

C-231 Green Deal on Circular Festivals

Parties:

1. The Minister of Economic Affairs and Climate Policy, Mr Eric Wiebes; and
2. the State Secretary for Infrastructure and Water Management, Ms Stientje van Veldhoven-van der Meer, hereafter referred to as JenW;

Parties referred to in 1 and 2, both acting in their capacity as an administrative authority, are hereafter jointly referred to as 'the Government';

3. Alles Komt Goed B.V. (NL) – Zwarte Cross/ Mañana Mañana; represented by Mr M.W. ten Zijthoff
4. Amsterdam Open Air BV en Air Festival Holding BV (NL) - Amsterdam Open Air/ Milkshake; represented by Mr N.N. de Geus
5. Apenkooi Events B.V. (NL) - DGTL; represented by Mr J.G.A. Goossen
6. Boardmasters Limited (UK) - Boardmasters; represented by Mr R.P. Scully
7. Body&Soul Event Creations Ltd (IE) – Body & Soul festival; represented by Ms M. Best
8. Boomtown festival (VK) - Boomtown; represented by Ms E. Ford
9. Foreningen Roskilde Festival (DK) – Roskilde; represented by Ms F.M. Frederiksen
10. FRHUG Festival GmbH & Co KG. (DE) - Lollapalooza Berlin; represented by Ms F. Szép
11. Friendly Fire (NL)- Best Kept Secret Festival; represented by Mr M.S. Westerik
12. MOJO (NL) - Down the Rabbit Hole / A Camping flight to Lowlands Paradise/ North Sea Jazz; represented by Mr R.M. Brouwer
13. The Factory bvba (BE) - Pukkelpop; represented by Mr R. Scaut
14. Shambala (UK) - Shambala; represented by Mr C. Johnson
15. Stichting Eurosonic Noorderslag (NL) – Eurosonic/ Noorderslag/ ESNS conference, represented by Mr D.A.J. Houben
16. Stichting Into The Great Wide Open (NL) - Into The Great Wide Open; represented by Mr T.J.P. Couzij
17. Stichting Vierdaagsefeesten(NL) - Vierdaagsefeesten Nijmegen; represented by Mr L.F.J.Weterings
18. We Love Green Association (FR) - We Love Green Festival; represented by Ms M.P. Sabot

Parties referred to under 3 to 18 are hereafter referred to as 'the Festival Organisers'.

Parties 2 to 18 are hereafter jointly referred to as 'the Green Deal Participants'.

Hereinafter referred to jointly as the Parties.

General considerations

1. To safeguard our prosperity for future generations, it is necessary to make our economy more competitive and, at the same time, reduce the burden placed on the environment and reduce our dependence on fossil fuels and scarce raw materials, and thereby achieve green growth.
2. Creativity, enterprise, innovation and knowledge are essential to achieve this transition to green growth. Businesses, private individuals and civil society organisations are committed to taking specific initiatives to make society and the economy greener. The government's Green Deal approach is designed to harness and apply this green growth social dynamic as a wider expression of a dynamic society.
3. Green Deals make it easy for businesses, private individuals and organisations to work with the government on green growth, with initiatives by actors within society at large forming the backbone. Should initiators encounter obstacles which they believe could be addressed at central government level, the government will strive to remove or resolve

these obstacles to facilitate and accelerate initiatives. Green Deals set out specific agreements reached by parties on these issues.

4. The results of a Green Deal can be carried forward to other, similar projects. This makes it possible to both follow up on a deal and broaden its scope without the need for specific support from the Government.

Specific considerations

Towards a circular economy

1. To safeguard our prosperity for future generations, it is necessary to fundamentally change the way we use raw materials.
2. We need to adopt a smarter model of resource management in which valuable materials are kept in circulation, reducing the need for scarce raw materials. The circular economy is an answer to the greatest challenge of the 21st century.
3. In a typical circular economy waste is 'designed out', renewable sources are used, systems thinking is used and prices reflect real costs. The Ellen MacArthur Foundation's widely used model of a circular economy system is based on three main principles:
 - a. preserve and enhance natural capital by controlling finite stocks and balancing renewable resource flows;
 - b. optimise resource yields by circulating products, components and materials in use at the highest utility at all times in both technical and biological cycles;
 - c. foster system effectiveness by revealing and designing out negative externalities.
4. The European Union aims to move from a linear to a circular economy in order to foster sustainable development, boost global competitiveness and generate new jobs. In the Netherlands, the central government-wide circular economy programme 'Nederland Circulair in 2050' focuses on achieving a circular economy in the Netherlands by 2050.
5. The European Single-Use Plastics Directive,¹ part of the EU Plastics Strategy and the Circular Economy Action Plan, bans certain single-use plastic products for which alternatives exist on the market, contains measures to reduce the use of plastic food containers and beverage cups, and sets a 90% separate collection target for plastic bottles by 2029.
6. The Dutch government aims to halve the use of primary raw materials by 2030 and to achieve a fully circular economy in the Netherlands by 2050. In signing the Plastics Pact NL,² IENW and industry parties have committed themselves to achieving the following four objectives by 2025:
 - a. All single-use products and packaging are reusable where possible and appropriate, and are in any case 100% recyclable.
 - b. Unnecessary use of plastic materials is avoided, resulting in a 20% reduction in the amount of plastics (in kg).
 - c. At least 70% of all single-use plastic products and packaging that reach the disposal stage in the Netherlands are recycled to a high standard.
 - d. All single-use plastic products will contain the highest possible percentage of recycled plastics, with an average percentage of at least 35%.

The role of festivals

7. Festivals have become increasingly popular in the past decade. Last year, some 25,000 festivals, drawing more than 500 million visitors, took place in Europe. This creates several opportunities for influencing visitors' behaviour and motivating them to adopt more circular practices at home.

¹ Directive (EU) 2019/904 of the European Parliament and of the Council of 5 June 2019 on the reduction of the impact of certain plastic products on the environment (OJ L 155/1, 12 June 2019).

² <https://www.circulairondernemen.nl/uploads/0e657a0084a4f18d2ff61335794ea3c7.pdf>.

8. Festivals can reduce their environmental impact by making careful choices in terms of location, access, transport and mobility, catering, beverages and power supply. This will have a positive influence on the local environment, and reduce carbon emissions and impacts on land and water use.
9. Festivals, with their spirit of creativity and enterprise, their mostly fenced-off grounds and temporary nature, can serve as a microcosm for circular economic innovation and experimentation.
10. Festivals have a wide impact and influence on their supply chain through collaboration with suppliers and contractors, as recently shown by the 'Plastic Promise'³ in the Netherlands and 'Drastic on Plastic'⁴ in the UK.
11. The Festival Organisers are increasingly aware of the need to become more sustainable and are taking measures to, for instance, use materials sparingly and prevent litter.
12. Festivals can serve as a model for cities. Over a short period of time they must provide all basic needs, including sanitation, food, shelter and waste disposal. Starting on a festival scale, one can bring about the insights needed to further research, experiment, and improve the most promising circular interventions. Addressing barriers to innovation and identifying solutions together have the potential to accelerate society's transition towards a circular economy.

Green Deal on Circular Festivals

13. In the Netherlands, Green Deals are an instrument to promote the transition towards a climate-neutral and circular economy. In this approach, central government facilitates and accelerates innovative, voluntary, bottom-up initiatives in society. Key elements are integral cooperation by participants (multiple value-chain partners, public-private partnerships, best practices, reporting and monitoring) and a practical case-by-case approach.
14. Green Deals are designed to remove obstacles to the transition to a climate-neutral and circular economy. They are considered to be highly successful and have subsequently been acknowledged by the European Commission as an EU good practice.
15. The Green Deal on Circular Festivals builds on the Dutch Green Deal on Waste-Free Festivals. The Green Deal on Waste-Free Festivals aimed to reduce the amount of waste at Dutch festivals and to improve separate collection and recycling. The Green Deal on Waste-Free Festivals supported festivals by developing a toolkit and sharing knowledge on dealing with waste and raw materials.
16. The Green Deal on Circular Festivals has a broader scope, striving for circularity on a wide range of themes (including energy and water) and facilitating cooperation on a European scale. This reflects the international character of festivals and European cooperation in the field of circularity.
17. The Green Deal on Circular Festivals empowers international frontrunners by enabling the Festival Organisers to take new and ambitious initiatives towards circularity by 2025. The circular festival model developed through this Green Deal will be reproducible for other festivals and events. The model and experiences from this Green Deal can inspire larger-scale initiatives by local authorities and civil society.

³ <https://www.plasticpromise.nl/>.

⁴ <https://aiforg.com/drastic-on-plastic/>.

Parties agree as follows:

1. Definitions, goal and results

Article 1. Definitions

For the purposes of this Green Deal, the following definitions are used by the Parties:

Circular: in this Green Deal, the Festival Organisers strive for the highest level of circularity on the R-ladder⁵ (see figure 1) on a broad range of relevant themes, including water and energy. The R-ladder shows that preventing raw-materials and resource use is a starting point that precedes thinking about reuse of materials and resources where possible.

Figure 1. Levels of circularity (from high to low)

1. Refuse: prevent raw-materials use
2. Reduce: decrease raw-materials use
3. Renew: redesign product in view of circularity
4. Reuse: use product again (second-hand)
5. Repair: maintain and repair product
6. Refurbish: revive product
7. Remanufacture: make new product from second-hand
8. Repurpose: reuse product for a different function
9. Recycle: salvage material streams with highest possible value

Circular festival model: a description of the ideal circular festival, i.e. at the highest possible stage on the R-ladder, with due consideration for the knowledge, tools and means available at that specific time.

Monitoring tool: a method developed during the Green Deal to measure the level of circularity at baseline and subsequent points in time.

Roadmaps: the themes and elements on which an individual Festival Organiser chooses to focus during the period covered by this Green Deal, including thematic objectives and actions (projects and pilots) to achieve these.

Themes: the themes on which this Green Deal aims to improve circularity are energy, water, resource efficiency (materials and waste), plastics, food, travel and transport. Each theme is made up of different elements.

Article 2. Overarching goal

The Festival Organisers strive to achieve circularity by 2025, inspire visitors and set an example for other festivals. The Government will help them achieve this goal.

Article 3. Planned outcomes

Planned concrete outcomes within this overarching goal are:

1. The Green Deal Participants will create and implement a model for circular festivals.

⁵ The R-ladder is described in Cramer, J. (2017), 'The Raw Materials Transition in the Amsterdam Metropolitan Area: Added Value for the Economy, Well-Being, and the Environment', *Environment: Science and Policy for Sustainable Development*, 59(3), 14-21.

2. The Green Deal Participants will develop and implement their own specific roadmaps towards a circular festival and will share their best practices and other relevant experiences with each other.
3. The Green Deal Participants will develop and implement a monitoring tool.
4. The Green Deal Participants will use instruments of communication and behaviour change to inspire other parties and visitors to adopt more circular practices.

Article 4. Actions

Actions by the Festival Organisers:

1. The Festival Organisers will actively contribute to the development of a circular festival model during the period covered by this Green Deal. The model will address the following six themes, which have been selected because they account for festivals' biggest impact:⁶
 - a. Energy: use renewable energy instead of diesel generators and maximise energy efficiency.
 - b. Water: reduce the use of potable water for purposes other than drinking and process wastewater sustainably.
 - c. Resource efficiency (materials and waste): reduce the use of materials that are not reused after a festival, such as decoration and construction materials and various waste items left behind by visitors, and recycle such materials.
 - d. Plastics: eliminate use of unnecessary plastic products and packaging ('fast-moving consumer goods').
 - e. Food: reduce the ecological footprint of foods and beverages, and ensure these products are socially responsible and ethically sourced.
 - f. Travel and transport: reduce carbon emissions of travel and transport.⁷
2. These themes can be further broken down into specific elements on which festivals will strive to become circular. The Festival Organisers will work together (in the Working Group referred to in section 3) to identify barriers and stimulate innovative solutions. They will also use and share existing design elements (good practices and proven techniques), thus creating circular models for each theme, which will be incorporated into the overall model.
3. The Festival Organisers will share their knowledge and best practices for the purpose of developing the circular festival model. Actions directed at one element may sometimes influence other elements as well. This reflects the integrated nature of the themes, which is also an important focus of monitoring and knowledge-sharing.
4. The Festival Organisers cannot necessarily directly influence every single thematic element. For example, they cannot force visitors to use public transport. Therefore, behavioural change is an important focus. Measures to influence behaviour will target not only visitors' behaviour at the festival itself, but will also seek to motivate them to adopt sustainable practices at home and to inspire organisers of other festivals and events to improve their circular practices.
5. The Festival Organisers will themselves select the themes and thematic elements for inclusion in their own specific roadmaps, based on their assessment of which elements will contribute most towards a higher level of circularity for their festival at a given moment in time. This individual approach takes account of the specific context (environment, regulations etc.) in which each festival is organised.
6. In their roadmaps the Festival Organisers will define their aims per element and describe the actions they will take, such as pilots and projects, in order to reach a higher level on the circularity ladder (R-ladder).

Actions by IENW:

7. IENW will contribute its expertise and share its available knowledge.
8. IENW will facilitate the sharing of knowledge and expertise among the Parties.

⁶ According to material flow analyses of several Dutch festivals.

⁷ The Festival Organisers are not in a position to force visitors to use certain means of transport, so measures will focus on influencing behaviour.

9. IENW will identify and where possible address legal barriers to circular innovation.
10. From 2019 to 2025, IENW will facilitate the programme management team.

Actions by the Green Deal Participants:

11. The Green Deal Participants will make their best effort to achieve the outcomes of the innovations and pilots on thematic elements and safeguard the integrated nature of the thematic elements during the period covered by this Green Deal. Good practices and other relevant experiences will be shared and used to further develop the model.
12. The Green Deal Participants will develop a tool to monitor progress on results. The tool will be used to take a baseline measurement of each theme, establish progress and gain insight into the direct and indirect effects of interventions on different themes. Improvements to this dynamic tool will be made during the period that covered by this Green Deal, and the pool of data collected will become more comprehensive and reliable over time.

2. Approach

Article 5. Approach

The Festival Organisers will take action individually and jointly in order to achieve a higher level of circularity. Within the context of this Green Deal they will continue developing projects and pilots in accordance with a three-tiered approach:

Phase 1 (2019-2020): during this phase an assessment is made of festivals' current level of circularity and the level they wish to reach on the various themes. The first version of the model for a circular festival (what would a circular festival be like in 2025, based on our current knowledge?) will be based on the results of this assessment.

Secondly, within six months after the Green Deal is signed, the Green Deal Participants – in cooperation with relevant stakeholders – will produce a first version of the monitoring tool and collect baseline data for each festival. This tool will also be used to monitor progress and will be further developed in the course of the Green Deal.

Following the baseline measurement in 2020, progress on the thematic elements will be measured in 2023 (midterm results) and 2025 (final results).

Phase 2 (2021): during this phase the Festival Organisers will draft their own roadmaps, based on the model for circular festivals, including for each theme an exploration of the required innovations to reach a higher level on the R-ladder and influence behaviour where necessary.

Phase 3 (2021-2025): In this phase, the individual roadmaps will be implemented and adjusted when necessary. Through pilots and innovations, the model for a circular festival will be further elaborated.

Innovations, sharing good practices and knowledge, and identifying barriers to circularity will ensure that festivals move up the R-ladder on the various themes.

When the Green Deal ends in 2025, the individual roadmaps will have been implemented; there will be a tool to monitor festivals' circularity; interventions aimed at behaviour change and communication will have inspired visitors to adopt more circular practices; and there will be a robust and reproducible model for circular festivals, in which the elements of circularity are at the highest possible level on the R-ladder.

3. Governance

Article 6. Organisational structure

An organisational structure will be established to implement this Green Deal, consisting of a:

- a. Consortium
- b. Working Group
- c. High-Level Group
- d. Programme management team

Article 7. Consortium

1. A Consortium will be created in which all Green Deal Participants are represented at executive board level.
2. The Consortium will convene three times:
 - a. in 2019, to launch the collaboration between the Parties;
 - b. in 2023, to adopt the report on midterm results of this Green Deal;
 - c. in 2025 to determine the final results of this Green Deal.

Article 8. Working Group

1. A Working Group will be set up, consisting of delegates of the Green Deal Participants and the programme management team.
2. The Working Group will develop the model and the monitoring tool. The Working Group will also focus on the exchange of good practices and knowledge. If necessary, experts on and stakeholders from the thematic areas can be included.
3. The frequency of meetings and composition of participants will depend on the ambitions of the Working Group.
4. If necessary, a subgroup of the Working Group can meet to discuss a specific theme.
5. The Working Group will report to the programme management team on the thematic elements of the model (including innovations, barriers and existing elements), on progress and on the effects of interventions.
6. The Parties undertake to keep the information shared now or in the future in the context of the implementation of this Green Deal confidential and to refrain from disclosing any part or all of it to third parties, unless they are required to do so by an international treaty, law, court judgment or this Green Deal.
7. The Green Deal Participants are in principle prepared to facilitate occasional sessions of the Working Group.

Article 9. High-Level Group

1. A High-Level Group will be set up, consisting of:
 - a. a chairperson;
 - b. a high-level delegation representing all the Festival Organisers;
 - c. a representative of IENW.
2. The High-Level Group will focus on strengthening the network and maintaining oversight of the goals and results of the Green Deal, based on annual progress reports.

Article 10. Programme management team

1. A programme management team will be set up by participants in the Green Deal, headed by a programme manager.
2. The programme management team will act as secretariat for the implementation of this Green Deal.
3. The programme management team will facilitate progress on the implementation of this Green Deal and annual monitoring.
4. The programme management team will annually report on progress on this Green Deal to the High-Level Group.
5. The programme management team will prepare reports on midterm results and final results.

6. The programme management team will organise the meetings of the Consortium, the High-Level Group and the Working Group.

Article 11. Communication

1. Within six months after this Green Deal is signed, the programme management team will draft a Communication Plan and present it to the Parties for their approval. The plan will be used to communicate relevant results of this Green Deal to others in different national and international forums.
2. The Communication Plan will set out guidelines for and agreements on communication about the Green Deal, its results, possible means of communication, roles and timelines.
3. The Communication Plan will be updated during the course of the Green Deal if necessary.

Article 12. Monitoring

1. Monitoring will focus on outcomes (related to the goal) and output (related to the actions).
2. Monitoring of the outcomes is related to the Green Deal's overarching goal (article 2) of striving for circularity by 2025, i.e. for each theme to reach the highest possible level of circularity according to the R-ladder. For this purpose, as referred to in article 5 of this Green Deal, a tool will be developed in phase 1. This is also one of the Green Deal's intended outcomes.
3. The programme management team will annually monitor progress with regard to output in relation to results and actions (articles 3 and 4), using information supplied by the Festival Organisers.

4. Final provisions

Article 13. Implementation in accordance with the law

1. The agreements set out in this Green Deal and their further elaboration will be implemented in accordance with international, European and Dutch law, in particular European legislation on procurement, competition, state aid and technical standards and regulations.
2. This Green Deal does not affect relevant international, European and national legislation that is applicable to festival organisations that are not based in the Netherlands or the organisation of festivals outside the Netherlands.

Article 14. Amendments

1. Each Party may request the other Parties in writing or by email to amend the Green Deal. Any amendment requires the written consent of all Parties.
2. The Parties will launch a consultation on the written request for amendment within six weeks of such a request being made by email or in writing by one of the Parties via the programme management team.
3. Any amendments and declarations of consent must be appended to the Green Deal. The appended amendments are an integral part of the Green Deal.

Article 15. Termination

A Party can terminate its participation in this Green Deal at any time subject to a two-month notice period. The notice of termination must be sent in writing to the other Parties.

Article 16. Accession

2

1. Other parties may join this Green Deal with the written consent of all Parties.
2. A new Party wishing to join the Green Deal must submit its request in writing to the programme management team. The programme management team will distribute the request to all Parties.
3. The request to accede and the statement of agreement must be appended to the Green Deal.

Article 17. Resolution of disputes

The Green Deal Participants will seek to resolve any disputes relating to this Green Deal in mutual consultation.

1. A dispute has occurred if one of the Parties notifies the other Parties in writing stating their reasons why this is the case. The Parties will first discuss whether the dispute can be settled amicably.
2. If the matter cannot be resolved by amicable discussion within 6 months, the Parties may terminate their participation in this Green Deal subject to article 15 of this Green Deal.

Article 18. Compliance

The Parties agree that compliance with the agreements in this Green Deal is not legally enforceable.

Article 19. Entry into force and duration

1. This Green Deal will enter into force as of the date on which all Parties sign it and will end on 31 December 2025.
2. Parties will begin implementation of the agreements set out in this Green Deal on Circular Festivals as soon as possible following its entry into force.

Article 20. Publication

This Green Deal will be published together with other concluded Green Deals in the Government Gazette (*Staatscourant*) and elsewhere.

5. Ondertekening

Signed in duplicate in Amsterdam on October 17, 2019,

Minister of Economic Affairs and Climate Policy,

.....
Eric Wiebes

State Secretary for Infrastructure and Water Management,

.....
S. van Veldhoven - Van der Meer

Alles Komt Goed B.V.,

.....
M. W. ten Zijthoff, Project Manager

Amsterdam Open Air BV en Air Festival Holding BV,

.....
N.N. de Geus, CEO

Apenkooi Events B.V.,

.....
J.G.A. Goossen, CEO

Boardmasters Limited,

.....
R.P. Scully, Sustainability Manager

Body&Soul Event Creations Ltd,

.....
M. Best, Operations Manager

Boomtown Festival,

.....
E. Ford, Sustainability Coordinator

Foreningen Roskilde Festival,

.....
F.M. Frederiksen, Sustainability Manager

FRHUG Festival GmbH & Co KG.,

.....
F. Szép, CEO

Friendly Fire,

.....
M.S. Westerik, Director

MOJO,

.....
R.M. Brouwer, Managing Director

The Factory bvba,

.....
R. Scaut, Project Manager

Shambala,

.....
C. Johnson, Operations Director and Sustainability Lead

Stichting Eurosonic Noorderslag,

.....
D.A.J. Houben, CEO

Stichting Into The Great Wide Open,

.....
T.J.P. Couzij, Manager Circular Transition

Stichting Vierdaagsefeesten,

.....
L.F.J. Weterings, CEO

We Love Green Association,

.....
M.P. Sabot, CEO