

EUROPEAN FESTIVALS FOREST

carbon capture for arts companies

Annual Report 2024

MARCH 2025

MISSION

We work together with festivals, arts organisations, and their audiences across the continent to mitigate the environmental impact of the cultural sector through afforestation, to embed best practice in our sector, and to focus the activist potential of the cultural world to campaign for the culture and practice of environmental sustainability towards net zero.

Since 2022

20,000

TREES

donated by

17 festivals, 2 ensembles,
2 agencies, 1 publisher, 1 venue

CONTENT REPORT 2024

In 2024 we welcomed several new partners – Into the Great Wide Open and Rewire from the Netherlands, ECOS Festival from Spain and the Swiss biennial Culturescapes; the Oxford-based publisher Princeton University Press, celebrating its 25th anniversary in Europe; the German music agency Fast Forward Classical; the Dutch ensemble Ricciotti and the London talks series The Conversation at St Martin-in-the-Fields.

We are thrilled to share that, thanks to the contributions of 23 arts organizations and individual donors across Europe, the festival forest has now grown beyond 20,000 trees! In spring 2025, we will gladly plant 9,423 new trees on their behalf, joining the 10,631 that have already braved their first Arctic winter(s). Reaching this milestone in just over three years is a powerful testament to the impact we are making together.

Festival Forest growth curve since 2022

The numbers reflect the trees donated that year, with planting occurring in the following year.

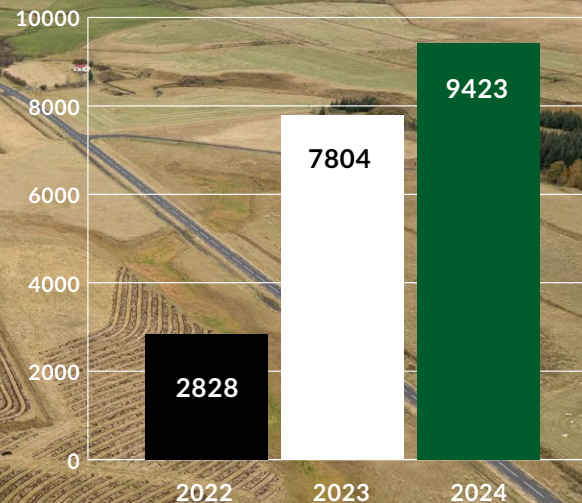


Photo: Hafn Óskarsson

A huge thank you to each and every one of you:

- Brussels Jazz Orchestra (BE)
- Culturescapes (CH)
- ECOS Festival (SP)
- Fast Forward Classical (DE)
- Festivaletteratura (IT)
- Flamenco Agency (SP)
- Into the Great Wide Open (NL)
- Noorderzon (NL)
- Parade (NL)
- Popronde (NL)
- Princeton University Press (UK)
- ReMusica (XK)
- Rewire (NL)
- Reykjavík Arts Festival (IS)
- Ricciotti (NL)
- Schiermonnikoog Festival (NL)
- St Martin-in-the-Fields (UK)
- STROOM (BE)
- Usedomer Musikfestival (DE)
- Walden Festival (BE)
- Weissenhorn Klassik (DE)
- Wonderfeel (NL)

And individual donors from across Europe and beyond

FINANCIAL REPORT 2024

In 2024, in addition to income from donations, we also incurred various costs, which are detailed in our Financial Report. These included expenses for tree purchases, website maintenance, accounting services, travels, design, and photography.

Unlike in 2022 and 2023, no costs were capitalized in 2024. The startup costs from those first two years, which provide benefits over multiple years, were recorded as depreciation of intangible fixed assets. For 2024, we decided to include all costs incurred that year, as well as the remaining expenses from 2023 and 2022, in our financial statements. This explains the higher expense total compared to the previous year.

The costs for the trees donated in 2024 will be incurred in January 2025, as the trees will be planted this spring. These costs will be included in the 2025 Financial Report.

FINANCIAL REPORT 2024



COMMUNICATION

In **April** we led a conversation at the European Festivals Association summit in Usedom, Germany about the financial benefits of green transition for city and greenfield festivals. So many valuable experiences, clever ideas and money-making innovations came from the room.

> [The event report can be found here](#)

In **June** we travelled to Iceland with our colleagues from Noorderzon festival to meet the team from the newly-merged land and forest department Land Og Skógur. We planted the first oak trees in the forest at Tumastadir with birch, pine and alder and took part in a long-table conversation with Icelandic festivals and producers at the Reykjavik Arts Festival. The oak saplings have just weathered their first Arctic winter and are doing fine.

How many politicians does it take to change a lightbulb? In **July** at Wonderfeel we made a short film with the inspiring climate action superhero Jacqueline Cramer about how to overcome a sense of despair, how to plan for a circular economy and what can be done by people working together. Her wisdom and courage and faith has felt ever more important this Winter.

> [Here's a link to the video](#)

In **July**, the Festivals Forest was featured on the front page of the Dutch newspaper Gooi- en Eemlander, with an in-depth interview further inside: "A sustainable project that connects festivals, where the scale is actually a force for great positive impact."

> [Read the interview here](#)



JUNE



JUNE



JULY

Photo: The Festivals Association

Video: Editfilm

IN THE SPOTLIGHTS

Into The Great Wide Open

Tijl Couzij: “Into The Great Wide Open places sustainability at its core, using the festival as a testing ground, catalyst, and platform for the transition to a social, circular, and climate-neutral society in collaboration with Lab Vlieland. ITGWO’s ultimate aim is to become a fully circular and climate-positive festival. To achieve this, the festival has set the following goals: (1) eliminating waste: minimizing residual waste, all materials used must be reused, recycled or composted); (2) sustainable procurement: all purchased products and materials are made from reused materials or, at a minimum, bio-based or recycled resources, and (3) becoming climate-positive: ITGWO seeks to store more CO₂e than it emits, including offsetting all historical emissions since its inception in 2009.



To address these historical emissions, we collaborate with ONCRA and the European Festival Forest, seeing this as both our responsibility and an opportunity to promote long-term carbon storage in natural sinks. Using our self-financed Transition Fund, we offset 265 tons of CO₂ from our 2009 edition (2023 budget) and 410 tons from our 2010 edition (2024 budget) through regenerative forest planting in Iceland.”

Into the Great Wide Open will take place from 28-31 August 2025
intothegreatwideopen.nl

Princeton University Press

Caroline Priday, Co-Head of Princeton University Press Europe: “2024 marked 25 years since Princeton University Press set up its European office. From a staff of three we have now grown to a team of 25 the majority of whom are based out of our office in Oxford. Having started with a small editorial and publicity team, we have now expanded to include editorial, publicity, sales, marketing, rights, digital and audio. Members of the office are also actively engaged with sustainability, equity & inclusion, and accessibility initiatives.



As one of the many events we have planned to commemorate this anniversary we are delighted to partner with Festival Forest in the planting of 25 trees for each one of our 25 years in Europe, marking a step on our sustainability journey.”

Read more about Princeton University Press Europe here: [PUP Europe](#)

Brussels Jazz Orchestra

Thadeus Jolie, General Manager: “Brussels Jazz Orchestra is an internationally acclaimed band, which means we inevitably play at venues and festivals abroad. We’re conscious of the consequences of travelling with a group of 20 people and want to contribute to a responsible way of undertaking these trips. That’s where the initiative of the European Festivals Forest comes in: while spreading our love for music, we simultaneously underline the importance and beauty of nature and create awareness about climate change.”



For upcoming tours of Brussels Jazz Orchestra, check out their website: brusselsjazzorchestra.com

Photo: Bernard Rie Photography

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



Tree planting partner:



Associate partner:



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.