices. (...) Further to their checklist, the festival also focusses on expanding their reach to influence their suppliers' environmental outlook by sending companies a copy of the festival's own environmental policy. It is anticipated that in time suppliers might develop a policy of their own and that this might also improve the sustainability of the available products, widening the options for sustainable procurement. – **Edinburgh International Book Festival in the city of Edinburgh**



©streda\_ATMO\_JanHromadko-1030 AFO Olomouc

- **Attractive and available public transport solutions are negotiated. These include discounted train tickets, work with transport operators with electric cars and velo transport solutions.**

In 2023, the festival Varmere Våtere Villere (Warmer Wetter Wilder) booked a whole train carriage for their audiences and named it “the climate train”. Here their guests were offered discounted train tickets on selected departures with the Bergen Railway in connection with the festival, which also included a programme with lectures, quizzes, socialisation and more. The initiative was originally realised partly by city funding and partly through discounted tickets sold by Vy, the National railway company. – **Festival Varmere Våtere Villere in the city of Bergen**



©Skift-Naeringslivets klimaledere\_Varmere Våtere Villere

Varna Cinelibri will collaborate with transport operators to provide electric cars and bicycle transport solutions. – **International Book-to-Film Festival Cinelibri (Cinelibri IFF) in the city of Varna**



©NextBike\_\_fotilAdamMracek\_E40A9678 – AFO Olomouc

- **Additional parking places are provided for bicycles.**

In Ljubljana, the collaboration with the municipality is noteworthy. For Mladi Levi Festival, additional bicycle parking spaces were installed in front of the Old Power Station, the main venue of the festival, in partnership with the municipality.

– **Mladi Levi Festival in the city of Ljubljana**

- **Ways are explored to avoid overloading the area's utility services.**

Festivals in Bergen find it important that during the winding down of the event good systems are in place for waste management and recycling. They order their own bins for food waste, residual waste, paper and cardboard and plastic where necessary. This is to avoid overloading the waste system of the arenas in use, and to make it easy to recycle even in busy periods. – **City of Bergen**

- **Materials from previous festival editions are used and/or upcycled to make gadgets.**

The EtnoKrakow/Crossroads Festival in Krakow reduces branding material production by donating prints from past editions to LiveWa Pracownia. Among other things, bags with the festival's graphic identity are created there, while the remaining "offcuts" enter the workshop circulation.

The production of festival gadgets themselves can also be based on upcycling. For example, one could ask a local clothing factory to produce festival lanyards from available offcuts/ leftover materials - replacing those common, fully synthetic, non-biodegradable ones. – **EtnoKrakow/Crossroads Festival in the city of Krakow**

Olomouc AFO produces festival merchandise in limited quantities from upcycled materials previously used for the festival's visual identity. Collaborating with local Czech companies and designers, like KattyPop from Olomouc, they aim to eliminate waste and promote circularity in festival operations. – **International Festival of Science Documentary Films – AFO in the Region of Olomouc**



©fotilAdamMracek\_AFO Olomouc

- **Priority is given to exchanged and borrowed technical equipment.**

At the Mladi Levi Festival in Ljubljana, they have established a large circle of organisations for exchanging and borrowing technical equipment, reducing the need for extensive purchases. – **Mladi Levi Festival in the city of Ljubljana**

- **Online tickets on the phone are increasingly being used.**

In Varna, Radar Festival Beyond Borders has stopped printing tickets and now exclusively offers online ticket sales accessible via mobile phones. – **Radar Festival Beyond Borders in the city of Varna**

- **Advance communication between the core team and the volunteers ensures a more environmentally friendly event.**

World Festival of Animated Film initiated internal communication between the core team and volunteers as the first step towards hosting a more environmentally friendly event. – **World Festival of Animated Film in the city of Varna**

- **The programme brochures are printed on recycled or eco-friendly paper.**

All paper materials, if there are such, are printed on recycled paper. All print leaflets will have a recycling stamp. – **International Book-to-Film Festival Cinelibri (Cinelibri IFF) in the city of Varna**

### **Things done during the festival:**

- **Most of the information and promotion is done using AR code, QR code, on a website or an app.**

Olomouc AFO tries to minimise the number of printed materials conveying all the programme and necessary information primarily digitally, either through our social networks or our website. They have replaced paper voting in the audience competition with electronic voting and combined the festival catalogue and the brochure into one product – the programme catalogue. This is charged with a fee, so visitors only buy it if they are interested in keeping it and not throw it away after one use. – **International Festival of Science Documentary Films – AFO in the Region of Olomouc**



- **Care is taken to reduce power consumption.**

At the Ekologické dny Olomouc (Olomouc Environmental Days), the festival is hosted in a low-energy building surrounded by a nature gallery. Built in 2007, the award-winning structure minimises landscape disruption with its crescent moon shape and is covered on one side with an earth embankment. The design of the house applies primarily the principles of solar architecture, large thicknesses of thermal insulation and mechanical ventilation with heat recovery. It optimises energy usage to meet its energy needs. – **Ekologické dny Olomouc, EDO in the Region of Olomouc**

The Festival occurs in September, a time when high energy consumption for heating and cooling in festival spaces is not necessary. – **World Festival of Animated Film in the city of Varna**

The Krakow Film Festival minimises energy usage by using LED lighting, properly powering devices, adjusting thermostats for thermal energy savings, and employing motion sensors to regulate lighting in unused areas. – **The Krakow Film Festival in the city of Krakow**

- **Catering expresses environmental awareness.**

At Ljubljana's Mladi Levi festival, catering increasingly features vegetarian and vegan options as less meat is prepared each year. Plastic cups and straws are not used in the bar or for backstage catering. – **Mladi Levi Festival in the city of Ljubljana**

AFO (Academia Film Olomouc) minimises carbon emissions, conserves natural resources, and supports local economies by sourcing local and organic products. – **International Festival of Science Documentary Films – AFO in the Region of Olomouc**

Opting for porcelain and glassware over disposable alternatives. – **World Festival of Animated Film in the city of Varna**

- **Creation of long term positive impact on the local community.**

Prizren Fluturat negotiated with nearby restaurants to use paper bags exclusively for food and drink orders made by their guests – **Fluturat in the city of Prizren**

- **Natural conditions (light, noise, soil, plants, water, etc.) are protected.**

At the Mladi Levi Festival in Ljubljana, only biological detergents and cleaning agents are used. – **Mladi Levi Festival in the city of Ljubljana**

- **A water dispenser is available on the festival grounds, inviting visitors to use their own reusable bottles.**

Installation of a water dispenser at the Festival and Congress Centre encourages visitors to bring their own reusable bottles for refills during the five-day event. – **World Festival of Animated Film in the city of Varna**



- **The workshops for children and young people use completely natural and eco-friendly objects.**

Some of the objects with which the little authors work are completely natural, such as pebbles, seashells, leaves, sticks and other similar natural items, which they bring to life thanks to animation. – **World Festival of Animated Film in the city of Varna**



©World Festival of Animated Film

A workshop for colouring ready-made kite models, origami workshop, etc. made with eco materials. – **Sky Wonders Varna Kite Fest in the city of Varna**

- **Volunteers are hired to help with waste collection.**

Olomouc EDO has a designated team, comprising volunteers and community participants, dedicated to maintaining the cleanliness of the venue. – **Ekologické dny Olomouc, EDO in the Region of Olomouc**

Prizren Fluturat hired volunteers to assist with waste collection efforts. – **Fluturat in the city of Prizren**

## 4 • Communications

*Festivals' communication activities are a particularly important tool to spread awareness and share information on environmental practices among the public, other festivals and public bodies. Distribution channels must relay information about eco-responsibility in an accessible way, particularly on websites and social media. This communication is amplified by partnerships, sponsors and artists, each of whom plays a major role in promoting sustainability.*

- **The process of recruiting and selecting subcontractors is also an educational activity.**

The festival Varmere Våtere Villere was keen to use their consumer power to put pressure on subcontractors and to choose players who make active choices to reduce emissions. They also have strict requirements for their collaboration partners. Finally, thanks to constructive dialogue with partners, they are seeing an awareness-raising effect when it comes to buying food, travel and other things.

– **Festival Varmere Våtere Villere in the city of Bergen**

- **The search for sponsors makes it possible to influence the wider business community in favour of the environmental cause.**

A Net Zero Toolkit was created as a free, comprehensive and scientific eight-step online jargon-free toolkit that will guide an organisation of any size – but particularly small and medium-sized and microbusinesses – that can use to build effective sustainability strategies, set targets and begin to make meaningful changes that will get their business on the road to net zero carbon emissions. (...) To date well over 600 businesses from across Scotland have signed up for a net zero toolkit account and are using it to build, monitor and update their sustainability strategies. – **Edinburgh Science Festival in the city of Edinburgh**

- **Festival artists are encouraged to improve the environmental sustainability of their activities.**

*In a New Light* was an international online performance project that brought together children facing barriers accessing the arts in Scotland, Bangladesh and Singapore. Over 8 months, 30 children aged 8-15 and professional artists met online to creatively explore the young people's views of the ecological crisis.



Connecting children and artists across borders was key to the project, as was celebrating their diverse stories, cultures and experiences. – **Edinburgh International Children's Festival in the city of Edinburgh**

©Brian Hartley\_ Edinburgh International Children's Festival

- In all promotional activities, emphasis is placed on the festival's green credentials, including the promotion of low-carbon access to the site.

Olomouc Academia "The fully defined ecopolicy of our festival is communicated on our website". – **International Festival of Science Documentary Films - AFO in the Region of Olomouc**

- The website's navigation 'tags' make it easier to discover the environmental programmes.

The Book Festival tags any environment or sustainability events as part of their 'Climate Positive' theme. In the Explore Events page on their website it is possible to search by keywords, filter events in various ways including environment and sustainability – **Edinburgh International Book Festival in the city of Edinburgh**

- Promotion of best environmentally sustainable practices in the festival(s) (e.g. on social media).

KBF Krakow now provides biweekly "ecoKBF news" posts with concise ecological information, linking to the source page for more details. Entries include eco-trivia, local eco-events, and eco-tips. – **KBF in the city of Krakow**

Festivals Edinburgh has published an article titled '[20 Climate Themed Shows at the 2024 Edinburgh Festivals](#)'. This article compiles shows from different festivals across the city that share the themes of the environment, climate change, hope in the face of climate anxiety, carbon footprint and much more. – **Festivals Edinburgh in the city of Edinburgh**

## 5 • Experiments, innovative solutions

*Festivals, regions and cities are deploying innovative strategies to reduce CO<sub>2</sub> emissions. These reflections on the ecological adaptation of festivals are leading to the creation and experimentation of new sustainable approaches, whether artistic, organisational or communicative.*

- **Elaborate strategy to achieve zero waste.**

Prior to 2020, the Book Festival initiated an experimental programme with an Edinburgh-based compostable catering disposables company for their festival catering supplies and year-round office food collection. The company provided a range of plant-based, compostable catering disposables, such as cups, plates and cutlery, as well as a food waste collection service. Once their products have been used, instead of going to landfill, they could be composted in an industrial composter. The supplier was able to uplift office food waste during the year, and the festival site waste in August. – **Edinburgh International Book Festival in the city of Edinburgh**

- **To protect the walls, “water graffiti” is applied using a high-pressure hose.**

The festival Varmere Våtere Villere prioritises innovative and climate-friendly marketing methods. Previous projects are for example “water graffiti” with a high pressure hose and animations that are shown on a house wall near the festival area. They will also look at the possibility of using degradable and biological profiling material. – **Festival Varmere Våtere Villere in the city of Bergen**



©Thomas Digervold\_Varmere Våtere Villere

- **Some events are powered by hydrogen.**

A green hydrogen generator was operated during the festival for several test performances at an event site in a quiet low-risk area, so that access could be controlled by a simple physical barrier – and this experiment was seen by both the Government and the private sector as part of a portfolio of demonstration projects within a wider research and development programme for green hydrogen. – **Edinburgh International Festival in the city of Edinburgh**

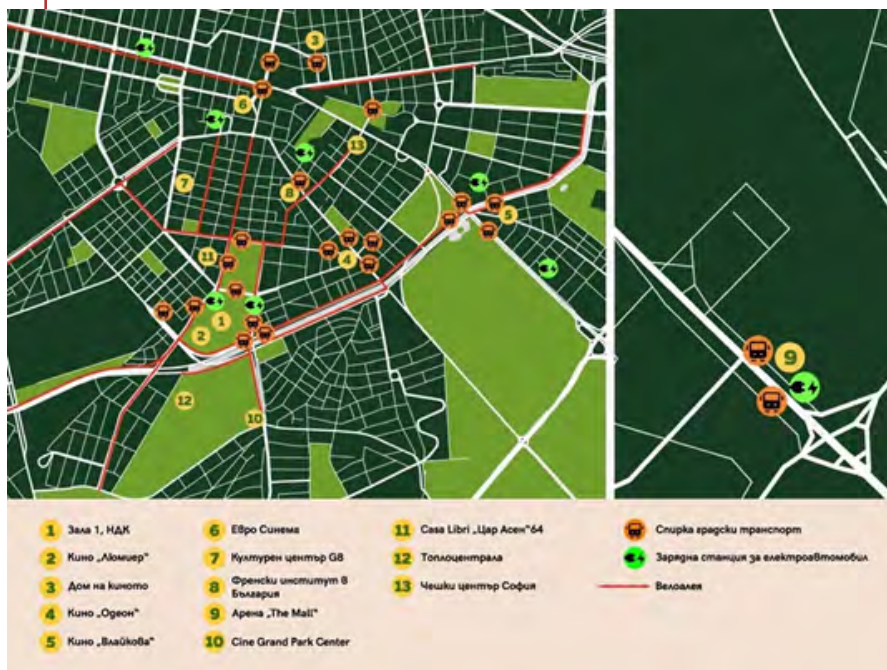


- **Involving the public in creating green solutions.**

Collecting bottle caps at the festival and allowing the audience to submit their own expectations and ideas for a green strategy, a survey on the evaluation of green festival activities, a plant exchange accompanying the 14<sup>th</sup> edition of Krakow Summer Animation Days.  
 – **International Book-to-Film Festival Etiuda&Anima in the city of Krakow**

- **Interactive maps highlight eco-options for transportation.**

The festival will develop interactive maps highlighting all charging stations for electric cars located close to the cinema theatres taking part in the festival. – **International Book-to-Film Festival Cinelibri (Cinelibri IFF) in the city of Varna**



©Green-routes\_ International Book-to-Film Festival Cinelibri 2023

- **During the festival, clothing/goods swaps take place.**

KBF introduced “KBF shares,” adopted by the Krakow Film Music Festival, allowing employees to exchange and donate unwanted items like clothes, shoes, books, and toys to provide them with a second life. Internal seasonal swaps and clothing swap campaigns were also extended to selected festivals. – **Krakow Film Music Festival part of KBF in the city of Krakow**

To encourage sustainable practice at the festival, the Fringe Society provided a ‘swap shop’ service at the end of the festival where Fringe artists and venues could exchange/donate easily transportable props/costumes/set. Artists, particularly from the city region, were able to collect items they may be able to use in their own future productions. When the Swap Shop days were over, usable items were donated to charity and unusable items recycled where possible. – **Edinburgh Festival Fringe in the city of Edinburgh**





©Edinburgh Festival Fringe

- **Visitors are offered sustainable small souvenirs/merchandising.**

A small pencil containing seeds for planting as a modest gift to guests and workshop participants. – **World Festival of Animated Film in the city of Varna**

Olomouc EDO emphasises sustainable materials, offering functional items for everyday use, promoting respectful material use, and providing longer-lasting products such as cotton bags, wax paper snack wrapping, and plantable seed paper. – **Ekologické dny Olomouc, Olomouc Environmental Days (EDO) in the Region of Olomouc**

## 6 • Challenges

*In addition to efforts to promote environmental sustainability, festivals also mentioned the obstacles encountered in the course of these initiatives. Understanding these challenges (financial, logistical and cultural) helps to identify the appropriate strategies and highlight the importance of collaboration in order to achieve a bigger impact. Throughout these examples below, it can be seen that often this needs to be the initiative from the city itself (through grants) to incentivise festivals organisers' behaviour.*

- **The interests of trading partners are not entirely conducive to favourable solutions.**

Barriers: “topic oversaturation” among industry insiders”; “Barriers in the form of industry pressure (fashion?) and habits” – **International Film Festival Etiuda&Anima, EtnoKrakow/Crossroads in the city of Krakow**

- **Environmental awareness is at a low level among the public.**

Prizren Fluturat notes that environmental sustainability is not adequately prioritised in local human behavior and thinking, as awareness of the topic remains low in the community despite facing various challenges. – **Fluturat in the city of Prizren**

- **Waste management is underdeveloped in certain places.**

In our society the amount of waste is one of the biggest problems we face, and waste management is also at an extremely low level. – **Fluturat in the city of Prizren**

- **Environmentally friendly materials and products cost more than conventional products.**

One of the big challenges is a lack of funding for any new materials (biological, environment friendly) which tend to be much more expensive than the traditional non-biological ones. – **Mladi Levi Festival in the city of Ljubljana**

The main challenge was the higher cost of paper bags in comparison with plastic ones. – **Fluturat in the city of Prizren**

- **Investing in renewable energy sources entails a high financial commitment.**

AFO (Academia Film Olomouc) acknowledges that investing in renewable energy sources and eco-friendly infrastructure may demand initial capital investment. Even if they recognise that the long-term benefits usually surpass the costs. – **International Festival of Science Documentary Films - AFO (Academia Film Olomouc) in the Region of Olomouc**

When the festival tried to reintroduce a composting programme to their site post-pandemic the costs had sadly become prohibitive, especially in the context of smaller post-covid budgets. – **Edinburgh International Book Festival in the city of Edinburgh**

- **Public transport services are lacking in many places.**

Mladi Levi Festival in Ljubljana expresses that there is a very limited number of options of public transportation available in the local area (there is no quality train network in Slovenia and the wider Balkan region). – **Mladi Levi Festival in the city of Ljubljana**

- **Public transport services are lacking in many places.**

Mladi Levi Festival in Ljubljana expresses that there is a very limited number of options of public transportation available in the local area (there is no quality train network in Slovenia and the wider Balkan region). – **Mladi Levi Festival in the city of Ljubljana**

- **Resistance to change often exists among staff and volunteers.**

Overcoming cultural inertia and resistance to change among staff, volunteers, and stakeholders can be challenging. – **International Festival of Science Documentary Films - AFO in the Region of Olomouc**

- **A degree of “topic fatigue” is felt among the public and performers.**

Krakow’s International Film Festival Etiuda&Anima festival emphasises the importance of networking at industry events to facilitate a creative exchange of reflections and experiences. However, it’s essential to present topics with freshness to maintain audience engagement, particularly considering potential “topic fatigue.” – **International Film Festival Etiuda&Anima in the city of Krakow**

- **Transectoral dimension of the topic.**

Mladi Levi Festival in Ljubljana finds that “to achieve the goal of lowering our emissions and the carbon footprint of our actions, we need to be connected to all the other fields of society – transportation, logistics, technology, science and politics – and work together towards a better and greener future.” – **Mladi Levi Festival in the city of Ljubljana**

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The European Festivals Association (EFA) as a network of festivals discusses the topic of environmental sustainability on a regular basis through different activities and initiatives: The “Go Green, Festivals” campaign, annual workshops on the topic of “festivals and sustainability”, the publication of a booklet titled [“Cookbook for cultural managers: The EU Green Deal and Live Performance Organisations”](#) in collaboration with [Pearle\\* - Live Performance Europe](#), and much more reflect just some of the ongoing conversations.

You can find more information about them here: <https://www.efa-aef.eu/en/initiatives/up-to-green/>

EFA is also a partner of the new [EU Climate Pact](#) as well as of the [New European Bauhaus](#).

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[Varmere Våtere Villere](#) (Bergen)

[Edinburgh International Festival](#) (Edinburgh)

[The Edinburgh Festival Fringe](#) (Edinburgh)

[Edinburgh International Book Festival](#) (Edinburgh)

[Edinburgh Science](#) (Edinburgh)

[Edinburgh International Children's festival](#) (Edinburgh)

[KBF "Festivals for Climate" initiative](#) (Krakow)

[Sacrum Profanum](#) (Krakow)

[Krakow Film Music Festival](#) (Krakow)

[The International Film Festival Etiuda&Anima](#) (Krakow)

[The EtnoKrakow/Crossroads Festival](#) (Krakow)

[Conrad Festival](#) (Krakow)

[The Krakow Film Festival](#) (Krakow)

[Mladi Levi Festival](#) (Ljubljana)

[TO\)pot - Festival of Radical Soundwalks](#) (Ljubljana)

[Ekologické dny Olomouc](#) (Olomouc Environmental Days-EDO)

[International Festival of Science Documentary Films from Academia Film Olomouc \(AFO\)](#) (Olomouc)

[Prizren Fest](#) (Prizren)

[DokuFest](#) (Prizren)

[Autostrada Biennale](#) (Prizren)

[Music festival for children "Fluturat"](#) (Prizren)

[Sky Wonders / Varna Kite Fest](#) (Varna)

[World Animated of Film Festival](#) (Varna)

[International Book to Film festival - Cinelibri](#) (Varna)

[RADAR Festival Beyond Music](#) (Varna)