

## Sustainability at School – Academy projects 2010-2011

### *Pitch 1: Les Ardentes*

**Les Ardentes** is a 4-days festival, which takes place every early summer in Liège. It is a middle size event with an expected audience of 70.000 for its sixth edition of 2011 (26.000 in 2006).



The company Les Ardentes sprl also organizes “Les Heures inD” in November, the “Transardentes” in January and many other concerts throughout the year.

The team is less than 10 full-time people, but over 500 voluntary workers and over 50 professional subcontractors give a helping hand to the team for the festival itself.

The budget of such an event is approx. 3 million Euros.

More info on: [www.lesardentes.be](http://www.lesardentes.be)

### **The case**

In these times of environmental concerns, every festival claims to be sustainable. And indeed, many things have changed since Woodstock and many actions have been undertaken lately to minimize environmental impacts. But we can see the same almost everywhere, sorting of waste, reusable glasses, dry toilets,...

Your goal will be to come up with ideas of things never done before. Go beyond the obvious: think about the festival as a diversity of flows: energy, transport, waste, food and drinks, travel, generations, etc. The organization is open to a lot of suggestions, in a lot of domains.

These projects should however be detailed enough with a precise action plan in order to be integrated in the next edition of the festival.

### **Preliminary tasks**

The participants are expected to gather information by themselves on sustainability measures already taken by different event organizations. (I.e. *suggested reading*: how can you make your music festival more sustainable <http://sustainable.events.free.fr/Home.php3>).

### **Practical**

The projects will be developed during three separate full day workshops in February, March, April 2011. Of course, in order to present a good concept and win this pitch, it is advised to not limit your work to these workshops alone but to meet in between to fine-tune ideas and concepts.

Participation is free. Food and drinks are included.

If you have further questions or want to subscribe, send an email to **[priscilla.machils@recentre.org](mailto:priscilla.machils@recentre.org)**. More information about the workshop days (date, time, location) will follow soon.

Keep an eye on **[www.recentre.org/activities/sustainability-school-2010-2011](http://www.recentre.org/activities/sustainability-school-2010-2011)**.