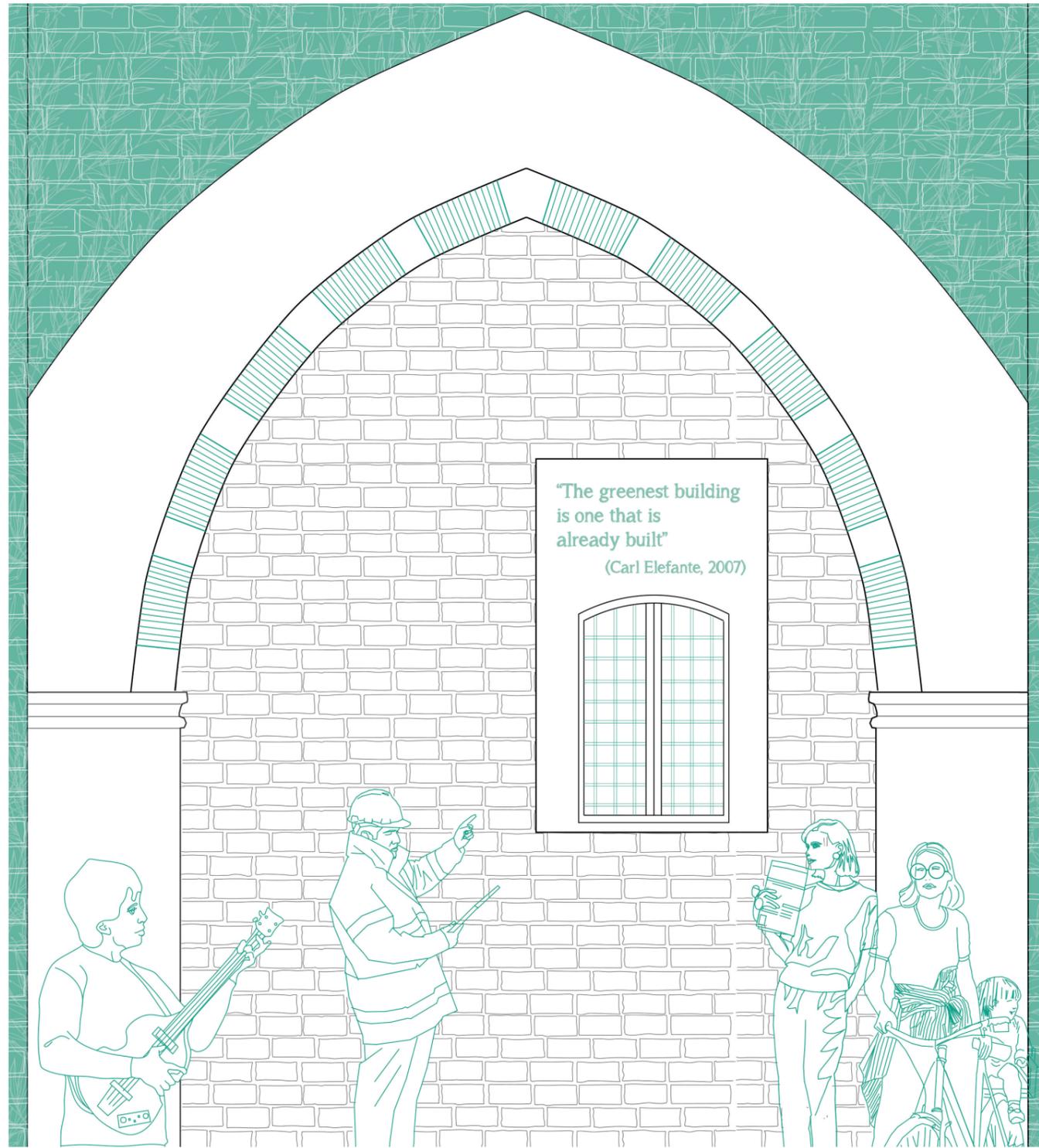


CULTURAL EVENTS & CLIMATE CHANGE

Reading & Methodological Note



This work has been possible thanks to: Comune di Mantova, - Adriana Nepote, Emanuela Medeghini, MariaGiulia Longhini, Giulia Pecchini, Lorenza Salati, Emanuele Salmin, Elisa Parisi, Arch. Francesco Caprini -, Pantacon, Festival FattiCult - Matteo Rebecchi -, Festival della Letteratura - Arch. Francesco Caprini -, Piano d'Uso della Città.
Drawn up by: Massimiliano Lepratti, Giulia Tagliente - ESTà - Economia e Sostenibilità



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THE AIMS OF THE PROPOSED WORK

Our work initially tried to frame the state of the art on the sustainability issues of cultural events in the city of Mantua through interviews with different actors working in the sector. At this stage, the results of the interviews provided useful information that was traced back to a specific methodology that will be illustrated below. The methodology applied, together with the skills of the working group, allowed the achievement of the following objectives, which can be understood as the **general objectives of this work**:

- **identify categories of actions** to which current and future practices can be traced back. These categories have been selected because they are able to illustrate how cultural events are addressing climate change issues and how it could be possible to implement their actions;
- **provide an illustrative framework** on the current state of the art that considers both what the city is already doing to address climate change issues, past experiences and what can be expected for future developments;
- **a space-time mappings that frame the scope of action**, the cultural events on the urban fabric of Mantua and a year calendar of the organization of three cultural events selected together with the interviewed actors;
- **an analysis and assessment of the three selected Festival** that show the actions that each individual case is facing and what remains latent, through the aforementioned categories.

The proposed work represents a basis on which the various actors can work in order to build integrated strategic plans and policies.

DATA COLLECTION METHODOLOGY

First of all, we selected the actors to be interviewed. They came from different working areas: the **Municipality of Mantua**, the **Technical Office of Urban Planning of the Municipality**, **people in charge of the selected Festivals**, **Pantacon** (network of cultural businesses in Lombardia), and **Piano d'uso della città**. At this stage of the process, the data collection has provided useful information that has stimulated and framed the field of action of our work.

In a second phase, the field of action has been traced back to a **specific literature regarding the International Standards relating to the quality and environmental management of cultural events** looking for a existing methodologies to evaluate Cultural Events in respect of Climate Change issues. We choose to consider the **ISO 20121** and the related model **"Plan, Do, Check, Act!"** as the basis on which extract our specific methodology.

Through these standards it's possible to describe, analyze and evaluate the **event "metabolism"**, providing tools and good practices that include all the elements, actors and steps necessary to make cultural events sustainable.

In this way, these events become fundamental for the recognition of climate change as a key issue of sustainability, through which convey the cultural and environmental values and promote changes and transformations of social behaviors and awareness.

THE METHODOLOGY APPLIED

Through the literature, we have selected 8 categories of actions (choosing the ones related to climate change issues) able either to provide a qualitative illustrative framework that acts in time, or to immediately portray the state of the art and the evolution of the categories as compared to some variables set out below.

These categories of actions are:

-  Staff Involvement,
-  Carbon Footprint of food provision,
-  Network Services,
-  Reuse and Recycle of equipment,
-  Energy efficiency,
-  Water Management,
-  Waste Management and recycling and,
-  Green Mobility.

All the actions to implement each of the categories are fundamental steps to reduce the negative impacts that the architectural heritage has on climate change.

We have chosen to assess the categories in three different times: **before our work, nowadays and future perspectives** so, in this way, it's possible to clarify which category it's been implemented, which one can be implemented more, what are the weakest categories and what are the strongest ones. To measure it, in a qualitative way, we consider the operative efforts made to improve the situation and we represent it with **semaphore ranges** with five colors combination representing five levels of efforts.

For instance, the **waste management and recycling** is a very important issue for cultural events in the city because it has a very negative impact on the environment, on the urban fabric and on the host community. **Since five years ago, the Festival della Letteratura was the only cultural event providing separate collection systems for waste recycling through specific totems (●).** The awareness of the problem has grown everywhere in Italy and in Mantua, **Mantova Ambiente S.r.l with TEA group (working for the Municipality) are replacing in the city core the normal bins with bins for separate waste collection (citybin).** In this way the waste recycling system can be used all year round by the inhabitants and it can be implemented during the cultural events by the single organizations (●).

So the **awareness of the problem (💡)** by the citizens, the users and the Municipalities has been detected as another unit of measure for the qualitative assessment. We have chosen to assess three levels of awareness of the problem to set up the framework in time.

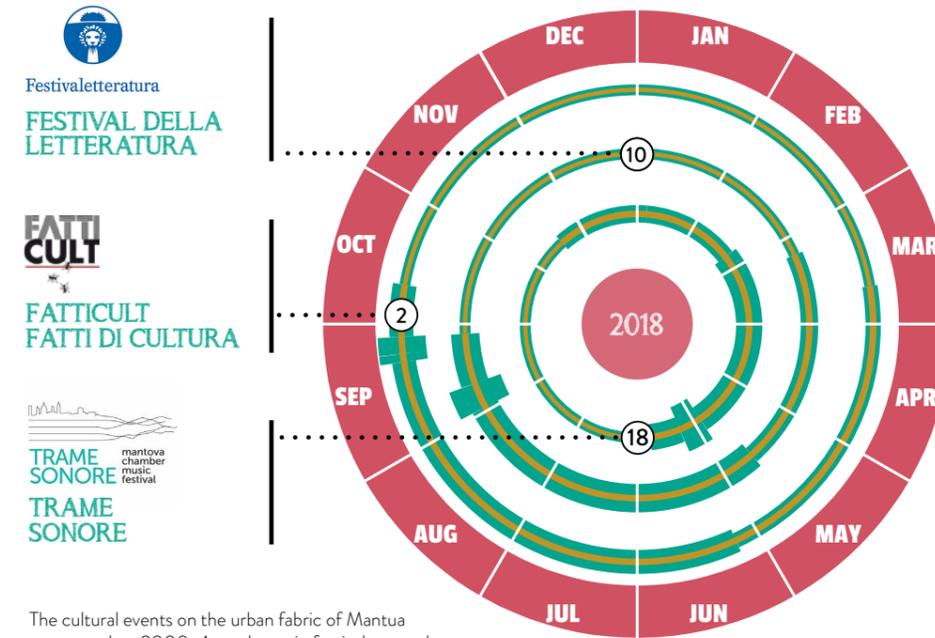
At the same time, to improve the recycling at all stages of the waste chain **requires large monetary efforts** in the initial phase that can be fulfilled by a collaborative plan of intervention by different actors and events' organizations, as the Piano d'uso della città is trying to do. For that reason, we have chosen the **monetary effort to reach the results (€)** as another unit of measure of our assessment. Five symbols related

to monetary efforts have been selected to set up the assessment.

Lastly, the **contribution that the action gives to sustainability (🌱)** through three levels of the qualitative evaluation was considered a further fundamental aspect for our evaluation.

For what concerns the future perspective we evaluate both the interviewed expectations and the real feasibility of the improvement.

2018 YEAR CALENDAR OF SELECTED CULTURAL EVENTS



The cultural events on the urban fabric of Mantua are more than 2000. 4 are the main festivals, several medium-sized festivals, events, the theater season and the big concerts. We selected 3 case studies for the Calendar and the Map.

THE YEAR CALENDAR OF SELECTED CULTURAL EVENTS

The **solar calendar illustrates the events organization for 2018** for the three selected events: **Festival della Letteratura, Fatti di Cultura and Trame Sonore.**

The tourist presences in Mantua for 2017 were more than 600'000. The Cultural Events around the city were 2749 with 262 initiatives. We have selected 3 of them as case studies. These Festivals are peculiar for cultural innovation, regeneration of urban spaces and slow tourism.

For example, since 12 years ago the Festival della Letteratura organizes in collaboration with Mantova Hotel School a canteen for workers and volunteers (more than 1000 people). In this way they reach the goals of not wasting food, not having plastic waste, buy only from local producers.

The calendar can be an efficient tool for the Piano d'uso della Città leading the organizers to share their needs (network services, waste recycling, equipment recycling, ...) during the all the events' metabolism.

CONCLUSION

Finally, a general recommendation emerges from the analysis, reinforced by the existing literature on the topic. A good level of both staff and users involvement and the related awareness of environmental issues appear to be the most effective starting point for promoting a leverage effect. This can act on all other categories of actions and can produce sustainable effects over time.

LEGEND



BEFORE CURRENT FUTURE

