GREEN FESTIVAL GUIDE



AFIC

THE GREENER THE BETTER!

Trieste Film Festival, 27 January 2022

GREEN FESTIVAL PROJECT

AFIC (Association of Italian Film Festival) was founded in 2003 as a hub for aggregating Italian film events that recognize the importance and value of being part of an information network.

In 2021 AFIC promotes the ***Green Festival Project*** to develop guidelines to reduce the environmental impacts of events.

The project has been divided into two steps in terms of planning and scheduling:

✓ The first will conclude at the end of February 2022 with promotion of the “Green Festival Guide”.

✓ The second is intended to lead to a “Green Festival Protocol” agreed with the Italian Ministry of Culture and the Italian Ministry of Ecological Transition.



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GENERAL PRINCIPLES

- ✓Dialogue with national institutions and local communities
- ✓Change starts from the top and involves the whole organization
- ✓Communicating and promoting actions in the field
- ✓Working together with other festivals
- ✓Assessing the environmental impact of the festival from the very beginning of planning
- ✓Reviewing the budget and redirecting expenditure towards more sustainable options
- ✓Creating visibility by organizing events
- ✓Helping and encouraging directors to make their productions greener
- ✓Avoiding "greenwashing"



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THEMATIC AREAS

- ✓ SUSTAINABLE MOBILITY
- ✓ SUSTAINABLE ENERGY CONSUMPTION
- ✓ PRINTING MATERIALS
- ✓ RECYCLING INSTALLATIONS
- ✓ WASTE REDUCTION AND MANAGEMENT
- ✓ FOOD SUSTAINABILITY
- ✓ PRODUCTION OF GADGETS
- ✓ MANAGEMENT OF GUESTS
- ✓ SOCIAL SUSTAINABILITY AND ENVIRONMENTAL CULTURE
- ✓ TRAINING AND COMMUNICATION



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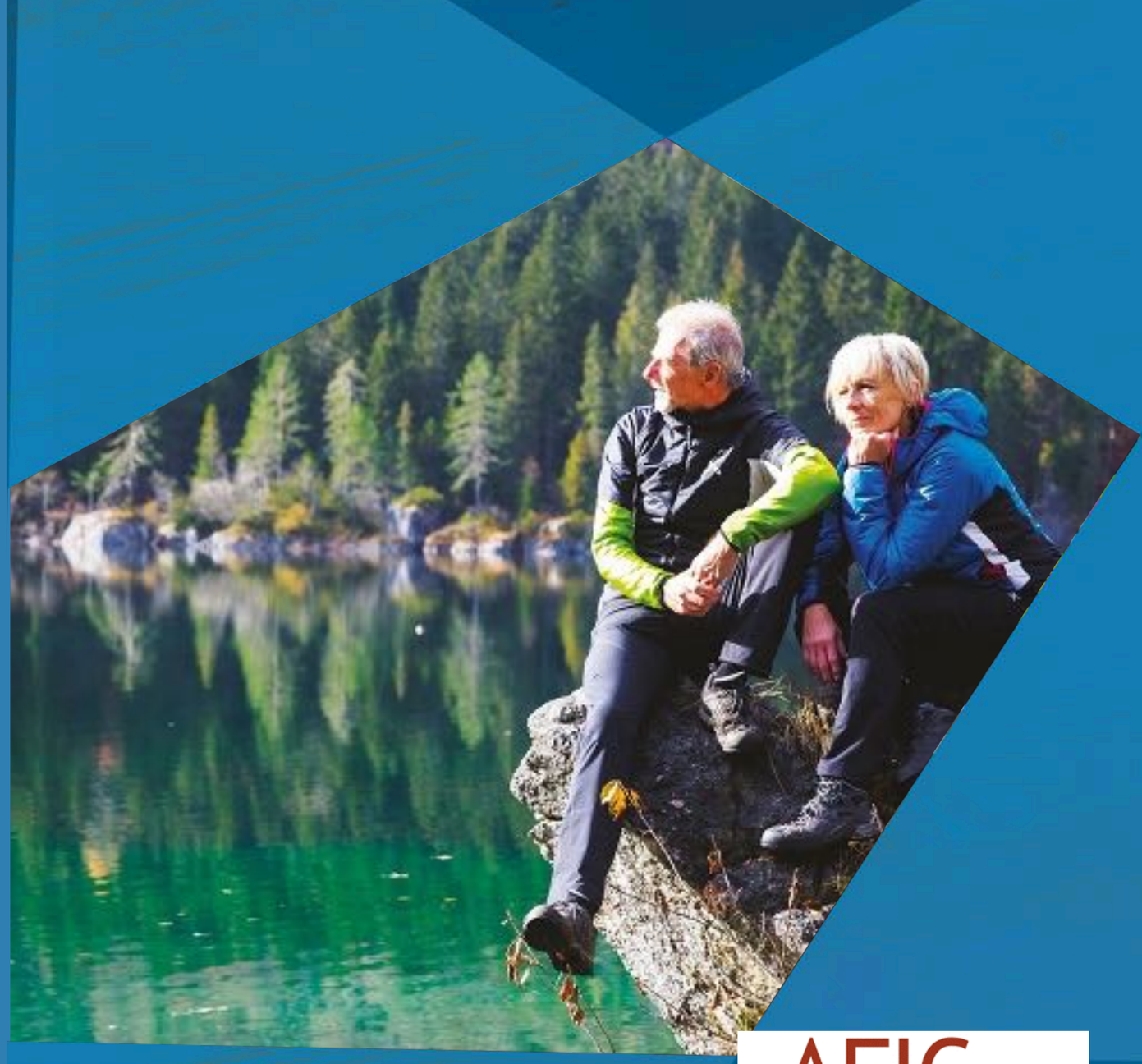
SUSTAINABLE MOBILITY

- ✓Access to the festival locations by public transport, on foot or eco-friendly vehicles
- ✓Offer financial incentives (discounts, vouchers etc..) for participants using public transport.
- ✓Use a “festival car” only if absolutely necessary, if so, it should be electric.
- ✓Recharging electric vehicles points near the venues.
- ✓Bicycle rental service and bike parking areas available for the festival’s guest.
- ✓Provide clear information on the website and in the programme.
- ✓Public transport links and maps considered in screening programme.



MANAGEMENT OF GUESTS

- ✓Encourage guests to travel using transports such as trains or buses and do not take it for granted that guests will prefer to travel by plane.
- ✓Invite guests and staff to move around preferably on foot, by bicycle or by public transport.
- ✓For journeys to and from airports, encourage shared transport.
- ✓If two festivals are nearby, it may be possible to work together to rationalize guests mobility.
- ✓Choose hotels Eco-certified and with your same sustainability values.
- ✓Prepare a handbook for guests from outside your city with information about transportation, bike rental point, food and other practical service.



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PRODUCTION OF GADGETS

- ✓Produce useful and reusable gadgets.
- ✓Produce merchandising with recyclable and recycled materials.
- ✓Produce gadgets and guests kits (bags, badge-holder etc..) with “generic” branding.
- ✓Introduce a delivery point for unwanted goods
- ✓Produce T-shirts using natural materials and branding them with your own logo.
- ✓Use local companies to produce materials.
- ✓Transform old banners/posters into bags for guests.
- ✓Replacing plastic accreditation cards with electronic cards or other alternatives.



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PRINTING MATERIAL

- ✓Reduce the quantity of printed materials.
- ✓Use recycled and/or certified ecological paper.
- ✓Informative material that needs to be continually consulted should be printed on both sides of the paper.
- ✓Review your festival promotion campaign with targeted and strategic distribution.
- ✓Encourage digital formats for communications, informative and promotional material.
- ✓Favor digital tickets that can be displayed on mobile phones and therefore offer visitors the chance to purchase tickets online.



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RECYLING OF INSTALLATIONS

- ✓All festival installations should ideally be reused from previous events.
- ✓Use generic material not containing time and place indications
- ✓Encourage recycling and storage of installations and material shared with the organizers of similar events.
- ✓Share the material available with festivals in the same geographical area so it can be reused.
- ✓For floral displays, organizers should make use of local nurseries, favoring potted plants rather than cut flower compositions.



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Thank you for your attention!

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