

COPENHAGEN SUSTAINABILITY CHALLENGE

Case description #1

Sort the waste

People usually make the easiest choice. Even in everyday life sorting waste can be a challenge. Though we, in principle, wish to act in an environmentally friendly way, rational and sustainable choices do not always win.

At Roskilde Festival, participants may be distracted by many impressions, and be affected by lack of sleep, low energy or under influence of alcohol. This places even greater demands on the festival's waste management solutions to make the right choice the easiest one.

We must design our waste management solutions from the user's perspective, making them intuitive and easy to understand. They need to be incorporated into the urban space, located where people naturally move in urban centers or on major thoroughfares.

Many people experience Roskilde Festival as a free space where every day norms can be paused to engage in a new and temporary environment and community. It can have an impact on the participants' sustainable behavior, where even those who act sustainably on a daily basis and would normally sort their waste, choose not to do so at the festival.

Although the amount of waste at Roskilde Festival has increased significantly since 1997, Roskilde Festival experiences a total waste reduction of 282 tons of waste from 2018-2019. This is seen as a sign of new clean-up habits and an unprecedented climate awareness among a solidary youth who take climate challenges seriously and want to break with the inherited consumption habits.

In their resource and waste management plan 2020-2024, Roskilde Festival has specified the wish that sorting for recycling must be given higher priority, and at the same time; that waste sorting should primarily be done by the participants themselves. It calls for solutions that focus on influencing participants' behavior while creating accessible and effective sorting options with a focus on recycling.

There are many obstacles but also opportunities when it comes to finding new solutions, that can make Roskilde Festival's participants sort more waste so it can be recycled, and it is up to you and your team to come up with a new solution to this challenge.

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Your challenge

How can we affect the festival participants' behavior in regard to sorting waste during and after Roskilde Festival?

The key to this challenge is behavior, and how we make sustainable behavior easy and attractive.

Other things to consider

There may be several elements worth considering as part of your final idea:

Consider how the following factors may affect your solution:

- The weather. It can be very rainy or very hot.
- The waste can be of a very different nature, ranging from plastic plates to air mattresses and tent equipment. How do you handle the different sizes of waste?
- Logistics. For instance, many trash bins make it easier for the participants but take way more time and effort to collect and empty.
- It is not necessarily possible to sort all waste at a festival, so part of the case is also about prioritization. What waste should the focus be on? What gives the greatest possible environmental impact and what is achievable?
- Roskilde Festival has approx. 130,000 participants including volunteers. Your solution can initially be tested for the few, but the good solution must eventually be scaled to many participants.
- Can the solution be implemented at other festivals or mega-events?

Remember – it is not about finding the perfect idea that can include all parameters but showing that you have considered just some of the factors in your final presentation, will make your idea even better.

The largest amount of waste is at the camping area, but there is also plenty of waste left at the inner festival surroundings where there are music stages, food trucks and bars. Your team is free to choose whether you want to focus on the camping area, the festival site, or make a solution that cover both.

- The case description is based on Roskilde Festival's Resource and waste plan 2020-2024.