



PROVINSSI

The background features a light beige color with large, stylized floral elements in green, orange, and red. The text is centered in a bold, yellow, sans-serif font.

PROVINSSI'S ENVIRONMENTAL PLAN 2022-2024

PROVINSSI'S ENVIRONMENTAL POLICY

Organizing an annual festival for 20 000-30 000 daily visitors never has a positive impact on the environment. On the other hand, the festival's large audience and multiple stakeholders make it possible for us to act as a powerful messenger for a more sustainable future by spreading the word of what we have accomplished.

The greatest environmental act possible for an event is to influence its visitors. Our goal is to act as an example for our visitors, festival staff, volunteers, artists, and partners so that their environmental choices will coincide with our own environment-positive attitude.

We are well aware of the festival's environmental effects and aim to decrease them actively. Some of the forests in Törnävänsaari are protected and this is one reason for wanting to minimize the negative impacts on the environment – so we could celebrate the Festival of The People in Törnävänsaari in the year 2120, as well.



GOALS



Provinssi's Environmental Goals for 2022-2024

**The Environmental Goals Have Been Renewed
in the Spring of 2022:**



Visitor Influence



Waste Reduction



Traffic Emission Reduction



Staff Engagement



Increasing Transparency



INFLUENCE

Provinssi



Is aware of its role as an influencer



Acts as an example, clears the way, creates new practices and normalizes ecological activities in the event and music industry



Uses all communication platforms more widely in its value-based communication

WASTE REDUCTION

Provinssi



Uses more rental goods, perennial materials and recycled materials throughout the festival's production



Enhances communication about waste and e.g. documents the amount of waste in Camp Provinssi and the festival area



Resource personnel to assist Camp Provinssi customers in packing and unpacking their camps

WASTE REDUCTION

Provinssi



Reduces the amount of waste generated in Camp Provinssi by half in 2024



Improves the collection of donations and usable supplies at Camp Provinssi and improves the sorting of supplies left at the camp



Promotes the introduction of a cleaning deposit or a similar measure at Camp Provinssi

TRAFFIC EMISSION REDUCTION

Provinssi



Encourages its customers to prefer more sustainable modes of transport



Promotes the introduction of incentive tickets, e.g. in parking areas



Improves communication about carpooling



Promotes the possibility of electric and hybrid cars in artist transportation

TRAFFIC EMISSION REDUCTION

Provinssi



Prefers local and sustainable services, products and suppliers



Tracks and improves freight and transportation efficiency



Monitors emissions from logistics more closely and learns to identify the most significant sources of emissions

INCREASING TRANSPARENCY

Provinssi



Commits into publishing annually its carbon footprint and environmental report



Pays attention to transparency in its communication and also communicates about negative environmental effects



Communicates honestly and clearly avoiding incomprehensible wording in its communications

The background features a solid light beige color. It is decorated with several large, stylized floral elements. In the top left, there are green and dark green leaves. In the top right, there are orange and red petals. In the bottom left, there is a large, detailed flower with orange and red petals and dark green leaves. In the bottom right, there is a blurred, out-of-focus area with orange, yellow, and green colors.

ECOLOGICAL SUSTAINABILITY IN PRODUCTION

SHARED RESPONSIBILITY

In the future, Provinssi will invest even more in ensuring that every person working in Provinssi is aware of their own responsibility and obligations in relation to the environment and sustainability.

A designated environmental coordinator works in Provinssi, but the responsibility to take care of the environment is shared by everyone.

With training, internal information, transparency, orientation and clear instructions, the entire organization is increasingly committed to the festival's environmental values and measures. Measures related to the environment in different work tasks are reviewed separately at the start of the employment.



ACTIONS

The organization has begun to think more about the festival's operation in all areas of its production, and the thinking has been raised as a common issue.

Each member of Provinssi's production team has considered their own task from an environmental perspective, and has named environmental measures for the relevant production area to which they are committed.

The named measures have been written down and this tool will be used in the future to achieve the festival's environmental goals.



Ecological Sustainability in Provinssi's Production

- Development Targets and Actions

Area Production:

- Perennial acquisitions, rental & recycled materials
- Better familiarization of the personnel to sorting and recycling during construction and demolition
- Development of the Törnävä area
- Efficiency and locality of transport

Procurements:

- The environment as a selection criterion: quality and environmental certificates
- Perennial, recycled and organic materials
- A more accurate inventory and its tracking

Ecological Sustainability in Provinssi's Production – Development Targets and Actions

Partners:

- Emphasis on more ecological and sustainable choices in partner productions
- More direct and open communication about Provinssi's development targets, more training for partners

Orientation:

- The whole festival organization is aware of Provinssi's environmental values, goals and actions
- Orientation during the festival of the workforce, volunteers and other partners

Ecological Sustainability in Provinssi's Production

- Development Targets and Actions

Customer Communication:

- Environmental communication is a natural part of the festival's communication plan and calendar
- The set goals are taken into account in customer communication
- The festival area will be used more as a communication platform

Internal Communication:

- Everyone in the organization (staff, volunteers, subcontractors, partners, vendors) must know Provinssi's environmental goals and measures
- Each supervisor familiarizes their own team or stakeholder with the Provinssi's environmental activities

CARBON NEUTRAL FESTIVAL

Provinssi measured and credited its carbon footprint for the first time in 2019, and the festival commits to calculate and credit the emissions it causes in the future as well.

The entire organization participates in the measurement of the carbon footprint by collecting the key figures needed for the calculation, and the aim is to make the measurement a routine in every area of production.

The carbon footprint report is published on Provinssi's website.



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KIITOS

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