


**1.5 million
Sustainable
Meals, to 135.000
Partying
Youngsters.
Can it be Done?**

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An aerial photograph of a large outdoor festival. In the foreground, a semi-circular stage is filled with a dense crowd of people. Behind the stage, a large, bright orange, multi-lobed canopy structure is visible. To the left of the stage, there are various tents and structures, including one labeled "GLORIA". The festival grounds are surrounded by green fields and some trees. In the background, there are more festival areas, including a large green tent and a body of water. A large, semi-transparent blue circle is overlaid on the image, containing text.

4th. largest city
in Denmark with
135.000
inhabitants

A photograph of a food festival stall. In the foreground, a person's hand is holding a white bowl filled with a light-colored, chunky food item, possibly a salad or a dish of rice. Another hand is using a wooden spoon to drizzle a thick, golden-brown sauce over the food. The background shows other people at the festival, including a man in a grey t-shirt and a woman in a red top. A blue and white checkered tablecloth is visible on the stall. A large, semi-transparent blue circle is overlaid on the left side of the image, containing a list of ingredients.

14 tons of mayonnaise
129 tons of bread
49 tons of minced beef
20 tons of cheese
9 tons butter
20.000 lettuce heads
14 tons onions

2028
13 - 1
FESTIVAL 13
CAULDE 20

Ambition:
Creating social and
environmental
sustainable food
experiences that
challenges our own, our
participants and our
partners views on what
festival food is.



A man with short brown hair is sitting on the grass, eating from a white bowl. He is holding a spoon to his mouth and taking a bite. He is wearing a grey t-shirt and blue jeans. In the background, there is a crowd of people at what appears to be a festival or outdoor event. The scene is bright and sunny.

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**1. Organic
Produce**

**2. Local
Produce**

**3. Social
Sustainability**

4. Resources

1. Organic Produce

90% organic produce
in all food stalls by
2017
(2016 was 73,11%)

1. Organic Produce



Creating change
within partnerships.
Case:
Tuborg RÅ beer

1. Organic Produce



State-controlled
label for organic
event food.



2. Local Produce

Ice cream with local
family owned
organic ice cream
factory



2. Local Produce

Organic artist
catering with local
produce

A person wearing a light blue jacket is preparing a burrito. They are using metal tongs to place a portion of cooked meat onto a large, flat tortilla. The tortilla is already topped with sautéed vegetables, including onions, tomatoes, and mushrooms. The burrito is being prepared on a metal plate, which is placed on a dark surface. The person's hands are visible, and they are wearing black wristbands. The background is slightly blurred, focusing attention on the food preparation.

3. Social Sustainability

50% of all profits from food sales should benefit other non-profit organisations

4. Ressources

Food waste program
converting +30 tons
of food waste to
meals for socially
marginalized



Involving
the
participants

Pop up restaurants
Tastings
Workshops
Food-art
Culinary stage

The Results?



The
Results?

A more
sustainable
festival?





The
Results?

A more
sustainable
festival?

Better food
of higher
quality?



The
Results?

A more
sustainable
festival?

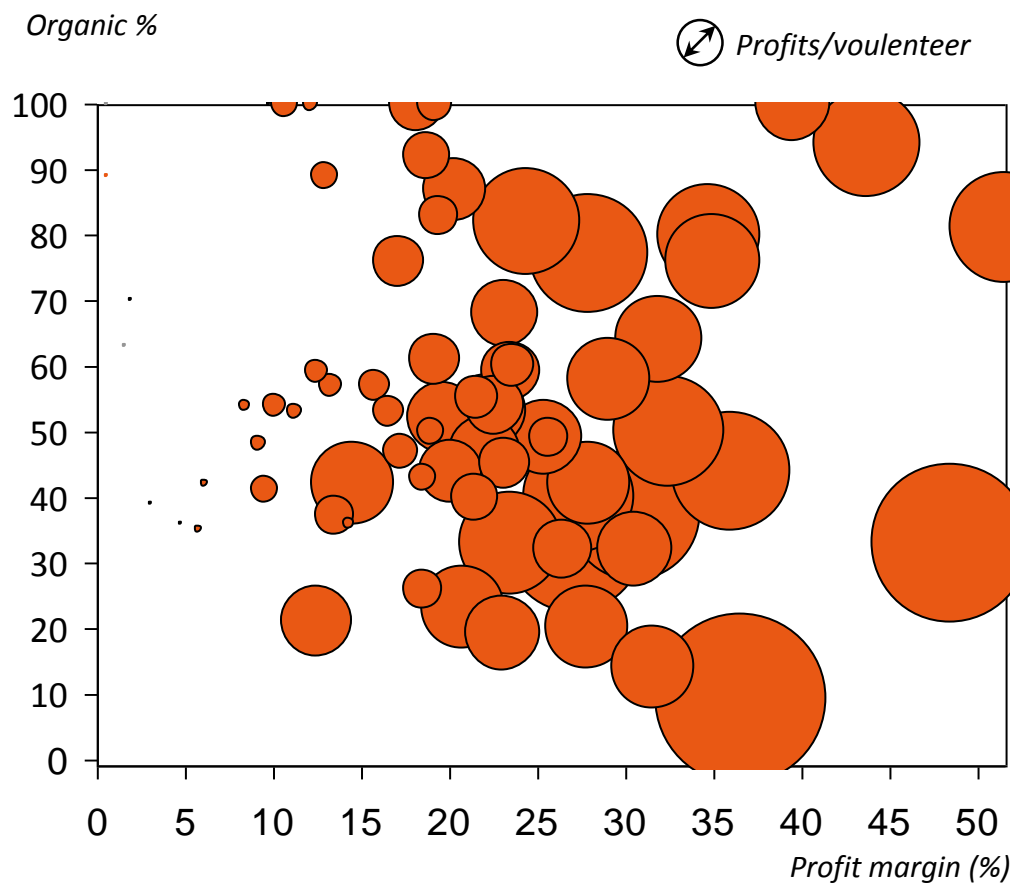
Better food
of higher
quality?

Financial
results?



ROSKILDE FESTIVAL

No connection between profitability and organic %





Turnover and profits...corellation or causality?

Year	Organic%	Turnover	Revenue to food stalls	Revenue to festival
2012	Baseline year			
2013	20%	+12%	+7%	+17%
2014	35%	+16%	+38%	+21%
2015	54%	+24%	+46%	+29%



Impact beyond the festival grounds

Other look to us for inspiration

Food has become a competitive
parameter

Concepts are being implemented
elsewhere

Products are on the market



Thank you for listening!

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