# Festivals for the Climate

"Festivals for the Climate" is a joint initiative of more than a dozen organisers of festivals in Krakow. Knowing that some ventures are not inherently green, we want to support and develop sustainable pro-climate solutions that are feasible for events. We met for the first time in late 2022 to exchange experiences and ideas on sustainable production, planning and staging of concerts, events or film screenings. Starting with small elements and simple production solutions, we want to strive for systemic changes in the functioning of entities that organise cultural ventures.

The first result of the green initiative's activities is the creation of a brief collection of good practices, available to all associations, institutions and foundations that wish to benefit from the solutions developed. "Festivals for the Climate" is one of the first steps toward a sustainable culture. With the examples included in the manual we want to open a catalogue of initiatives and good practices, and invite all cultural organisers who have not yet joined us, to get involved in creating a new, sustainable dimension for cultural events. ●

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The organisers of the Krakow festivals recognised the need for collective action through:

Sustainability – including the collective responsibility of Krakow festivals to climate change

Social inclusion – in the context of current and future migration crises

Equality and rights – in the context of minority rights, strengthening the role of women in public life, equality policy and the anti-discrimination policies of the city

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When working on pro-environmental measures, consider anti-discrimination and equality issues, and pay attention to countering social exclusion, discrimination and hate speech, as important parts of the context for the collective activities of the festival sector. This process should take place in parallel.

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Best practices implemented by members of the initiative:

Green, local, low-carbon catering

Redesign of gadgets

Replacement of paper application forms, tickets and invitations with electronic versions

Gender parity

Educational activities raising awareness, e.g. amongst children

Demands for a common storage and sharing resources by Krakow's festivals

Upcycling of branding materials

Training for employees concerning climate change

Calculation of carbon footprint

Promotion of eco-friendly commuting to work

Promotion of behaviour that gives objects a second life, e.g. Second Life of Books

Promotion of tap water, e.g. at press conferences

Co-operation with NGOs operating in the area of ecology

# Manual • *FESTIVALS* **FOR THE CLIMATE**

| **Area name:** | Recycling & upcycling |
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## Name of the specific activity:

Processing of materials used originally for the branding of the festival EtnoKraków/Crossroads for the production of promotional elements for subsequent editions of the festival; processing of recycled materials obtained externally for the production of festival gadgets; volunteer training.

## Activity objective / expected effect:

Festival events involve the production of a large amount of branding materials (often of high quality): flags, walls, banners, whose life in their target form is, by definition, expected to last a few days. The solution may be the production of universal materials (e.g. without a date), but if the visual identity of the event does not allow it, you can plan its further life already when choosing the format/material of the ad. "Soft" materials (all kinds of banner flags) will be suitable not only for making backpacks or bags (with the possibility of presenting future editions of the event), but also for making teddy bears/toys, for example, during manual activities for children, as part of the current edition and later in community centers, Youth Cultural Centers, etc.

The production of the aforementioned bags or backpacks is handled by professional companies. Please, turn to local co-operatives or initiatives for more details.

Materials unsuitable for accessories with visual identity components, such as imperme-able banners, are accepted by animal shelters, where they are used to insulate stalls from wind and cold.

The topics of ecology, recycling and upcycling can also be included in the training of volunteers. In this way, the youngest generation, just entering the world of Krakow's culture or the event industry, will be steered in the right direction from the very beginning.

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## Example of implementation:

Since its inception, the EtnoKraków/Crossroads festival has been trying to minimise the production of branding materials (e.g. by unification of festival visual identity in order to be able to use the same "base" large-format prints advertisements and then "tacking" the current date and edition number to pre-existing layouts). Prints from previous editions of the festival were donated to the ŻyWa Pracownia initiative for further use – 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 can also be based on upcycling. For example, one could ask a local clothing factory to produce lanyards from available offcuts/leftover materials in order to replace those common, fully synthetic, non-biodegradable ones.

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## What to pay attention to:

Reducing the production of disposable gadgets and forms of visual identity elements. Even if there is a need for them to be created, it is worth thinking about their further use already at the design stage.

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## Potential barriers:

| Economic barriers / "inconvenience" barriers | Nylon lanyards are significantly cheaper to produce than customised/handmade. | Mineral water distributed in plastic bottles is cheaper (and lighter to carry) than that sold in glass bottles. |
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| Barriers caused by the industry pressure (fashion?) and habits | Outdoor advertising activities on a macro scale generate huge quantities of materials that are difficult or impossible to process further. For promotional purposes, these forms are effective, but they should complement online campaigns (not the other way around). | |

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Examples of Krakow festivals where such activity has already been implemented:
EtnoKraków/Crossroads

| Area name: | Education |
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## Name of the specific activity:

**Education within the industry / audience education.**

## Activity objective / expected effect:

**To increase the knowledge of industry insiders and the public of available sustainable solutions, as well as disseminating the need to introduce them into the event management process. Networking, gathering reflections and mutual inspiration. Highlighting the problem of insufficient number of sustainable activities in the industry, summarising/identifying barriers. Framing the problem from multiple perspectives.**

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## Example of implementation:

**Organisation of a panel discussion "Green Filming in practice. Film industry and ecology" (Etiuda&Anima 2022), organisation of an online panel "How to make a festival green?" (Etiuda&Anima 2021), creation of a website tab "What can festivals do to protect the environment?" (Etiuda&Anima 2021).**

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## What to pay attention to:

**Networking at industry events fosters a creative exchange of reflections and experiences, at the same time one should be aware that the topics should be presented with a fresh approach, so that they are attractive to the audience, despite "topic fatigue".**

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## Potential barriers:

**Limited funding to organise events, lack of public interest in industry issues, "topic oversaturation" among industry insiders, competitiveness of other events in the festival programme, addressing similar topics by other organisers, inadequate communication and promotion.**

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**Examples of Krakow festivals where such activity has already been implemented:** International Film Festival Etiuda&Anima, EtnoKraków/Crossroads

| Area name: | Education |
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## Name of the specific activity:

Workshops for festival participants.

## Activity objective / expected result:

The workshops are centred around the theme of animation and their main goal is to influence artistic education in this area, however, some of the materials used during the classes are recycled, which set a good example for the participants of reducing the resources consumed.

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## Example of implementation:

Animation workshops with an environmental theme for children aged 7-12 (Etiuda&Anima 2021), workshop "Animated Cracovian Cribs" (Etiuda&Anima 2022).

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## What to pay attention to:

When organising workshops that require consumption of resources such as office materials or art supplies, think of ways to minimise this consumption and use recycled materials.

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## Potential barriers:

Unthinking repetition of patterns of existing operation: buying over and over again new materials without thinking through which of them can be reduced; the possible reluctance of workshop leaders to co-operate in minimising the materials used; inadequate communication and promotion.

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Examples of Krakow festivals where such activity has already been implemented: International Film Festival Etiuda&Anima, EtnoKraków/Crossroads

| Area name: | Education |
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### Name of the specific activity:

Education of the audience through contact with art.

### Activity objective / expected effect:

Education on specific environmental problems and sensitivity to these issues through the confrontation of the audience with works of art dealing with topics related to the widely understood contact of humanity with the natural environment. Showing new narratives, perspectives and ways of presenting or interpreting environmental issues and nature protection.

### Example of implementation:

"Nature – Human – Culture" thematic screening (Etiuda&Anima 2022).

### What to pay attention to:

Art and cultural works have the power to move hearts and minds and to present or comment on reality in a fresh way. Through them we have the ability to communicate pressing issues and reach out to audiences through other means than science or institutional education.

### Potential barriers:

Specific event themes and audience expectations (e.g. a film screening on a postulated subject matter will not necessarily fit with a music festival), budget, overcrowded event programme (lack of space and time for additional points).

### Examples of Krakow festivals where such activity has already been implemented:
International Film Festival Etiuda&Anima, EtnoKraków/Crossroads

| Area name: | Education |
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## Name of the specific activity:

Involving the audience in creating green solutions.

## Activity objective / expected effect:

To learn the perspective and expectations of the audience of the event, strengthening the audience's ties to the festival; this is how, among other things, we educate ourselves as cultural event organisers.

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## Example of implementation:

Collecting bottle caps at the festival and allowing the audience to submit their own expectations and ideas for a green strategy (Etiuda&Anima 2021), an evaluation survey about green festival activities (2022), a plant exchange accompanying the 14th edition of Krakow Summer Animation Days (Etiuda&-Anima 2022).

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## What to pay attention to:

The festival programme can include many accompanying events, including those involving the audience directly, however, care should be taken to ensure their attractiveness and relevance in relation to the overall event. Also, audience research is a tool to enable us to get to know our audience better and the degree of their interest in festival ecology.

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## Potential barriers:

Lack of interest/understanding on the part of audience, unattractive format of activities, inadequate communication and promotion.

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Examples of Krakow festivals where such activity has already been implemented:
International Film Festival Etiuda&Anima, EtnoKraków/Crossroads

| Area name: | Good practices start from the inside |
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## Name of the specific activity:

ekoKBF news.

## Activity objective / expected effect:

Involvement of the Krakow Festival Office (KBF) employees in pro-environmental activities, providing information and interesting facts about ecology, so as to expand the team knowledge on the subject.

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## Example of implementation:

"ekoKBF" is a series of posts published on the intranet, initiated in 2019. Initially, the posts published weekly approached attractive topics concerning ecology (these were the so-called EKO Thursdays on the Intranet) including interesting facts and important information on sustainable living and working. They presented the results of current environmental reports on specific issues related to behaviour that supports our care for climate, such as proper waste segregation, saving water and electricity, food sharing, green living in everyday life (e.g. how to replace store cleaning products, how to reuse various materials) and ideas for making eco-friendly gifts and home decorations. Much attention was paid to the principles of healthy eating (such as the use of palm oil), climate diet and sustainable crops.

In the second half of 2022, the cycle underwent a transformation, changing into "ekoKBF news" (posts every two weeks). The new formula is based on short and concise ecological information along with a redirection (link) to the source page, where recipients can find an elaboration of a given titbit and deepen the knowledge of the issue of interest. Such entries usually concern eco-trivia, eco-events in Krakow and eco-tips.

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## What to pay attention to:

Entries must be short, concise, accompanied by graphics and/or numerical data illustrating some phenomenon or problem. Of course, conducting the cycle requires the appointment of a co-ordinating person/department.

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## Potential barriers:

Lack of an internal intranet-type system.

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Examples of Krakow festivals where such activity has already been implemented:
KBF

| Area name: | Carbon footprint |
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## Name of the specific action:

Reduction of the energy consumption, use of green transport, waste management, reduction of unnecessary gadgets, use of catering based on local products, measuring the organisation carbon footprint.
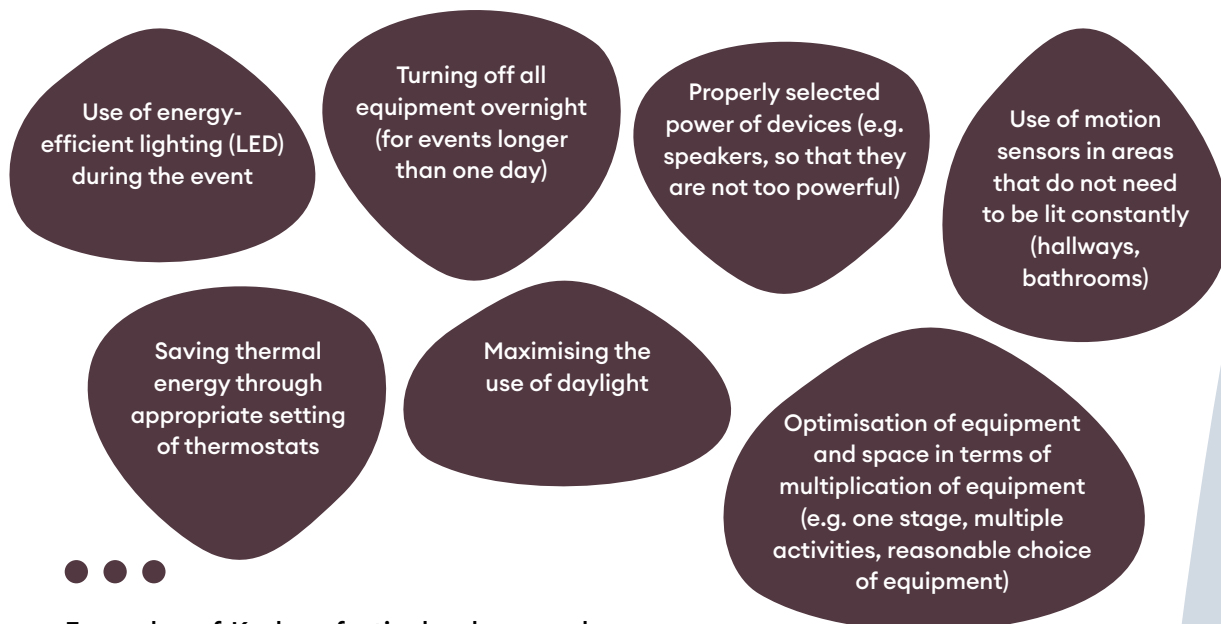
## Activity objective / expected effect:

Reduction of carbon footprint.

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## Example of implementation:

Reduction of energy consumption (detailed guidelines are described in a document developed by the Carbon Footprint Foundation, available from the organiser of the Krakow Film Festival).

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## What to pay attention to:

Unanimity in action, shared values for such diverse interest groups, co-operation focused on synergy, readiness for change.

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## Potential barriers:

Lack of people responsible for co-ordinating green activities in organisational structures, consistency in action.

Use of energy-efficient lighting (LED) during the event

Turning off all equipment overnight (for events longer than one day)

Properly selected power of devices (e.g. speakers, so that they are not too powerful)

Use of motion sensors in areas that do not need to be lit constantly (hallways, bathrooms)

Saving thermal energy through appropriate setting of thermostats

Maximising the use of daylight

Optimisation of equipment and space in terms of multiplication of equipment (e.g. one stage, multiple activities, reasonable choice of equipment)

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Examples of Krakow festivals where such activity has already been implemented:
Krakow Film Festival, KBF, EtnoKraków/ Crossroads

| Area name: | Good practices start from the inside |
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## Name of the specific action:

"KBF Się Dzieli – Wymiany & Dary Losu [trans. "KBF Shares"].

## Activity objective / expected effect:

Involvement of KBF employees in pro-environmental activities, to jointly motivate and inspire each other to change their way of life and incorporate pro-environmental behaviour in their own daily life.

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## Example of implementation:

KBF's Facebook group "KBF Się Dzieli – Wymiany & Dary Losu" has been active since 2018 and currently has a membership of 155 people. Its goal is to enable KBF employees to exchange goods, donate unwanted items that are no longer needed (clothes, shoes, books, toys, etc.) to give them a second life. It is also a place for sharing eco and general helpful ideas.

The group's principle was also implemented as a form of internal seasonal stationary swaps, in which employees exchange clothing, accessories, literature or children toys.

Clothing swap campaigns were also extended to selected KBF festivals.

The pandemic reinforced such activities in social media, while inhibiting stationary exchanges.

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## What to pay attention to:

It's worth keeping swap shares regular.

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## Potential barriers:

None

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Examples of Krakow festivals where such activity has already been implemented: Krakow Film Music Festival

| Area name: | Good practices start from the inside |
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## Name of the specific activity:

"Bike to work, or home, bike, work…. and so on and so forth" – an action organised by the Department of Municipal Economy and Climate of the City of Krakow, in which KBF has participated since the first edition.

## Activity objective / expected effect:

To encourage employees to give up their cars and public transport in favour of using bicycles resulting in health improvement and convincing people to use this form of transport not only on the way to work. Ultimate goal: to increase the number of bike users in Krakow.

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## Example of implementation:

Action organised by the Department of Municipal Economy and Climate of the City of Krakow Municipal Office has already had six editions (2017-2022), and the KBF has been participating in it from the very beginning. At the end of the 2022 season, in September, almost 50% of employees KBF (92 people out of 193) were enrolled.

In total, 2022 saw the participation of 200 entities and 80,000 individual participants. The annual surveys show that, on average, one in five people participating in the campaign gave up their commute by car in favour of a bicycle. Moreover, nearly 60% of respondents declared that participation in

the campaign also contributed significantly to choosing a bicycle as a means of transport for non-work-related purposes. The record holder in KBF in 2022 rode 3,500 km in five months.

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## What to pay attention to:

It's worth taking advantage of ready-made initiatives, like the one organised by the City of Krakow. The company/organisation/institution does not bear then the costs (prizes are funded by Municipal Office). Joining this type of campaign gives additional motivation to participants in the form of internal and external competition. The independently organised campaign of a similar type can, in turn, be supported by existing solutions.

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## Potential barriers:

Joining the "Bike to work…" campaign limited by the provisions in the regulations, which individual entities cannot change, and which exclude a certain group of users, for example: a certain minimum home-work distance (3 km), a fixed home-work distance.

No budget for awards; a Municipal Office survey summarising the campaign "Bike to work…" shows, that the campaign prizes motivate 26% of respondents.

Lack of infrastructure (bicycle parking).

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**Examples of Krakow festivals where such activity has already been implemented:**
KBF

| Area name: | Education |
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## Name of the specific activity:

**Climate as festival theme.**

## Activity objective / expected effect:

**Increased awareness of the climate crisis and organiser's change of practices.**

## Example of implementation:

**"Species at risk of extinction" was the motto of the Sacrum Profanum Festival in 2022. The theme was interpreted directly – as an alarm at the climate crisis and its associated threats. The main narrative proceeded in an atmosphere motivating to change our behaviour and take action to protect the planet. The theme was also "played" musically – also in the spirit of responsibility by the artistic community.**

## What to pay attention to:

Implementation of this mechanism results in an increase in recipients' expectations of progressive changes manifested by the festival. It increases sensitivity to inconsistencies in this matter.

What matters are real actions, not sham ones. Greenwashing understood as a PR play, without real effect is perceived negatively, as a desire to be "trendy."

## Potential barriers:

This has not occurred among our audience – probably due to the character of our target group – but you certainly have to be prepared for the negative reception of such slogans.

PR change, declarative, manifested, but superficial, verbal and without real action carries a high risk of being "held accountable" by the public and losing credibility or trust.

The realm of ideas is difficult to put into practice and at least some practices in the organisation of the festival are hard to modify so that they are sustainable and environmentally responsible.

**Examples of Krakow festivals where such activity has already been implemented:**
Sacrum Profanum, Unsound, Patchlab Digital Art Festival

| Area name: | Good practices for equality and accessibility |
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## Name of the specific activity:

Gender parity.

## Activity objective / expected effect:

Increased involvement of female artists and performers in cultural events.

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## Example of implementation:

The Sacrum Profanum festival, starting from 2017, declares and in fact maintains 50/50 gender parity among the composers, whose music is presented at festival concerts. This is a major area where the under-representation of women occurs in the field of new music. Hence the public, annually repeated declaration and real efforts to maintain gender parity and lobbying for such declarations in the environment.

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## What to pay attention to:

Be prepared for the allegations that always appear with quotas.

It is worth promoting quotas as a transitional good practice, pointing out their need arising from years of systematic discrimination.

One can show the young generation of female composers, as a fairly large group full of successes, who are already proving that change is happening. Programming a concert filled with music created by female composers is becoming easier and easier.

It is important to include equality language, including feminatives, which, together with programme changes, form a complete message.

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# Potential barriers:

Industry resistance, downplaying the challenge and existing disparities. The introduction of quotas is not an artistic compromise that reflects on the quality of the programme, it just requires more, deeper or more engaged, research.

Often the loudest opponents of quotas are female artists enjoying a strong position in the community, who feel that such mechanisms undermine their success and skills.

From the experience of the Sacrum Profanum, this change is best implemented as a good practice, which is used to inspire others (such as partner co-programmers of the concerts) to change their habits.

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**Examples of Krakow festivals where such activity has already been implemented:**
Sacrum Profanum, Unsound

| **Area name:** | Digitisation |
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## Name of the specific activity:

Optimisation of websites and published photo/video materials.

## Activity objective / expected effect:

Minimising energy consumption and accompanying carbon dioxide emission that results from the internet traffic.

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## Example of implementation:

Such solutions are already being frequently implemented by conscious web content creators, many websites are designed with such optimisation, such as formafantasma.com. Such solutions have also been implemented on patchlab.pl website.

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## What to pay attention to:

Detailed information is available at:

**PATCHLAB.PL/2022/09/01/DOWIEDZ-SIE-WIECEJ**

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## Potential barriers:

Insufficient skills of a web developer – a barrier that can be solved quickly by hiring someone with adequate skills.

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Examples of Krakow festivals where such activity has already been implemented:
Patchlab Digital Art Festival

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