

Sustainability Report

2020

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Sustainability and art must go hand in hand

Music and Arts can enhance the perception of the value of the natural world, especially when nature itself is recognized as being musical and artistic. In this perception, music and arts can inspire environmental action.

We do not lecture or preach to people. This can bring a person's defensiveness and resistance and can be ineffective. Music and Arts speak from inside. They don't accept intolerance and ignorance.

About this Report

In addition to aiming to inspire people to take part in environmental action by creating an emotional connection to nature, we want to raise awareness and contribute to more sustainable practices within the event organization.

Just like companies, organizations and everything we do in our lives, events and concerts have a carbon footprint as well.

We at Friday Nights believe that we too have the responsibility to contribute to a more sustainable future.

We worked on improving our environmental impact to take responsibility and be part of the solution rather than the problem.

Transparency is very important to us and is a key component of our sustainability journey. We pledge to publish a sustainability report of our efforts annually and constantly work on developing our strategy.

Sustainability Strategy

GOALS 2021

Climate change, plastic waste and the loss of biodiversity are among the most pressing challenges of our time. For decades, we have consumed more natural resources than our planet can replace, and we are heading towards our planetary boundaries. This mismanagement has already left its mark. The results are negative impacts on people's health and an increase in vulnerability of already negatively impacted people while our world population is growing. We realize that our goals need to be set high, in order to ensure a livable world for our future and even present generations to live in.

This is why we pledge to be:

- plastic free
- digital
- paper free
- low carbon emissions/ carbon neutral
- raising awareness
- inspiring (inspire venue, partners, audience, other artists, organizers)
- always improving
- aware of art's carbon footprint and contribution to climate change and environmental degradation

Our values do not align with:

- ~~-plastic~~
- ~~-being wasteful~~
- ~~-disposable products~~
- ~~-being water intensive~~
- ~~-being energy intensive~~
- ~~-being carbon intensive~~
- ~~-being outdated~~
- ~~-ignoring climate change~~

VENUE

We are in constant contact with our generous and supporting venues that are taking action to improve their sustainability as well. Our Friday Nights team is making sure that the venue owners are onboard with our sustainability goals and we are collaborating together to create an event that is as eco-friendly as possible. We are not afraid to start difficult conversations around energy suppliers, beverage supply and waste management and try to find solutions to ensure constant improvement.

REFRESHMENTS

Our guests do not have to feel thirsty or deprived of refreshments. We offer beverages to accompany the art performances perfectly. However, we are against single-use plastic supplies and ensure that beverages are served in glasses – it is a more elegant way of serving our local wines anyways. In addition, we believe strongly in recycling and ensure that all bottles end up in the right bins. Furthermore, we make sure that no drop of wine is wasted. Our team and performers are happy to help out with this matter.

TICKETS AND PROGRAMS

Classical music is our life but that does not mean we are opposed to modern technology. Digital tickets can eliminate unnecessary paper waste and allow us to go with the times. Our events make use of online event planning platforms and send our tickets to your phone. Additionally, we decided to say no printing our programs and projecting them instead. This might hurt some of our traditional classical music lovers, but we are sure that our friends of the arts are happy to make that sacrifice for our beloved planet.

ORGANISATION

Events need to be organized and that can use up a lot of paper. We go against this norm and aim to be as paper free as possible by using digital alternatives. Our search engine of choice is Ecosia – a platform that plants trees with every search entry – and our meetings aim to be digital when possible to avoid the emissions from transportation by each team member.

WASTE MANAGEMENT

We know that waste management is not a sexy topic but crucial for more environmentally friendly event organization. Friday Nights believes in the five Rs:

- Refuse
- Reuse
- Reduce
- Repurpose
- Recycling

We refuse paper programs and plastic cups.

Our tablecloths, glasses and equipment are reused.

Our aim is to reduce plastic bottle waste by providing water in glass bottles to our performing artists.

We recycle glass bottles and waste generated and if all fails, we try to use our creativity to repurpose.

TRANSPORTATION

Our event information site, newsletter and digital tickets kindly ask performers and guests to use eco-friendly transportation including electric cars and car services, public transportation and the healthiest of them all: walking.

ENERGY

All we do is powered by energy and both eco-friendly energy suppliers and saving methods are the goals. However, we are aware of the difficulty behind this matter and will continue working on it.

PERFORMANCE

No one should buy a new outfit just for one night. This is why we either rent our performance wear or wear what we already own. In addition, we are happy to collaborate with independent and sustainable designers that provide us with their fashion. Furthermore, we opt for organic and/ or local flowers when we want to show our appreciation to someone. Moreover, we know that more and more musicians prefer their sheet music to be digital. This is not just a more convenient innovation of our 21st century but it is also more sustainable, and we encourage that.

CERTIFICATION

We are reaching for the stars and hope to pride ourselves with an environmental certification one day. There is much work needed until then, but we see ourselves as pioneers of the classical music world and rest on our achievements.

AUDIENCE

Our values include non-judgmental action and inspiring instead. Part of our strategy is to encourage our guests to choose more sustainable options – from ticket purchase to their way home. Our suggestions include the use of Ecosia as search engine, the use of eco-friendly transportation from and to home as well as the use of clothing rental companies or wearing what is already owned when there is a dress code.

COLLABORATIONS

Partnerships, sponsorships and collaborations with environmentally conscious businesses and organizations empower us and we are proud to have collaborated with incredible partners in the past which includes UNICEF, Austrian World Summit and MA48. We hope to inspire all of our partners with our art while motivating them to be more eco-friendly as well.

ARTISTS

We are proud to work with artists that take our planet's health seriously and contribute to a sustainable future in their personal life. Sustainability efforts including activism online and on the streets is not uncommon among us and we are shining spotlight on their actions on and off the stage.

RESSOURCES

<https://www.1millionwomen.com.au/blog/the-role-of-art-in-sustainability/>

<https://www.theguardian.com/sustainable-business/art-sustainability-imagination-create-change>

Published by

Friday Nights

Date of publication

30/11/2020

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