

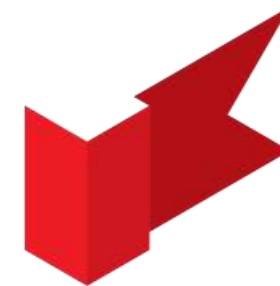
Zuiderwaterlinie Liniemeeting
& 6th EFFORTS congress

1 & 2 december 2021, Brussel

#Zuiderwaterlinie #Liniemeeting #EffortsEurope #EUgreendeal



ZUIDERWATERLINIE
NOORD-BRABANT



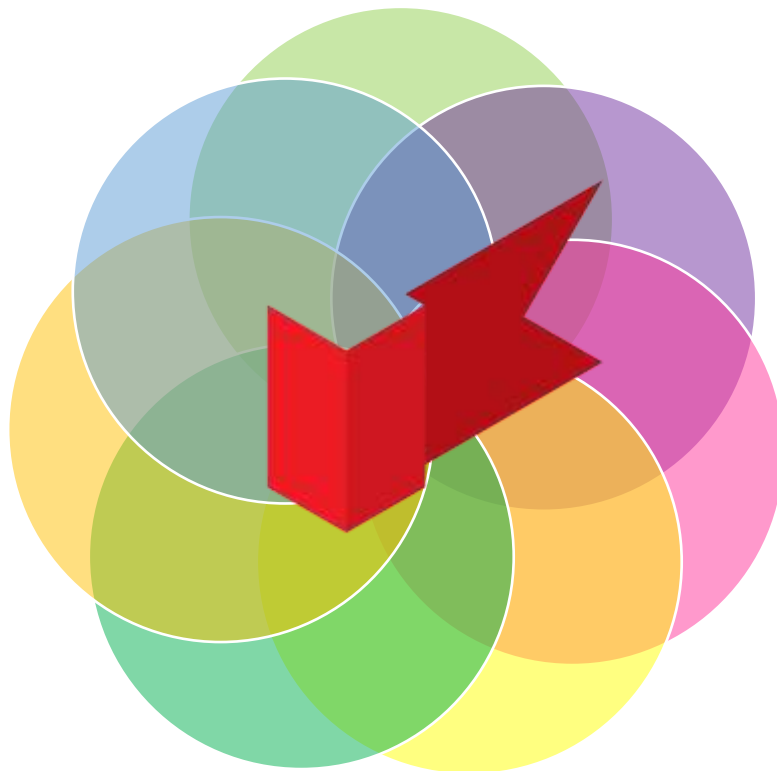
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ZERO WASTE ŠIBENIK FORTRESSES

2 revitalized fortresses

*St. Michael's Fortress
/2014/*

Barone Fortress /2016/



Green and sustainable development plan



172 106
*number of daily visitors in
2019*

55 evening events in 2019
*250 performers and approx.
27 000 evening visitors*



St. John's Fortress
*opening for public in 2022;
educational campus + more
events*

1 multifunctional hall – House of Arts Arsen
*opened in 2021 and launched with
35 programs in October*

Goals:

- minimise negative impact on environment by implementing eco-friendly practices
- raise awareness in community, among visitors and within industry - by example
- promote - increase brand value
- reduce operating costs of the institution

STEP 1: Education and inspiration

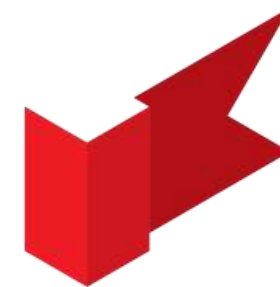
2-day workshop on sustainable development of CCI, 2018 within EU funded project KREŠIMIR

Topics:

climate change, growing eco-market and new consumers, role of CCI in transformation of sustainable development paradigms, sustainable tourism development, zero waste life style, up-cycling, sustainable event organization - ISO20121 standard, ecological footprint...

Inspiration:

to become the first zero waste concert venue in the region and organize sustainable events on Šibenik Fortresses



...More learning...

What is Zero Waste strategy?

The goal of the movement is to create a circular cycle in economy in which waste is eliminated from existence and does not pile up in landfills.

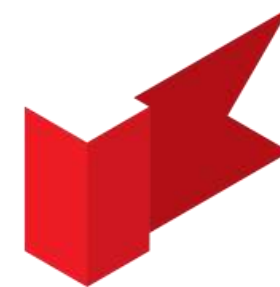
We live in a rich society where we don't value things and spend too many resources without considering the consequences on environment.

Zero waste strategy can be applied to companies, communities, industrial sectors, schools, homes...

5R philosophy - refuse, reduce, reuse, recycle, rot (compost)

Focus is on restructuring production and distribution systems to reduce waste production and promoting the idea of redesigning products from minimal waste packaging.

End goal is to depend less on recycling as the ultimate solution to the problem, but learn to reduce and reuse.



...And more learning!

What is ISO standard 20121:2012?

Solutions for *Events sustainability management systems*:

include the topic of environmental protection and sustainability in the programs

ensure and encourage the use of public transport in cooperation with local transport companies

encourage use of local organic food and domestic beverage brands

identify local organizations, community groups and NGOs that would be a good partner

reduce waste by recycling, composting and banning unsuitable products

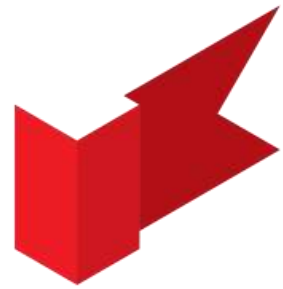
serve food and beverages in biodegradable containers and glasses

provide water filling stations that prevent the purchase of water in plastic bottles

use re-usable glasses/cups

use reusable name tags for volunteers and staff where possible

put up wooden signs and maps...



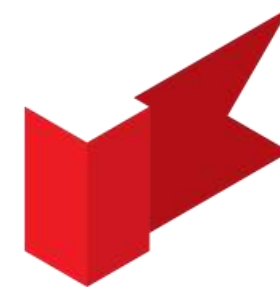
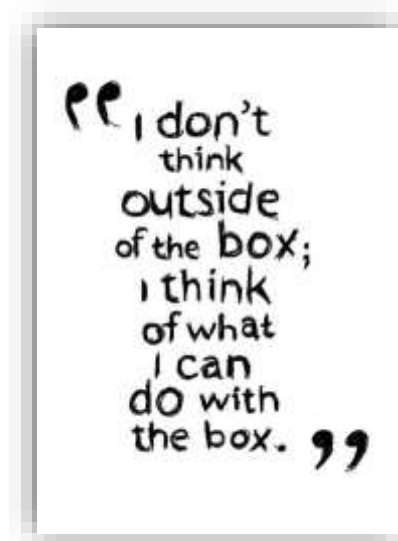
STEP 2: Self -analysis and planning eco-friendly solutions

St. Michaels Fortress: concert season 2019 / 22 evening events with approx. 24 000 visitors / beverages served in disposable plastic glasses / waste production estimate: 50 000 plastic glasses

Priority: reducing waste production on site, especially during concerts

Proactive approach: building strategic partnerships and finding sponsors / donators / grants to support the transition

Solution design: raise awareness - include topic of environmental protection and sustainability in programs; identify local organizations, community groups and NGOs that would be a good partner; reduce waste by recycling and banning unsuitable products; serve food and beverages in biodegradable containers and glasses; use reusable glasses/cups; involve staff, volunteers or participants in recycling and shrinking waste; develop a strong company culture - a lot of education and a healthy dose of pressure for everyone to do their part



STEP 3: Launch initiative



2019 – *ZERO WASTE CITY* project in partnership of City of Šibenik, local NGO „Youth in EU”, local utility company Zeleni grad d.o.o. and Fortress of Culture Šibenik applied for funding to **The Coca Cola Foundation Croatia** (corporate social responsibility funds)

Project duration: January 2020 – December 2021

Total budget: 175.500 euro; Fortress of Culture budget 58.000 euro

Fortress of Culture actions:

- banning disposable plastic glasses/cups on St. Michael's Fortress
- purchasing 20 000 specially designed reusable cups
- installing Zero Waste catering/cleaning station on St. Michael's Fortress (an up-cycled newspaper kiosk from the 1970es)
- installing 15 waste separation bins on fortresses
- developing educational workshop for children „Eco-fortress Guardians”
- participation in environmental cleaning actions (4)



STEP 4: Promotion





STEP 5: Evaluation of results

✓ educational workshop on waste reduction, reuse and recycling added to regular Fortress of Knowledge kids educational programme



✓ 10 workshops for children aged 7+ held in different occasions during 2020 and 2021

✓ reusable polypropylene designer cups in use on St. Michael's Fortress for 2 concert seasons



✓ estimate on waste reduction: cca 40 000 disposable cups not wasted during 2 concert seasons (2 drinks per visitor estimate)

✓ a new re-usable souvenir at disposal to visitors

✓ visibility and branding as environment friendly and sustainable event organizer/venue

Walk the talk: Developing company culture

launch 01.10.2019.

team decision - to take small steps to create a more sustainable environment in our office

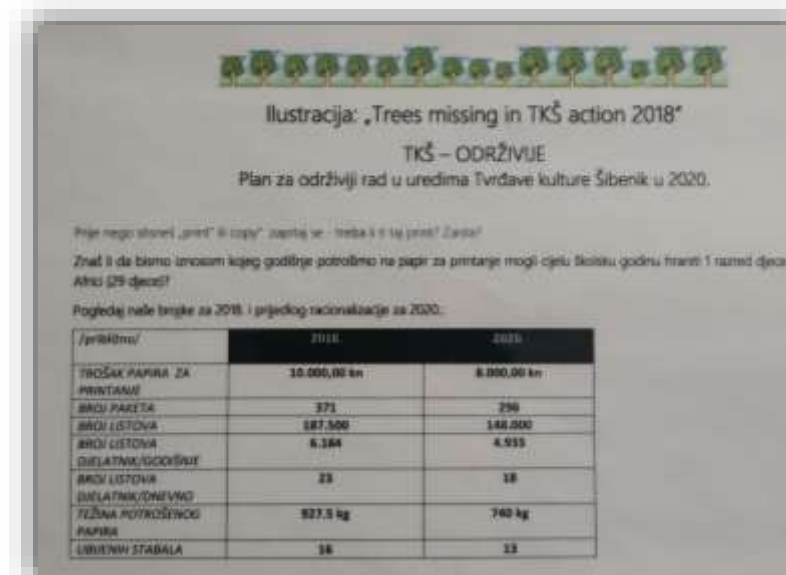
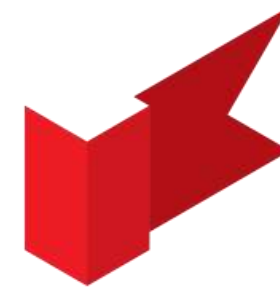
abolished personal waste bins in offices, made an office recycling yard, used the printer smarter, introduced office weekly Cleaning Squads in charge of implementing our internal work plan "Sustainable FoC office"

October 2020 – 1st annual evaluation:

✓ half of the produced amount of "garbage" in the office during year ends up in recycling bins (plastic, glass, metal, paper – separated from earlier)

✓ spend 85% of printing paper less (amount of office paper used annually downsized from average 23, to 4 trees equivalent)

✓ reduced costs for external office cleaning services by 40% (despite increased cleaning due to Covid 19 measures)





Future „green” ventures

ISO International Standard 20121:2012, *Events sustainability management systems* - certification of FoC team and fortresses/venues

European Fortress Festival project; CREA Culture – Cooperation projects. Partnership: Municipality of Verona (IT), Fortress of Culture Šibenik (CRO), Mioritics Association Rasnov (RO), Municipality of Gruziazd (POL), ECCOFORT - Forte Cultura Network (GER).

Project objective: raise awareness and appreciation of Europe’s fortified heritage, open new platforms and topics for artists, and contribute to the economic development of the involved regions in a sustainable way.

Dig into green future programme – raising awareness about climate change consequences in tourism driven communities through artist residences, digital installations and workshops at St. John’s Fortress.

People’s Smart Future project, CREA – Cooperation projects, 15 partners, lead: M2C Institute for Applied Media Technology and Culture (and Digital Impact Lab Bremen).

Project objective: To create, implement and transfer the new artistic, creative and cultural visions about the future of people’s life in Europe and enhance people’s participation in the green-cultural re-design of living environments.

Energy efficient lighting system installation on Šibenik fortresses (LED accent lighting, installing solar power system at Barone Fortress area) – in development



Thank you for the attention!

