

## Flow Festival succeeds in several ecological targets

**Fresh figures on CO2 emission show that August's Flow Festival managed to decrease its pollution factor in waste and energy consumption. The popularity of vegetarian and vegan food at the festival was also cited as being very high.**

The Flow Festival is one of the world's first carbon neutral music festivals. Its overall carbon footprint is calculated annually by the Pöyry Consulting group, and the event's emissions continue to be minimised through careful environmental measures. The festival's carbon footprint has been compensated with official standardised projects since 2009. This year, Flow's emissions are offset by involvement in Zimbabwe's Kariba REDD initiative, which works to reduce emissions from deforestation and drought. Since 2012, Flow Festival has also been using the EcoCompass environmental management system.

Even while the festival's attendance grew by some 3,000 visitors per day, the waste volume fell by 21 per cent from last year, and as before a full 100 per cent of the trash was utilised. Part of the waste was utilised as energy and some was recycled. The festival also managed to decrease its carbon dioxide emissions by 9.5 per cent from last year. The positive result was achieved by using Neste MY Renewable Diesel and ecological domestic wind power.

Most significantly for the environmental impact of food sales, Flow visitors purchased 46 per cent vegetarian or vegan dishes. Due to the enormous popularity and customer feedback, the festival will further increase the amount of plant-based fare in 2019. Furthermore, Flow guides and educates its food vendors in serving ecological dishes, and all restaurants included a special Sustainable Meal on their menus.

The Flow Festival continues to help protect the Baltic Sea, one of the most polluted sea areas in the world. Donations paid by customers while purchasing festival tickets amounted to 11,901 euros, which will be accounted in full to the John Nurminen Foundation and its Baltic Sea Protection project. Read more about the Flow Festival's environmental work and social responsibility here: <https://www.flowfestival.com/en/festival/sustainable-flow/>

2018's Sustainable Flow partners were Neste, HSY, and Mall of Tripla.

Flow Festival's other partners for 2018 were the main partner Lapin Kulta, partners Aalto Yliopisto, Bright Finland, Norwegian Reward, Oatly, OP, Paulig, Plan B, SEAT, Stopteltat and Sun Effects, media partners Basso, Clear Channel, Helsingin Sanomat and Resident Advisor.

The next Flow Festival takes place August 9–11, 2019 in Helsinki.

[www.flowfestival.com](http://www.flowfestival.com)

[www.facebook.com/FlowFestival](https://www.facebook.com/FlowFestival)

[www.twitter.com/FlowFestival](https://www.twitter.com/FlowFestival)

[www.instagram.com/flowfestivalhelsinki](https://www.instagram.com/flowfestivalhelsinki)

**2019 Early Bird tickets:**

3 days: 185€

Ticketmaster [www.ticketmaster.fi](http://www.ticketmaster.fi) p.+358 600-10-800

Tiketti [www.tiketti.fi](http://www.tiketti.fi) p.+358 600-1-1616

Prices apply until further notice. Ticket price includes a service fee.

**Press images:** [www.flowfestival.com/en/media](http://www.flowfestival.com/en/media)

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