

AARHUS SUSTAINABILITY MODEL

Bruxelles, 12. oct. 2016

MARTIN THIM

AARHUS-2017
EUROPEAN CAPITAL
OF CULTURE



WHAT IS IT?

- It's an experiment
- Part of Capitol of Culture // Aarhus 2017
- A guide and showcase of sustainable solutions for events and cultural projects
- First edition released last year
- Next edition will be out start 2017
- Ten large events in the region is working with ASM
- Have already inspired Sailing World Championship 2018, Voxhall (a music venue), Music festivals etc.

3 CASES

Show how events can inspire a community and sustainable development



NORTHSIDE

Music festival in Aarhus

Facts:

- 35.000 people
- Food: 90% eco (local produce)
- Beverage: 75% eco
- Garbage: 67% reused (Rebox system)
- No cars, but 10.000 bikes
- Certified tree
- Etc..

Local and national inspiration:

- Other festivals
- Local producers and especially food
- New products (Reebox)

www.northside.dk



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CYKLO

Cycling festival and the first of it's kind in Denmark

Facts:

10.000 visitors

Food: 50% eco

Beverages: 50% eco

Transport: Bikes and TRIPL

Merch: Eco and certified

Local and national inspiration:

- Extra focus on biking
- Extra focus on new transportation possibilities

www.cyklo.dk



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REUSE

The REUSE station in Aarhus

Facts:

Recycling
Education
Bottom up project

Focus:

Give what you have, take what you want

Local and national inspiration:

- City and area development
- Inspired other recycling projects in Denmark
- Municipality just launched new recycling system

www.reuseaarhus.dk



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Comments and/or advice?
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