

EUROPEAN FESTIVALS FOREST

carbon capture for arts companies

Update on 2022, 2023 and early 2024

MAY 2024

MISSION

The European Festivals Forest aims to lead the festival industry and cultural audiences in a collective climate action to mitigate the environmental impact of festivals through afforestation.

VISION

We will continue to work together with festivals and their audiences across the continent to nurture climate action towards net zero, to embed best practice in our sector, and to focus the activist potential of festivals and festival audiences to campaign for the culture and practice of environmental sustainability.

Since 2022

10,000

TREES

Planted by

15 festivals, 2 agencies,
1 orchestra, 1 publisher

CONTENT REPORT

2022

During our pilot year, audiences from six festivals together donated 2828 trees, laying the foundation for our afforestation efforts. The trees were planted in June and November 2023 at Tumastaðir in Iceland by our partner Skogræktin (now called Land og Skógur). After 2022, our two Belgian participants, Festival of Flanders Brussels and STROOM, decided to continue their green initiatives locally. Four participants of the pilot were keen to remain involved in EFF in 2023 as well: Festivaletteratura, Schiermonnikoog Festival, Remusica and Wonderfeel.

One of the key learnings from this pilot was the value proposition of €2 per tree, made

possible through our partnership with Skogræktin. Their expertise in afforestation, access to uncultivated land, and efficient seedling cultivation significantly reduced the cost per tree compared to other local plantation schemes in Europe. Moreover, the absence of squirrels in Iceland ensured optimal conditions for seedling growth, minimizing the risk of depletion.

2023

Building on the successes and learnings of 2022, the European Festivals Forest expanded its reach in 2023, welcoming thirteen new festivals and three touring companies into the fold. These additions, including Culturescapes, Noorderzon, Parade, Popronde, ECOS Festival, Reykjavík Arts Festival, Rewire, Usedomer Musik Festival and Weissenhorn Klassik plús, Brussels Jazz Orchestra, Flamengo Agency,

and Fast Forward Classical, together with our four founding participants Festivaletteratura, Schiermonnikoog Festival, Remusica and Wonderfeel, contributed to the planting of another 6698 trees – about 2,5 hectares – in Iceland, scheduled for the 2024 spring season.

EARLY 2024

In January 2024, we were pleased to welcome Princeton University Press to EFF. In the first quarter of this year over 1,500 trees have already been donated, bringing our total (d.d. 1 May 2024) to 11,066 trees. On 7 June 2024, we will plant 8238 trees (6698 from 2023 and already 1540 from 2024), bringing our total forested area to over four hectares. We are very happy to cross the threshold of 10,000 trees in just over two years, symbolising the significant impact of our joint efforts in the fight against climate change.

Festival Forest growth curve since 2022

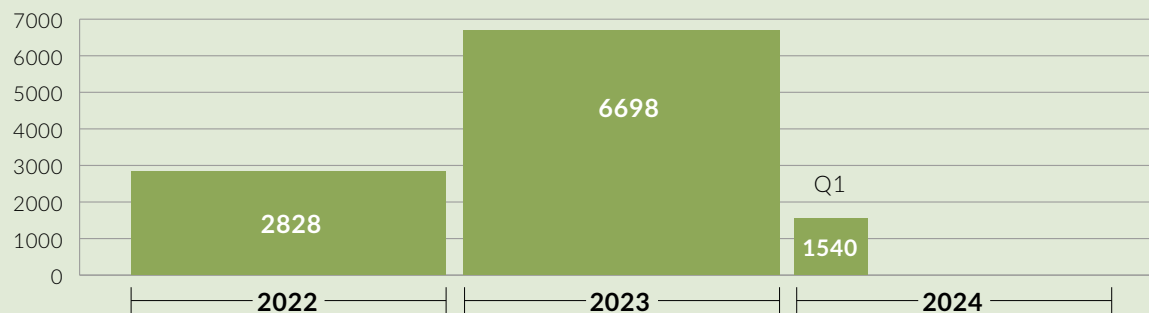


Photo: Rán Bergardóttir

FINANCIAL REPORT

In 2022 and 2023, in addition to income from donations, we also incurred various costs, which are detailed in our financial reports. These costs included the purchase of trees and costs for website maintenance, accounting services, design and photography.

> FINANCIAL REPORT 2022

> FINANCIAL REPORT 2023



Photo: Rafn Bjargardottir

IN THE SPOTLIGHTS



Photo: Rún Sigurdardóttir

Reykjavík Arts Festival

Artistic Director & CEO Vigdís Jakobsdóttir:

‘At Reykjavik Arts Festival, our dedication to the arts goes hand in hand with our commitment to the environment. Our alliance with Festival Forest reinforces and amplifies this commitment. The initiative reflects our belief in responsible, eco-friendly practices, underscoring our role in shaping a greener, more conscious arts community. While we’re very much aware that carbon offsetting is just one aspect of the broader solution, we embrace it as a significant step towards our sustainable journey.’

With a focus on surprise, engagement, and a spirit of courage and joy, the biennial multidisciplinary festival enlivens the city and beyond.

Reykjavik Arts Festival will take place from 1 to 16 June 2024.

www.listahatid.is



Photo: Peter Adamik

Usedomer Musikfestival

Director Thomas Hummel:

‘Supporting the European Festivals Forest and other initiatives of this kind is crucial for our future. It restores habitats, prevents erosion, and mitigates climate change. Nature and culture are closely intertwined – just as diverse forests support ecosystems, cultural diversity thrives in harmony with nature. Preserving wilderness inspires artists and safeguards ancestral knowledge. Let’s stand together in supporting reforestation to protect the environment and preserve the remarkable tapestry of life on our planet.’

Usedomer Musikfestival will take place from 22 September to 12 October 2024.

www.usedomer-musikfestival.de

COMMUNICATION

In **December 2022** we sent out our first newsletter to 104 recipients. In 2023 we sent out 5 digital newsletters to ultimately 433 recipients. On average, the newsletter is opened by around 60% with an average click rate of 13.

The best-read item via our newsletter is Peter's report on our first tree planting day in 2023:

[> Read report tree planting May 2023](#)

Additionally, Trausti Jóhannsson's team at Skogræktin provided a report upon completing the second round of planting at Tumastaðir within the first hectares of the European Festivals Forest. After the thrill of digging in the first saplings in May, this time we are planting seedlings that have been cultivated in the greenhouses especially for us. You can read the team's report on the progress here:

[> Read report tree planting autumn 2023](#)

In **September 2022**, EFF hosted the sustainability session at the Arts Festivals Summit in Yerevan (AM), where we were also able to pitch the European Festivals Forest.

In **April 2023**, EFF hosted another session on sustainability during the Arts Festival Summit in Girona (ES), a report of which can be read here:

[> Girona sustainability session - a festivals intro to climate action](#)

On World Environment Day, **June 8, 2023**, Tamar was interviewed by the European Festivals Association regarding sustainable festival organization:

[> Read interview](#)

On **Saturday 15 July**, director of Skogræktin, Þröstur Eysteinnsson, was a guest speaker at Walden Festival (BE) to talk about EFF and afforestation in Iceland. On 16 July, he was interviewed by Peter Florence at festival Wonderfeel (NL). Watch the interview here:

[> Watch interview](#)

In **February and September 2023** Tamar was invited to respectively, the sustainability session during the mini-conference of the Performing Arts Festivals Association in the Netherlands and the panel "Können Festivals nachhaltig produzieren?" during Beethoven Fest in Bonn (DE), where she was able to pitch EFF as well.



Photo: Rann Bjarnadóttir



European festivals forest - Peter & Þröstur



IN THE SPOTLIGHTS



ReMusica

Artistic director Donika Rudi: 'As an international music festival in Kosovo, we believe it is important to raise awareness about climate action through music and contribute to a climate-resilient future based on principles of sustainability. Besides concerts and educational activities over the years, the ReMusica Festival introduced its sustainability charter during the XXI edition in 2022 "The Sound of Change", and started encouraging the music industry to reduce their carbon footprint and participate in climate action.

As former UN secretary-general Ban Ki-moon said: "We all have a role to play in this ght and we can all make a difference. Every action matters, big and small." Earth is our home, so let's take care of it!

ReMusica Festival will take place in the first week of November 2024.

remusicafestival.com

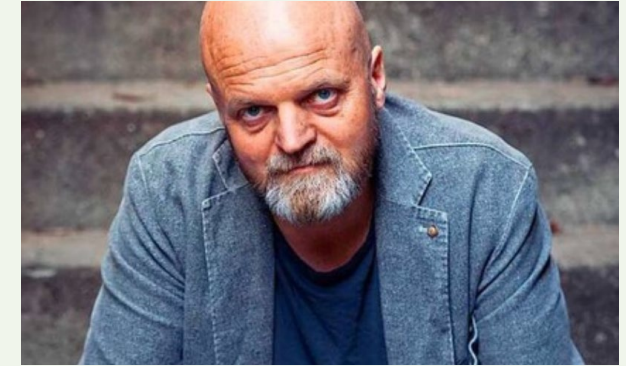


Schiermonnikoog Festival

Director Caspar Vos: 'Organising a classical music festival on a Wadden Sea island that is not only known as a National Park but is also listed as UNESCO Worlds Heritage Site creates a great awareness of climate and sustainability within the organisation of the Schiermonnikoog Festival. The power of unspoiled nature is unique, so join the European Festivals Forest initiative was an obvious choice. Together with our festival visitors, we like to contribute to a green future!'

The autumn edition of Schiermonnikoog Festival will take place from 4 to 10 October 2024.

www.schiermonnikoogfestival.nl



Culturescapes

Director Jurriaan Cooman: 'The Culturescapes is a festival about cultural landscapes and connections between various peoples, cultures and environments. Climate change was at the Sahara. Climate protection and cultural sustainability is as important for us as connecting artists and audiences from different regions of the world. Together with European Festivals Forest, we believe, we can reach a better future for all.'

Culturescapes 2025 Sahara will take place in October and November 2025.

culturescapes.ch/en

JOIN US

Join us working towards Net Zero for €2 per tree. Sign up on www.festivalsforest.eu or if you have questions send an email to:

Tamar Brüggemann:
tamar@festivalsforest.eu

Peter Florence:
peter@festivalsforest.eu

WANT TO SUPPORT THE FOREST?

> Plant a tree for just €2

CURRENT PARTICIPANTS

Schiermonnikoog
Festival



Listahátíð
í Reykjavík
Reykjavik
Arts Festival

WEI
SS EN
HORN
KLASSIK

BRUSSELS
JAZZ
ORCHESTRA

CULTURE
SCAPES

PARADE

NÖR
DER
ZON FESTIVAL OF
PERFORMING
ARTS & SOCIETY



Flamenco
Agency



fast
forward
classical



WONDeRFeel

POPRONDE

ECOS

FESTIVAL
INTERNACIONAL
DE MÚSICA
ANTIGUA DE
SIERRA ESPUÑA



PRINCETON
UNIVERSITY
PRESS



Festivaletteratura

ReMusica

rewire

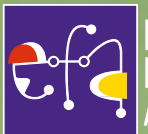
PODIUM
DER
OSTSEE
USEDOMER
MUSIK
FESTIVAL

Tree planting partner:



Land og skógur
Land and Forest Iceland

Associate partner:



EUROPEAN
FESTIVALS
ASSOCIATION

PLANT
A TREE

IN THE
EUROPEAN
FESTIVALS FOREST

www.festivalsforest.eu

The European Festivals Forest is a not-for-profit foundation with charity registration number 84843225 at the Netherlands Chamber of Commerce.