

Melt! goes green

Environmental and climate protection are key issues of our time. Festivals also have a responsibility to address these challenges and reduce their negative environmental impact. The promoters of the Melt! Festival are aware of this and launched the project M!eco in partnership with the Green Music Initiative. In several months of work, a comprehensive approach was developed, making the Melt! Festival a green pioneer in the entertainment and cultural sector.

M!eco Vision

The music and entertainment industry is energy intensive in all areas (production, distribution, staging). The British music industry emitted e.g. 540,000 tons of CO₂ in 2007. This corresponds to the annual emissions of a town with 54,000 inhabitants or the CO₂ emissions of 180,000 cars per year (Source: UK Music Industry Greenhouse Gas Emissions for 2007, University of Oxford). The German-speaking music and entertainment industry is even larger than the British one. Urgently necessary carbon reduction strategies are not yet implemented on a broad basis.

This is why the Melt! Festival wants to better fulfill its responsibility in the future. We started the large-scale environmental offensive M!eco in 2010 with the **Green Music Initiative** and other great partners.

On the way to a green festival - Concrete Measures for effective Environmental and Climate Protection

For environmental and climate protection, there is, as in other areas, no panacea. In the frame of M!eco, a bundle of measures have therefore been developed, aiming primarily at climate protection, but also going further and offering solutions for other aspects of environmental protection.

The environmental protection measures are designed to apply on the long term and to be developed step by step. Every year, we select an area, look into it with special attention and elaborate solutions with our partners. In 2010, the focus was on the main cause of greenhouse gases at festivals: **mobility**. The focus was on the visitors' traffic to and from the festival. In 2011, we focus on **energy**.

Use of Renewable Energies

This year, Ferropolis acquired a solar plant that was installed on the roofs of buildings on the festival site. A total of 2901 m² are covered with solar panels from Q-Cells. It is producing about 170,000 kW of electricity per year and can supply 50 households with electricity. The Melt! Festival consumes 73 000 kW of electricity in one weekend.

Mobility

Melt! Hotel Train

An innovative component of the mobility concept is the hotel train. This train, chartered specially for the festival and equipped with couchette compartments, enables a comfortable journey directly to the festival grounds. There, it stays for accommodation, as rain shed and as a safe place for valuables. With a flat rate of 99 € round-trip, it is also a real economic alternative to driving. The train rides between Cologne and Ferropolis with stops in ten other cities. With 700 tickets sold the train is fully booked this year again. A festival visitor who takes the hotel train instead of a car halves the carbon footprint of their journey from 64 kg to only 31 kg.

Deutsche Bahn

In cooperation with Deutsche Bahn, Melt! visitors are offered a ticket for only 79 € (round trip) from anywhere in Germany to the festival site.

Car Sharing

The more people in a car, the more climate-friendly the ride gets. Therefore, visitors can arrange car sharing at www.meltfestival.de/forum/ride.

Tax on Waste & Corporate Citizenship

With the presence of the Wittenberg Tafel on the festival site and the introduction of a waste deposit, waste production has been drastically reduced. Thanks to the festival audience and the Tafel, about **a ton of leftover, but still usable food** could be donated to charity. We call this a remarkable achievement and hope that the donations will be at least the same this year.

Catering

From year to year, we, in cooperation with Gastrobüro make the catering more sustainable. It starts with a stronger cooperation with local caterers. This year we have 13 provider of regional, vegetarian and / or organic foods and only 16 regular suppliers. In addition to a wider range of environmentally friendly food, stricter requirements have been imposed on caterers, in particular regarding waste prevention.

Measures in cooperation with our Partners

Green Melt! Dinner

After the successful green music dinners at the UN climate summit in Copenhagen, at the Echo Awards in Berlin and the Reeperbahn Festival in Hamburg, the Green Melt! Dinner is taking place at the Melt! Festival for the first time this year. 100 selected international representatives from music, science, politics, environmental NGOs, industry and media are invited to the vegetarian gourmet dinner to discuss how innovative approaches can help the music industry to achieve concrete results in reducing CO₂ emissions. Input statements will lead through the evening (including Bilabel Jacob, founder of the Green Music Initiative, Matthias Hörstmann, promoter of the Melt! Festival, Thomas Franken from Q-Cells and Dr. Fritz Reusswig from the Potsdam Institute for Climate Impact Research). The discussions at the Green Music Dinners have already resulted in many concrete climate protection projects, e.g. the MorgenMelt! Rocks Tour:

MorgenMelt! Rocks Tour

Exactly one week before the start of the festival, the **MorgenMelt! Rockstour** starts in Hamburg and rides along the Elbe towards Ferropolis. Morgenwelt has organized everything, including accommodation and meals. During the day, the participants pedal vigorously, in the evening unplugged concerts and bike discos entirely powered by muscle power are held. During the Melt! Festival the bikes are used for the bike disco on the camping site. Visitors have the opportunity to be the DJ for a while – whilst other visitors pedal, and thus generate the necessary power for the DJ.

CO2 Online: Electricity Checkers & Climate Clicker

To raise Melt! visitors' awareness of their impact on climate change, the campaign "Climate Clicker" is held onsite. In the M!eco area, the festival visitors will receive energy saving tips and the free of charge and ultimate "Rock and Roll Air-Guide", explaining how individuals can contribute to a climate-friendly festival. The "electricity-checkers" - armed with iPads – show festival goers their level of electricity consumption compared to the national average - and how they can easily reduce it. The program is also available online at www.klimaklicker.de and www.facebook.com/klima.sucht.schutz.

Furthermore, visitors can experience exciting climate protection actions at the M!eco area for the first time: For example, there is a bicycle powered cell phone charging station and each can transmit their climate messages to the world using fluorescent colors.

The Electric Hotel

The Electric Hotel will also be on location with a mobile charger. Festival visitors can hand in their mobiles, which will be recharged for a small fee by using regenerative energy only. Photovoltaic panels and a wind turbine on the roof as well as a muscle-powered generator-bike provide the appropriate energy. If festivalgoers choose to pedal themselves, their mobiles will be recharged for free.

Viva con Agua

"Knowledge is power," was the motto of Sir Francis Bacon. To give our visitors the opportunity to be fully informed about the issues of environmental protection and sustainability and also to enable them to participate themselves, our longtime partner Viva con Agua is at the festival this year again:

Viva con Agua is an initiative that specializes in fundraising for drinking water and sanitation projects in developing countries. Together with various event promoters and location operators, they organize charity events (concerts, fund-runs, charity football games, water days, etc.) and by doing this collect donations for drinking water projects.

At Melt! , VcA is running its guest list € campaign and a deposit cup campaign.

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