

sectors. For example, NorthSide, Denmark's most sustainable festival, takes place in Aarhus, and the organisers of the event have ensured green solutions for everything, from food and dealing with waste to power supply based on 100% green electricity. The festival's sustainability programme 'Lead the Way' governs decisions about procurement, investment, collaborators, interior design, resource management, transport, charity and the supply of organic food and beverages throughout the festival. Likewise, Aarhus' Moesgaard Museum is one of the world's most energy-efficient museums, built with sustainability in mind from the start, including building materials and an optimal use of daylight, decreasing overall energy consumption and water waste. The green roof of the museum contributes to decreasing the energy consumption of the building and reduces the overall need for cooling due to decreased heat absorption.

Find out more at: <https://www.yumpu.com/en/document/read/55220233/aarhus-sustainability-model>

**A guide for more sustainable business and events; Copenhagen:** Meet Copenhagen City assists professional international delegates to plan their study program and match the delegations with relevant partners and experts. To help organizers and businesses host more sustainable large conferences, meetings and events in Copenhagen, Wonderful Copenhagen has developed a digital Sustainability Guide that lists all the sustainable options with 6 planning areas: travel & transportation, venues & accommodation, materials & communication, food & beverages, socially responsible partnerships and lasting impacts.

Find out more at: <https://www.wonderfulcopenhagen.com/convention-bureau/sustainable-events/start-planning-your-sustainable-event>

**The Ocean Race Project; Genoa:** The Ocean Race is an epic adventure in which the world's top sailing teams circumnavigate the planet powered only by the wind. While the first Ocean Race in Europe has arrived in Genoa in June 2021, the Grand Final and the project 'Racing with Purpose' will take place in 2023. The sustainability programme brings together a range of tangible ways that will positively impact the marine environment such as rolling out initiatives for cleaner, healthier seas and a learning programme. Genoa as host city makes use of the Ocean Race by contributing vital scientific data to aid the understanding of ocean health and the effects of climate change by using our race boats to collect valuable data on

sea surface temperature and ocean acidification. Moreover, the city will ensure that every element of the race village is sustainably produced: from being free of single-use plastic to the seafood served on site and invite people who visit the events to help protect the ocean. In overall, the city will use the Ocean Race Summits series as an occasion to change the way people behave towards the ocean for good. It will therefore host innovation workshops for sailing clubs and offer learning programmes for adults and schoolchildren about the issues affecting the ocean. When in June 2021 the Ocean Race arrived in Genoa, the whole race village was powered by 100% renewable energy and the Race was climate positive, supported by blue carbon projects. This will inspire others to act on climate change.

Find out more at: <https://www.visitgenoa.it/en/evento/genova-will-host-finish-ocean-race-europe>

**‘Art Kamp’ festival as an example of Zero Waste Events; Maribor:** The family festival Art Kamp takes place every summer in the Maribor City Park. Since 2017, the organizers of the festival are committed to a vision: a festival without waste that is achieved with the help of the national Zero waste organization for Slovenia - Ecologists without Borders. In 2019, the organizers managed to collect 93 percent of waste separately and at the same time halve the total amount. Thanks to the implemented measures, the Art Kamp has become one of the two Slovenian “zero waste” events, which are considered an example of good practice both at home and abroad. It is also planned that other events will also join the zero-waste events initiative, such as the Ceremonial Harvest of the World’s Oldest Vine and St. Martin’s Day in Maribor.

Find out more at: <https://www.visitmaribor.si/en/discover/maribor-green-destination/> and <https://www.visitmaribor.si/en/what-to-do/events-and-shows/calendar-of-events/5951->

#### **4.2.1.6 Sustainable urban planning; Dubrovnik; Gdynia; Florence; Helsingborg; Rotterdam; València**

**SEADRION PROJECT; Dubrovnik:** Emissions related to energy used for heating and cooling of buildings can be significantly reduced with technologies which use renewable energy sources and have high efficiency. Taking this into consideration, the SEADRION project aims to support the development of a regional innovation system for the Adriatic-Ionian area with the installation of 3 renewable energy facilities in the public buildings located