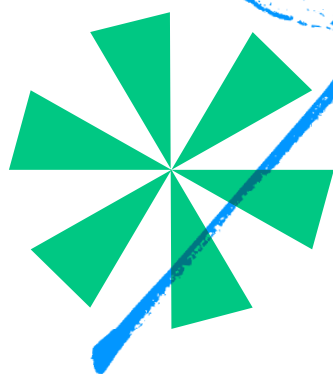




GREEN FESTIVALS AND EVENTS THROUGH SUSTAINABLE TENDERS



LAYMAN'S REPORT
LIFE 16 GIE/IT/000748 GREENFEST

ENGLISH VESION



OUTLINE

To transfer the good practices of Green Public Procurement (GPP) existing in Italy in the field of cultural activities promoted and organized by the Public Administrations. This is the challenge of the LIFE GreenFEST project, co-financed by the EU LIFE Governance and Environmental Information Programme and involving ANCI Lombardia as the leading institution and in the position of partners the municipalities of Bergamo, Cremona and Fano, the Consorzio Villa Reale and Parco di Monza, Federculture, Fondazione Ecosistemi and the Associazione Time in Jazz.

Beginning with the acknowledgement of the absence of common European criteria to promote Green Public Procurement in the cultural sphere and in the light of the New Public Procurement Code¹, the project has set itself the goal of defining **Minimum Environmental Criteria** for:

FESTIVAL

SHOWS

MUSICAL EVENTS

EXHIBITIONS²

The partners of the project, since the starting date of the initiative (October 2017) due to a very strong focus on the issue of sustainability, wanted to put **on the agenda of the national and European political schedule a set of regulations and guidelines** that could define a cultural event as environmentally sustainable, since the field of culture involves millions of people.

LIFE GreenFEST has therefore implemented an integrated action with the following objectives:

TO IMPROVE

public procurement policies in cultural events which are financed, promoted, or organized by public authorities by orienting them towards environmental sustainability through the introduction of social and environmental criteria throughout procurement procedures, at the same time, the supply chain will be directed towards eco-innovation of goods and services.

KNOWLEDGE

Raise the awareness and knowledge on environmental legislation in the cultural field.

TO DEFINE

Introduce new Minimum Environmental Criteria in public procurement and Legislation;
Define a set of actions to spread and improve sustainable management practices of small and large scale cultural events promoted by Public Authorities.

TO PROVIDE

The market suppliers of the cultural field as well as the stakeholders involved with access to training and knowledge on the impacts of their activities.

TO INFORM

policy makers on the interaction between social and environmental impacts related to the acquisition of goods and services.

TO TRANSFER

existing Good Practices of Green Public Procurement present Italy in the field of cultural events to senior Public Authorities and private operators in the cultural sector.

¹ D.lgs. of the 18th of April 2016, n. 50 e s.m.i. , in particular il D.lgs. of the 19th of April 2017, n. 56, which with art. 34 makes it mandatory to include CAM (Minimum Environmental Criteria) for 100% of the value of tenders concerning all classifications of supplies and contracts for which they have been drawn up

² Organized and promoted by Public Bodies

**Time In Jazz 2020
Pineta di Sant'Anna,
Bebo Ferra Trio in
Concert**





ACTIONS

A – PRELIMINARY ACTIONS

Identify the scope of intervention of cultural activities; Establishment of the life cycle phases (production, dissemination, exhibition, use); Definition, identification and sharing of the results among stakeholders.

B – KEY ACTIONS

Consultation with the market; Organisation of participatory "supply chain tables" for the identification of environmental criteria; Definition of minimum environmental criteria in public procurement for cultural events; Development of green tender models; Definition of minimum environmental criteria in the granting of public grants for cultural activities; Development of environmental provisions for regulation and generation of model regulation; Identification of techniques to verify the fulfilment of environmental requirements; Guidelines for those involved in cultural activities; Training of administrators and staff of local administrations in the cultural field; Publication of green calls for tenders (procurement procedure) adopting minimum environmental criteria (green tenders) and regulations with environmental criteria in the granting of subsidies (green tenders); Monitoring of costs and benefits of published calls and regulations.

C – MONITORING

Monitoring of project impact; monitoring and measurement of performance indicators

D – COMMUNICATION AND DISSEMINATION

Dissemination activities; Networking with other LIFE Projects; Replication; Green Cultural Activities Award; Conferences and seminars.

E – MANAGEMENT

General Project Coordination; After-Life Plan; Monitoring of Project Progress; Quality Control.

On the left: Bergamo, Ass. Ghisalberti interviewed at Olmi Award

On top: Olmi Award in Bergamo, the aperitif was served with biodegradable tableware and glass cupse bicchieri di vetro

Coordinating beneficiary:
ANCI Lombardia

Associated beneficiaries:
Municipality of Bergamo
Municipality of Cremona
Municipality of Fano
Consorzio Villa Reale and Parco di Monza
Federculture
Fondazione Ecosistemi
Associazione Time in Jazz.

Start: 01/10/2017

End: 30/06/2021

Total project budget:

€ 995.018

EU contribution:

€ 596.048,00 (= 60% of the total)

Website: www.greenfest.eu — **email:** greenfest@anci.lombardia.it

THE FRAMEWORK

Green Public Procurement, in the definition of the European Commission is defined as “a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle[...]”. In Italy, initially the Collegato Ambientale (Law n. 221/2015) and then the new Public Procurement Code (D.lgs n.50/16), with article 34³, have made Green Public Procurement and the adoption of the Minimum Environmental Criteria (C.A.M) mandatory.

³ Article 34 of the Public Contracts Code states that “Contracting authorities or entities shall contribute to the achievement of the environmental goals provided for in the Action Plan for environmental sustainability of the consumption in the public administration sector by means of the inclusion, in the design and tender documents, at least of the technical specifications and contract clauses included in the minimum environmental criteria adopted by means of a decree of the Minister of Environment and Protection of Land and Sea” and establishes that “The obligations shall apply for awards of any amount, in relation to the categories of supplies and awards of services and works constituting the subject matter of minimum environmental criteria adopted in the above mentioned Action Plan.”



At present, however, among the eleven product categories⁴ for which CAM have been defined cultural activities, which are carried out directly or financed by public entities, are not foreseen, despite their economic importance. There are also no Common European Criteria to refer to in order to promote Green Public Procurement in the field of cultural activities. On the contrary, there are several experiences that can be standardised and disseminated on Minimum Environmental Criteria and Green Tenders in the field of cultural activities.

⁴ Product categories: Furniture, building with roads, construction and renovation of buildings, waste management, urban and territorial services, energy services, electronics, textiles and footwear, stationery, catering, building management, transport. By Law n. 296 of 27-12-2006 “Dispositions for the formation of the annual and multiannual budget of the State”, art. 1, paragraph 1126, which provides for the implementation and monitoring of an “Action plan for the environmental sustainability of consumption in the public administration sector” and the “Action plan for the environmental sustainability of consumption in the public administration” (PAN GPP) approved by the Decree of the Ministry of the Environment no. 135 of 11 April 2008, revised by the Decree of 10 April 2013



On the side: Fano Jazz by the Sea 2020 edition's set-up

On top: Time In Jazz 2020, Fresu & Bonaventura in San Teodoro



**Fano Jazz by the Sea
2019 edition's set-up**

However, the **National Recovery and Resilience Plan**, presented by Italy⁵, includes “Reform 3.1: Adoption of minimum environmental criteria for cultural events. The reform aims to facilitate the reduction of the ecological footprint of cultural events: exhibitions, fairs, festivals, cultural reviews, musical events through the inclusion of social and environmental criteria in public procurement policies in cultural events funded, promoted or organised by public bodies, orienting them towards environmental sustainability. Their systematic and homogeneous application allows the dissemination of environmental technologies and environmentally preferable products and produces a leverage effect on the market, prompting the less virtuous economic operators to adapt to the new standards required by the Public Administration. This action can therefore help to steer the supply chain towards the eco-innovation of products and services in the field of culture.”

⁵ Governo Draghi, XVIII
Legislatura

THE SCOPE OF APPLICATION OF THE ABOVE MENTIONED REFORM IS PRECISELY THE ONE IDENTIFIED BY THE LIFE GREENFEST PROJECT.

Cultural activities - from production to consumption - involve indeed millions of stakeholders in various roles contributing to the integrated and sustainable growth of the territory. In the role of suppliers (creative ventures), as customers (public administrations or public cultural institutions) and as beneficiaries (users).



**On the side: eco-friendly
fittings at Compro-
Verde 2017 fair**



**On the left: biodegra-
da-ble cups used in
the Fano Jazz Festival
2018 editions**

WHAT IS THE PURPOSE OF THE LIFE GREENFEST PROJECT?

LIFE GreenFEST is aiming to:

IMPROVE

The management of Green Public Procurement policies and procedures related to the field of "cultural activities" (events, shows and/or festivals, organisation of exhibitions);

IDENTIFY

Minimum Environmental Criteria to be included in calls for tenders and as conditional criteria in the granting of subsidies for cultural activities;

EXCHANGE

The good practices and knowledge of GPP among public authorities and private entities.

Thanks to the direct involvement of the whole chain participating in the making and creation of cultural events (going from Public Administrations which finance the events, to the supply chain that actually realizes them) which the project consulted through **meetings, roundtables, workshops and in depth interviews** aiming to define the specific area of intervention and with which Memoranda of Understanding were signed, LIFE **GreenFEST** focused the attention of the project on raising the awareness of public bodies through the creation of criteria, guidelines, check-lists and an actual tool-kit to introduce Minimum Environmental Criteria in the organization of cultural events.

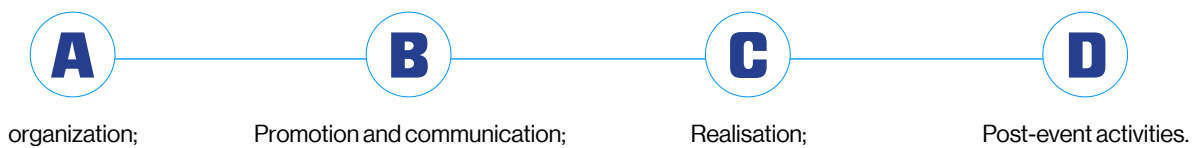
Organizing a sustainable event means that the event must be "**designed, planned and implemented to minimise negative impact on the environment, and leave a positive legacy for the community**".

The tool-kit which has been made available to institutions, businesses and operators of the cultural field, provides the tools to identify, introduce and verify the fulfilment of the social and environmental requirements needed in order to organize and manage cultural activities in a proper manner, for the ambitious goal of reducing the ecological footprint of the events through:

- **THE REDUCTION AND OFFSETTING OF THE EMISSIONS OF CLIMATE CHANGE GASES AND POLLUTANT**
- **THE PROMOTION OF A CIRCULAR ECONOMY MODEL**
- **THE REDUCTION OF THE USAGE OF NATURAL RESOURCES**
- **THE MANAGEMENT OF THE SEPARATE COLLECTION OF WASTE,**
- **PROTECTING THE SOCIAL RIGHTS AMONG THE SUPPLY CHAIN**
- **GENDER AND INTERCULTURAL EQUITY**
- **THE IMPROVEMENT OF THE RELATIONSHIP OF THE TERRITORY WITHIN ITS COMMUNITIES.**

THE MINIMUM ENVIRONMENTAL CRITERIA (CAM) IN CULTURAL EVENTS

In order to define Minimum Environmental and Social Criteria of a cultural activity four phases of the life cycle of a cultural event (single or multiple event, festival, exhibition) were taken in consideration:



Environmental and social aspects which were considered to be relevant and had been taken in consideration through the identification of specific criteria resulted to be thirteen:

1. Biodiversity And Landscape
2. Reduction Of the Consumption of Natural Resources (Prints, Gadgets, Uniforms, Fittings)
3. Energy Consumption
4. Transports (CO2 Emissions, Energy)
5. Waste Prevention and Management
6. Reduction Of Food Waste
7. Food And Beverage
8. Cleaning And Sanitation Services
9. Accessibility And Fairness
10. Safeguard Of Decent Working Conditions
11. Environmental And Social Qualifications of The Supply Chain
12. Training And Information of Stakeholders, Staff, Businesses, and Users
13. Offsetting CO2 Emissions

**On the side:
Sole Pioggia Vento,
cycle of events
at Parco di Monza**

**Below: Milan Duo in
Concert at Villa Reale
of Monza**





The Environmental and Social Criteria have been identified considering five parameters:

**Guided Tours in
Mirabello Monza 2019**

A

The **structure of the criteria**: divided into basic (mandatory) criteria and awarding criteria, so as to be fully compatible with the provisions of Article 34 of the Public Contracts Code;

B

The **methods for verifying the fulfilment of the requirements**, which must take into account, starting from the designing stage, the provisions of the relevant articles of the Public Contracts Code⁶

C

The **type of criteria**, which must be related to environmental and social aspects, but also to aspect related to the safety;

D

The possibility of **being supported by Life Cycle Costing (LCC)** tools, which take into account both direct costs (internal and external) and indirect costs, such as environmental externalities, as provided for in Article 96 of the Public Contracts Code;

E

The possibility of supporting the implementation of these criteria with a process of **reporting on environmental benefits**.

⁶ Public Contracts Code-Articles 82 and 86 on Evidence and means of proof of the Public Contracts Code; but also Articles 68, 69, 87 and 100.

THE BASIC MIN- IMUM CRITERIA CONCERN:

- **Protection** of biodiversity and land, in the selection of the location
- **Reduction** the consumption of natural resources (paper, stands, gadgets, etc.)
- **Guarantee** sustainable mobility to reach the event and transport materials
- **Reduction** of energy consumption in the management of activities (facilities, equipment)
- **Waste reduction**, plastic free and separate waste collection
- **Environmentally** friendly restaurant and catering services
- **Guarantee** of accessibility and equality conditions
- **Training** of staff, stakeholders and suppliers on GREENFEST environmental and social criteria
- **Informing** the public on sustainable management of cultural activity

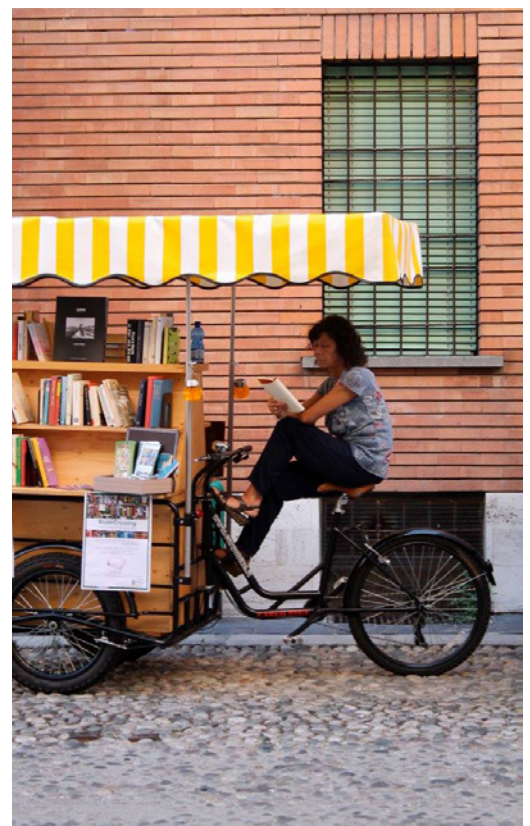
THE MINIMUM AWARD CRITERIA CONCERN:

- **Allocation** of the food not consumed, to guarantee the reduction of food waste
- **Adoption** of cleaning/toilet products and services.
- **Relations** with the local community, aimed at enhancing the local heritage and involving local suppliers.
- **Use** of rating systems for the selection process of the companies involved in the organisation
- **Adoption** of environmental and social qualification systems for supply chains
- **Respect** of social and human rights and the guarantee of decent working conditions
- **Adoption** of projects to offset emissions
- **Assessment** of the risk of extreme events due to climate change

Below: Bergamo Film Meeting, use of the cargo bikes by the staff, gadget Back-packs made of recycled plastic



On the right: Cremona, Porte Aperte Festival. The library as well is moved through cargo bikes to the different locations



ACHIEVEMENTS IN FIGURES

194

Stakeholders involved

2

Workshops with stakeholders and economic operators

2

Round tables of the supply chain

46

"Protocols of Understanding" signed by stakeholders

31

Interviews

3

Editions of the Compraverde Forum

1

Set of Minimum Environmental Criteria (CAM) for Festivals, cultural and musical events, exhibitions and displays

1

Guideline for the adoption, by the P.A., of GPP in contracts and concessions of contributions in the cultural sector

1

Check list for Minimum Environmental Criteria, consisting of 120 strings

1

Matrix to identify areas of environmental impact

1

Life Cycle Cost Assessment System for selected cultural subsectors

6

Training sessions with 60 hours of training provided

128

Administrators, managers and public officials trained on the adoption of GPP in the cultural sector and on the use of C.A.M.

18

"Green" calls for tenders and regulations published by partner administrations

10

Projects involved in networking actions

7

Webinars for the dissemination of the project

1

Dissemination event in Fano (Paesaggi Festival)

20

Jazz festivals of the Jazz Takes the Green network

6

in the North: Gezmataz, Ambriajazzfestival, Bergamo Jazz Festival, Associazione 4_33, Sile Jazz, Parma Jazz Frontiere;

4

in the Center: Fano Jazz, Risorgimarche, Ancona Jazz Summer Festival, Empoli Jazz;

4

Events of dissemination of C.A.M. GreenFest to other cultural operators outside the project (Jazz Takes the Green, Romaeuropa Festival, Master of World Heritage Management and Valorization of Cultural Heritage and Activities)

6

in the South: Pescara Jazz Festival, Gezziamoci, Locus Festival, Thinkpositive, Locomotive Jazz Festival, Peperoncino Jazz Festival;

4

Islands: Time n'Jazz, Musica sulle bocche, Festival dei Templi, Battiatì Jazz Festival

which, in 2021, adopt GreenFest criteria

THE TRAINING

A training cycle aimed at **administrators** and **municipal officials** in the cultural field was therefore implemented with the aim of providing operational indications for the implementation of CAM in cultural events and to learn how to design, keeping sustainability in mind, and to assess the environmental impact of such events.

In particular, the training path aimed at:

- **TEACHING HOW TO TAKE INTO ACCOUNT ENVIRONMENTAL AND SOCIAL CONSIDERATIONS WHEN PURCHASING AND CONSUMING GOODS AND SERVICES;**
- **TRANSFERRING THE KNOWLEDGE NECESSARY TO ASSESS THE ENVIRONMENTAL CHARACTERISTICS AND COSTS OF PRODUCTS AND SERVICES THROUGHOUT THEIR LIFE CYCLE;**
- **TRANSFERRING THE OPERATIONAL SKILLS NECESSARY TO DRAFT GREEN CALLS FOR TENDERS;**
- **PROVIDING THE METHODOLOGIES NECESSARY TO MAKE SUSTAINABLE PROCUREMENT THE PREFERRED CONSUMPTION SYSTEM OF THE P.A. ORIENTED TOWARDS THE ACHIEVEMENT OF LOCAL AGENDA 21 OBJECTIVES.**



On the left:
June 7, 2019 employee's training on CAM in Bergamo.

On the side:
Training course for administrators and municipal officers in Cremona



On the side:
Training in the Headquarters of Regione Lombardia

THE CULTURAL EVENTS

The next step following the training of the skills was the one to support the Municipalities involved in the project, thanks to the operative involvement of a group of GPP expert, in the phase of **publication of green calls for tenders**, which adopt CAM (green tenders) and **regulations** with environmental criteria in the granting of contributions for the organization of cultural events.

As many as **18** cultural events with a reduced environmental impact were implemented by the project partners on their territory through the adoption of the Minimum Environmental Criteria developed by **LIFE GreenFEST** for festivals, cultural and music events.

ALL OF THE CULTURAL EVENTS HAVE BEEN ACCOMPANIED BY AN ASSESSMENT OF ENVIRONMENTAL COSTS ALONG THE ENTIRE LIFE CYCLE.

The environmental impacts of the event have been monitored and calculated, through the tool-kit developed in the course of the project in Life Cycle Costing, which allows to highlight the "environmental aspects" linked to the adoption of specific criteria that allow to:

- THE REDUCTION OF THE ENERGY CONSUMPTION LINKED TO ENERGY-EFFICIENT INSTALLATIONS OR EQUIPMENT, THE IMPROVEMENT OF SUSTAINABLE MOBILITY, COLLECTIVE, RAIL, SHARED OR ELECTRIC;
- THE REDUCTION OF CO2 EMISSIONS LINKED TO ENERGY EFFICIENCY, THE USE OF DIRECT AND/OR INDIRECT RENEWABLE ENERGY SOURCES, WASTE PREVENTION AND SEPARATE COLLECTION, SUSTAINABLE FOOD AND MENU COMPOSITION;
- THE REDUCTION OF THE USE OF NATURAL RESOURCES LINKED TO THE REDUCTION OF PAPER USE, OF PACKAGING, OF FITTINGS AND GADGETS;
- THE PROTECTION OF BIODIVERSITY THROUGH SUSTAINABLE FOOD.



On the side: Mi Metto nei tuoi Panni Monza 2019

Below: Concert in the halls of Villa Reale of Monza 2019



IMPACTS OF THE PROJECT AND BENEFITS

**Time in Jazz 2019 Pin-
eta di Sant'Anna Bebo
Ferra Trio in Concert**



The project proved to be a strategic tool to help on a strategic level public administrations through the creation of an **integrated environmental management system** oriented towards the sustainability of events and impact reduction.

The monitoring and evaluation of costs and benefits of calls for proposals and regulations, currently underway, likewise the participation to different editions of the **Forum Compraverde**, where the award **Premio Cultura in Verde** was delivered, the networking activities with other LIFE projects and other initiatives of local and national relevance, lastly, the organization of webinars to share the methodology developed throughout the project are all activities which the partnership of LIFE GreenFest conducted throughout the months of the project to disseminate the model developed.

A successful and positive model, spread and adopted by several institutions including:



Regione Lombardia

Regional Action Plan on green procurement and environmental sustainable criteria for the organization of events, with regard to the definition of criteria to promote the sustainability of cultural events.



Fondazione Cariplo

Calls of Fondazione Cariplo, as a guiding tool for the funds allocated to public bodies and private entities participating in the calls for tender.



I-Jazz

The project "Jazz Takes the Green". 20 jazz festivals of the net which have joined the GreenFest network, adopt the LIFE GreenFest Minimum Environmental Criteria, give actual evidence on the adoption of the criteria (With pictures, invoices, contracts, documents).



ROMAEUROPA FESTIVAL

75 events, which take place between September and November. To strengthen its environmental commitment, has also created its own trademark Ref Romaeuropa Eco Friendly.

A model which has also been recalled by the Italian Government (Draghi's government XVIII Legislation) in the document of the National Plan for Recovery and Resilience in the chapter related to the "Reform 3.1: Adoption of minimum environmental criteria for cultural events."

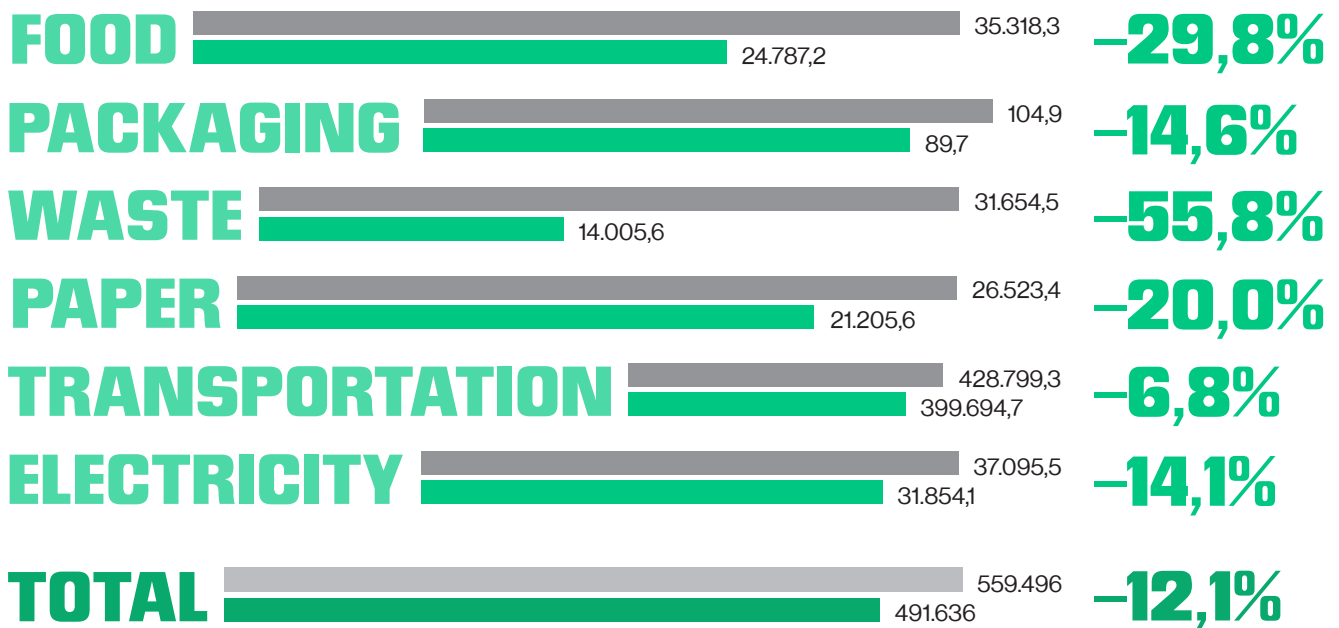
The dissemination of the LIFE GreenFest criteria, therefore, is largely assured beyond the time of duration of the project.

The following numbers includes the overall environmental and social benefits in terms of direct and indirect CO2 reduction related to the organization of events with GreenFEST criteria.

120.535 participants

■ "Standard" event

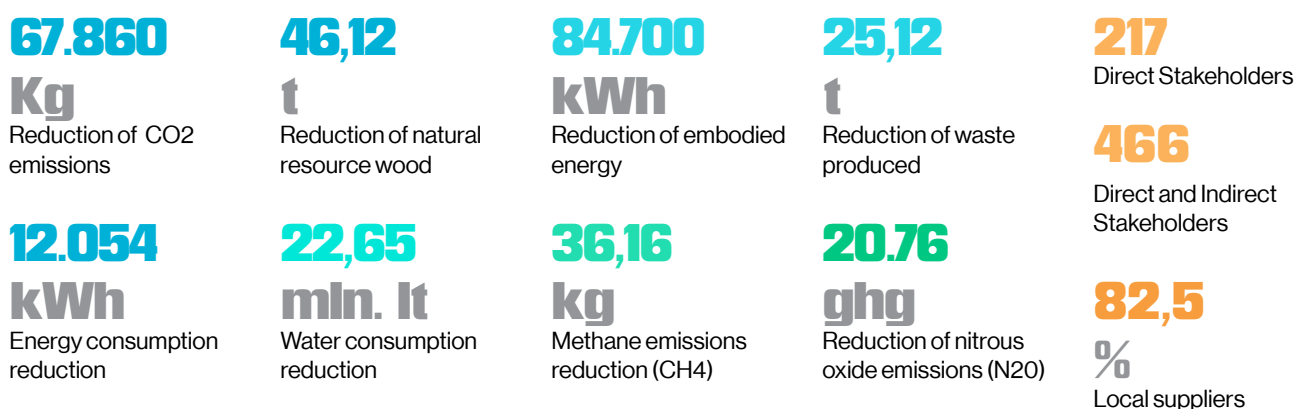
■ Event adopting GreenFest criteria



The applied GreenFEST criteria have allowed to achieve:

- the reduction of the consumption of natural resources, resulting from the reduction of the paper used and its replacement with recycled paper;
- the reduction of embodied energy, deriving from the reduction of the paper used;
- the reduction of waste, resulting from the waste produced throughout the events and the ones which would have been transformed into waste outside the perimeter of the events;
- the reduction of energy consumption, resulting from the reduction of kilometers traveled (and in sustainable solutions) and the reduction of consumption for computer equipment and audio/video/lighting systems;
- the reduction of water consumption, resulting from the reduction of meat consumption and paper production;

The following numbers sums up the overall benefits resulting from the GreenFEST project.



The project results in regards to environmental terms

KPI INDICATORS

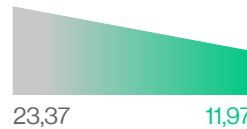
WASTE

tn year

Begin Value

End Value

Amount collected
by project



Mass reduction due to
appropriate disposal



Mass reduction due to
appropriate storage



Mass reduction
due to energy recovery



Mass reduction
due to digestion



Mass reduction
due to composting



Mass reduction
due to recycling



Mass reduction
due to preparation
for reuse



Mass reduction
due to waste prevention



RESOURCE

kWh year

Begin Value

End Value

Fuels used in kwh



AIR

tn year

Begin Value

End Value

CH4



GREENHOUSE GAS

CO₂

Begin Value

End Value

Kg CO₂/person



Kg CO₂/anno



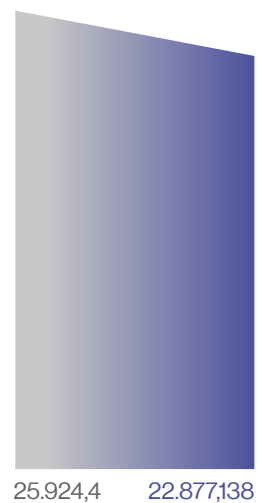
OTHERS GREENHOUSE GAS

N2O

Begin Value

End Value

N2O
kg GHG year



N2O
kg GHG/year/person



CONTATTI PARTNER



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