

Surfana Festival

Impact Report

March 2024



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1. Introduction & objectives

Sustainability is at the heart of our festival. The Surfana Festival is rooted in a surfing culture and takes place in a conservation area. We embrace awareness and respect for nature as we bring a global community together. Our mission of creating and finding “the good life” is only possible if we take accountability for our impact on the environment and society and monitor this impact as we eagerly learn about our sustainability performance.

With sustainability already being a key focus for Surfana from our inception, we continuously try to improve our performance and ensure our stakeholders are aware of our mission to collaborate, and in so doing, achieve our goals. In our three year plan, created in 2022 (up to 2025) we defined the aim to integrate sustainability into every aspect of the festival so that the central focus of nature conservation and its importance is vivid and tangible for visitors, partners, volunteers and team.

Our ambitious ongoing objectives include:

- 1.Reduction of physical impact on the environment
- 2.Improvement of educational and inspirational effects of the festival
- 3.Introduction of innovative solutions
- 4.Weaving in sustainability through all organisational and structural parts of the festival

These objectives were further detailed in 2023 and expanded on with further substantiated goals as we plan ahead for the festivals yet to come.

1.1 Reduction of physical impact on the environment

Organising a festival and attracting a global (surfing) community to the Kennemerduinen comes with an inevitable impact on the environment through travel, the use of energy and water resources,

consumption of food and drinks, and an impact on the nature surrounding the festival terrain. In order to set quantitative targets for the reduction of our physical impact, we started with improving our understanding of our environmental performance, to have clear measurables to track our progress. Collecting data takes time and is an activity that must have prioritisation. In 2023 our aim was to collect data on energy consumption, waste generated & sorted, water consumption, and transport. The idea of sustainability has organically evolved within the Surfana Festival. A baseline is essential to improve and define targets for the coming years. This is the first time we measured our impact so we can better understand the impact of the festival and how to improve it going forward.

1.2 Improvement of educational and inspirational effects of the festival

As Surfana strived to be a sustainable festival, we are able to set an example to our partners & visitors and take them along with us on this journey. We would love to be the inspiration for our community in the same way that we are inspired by them. We have identified several key focus areas that contributed to this objective for this year:

- Improved communication (through on site and online signage)
- Connection with the rangers of Kennemerduinen (to create awareness and guidance on how to take nature and biodiversity into account when visiting the festival)
- Reflection on our clinics program whilst looking for opportunities to inspire and educate our visitors about sustainable initiatives in a playful way.



1.3 Introduction of innovative solutions

We have explored potential partners to collaborate with and will continue to do so. This year, we continued our collaboration with Seavents and are started two new and exciting collaborations.

In 2023, all food and drinks were served on reusable tableware supplied by Ozarka. We encouraged our partners and visitors to take greener transportation modes with the help of Choo-Choo train (for those traveling from outside of the Netherlands). Choo-Choo is an initiative that facilitates travelers with planning their European travel route by train. Through the Choo-Choo platform it is possible to find options on how to get from various European cities to Amsterdam and to book a ticket based on the options provided.

We also work closely with organisations such as a Green Events Netherlands to learn what sustainability means in the context of a festival. We plan to investigate potential partnerships (e.g. Plastic Promise, Circular festival, Never give up on your cup) and to quantify what sustainability means for us in practice. This report is a first step towards the quantification of our impact.

1.4 Weaving in sustainability into all organizational and structural parts of the festival

Sustainability is never a stand-alone subject. Through open communication and collaboration with our partners we interlock sustainability into all organisational and structural parts of the festival. Improving our performance is not about working on our own as a team, but requires a commitment from our artists, workshop holders, food caterers, volunteers and visitors of the festival. We are open to receive feedback and are eager to learn how to maximise our positive impact and reduce our negative impact.



2. Setting goals starts with having a baseline

in 2023 we have started to measure our sustainability performance to get an understanding of our societal impact. With a clear baseline we are able to set targets and define initiatives to build a roadmap to becoming a greener festival, reducing our impact on the environment and people.

2.1 Current focus areas

Recently, the [European Green Festival Roadmap 2030](#) was presented by the European Festival Association. This roadmap aims to give European festivals and events a reliable guide for sustainable actions, including measures that help to accomplish festivals to become future-fit. We recognise the need for transformation within the industry and Surfana Festival takes its responsibility to meet the challenges of the future seriously. By having an improved understanding of how we are doing, we are better able to define exactly what we mean by a sustainable festival and what the ultimate goal of Surfana Festival is. Over the coming years, as we approach 2030, we will continuously revisit our objectives, reflect on our performance and critically assess when, where and how we can continue to get even better at what we do.

Surfana Festival's sustainability performance is measured using key Environmental, Social and Governance (ESG) indicators. Our main focus in 2023 was the collection of data to measure our environmental impact (in particular greenhouse gas emissions produced by our organisation). Following the guidance of the European Green Festival Roadmap 2030 we identified the following environmental focus areas:

- *Energy use on site:* greenhouse gas emissions (in CO₂e) from fossil fuel (diesel) power generation for production (suppliers and site crew), and from the electricity grid on the campsite
- *Gas consumption for heating and cooling, cooking by food trucks and crew catering:* greenhouse gas emissions (in CO₂e) from gas consumed for district heating and cooling at the camp and for cooking purposes
- *Emissions for transport to and from the festival:* bulk of total emissions comes from traveling of visitors, artists, workshop holders, crew and set-up and dismantling of the festival terrain
- *Food and beverage:* at Surfana Festival we offer a fully vegetarian menu to both visitors and crew. In 2023 for the first time, these have been offered on reusable tableware reducing the waste that is generated by our food and beverages offering
- *Nature and biodiversity:* Surfana Festival takes place in a beautiful protected natural area of the Kennemerduinen. By informing our visitors and partners about the vital role of the dunes to the Dutch ecosystem and highlighting how to preserve the nature and the species living there, we aim to mitigate any negative impacts of the festival on the biodiversity of the Kennemersduinen throughout a close feedback line with the Rangers of the Kennemerduinen
- *Materials used:* for the set-up and decoration of the festival we used recycled materials as much as possible as well as preventing the use of (single use) plastics. Most of the decor materials were packaged and stored for the 2024 edition.
- *Waste generation:* festivals generate waste. Be this from visitors, food waste and our production. By increasing awareness on the impact of waste and by providing all the necessary facilities needed to separate waste, we adhere to the principles of refusing, reusing and recycling.
- *Water consumption:* at the festival water is used for sanitary facilities on the campsite and festival terrain as well as the food trucks and crew catering. We also provide free drinking water from 2 tap points on the terrain. For the festival visitors on our terrain and the campsite. Leakage of pollutants into the water is minimised by promoting bio friendly cleaning and personal hygiene products.

When it comes to the area of social and governance, our sustainability commitment stems from our efforts to attract as diverse a global community as possible, paying attention to demographics such as gender, race, age or/and sexual orientations. Our key considerations include:

- **Diversity and inclusion:** at Surfana Festival all individuals are treated equally. Our intention before, during and after the festival is to foster support and to nurture an inclusive, thriving and diverse culture.
- **Safety:** we take pride in being a 'safe' festival and prioritise the safety and well-being of everyone. we foster a family-friendly atmosphere where individuals of all ages can feel secure while enjoying the festival.
- **Awareness:** we cherish the idea of being an inspiration for the community just as much as we cherish the inspiration we get from them. Through our workshops, our communication on site and through our social gatherings we are always eager to listen and learn how best to integrate sustainability into every aspect of our festival.

2.2 Database - An Impact quantification

Our community	Resource in- & outflows	Nature
Surfana Festival 2023 was visited by 2,727 adults & 182 kids	812 m3 water consumed	Collaboration with two rangers of Kennemerduinen.
164 workshops were organized to host 2,231 participants	5,570 kg waste collected	Clear walkways avoiding sensitive areas including bird nests.
39 music acts performed on 5 different stages	5,641 food servings on reusable tableware	Approved workshops taking place in the dunes such as Foraging + Botanical Cocktails.

OUR SOCIAL IMPACT

Visitors: Surfana Festival thrives in bringing a community together from the very young to the not so young. Our visitors include youngsters and adults, joining us for the first time or having spent time at Surfana Festival over the years. The crowd is diverse in terms of gender, nationality and background. To support our commitment to diversity and inclusion, at least one person is nominated as the contact person on site for anyone to reach out and speak up about the feeling of inclusivity and non-discrimination (Happiness Officer).

In build-up of the terrain, especially around Lucy's stage and Mainland effort is made to make the area wheelchair friendly. The safety of our visitors is a key priority and we also provide first aid and monitor the well-being of people at the festival and camping on site.

Workshops: The workshops programme at Surfana Festival creates a big playground. In 2023 our workshop holders have been able to put together the most diverse and wonderful workshops for our visitors to take part in. In total **almost 40 workshops** were organised throughout the weekend, linked to themes moving, relaxing, learning, playing, growing, creating, tasting and targeted to kids. These workshops occurred multiple times throughout the weekend.

# of workshops	# of workshops hosted	# of participants
39 unique workshops	164 workshops in total	2,231 workshop participants (incl. visitors who signed up for more than one workshop)

Music: With **39 live acts on 5 different stages** our music program has once again blown away the audience. No less than 33 DJs stepped into the spotlight to treat our visitors with a great mix of genres. Surfana Festival is known for its variety of music where loyal bands are coming back to warm our hearts, hidden gems are discovered in the lineup and new music is created. The artists are a mix of nationalities and music styles that inspire the crowds and get people moving to celebrate the Good Life. It is our vision to offer a music programme that showcases exciting music from around the world. Surfana Festival has a history and reputation for introducing our audience to new bands in the early phases of their development, that turn into their future favorites. With artists being inspired by a tradition from a country or demographic group. Take for example, the band Nusantra Beat that is inspired by Indonesia, or Altin Gun playing the sounds of Turkish folk music. In addition to evenings full of sounds of funk, ska, reggae, rock, surf, jazz and soul that get people swaying their hips.

OUR ENVIRONMENTAL IMPACT

Energy and water consumption

Surfana Festival is located in the middle of the dunes, right next to the sea. This is only possible thanks to the beautiful Camping de Lakens. De Lakens has a Green Key certificate (golden status), which is the leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry. The campsite is committed to improving its energy efficiency and energy mix, including placing solar panels and heat pumps, installing energy efficient lanterns to lighten the camping and introducing electric vehicles for transport.

In collaboration with the Camping de Lakens we began measuring our energy and water consumption during the festival. The records of water, electricity and gas consumption of 2023 provides us with a baseline for upcoming years to track progress on energy and water efficiency when new initiatives are being implemented.

Water

Groundwater (coming from the IJsselmeer, supplied by PWN) is used for the sanitary facilities at the camping and festival terrain, including facilities to provide access to clean water for cooking, drinking and cleaning. All visitors have access to free, clean drinking + shower water during the festival, more important than ever because of this 2023 soaring tropical temperatures. The introduction of reusable tableware resulted in an increase of water use for cleaning purposes. The total water use during the three day festival was 812 m³, which is an average of almost 271 m³ per day. This is significantly higher than the average water use at Camping de Lakens of 131 m³ per day calculated by total water consumption in 2022 divided by the days the campsite has been open – and shows an area for improvement over the next years.

WATER	Water use at Surfana festival	Average use at Surfana festival	Reference 2022 (average/day)
Water use at the campsite (excl. non visitors)	727 m ³	242.33 m ³	131 m ³
Water use at the festival terrain	85 m ³	28.33 m ³	-
Total water use	812 m ³	270.67 m ³ /day	131 m ³ /day

Energy

All electricity that is provided by Camping de Lakens is generated through Dutch Wind and therefore, has a conversion factor of 0 kg CO₂e/kWh. In addition to electricity at the camping, one area of the festival, around our *Lifestyler Radio* stage, is running on renewable energy generated by de Lakens. Since there is a need for additional energy to run all stages as well as enable the construction and dismantling of the terrain, a generator on Hydrotreated Vegetable oil (HVO) was installed at the Festival. In 2023, the generator consumed 1,111L HVO. Compared to conventional diesel such as fossil diesel or Gas to Liquid diesel (GTL) this source of energy comes with lower CO₂ emissions and is based on existing biomasses such as vegetable oils. Applying the CO₂ factor for HVO (0.347 kg CO₂eq/L, WTW extracted from [link](#)) the CO₂ that has been generated through the use of the generator is 385.517 kg CO₂eq. We will look into the step-by-step transition towards renewable energy sources on the festival terrain moving forward.

Waste

The first sustainability intervention implemented at Surfana festival was around waste management. Together with Seavents – known for responsible event solutions – and waste handler GP Groot all waste produced at the festival was sorted and processed along the pillars of the waste hierarchy. Where possible, the aim is to prevent waste generation through promoting the use of reusable water bottles, committing to a paperless culture and providing all food and drink options on reusable tableware (refer to our collaboration with Ozarka below). The table below shows the waste categories and the volume of waste collected at the festival. The corresponding emissions have been calculated using the emission calculator of US EPA ([link](#)). For remaining waste (i.e. rest) we can only estimate the content and thus, appropriate emission factor to convert the volume waste into CO₂ equivalent.

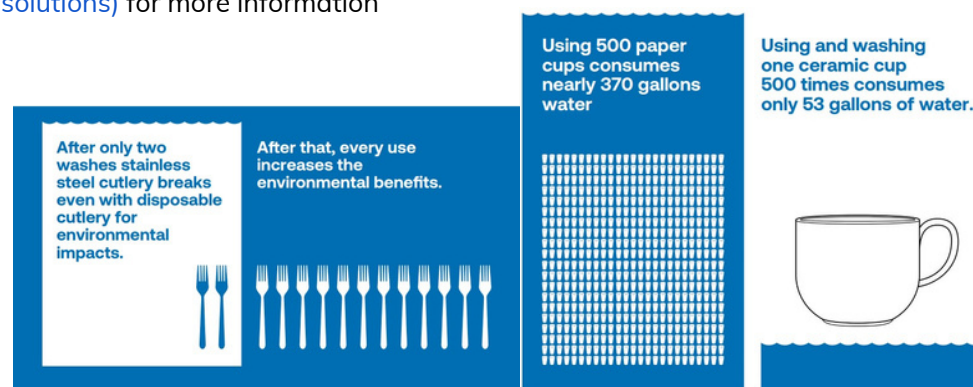
WASTE category	Volume in kg (and % of total)	CO2eq
Glass (bottles)	1,220 kg (22%)	67 kg CO2e
PMD*	500 kg (9%)	80 kg CO2e
Wood	1,770 kg (32%)	71 kg CO2e
Organic waste	0 kg** (0%)	-
Paper/ cardboard	300 kg (5%)	23 kg CO2e
Rest - non recyclable	980 kg (18%)	
Rest - recyclable	800 kg (14%)	
Total	5,570 kg (100%)	

*PMD emission factor presented is the average of the emission factor for PET and aluminum cans, when recycled

**Organic waste was not clean enough in order for separate disposal. Next year, we will pay extra attention to this category

Introduction of reusables in collaboration with Ozarka

For the second time in a row all food has been vegetarian including a range of vegan options, from pizzas to dim sum, and curry to Surinam roti. This year was the first time all of our food and drinks were offered on reusable tableware, excluding the takeaway offers from the Spar and the restaurant Gestrand owned by the Camping de Lakens. Moving forward we will investigate whether we can expand the use of renewables to these areas and step up on our sustainability path together with our partners. Together with our partner Ozarka and the help of the team of volunteers 5 types of reusable plates (from pizza boxes to hamburger plates) and 3 different cup sizes for coffee, tea and cocktails were used. All drinks from the bars were served using reusable drink cups – as was the case in 2022. During the festival days, the reusable tableware from Ozarka has been washed on site to allow the circular business model to run. The dishwasher allows water to be used in a circular flow using a draft-pump system to increase water efficiency. Furthermore, a natural enzyme/bacteria combination solution is used to help break down the grease and food particles in the pre-rinse process. At the Zero Waste lounge, the centralized management of waste separation at the festival terrain, all visitors could hand in their reusables or they could use the designated bins provided. Reusables are, of course, only a sustainable alternative if they are reused multiple times. When considering sustainable indicators, reusable food service ware beats single-use alternatives. Since most reusable products last at least 200 uses these cups and plates are better in almost every LCA environmental measure resulting in lower footprints than the single-use alternatives. Refer to the study on [The New Reuse Economy \(Upstream solutions\)](#) for more information



During the festival, a total of 5.641 food servings have been provided on reusable tableware on the festival terrain, 1.821 meals in our crew catering. From all reusable plates, pizza boxes and bowls that were supplied to the festival, 2% got lost due to not returning these in the designated locations on site. Excluding all drinks ordered at the bars, a total of 2.959 servings of coffee, tea and cocktails were served in reusable cups. Out of all the cups that were provided to the festival, 12% were not returned. The high percentage of lost cups is presumably linked to mixing of reusables between bars and food trucks and needs an improved plan during 2024's festival.

Transport

Organising a festival has an inevitable impact of traveling by visitors. Last year we started with a pilot to collect data on the transport mode and KMs traveled from origin to Surfana festival destination. Through our website we informed our visitors about greener alternatives of traveling (e.g. public transport routes versus traveling by car) and this year, we started our collaboration with Choo-Choo train. All our crew (including artists, clinic holders and volunteers) and a selection of our visitors (~70 people) have filled in the sustainability survey including confirmation of their mode of transport. Their origin varied from all across the Netherlands, from Groningen to Delft, with the majority from Amsterdam (28%) and second and third, Utrecht (7%) and The Hague (6%). From all 115 people surveyed, 23% came from Germany (including, Dusseldorf, Dortmund, Berlin and more). As a next step we will examine routes traveled to link the transport type to the number of kilometers traveled and compare the impact on environment (i.e. CO₂e emissions) between the various transport modes. An overview of the transport mode used to get to the festival terrain is shown in the table below, linked to the corresponding emission factor (kg CO₂e emissions per L, extracted from www.co2emissiefactoren.nl). More than one third of the survey respondents traveled by public transport.

Transport mode	Count (%)	CO ₂ e equivalent
Bicycle	8%	0
Campervan	4%	(either diesel or gasoline)
Car (diesel)	5%	3,256 kg CO ₂ e/L
Car (electric)	1%	0
Car (gasoline)	31%	2,821 kg CO ₂ e/L
Carpool	13%	0*
Public transport**	36%	0,028603 kg CO ₂ /km
Taxi	1%	(either diesel, electric or gasoline)

*Emissions are already included in the transport by car

**Includes transport by either (or both) bus and train, therefore a conservative emission factor has been chosen taking the highest emission factor out of rail, tram and metro (extracted from DEFRA)

Preservation of nature

Biodiversity

The location of Surfana festival is one of the features that makes it so special. On the dunes - and right close to the sea - we bring a community with a love for nature together. This year we reached out to the Rangers of the Kennemerduinen to improve our awareness on the biodiversity surrounding the festival and camping area. The Rangers play an important role in the preservation of this part of the Dutch shoreline, starting in Zeeland and ending on the border with Germany.



The dunes are not only our first line of defense against the sea, but as importantly, they are the home of up to 70% of Dutch biodiversity. Some of the species living in the Kennemerduinen cannot live or thrive anywhere else. Take the Tapuit, a bird that makes its home in abandoned rabbit holes, and the Duinparelmoervlinder, a butterfly species thriving in calcium rich, open sand spots only to be found in the dunes. All visitors to Surfana festival have been made aware of the vulnerability and importance of these dunes. Through our newsletter, social media and website as well as communication on site, in close collaboration with the rangers throughout the event, we asked the visitors to follow the rules that matter when considering nature: stay on the paths, collect garbage and leave this in the bins and reduce the noise when walking in nature to not disturb the animals. Overall, we are proud of how our visitors showed their respect and commitment for nature during their stay and with the help of many we have left nothing on the beach but sand castles. One of our focus areas will be waste management not only at the festival terrain but (especially) in the surrounding dunes and beach.

2.3 What is next?

For 2024, the foundations have been laid out in this impact report which will be used to draft quantifiable targets. Increasing our efforts of data collection will allow us to build a roadmap towards 2030. The pilot conducted for transport shows we need an improved method of data collection to understand the KMs traveled. Also, for the use of energy on site that is not yet renewable and our interest is to further greenify the energy consumed, either through increased energy efficiency or transitioning from non-renewable to renewable sources.

We will keep a tight collaboration with the Camping de Lakens and our sustainability partners such as Seavents, Ozarka and others to grow and learn together!

We have already kicked off the organisation for Surfana festival in 2024 - our 10th year anniversary – where we will celebrate our love for the community, the location and our goals for sustainability, holding onto all experiences that are and will be carved into our memories forever!

THANK YOU FOR READING!

