



ROSKILDE
FESTIVAL
1. - 4. JULI

2010
JOIN THE FEELING

Sustainable Food at Roskilde Festival

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ROSKILDE FESTIVAL 2010
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Roskilde Festival

- Yearly event since 1971
- Non-profit music festival
- All profits are donated to charity
- Up-to-date, progressive music
- Four days warm up – Four days music
- 30 employees, 300 all-year volunteers





5th largest city in DK with 110,000 Citizens



- 75,000 guests
 - 50-60 % from DK
 - 15-20 % from NO
 - 10-20 % from SE
 - 10-15 % global
- Avg. age 22 yrs
- 25,000 volunteers
- 4,000 media
- 3,500 musicians from approx. 180 bands



Values of Roskilde Festival

- Roskilde Festival is an annual week-long international cultural event offering quality experiences based on modern music and creative kinship.
- With its attitude towards environmental issues, humanitarian causes and cultural work, Roskilde Festival reflects and challenges the surrounding society and world.
- Roskilde Festival is a boundary-pushing cultural-political manifestation. Roskilde Festival is based on the efforts of an unpaid workforce who focus on all aspects of service, quality, creativity and safety for the audience.
- All profits from Roskilde Festival are donated to humanitarian and cultural work worldwide.





Focus points

- **Transport** – internal, audience & acts
- **Electricity** – Use & source
- **Waste** – sorting, refund & re-use
- **Green procurement** – organic, fairtrade & low-energy





Food policy

It is the mission of the festival to:

- Serve good quality of food
- Provide a wide variety of food offers
- Offer reasonably priced food
- Prioritise
 - Organic
 - Fair trade
 - Eco labelled
 - Climate friendly





Who Prepare the Food?

- Internal / Back stage catering: Volunteers
- Audience food stalls
 - 105 food & beverage stalls
 - Mostly volunteers
 - Some professionals





General control of products

- External caterers are chosen and on contract with the festival
- Buy products from appointed suppliers
- All have sustainable alternatives
- “Lock” on certain products
 - All milk products, juice, wine, coffee, tea, sugar, smoothies, cleaning detergents, paper and t-shirt



100 % organic/fair trade stalls

- Around 15 – 20 sustainable foodstalls
- Some new vendors become sustainable
- Guidance to vendors on changing to organic produce
- Sustainable area gets much attention
- Special promotion of sustainable food





Act Fair – Trade Fair

- Part of humanitarian focus '07 & '08
- Introduced some 100% fair trade stalls
- Easy switches in some product categories
- Special case – Fair trade wine in carton



Climate Friendly Food

- Part of Green Footsteps campaign
- Involving the audience
 - Qualification to Climate Community
 - Vegetarian food promoted
 - Massive effect of 100.000 people
 - If all change one meal from a burger to vegetarian meal, we save the equivalent of the CO2 from the cars used by the festival





Why not 100 % ?

- Very short, but high impact in the market
- Massive volumes are needed
- Certainty of delivery is crucial
- Meal price most by low
- Special products needed
 - In some cases these can be developed
- Vegetarian offers: A limit as to how far we can go
 - Is meat more Rock 'n' Roll ?



Lessons Learned

- Major events face difficulties concerning the volumes needed
- Central control of purchases is effective
- Start with the easy changes
- Work together with suppliers on key products
- Allowing room for the frontrunners
- Use campaigns to guide the audience
- Make a change even outside the event

Thank You



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