

GREEN TSUNAMI



**MAKE YOUR FESTIVAL EXPERIENCE GREENER**

**MAKE YOUR FESTIVAL EXPERIENCE COOLER**

**MAKE YOUR FESTIVAL EXPERIENCE COOLER**

**MAKE YOUR FESTIVAL EXPERIENCE GREENER**



MAKING THE MUSIC FESTIVAL INDUSTRY MORE SUSTAINABLE

66

On average, 2300 tons of CO<sub>2</sub> are produced for one music festival.

MEANING 10 TO 15KG CO<sub>2</sub> PER FESTIVAL GOERS PER DAY ON AVERAGE

**Why are festival missing on this ?**

**Why are festival missing on this ?**

**Why are festival missing on this ?**

**Why are festival missing on this ?**

## **MUSIC FESTIVALS LACK SKILLS**

Sustainability issues are out of the festival owner's fields of expertise. This is usually why they go through consulting firms advisory when they do care.

## **MUSIC FESTIVALS LACK TIME**

Festivals do not have the time to manage sustainability on top of their already huge schedule.

## **MUSIC FESTIVALS LACK BUDGET**

A festival organizer already needs to juggle between paying the artists, booking the site, the equipment, the insurance and does not even have a budget for the staff mostly made of volunteers.

They usually cannot afford an expert or a consultant on sustainability.

**WHO'S REALLY  
WILLING TO PAY  
MORE AND TAKE  
ACTION FOR  
SUSTAINABILITY ?**

**73% of Gen Z consumers**

73% of Gen Z consumers

73% of Gen Z consumers

73% of Gen Z consumers

SURVEYED WERE WILLING TO PAY MORE THAN A  
10% PREMIUM FOR SUSTAINABLE PRODUCTS,  
MORE THAN EVERY OTHER GENERATION



## MEASURE

Bilan carbone ® with our in-house calculation system that we will feed each year with more accurate and actionable data

## SOLUTION

15€ ADD-ON  
BRACELET TO



## REDUCE

We design a custom-made project management plan to reduce the festival's emissions for the following edition.

## CONTRIBUTE

We use 75% of the money from the bracelets to invest in sustainable SCOPE 3 suppliers, and to sequester remaining emissions

## INCENTIVE

We reward festival goers initiative to reduce their own waste and emissions in a proper environment and community.

Food

Waste

Energy

Mobility

Ex: fast track for car-pooling goers

# AS MUSIC FESTIVALS EXPERTS, WE DESIGN A SUSTAINABLE SOLUTION FOR, TO AND WITH FESTIVALS

## AN IMPACTFUL AND MEASURABLE EXPERTISE

In line with the festival scope 3 carbon emissions, we build a win-win partnerships with more sustainable suppliers to create a network around :  
Food, Waste management, Clean energy and Mobility alternatives.

## A FREE TURNKEY SOLUTION

Our offer is free for the festival owners, as it is funded by festival goers demand.

We provide marketing and communication support to disclose our effort to the community.

## A STRATEGY FOR THE YET-TO CONVINCED ATTENDEES

Exclusive VIP perks :  
Fast track, Free drinks, Discounts and samples from partner brands.  
Access to an exclusive part of the festival or backstage.  
Vote to fund your favorite SCOPE 3 initiatives.

# OUR VIRTUOUS LOOP

REINFORCED BY ITERATION

## SELL BRACELETS

Selling the product without direct costs to festivals (in exchange for visibility and perks for attendees).

## DESIGN AN ACTION PLAN

Bilan carbon with our in-house calculation system, custom-made action plan and measurable contribution in carbon offsetting structures.

## GROW A COMMUNITY

Build an ecosystem and gain legitimacy and referrals. Sell more bracelets, grow the brand, make more impact.

## SUPPORT ALTERNATIVES

We create an extensive network of suppliers through impact investing to help reducing festivals emissions. We also support them by implementing their solutions in the next editions of the festival.



# Main Square Festival 2022 - Arras

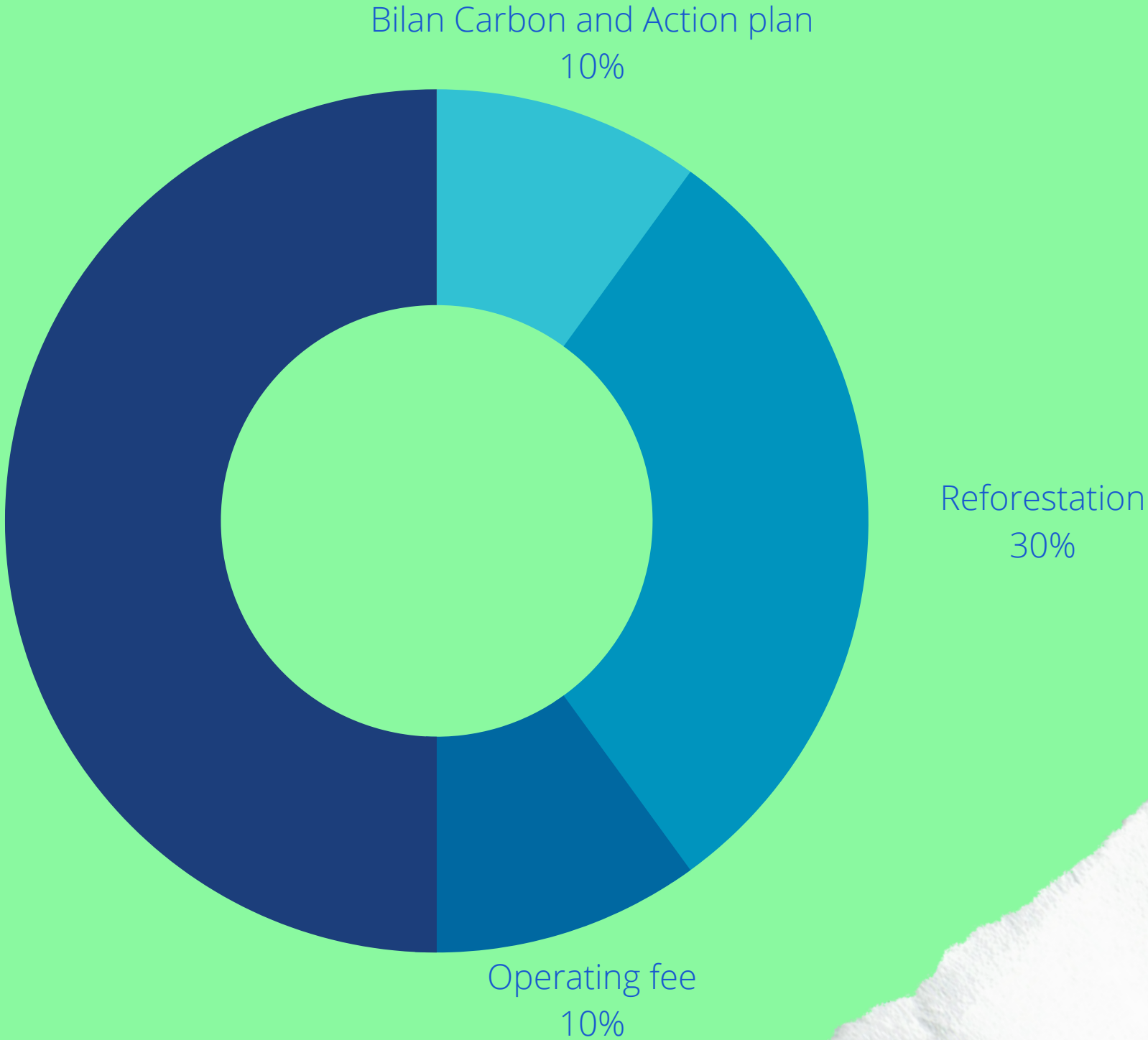
## OUR BUSINESS MODEL

- Deal planned this upcoming summer
- 85 000 goers
- Expectation : 10% purchase our 15€ add-on

>>> 127 500€ collected



SCOPE 3 supplier investing  
50%



**+ AFFILIATION**  
**+ MERCHANDISING**  
**+ INVESTMENT EXITS**

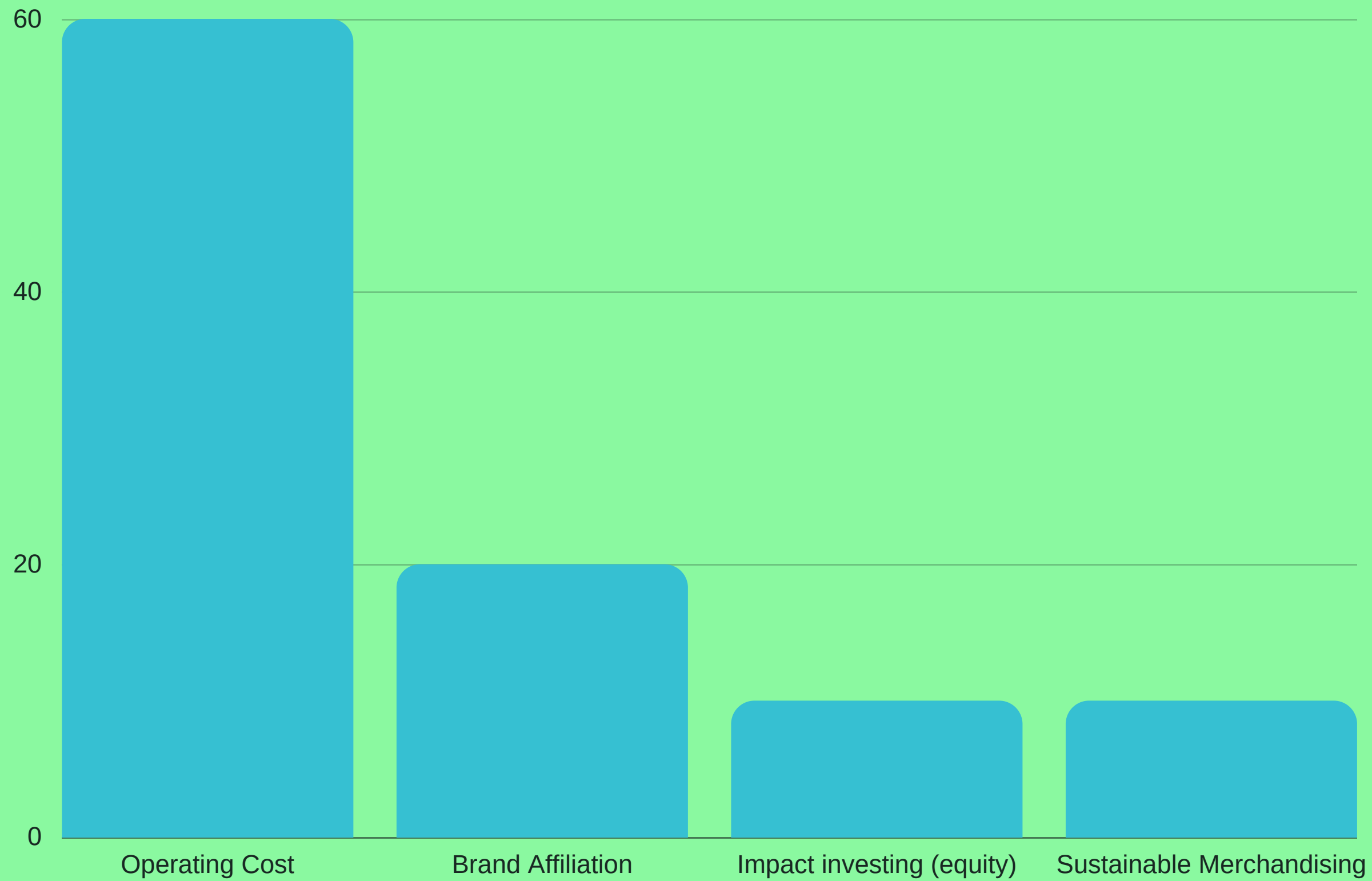


**Business Model • Business Model • Business Model**

**Business Model • Business Model**

**Business Model • Business Model**

**Business Model • Business Model**



# STRENGTHEN OUR IMAGE AND RELIABILITY AS A BRAND...

- ▶ Gain visibility thanks to a website and a digital marketing strategy (SEO/SEA/social)
- ▶ Build trust with the help of mentors and field experts (low carbon specialists, impact investor, ISO quality and environnement manager)
- ▶ Challenge our concept during competitions to tackle our loose ends and improve our concept --> gage the market (bands, festivals owners --> expectations)

## ...THEN, CONVERT FESTIVAL OWNERS AND GOERS

- ▶ Contact festivals and negotiate our way into their NL/communication campaign
- ▶ Aligned interest with festival owners : the more we sell bracelets, the more they can disclose their impact to their customer basis, and mitigate it.
- ▶ Take advantage of already existing\_policies such as the free pass culture in France

# CASE EXAMPLE

## Step 1. State of the Art

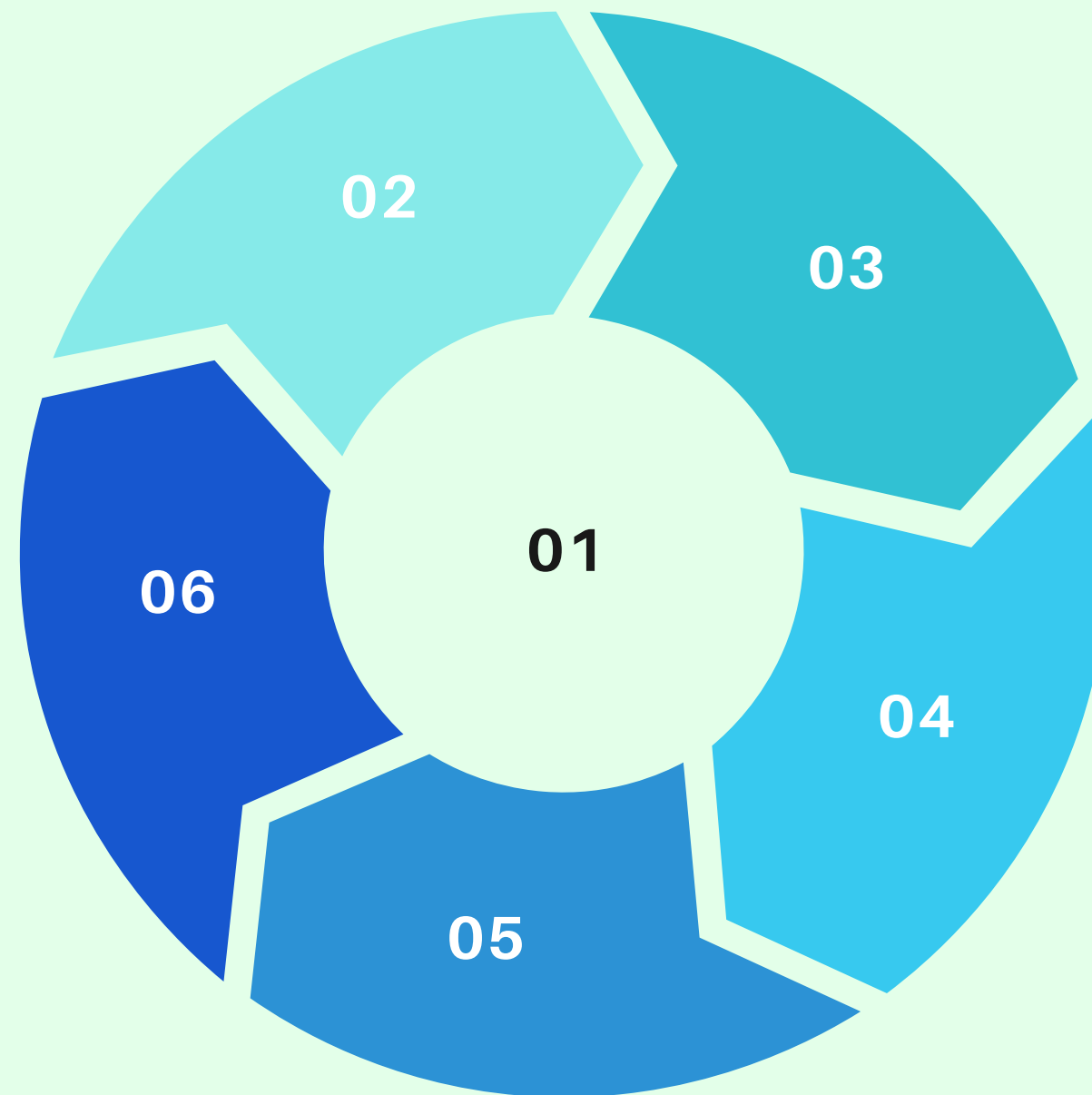
We draw a situational analysis to better understand the carbon profile and supply chain of the MSF.

## Step 2. KPIs and emission factor

We identify the most relevant KPIs to assess the key points of improvement and track our impact when working with the MSF

## Step 3. Communication and visibility

The festival includes us in its communication pipeline and We encourage goers to buy the bracelet



## Step 4. Action

We go on the festival with our stand to provide informations about our action and sell more bracelets. We also gather datas

## Step 5. Monitoring

We survey festival goers and disclose our Bilan Carbon and recommandations for the following year. We also organise a vote to choose the SCOPE 3 initiative we'll support

## Step 6. Improve our methodology

We disclose our results and act on the conclusions we drew about our process to prepare more accurate estimations and solution for the following year

# THE SUSTAINABILITY INDUSTRY FOR MUSIC FESTIVALS IN FRANCE

**PRICE OF  
THE SERVICE**



**FOCUS ON MUSIC FESTIVALS ENVIRONMENT**



# Financial projections and KPIs.

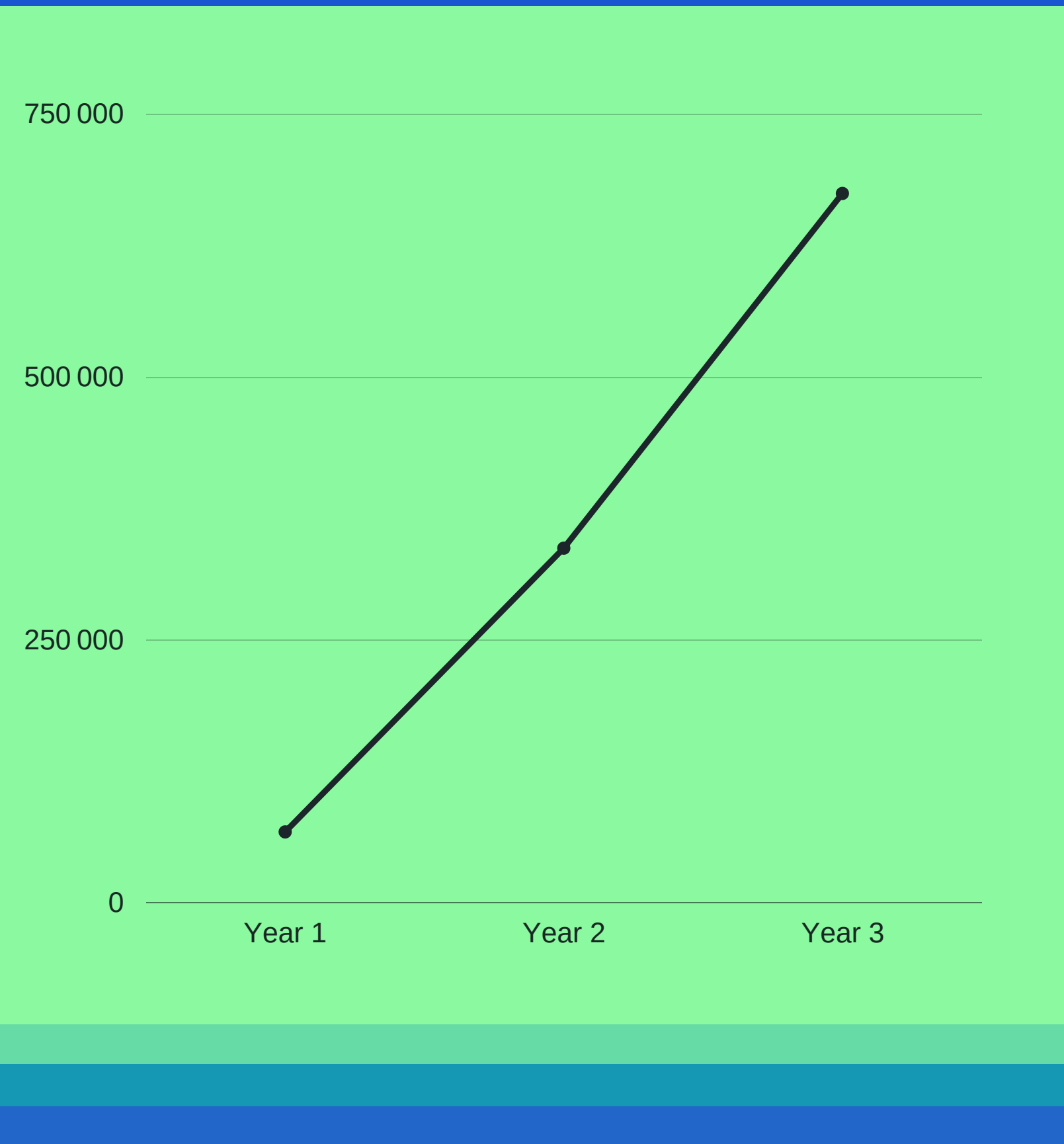
## 113 MILLIONS EUROS MARKET IN FRANCE, BILLIONS WORLDWIDE

7,5 millions people went to one of the 100 biggest festivals in France in 2019.

It means 75 000 people per festival on average.

The add-on bracelet is sold at 15€

- Year 1 : 3 festival at 2% attendance = 67 500 euros turnover
- Year 2 : 6 festivals at 5% attendance = 337 500 euros turnover
- Year 3 : 10 festivals at 6% attendance = 675 000 euros turnover



# Our roadmap

SINCE NOVEMBER 2021



MENTORING WITH ATOS  
DECARBONIZATION

SUPPORT FROM THE  
EUROPEAN  
PARLIAMENT

AUTOMATE OUR  
TOOLS AND  
PROCESSES



CREATIVE VALLEY  
INCUBATION

SCIENTIFIC  
OVERSIGHT BY THE  
SHIFT PROJECT

DEAL WITH SOLIDAYS  
AND LOLLAPALOZA  
THIS UPCOMING  
SUMMER



# Make it greener, make it cooler.



**JEAN  
CROSETTI**

Business strategy

Finance and strategy  
Master at SciencesPo  
Impact investing and  
entrepreneurship focus



**ILO  
RAKOTONAAHY**

Data and Marketing

Data consulting and  
marketing strategy  
intern.  
Energy focus at  
SciencesPo