

## **Flow's carbon footprint has been calculated – equals the same emissions as the production of three litres of milk per festival visitor**

**The carbon footprint calculations for Flow 2019 are now complete, and according to them, the festival has succeeded in its environmental goals. The festival's responsibility program Sustainable Flow was widely noticed. Flow Festival acts as an ideological leader and encourages its partners and visitors to responsible functions.**

For over ten years, Flow Festival has been working towards sustainable festival production and to minimise its emissions. In cooperation with [Pöyry Finland](#), Flow calculates its carbon footprint each year. The carbon footprint has been compensated since 2009, making Flow as one of the first carbon-neutral festivals. To minimise carbon dioxide emissions Flow uses green electricity, makes durable solutions, as well as recycles and reuses all waste. It also requires its partners and food vendors to commit to responsible operating models.

According to Pöyry's report, Flow's emissions decreased by 32 per cent. The carbon footprint was 272 tonnes of carbon dioxide equivalent (CO<sub>2</sub>e), which equals the same emissions as Helsinki-Bangkok return flights of 317 passengers. The emissions can also be equated to the carbon footprint of the production of three litres of milk per festival visitor. This year the carbon footprint is compensated with a Gold Standard certified [reforestation campaign](#) in Panama.

In addition, the carbon handprint was calculated: by the green choices, like using [Neste MY Renewable Diesel](#) and wind power, as well as by recycling, 49,5 tonnes of greenhouse gas emissions were avoided.

During the festival, hundreds of workers and volunteers take care of the recycling and separation of the waste. All waste produced is redirected either to energy production or to the reuse of waste materials. This year, the goal was to maximise the share of biowaste and other biodegradable waste products. The goal was achieved: mixed waste decreased by 80% from the last year. Now the festival aims to dispose of the waste for incineration completely.

Beyond the festival production's environmental work, Flow encourages its visitors to act themselves. Flow's food vendors offered a record number of vegetarian and vegan food and especially environmental-friendly [Sustainable Meal](#) dishes. In total, visitors purchased 50% vegetarian or vegan, and 24% were Sustainable Meal dishes. Flow also offers a chance to support the protection work of the Baltic Sea with a donation while purchasing a festival ticket. In 2019, the contributions amounted is 7,957 euros. Further, the audience had a chance of donating their bottle deposits to The Finnish Association for Nature

Conservation's reforestation project. Thanks to the campaign by Flow's partner, [Reaktor](#), the number of trees to be planted in Madagascar is 11,869.

Flow's responsibility program was recognised widely and featured in several highly considered publications, like kuten [Independent](#), [Consequence of Sound](#), [NME](#), [The Quietus](#), [The Line Of Best Fit](#) and [Vogue Italy](#) . Moreover, according to the visitor survey, 78% of festival visitors noticed Flow's responsibility program. Read more about Sustainable Flow, the festival's responsibility program here: <https://www.flowfestival.com/en/festival/sustainable-flow/>

In 2019, Neste was the main partner of Flow's responsibility program, Sustainable Flow. Other partners were HSY and UPM Profi.

This year's Flow Festival was held in Suvilahti on 9th – 11th of August. The next Flow Festival takes place on 14th – 16th of August 2020. Three-day tickets for Flow Festival 2020 are now on sale.

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

Ticketmaster [www.ticketmaster.fi](http://www.ticketmaster.fi) t.0600-10-800  
Tiketti [www.tiketti.fi](http://www.tiketti.fi) t.0600-1-1616  
Super Early Bird ticket, 3 days: 175 €  
Price applicable for the time being. Price includes service charge.

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

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