

LEAD THE SCENE GO GREEN

PROJECT REPORT

MAI & ELECTRIC NO & CASTLE

BACKGROUND

5 Years of Sustainability Program at EC

In **2018**, MAINOI's ECO Program of Electric Castle celebrated 5 years of progress towards implementing sustainability standards at the festival. Together with Lidl Romania, we continued pursuing the **#ZeroWaste** mission, our long-term objective to reduce, reuse and recycle all the waste generated during the festival.

AWARDS

2015 - runner-up position in the EE Music Star Festival in Europe category at the EE Music Awards in Barcelona

2016 & 2017 - shortlisted for the Green Operations Award at EE Music Awards



#ZEROWASTE



RECYCLING

This year we've managed to double the amount of waste recycled at the festival, by category, as follows:

PET / PLASTIC



2017 5.900 Kg

11.234 Kg

METAL



2017 1.700 Kg

2018 2.585 Kg

PAPER / CARDBOARD



2017 3.500 Kg

2018 5.700 Kg

GLASS



2017 3.270 Kg

2018 8.500 Kg

CLEANING

The festival participants perceived Electric Castle as being a clean festival, rating the cleanliness with 4,2 on an evaluation scale from 1 to 5.

NO STRAW

At the Electric Castle bars, we had a "No Straw" policy, namely no plastic straws within the drinks. Biodegradable and 100% compostable straws

were available, upon request. With this action, Electric Castle saved 200 000 plastic straws which would have, otherwise, gone to the landfill, taking more than 200 years to decompose. In

2018, 86.000 compostable straws have been used, taking 1 month to completely biodegrade with no harm for the environment.

NO STRAW POLICY

2017 202.000 PLASTIC STRAWS
2018 86.000 COMPOSTABLE STRAWS







ROMANIA

261

W







SPAIN 443 kg/capita



ITALY 497



FRANCE 511



GERMANY 627







MUNICIPAL WASTE RECYCLING RATE



GERMANY



66%



AUSTRIA 57%



SLOVENIA 54%



GREECE 15%



ROMANIA MALTA 13%

7%



IF FAILING TO REDUCE THE WASTE FROM LANDFILLS WITH 50% BY 2020 ROMANIA MIGHT PAY PENALTIES

OF 200,000€ PER DAY





FACTS

RECYCLABLES ARE COLLECTED IN THE SAME TRUCK SO THEY END UP IN LANDFILLS





TRUE, BUT THE TRUCK TAKES THEM TO SORTING STATIONS SO THEY ARE RECYCLED



RECYCLING ONE ALUMINIUM CAN SAVES ENOUGH ENERGY TO RUN YOUR TV FOR 3 HOURS



RECYCLING ONE PLASTIC CUP SAVES ENOUGH ENERGY TO FILL IT UP WITH ICE CUBES



RECYCLING ONE PLASTIC BOTTLE SAVES ENOUGH ENERGY TO RUN AN 8W LED BULB FOR 6 HOURS

FALSE! THERE IS AT LEAST ONE RECYCLING PLANT IN **EVERY REGION OF ROMANIA**







SOURCE: 2018 CIRCULAR ECONOMY PACKAGE

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WHAT CAN WE ALL DO?

REDUCE | REUSE | RECYCLE

REDUCE

CARRY A SHOPPING BAG WITH YOU STOP OR REDUCE WASTING FOOD AT HOME MAKE USE OF REUSABLE TABLEWARE TAKE A REUSABLE CUP









REUSE



RECYCLE













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WE HELP FULFIL SDGs

SDGs - SUSTAINABLE DEVELOPMENT GOALS





































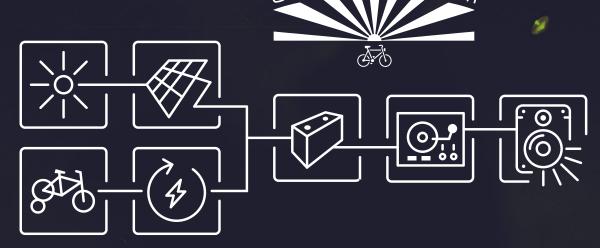






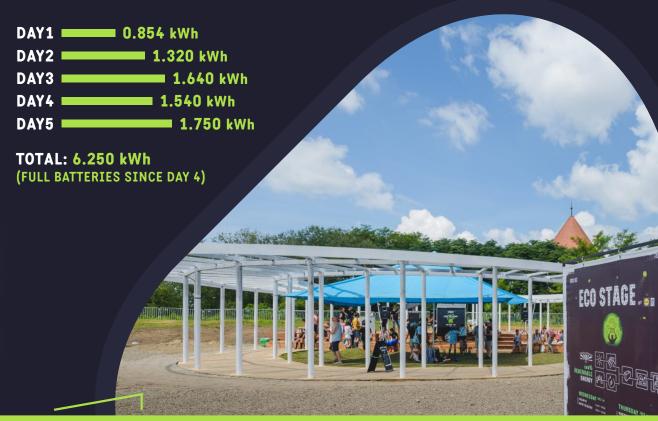






SolarSoundSyster

The ECO Stage by Lidl was the first off the grid stage at a Romanian music festival. The sun and the kinetic power allowed the SolarSoundSystem (FR) to run continuously on 100% alternative energy for an unforgettable music experience. Here's how much energy was produced by pedalling on the bikes:



ECO STAGE





1860







100% RENEWABLE ENERGY





WEDNESDAY JULY 18

JULIAN M

14:00 - 18:00

INPUT SELECTOR

18:00 - 20:00

THURSDAY JULY 19

BEATJUNKZ

12:00 - 14:00

CRISTINA C

14:00 - 16:00

VAST SOLO

16:00 - 18:00

LAZY DETAILS

18:00 - 20:00

FRIDAY JULY 20

MUSAI SOUNDWORKS

NIKI BAIDA Solar Sound System 12:00 - 14:00

16:00 - 20:00

SATURDAY JULY 21

ROBERT ARCAZ, SEBASTIAN STEER, TODE, GROOVE & PORTOCALE

12:00 - 20:00

SUNDAY JULY 22

KHALEEA

12:00 - 14:00

RUGGIERO

14:00 - 16:00

VLAD BRETAN

16:00 - 18:00

BEN UR

Solar Sound System

18:00 - 20:00

MA NO







571 festival goers tested their ecology-related knowledge by taking the ECO Quiz and exchanged with us on their daily eco practices by filling in the ECO Polls.

SHOWCASE THE GREEN AND WIN

EC festival participants showcased our eco programme on social media through their own creative lenses to help raise awareness on the importance of climate action by each one of us. The much craved first prize of the competition – an EC custom-bicycle – was won by the creator of the ECO Hymn 2018 >> link



PROJECT REPORT

MAI NOI



ECO CREW

A team of 240 people worked for 5 days, 24/24h to take care of the selective collection of waste and to inform and entertain the participants in the ECO program

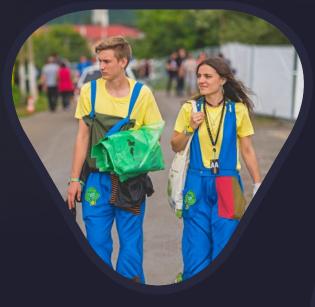
20 PROMOTERS





30 VOLUNTEERS

40 RECYCLERS





951





40 CYCLISTS 12.655 KM 1 CAUSE

SETTING CYCLING AS A NATIONAL OBJECTIVE

40 eco-ambassadors pedalled altogether 12.655 kilometres to get to the Banffy Castle to raise awareness on the benefits of cycling and to promote it as national objective.

Impact of the online communication campaign

Total reach: 29K

Total engagement: 2K

No. of posts: 500 posts generated by eco-ambassadors

- Infographic dedicated to cycling
- Dedicated-movie
- Welcome event at arrival



CYCLING BENEFITS



RELAXES MIND AND BODY

CYCLING STABILIZES PHYSICAL AND EMOTIONAL FUNCTIONS, REDUCING ANXIETY AND DEPRESSION



ACTIVATES BODY MUSCLES

MOST BODY MUSCLES ARE ACTIVATED DURING CYCLING



THE AVERAGE PERSON WILL LOSE 6KG IN THEIR FIRST YEAR OF RIDING TO WORK



CYCLING REGULARLY REDUCES ALL THE RISK FACTORS THAT LEAD TO A HEART ATTACK BY MORE THAN 50%



IMPROVES COORDINATION SKILLS

CYCLING IMPROVES YOUR COORDINATION
SKILLS IN SUCH A MANNER
THAT WORDS CANNOT DESCRIBE



LOWERS CO₂ EMISSIONS

CYCLING TO WORK REDUCES CO₂ EMISSIONS
BY UP TO 92%. A CAR EMITS CA. 2716 CO₂
PER PASSENGER / KM COMPARED TO
ONLY 216 GENERATED BY A BIKE



WHAT CAN YOU DO

COMMUTE BY BIKE

START RIDING TO WORK OR TO SCHOOL.
YOU'LL SAVE UP ON GAS AND STAY HEALTHIER

ATTEND CYCLING EVENTS

CYCLING EVENTS ARE ALMOST EVERYWHERE.
JUST REGISTER FOR ONE AND HAVE FUN

RIDE WITH A FRIEND

TAKE YOUR FRIENDS ON A BIKE TRIP.
THEY'LL ASK FOR MORE

SIGN LOCAL PETITIONS

THERE ARE PRO-CYCLING NGOS IN ALMOST EVERY COMMUNITY. HELP THEM DELIVER THE MESSAGE



JOIN A LOCAL CYCLING GROUP

THE MORE, THE MERRIER. SHARE THE EXPERIENCE WITH LOCAL CYCLISTS

RESPECT THE OTHER TRAFFIC PARTICIPANTS
TO BE RESPECTED IN RETURN

HOW?

INTEGRATE BICYCLES IN URBAN PLANS

URBAN GROWTH TO PRIORITIZE CYCLING

TRAFFIC COSTS

ALLEVIATE CONGESTION COSTS THROUGH ADEQUATE TRANSPORTATION POLICIES

REWARD CYCLISTS

CONVINCE PEOPLE TO CYCLE MORE
BY REWARDING THEM











BUILD INFRASTRUCTURE

BUILD INTERCONNECTED CYCLING INFRASTRUCTURE

BIKE SHARING

IMPLEMENT LARGE-SCALE BIKE-SHARING PROGRAMS

LEGISLATIVE CHANGES NEEDED

CYCLING OFFICER

ASSIGN SPECIALISED COORDINATORS
WITHIN NATIONAL AND LOCAL AUTHORITIES

REFINE THE LAWS

THE PRESENT LAWS ARE BLURRY
WHEN IT COMES TO CYCLING

OVERTAKING DISTANCE

DEFINING A MANDATORY SAFE DISTANCE TO BE RESPECTED BY CAR DRIVERS WHEN OVERTAKING A CYCLIST

EDUCATE DRIVERS

DRIVING SCHOOLS OFTEN SKIP THE LESSON
ABOUT RESPECTING OTHER TRAFFIC PARTICIPANTS

PARKING SPACE

INCREASING THE NUMBER OF BIKE PARKINGS WILL DRIVE CYCLING ADOPTION

EDUCATE STUDENTS

BUILD FUTURE GENERATIONS
OF CYCLISTS THROUGH EDUCATION

ENHANCE CONSULTATIONS

ENABLE CYCLISTS' PARTICIPATION IN LOCAL AND NATIONAL DECISION-MAKING

EVEN IN PARKS OR RURAL AREAS, ONE IS FORBIDDEN TO CYCLE IF YOUNGER THAN 14 YEARS OLD

CYCLING FINES ARE HUGE, IN MANY CASES HIGHER THAN THE COST OF THE ACTUAL BIKE OR THE MINIMUM WAGE.

CYCLING TRAILS ARE UNOFFICIAL AND UNMAINTAINED CYCLOTOURISM

BIKE LANES AND CYCLING INFRASTRUCTURE SHOULD GET A LARGER SHARE OF THE URBAN DEVELOPMENT ENVELOPE BIKE INFRASTRUCTURE

REWARDING CYCLISTS

ENCOURAGING DAILY BIKE COMUTERS WILL HELP DECONGEST CITY TRAFFIC



COMMUNICATION CAMPAIGN

Objective: raise awareness on climate-change and the importance of engagement at individual and collective levels in climate action.

Target: urban, age 25-35, music lovers, with potential to becoming change agents in their communities

Focus: online and on-site education through gamification

Duration: May 18th - August 15th 2018

REACH

The communication endeavours dedicated to the ECO Program reached 250.000 online citizens, and further engaged 15.000 people. Also, the ECO Program had 35 mentions in TV, Radio and Print coverage.

OUTPUTS

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Zero Waste infographic - online, outdoor and video formats

ECO Ambassadors infographic - online

ECO Program whiteboard animation >> link

ECO Crew recruitment ads

4 day-movies for each key component of the ECO Program:









- 3 FB events 66K people reached / 3.5K people engaged
- 3 Facebook ads campaigns





THANK YOU!

ELECTRIC CASTLE













