Waste Reduction at Folkemødet

Justification

- Visitors: 10,000 (2011) → >113,000 (2018)
- Remote venue
- Huge amount of waste produced by all participants

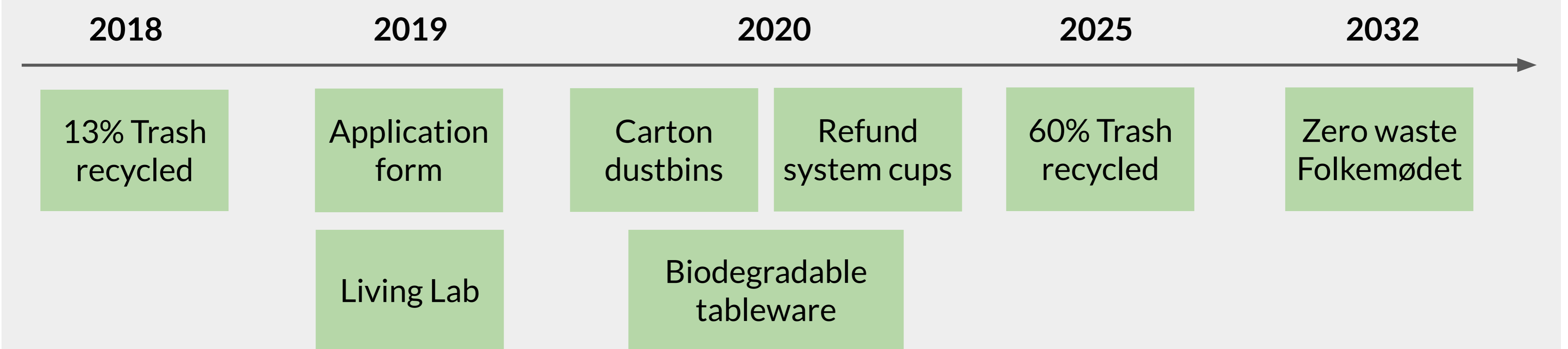Sustainability as integral content of the debates and presentations at FM

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FM itself is lacking sustainable approaches in context of its organizational execution

Objective

- **SDGs** #12 for a more sustainable consumption & production
- **Mission**: Changing festival behaviour with user-friendly solutions
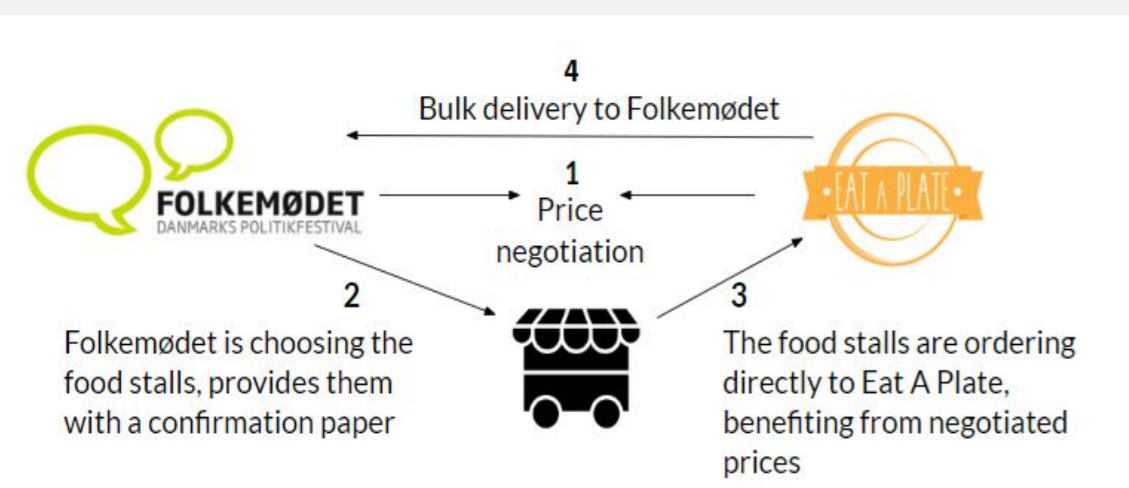- **Vision**: Zero waste at Folkemødet by 2032

RQ: *How can Foreningen Folkemødet reduce the amount of waste at Folkemødet, specifically disposable tableware and similar "use and throw-away" materials?*

Timeline

2018	2019	2020		2025	2032
13% Trash recycled	Application form	Carton dustbins	Refund system cups	60% Trash recycled	Zero waste Folkemødet
	Living Lab	Biodegradable tableware			

What: >1,200,000 plastic tableware → biodegradable

Why:

Reflection:
- Requires resources
- Switching costs
- Not for everyone
- Proactive action

What: Refund system for beer cups

Why: Terminate single-use plastic cups

Reflection:
- Familiar concept
- Tested by others
- Built on external capabilities
- Dependent on third parties
- Need to educate participants

DropBucket®

What: User- and design friendly trash bins

Why: Improve waste sorting on the festival

Reflection:
- Interest from Emil
- Big investment
- Tested by others
- Capabilities for implementation?

Google FORMS

What: Redesign of the food stall application form

Why: Heighten sustainability terms for food stalls

Reflection:
- Folkemødet intends to include proposal in evaluation
- High accessibility and flexibility
- FM will likely disagree with parts, e.g. the deposit

Idea Generation Lab

What: A chalkboard wall "To make Folkemødet more sustainable, I want to _____"

Why: Motivate people to think of sustainable solutions and engage themselves in the cause

Reflection: Big ROI if people engage, uncertain participation, no testing of concept

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