



GREEN FESTIVALS AND EVENTS THROUGH SUSTAINABLE TENDERS

**PIANO POST-LIFE
LIFE 16 GIE/IT/000748 GREENFEST**

ENGLISH VERSION



PREFACE

The **Post-Life plan** aims to extend the environmental and social results of the **LIFE GreenFEST** Project in the long term. In fact, it contains the commitments made by the Coordinating Beneficiary and the associated Beneficiaries for the continuation of activities, both material and immaterial, aimed at reducing the ecological and social footprint of cultural activities. Emissions of climate-altering gases and associated pollutants are reduced and offset, the circular economy is favored, through the reduction of the use of natural resources and the management of separate collection activities, social rights along supply chains, gender and intercultural equity are protected and, finally, the relationship with the territory and its communities is improved.

Specifically, the Post-Life plan defines the expected actions to continue and develop the benefits obtained from the activities of the LIFE GreenFEST, the plan also clarifies on the management methods and the economic and human resources available and useful for their implementation.

The maintenance and dissemination of the benefits produced by the LIFE GreenFEST project will be achieved through a series of integrated actions, which will take place during the three years following the closure of the Project.

PLAN STRUCTURE

The plan is divided into 3 parts:

- 1. THE FIRST ONE CONTAINS AN INTRODUCTORY PART WITH A SUMMARY PRESENTATION OF THE LIFE GREENFEST PROJECT.**
- 2. THE SECOND ONE REFERS TO THE ACTIONS TO BE CARRIED OUT IN THE POST LIFE PERIOD, SPECIFYING FOR EACH ONE: THE SPECIFIC OBJECTIVES, THE EXPECTED RESULTS, THE PERSON RESPONSIBLE FOR THE ACTION AND THE ESTIMATE OF ANY COSTS.**
- 3. THE THIRD PART WILL COVER THE TIMING, THE METHODS OF IMPLEMENTATION, THE MODALITIES OF VERIFICATION AND CONTROL OF THE IMPLEMENTATION OF THE PLAN.**
- 4. THE TABLE REFERS TO THE COSTS AND THE DAYS OF PROJECT STAFF ASSIGNED TO THE POST LIFE PLAN.**

1. INTRODUCTION

LIFE GreenFEST

The main objective of the **LIFE GreenFEST** project was **to transfer the good practices of Green Public Procurement (GPP) existing in Italy in the sector of cultural activities promoted and organized by Public Administrations.**

Beginning with the observation of the absence of common European criteria to promote Green Public Procurement in the cultural field and in light of the New Code of Public Procurement (Legislative Decree of the 18th of April 2016, n. 50 and "Corrective" Legislative Decree 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, the Project set itself the goal to define Minimum Environmental Criteria for public procurements of festivals, exhibitions, music events and exhibits organized by Public Bodies.

To this extent, an integrated action with the following **specific objectives** was necessary:

1. **Improve public procurement policies in cultural events** financed, promoted, or organized by public entities by orienting them toward environmental sustainability with the introduction of social and environmental criteria in procurement procedures; while directing the supply chain toward eco-innovation of products and services.
2. **Define new Minimum Environmental Criteria** in public procurement and in the legislation.
3. **Improve knowledge of environmental legislation** in the cultural sector.
4. **Provide cultural sector market** suppliers and stakeholders with access to training and information on the impacts of their activities.
5. **Extend information to policymakers** on the interaction between social and environmental impacts related to the acquisition of goods and services.
6. **Define actions to disseminate and improve the sustainable management of cultural events** of small and large scale promoted by Public Entities.
7. **Transfer existing Good Practices of Green Public Procurement** in Italy in the field of cultural events to Senior Public Authorities and private operators in the cultural sector.

LIFE GreenFEST proposed first of all to implement the direct involvement of the entire supply chain involved in the realization of cultural events (from the public administrations that finance the events, to the supply chain that realizes them), that the project wanted to consult with, through meetings, round tables, workshops and targeted in-depth interviews to define the specific field of intervention and with which specific Memoranda of Understanding were signed.

LIFE GreenFEST has therefore focused on raising the awareness of public bodies through the production of criteria, guidelines and checklists (an actual toolkit), to introduce minimum environmental criteria in the organization of cultural events. Organizing a sustainable event means that it must be **“designed, planned and implemented to minimize negative impact on the environment, and leave a positive legacy to the community”**.

A training cycle aimed at administrators and municipal officers of the cultural sector was, therefore, implemented with the aim of providing operational guidance for the implementation of CAM in cultural events and to teach how to design thinking about the sustainability of events and the evaluation of the environmental impact that they produce. In particular, the training course has been aimed to:

- Teach how to take into account environmental and social considerations when purchasing and consuming goods and services;
- Transfer the knowledge necessary to assess the environmental characteristics and costs of products and services throughout their life cycle;
- Transfer the operational skills needed to draft green tenders;
- Provide with the necessary methodologies to make sustainable procurement a system of consumption of the PA oriented to the achievement of the objectives of Local Agenda 21.

The next step after the training of skills was to **support** the Municipalities involved in the project, thanks to the operational involvement of a group of GPP experts, in the phase of publication of green calls for tender, adopting CAM, as well as regulations with environmental criteria in the granting of contributions for the organization of cultural events.

As many as **18 cultural events** have been organized with reduced environmental impact by the project partners on their territory through the adoption of the Minimum Environmental Criteria developed by **LIFE GreenFEST** for festivals, cultural exhibitions and musical events. All cultural events have been accompanied by an assessment of environmental costs along the full life cycle.

The environmental impacts of the events have been monitored and calculated through the tool kit of **Life Cycle Costing** which has been developed throughout the project, the kit, allows to highlight the “environmental aspects” related to the adoption of specific criteria, allowing to have:

- Reduction of energy consumption linked to use of energy efficient facilities/equipment;
- Improvement of sustainable, collective, rail, shared or electric mobility;
- Reduction of CO2 emissions connected to energy efficiency, the use of direct and/or indirect renewable energy sources, waste prevention and separate collection, sustainable food and menu composition;
- Reduction of the use of natural resources linked to the reduction of the use of paper, packaging, set-ups and gadgets;
- Safeguard of biodiversity through sustainable food.

PROJECT ACTIONS

The project included a series of **preliminary actions (Actions A)** aimed to defining the field of intervention of cultural activities, the different stages of their life cycle (production, dissemination, exhibition, fruition) and to share the path with the main stakeholders. **The key actions (Actions B)**, included a set of interventions such as: the consultation with the market; the introduction of participatory “supply chain roundtables” for the definition of environmental criteria; the definition of minimum environmental criteria in public procurement related to cultural events; the elaboration of model green calls; the definition of minimum environmental criteria in the granting of public contributions for cultural activities; the establishment of environmental clauses for regulations and production of model green regulations; Identification of ways to verify possession of environmental requirements; Establishment of guidelines for those involved in cultural activities; training of administrators and officers of local authorities in the cultural sector; publication of green calls for tenders (green tenders) that adopt minimum environmental criteria (green tenders) and regulations with environmental criteria in the granting of contributions (calls); monitoring of costs and benefits of calls and published regulations.

Monitoring actions (Actions C) have made it possible to assess the impact of the project, through the measurement of its performance indicators. The communication and dissemination actions (**Actions D**) have led to the establishment of a communication plan coordinated and shared by the partners and implemented by promotional and dissemination tools of both types, conventional and multimedia, as well as the introduction of dissemination activities, networking with other projects.

The Coordination Committee has assured the proper management of the project (**Actions E**) and has taken care of all the relations with stakeholders.

THE MINIMUM ENVIRONMENTAL CRITERIA (CAM) FOR CULTURAL EVENTS

The project has defined social and environmental criteria- the GreenFEST criteria- which, in the future, could easily be transformed into **Common European Criteria** and eventually, with the collaboration of the Ministry of the Ecological Transition and the MIBACT, into proper and real **Minimum Environmental Criteria**.

- A. the structure of the criteria themselves: broken down into basic (mandatory) criteria and rewarding criteria;
- B. the methods of verifying possession of the requirements: compatible with the provisions of the Public Contracts Code (articles 82 and 86 on Evidence and means of proof and articles 68, 69, 87 and 100);
- C. the type of criteria: environmental and social ones, especially after the approval of the European Social Pillar;
- D. the evaluation of their overall costs supported by Life Cycle Costing tools, as required by Article 96;
- E. reporting of environmental benefits: Granting verification of the benefits obtained during the performance of the activity (execution of the contract).

Throughout the project, the Fondazione Ecosistemi repeatedly met with MiTE and MIBACT to present the Green FESTA "environmental and social criteria" which could have been considered as the "baseline" to draft the Minimum Environmental Criteria. A number of meetings took place between October 2020 and April 2021 to help the relevant Ministries to include these criteria in the National Recovery and Resilience Plan.

THE NATIONAL RECOVERY AND RESILIENCE PLAN (PNRR)

The National Recovery and Resilience Plan presented by the Draghi government on the 25th of April 2021 (approved on the 13th of July 2021 by a Decision of Execution of the European Council), makes direct reference to the need for cultural events to respect environmental and social criteria that guarantee their sustainability. A clear turning point, for the entire cultural field. The PNRR provides a **reform (identified as Reform 3.1: Adoption of minimum environmental criteria for cultural events) whose aim is "to improve the ecological footprint of cultural events (exhibitions, festivals, cultural events, musical events)** through the inclusion of social and environmental criteria in public procurement for cultural events financed, promoted or organized by the public authority. The systematic and homogeneous application of these criteria will allow the diffusion of more sustainable technologies/products and will support the evolution of the operating model of market operators, pushing them to adapt to the new needs of the Public Administration."

The text included on page 110 of the PNRR, it is easy to verify, is almost identical to what is described in the GreenFESTA project.

The annex to the PNRR, in MIC Sheets 3-6 on pages 179-180, requires that "environmental and social criteria in cultural activities" must be approved by December 31, 2022.

This reform should be put in connection, as far as the PNRR is concerned, with what is provided in the same document, under the heading "**Reform 1.3: Technical support to local authorities**" where it is provided that the "MiTE will develop a specific action plan in order to support contracting stations in the application of the Minimum Environmental Criteria (CAM) set by the Law to tender procedures."

The asset of the Criteria and the LIFE GreenFESTA model is to be under testing not only by the Partners of the European project, but also by other cultural operators which are verifying their effectiveness in the field, accompanied, in the adoption by the Fondazione Ecosistemi, partner of the European project.

Among these are the Jazz Takes the Green network, the Romaeuropa Festival, which is developed in 75 cultural events planned in 20 spaces and, still in the start-up phase, the Puccini Festival, which takes place in Torre del Lago for a month.

Jazz Takes the Green has involved 20 jazz festivals of small-medium size, well distributed throughout the territory, which have all adopted the GreenFESTA Criteria, documenting their compliance through checklists as well as photos and websites:

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

Also Romaeuropa Festival, through its own REF Eco Friendly brand established for this purpose, has integrated eco-sustainable practices within the entire overall system of management and organization, from the supply chain to the disposal chain, in order to minimize negative impacts on the environment, seeking a balance between the objectives of the Festival and the limits of a sustainable plan for a participatory and moving cultural reality.

The GreenFESTA criteria, accompanied by guidelines and checklists that facilitate the application and LCC calculation tools, which allow the reporting of reached environmental benefits, will then be posed as "good practice" to be promoted and disseminated among public administrations and cultural operators.

2. ACTIONS TO BE CARRIED OUT IN THE POST LIFE

The actions to be carried out in the post-LIFE period are aimed at rooting the skills acquired and maintain over time the environmental and social benefits related to the performance of cultural activities, as collected during the LIFE GreenFEST Project. The actions are described below and grouped according to the project partners which proposed to take care of the activation, to monitor the results and to bear the costs. The individual actions are then distinguished by the objectives they intend to pursue: Management and Coordination; Communication; CAM Application; Technical Monitoring on CAM Application.

All partners will ensure participation in the events (conferences, seminars, events, etc.) promoting the activities of the project and disseminating the results achieved.

The action will aim to continue to disseminate to an increasing number of users the information of the project.

All costs will be covered by the partners involved.

ANCI LOMBARDIA

MANAGEMENT AND COORDINATION OBJECTIVE

ACTION 1

RELATIONS WITH EUROPEAN COMMISSION AND CINEA

Description and expected results

Anci Lombardia will manage the relations with the Commission and with CINEA for all the aspects strictly related to the project and for each other request and/or action related to the dissemination of the project, the networking and the transfer of good practices.

Costs

The cost of the action will be entirely covered by Anci Lombardia. No additional costs are foreseen beyond the cost of staff involved in the management of activities. ANCI Lombardia will make available its staff which presents vast experience since it has already taken part in LIFE GreenFEST project and other national and European projects.

ACTION 2

FUNCTIONING OF THE COORDINATION COMMITTEE

Description and expected results

Anci Lombardia will manage the relations with the partners related to the correct functioning of the Post-LIFE phase of the project as well as all the other aspects connected to actions/requests of dissemination of the project, the networking and the transfer of good practices.

Costs

No additional costs are foreseen beyond the cost of staff involved in the management of activities.

COMMUNICATION OBJECTIVE

ACTION 3

ACTIVITIES OF PROMOTION AND AWARENESS

Description and expected results

Anci Lombardia will guarantee the dissemination of the results of GreenFEST project as well as a monitoring follow-up of the cultural activities carried out, therefore guaranteeing constant visibility of the LIFE GreenFEST project and its achievements.

In addition, Anci Lombardia will make available its network of international partners by promoting networking

and synergy with other thematically similar projects, both, LIFE as well as projects funded by other programs, in progress both at national and European level, through the communication channels managed by Anci Lombardia at European level and in particular:

- A permanent link to the website of the project (www.greenfest.eu), as well as to the websites of Anci and the project partners, including information on the follow-up of the project, which will be periodically updated;
- Articles within the press review prepared by Anci Lombardia.

Finally, Anci Lombardia is committed to begin discussions with its associated local authorities to verify the possibility of carrying out initiatives to transfer the good practices of LIFE GreenFEST to other Italian territories.

Costs

The cost of activities will be covered by Anci Lombardia.

ACTION 4 WEBSITE AND SOCIAL CHANNELS

Description and expected results

ANCI Lombardia will proceed with the renewal of hosting contracts together with domains and maintenance of the website www.greenfest.eu and its periodic updating with the most relevant news. This activity will be carried out in collaboration with the Associated Beneficiaries. The page of the site will also contain the update on the actions of this Post-life Plan, with what has been done by the individual Beneficiaries to prolong the effects and communication on the GreenFEST project. Along with the site, all social channels will also be managed. In addition to the insertion of news and updates, will also be presented the posts and campaigns that over time have been more popular with the public.

This action will aim to ensure the continuous flow of information related to the project. It is realistic to foresee a drop in the number of visitors to the website in the post-LIFE phase and to the social pages compared to the past, but a constant flow of visitors is expected because of the greater visibility guaranteed by the other communication actions.

Costs

The cost of the action will be entirely covered by Anci Lombardia.

ACTION 5 DISSEMINATION EVENT

Description and expected results

ANCI Lombardia will annually organize, for the next three years, an event of dissemination, awareness and comparison, with its member local authorities, on the progress of CAM and the actual application by local authorities, as well as the best practices implemented in cultural events promoted or organized by public bodies.

Costs

The cost of the action will be covered by Anci Lombardia.

ACTION 6 GREENFEST SPONSORSHIP

Description and expected results

ANCI Lombardia will sponsor under the logo of the LIFE GreenFEST project the events and cultural initiatives promoted or organized by the associated local authorities that will implement and promote the CAM and the Guidelines elaborated by GreenFEST, combined with a promotion of the event on the web and social channels of the Association.

Costs

The cost of the action will be covered by Anci Lombardia.



ACTION 7

INFORMATIVE AND PROMOTIONAL MATERIALS

Description and expected results

All the promotional and informative materials of the LIFE GreenFEST project which are still available will be redistributed among all Partners. The action aims to continue to spread to an increasing number of users the information of the project, keeping high attention on the CAM applied to cultural events and the related environmental benefit.

Costs

The cost of the action will be entirely covered by Anci Lombardia.

TECHNICAL MONITORING ON CAM APPLICATION OBJECTIVE

ACTION 8

PNRR AND CAM ADOPTION

Description and expected results

ANCI Lombardia will carry out a monitoring action on the chapter in the PNRR (National Recovery and Resilience Plan) called "Reform 3.1: Adoption of minimum environmental criteria for cultural events", activating a continuous dialogue with Regione Lombardia and ANCI Nazionale (present in the PNRR steering committee) associated with an action of dissemination to local authorities of information regarding the actions and implementation of the PNRR.

Costs

The cost of the action will be entirely covered by Anci Lombardia.

FONDAZIONE ECOSISTEMI

GREENFEST CRITERIA DISSEMINATION OBJECTIVE

ACTION 1

GREENFEST CRITERIA PROMOTIONAL ACTIVITIES IN THE CAM FOR CULTURAL ACTIVITIES

Description and expected results

The Fondazione Ecosistemi has already been called to take part in the Working Table, which will be set up by MiTE, for the definition of Minimum Environmental Criteria for cultural activities.

The Working Group will adopt the Green FESTA criteria as a basis for the definition of CAM.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 2

ACTIVITY OF PROMOTION OF THE GREENFEST CRITERIA IN THE MASTER ON PROCUREMENT OF THE UNIVERSITY OF TOR VERGATA

Description and expected results

The Fondazione Ecosistemi, through its Director Silvano Falocco, teaches "Green Public Procurement" in the Master on Procurement and in the Executive Master on Procurement at the University of Tor Vergata, which are coordinated by Prof. Gustavo Piga. Within this course, a 2-hour training module on environmental and social criteria in cultural activities will be carried out: procurement managers from major Italian companies participate in the course.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 3**PROMOTION ACTIVITIES OF GREENFEST CRITERIA IN THE INTER-UNIVERSITY MASTER IN ADMINISTRATIVE SCIENCES AND IN INNOVATION IN PUBLIC ADMINISTRATION OF THE UNIVERSITY OF MACERATA AND URBINO****Description and expected results**

The Fondazione Ecosistemi, through its Director Silvano Falocco, teaches "Green Public Procurement" in the inter-university Master in Administrative Sciences and in Innovation in Public Administration of the University of Macerata and Urbino coordinated by Professor Elisa Scotti. Within this course, a 2-hour training module on environmental and social criteria in cultural activities will be carried out.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 4**ACTIVITIES OF DISSEMINATION OF GREENFEST CRITERIA THROUGH THE ESTABLISHMENT OF THE NETWORK JAZZ TAKES THE GREEN****Description and expected results**

The Fondazione Ecosistemi has signed a protocol with the network I-Jazz from which was born (on the 20th of February 2021) the project "Jazz Takes the Green" (<https://italiajazz.it/progetto/jazz-takes-the-green/>) in which participate 20 festivals, among which Ambria Jazz Festival, Bergamo Jazz e Associazione 4.33 (Lombardia), Sile Jazz (Veneto), Parma Jazz Frontiere (Emilia-Romagna), Gezmataz (Liguria), Fano Jazz By The Sea and Risorgimarche (Marche), Empoli Jazz Festival (Toscana), Gezziamoci (Basilicata), Locus Festival and Think Positive (Puglia), Peperoncino Jazz Festival (Calabria), Festival dei Templi (Sicilia), Time In Jazz and Musica sulle Bocche (Sardegna).

The members of Jazz Takes The Green have set themselves the goal of promoting the conversion of jazz festivals from high environmental impact events to Green events, thanks to the adoption of the Minimum Environmental Criteria (CAM) developed within the Project GreenFEST - Green Festivals and Events through Sustainable Tenders, and listed in a special Check List, consisting of 120 aspects/questions.

The network is equipped with a Facebook profile, Instagram, and Twitter, to facilitate its dissemination.

The goal is to encourage the adoption of GreenFEST criteria.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 5**DISSEMINATION ACTIVITIES OF GREENFEST CRITERIA IN THE ROMAEUROPA****Description and expected results**

The Fondazione Ecosistemi has formed a partnership with Romaeuropa Festival, to integrate eco-sustainable practices for the management and organization of the Romaeuropa Festival, from the supply chain to the disposal chain to minimize negative impacts on the environment. The challenge, therefore, lies in finding a balance between what are the objectives of the Festival and what are the limits of a sustainable plan for a cultural reality so participatory and on the move.

The Romaeuropa Festival covers a duration of 2 months, with 75 events, in 20 different locations.

For this reason, the brand Ref (Romaeuropa Eco Friendly) has been created, which adopts the criteria defined by the GreenFEST project (<https://romaeuropa.net/ref-eco-friendly/>).

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 6

DISSEMINATION ACTIVITIES OF GREENFEST CRITERIA IN THE VIDEOCITTÀ FESTIVAL

Description and expected results

The Fondazione Ecosistemi has formed a partnership with Videocittà to adopt the GreenFEST Environmental Criteria (<https://www.videocitta.com/>) along the festival; the video art festival runs for 7 days in September.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 7

DISSEMINATION ACTIVITIES OF GREENFEST CRITERIA IN THE FESTIVAL DELLA LETTERATURA DI VIAGGIO

Description and expected results

The Fondazione Ecosistemi has formed a partnership with the Festival della Letteratura di Viaggio, which takes place in the month of September and has a duration of two weeks, to adopt the GreenFEST Environmental Criteria in the organization of the festival.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 8

DISSEMINATION ACTIVITIES OF GREENFEST CRITERIA THROUGH THE ADOPTION OF A SUSTAINABILITY POLICY IN THE ORGANIZATION OF THE OLYMPIC GAMES OF MILANO CORTINA 2026

Description and expected results

The Fondazione Ecosistemi, which was awarded the consultancy contract for the sustainability of the Milano Cortina 2026 Winter Olympics, has had the adoption of environmental and social criteria introduced into the Milano Cortina 2026 Procurement Sustainability Code.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 9

DISSEMINATION ACTIVITIES OF GREENFEST CRITERIA IN THE FORUM COMPRAPERDE BUYGREEN

Description and expected results

The Fondazione Ecosistemi, every year, organizes the event Forum Compraverde Buygreen, which is, in 2021, to the XV° edition.

The event is and will be organized with the environmental and social criteria established by the GreenFEST project.

During the event, GreenFEST criteria are promoted, through websites and totems dedicated to the reduction of impacts.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 10

ADOPTION OF GREENFEST CRITERIA IN THE PREMIO COMPRAPERDE –CULTURA IN VERDE, PROMOTED WITHIN THE FORUM COMPRAPERDE BUYGREEN

**Description and expected results**

The Ecosistemi Foundation, every year, within the Compraverde-Buygreen Forum, announces the Cultura in Verde Award, intended for the main cultural events “with low environmental impact”.

The Regulation of the Cultura in Verde Award will include the obligation to adopt the criteria defined by the GreenFEST project.

Among the members of the Jury that will award the Cultura in Verde Prize will be included some partners of the GreenFEST project.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 11**DISSEMINATION ACTIVITIES OF GREENFEST CRITERIA IN THE GPP ACADEMY****Description and expected results**

The Fondazione Ecosistemi, every year, within the Compraverde-Buygreen Forum, organizes the GPP Academy, 10 training modules with free access transmitted on the platform (www.forumcompraverde.it) of the event and, after the event, diffused on Youtube. For the next 5 years, the GPP Academy will host, every year, a free training module for GreenFEST criteria.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

ACTION 12**PROMOTION OF PARTNERSHIPS WHICH WILL ENCOURAGE THE ADOPTION OF GREENFEST****Description and expected results**

The Fondazione Ecosistemi is committed, in the coming years, to promote partnerships with all those organizations of cultural events and/or institutions that decide to adopt the GreenFEST criteria and to document their application.

In case of partnership, the Fondazione Ecosistemi will propose to ANCI Lombardia to grant the logo of the project to those who decide to adopt the criteria.

Costs

The cost of the action will be entirely covered by Fondazione Ecosistemi.

FEDERCULTURE**COMMUNICATION OBJECTIVE****ACTION 1****ASSOCIATIVE NETWORK AWARENESS****Description and expected results**

FederCulture will guarantee the promotion and dissemination of the contents and materials produced during the project during any event organized by the latter and in particular during: the Assembly (1 per year), the presentations of the Annual Report (at least 3 per year), Ravello LAB Colloqui Internazionali (1 per year).

This action is expected to increase awareness on environmental issues among members and the FederCulture network.

Costs

The cost of the action will be entirely covered by FederCulture.



CAM APPLICATION OBJECTIVE

ACTION 2

CAM ADOPTION AT MINISTERO DELLA CULTURA

Description and expected results

Federculture, in close cooperation with the associated Fondazione Ecosistemi, will promote the adoption of CAM developed during the project within the mechanisms of allocation of resources from the Fondo Unico per lo Spettacolo (FUS).

In particular, the introduction of criteria for the reduction of environmental impacts of festivals and events of the performing arts will be encouraged within the award mechanisms of the FUS.

Costs

The cost of the action will be entirely covered by Federculture and Ecosistemi.

ACTION 3

CAM ADOPTION AT BANKING FOUNDATIONS AND REGIONAL ADMINISTRATIONS

Description and expected results

As already occurred in the case of the Cariplo call for proposals during the year 2020, Federculture will work with its relational and institutional network to ensure that rewarding criteria aimed at events with low environmental impact are introduced.

It is expected that there will be an increase in awareness of environmental issues among those entities that provide funds for cultural events.

Costs

The cost of the action will be entirely covered by Federculture.

ACTION 4

AWARD CULTURA DI GESTIONE

Description and expected results

Federculture, together with the Promoter Committee of the Cultura di Gestione Award, as part of the decades-long initiative of the Cultura di Gestione Award will introduce a special recognition for projects that stand out for the attention and tools adopted to reduce environmental impacts.

Through this action it is intended to identify, reward, and encourage the most innovative projects on the theme of environmental sustainability.

Costs

The cost of the action will be entirely covered by Federculture.

MUNICIPALITY OF BERGAMO

COMMUNICATION OBJECTIVE

ACTION 1

GREENFEST PATRONAGE

Description and expected results

The Municipality of Bergamo has decided to continue the experience started with the LIFE GreenFEST project. Thanks to the institution with the City Council Resolution of the "Green Friendly Event" patronage, when a cultural event organizer party asks for the municipal sponsorship, it can request the Green Friendly Event patronage. On the municipality website is possible to do so through the "request for municipal patronage" section and, through a below-section, it is possible to ask for the Green Friendly Event patronage



(https://www.comune.bergamo.it/action%3Ac_a794%3Apatrocino), where can also be found the GreenFEST project summary, to remind how the initiative started.

In the cultural understandings a paragraph on what and how to obtain the Green Friendly Event logo will be inserted; The logo will allow to distinguish and highlight each event that applied the minimum environmental criteria, focusing on the environmental impacts of the event organisation.

The Green Friendly Patronage Event will be also promoted on the social channels of the Municipality, to increase the requests and, consequently, the CAM implementation in the events that ask for the municipal patronage.

Costs

The amount of the action will be fully sustained by the Municipality of Bergamo.

ACTION 2

- INFORMATION AND PROMOTIONAL MATERIALS

Description and expected results

The roll up and the GreenFEST project dissemination materials, will continue to be present in the waiting rooms of the Assessor to Culture, so that the event organizers, waiting for an interview with the assessor, can read what the GreenFEST project is, what are the MEC and how they can be implemented in the realisation of events. In doing so, we continue to spread the project and raise awareness about the importance of the environmental impacts of the events amongst the organizers.

Costs

The amount of the action will be fully sustained by the Municipality of Bergamo.

OBIETTIVO APPLICAZIONE CAM

ACTION 3

APPLICATION OF CAM

Description and expected results

To support the culture office in the CAM promotion and in the effective verification of CAM implementation declared by the event organisers, the idea is to recruit, through the temporary agency, the human resource already committed and reported on the GreenFEST project, with a more limited number of hours than the past.

Costs

The amount of the action will be fully sustained by the Municipality of Bergamo.

COMUNE DI FANO

OBIETTIVO APPLICAZIONE CAM

ACTION 1

CAM APPLICATION OBJECTIVE

Description and expected results

The Municipality of Fano has decided to continue the experience started with Life GreenFEST, committing itself, even after the conclusion of the project, in the promotion of the Minimum Environmental Criteria - CAM within the events that will be realized on the municipal territory. In this sense, the request for application of CAM in the realization of cultural events will continue to be present, within calls, conventions, cultural agreements or other tools, which will be used to formalize the relationship between the City and the Organizers. For example, the terms of the cultural understanding for the realization of the 2019 edition of the Carnival of Fano, in which

CAM was included, will be re-proposed also for the realization of future editions. The same will be done for the other events subject to experimentation in the GreenFEST project, namely Fano Jazz by The Sea, Veglione di Carnevale, Passaggi Festival.

The organizers will also be asked to include CAM in the contracts they will enter into with their suppliers, or with the users of the exhibition and/or sales spaces, such as the contracts between the Ente Carnevalesca and the street vendors participating in the Carnival of Fano.

The Municipality of Fano reserves the right to verify the correct application of the contractual terms and to intervene if they are not respected.

Costs

The cost of the action will be entirely covered by the Municipality of Fano.

MUNICIPALITY OF CREMONA

OBIETTIVO APPLICAZIONE CAM

ACTION 1

TECHNICAL MONITORING ON CAM APPLICATION OBJECTIVE

Description and expected results

The Municipality of Cremona intends to follow up on the GreenFEST project by continuing with the monitoring of the indicators related to CAM with regard to the upcoming editions of the Porte Aperte Festival, of which the Municipality is co-promoter.

It is also intended to disseminate and incentivize compliance with the Criteria in the context of sponsored and co-financed initiatives, in particular by resuming what was set in February 2020 for the Cultura Partecipata program and not pursued due to impediments related to the health emergency.

Costs

The cost of the action will be entirely covered by the Municipality of Cremona.

VILLA REALE CONSORTIUM AND PARCO DI MONZA

CAM APPLICATION OBJECTIVE

ACTION 1

Description and expected results

The Institution will commit to include, in at least two concessions per year, related to the realization of events in the Park of the Reggia di Monza, the following minimum environmental (and social) criteria:

- diffusion of separate waste collection and reduction of the non-recyclable portion throughout the event;
- total accessibility and inclusiveness during the event;
- dissemination of information on the environmental and social sustainability of the event, in order to raise awareness among participants;
- promotion of the use of low environmental impact vehicles during the event.

Costs

The cost of the action will be entirely covered by the Consortium of Villa Reale and Parco di Monza.

TIME IN JAZZ CULTURAL ASSOCIATION

OBIETTIVO APPLICAZIONE CAM

ACTION 1

ADOPTION OF GREENFEST CRITERIA FOR THE FIVE UPCOMING YEARS IN THE TIME N JAZZ EVENTS

Description and expected results

Time n'Jazz, an event born in 1988, has been carrying on Green Jazz since 2008, a project of ecological awareness that aims to reduce the impact of the festival on the environment and on the natural resources of the territory, through the realization of events and projects focused on some of the most current environmental issues.

Time n'Jazz is committed, over the next 5 years, to adopt the environmental and social criteria of the GreenFEST project, to document their adoption and to practice the "continuous improvement" of the event.

It also undertakes to disseminate, through conferences and seminars, the GreenFEST criteria to the participants in the Festival.

Costs

The cost of the action will be entirely covered by Time n'Jazz.

ACTION 2

MONITORING OF THE ENVIRONMENTAL BENEFITS COMING FROM THE ADOPTION OF GREENFEST

Description and expected results

Time n'Jazz, over the next 5 years, commits to monitor the environmental, social and economic benefits resulting from the application of the GreenFEST criteria and to disseminate the results of the monitoring to show and highlight the convenience of this implementation.

Costs

The cost of the action will be entirely covered by Time n'Jazz.

ACTION 3

PROMOTION OF THE ADOPTION OF GREENFEST CRITERIA IN THE JAZZ TAKES THE GREEN NETWORK

Description and expected results

Time n'Jazz is one of the founders of the Jazz Takes The Green network.

Within the Jazz Takes the Green network, Time n'Jazz is committed to extending the number of festivals (currently 20) that are committed to adopting the GreenFEST criteria.

It is also committed to promoting the same network Jazz Takes the Green on the national territory.

Costs

The cost of the action will be entirely covered by Time n'Jazz.

ACTION 4

PROMOTION OF THE GREENFEST CRITERIA TOWARDS MIBACT

Description and expected results

Time n'Jazz intends to act as an interlocutor, also by virtue of the role and reputation of Paolo Fresu (founder of the Festival Time n'Jazz Berchidda), towards the Ministry of Heritage and Culture and Tourism (MIBACT), so that the adoption of the same environmental criteria defined on the basis of the project GreenFEST, are rewarding for the purposes of evaluation for the allocation of Ministerial funding.

Costs

The cost of the action will be entirely covered by Time n'Jazz.

3. TIMING, METHODS OF IMPLEMENTATION AND MODALITIES OF VERIFICATION AND CONTROL OF THE IMPLEMENTATION OF THE PLAN

Anci Lombardia will monitor the performance and progress of the actions that make up this Post-Life Plan and to which each Beneficiary has committed, maintaining relations and interlocutions with each of them.

To this extent, it is expected that each Beneficiary will develop, at the end of each year and for the next three years, a detailed Activity Report of its actions and will send it to Anci Lombardia.

In the report, each Beneficiary will describe the activities carried out and the results achieved.

ANCI Lombardia will also publish, on the web page dedicated to the project www.greenfest.eu and in the appropriate section, news and updates on the most relevant activities of the Post-Life plan, with the aim of communicating the environmental and social benefits achieved and their replicability.

Based on the activity reports submitted by the individual Beneficiaries, ANCI Lombardia, for the three-year period of validity of this Post-Life Plan, will submit to the Commission a final report summarizing the actions of each Beneficiary, with objectives, activities carried out and the results achieved.

4. THE TABLE REFERS TO THE COSTS AND THE DAYS OF PROJECT STAFF ASSIGNED TO THE POST LIFE PLAN.

Below is a table in which, for each project partner, 1 or 2 professional figures are employed; for each professional figure is specified: the role within the project, the gross daily cost, the number of days to work on the post life plan and the total.

PARTNER	ROLE ON THE PROJECT	DAILY GROSS COST	WORKING DAYS SPENT ON POST LIFE PLAN	TOTAL
ANCI Lombardia	Project Manager	361,00 €	54	19.494,00 €
ANCI Lombardia	Technical Assistant	124,00 €	54	6.696,00 €
Municipality of Bergamo	Project Manager	281,00 €	54	15.174,00 €
Municipality of Bergamo	Expert monitoring system	287,00 €	54	15.498,00 €
Municipality of Cremona	Administrative Officer	196,00 €	54	10.584,00 €
Municipality of Cremona	Administrative Officer	119,00 €	54	6.426,00 €
Fondazione Ecosistemi	Project Manager	539,00 €	54	29.106,00 €
Fondazione Ecosistemi	Administrative Officer	128,00 €	54	6.912,00 €
Federculture	Project Manager	354,00 €	54	19.116,00 €
Federculture	Communication Officer	236,00 €	54	12.744,00 €
Municipality of Fano	Administrative Officer	192,00 €	54	10.368,00 €
Municipality of Fano	Communication Officer	144,00 €	54	7.776,00 €
Associazione Culturale Time in Jazz	Administrative Officer	87,00 €	72	6.264,00 €
Villa Reale Consortium and Parco of Monza	Project Manager	142,00 €	54	7.668,00 €
Villa Reale Consortium and Parco of Monza	Administrative Officer	295,00 €	54	15.930,00 €
TOTAL			828	189.756,00 €

CONTATTI PARTNER

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