

ACTION PLAN

# Reducing Festivaletteratura's Environmental Impact

## 2021

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## **A) THE ASSOCIAZIONE MANTOVA FESTIVAL INTERNAZIONALI**

The Association is a Third Sector Organisation: established in 2020, it is the successor to the Comitato Organizzatore del Festival Internazionale della Letteratura di Mantova (Organising Committee of the International Literature Festival of Mantua), which in 1997 conceived and held the first edition of the event better known as 'FESTIVALETTERATURA'.

To carry out its various activities, the Association makes use of a Secretariat office, currently employing 11 qualified and specialised staff members, organised in two locations in the centre of Mantua: the Association and the Secretariat, located in the headquarters of the Chamber of Commerce in Via Castiglioni; the Documentation and Research Archive, in the Palazzo Accademico complex in Via Accademia. The Association is led by a Board of seven people, who work on a voluntary basis; the current President is Laura Baccaglioni Rampi, the Vice-President is Annarosa Buttarelli, and the Treasurer is Gianni Tonelli.

To carry out its institutional activities, the Association traditionally relies on a large number of volunteers, organised through the FILOFESTIVAL Association, which has the purpose of finding resources and organising voluntary work to support the Association in implementing FESTIVALETTERATURA.

The Association traditionally plays an active role in informing and promoting the theme of sustainability, in the awareness of the strategic role that the cultural sector can play to this end: therefore, the theme of sustainability (in its environmental, economic, and social aspects) is a constant feature of the programme and activities of the annual event (see chapter B.7. below).

The Association also believes that it is right and proper to focus on sustainability in all its activities throughout the year, in the conviction that a conscious approach in this direction can lead not only to concrete and tangible results (even if perhaps not striking in terms of quantity) but also to a strong message of awareness and support for its members, employees, partners and public opinion.

The following are the actions and actions that the Association intends to take and/or is currently implementing.

## 1. EXTERNAL RELATIONS

The Association has traditionally taken an active part in the network of cultural organisations in the region aimed at sharing best practice to reduce its ecological footprint.

In 2019, taking up an invitation from Mantua City Council, the Association joined the Local Urban Group of the European project C-Change (the city council itself takes part as a partner, alongside Manchester, Wroclaw, Gelsenkirchen, Sibenik and Agueda) which aims to transfer best practice developed by the Manchester Arts Sustainability Team (MAST) to the local groups in the project partner cities. The aim is to raise awareness and mobilise the cultural sector with respect to the issues related to climate crisis, to achieve a progressive reduction of the cultural sector's ecological footprint and an increased public awareness of environmental issues.

In 2020, the Association was among the founders of ARC3A Mantova - Azioni per la resistenza climatica collettivo di cultura e arte (ARC3A Mantova - Actions for collective climate resilience in culture and art): one of the first steps was to measure our emissions (using 2019 data) with a tool developed by the Swiss foundation myclimate collectively identified by the working group from a shortlist of alternatives and suited to measuring event emissions. The results of this survey showed the need to carry out concrete actions immediately to reduce the event's ecological footprint, with a particular focus on the mobility sector.

In 2021, the ARC3A group is collectively committed to working on three fronts:

- Awareness-raising = inclusion of events on environmental issues in the programme
- Action = good practice
- Communication = make the process evident to involve new partners from the cultural world

The co-ordinating work carried out by Mantua City Council in the context of ARC3A has recently led to the signing of a co-operation agreement for the development of the C-Change project among 17 bodies and operators in the cultural sector in Mantua: The agreement provides for the continuation of the cooperation and coordination that has been positively trialled, the promotion of networking among the participants, and the coordinated and regular planning of awareness-raising, promotion and communication actions and activities.

## 2. ACTIVITIES AND PROGRAMMES

The design and implementation of cultural activities, projects and programmes are oriented towards sustainability in terms of content and implementation methods: for the main activities (beginning with FESTIVALETTERATURA) the Association will draw up and implement specific action plans.

### **3. INTERNAL COMMUNICATION, SHARING AND PARTICIPATION**

Sustainability has been adopted as an institutional theme, and as a structured work commitment within the overall operations of the Association.

In 2020, all employees were trained in a short Carbon Literacy course, as part of the European call for proposals C-change.

Specific responsibilities have been assigned for:

- preparing and periodically updating the Action Plan,
- informing staff and sharing good practice,
- promoting and organising participation.

### **4. ETHICAL FINANCE**

The Association's overall turnover and, particularly, the way in which it raises resources (essentially based on sponsorship, contributions from public bodies and funding from public and international tenders) have always made it essential to use the financial services of credit institutions. In this area too, we have sought to rely on those who share the Association's vision and objectives in terms of sustainability, turning to financial partners who practise solidarity, ethics, and consistency with the objectives of the Paris Agreement. Among the Association's other partner operators, it is worth mentioning Banca Etica, with which the Association has a current account, and from which the organisational support necessary to activate the fundraising campaign with Produzioni dal Basso was also organised.

### **5. FOOD AND DRINK**

The Association has fitted out its premises according to common office environment standards: access to and use of dispensing equipment is left to the wisdom of the staff.

However, some good practices have been adopted, such as:

- Replacing disposable cups with washable cups for coffee breaks.
- Replacement of plastic water bottles with glass ones from Levico.
- When required, organised catering service with vegetarian meals from social and organic agriculture.

### **6. SUPPLIES**

The supplies provided directly to the Association can be traced back to the standard needs of a service company in the tertiary sector and are managed according to common best practice in relation to the way the work is carried out.

- Use of photocopy paper from certified sources (FSC, PESCO, ECOLABEL)
- Energy and energy saving: the Association uses the premises of its offices with rental contracts in which the heating/air conditioning costs are included: this is because the

premises themselves are a small but integral part of the office buildings of public institutions. The systems are not separable and/or divisible, so the Association is not in a position to intervene significantly and directly on the origin of the electricity supply from renewable sources but implements simple rules to limit energy waste (turning off printers, screens, coffee machine when not in use, using natural light as much as possible).

## 7. TRANSPORT

Internally organised work does not require any special transport for staff: external relations are normally carried out through normal means of long-distance communication: staff mobility can therefore be considered limited, if not marginal.

However, the following best practice applies:

- Promotion of cycling for work and home-work trips among employees.
- Promotion of the use of trains for national travel by employees and board members.

## B) FESTIVAL INTERNAZIONALE DELLA LETTERATURA

The main event planned and carried out annually by the Association is FESTIVALETTERATURA which, since 1997, has been held every year at the beginning of September in the centre of Mantua.

FESTIVALETTERATURA was the forerunner, at least in Italy, of this type of cultural activity: its distinctive and characteristic features are the events aimed at introducing the public, directly and informally, to Italian and foreign writers and personalities from the world of culture, information, entertainment and public life, and the open use of the city and its public and private spaces, specially set up for these events.

An important key to the success of this formula, which is as simple as it is innovative, has always been the ease and immediacy of contact between audience and authors, made possible by the organisational methods, which are carefully regulated but informal. Over the years, this original formula has been enhanced with new features and new ways of working, notably because of the COVID pandemic. However, it has never lost its status, as evidenced by the constant presence of a large local, national, and international audience, and the ever-positive response to the event in the media.

Carefully, though not systematically, the Association has over time carried out some useful reflections about sustainability, in particular the search for a reasonable assessment of the event's ecological footprint.

Thanks to these efforts it was possible to gather useful data and information, to construct and document an up-to-date situation of the event (always, of course, from the point of view of the ecological footprint) and to organise a targeted action plan to address the most relevant critical issues.

As mentioned in the previous chapter, in January 2020, thanks to our partnership with the Environment Department at Mantua City Council, we were able to calculate our ecological footprint using data from the 2019 edition, the results of which are summarised in the following infographic.



## 1. TRANSPORT

In terms of environmental sustainability, the above data show that **transport is the most significant aspect of the event**, both from a strictly environmental point of view and in terms of its impact on the city, and on the city centre.

Traditionally FESTIVALETTERATURA has sought to make the best possible use of the public and private spaces within the city centre, especially its open spaces: squares, courtyards, and gardens. The large number of visitors drawn to the city by the event has thus always had the opportunity to appreciate the outstanding artistic, cultural, environmental, and social wealth of Mantua's city centre. This has been favoured by the Medieval-Renaissance urban structure centred around the *Percorso del Principe* (Prince's Route), an extraordinary sequence of piazzas and porticoed walkways that has long since been established as a pedestrian zone.

FESTIVALETTERATURA has thereby been able to set itself the objective of spreading its presence throughout the city, banking on the ease with which it is possible to move on foot or by bicycle from one end of the city to the other with short, easy, and highly attractive routes; and it has never had to rely on car traffic within the city.

For these reasons, **the main objective that the event set itself for the 2021 edition in terms of transport is to promote and perfect an organised system of bicycle and foot transport, supported and combined with public transport.**

However, it has to be taken into account that FESTIVALETTERATURA, as a generator of mobility and traffic, comes with two very different 'faces' depending on whether one considers traffic to reach and leave the city before, during and after the event; or instead, traffic generated within the city during the event. For this reason, we consider it appropriate to divide the theme of transport into two different chapters.

### **1.a TRANSPORT TO AND FROM MANTUA: BEFORE, DURING AND AFTER THE EVENT**

This involves authors, guests, the press, and other observers, and particularly the public who do not live in the city: it is limited to the short period of the event (approximately one week): it involves mainly local and regional/national travel, since international travel involves only a small number of invited authors.

How did you get to Festivaletteratura?

On foot

Car (petrol)

Car (diesel)

Car (GPL/methane)

Car (hybrid)

Train

Bus

Plane + public transport

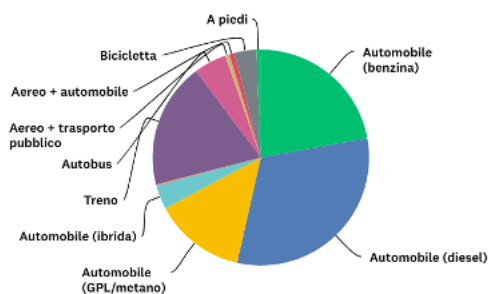
Plane + car

Bicycle

On foot

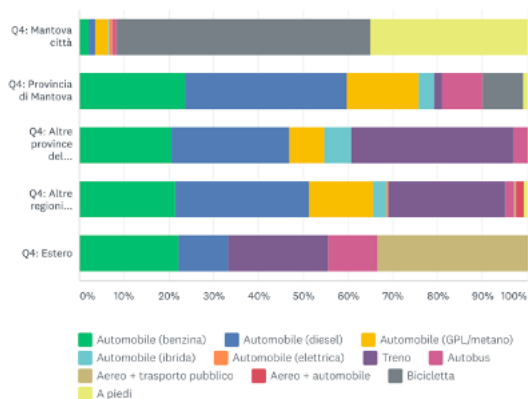


Quale mezzo di trasporto hai utilizzato per recarti a Festivaletteratura?



Data on those who attended Festivaletteratura (2019 edition) and come from outside the Mantua city area

Quale mezzo di trasporto hai utilizzato per recarti a Festivaletteratura?



Data on the means of transport used to travel to Festivaletteratura 2019 according to place of residence of residence (Mantua city area / Province of Mantua / Other provinces of Lombardy / Other regions / Abroad)

Journeys to and from Mantua are largely undertaken and organised by individuals who, for various reasons and at different times, intend to attend the event: it is therefore clear that, as far as this type of transport is concerned, the organisation is not able to directly influence the choices made by the public.

It can however carry out (through its information channels and the event programme) detailed information, promotion, and awareness-raising activities on how to access Mantua by the various public and private means of transport (rail, road, water), the location of car parks and camper van parks, as well as the urban and suburban public transport lines and the bike-sharing service.

With a view to promoting sustainable movement of the public, the following actions have been implemented:



- In cooperation with Ride Movi, the establishment of bike sharing hubs at the park-and-ride car parks and implementation of special rates for event visitors.
- In partnership with Mantua City Council and Apam, an extension of the shuttle bus timetable to and from car parks.
- In collaboration with Mantua City Council, the preparation of a map in both digital and paper format highlighting the following information:
  - Main access cycle routes to the city with travel times.
  - Interchange car parks with free shuttle service to the city centre, bike sharing service and electric car sharing service.
  - Hub for parking bicycles near the main event sites.
  - Bike-sharing service hub for pick-up and drop-off
  - Information about the bike sharing service and special offers during the event period.
- In collaboration with the Mantua City Council and Movesion Mobility Tomorrow, a survey on the travel habits of the event's visitors was conducted and CO2 emissions calculated.

However, continuing health regulations arising from the ongoing pandemic have forced the (hopefully temporary) shelving of car-sharing promotion activities in other Italian cities.

There is more scope for action on the movement of guests, which is normally arranged by the organisation: although we are aware that, in relation to the overall transport generated by the event, the quantitative incidence of this type of movement is limited.

Best practices implemented in relation to travel for guest authors at the event are:

- Use of the train for regional/national journeys, with possible transfer service to and from the main stations in the vicinity of Mantua (Verona; Parma; Modena; Bologna)
- Air travel is essentially limited to international travel and connections with the islands.
- In collaboration with the Autocenter dealership in Mantua, a fleet of mainly hybrid cars is used to transfer authors to and from stations and airports.

### **1.b TRANSPORT WITHIN THE CITY DURING THE EVENT**

This type of travel always involves the same people (authors, guests, the press and other observers, and especially the public, including those living in the city), as well as the staff and volunteers who carry out essential service activities for the event.

This type of travel is again concentrated in the week of the event, except for the organisation's staff and volunteers, who set up, prepare and dismantle the entire event, which takes at least three weeks.

It is on this type of movement that the organisation can make an impact, organising itself in a network with bodies and operators who can offer (including at institutional level)

collaboration, support, and dedicated services, to consolidate and improve the general cycling and walking routes, which have become an established part of the event.

The actions taken to promote sustainable travel within the city are as follows:

for staff and guests

- Provision of bicycles for authors and journalists to travel between event venues
- Provision of bicycles for volunteers from outside the city during the event
- In collaboration with Mantua City Council and Sum Solutions, use of cargo bikes for light logistics and event set-ups.
- In cooperation with Rangoni & Affini, use of an electric Crafter for event set-ups.
- In cooperation with Gruppo Ferrari and Citroen Italia, use of electric cars for light event logistics.

for the public

- In cooperation with Ride Movi, reduced rates for event users on the bike sharing service.
- In cooperation with Apam, shuttle services from the city centre to event venues on the outskirts that are difficult to reach by bike.
- In cooperation with Gruppo Ferrari, electric car sharing service to and from the car parks.
- In collaboration with Selle Royal, free bike repair service
- In collaboration with NewPV - CNR, piloting of a solar powered charging station for e-bikes

## 2. FOOD

The event has always involved many volunteers, organised by the Associazione Filofestival, and they are involved in a very wide range of activities and services (from setting up the venues to accompanying authors, to general assistance and an 'on-demand service'). The volunteers, who come from all over Italy, are traditionally guaranteed hospitality (board and lodging). As far as food is concerned, volunteers can take their meals at the catering centre organised in partnership with For.Ma. or at the place where they are working with a system of meals being delivered.

In both cases, the menu varies daily, with a preponderance of vegetarian dishes made with seasonal and, whenever possible, organic produce.

## 3. WASTE

During the event, the entire city of Mantua is under intense use, essentially due to the amount of people present and the service tasks carried out. Inevitably, therefore, a considerable amount of waste is produced, which the organisation also manages through close collaboration with TEA, the company responsible for providing the service. These are the most significant measures currently in place:

- In cooperation with Mantova Ambiente, the creation and management of recycling areas in places where the public congregates most, specially designed for the separate collection of paper, plastic, glass, and organic waste.
- The use of biodegradable dishes and cutlery at volunteer catering points.
- Arrangement of a team of volunteers to help those using the catering points to dispose of meal leftovers in the appropriate containers: organic, plastic and paper; recycling is organised in collaboration with Mantova Ambiente and Gruppo Tea.
- Removal of plastic bottles and replacing them with water in jugs for meals taken in the canteen and providing water bottles for meals taken by volunteers on duty.
- Ordering service with varied menus aimed at reducing food waste for the meals volunteers eat while on duty.
- In partnership with Levico Acque, water in glass bottles served at events.
- Marking of drinking water fountains on the event map to encourage people to refill their water bottles.
- Creation of a network for the reuse of cardboard furniture made for Festivaletteratura by Smurfit Kappa Group for other cultural organisations in the city.

#### **4. ENERGY**

The event only requires electrical power for the regular functioning of specially set up places with tents, or indoor locations that are already fully prepared.

- For provisional power connections, we make use of the mains network to avoid the use of stand-alone generators, in accordance with the regulatory requirements of the competent safety authorities.
- Contracts with Tea Energia foresee the use of certified 100% renewable sources of supply.
- Special contracts with equipment suppliers are planned to increase, where possible, the use of LEDs for temporary lighting of sites.
- Provision of a recharging station for all electric vehicles mentioned in the TRANSPORT section powered by a certified 100% renewable energy supply.
- In partnership with New PV - CNR, placement of solar panel-powered recharging points for smartphones and tablets in the most crowded places.

#### **5. SUPPLIERS**

The Association intends to pay particular attention to the issue of sustainability, to be pursued in collaboration both regarding supplies and possible coordinated and collaborative actions in terms of advertising and promotion. In this regard, the Association is specifically counting on the considerable showcase effect provided at many levels by the event. In addition to what has been specified above in relation to other suppliers of goods and services, the specific actions are as follows:

- In-house design of furniture and signage (totems, partitions, multi-sided totems) to meet the needs of repeated use, easy repair and storage and thus avoid using new raw materials every year.
- Choosing Arti Grafiche Castello as an environmentally friendly printer.
- Use of environmentally friendly copy and print paper (Ecolabel, FSC, CFSP or equivalent).
- In collaboration with Arbos, creation of merchandise from recycled materials.

## **6. COMPENSATORY MEASURES**

In order to further reduce the event's ecological footprint, we have set up compensatory measures, namely the gradual creation of the "Bosco di Festivaletteratura" woodland. In spring 2022, we will start planting trees and shrubs on approximately one hectare of land in the Mantua city area.

The planning and implementation of this project lends itself very well to a significant public relations effort and to the active involvement and participation of volunteers, sponsors, and the public.

## **7. CONSAPEVOLEZZA VERDE: ECOLOGY IN THE EVENT PROGRAMME**

This is undoubtedly the most interesting and significant element, as it highlights the attention and the important role that the theme of sustainability plays within the programme.

In general terms, FESTIVALETTERATURA has always given ample space to the theme and to all three of its traditional forms (social, economic, environmental). In the specific context of environmental sustainability, previous editions have always been packed with events featuring important figures, leading authorities, or representatives from Italy and all over the world.

The new FESTIVALETTERATURA formula, which was successfully tested last year and will be repeated at the next event, will make it possible to diversify the range of events on offer and thus reach a wider audience. The theme of sustainability will therefore be present in the various 'sections' of the programme and will emerge as one of the transversal themes that will mark the entire event.

The final programme of the event is currently being finalised: however, it can be said in advance that the theme of sustainability will be covered by face-to-face events (as per tradition), by remote meetings, and by shared actions.

For more detailed data and information, please refer to the definitive programme.

## C) COMMUNICATION AND OUTREACH

Communication and outreach on the specific issue of sustainability is to all intents and purposes part of the association's ongoing institutional work: it is coordinated and directed by the delegated managers of the Board of Directors and the Secretariat, it is implemented by dedicated staff, and it can also rely on the services of the association's external consultant.

Having experimented in the past with audience engagement, it became clear that communication is a fundamental step for the success of the entire action plan, both to underline the central importance that the Festival gives to environmental issues and to encourage concrete changes in the behaviour of all the people involved - staff, volunteers and the public - without which the actions implemented by the Association risk losing much of their impact. Promoting basic knowledge about the environment, public awareness of the actions undertaken by the event and involving the public are the three main objectives that the Association has set itself in relation to public relations. For this reason, we have set up communication using all the channels at our disposal both externally - to reach the public - and internally - to raise awareness and inform the Management, Association employees, but also all the volunteers who are involved in the organisation of the event in various ways.

Five actions are planned in terms of communication and programming.

### 1. SETTING UP A NEW SECTION ON THE WEBSITE

The section of the website [www.festivaletteratura.it](http://www.festivaletteratura.it) that we have called ECOLOGICAL FOOTPRINT aims to set out, as clearly and concisely as possible, the process undertaken by the event around environmental issues, both in disseminating basic scientific and environmental knowledge and in identifying its own ecological footprint and the actions taken to reduce it. This section includes:

- Calculating our ecological footprint, to better understand the scale of the problem and the meaning behind our efforts.
- The actions we have put in place to reduce the environmental impact of Festivaletteratura.
- Audio from the more than 80 events organised over the last 10 years as part of the Consapevolezza Verde project has become a valuable body of knowledge on environmental issues.

This section allows the different measures to be better conveyed as part of one large environmental action plan, with all communicative measures being part of a broader framework.

## **2. INCLUSION IN OUR SOCIAL MEDIA EDITORIAL PLAN**

We plan to publish two posts a month on Festivaletteratura's commitment to reducing its ecological footprint. Firstly, we will be working on highlighting the archival heritage of the Festival in relation to environmental issues, and secondly we will be conveying information to raise awareness among our audience, communicating what Festivaletteratura is doing to reduce its ecological footprint and providing information and incentives necessary to make informed decisions about participation in the Festival.

## **3. INCLUSION IN THE EVENT CATALOGUE**

We will dedicate a page of the catalogue, of which there are about 10,000 copies printed and available for download on our website, to measures that our audience can take during their participation in the Festival.

## **4. CONSISTENT AND COORDINATED COMMUNICATION WITH THE ASSOCIATION (BOARD, SECRETARIAT, FILOFESTIVAL ASSOCIATION)**

The fundamental objective of this action is to promote awareness and positive adherence at all levels of the Association to actions related to sustainability that the Association itself promotes and implements both internally and in the development of external activities, 'FESTIVALETTERATURA' in particular.

It has long been customary to draw the attention of the Association's staff and members to the best practices in routine activities (see 'A' above).

The drafting of this action plan is the result of a collective decision recognising the strategic importance of the topic of sustainability for the Association.

The Association, the Secretariat and the Filofestival Association will be promptly informed about the drafting of the action plan and its main contents: the same will be done regarding specific activities related to the topic.

Finally, the opportunity and usefulness of periodic information to be circulated within the Association using the usual social networks will be assessed: in particular, to document/inform about the objectives and programmes, the actions carried out and the results achieved.

## **5. VOLUNTEER TRAINING**

Every year Festivaletteratura involves over 700 volunteers working in different areas of the event. They are the operational arm of the Festival, which means that their involvement is fundamental to making the actions included in this plan effective. For this

reason, specific training sessions on the best practices implemented in the 2021 edition will be included in the volunteers' general training in the period leading up to the event.