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Environmental and legislative drivers for sustainable music festival management

Why Finnish music festivals should ‘go green’

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The purpose of this study was to investigate why Finnish music festivals should 'go green'. The research was conducted from the aspect of environmental and legal drivers for sustainability.

Academic sources on event management, sustainability as well as sustainable event management (SEM) were used to collect information on the subject. Furthermore, secondary sources were used to grasp a deep understanding on the environmental issues as well as legislative drivers for sustainability. The research also contains qualitative measures as a detailed face-to-face interview was conducted with Flow Festival for the brief case study on SEM.

The result was that worsening environmental problems of climate change and the water crisis have widespread global effect and should therefore be stopped or slowed down. Furthermore, environmental legislation is another driver for sustainability as it is likely to tighten in the future. Therefore, both environmental and legislative drivers are pressuring the event industry to become more sustainable.

The principal conclusion was that as Finnish music festivals have a 'mass impact' on the

environment, the Finnish music festival industry is also contributing to the problem. Environmental responsibility should be taken in terms of sustainable event management to mitigate the environmental impact. Therefore, Finnish music festivals should 'go green'.

Keywords	Sustainable, event management, events, festivals, music festivals, sustainable event management, climate change, water crisis, environmental problems, environmental legislation

Contents

1 Introduction

1.1 Formulating the research question

Music festivals are mass events that gather tens of thousands of people together to enjoy music. As a mass event, the music festival has a *mass impact,* and hence also affects the environment. The music festival can either have a negative or a positive legacy on the environment, and hence should take responsibility by encompassing sustainable event management in its practices.

With the increasing knowledge of environmental problems such as the climate change and the water crisis, there is an emerging number of event guides on sustainability. However, the argumentation for *why* event managers should incorporate environmentally friendly measures as part of their production means is not strong. Reasoning for sustainable events seems to be more of a compulsory, brief introduction to practical measures rather than a chance to affect the event manager's perception of event management by incorporating 'green' values that will later on transpire into sustainable events.

Because the author feels strongly about both matters of event management and environmentalism, the research topic formed naturally. Brought up with a fairly environmentally upbringing, the writer was shocked to stumble upon the issue of the water crisis while researching for a different study. The author was amazed with the lack of public awareness on this specific crisis. The research question began to formulate, when the writer conducted her work placement at one of Finland's ecofriendly festivals, Flow Festival. The awareness for the need of environmental action on behalf of the whole Finnish music festival industry is apparent, if we are to combat problems such as climate change and water scarcity.

By answering the thesis question "Why Finnish music festivals should go green?", this thesis will aim to convince event managers to choose sustainability in their production measures. This thesis will aim to argue on behalf of environmentally friendly festivals and will also give a brief outlook on what sustainable event management encompasses. This study will also briefly look at Flow Festival as an example of sustainable event management and discuss the reasons behind 'going green'. The purpose of this

thesis is to persuade event managers to produce sustainable Finnish music festivals in the future.

1.2 Methodology

To answer the thesis question "Why Finnish Music Festivals should 'go green'", the thesis problem was broken down to two questions:

1) What are the drivers for sustainable event management
2) Why has a Finnish music festivals chosen sustainability

The first problem was addressed with using existing sources such as books and web-sites listed in the literature review to get a deeper understanding on what sustainable event management is and what are the reasons and advantages of implementing it. The following two themes for sustainability were identified and further researched:

Environmental Issues
Legislative Measures

To examine the second issue at hand, qualitative methods were opted for as these suited the nature of the research; Veal A. J. argues in his book "Research Methods For Leisure and Tourism - A Practical Guide" (2006) that qualitative technique are used "when the focus of the research is on meanings and attitudes". Furthermore the time restraint cancelled out the possibility of a quantitative questionnaire.

The original research idea was to conduct a questionnaire on event management and sustainability and send it to a group of Finnish music festivals. The festivals were selected on the Finland Festivals' (FF) statistics of "the biggest music festivals in Finland during 2014" (2015) on their total amount of visitors. However, as FF only included festivals that were FF's own members during the year 2014 and big in their visitor count, the researcher added also other music festivals that she knew from her observation to have either a large customer base or to be sustainable in their practices. The questionnaire was sent out to the following festivals:

Pori Jazz
Kotkan Meripäivät

Seinäjoen Tangomarkkinat
Down by the Laituri
Puistoblues
Maailma kylässä –festivaali
Savonlinnan Oopperajuhlat
Ilosaarirock
Provinssirock
Flow Festival
Weekend Festival
H2Ö
Summer Sound
Ruisrock

However, as the questionnaire had a poor return rate with only Ilosaari responding, it was evident that the research could not be used and that a new study needed to be formulated.

As the first research method had failed, the author decided to include a short case study of an ecofirendly festival. Flow Festival was chosen for interviewing based on the writer's previous work placement experience with the company. The knowledge of the festival's passion for sustainability, and witnessing sustainable event management first-hand when producing the festival further reinforced the author's decision. A qualitative informal and in-depth interview was conducted face-to-face with Emilia Mikkola, the head of productions who also leads the environmental practices of Flow Festival.

However, although qualitative methods were chosen, the researcher acknowledges the risk of validity with the research results. Especially for an issue in which the organization's image is at stake, the interviewee might be more inclined to answer "environmental reasons" instead of eg. "public pressure" when asked on the driving force to become more sustainable. Furthermore as this is a case study of Flow Festival, the results cannot be generalized.

1.3 Literature review

As there is a variety of books on event management, the author has a wide selection to choose from. However, only the following most recent books that included sustainability were chosen:

Beech, J., Kaiser, S. and Kaspar, R., 2014. *The Business of Event Management*. Harlow: Pearson Education Limited.

Case, R., 2013. *Events and the Environment*. Abingdon: Routledge.
deBlanc Goldblatt, S., 2012. *The Complete Guide to Greener Meetings and Events*. New Jersey: Wiley Events.

Henderson, E. and Mcllwraith, M., 2012. *Ethics and Corporate Social Responsibility in the Meetings and Events Industry*. New Jersey: Wiley Events.

Jones, M., 2014. *Sustainable Event Management*. 2nd ed. New York: Routledge.

Lampinen, J., 2011. *Ekologisen ja turvallisen yleisötilaisuuden järjestämisopas*. Pori: Suomen Ympäristö- ja Terveysalan Kustannus Oy.

These books will be discussed in depth in the following section.

Furthermore, a book on the strategic and competitive advantage of 'going green' was also included in the literature review before the research question was narrowed down to the environmental and legislative aspects of the need for sustainability. Esty's and Winston's *Green to Gold - How smart companies use environmental strategies to innovate, create value, and build competitive advantage* had received a lot of praise from the business world so it was selected although it was published already in 2006.

The main sources for information on the environmental problems were chosen from sources that are both respected, trustworthy and have conducted thorough research in the area of either climate change or the water crisis. The following were the main sources that are discussed in depth in the theoretical section: The Environmental Protection Agency (EPA), The International Panel on Climate Change (IPCC), NASA, The

United Nations (UN), Worldwatch Institute and The Organisation for Economic Co-operation and Development (OECD).

2 Sustainability, the event industry and sustainable event management

In this section we will take a look at the term 'sustainability' and compare the different definitions of the chosen literature. The event industry will also be defined and a brief outlook on the history behind the Finnish music festival industry will be discussed. Furthermore, in the last part the author will demonstrate how environmentalism and music festival production come together in sustainable event management.

2.1 Sustainability

The term sustainable development first appeared in the Brundtland Report, published in 1987 by United Nations World Commission on Environment and Development (WCED). WCED was a follow up of the United Nations Conference on the Human Environment held in Stockholm in 1972, and furthered the thought of linked sustainability and development initiated by the International Union for the Conservation of Natural Resources (IUCN) in *World Conservation Strategy (WCS)* published in 1980 (United Nations Conference on Sustainable Development).

The report also referred to as "Our Common Future" was publicized in the hopes of finding a path for sustainable development and to address the issue of the "accelerating deterioration of the human environment and natural resources and the consequences of that deterioration for economic and social development" (United Nations, 1987). This publication defined sustainable development as the "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (United Nations World Commission and Environment and Development (WCED), 1987) and it was referred to by most authors read such as Goldblatt (2012: 4), Lampinen (2011: 12-13) Case (2013: 134-135), Henderson and Mcllwraith (2012: 9) and Beech, Kaiser and Kaspar (2014: 167). The latter continue to further explain the term as one with "multiple stages of environmental protection and stewardship; this includes the extent of resource utilization, resource regeneration and,

ultimately, the capacity and capability to manage the waste generated by modern society".

Although the Brundtland Report's definition of sustainability was the base for most of the literature read, authors did admit that it posed some problems. Case argued that present nor future needs can not simply be known and that the definition is lacking in defining what is meant by 'compromising' (2013: 134-135). Case suggested that sustainability needs to be viewed in context with political and public environmental awareness, the declining state of the environment and resources such as food as well as with the change in attitudes towards environmental problems. Furthermore Henderson & Mcllwraith (2012: 9) criticized the Brundtland definition from the same aspect as Case. In their book *Ethics and Corporate Social Responsibility in the Meetings and Events Industry* the authors note that foreseeing the upcoming needs is impossible "without knowing their abilities and technological capabilities, and it would also seem morally necessary to do more than simply meet their needs".

Some authors proposed their own definition for sustainability in addition to the one given by *Our Common Future:* "The sweet spot where concepts of environmental protection, economic prosperity, and social justice overlap" (Henderson & Mcllwraith, 2012: 9). The importance for the "responsible resource use, protect natural environments, and ensure an equitable distribution of the earth's abundance for all" was also emphasized by Jones (2009: 3) in his book *Sustainable Event Management*.

Additionally *The Business of Events Management* went on to further define the term: "…sustainability encompasses multiple stages of environmental protection and stewardship; this incudes the extent of resource utilization, resource regeneration and, ultimately, the capacity and capability to manage the waste generated by modern society" (Beech et al. 2014: 167). Although Esty and Winston gave a very thorough view on transforming the whole company, its processes, employee and manager mindsets as well as stakeholders "green", the term of sustainability was left undefined (2006).

This idea of taking into account the three P's – People, Planet and Profit is called the "triple bottom line". The Economist (2009) defines the terms as the "measure [of] the financial, social and environmental performance of the corporation over a period of

time". Although this term is relatively new, suggested by John Elkington the founder of the British consultancy firm SustainAbility in 1994, the term has its roots in the Brundtland Report, which was also based on the three pillars of economic, environmental and social development. Nowadays, the three Ps or the triple bottom line is used to measure how responsible the company has been economically, environmentally and socially. Beech et al. (2014: 167) recognize this divide between sustainability and also Henderson and Mcllwraith (2012: 9) propose that there is a multilateral meaning to the term. The later authors suggest that environmental sustainability is "the capacity for the ecosystem to endure the increasing use" whereas economic sustainability "the ability for business to be successful and, in doing so, support the community around it" and social sustainability "the idea that communities and the people within them are affected by both economic and environmental factors as well as actions directed specifically at them in terms of labor and human rights". Although each term of sustainability has a different meaning, it can be noted that these definitions are interlinked.

However, although these three categories are a good basis for all-encompassing sustainability, Jones (2014: 4) takes the triple bottom line even further: "'Sustainability management' represents the actions taken to address issues, impacts and opportunities needed to meet your social, cultural, environmental and economic performance outcomes. In other words it is balancing your event, venue or organisation's quadruple bottom-line performance." Lampinen (2011: 13) also suggests that sustainability encompasses the fourth (cultural) dimension at times.

With global challenges of climate change, resource depletion and decreasing biodiversity, the need for sustainable events is growing (Case, 2013: 1). As everything that exists, including our business world, is dependent on the natural environment and its resources, we need to change the way we conduct business since everything is interlinked (Esty & Winston, 2006: 3). The change in attitudes and growing knowledge of environmental issues have resulted in demanding responsibility for the environmental impacts of events such as creating waste, resource depletion and carbon emission; "This is partly the result of a change in the zeitgeist symbolized by a growing awareness of environmental fragility, the emergence of a plethora of green initiatives, the development of a range of environmental standards and reporting systems, and increasing amounts of legislation" (Case, 2013: 4-5).

However, with the emergence of corporate social responsibility (CSR), environmental awareness has changed general attitudes towards business and their responsibilities: the time when businesses only had one responsibility, to generate profit, has come to an end. Alongside financial sustainability, companies should work towards including ecological as well as social sustainability in their operations. "As the relationship between events and the environment is two-way", the environmental impacts of events have also finally started to be considered, although they were neglected for a long time (Case, 2013: 1). Goldblatt aims to convince the reader, the future event manager, to create sustainable event experiences by encompassing this trinity in his or her long-term business plans (2012: 4-5). Goldblatt argues that managers should look beyond today and tomorrow and integrate sustainable practices throughout the event process. Hence, there is a need to encompass sustainability in these practical handbooks of event management.

However, although authors such as Goldblatt and Case believe in the future of sustainable events, it was astonishing to notice that although *"Successful Event Management"* was published no later than 2004, Shone and Parry lacked any mention of the need for sustainability. However, although this guide fails to include sustainability in its event management practices, there are books on the issue of sustainability in the event industry. Meegan (2014) highlights positioning and competitive advantages, reputational benefits as well as financial savings as core gains of changing into sustainable operations.

Of all of the literature read, Case's *Events and the Environment* was the only book that gave real value to the reasoning behind going sustainable. Although Case does also give practical examples on ways of transforming events to be ecofriendly, half of the book was filled with extensive dictation on why an event manager would be interested in sustainability. It examines the environmental issues we are facing globally and presents a thorough outlook of the situation: "…some of the environmental impacts to which event industry contributes are beginning to have an impact on the event industry itself" (2013: 9). As we can see, the event industry is on the verge of becoming forced to be more ecofriendly.

Case also reminds the reader that laws have already been passed in the past to regulate and fight back environmental challenges (2013: 79). "The economy is already being hit by regulations aimed at mitigating the effects of climate change through reduced use of fossil fuels" (2013: 88). Event managers should take this into account as new legislation may force the industry to be more sustainable in the future.

Esty and Winston also argue on behalf of the possibility for more environmental legislation concerning the business industry and hence the events industry. It examines the environmental issues we are facing and how these could challenge the business industry (2006: 39-61). The reader is also reminded that "the environment is not a fringe issue – it can cost business real money" (2006: 2). Esty and Winston also note that "the business world and the natural world are inextricably linked. Our economy and society depend on natural resources" (2006: 3).

Lampinen is one also to bring forward the legislative requirements in his thesis *Ekologisen ja turvallisen yleisötilaisuuden järjestämisopas* (2011): the Ministry of Justice, Finland states in the Assembly Act 530/1999 that "when arranging an event, care shall be taken that the assembly does not cause significant damage to the environment" (1999). The Ministry of Environment, Finland also requires the "..organiser of a public event…[to] arrange sufficient waste collection and other waste management services in the area in order to prevent littering" in the Waste Act 646/2011. However, although the booklet gives a practical view on how to produce a sustainable music festival in Finland, the author fails to convince the reader to do so as the reasoning behind sustainability remains in stating these two legislative measures.

The Business of Event Management (2014) is a practical guidebook on event management and has included chapter a on sustainability. However, as argumentation for environmentally friendly festivals Beech et al. only mention that the 2007 United Nations Environment Programme (UNEP) report *Global Environment Outlook 4: Summary for Decision Maker*" and Intergovernmental Panel on Climate Change (IPCC, 2007) promote sustainability (2014: 166). Other than that the authors concentrate on the different theories of sustainability and measuring it, and the reasoning behind sustainable events falls short.

Henderson and Mcllwraith discuss the need for sustainability from the issues it faces: "The meetings and events industry faces great challenges. It is not alone; the issue faced today reflect the economic, environmental, and social realities faced by all industries, governments, and individuals… These challenges include managing our environmental impact, withstanding scrutiny on spending, and ensuring that business practices are conducted in fair and transparent manner" (2012: 4). The authors also address ethics, corporate social responsibility as well as public pressure as motives for greening events: "From global issues, including consumer and economic trends, to industry drivers, including new standards and negative public perception of our industry, there is an increasing need for meeting and event professionals to demonstrate ethics and corporate responsibility" (2012: 14). *Ethics and Corporate Social Responsibility in the Meetings and Events Industry* (2014:170) also highlights collaboration, cost reduction, risk reduction, environmental management, brand management as well as community engagement ask advantages of a corporately social responsible event.

Due to the size of the event industry and amount of people it engages globally, Jones (2014: 3) preaches on the event managers responsibility to be sustainable in both planning and production phase: "Events have the potential to be model examples of harmonious balance between human activity, resource use and environmental impact rather than hedonistic, resource gulping and garbage producing. There is a powerful opportunity, and an urgent imperative, for events to leave a lasting positive legacy, demonstrating a pathway to sustainable development and enabling and inspiring attendees, supply chain and host destinations to action."

Although Goldblatt focuses mainly on sustainable practices, in citing the Green Event Guide he does briefly mention the possibility of cost-savings as well as the corporate advantage of greening the event: "..giving the audience what it wants, possibly stepping ahead of your competition, and the likelihood of attracting sponsors and media attention. You may also find some financial savings through reduced waste and energy costs" (2012: 8-9). He also mentions that the attitudes have changed towards the industry: "Unlike in the past, event pollution is now heavily scrutinized by media, individuals, and government" (2012: 34).

Lampinen stresses that in order for the industry to succeed in sustainable development, it is necessary for event managers and stakeholders to make choices and influence in ways that promote sustainable values (2011: 11-13). In their vision for a sustainable future for the industry, Henderson and Mcllwraith (2012: 4) also emphasized the importance event managers' responsibilities with the sustainable trinity: "An industry where meetings and events contribute positively to communities and cultures, and the business of meetings is conducted ethically; a future where meetings are realized within the regenerative capacity of the Earth; where meetings and events are successful at achieving their objectives and provide better value to stakeholders than alternatives."

2.2 Defining the event industry

A special event (from now on referred to as "events") is a "….phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people" (Shone & Parry, 2004). The *Successful Event Management – a Practical Handbook* also cites Goldblatt to propose an alternative definition: "A special event recognizes a unique moment in time with ceremony and ritual to satisfy specific needs"; and Getz (1997) "…a special event is an opportunity for leisure social or cultural experience outside the normal range of choices or beyond everyday experience". In *Event Studies* Getz states that events

> By definition, have a beginning and an end. They are temporal phenomena, and with planned events the event programme or schedule is generally planned in detail and well-publicized in advance. Planned events are also usually confined to particular places although the space involved might be a specific facility, a very large open space, or many locations.(Getz, 2007: 18).

However, Getz reminds that events are unique experiences, which can unfold to each participant in a different way. Furthermore Page and Connell propose an alternative definition to events:

> The term 'event' covers a broad spectrum..[including] significant international events requiring huge capital investment which attract an enourmous number of people and global media attention (known as *mega-events*) and *hallmark events* used to literally 'hallmark' or define and distinguish the destination such as the Rio Carnival or Munick Oktoberfest, characterised by a high level od media expo-

> sure, positive imagery and perceived value in gaining competitive destination advantage. (Page and Connell: 2011: 12).

2.2.1 The history of events

Events have been organized throughout the history: from religious ceremonies and holy days such as Christmas and Easter to seasonal celebration such as the coming of Spring, to personal and political events such as crowning the king and Roman weddings to organizational events such as the Paris Exposition in 1889 (Shone & Parry, 2004: 2-12). "Looking back in history we can see…that events have always had a significant role to play in society, either to break up the dull, grinding routine of daily life…or to emphasize some important activity of a person (such as the arrival of a new abbot at the local monastery" (2004:6). "In the Middle Ages, events and ceremonies played a major role ensuring that a dull daily existence was enlivened and that people were entertained, or at least impressed" (2004: 9). To name a few historically significant events *Successful Event Management – A Practical Handbook* highlights the Greek and Roman Gladiator games and Ancient Olympic Games first held In 776 BC (2004: 2-12). As we can see, events have existed throughout the history of man and have evolved to what they currently are – an industry that touches billions of people globally.

2.2.2 The event industry

The event industry is comprised of "festivals, meetings, conferences, exhibitions, incentives, sports and a range of other events" (Getz, 2007: xiiii). Sustainable Event Alliance, an industry association for events aiming for sustainability states that the industry is made up of these three main sectors:

1) Sports
2) Meeting/conference/expos (business)
3) Cultural/arts/music

Events can be organized by a company, the government, or community and they can be both non-profit or profit and either in-door and/or outdoor. This thesis will focus on both outdoor and indoor music festivals in Finland. Quantifying the value of the event industry is "almost impossible" because "…the range of events is staggering, from big, internationally organized sport spectaculars such as the Olympics, to the family naming ceremony of the new baby next door" (Shone & Parry, 2004: 3).

2.2.3 Music festivals

A Music festival can be defined as a cultural celebration that gathers social groups of communities to experience a series of music performances (Getz, 2007). Usually these types of special events are held over several days in the same specific location (Strachan, 2003).

2.2.4 The Finnish music festival industry

The first well-known music festival in Finland took place in 1912 in Savonlinna. Organized by Aino Acktén, the event took place every summer until the year 1930. The Winter War was the reason for the 20-year halt in the music festival scene but soon after the war, the first Sibelius Week took place in 1951. This event would later in 1976 change its name and be known as the Helsingin Juhlaviikot (Helsinki Festival), which still thrives to this very day. The 60's were a fruitful era as it is, as many new music festivals were given birth to and also the Savonlinnan Oopperajuhlat was recreated in 1967 (Valkama, 2003: 9). However, although these events were up and running, the first music festivals concentrating on modern day music such as rock or pop, were established not until in the 70's. Ruisrock, celebrated in the Ruissalo in Turku, was created in 1970 and has the self-claimed title of the "oldest festival in Finland", and is also "the second oldest continously running rock festival in Europe" (Ruisrock, 2015). During the upcoming year Ilosaarirock started its business as a rock festival (Nordicfestivals, 2014). Furthermore, Provinssirock, nowadays a four-day rock & electronic music festival was first held in 1978 (Provinssirock, 2015). As the Finnish music festival industry continues to grow and develop, it is interesting to note that all of these aforementioned festivals still exist and enjoy the status of respected music festivals among festival goers.

Today the festival-goer has a variety of options to choose from: there are urban music festivals such as Flow Festival organized next to the Helsinki Suvilahti power plant (Flow Festival, 2013: 4) or festivals such as Provinssirock that take place in the countryside of Seinäjoki. There is also a wide diversity of music to be opted for: Sideways-festival or Pipefest for Hiphop, Summer Sound or Weekend Festival for electronic, Tuska for heavy metal or Wibes festival for reggae, dub and different types of "bass music". Not to forget about the Flow Festival's line up of experiemental and alternative music as well the rock music of Ilosaarirock, Provinssirock and Ruisrock.

The Finnish music festival season lasts from June to September during which it gatheres hundreds of thousands of visitors. A music festival will normally last from a day to four days, notwithstanding the Helsingin Juhlaviikot, which lasts for two weeks. During the event, thousands to tens of thousands of people will attend to enjoy the festival atmosphere and music (Lamipinen, 2011: 78).

Little has been written and there is a lack of statistical data on the music festival industry in Finland. However, established in 1968 the Finland Festivals association is the biggest and only Finnish central organization for festivals that gathers roughly 60 music festivals from Finland. The association announced that between its members, during the year 2014, there was a 3% growth in ticket sales and nearly a 9% growth in the whole visitor amount from the year 2013 (Finland Festivals, 2014).

The main players of the Finnish Music Festival Industry are the following according to Finland Festivals (2015):

Pori Jazz
Kotkan Meripäivät
Seinäjoen Tangomarkkinat
Down by the Laituri
Puistoblues
Maailma kylässä –festivaali
Savonlinnan Oopperajuhlat
Ilosaarirock
Provinssirock
Helsingin Juhlaviikot

However, it should be noted that only the members of Finland Festival were included in the statistics. Based on their visitor numbers also music festivals such as Flow Festival, Ruisrock, Weekend Festival and Summer Sound can also be included as the main players of the Finnish festival industry.

2.3 Sustainable event management (SEM)

Sustainable Event Management (SEM) aims to minimise the negative impact that the event has on the environment by different sustainability practices. Some of these measures include the reduction of waste and energy consumption, recycling and lowering of the carbon footprint. Furthermore the importance of the measuring, monitoring and benchmarking of the environmental practice is highlighted, as the festival should always aim for more sustainable results each year. (Case, 2013: 149-184)

SEM also tries to prevent and decrease the stress the event has on the environment by including sustainability right from the planning phase until the implementation as well as when new environmental goals are set for the consecutive year. Lampinen suggests opting for sustainable choices in purchases and materials as well as encouraging visitors to use public transport and carpooling when travelling on-site (2011: 12). Although Lampinen suggests that SEM uses "different energy forms", the author would specify that more important it is to make sure that these forms are from renewable sources such as hydro, solar or wind.

Furthermore, Lampinen believes that when the event is organized according to the legislative requirements, it is sustainably managed. However, the writer disagrees with this statement for two reasons: 1) can a festival really be identified as "sustainable" if it complies with the current environmental law but then ignores the environment and its sustainable needs in other fields which have not been regulated yet? 2) If yes, then the same principle could be applied to corporate social responsibility: if the business does not break any laws it should therefore be permitted to be called corporate socially responsible. Nevertheless, it is well known that to be corporately social responsible, the business is expected to exceed what is required legally from them (Encyclopedia, 2015). Hence, the assumption is wrong, and the same theory can be applied to Lampinen's statement.

The festival should rather "manage activities with consideration for its responsibility to society on an environmental, economic, cultural and social level" (Jones, 2014: 4). Sustainable event management hence encompasses the environmental legislative requirements but goes well beyond that. Goldblatt also states that strategic greenplan should balance people, profit and the planet when planning and implementing the

event (2012: 42). In sustainable event management the environmental language exists throughout the coordination and the aim is to create an event that exists in harmony with the environment.

3 Environmental and legislative drivers for SEM

The following chapters will discuss the relevant environmental and legislative reasons for going green. In environmental reasons the section will focus on two of the most critical on-going environmental problems the world is currently facing: the climate change and the water crisis. These issues will most likely worsen as time passes and have a widespread effect, which is why more environmental legislation is quite likely to be set in the future. Hence this section will also look at the current and possible future legislation the Finnish music festival industry might face.

3.1 Environmental problems

3.1.1 Climate change

According to Encyclopædia Britannica "any gas that has the property of absorbing infrared radiation (net heat energy) emitted from Earth's surface and reradiating it back to Earth's surface, thus contributing to the phenomenon known as the greenhouse effect" (2014). These gases that are present in our atmosphere can either be natural such as carbon dioxide, methane, nitrous oxide and water vapor, or man-made like chlorofluorocarbonsa (CFCs), hydrofluorocarbons (HFCs), Perfluorocarbons (PFCs) and sulfur hexafluoride (SF_6). Carbon dioxide, which makes up 80% of the greenhouse gas emissions, is released mainly from the burning of fossils fuels such as oil, gas or coal (Gore, 2006: 28). These natural and man-made gases contribute to the phenomenon that is known as "greenhouse effect" (Natural Climate Data Center).

This natural effect that keeps our planet warm and suitable for living works so that when the solar radiation reaches the Earth's atmosphere, the greenhouse gases allow the short-length radiation to be absorbed by the earth whereas the longer-wave energy is reflected back to space. This radiation that is emitted through the ozone layer is turned into heat and then reradiated back to the atmosphere. However, some of this heat does not escape the atmosphere, as it is absorbed by the greenhouse gases and thus remains in the lower atmosphere (Natural Climate Data Center). Hence, green-

house gases can be said to act like a "blanket" that traps the heat in the atmosphere and thus warms up the Earth just like a greenhouse would do (EPA). "However, the buildup of greenhouse gases can change Earth's climate and result in dangerous effects to human health and welfare and to ecosystems."

Although the greenhouse effect is vital for the habitability of our planet, excessive concentrations of these gases can lead to disastrous results and even threaten the future of the Earth, its ecosystems and human health (EPA). As the burning of fossil fuels "is not a cyclical process" that would both emit and absorb carbon to and from the atmosphere, like natural greenhouse gases do, the act starts to heat up our planet (Henderson and Mcllwraith, 2012: 96-97). The effect of these man-made greenhouse gas emissions are beginning to be visible as "each of the last three decades has been successively warmer at the Earth's surface than any preceding decade since 1850. The period from 1983 to 2012 was likely the warmest 30-year period of the last 1400 years in the Northern Hemisphere..." (IPCC, 2014:2). According to EPA the "Earth's average temperature has also risen by 1.4°F over the past century, and is projected to rise another 2 to 11.5°F over the next hundred years". Furthermore, the International Panel on Climate Change stated in the *Second Assessment Report (SAR)* that this is "unlikely to be due entirely to natural internal climate variability" (2005: 83), and nearly a decade later IPCC further confirmed in the *Climate Change 2014 Synthesis Report Summary for Policymakers* that "human influence on the climate system is clear" and that "recent anthropogenic emissions of greenhouse gases are the highest in history" (2014: 2).

Although the EPA's stated rise may seem small in digits, even small shifts in temperature can have drastic and dangerous consequences in climate and weather patterns. IPCC states: "recent climate changes have had widespread impacts on human and natural systems" (2014:2). NASA recites on its *Global Climate Change* some of the effects of climate change: the rise of the sea level and global temperate, warming and acidifying oceans, shrinking ice sheets, declining arctic sea ice and retreaving glaciers, increased and intensified extreme events and decreased snow cover. The International Panel on Climate Change of 2014 also confirmed that extreme events such as flooding, hurricanes and storms as well as a decrease in the cold temperature extremes as well as increase in the hot temperature extremes will increase (2014:7). Climate change will

also make it possible for extreme events such as hurricanes to hit locations where they normally would not hit (Gore, 2006: 84). Furthermore, the quality and quantity of water as well as affect on agriculture, power and transportation systems as well as the human health and safety were some of the concerns of the Environmental Protection Agency when discussing the affects of global warming. The Evangelic Climate Initiative states that "each of these impacts increases the likelihood of refugees from flooding or famine, violent conflicts, and international instability, which could lead to more security threats…" (published in *The Global Warming Reader* edited by McKibben in 2011: 312).

As "in recent decades, changes in climate have caused impacts on natural and human systems on all continents and across the oceans" (IPCC, 2014: 7) it can be stated that climate change is a serious risk to the future of the habitability of our planet as well as human survival. Scientists can only guess what the end result of global warming will be. However, as new diseases will spread and extreme weather conditions such as extreme heat and cold will become a reality, the death rate can be predicted to rise. "Climate change will amplify existing risks and create new risks for natural and human systems" (IPCC, 2014: 13). Environmental asylum seeking will also become a reality as floods, sandstorms, tornadoes, rising sea levels and other environmental problems will destroy current habitats and "displace millions of people…either directly or indirectly (MPI, 2014). Thus, governements such as Finland need to start taking the challenge of mitigating the disastrous effects of climate change seriously.

There is no better way to put it than how Esty & Winston stated it in *Green to Gold:* "Without being overly dramatic, it's fair to say that climate change could threaten the habitability of the planet" (2006: 35).

3.1.2 The water crisis

"The Water Scarcity is probably the most undermined global environmental issue" (the Worldwatch Institute, referred by Barlow, 2007: 19).

Two thirds of the Earth's surface is made up of water (Krämer Tanja, 2009: 13). However, only 2,5% of this is fresh water of which only 0,8% that is mainly groundwater is suitable for human use as it is neither stored in glaciers, icy mountains, permafrost or in swampland (Krämer Tanja, 2009: 47). The available fresh water is recycled through

the water cycle in which the fluid is evaporated to the atmosphere from the earth, plants, humans, seas and other surface water by the sun. This steam gathers into clouds, which then the wind carries over the World. When the clouds are too heavy, the water comes down back to the earth, sea, rivers and lakes as raindrops, snow or hail. "The cycle explains why we cannot run out of water, but supply is finite" (UNDP, 2006b: 134). According to *Blue Covenant: The Global Water Crisis and the Fight for the Right to Water* annually 400 billion litres of water is being recycled in this process. However, Maude Barlow states in her book that "although the World might not be drying up, we are running out of *clean* fresh water" (2007: 23)*.

According to the Worldwatch Institute, water scarcity has several definitions which of this thesis will focus on the physical water scarcity. Water Stress can be defined as having "less than 1,700 cubic metres [of water] per person per year" (UNDP, 2006b: 135) where as "a region is said to face water scarcity when supplies fall below 1,000 cubic meters per person, and absolute water scarcity is when supplies drop below 500 cubic meters a year" (Worldwatch Institute, 2013). The United Nations Department of Economic and Social Affairs (UNDESA), stated that every continent is being affected by water scarcity and that "around 1.2 billion people, or almost one-fifth of the world's population, live in areas of physical scarcity, and 500 million people are approaching this situation. Another 1.6 billion people, or almost one quarter of the world's population, face economic water shortage (where countries lack the necessary infrastructure to take water from rivers and aquifers)" (2014).

Although water stress and scarcity can occur because it is either distributed unequally between and within countries or because the countries lack infrastructure to access the resource (UNDP, 2006b: 14), the national activist Olli-Pekka Haavisto explains that the water crisis is rather human-induced than a product of natural phenomena (Portin, 2010: 19). Caldecott points out that population growth, urbanization, pollution, the growing industrial need for water as well as the need for water in energy- and food producing combined with the climate change will intensify the water crisis (2007: 9). The Organisation for Economic Co-operation and Development (OECD) continues to state that climate change is predicted to "further reduce water availability in many water scarce regions, particularly in the subtropics, due to increased frequency of droughts, increased evaporation, and changes in rainfall patterns and run-off" (2003).

The growing need for consumption of water is one of the main reasons along with pollution of water sources, why we are facing the crisis: As the world population tripled during the 20th century, our water consumption levels also rose 7 times to what they were (Barlow, 2007: 19). If the population growth continues as it is, by the year 2050 solely food producing for the population that has inclined with another 3 billion will require a 80% increase of water (Barlow, 2007: 19). Furthermore the United Nations Food and Agriculture Organization and UN Water state that "global water use has been growing at more than twice the rate of population increase in the last century" (cited by the Worldwatch Institute, 2013).

However, population growth is not the only reason behind the insufficient amount of water resources. As already mentioned, water resources are not divided equally and furthermore, not used in balance between countries; as some nations suffer to get a sufficient amount of water for survival, others result in over consuming and hence even wasting of water. That is to say, there is a huge difference in the water consumption between the developed and developing countries: Where an average person in the United States uses approximately 600 litres of water a day, an average African only uses six (Barlow, 2007: 23). Although Finland falls in between as an average Finn uses 155 litres daily (Caldecott, 2007:9), it still exceeds the average water need for sanitation, drinking and cooking of 50 litres by three times. In reality the water amount consumed is bigger than this as also the food we eat and the products we use require water for producing (Krämer, 2009: 76).

As already mentioned, water scarcity is a global issue. Whereas Africa lacks a sufficient amount of water, Asia and India have contaminated their surface waters and China is facing both problems (Barlow, 2007: 21) However, this is not only the problem of the poor countries as rich developed countries are facing this crisis such as parts of the United States and Australia (Barlow, 2007: 19). However, the difference is that unlike rich countries and states that have depleted their water sources, not every nation has the resources to bring in all its water like Arizona does (Barlow, 2007: 20). Hence, the water crisis further deepens the gap between rich and poor and creates more inequality. Furthermore, although it might not be noticeable, the water crisis is also touching Europe:

> While Europe is by large considered as having adequate water resources, water scarcity and drought is an increasingly frequent and widespread phenomenon in the European Union. The long term imbalance resulting from water demand exceeding available water resources is no longer uncommon. It was estimated that by 2007, at least 11 % of Europe's population and 17 % of its territory had been affected by water scarcity, putting the cost of droughts in Europe over the past thirty years at EUR 100 billion. The Commission expects further deterioration of the water situation in Europe if temperatures keep rising as a result of climate change. Water is no longer the problem of a few regions, but now concerns all 500 million Europeans. (European Commission, 2015).

The effects of water scarcity are broad and reach every aspect of life. To look at some social effects, the United Nations Department of Economic and Social Affairs predicts that "by 2025, 1.8 billion people will be living in countries or regions with absolute water scarcity, and two-thirds of the world's population could be living under water stressed conditions" and "with the existing climate change scenario, almost half the world's population will be living in areas of high water stress by 2030" (2014). As the ecological crisis deepens, the death rate also increases with more children dying due to contaminated water than because of wars, plane crashes or diseases such as HIV/AIDS or Malaria (Barlow, 2007: 17). Proper sanitation and available safe fresh water are the dominant reasons for the spread of waterborne diseases. The World Health Organization estimates that contaminated water is behind 80% of the diseases worldwide (Cited by Barlow Maude, 2007: 20). UNDESA also confirms this "At any one time, close to half of all people in developing countries are suffering from health problems caused by poor water and sanitation". Maude Barlow also states that droughts are increasing while the amount of rainfall is declining which leads to desertification with climate change further enhancing this (2007: 20). "Rising temperatures will translate into increased crop water demand everywhere" (Worldwatch Institute). Furthermore, the before mentioned inequality deepens as "millions of women and young girls are forced to spend hours collecting and carrying water, restricting their opportunities and their choice" (UNDP, 2006a).

Although there are no signs of water scarcity nor shortage in Finland, it does not mean it is not contributing to the crisis: if a eg. Finnish music festival decided to order festival speakers from China to save expenses, it could be contributing to the water crisis of that region by purchasing a product that is either contaminating the rivers or drying up water sources. (Portin, Anja: 2010: 20). Furthemore, In their *Sustainable Futures* report Marko Ulvila and Jarna Pasanen state that "one third of the global population

live in a sustainable way". However, "all this work goes down the drain if the other one third of the over-consuming population - which most of the Finnish population comprise of – does not change their way of living to an ecologically, socially and culturally sustainable way of life" (referred to by Portin Anja in *Kirja Vedestä*, 2010: 23-24).

3.2 Environmental legislation concerning the Finnish event industry

The event manager is obliged by law to follow the different laws, directives as well as the decrees of the municipality that the event takes place in. Although a law about sustainable development fails to exist in the present moment, the law concerning the waste management of the event as well as the Nature Conservation Act takes this aspect into consideration.

The following laws relating to sustainability and concerning event management exist:

The Waste Act of 17.6.2011/646 (Finlex, 2011)
This law requires that a Finnish music festival 1) prevents any danger or harm that could arise from waste to health or the environment 2) minimizes the amount and harmfulness of waste and furthers the sustainable use of resources 3) assures a functioning waste management and 4) prevents littering (Finlex, 2011). Although the primary responsibility is in minimizing the amount of produced waste, if waste is in fact created, the event manager has also the responsibility of either preparing the waste for reuse or recycling it.

The Nature Conservation Act of 27.6.2014/527 (Finlex, 2014)
According to the law, the practitioner ("toiminnanharjoittaja") hence the event manager has to have a sufficient knowledge of 1) the environmental effects, risks of his or her event practices 2) how to manage and minimize these risks and effects. Furthermore, the event manager has always the responsibility to prevent and limit the degradation of the environment. The law also exists to 1) prevent the degradation of the environment, to prevent and cut down emissions 2) safeguard a healthy, environmentally sustainable and diverse environment, support sustainable development and prevent climate change and to 3) further the sustainable use of natural resources and minimize the amount and harm of waste (Finlex, 2014).

Furthermore the Ulkoilulaki 6060/1973 (Finlex, 1973) is also relevant for festival managers, as it specifies the environmental obligations of the organizer concerning the continuous as well as the temporary camping grounds.

However, as can be noticed, the current regulations require very little on behalf of sustainability other than recycling and organizing waste management. The Nature Act too, is very general in content and does not specify any particular means of enhancing sustainability in business practices. Therefore, event managers and companies in general can interpret the law for their own benefit and only result in the very minimal sustainability acts.

3.3 Environmental legislation in the future

Although the current environmental legislation in Finland does not place many obligations on the Finnish music festival industry when it comes to being environmentally friendly, the future will most likely bring a change on the event manager's outlook on the matter. With the pressure from the international level, the EU's environmental targets and worsening environmental problems, it can be predicted that the succeeding environmental legislation will be much heavier on businesses as well as the Finnish music festival industry.

3.3.1 The environmental issues pressuring for more enrivonmental legislation

Climate change can be predicted to most likely be one of the strongest drivers of heavier environmental policy and regulation. The effects and the worst case scenarios discussed in "The climate change" (see pages 16-18) must be prevented if humans wish to continue living on this planet. The International Planet on Climate Change agrees with the necessity of tackling this problem: "Limiting the effects of climate change is necessary to achieve sustainable development and equity, including poverty eradication" (2014: 17). As the amount of greenhouse gas emissions are a product of the type of climate policy (2014: 8) it can be predicted that heavier regulation will take place in the future.

If not stopped or at least slowed down, the discussed effects of climate change will be fateful (IPCC, 2013: 7, 13). As the United Nations has declared, it is the responsibility

of nations to try to mitigate the consequences of the climate disaster: "The protection and improvement of the human environment is a major issue which affects the well-being of peoples and economic development throughout the world; it is the urgent desire of the peoples of the whole world and the duty of all Governments" (1972). Especially, as climate change is human induced, and mankind also contributes to the problems of resource depletion, air pollution, water scarcity and the loss of biodiversity (UNEP, 2007: 4), governments need to step up and challenge both households and businesses such as music festivals to take better care of our planet.

However, climate change is not the only issue, which will drive environmental policy further. The World is on the verge of an on-going and deepening water crisis, which is about to deteriorate on a global level. As mentioned in the environmental section (see pages 18- 22) the effects of water crisis have widespread social, environmental, economical and health consequences. If we want to evade a global crisis of environmental refugees, high death rate and deepening inequality, "policymakers must introduce a variety of measures to address global water scarcity" (Worldwatch Institute, 2013). Barlow and Clarke also agree that "…the principle that water is part of the earth's heritage and must be preserved in the public domain for all time and protected by strong local, national and international law" (2001: 4).

The Worldwatch Institute suggests that to deal with the water crisis, governments need to better incorporate water management systems "on a global scale" that "recognize the holistic nature of the water cycle" (2013). It can only be guessed what is meant by better management systems. However, as the in the rich countries 59% of water use can be traced back to the industry (UN, 2010: 20), in the future businesses' water consumption may be more restricted than it currently is. Furthermore, as "the main overall objective of EU water policy is to ensure access to good quality water in sufficient quantity for all Europeans, and to ensure the good status of all water bodies across Europe" (European Commission, *Water Scarcity & Droughts in the European Union,* 2015), it can be believed, that the EU will continue to bring on more pressure on its member states and hence the Finnish music festivals to tackle the problem.

3.3.2 Legislative pressure from the international level

Regardless of the minimal amount of legislative measures to enforce sustainability within the Finnish music festival industry, Finland is affected by international legislative bodies such as the European Union and principal bodies such as the United Nations Environmental Programme (UNEP).

"Whether through corrective measures relating to specific environmental problems or cross-cutting measures integrated within other policy areas, European environment policy, based on Article 174 of the Treaty establishing the European Community [sic Article 192 TFEU] (see Appendix), aims to ensure the sustainable development of the European model of society" (Europa - summaries of EU legislation).

As a member of the EU, Finland is obliged to respond to the legislative procedures that are adopted and approved by both the European Parliament and the Council. Once these proposals become official, "regulations are binding throughout the EU" whereas directives are more of "end results to be achieved in every member state but it is up to the national governments to decide how to adopt their laws to achieve these goals" (European Parliament). The European Union has stated that it has "some of the World's highest environmental standards" and that with its environmental policies the union aims for a sustainable future for its citizens by protecting nature and by greening the economy. Furthermore, the European Commission declares the improvement of the environment, the sustainable use of natural resources as well as the promotion of "international measures to address global or regional environmental problems" as its aims (European Commission, 2014). Regulations and directives are hence set to raise environmental awareness and "a coordinated environmental strategy across the Union ensures synergies and coherence between EU policies and, given the relevance of environmental legislation for many business sectors, will ensure a level playing field for their activities and prevent obstacles undermining the single market".

Although the EU has managed to reduce its air, water and soil pollution with its legislation over the past decade (European Commission, 2015), the union still has ambitious long-term goals. The 7th Environment Action Programme (EAP) was adopted in November 2013 and was set out to guide the EU's 10 year strategy on "smart, sustainable and inclusive growth" (European Commission in *Europe 2020 in a nutshell*). The Europa 2020 strategy consists of five targets within the categories of employment,

research and development, climate change and energy sustainability, education as well as fighting power and social exclusion. The strategy has outlined that the Union's overall greenhouse gas emissions have to be cut by 20%, "or even 30% if the conditions are right" from the level of the year 1990. Furthermore, 20% of the energy has to come from renewable sources such as solar, wind or hydropower, and energy efficiency is to be increased by 20% (European Commission in *Europe 2020 target*s).

As pressure from the international level can already be witnessed, the European Commission continues to explain in the *7th EAP — The new general Union Environment Action Programme to 2020* that the EU has established the Environment Action Programme (EAP) to further "resource-efficient, low-carbon growth and innovation" and safeguard the environment throughout the union. The EAP is also behind the Europa 2020 -strategy which has lead Finland to pursue sustainable environmental goals with for example emission reductions as well as the increase of renewable energy sources. The Finnish national Europa 2020 targets regarding the climate and environment are the following: 1) to follow the EU's set target, and decrease 21% of emissions from the level of 2015 in the industrial and energy production sector of the ETS 2) to decrease 16% (EU's target: 10%) of the emissions coming from outside of the ETS (eg. transport, agriculture, household warming) 3) to increase the amount of renewable energy sources by 28% (EU's target: 20%) and 4) follow EU's lead of being 20% more energy efficient (Valtiovarainministeriö, 2012: 37).

However, although the Europa 2020's targets only reach out to the year 2020, the strategy has even more ambitious long-term goals for the future:

> In 2050, we live well, within the planet's ecological limits. Our prosperity and healthy environment stem from an innovative, circular economy where nothing is wasted and where natural resources are managed sustainably, and biodiversity is protected, valued and restored in ways that enhance our society's resilience. Our low-carbon growth has long been decoupled from resource use, setting the pace for a safe and sustainable global society. (European Commission in *7th EAP — The new general Union Environment Action Programme to 2020)*

Hence, although the previously mentioned Finnish environmental targets are already very sustainably committed, the future targets that will be set by the next, 8th EPA will no doubt be even more challenging. Thus, it can be predicted that Finland will have to result in even heavier environmental legislation, and that the focus of emission reduc-

tion targets will be shifted from the large industrial installations and energy production plants to other industries as well. Thus, it is very likely that the Finnish music festival industry will also face the legislative requirement of transforming its business to being more eco-friendly. Although the industry would not be touched by any environmental legislation directly, it is likely to be at least affected indirectly through other industries that it needs for festival production, such as logistics.

3.3.3 Legislative pressure from other international organs

However, the EU is not the only international agent that is likely to require stricter environmental policy from Finland. That is to say, the United Nations has political influence, which it has been using for eg. improving the environment. The organization established the United Nations Environmental Programme in 1972, after the United Nations Conference on the Human Environment in Stockholm. Some of the current priorities of UNEP include climate change, resource efficiency and environmental governance (United Nations in *Environment*). The United Nations Conference on Environment and Development (UNCED) also known as the "Earth Summit" or "Rio Conference" and "Rio Summit", was a follow up of the Stockholm conference (United Nations, 1997). Held in 1992 in Rio de Janeiro, Brazil, the meeting gathered some of the top World leaders to discuss the "need to become more sustainable—to meet today's needs without sacrificing our future" (ICLEI - Logal Governments for Sustainability) and to establish the "voluntary action plan" Agenda 21 to combat environmental issues.

Finland and the other members of the UN can expect further recommendations on environmental policies and laws as one of the main priorities of the Agenda 21 is the:

> Further development of international environmental law, in particular conventions and guidelines, promotion of its implementation, and coordinating functions arising from an increasing number of international legal agreements, inter alia, the functioning of the secretariats of the Conventions, taking into account the need for the most efficient use of resources, including possible co-location of secretariats established in the future.
> (United Nations Sustainable Development, 1992: 339)

Furthermore, the enforcement of new environmental legislation can be expected as it has proved to be an effective means of adjusting to environmental issues in the past. When scientists discovered that the ozone layer was depleting due to the man-made chlorofluorocarbon (CFC), the Montreal Protocol was signed in 1987 to halve the use

the chemical from the level of 1986 by the year 1998 (EPA, 2010). As the agreement was strengthened and the level of CFCs lowered phase by phase, the ozone hole stopped growing (Brune, 2015) and "the ozone layer is expected to recover, but not until between 2060 and 2075 as a result of long lag times" (UNEP, 2007). This World's first environmental treaty is an example of the success of international environmental legislation and could serve as a model of response to on-going or future environmental problems.

Also the International Panel on Climate Change agrees with the effectiveness of environmental legislation:

> Adaptation and mitigation are complementary strategies for reducing and managing the risks of climate change. Substantial emissions reductions over the next few decades can reduce climate risks in the 21st century and beyond, increase prospects for effective adaptation, reduce the costs and challenges of mitigation in the longer term and contribute to climate-resilient pathways for sustainable development. (IPCC, 2014: 17)

4 The effect of environmental and legislative drivers on the Finnish music festival industry

"No issue looms larger in terms of potential strategic impact on business than the buildup of greenhouse gases on the atmosphere" (Etsy & Winston, 2006: 34).

Although Finland's "greenhouse gas emissions in 2012 were record low" with carbon emissions amounting to 60.9 million tonnes of carbon dioxide, the country still has work to do when it comes down to keeping up with the Kyoto commitment level: from 1992 to 2012, Finland has only managed to keep its CO2 levels beneath the limit half of the time (Tilastokeskus, 2013). When Anja Portin's book *Kirja Vedestä* was published in 2010, Finland was no. 59 out of 151 countries in the leading global measure of sustainability of the Happy Planet Index (2010: 23-24). However, only after five years Finland has dropped 11 rankings down to no. 70 in the index that measures sustainable wellbeing. Furthermore, what makes matters worse, if we only measure the ecological footprint and exclude the life expectancy and experienced wellbeing of the country, Finland is at the very end of the rating system as no. 137 out of 151 countries (Happy Planet Index 2015).

Although it is hard to estimate where the Finnish event industry let alone Finnish music festival industry would fall in terms of carbon use and ecological footprint as the industry is comprised of so many other industries such as logistics and catering, it can be stated that the event industry, too, needs to step up if Finland does indeed want to keep its commitment of cutting emissions 80% by the year 2025 (Helsinki Times, 2014).

Like any other business sector, the Finnish event industry will also be affected by climate change. Event venues will be at risk, as most of the world's capital cities and thus potential venues for "mega-events" are located beside the sea (Case, 2013: 9). This theory can also be applied to Finland as the capital city and many of the biggest cities such as Oulu, Kotka, Turku and Vaasa are located next to the coastline. Case also continues: "an increase in extreme weather events, such as hurricanes and tornados, is likely to cause more disruptions in planned events" and that "soil erosion caused by events may damage environments such an extent that they can no longer sustain the environment needed for events…" (2013: 9). Furthermore, as climate problems will increase and extreme weather conditions intensify (NASA), it is most likely that people's focus and interest will also shift from spending money on leisure like events to pure survival.

While prioritizing may shift from entertainment to coping with the available resources, there is another factor that might reduce the demand of music festivals. The International Panel on Climate Change predicts that "risks [of climate change] are unevenly distributed and are generally greater for disadvantaged people and communities in countries at all levels of development". Hence, events can be predicted to become a luxury of the lucky few that have the resources and those who do not have to worry about survival. It can be only guessed whether the Finnish music festival industry will have a future and what it will be like.

The water crisis is the other environmental problem that the event industry will face and must consider in their sustainable event practices. There is evidence that the withering supplies of this resource will affect globally as well as nationally as freshwater is becoming dangerously rare at a speeding rate" (Caldecott, 2007: 11).

With water supplies diminishing, it affects everything from liquefaction and sanitation to food, goods and service production. However, the issue also has a political influence: Krämer admits the possibility of wars as "owning water can dictate the destiny of whole countries" (2009: 13). In the *Human Development Report* UNDP also admits that water as a resource is a driver of conflicts and is increasing the tension between countries (2006a). Referring to the book that she was co-writing with Tony Clarke, *Blue Gold: The Battle Against Corporate Theft of World's Water,* like many others, Maude Barlow fears "water will become the oil of the 21st Century" (Barlow, 2007: 15). Furthermore the Indian political researcher Brahma Chellaney forecasted that the "battles of yesterday were fought for land and today's for energy, [however] tomorrow's most remarkable conflicts will be relates to water" (referred to by Portin Anja, 2010: 11). Hence, there is a clear need for sustaining our water sources to evade these predictions.

Therefore it goes without saying that need for change and sustainable practices in every aspect of life, including the event industry, is crucial. "The Worldwatch Institute, World Resources Institute and the United Nations Environment Program have been sounding the alarm for well over a decade: If water usage continues to increase at current rates, the results will be devastating for the earth and its inhabitants (Barlow, 2001: 3-4). According to Olli-Pekka Haavisto the reason for the water crisis can simply be traced back to businesses: all types of production whether agricultural, industrial or service, require fresh water. (Portin, Anja, 2010: 11). Anja Portin also talks about the water consumption of companies: according to the UN's report on Water Sustainability published in 2003, in the rich countries 59% of water use can be traced back to industry (2010: 20). Hence, we can clearly see, that the main players of the water game are corporations with nearly two thirds of the water consumption.

Although tracking the water consumption of the event industry is hard, just like the whole industry's carbon footprint, it is clear that the Finnish event industry is also a contributor to the problem. Thus, events among other industries should take a stance for a better, sustainable way of business practice. Finnish music festivals should especially protect and cherish the rare commodity that we posses. Despite the agricultural emissions and pollutants of the 70's, in the 21st century Finland's water is still one of

the purest in the world (Caldecott, 2007: 9-11). *Blue Gold: The Battle Against Corporate Theft of World's Water* puts it well: "We'd like to believe there's an infinite supply of water on the planet. But the assumption is tragically false" (2001: 2).

4.1 Environmental problems as drivers for more environmental legislation

As the EU and especially Finland with its high emission restriction goals is determined to combat the climate change, governments are likely to start restricting businesses more, and thus possibly even Finnish music festivals. Esty and Winston too, agree, that legislation and taxation will demand the industry be more sustainable in the future: "Beyond the direct weather and temperature effects, every company will face the second-order effects of climate change, particularly as regulatory policies to control greenhouse gas emissions kick in" (2006: 39). The authors continue to note, that although "today the focus is on computer and cell phone manufacturers" as the European Union continues to pass legislations such as the Restriction of Hazardous Substances Directive, Waste Electrical and Electronic Equipment Directive, Directive on Registration, Evaluation, and Authorization of Chemicals, "tomorrow, many more industries will be on the hot seat" (2006: 72-73). This is also an example of the international pressure that Finland is facing with environmental legislation from the outside.

Furthermore, as the environmental problems worsen and have a widespread global effect, these are problems that other international agents are trying to combat as well. The Finnish music festival industry has to anticipate not only what the EU and the national government enacts but also the suggestions from the UN. Robert Case argues that although the United Nation's global environment agreements and guidelines are not always binding and "appear to have had little impact directly on the event industry", "the industry and its supply chain are affected by them" (2013: 155). For instance the Kyoto Protocol is a product of the UN and the reason why Finland is taking part in the Emissions Trading Market (Energiavirasto). Case also mentions the Ramsar Treaty as one example that "limits the use of wetlands worldwide and would constrain, if not prevent, any event scheduled to take place in them". Hence, there is a link between international agreements and the pressure for sustainability among the Finnish event industry.

Hence, although currently the amount of environmental legislation is minimal, and the only measures to "green" the Finnish music festival industry are within voluntary recommendations that the event manager can choose to follow or not (Helsingin Seudun Kauppakamari, 2013: 1-20 part 2), there is a possibility that these sustainability recommendations will become obligatory. As the field of environmental legislation is broad and the development dynamic, following the sustainability requirement can be a challenge (2013: 3). Because the organization is obliged to be aware of the strain and effect its practices have on the environment, the consequences of not paying attention to the sustainability requirements can be heavy both legally and financially (Marttinen, Saastamoinen and Suvanto: 2000: 17-18). It is therefore useful to do more than what is anticipated environmentally. Etsy and Winston also agree with this: "...getting ahead of regulations can save money and time as well as reduce hassles" (2006: 118). *Green to Gold* also recognizes the strategic advantage of staying ahead of environmental legislation: "Those best positioned to respond to new rules will be relatively advantaged by a changed playing field" (Etsy and Winston, 2006: 121).

5 Case study Flow Festival

Flow Festival was founded by Nuspirit Helsinki in 2004 and currently its headquarters of Flow is located in Sörnäinen on Vilhovuorenkatu. Founded by Tuomas Kallio and his partners, the company was later changed to Flow Festival Oy. Working as the artistic director and the chairman of the board of directors, Kallio still remains the brains behind the visually and musically ambitious concept. Flow Festival takes place annually in the second week of August in the iconic power plant area of Suvilahti. The festival lasts for three days and gathers 60, 000 music and art lovers from all over Finland and the World.

The company operates in the urban music festival niche of the event industry. The main objective of Flow Festival is to cater for alternative and urban music to the likings of people that love alternative music from that of radio friendly and who also appreciate arts and exploring new and different genres of music. Flow strives to be a pioneer in music, arts and sustainability in the events industry. It aims to satisfy and amaze its visitors not only musically but also visually and with its thoroughly thou ghtout and

selected restaurant line up. The main segment that Flow Festival aims for is a young, hip, and urban music lover. However, Flow has also started to target parents with a craving for urban music and arts; as by purchasing a 3 day wristband for him or herself, the parent guarantees the entrance of the smaller members of the family for free on Sunday (until 5pm). (Flow Festival, 2015)

An in-depth interview was conducted with Emilia Mikkola, the head of productions of Flow Festival (hence referred to as "Flow") since 2012. Mikkola is also in charge of the environmental matters of Flow and as such was the right person to interview for this thesis.

In 2013, Flow Festival was granted the EcoCompass certificate, which is a recognition for encompassing sustainable development and environmentally friendly practices in the SMEs of Helsinki Metropolitan Area (Ekokompassi). Flow's passion for the environment is notable as sustainable event management policy can be witnessed throughout the planning, production and implementation of the festival. For instance in 2013 25% of Flow Festival's energy was produced with renewable energy sources (Flow Festival, 2013) and currently the festival is investigating the possibility of mobile phone charging spots that run on solar energy. Flow also minimizes its water consumption, recycles 100% of its waste as well as calculates and minimizes its carbon footprint. Visitors are offered sustainable food options with biodegradable dishes and mobile apps have replaced the paper version of the programme.The festival office is green, workers are provided with bikes and even the visitors are urged to use public transport when entering the festival site. Furthermore, Flow monitors and measures its environmental impact and is committed in reducing it each year.

Flow has been carbon neutral since 2010, meaning that the festival compensates its carbon footprint through the purchase of carbon offsets. However, even before this Flow has encompassed green values and corporate social responsibility in its practices as sustainable solutions have been always taken into account in eg. in decorations and furniture. Furthermore, Mikkola stated that although Flow does offset its carbon emissions, it is not a solution for sustainability. The core of environmental work comes from minimizing the carbon footprint and only after that compensating for the remaining emissions.

The reason why Flow Festival is sustainable is because according to Mikkola "it is the only way to produce a mass festival". The idea behind environmental work comes from concept of a mass event; "if we are a mass event and we gather tens of thousands of visitors, we are talking about a mass environmental impact and hence we *will* have an impact on the environment. That is why we need to take responsibility for our own environmental footprint". Mikkola believes that the music festival not only has to care for the impacts and emissions that it produces, but that the event must commit to minimizing these through environmentally friendly solutions. "Notwithstanding whether it is a music, art or film festival, if the event gathers tens of thousands of people together, it needs to take responsibility. The concept of a mass event not having a mass [environmental] impact does not exist".

Sustainable event management, which Mikkola defines as "choosing sustainable and environmentally friendly solutions, and making the right decisions towards a sustainable future and so that the environmental impact of the event is minimized", is a fundamental core in everything that Flow does. "We want our festival's image and identity is one that is responsible and green so that we can show our customers, who are individuals, that this is the sustainable way of life". Mikkola also admits that this relates back to the term "mass": "It is as if we have this mass of people in our festival and we can *move* or influence them. It is very easy for us to show them [the visitors] our values as they are already taking part in our festival."

Environmental reasons are the core of Flow's sustainable values, practices and ideology. Mikkola admits that climate change is "behind everything Flow does". Mikkola is worried that the society still has not quite yet understood nor grasped what is really happening when it comes to environmental problems such as climate change and the water crisis: "We are destroying our planet - we, us people - and people just continue with their activities and why? We are facing these kind of [environmental] pressures that should be forcing us to act *right now*". Mikkola states that "someday in the future we will look back and think how irresponsible and stupid we were to not take into consideration what was happening around us".

Although Flow Festival abides by the Finnish environmental law, Mikkola admits that legislation is not the reason why Flow is sustainable. After all, Flow's sustainable event management policy goes far beyond what is written in Finlex and exceeds all requirements.

6 Conclusion

Some difficulties arose when writing this thesis. The original idea of interviewing a group of festivals and then comparing their reasons for 'going green' backfired when Ilosaari was the only festival to return the questionnaire. The poor return rate could be as a result of the hectic nature of the preproduction phase of the festival; as the festival season starts in late May, only two months after sending out the questionnaire, it is likely that the festival management does not have any spare time for answering.

Furthermore, there were themes that the writer would have liked to research but had to relinquish due to the nature and word constrant of this thesis. A recommended subject to research would be how sustainable event management is carried out internationally as opposed to Finland, and what cFinnish music festivals could learn from international sustainable music festivals in their practices. It would be interesting to benchmark the Finnish music festival industy's progress compared to that one of international festivals. Furthermore the other reasons or benefits of sustainability, some of which arose also while interviewing Flow Festival, could be studied: the financial aspect, the public pressure, corporate social responsibility as well as the marketing and image or strategic perspective of sustainable events.

The worsening climate problems and their threatening consequences are forcing everyone, including Finnish music festivals to 'go green'. The need for Finnish music festivals to encompass sustainable event management in their planning and implementation phases throughout the production is clear. If climate change and the water crisis is not stopped or slowed down, it could have disastrous consequences on the habitability of our planet. The issues have a widespread global effect, and hence need to be tackled globally.

Although the current environmental legislation in Finland is minimal, it is very likely that the EU's and the Finland's ambitious goals in reducing carbon emissions, as well as the international pressure from the UN will force more legislation on the Finnish festival industry. Albeit today it is the computer and cell phone manufacturers that are being environmentally regulated, tomorrow it can be the event industry (Etsy and Winston, 2006: 72-73). Furthermore the example of tackling environmental problems such as the ones of CFCs with environmental regulations in the past demonstrate the effectiveness of legislative measures on combating environmental issues (EPA, 2010; Brune, 2015; UNEP, 2007).

Although it is not possible to draw any recommendations for other festivals based on this one study, Flow Festival is a good example of Jones' (2014: 13) theory: festivals could be used as a means to demonstrate a harmonious balance between festivals and the environment. With sustainable event management the festival not only minimizes the environmental impact of the festival but also reflects environmental values and awareness to its visitors. Although the future holds challenges environmentally on a global scale, festivals such as Flow signal that it is possible to organize a music festival both successfully and sustainably. The author believes that Finnish music festivals are taking sustainability seriously and that one day sustainable event management will be a standard practice among the whole Finnish music festival industry.

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Article 192

(ex Article 175 TEC)

1. The European Parliament and the Council, acting in accordance with the ordinary legislative procedure and after consulting the Economic and Social Committee and the Committee of the Regions, shall decide what action is to be taken by the Union in order to achieve the objectives referred to in Article 191.

2. By way of derogation from the decision-making procedure provided for in paragraph 1 and without prejudice to Article 114, the Council acting unanimously in accordance with a special legislative procedure and after consulting the European Parliament, the Economic and Social Committee and the Committee of the Regions, shall adopt:

(a) provisions primarily of a fiscal nature;

(b) measures affecting:

- town and country planning,

- quantitative management of water resources or affecting, directly or indirectly, the availability of those resources,

- land use, with the exception of waste management;

(c) measures significantly affecting a Member State's choice between different energy sources and the general structure of its energy supply.

The Council, acting unanimously on a proposal from the Commission and after consulting the European Parliament, the Economic and Social Committee and the Committee of the Regions, may make the ordinary legislative procedure applicable to the matters referred to in the first subparagraph.

3. General action programmes setting out priority objectives to be attained shall be adopted by the European Parliament and the Council, acting in accordance with the ordinary legislative procedure and after consulting the Economic and Social Committee and the Committee of the Regions.

The measures necessary for the implementation of these programmes shall be adopted under the terms of paragraph 1 or 2, as the case may be.

4. Without prejudice to certain measures adopted by the Union, the Member States shall finance and implement the environment policy.

5. Without prejudice to the principle that the polluter should pay, if a measure based on the provisions of paragraph 1 involves costs deemed disproportionate for the public authorities of a Member State, such measure shall lay down appropriate provisions in the form of:

- temporary derogations, and/or

- financial support from the Cohesion Fund set up pursuant to Article 177.