

Master's Thesis

– Tourism programme, Aalborg University

Sustainability in events in Northern Jutland

– A study of the perception of sustainability among events in Northern Jutland and how they are implementing sustainability and its challenges

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Abstract

The purpose of this thesis is to investigate how events in Northern Jutland perceive sustainability and how do they operationalize sustainability through current or future implementations and which challenges they are dealing with. Sustainability within tourism has gained major attention both within the businesses that are involved in tourism and in the academic field. This has also been the case with events in tourism as sustainable aims are also on the current agenda within the field of events. The analysis is based on the qualitative method and thus will investigate the aim by interviewing a sample of events within the area of Northern Jutland this was done by semi-structured interviews with one representative from each event and additional an expert from the field was also interviewed. Both derived from the interviews and the literature about sustainability in events, the themes of the Triple Bottom Line emerged and their perceptions have been evaluated via them and also sub-themes emerged from interviewees perceptions, implementations and challenges. Derived from the data and the findings led to the conclusion that the events are perceiving sustainability from the three dimensions of sustainability. However, the environmental dimension was more dominant than economic and socio-cultural. As the data revealed that events are having a large focus on environmental aspects and it is also reflected in the current implementations and their future plans for increased sustainability. Whereas the socio-cultural had less of a focus, despite they a large part of the events were working engaging with volunteers and the local community, as part of this dimension. The economic dimension was identified to also having a focus, as the majority of the events were addressing that economic aspects were crucial for them in order both implement sustainable actions and for the future plans. However, they were not considering it in terms of sustainability and neither connecting it to the concept, but instead expressing the challenges with lack of economy as an on-going challenge for many of them. However, another theme that are considered to be within the economic dimension is en relation to marketing and communication as these two aspects were to a large extend connected to sustainability to used as competitive tool for them in order to stand out with sustainable implementations. It was moreover found that in general the interviewees were highly motivated for increasing the sustainability of the event, as they are all aware of the significance it has in society and in the event industry.

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Introduction

Events has within the past decade received great attention in relation to tourism related operations as they can work as attracting tourists to a destination, and thus foster development and prosperity for a place or community (Getz, 2008). The staging of events has also gained global significance from their potential to boost tourism, and their presence from a societal and cultural perspective (Mair & Laing, 2012). Events were even considered in the late 1990s by Getz (1997) to be one of the most fast growing forms of leisure business, and tourism related phenomena. Despite this significant growth within the events sector in tourism, there has also been a shifting focus where sustainability is put in relation to event management, considering the size of the industry and the potential negative impacts it can affect (Laing & Frost, 2010) as there has been a growing focus for events to take more action into the sustainable agenda, and implement practices that are with a focus of sustainability. Examples of the growing interest within the framework of Danish events are found in the form of increased awareness and guides made from the interest group Danish Live and the collaboration Aarhusevents, which is targeted for events and festivals in Denmark to use as inspiration and a guideline for more sustainable initiatives (aarhusevents.dk; Dansklive.dk). Also The Danish Ministry of Environment has produced a guide for events (mst.dk) for such purpose, with more focus on the use of plastic. This also demonstrates an interest from a governmental stakeholder in Denmark. Moreover, there is also such an interest in academia regarding increase focus on sustainability among events (Dredge & Whitford, 2009). The main concerns about events in tourism have been a more business and economic perspective, and the use of it as development and growth and branding of a destination Quinn (2006). Also according to Mair & Whitford (2013) environmental and socio-cultural impacts among events are increasing in focus in the research about events. However, this is part of the term 'sustainability', as it is a complex concept with several aspects and elements to consider, when working with it. Therefore it is also interesting to investigate it in relation to events in tourism and how it emerges within the field

The increased demand for sustainability in events has increased my motivation to go further with the subject, and also in relation to the previous project I worked with, which was about events and festivals in Northern Jutland, in connection with my internship and a project called

"Green Growth". In this regard I investigated which sustainable activities the events and festivals were doing at that time, to obtain a general status that could be used for later work examination, which potentials for improvement in terms of sustainability. The findings from the project provided with the events' and festivals' current activities and indications of future potentials to take action on for more sustainable practices. Moreover, the findings revealed that many of the events are working with sustainability, but there were also many areas where potentials for further work were present. However, as it was recognised the target group was very diverse and a further investigation into the individual event or festival was needed and to obtain more insight and knowledge on specific potentials. The findings from this project revealed, that the environmental factors of sustainability were slightly over-represented compared with economic and socio-cultural dimension from the framework of the Triple Bottom Line. Those findings evoke my interest even further to dig more in depth with the sustainability among events, as it was not entirely accomplished. As this study will be more in-depth with the target group, it will be limited to fewer events as the previous project reached out to the entire Northern Jutland and had a very large sample, which is not achievable in the context of this thesis. The indications from the results can be used as a general knowledge that is beneficial prior to the research of this thesis. The following problem formulation has been identified as the turning point in this thesis.

- ***How do events in Northern Jutland perceive sustainability and how are they implementing sustainability and which challenges does this entail?***

I intend to investigate which perceptions of sustainability the events in Northern Jutland are having, and which sort of implementations they are working with or planning for the future. Moreover, I intend to investigate the challenges the events might have in relation to working with and implementation sustainability within the event. Therefore the problem formulation will be the base of research of the thesis.

Literature review

The purpose of the following chapter is to present the key understandings and debates that are found within the literature, in the field of sustainability related to tourism and events, as the two overall themes for this thesis. First the emergence of sustainable development in tourism will be discussed followed by concepts of sustainability as Triple Bottom Line and limits to growth in terms of tourism. Hereafter sustainability will be connected with events in tourism and sustainability connected to events as this has also gained a major focus in the literature of the topics.

Sustainable development

Sustainability in general and in relation to tourism is a complex and contested concept, which is difficult to determine. However, in this section, it will be examined as how it started in literature and how sustainability is considered today. Therefore it will not be an exhaustive review of the concept but rather a review on the relevance in terms of the subject of this thesis, namely sustainability in tourism and in relation to events.

Since the significant growth of global tourism that started in the 1960s and 1970s with its intensive impacts on the tourism system the emergence of sustainability was occurring within tourism planning and development (Saarinen, 2014). Expansion of tourism has both been in a spatial sense and also in terms of significant increase in the tourism market (Butler, 1999). These negative impacts and outcomes of this growth in destinations made it clearer that a guide and limitation of tourism growth was needed (Saarinen, 2014). Thus an increasing interest in the search for alternatives to this mainstream form of tourism development that was going on and it was related to the both policy and academic discourses and events occurring outside of the field of tourism (Hall, 2009). Furthermore, the interest in sustainable development was rising with the Brundtland report from the Brundtland Commission from The World Commission on Environment and Development (WCED) called “Our Common Future” as it had the definition on the sustainable development as *“development that meet the needs of the present without compromising the ability of the future generations to meet their own needs”* (WCED, 1987 p. 43). This political conceptualisation of sustainable development contributed to further policy aims and needs to the limitation of the negative impact of tourism (Saarinen,

2014). Moreover, the term of ‘sustainable development’ became an internationally known term and the subject of several books and papers afterwards (Choi & Sirakaya, 2006). Despite this turn and its widespread use it has also been criticised from several sides in academia. McCool, Butler, Buckley, Weaver & Wheeler (2013) argue that there is nothing about tourism in the rapport, so therefore it is not directly targeted at tourism. Also Higgins-Desboilles (2018) argues that it has a great deal of ambiguity and is problematic due to the lack of focus on needs of ecologies and animals and just humans. This ambiguity is also recognised by Butler (1999) as he argues that this definition has been open to a range of interpretations and therefore a very varied usage in terms of tourism as it also have been in other contexts but tourism. As an example, Bramwell, Henry, Jackson, Prat, Richards and van der Straaten (1996) argue in their review of the principles and practice of sustainable tourism management identify seven dimensions of sustainability as environmental, cultural, political, economic, social, managerial and governmental. And thus it is obvious that decision makers in each of these dimensions will have a variety of interpretations of the concept, which therefore leads to its widespread acceptance and also widespread misuse (Bramwell et al., 1996). Similarly, again McCool et al. (2013) also critique as questioning what do we know now about future generations needs? As they argue that relating sustainability in terms of what humans think they need rather than how the planet is working resulted in the rapport obtained acceptance politically but at the cost of technical feasibility, and also arguing it is more a generalisation and wishful thinking (McCool et al., 2013). From these different perspectives it is obvious that it is complex concept and in relation to the various arguments it can also be considered from different angles and interests. However, new concepts and alternatives emerged in this scope of sustainable development.

Alternative forms of tourism

After this in the early 1990s new forms of tourism emerged with higher focus on the social and community dimension referred to as ‘alternative tourism’ and ‘pro poor tourism’ (Hall & Lew, 2009). In the same vein, environmental focus was also present as ‘ecotourism’ and ‘nature-based tourism’ also emerged in the terms of the impact on the environment (Hall, 2009). However, as an example ecotourism is not considered especially sustainable, as it regard itself as a positive contributor to the environment. As Hall (2009) argues it is not, as it should also be considering the global impact it also contributes with. Moreover, McCool et al. (2013) also argues that it emerges in the beginning of what was considered as sustainable

tourism, it was more concerned with social matters as for example travelling in small groups and interacting with indigenous people. Butler (1999) also argues the problems with considering this ‘green’ tourism as automatically been sustainable as firstly, it is almost impossible for a form of tourism development to exist without it having impacts on the locations where it occurs and small-scale alternative tourism are often located in sensitive and vulnerable environments where the impacts can be serious. Secondly, he also argues that it is not necessary that all examples of mass tourism are unsustainable, and therefore he states that the key problem with sustainable development is “*in context of tourism is not ensuring the continued introduction of small-scale, environmentally and culturally appropriate forms of tourism, but how to make existing mass tourism developments as sustainable as possible*” (Butler, 1999, p. 13). In relation to this statement, Butler (1999) also argues that mass tourism is a popular form of tourism and will not disappear or be replaced with this ‘alternative’ tourism. Additional to this scepticism of these new forms of tourism, Higgins-Desboilles (2018) states that examples as Corporate Social Responsibility (CSR) in tourism and pro-poor tourism are used as smokescreens to only do business as usual and not taking action in bigger scales with sustainability. This demonstrates there were an increasingly focus on alternatives for ‘regular’ mass tourism, however, this demonstrates that the intentions might have been there, but it may not have that much influence on the bigger scale and in the long-term. As McCool et al. (2013) argue that as long as people travel for pleasure using non-renewable energy tourism will continue to impact the climate change and thus making tourism more sustainable, in theory is relatively simple by reducing the numbers of people travelling for tourism. However, it can be argued that it can be considered too simplistic and other ways of making tourism more sustainable will be further explored in the following section.

Emergence of the Triple Bottom Line

Later in 2005, a well-known definition on sustainable tourism where published where it demonstrates a perspective where economic, social and environmental is highlighted also known as ‘Triple bottom line’. The definition is made from The United Nations Environment Programme (UNEP) and United Nations World Tourism Organization (UNWTO) report called “*Make Tourism more Sustainable*” and define it as “*Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and the host communities.*”(UNEP & UNWTO, 2005, p. 12). Which

implies there is a balance between the three pillars or dimensions. In order to give concrete example of what those entails, the arguments from Choi & Sirakaya (2006) will be presented. In this sense economic sustainability implies economic feasibility, as tourism is an economic activity therefore optimization of the development growth rate at manageable level (Choi & Sirakaya, 2006). Environmental sustainability implies the natural resources of a place and the protection of those as a resource for the present and future generations. Lastly, the socio-cultural sustainability implies respect for social identity and social capital and its assets in the community and the culture of it (Choi & Sirakaya, 2006). Despite the widely use of this definition it has also fostered a great deal of critique as with the previous presented Brundtland rapport definition. According to Saarinen (2014) this definition is value-laden and lead up to multiple interpretations and perspectives, that has resulted in different understandings of the concept and how limits to growth are defined in tourism. McCool et al. (2013) also state that ever since it was released, it has been debated and received different kind of scepticisms. Their critique is founded in that without economic viability the two other elements would not be relevant as there will be no tourism. Furthermore, McCool et al. (2013) even suggest it should be a ‘Quadruple bottom line’ as an element of political is missing out due to the other elements will need to be politically acceptable otherwise they will not proceed to be operationalized. Moreover, another criticism of these three dimensions of sustainability in tourism is that often they are not equal, and Saarinen (2014) argues that the economic part often is prioritised over the social and environmental, which is natural in a market-driven economic activity like tourism and as he argues “*.. as without economically viable business there is no tourism (including sustainable tourism), it basically challenges the ideal of the equity between the elements and principles of sustainability in tourism*” (Saarinen, 2014, p. 8). From this statement he argues that the economic dominance is understandable. Similar, Hall (2009) argues that economic impacts are receiving more attention than environmental wise. These challenges can make it difficult to implement these dimensions in tourism as an attempt to become more sustainable, including all three dimensions and balancing them and thus the making of sustainable tourism development. Therefore also the emergence of the debate has for a long time been around sustainability and its connection to tourism and more critical voices’ claims of whether tourism can be considered sustainable? As Saarinen (2014) argues that among other things criticism has been in regards to the clarity, meaning of the concept and how to apply into tourism. Also Swarbrooke (1999) consider

sustainable tourism as an impossible dream and in similar vein, Saarinen (2014) argues that some scholars have suggested that the concept and idea of sustainability should be getting rid off and he concur this by also arguing that this idea of sustainable development are both complex, vague and difficult to operationalize in practice. Also Butler (1999) argues that despite if a common understanding of the elements and processes of sustainability there is no guarantee that it will actually be practiced in a place as it is necessary to also ensure that all involved stakeholders are participating in the process of it. Therefore a multi-sectorial approach is essential (Butler, 1999). It can seem very challenging to obtain sustainable goals as despite the definitions they can be understood and interpreted in various ways, that means different things to different stakeholders, and thus, as previously mentioned, the concept is complex to operationalize for those involved in tourism. In the light of this debate, a new area of sustainability will be presented in the following section.

Limits to growth in tourism

A new direction seem to have widespread in the literature about sustainability in relation to tourism namely the concept of *degrowth*. Higgins-Desbiolles et al. (2019) argue that there has been a concern for growth since a report "Limits to Growth" by Clubs of Rome's (Meadows et al., 1972) as the capitalism has been too reliant on growth which are considered a destructive path and thus in increasing interest in degrowth is existing. Likewise, Kallis (2011) claims that degrowth "*is a radical political project that offers a new story and a rallying slogan for a social coalition built around the aspiration to construct a society that lives better with less*" (Kallis, 2011 p. 873). The degrowth concept demonstrates a new path for tourism and it might not be sufficient with hard work on focusing on the three pillars of sustainability, but rather re-thinking the whole system. Michael Hall was one of the first to link tourism sustainability to the degrowth concept (Higgins-Desbiolles et al., 2019). He argues that due to the negative environmental impact that tourism are contributing with, it is an important sector for implementing degrowth as a strategy, as the negative effects of tourism are getting worse and not better (Hall, 2009). Another argument for putting degrowth in relation to tourism as that it is 'natural' for modern tourism policies to be in constant growth (Higgins-Desboilles, 2018) as many tourism officials and DMO's are focusing on the growth in their strategies and goals for the tourism, and thus are making growth as the natural next step for a tourism strategy. Another example of that is according to Higgins-Desboilles et al., (2019) is even the World Tourism Organization (UNWTO) are having a strongly economic agenda in their proclaims,

despite they are putting emphasis on the socio-cultural contributions on tourism, so it seems as they are promoting mainstream tourism for development. Hall (2009) are also setting degrowth in relation to other concepts as *slow consumption* that are seeking to find an alternative to the dominant growth part and ‘economism’ and in contradiction to that, take in more to account humans ecological footprint on the scarce natural resources and as he argues: “*Degrowth is therefore not so much connected to downsizing per se but to the notion of ‘rightsizing’ and the creation of a steady state economy*” (Hall, 2009, p. 55). Furthermore, Hall (2009) argues that degrowth can be a useful way to transition to steady-state economy as he describes as an encouragement to a qualitative development, which is not on the expense of natural capital and he defines it as a constant flow of throughput at sustainable low level. However, despite this emergence of the more new movement of degrowth, Fletcher, Mas, Blanco-Romero and Blázquez-Salom (2019) argue that the application of degrowth to the realm of tourism has been limited, according to them the most sustained exploration of the potential of degrowth is made by Andriotis (2018), where he is focusing on core principles of degrowth and their potential to facilitate sustainable tourism promotion, and thus his focus is on how people are traveling in a way that reduces resource use and other negative impacts (Fletcher et al., 2019).

Traditions of sustainable tourism in limits to growth

Another advocate for sustainable tourism and within the sphere of limits to growth in terms on the management of tourism is Saarinen (2014) he has identified from studies about sustainable tourism, that there are three types of traditions with the focus on the limits to growth in tourism. The first is *resource-based* and is considered to be the initial conceptualizations of the limits to growth in tourism, which was connected to the carrying capacity model. This relies on an objective and measurable number of for example tourists that a destination can cope with, without it will have negative impact on the resources and environment of the place. Which will therefore need a change for a place’s resources to handle further growth in order to prevent a significant damage for the place. A critique to this approach is that tourism is dynamic as it transforms, and the capacity can be dynamic in the form of managing and developing the tourism products and thus adapting their capacity. Furthermore, it can be hard to separate impacts of tourism from impacts caused by other activities, which are taking place at the same place. Therefore this resource-based is considered a static limit and thus problematic for tourism (Saarinen, 2014). The second one is

activity-based, which is more industry-oriented, which means it is the tourism stakeholders who are primarily focusing on the economic aspect of tourism and not the capacity of the destination. In order for development it is rather concerned with ability to generate growth and the adaption of management of more tourists and the development of new tourism products, which means it will modify the environment for purpose of growth and economic gain. The last one is *community-based*, which is focused on involving the community and local stakeholders in regards to tourism development in order for the community to have control over the benefits and uses of the resources available at a place. Therefore participation from the community and the locals are taking place in order to prevent negative impacts from tourism. This approach does also implies in contradiction to recourse-based that it is not a tangible number which determines the capacity but rather the limit to growth are socially constructed as it is the perceived or known max capacity that set for the tourism not to be considered to disturbing and harmful for the community. The issue of power is also relevant in the discussion of community-based, as it relies on human preferences, values and perceptions and the limit of tourism depends on those, and comes with prioritising the role and impact of tourism that are taken place (Saarinen, 2014). As also according to Reed (1997) power must ensured that there is equitable power sharing among the community and the local stakeholders. This issue of power is also the challenge for this approach as the limit to growth is associated with these power relations by the stakeholders that are transforming and making it challenging when decision-making occurs (Barr & Devine-Wright, 2012). These three traditions have, as stated, different focuses and understanding of the resources for tourism, as they have different perspectives on the limits to growth and how to identify them. Therefore it is interesting to be aware of these when working with sustainability, as they originate from different perspectives on considering tourism development.

Emphasis on communities

Returning to the focus of local communities, Higgins-Desboilles et al., (2019) are also advocating for the involvement of the community in terms of sustainability, as they argue redefinition of tourism is crucial in order to achieve the goal of degrowth, where the needs and focus are moving from the tourists and tourism corporates to the local community. They describe a redefinition as “ *the process of local communities inviting, receiving and hosting visitors in their local community, for limited time durations, with the intention of receiving benefits from such actions*” (Higgins-Desboilles et al., 2019, p. 1936). This redefinition breaks

up the usual business-minded definition of a destination, where the focus is on the tourists and the notion of a destination need to follow their demands with services (e.g. Framke, 2002). This new definition emphasises the importance of the community as a fundamental part of a sustainable direction for degrowth, as Higgins-Desboilles et al. (2019) have also developed a framework as a mechanism for degrowing tourism, where it includes 1) tourist must consider themselves as guests rather than consumers 2) tourism industry, associations and DMOs must transform in their mind-set from service for the public good and communities, 3) tourism industry should seek social contact when doing business and negotiated right of access, 4) governments must involve community in the decision-making processes of planning (Higgins-Desboilles et al., 2019). This framework share similarities with the concept of Community-Based Tourism (CBT), which is also recognised for its qualities in regards to sustainable tourism development and arose as a response to mass tourism and the community taking over control of local resources (Giampiccoli, 2015), and involvement of the community in the decision-making process of governmental actors or tourism officials (e.g. Tosun 2006). Involvement of the community of the process of making a place more sustainable in the eye of degrowth is also an approach to take, when doing so.

Summary

From this review of the literature about sustainable development and sustainability, in regards of the three dimensions, it is clear that the concept is rather complex and has been under a lot of debate and lead up to multiple interpretations, which therefore leave a blurry picture of how to operationalizing it, when working within tourism. However, it is evident that the three dimensions of sustainability are the most widespread despite its limits and vagueness. It can be argued it is due to its practical usage and therefore is greatly adopted all over by stakeholders engaged in tourism. As in the case of the topic of this thesis, the events is a great part of tourism as well, and therefore it can be argued that in regards to events is a relevant area to look more into, as it has a potential of also being concerned with issues of sustainability, as some are huge in scale or smaller, but repeatedly conducted as to bring some examples. Therefore a review of literature of events and sustainability in events will be discussed in the following section.

Events in tourism

After a review of the literature on sustainable development and sustainability in tourism, the connection to events in tourism will be presented, as literature on events and also sustainability in terms of events will be further elaborated. In regards to sustainability in events the three dimensions of the Triple Bottom Line will also be discussed, as they are the turning point in the literature about sustainable events. Therefore each dimension will be discussed in the relation to events and which specific characteristics it entails.

It has only been a few decades ago since that event tourism as a phenomenon has been a recognisable establishment within the tourism industry (Getz & Page, 2016). According to Getz (2008) events are important motivators for tourism as they often are a part of the development and marketing of a destination, and therefore do events also valid for the competitiveness of a destination. This makes events valued as attractions, place marketers and image-makers (Getz, 2008). There are several definitions of events, Bladen, Kennel, Abson and Wilde (2012) define events as they are temporary, gatherings of people, they are often a display of ritual and they are in some sense unique in its occurrence. Similar are Mair & Whitford (2013) defining events as "*events provide a means of making important personal and public occasions and celebrating important milestones in our lives*" (Mair & Whitford, 2013, p. 16). Getz (2008) uses the term of *planned events* and define them as "*spatial-temporal phenomenon and each is unique because of interactions among the setting, people and management systems – including design elements and the program*" (Getz, 2008, p. 404). He also argues that tourists make a potential market for these planned events, and thus tourism actors have become an important stakeholder in the success of it (Getz, 2008). Furthermore, Getz (2008) argues that events are unique; as you have to be there to experience it fully and thus also makes events appealing for people. Events have also, in a sense, become more corporate as it used to be initiated by individuals and communities, however, with its growing significance it has become in hands of professionals and entrepreneurs (Getz & Page, 2016). Despite the psychical attendance at events, there are also online or digital events, that Laing (2018) argues are emerging and therefore relevant to explore those new digital medias and thus fewer will be psychical face-to-face in the future. This is also relevant currently, as events, meetings, lectures and much more, are held online due to keep the interactions with people on a minimum because of the global pandemic.

Impacts of the pandemic to events

Because of those restrictions, all larger events like music festivals and events in general with huge gatherings of many people have been cancelled in 2020 and also in the beginning of 2021, however some of the events have not been cancelled or are emerged in new forms as for example alternative online formats. This suddenly change in the way to carry out events has had a huge impact on how to attend to events by reorganising of crowds or implementation of a so-called ‘coronapas’ (corona passport)(Ren, Jensen & Egede, 2021), as for those doing something digitally or as a hybrid, as it is a potential new markets. Danes are also realising the importance of attending to event is quite essential for people in terms of their quality of life, which was found in a recent study called “Covid-19 Fan investigation: Where Have We Been, Where We Are, Where We Are Headed” made in February 2021 by Ticketmaster and Dansk Live (Danish Live). 34 % of the respondents are saying that live experiences has a crucial meaning for the quality of life, and without this it had decreased the quality of life (Ticketmaster & Dansk Live, 2021). Returning to the psychical attendance the study also shows that the guests behaviour will not return to normal immediately, as 65 % of the respondents are answering to what initiatives that event must take are they would prefer separate sections of people and distance and 50 % are answering that if there will not be occurrence of queues, then they will feel more secure (Ticketmaster & Dansk Live, 2021). This demonstrates that despite some sort of attendance to events from people, the safety holds great importance and therefore it can be argued that people remain hesitant to attend to bigger events at this point. These findings represent a current situation within the society, and therefore its influence events in future are not yet to be known. Literature about events and the influence for tourism and its definitions has been represented, and the connection between events and sustainability will be further elaborated in the following section. As the major focus on sustainability in regards to tourism development is has also reached great attention in literature.

Sustainability in events

The role of sustainability within event management is one significant part of research, due to its size and popularity and thus the potential of having negative impact on communities and the environment (Mair & Laing, 2012), as Getz (1997) argues that events are one of the fastest growing forms of leisure, business and tourism-related occurrences. Therefore it can be argued that focusing on sustainable issues in regards to events holds great importance.

Likewise with the notion of sustainability as covered previously with the focus on the three dimensions they are also used as a framework in relation to events and sustainability. Mair & Laing (2013) argues that a holistic approach is needed where the economic, socio-cultural and environmental perspective are all considered in regards of events. In similar vein, Getz (2009) argues that events fulfil important social, cultural, economic and environmental elements that are valued by people. Returning to the Triple Bottom Line-approach, Getz (2009) has also used the approach in relation to events policy as he is advocating for using the three pillars when working and developing events management in tourism. He argues the approach should be used as a paradigm within the policy of events, in order to evaluate them with balanced measures in reflecting, economic, socio-cultural and environmental considerations and the impacts of these (Getz, 2009). Similar, Smith-Christensen (2009) argues, in terms of the local community, that in order to contribute to local development, events must have a balance between economic social and environmental objectives. It is therefore obvious that this approach has also been adopted into events in tourism and not only when speaking broadly about sustainability in tourism. From this perspective each dimension in regards to events will be discussed below, in order to explore how the dimensions can be worked with in terms of events in tourism.

Economic dimension

As presented in the previous section events have become more commercialised and thus literature about events has earlier tend to be surrounding mainly around an economic concern, as around 1980s it was globally recognised the positive economic impact events contributed with (Mair & Whitford, 2013). Also the economic and development focus is also present previously in the section with the attributes of events as promotion of development. In similar terms, Quinn (2006) argue that in regards to events in tourism, it has been used a marketing-tool among other thing for branding and thus economic gains in mind. Getz (2008) also argues, that events as motivators for tourism and planned events held importance in terms of the competitiveness for a destination. In his argument the emphasis on competitiveness and thus attractiveness in terms of more tourists meaning increased economic gains. Bladen et al. (2012) also argue about economic impacts of events as assessments from events can be used as justifying support from governments, in making the decisions about investing in the event industry as for example exhibition venues and their supporting infrastructure, as it can be argued those investments will bring positive economic impacts on

the local economies. Furthermore, another economic perspective when working with events, is to determine whether the event is viable through a cost-benefit analysis, which is an analysis of the costs associated with the event compared with the benefits that event generates, and then from these two parameters it can be evaluated if the benefits outweigh the costs or not (Bladen et al., 2012). This is a quite simple method of analysing the economic impacts from an event, and it is often used in the planning phase of events, where it can be built on assumptions and earlier experiences. According to Carlsen (2004) the analysis can also be done by including both tangible and intangible costs and benefits from events, where the intangible features are less concerned with economic measures and more with costs as for example crowding, inconvenience, noise and visual pollution to mention a few, which cannot be measured as hard economic data. These aspects of events that cannot be accounted for in economic terms are called 'externalities', which also are these intangible costs and benefits form Carlsen's (2004) framework. Those are also the environmental and socio-cultural impacts and dimensions that will be elaborated in the next two sections. It seems as in the literature of events as the focus has changed as it is not only economic concerns that are the main topic, or for some it is, but also other perspectives and concerns are taking into account, when planning and evaluating events, which are also the following two dimensions.

Environmental dimension

As in terms of sustainability in events it has gained and an increased concern for more environmental practices among events and their entire ecological footprint (Mair & Whitford, 2013). Mair & Laing (2012) argues that sustainable events should have an ethical dimension, where pro-environmental practices like reduction of energy, public transport or waste management are implemented. Also Laing & Frost (2010) are arguing that many events are adopting environmentally sustainable practices like waste management, recycling, reduction in power use and encouraging access to public transport and bicycles. Bladen et al. (2012) also argue, that it is crucial for people managing events to develop management strategies that maximise positive impacts and minimise negative ones, as they argue no event will ever have zero environmental impact where it takes place. In regards to minimising impacts also Graci & Dodds (2008) are defining sustainable events as incorporating the consideration of the environment, when planning and executing events in order to minimise the negative impacts they can create and thus events should adopt measures to reduce, reuse and recycle the resources. All these concrete activities are therefore considered as environmental

sustainable practices that events can work on or implement in the work of becoming more sustainable and have less impact on environmental issues. Moreover, it was found by Mair & Whitford (2013) the socio-cultural and environmental impacts are among the most important topics for the future research on the area of events. Likewise, Getz & Page (2016) also state that the environmental impacts of events and tourism have been a neglected area in the literature and they argue, that drivers for future event tourism must be for example; environmental and green issues, and impact of climate change and consideration of capacity to adapt and reduce those impacts. From all this, it demonstrates how environmental issues in terms of events are gaining more attention in literature, also other concepts of events that are set in relation to sustainability is for example *Green events*. Tölkes & Butzmann (2018) define as types of events that are "*characterised by the integration of sustainability guidelines into their planning, organisation and management processes*" (Tölkes & Butzmann, 2018, p. 1). Similarly, according to Musgrave & Henderson (2015) key elements of these kinds of events are sustainable principles in the events' management. The aim of reducing negative effects from the staging of the event, financial objectives and the intention to inform the attendees of sustainable issues and educate and give motivation to a sustainable behaviour change. Green events are typically organized by local authorities to motivate visitors and the local community to a more sustainable behaviour (Tölkes & Butzmann, 2018). Similar, Mair & Laing (2013) argue that staging sustainability-focused events might facilitating the processes of change in more pro-environmental matter, as for example for events' unique attributes as carnivalesque and relaxed atmosphere, that could influence the mood of visitors for learning new things. According to Getz (2009) green events are a part of a path of more sustainable events, where it is expected that events will have initiatives as reusing and recycle in order to reduce resources.

Events as motivators for pro-sustainable behaviour

An example of an event that is motivating to a more sustainable behaviour has been investigated in the case study by Tölkes & Butzmann (2018) from the Munich Streetlife Festival. They investigated how to motivate the visitors at this green event to behave in a more sustainable way from the event's educational program. Their findings show that different visitor segments, whom had different learning effects from the education sustainability program of the event. It was found that the event primarily appealed to already sustainable-minded visitors, so the communication should be broaden out to a wider

audience, in order to effect less sustainable-minded visitors. The event was a motivator for encouragement and positive feedback to the visitors, who already had a sustainable lifestyle. Moreover, they found that visitors who were motived to get informed about environmental issues, had a positive influence on learning effects, opposed to the findings that also shows to visitors, who were motivated to have fun and stroll around, had a significant negative learning effect. Therefore it is suggested that the educational program should appeal more to those interests, so in someway combine sustainable-related information with communication that appeal to the motives of having fun and entertainment. This will have an impact on less sustainable-minded attendees in the contrary of behaviour-related and informational communication that appeal more to the sustainable-minded visitors (Tölkes & Butzmann, 2018). Another similar example of a green event and its role in encouraging a more pro-environmental behaviour of attendees was found within the study of a community event by Mair & Laing (2013). They investigated an Australian event with a sustainability focus, with the aim of encouraging sustainable behaviour within the community. On one hand, the findings showed likewise with the previous study from Munich, that the event attracted people who were already committed to sustainable behaviour, and used the event as encouragement and positive feedback for their lifestyle. The attendees to the event indicated that the lectures and demonstrations at the event were very useful in increasing their understanding of sustainability. So the findings show that the event is supporting them with continuing the sustainable behaviour. On the other hand, the event did not appear to attract people, who are not already living a sustainable lifestyle, despite that the event provided opportunities for such processes of change in behaviour; it was not a part of the event audience. Therefore if doing so new marketing methods can be taken into use by stressing other benefits than pro-environmental behaviour change, but for example as cost savings. So they argue that events could play a significant role in facilitating environmental behaviour change, by attracting the right mix of attendees (Mair & Laing, 2013). These studies demonstrate that events can have a positive influence in contributing to pro-environmental behaviour and focusing on the topic, which can be beneficial when it is stated that both events need to take more sustainable actions when managing and planning them, and also can work as facilitators of giving sustainable inspiration and encouragement to sustainable actions in the attendees choice of behaviour in their lives.

Socio-cultural dimension

Social impacts of events can be difficult to measure as often it is constructed from the perceptions of the residents of the place and such subjective measures are complex. Therefore Bladen et al. (2012) argue that via engagement with a host community it might provide with identifying areas of tension or positive impacts from events. Social impacts can be inconvenience, behavioural consequences, community identity and cohesion and community growth and development to name some of them that are identified by Small (2007). Sustainable development in the context of community tourism should according to Choi & Sirakaya (2006) "*minimize the negative effects of tourism on the natural environment and improve the socio-cultural wellbeing of the destination communities*" (Choi & Sirakaya, 2006, p. 1275). Furthermore, they argue that sustainable development in the sense of the community should also aiming by optimizing local economic benefits and also by making the decision-making and development processes to a multi-stakeholder involvement by including NGO's, residents, industry and the government in the planning in terms of determine the kind of tourism the community wants (Choi & Sirakaya, 2006). United Nations Environment Programme (UNEP) also promotes this approach of focusing on the benefits for the community from their guide, where it is stated that a sustainable event should have a beneficial legacy for the host community (UNEP, 2012). A research example of a study, where the three dimensions was included is the research by Negrusa, Toader, Rus and Cosma (2016) with the purpose of including the three dimensions by examine the economic, socio-cultural and environmental impacts of a film festival in Romania by evaluating the perceptions of participants (residents and tourists) towards the sustainability of such a cultural event. The findings showed that from the economic dimension and thus economic benefits, it were perceived by residents that additional revenues for the local budget and the attraction of investment to the city were among the highest in score of benefits on the local community. Regarding the socio-cultural impacts the results revealed that out of the all the benefits generated by the festival, cultural benefits was most valued by the participants, as capacity to support education and cultural enrichment (Negrusa et al., 2016). The environmental impacts that were found to have the highest score were negative effects on tourist attractions increase in pollution and the creation of waste. However, these were not considered as a lasting threat to the sustainability of the event by the authors. Moreover, positive impacts were also found, as the motivation of unused public institutions is been exploit for spaces to cultural and social

life and the motivation of public institutions to be invested in for cinemas' restoration. Conclusively, among all the types of effects generated at the level of the community, the socio-cultural dimension was the most highly appreciated, therefore the research shows that events that are addressing the social and cultural priority from the communities can become important local symbols, supported by the community and a tool for promoting sustainable development for the destination (Negrusa et al., 2016). With an continuous eye on local communities, and how it provides sustainability for them, an example of community benefits from not only an economic perspective, which is often the subject which draws most attention, but also other positive outcomes. In the research by Okech (2011) about a festival in Kenya, she found that beside from economical benefits and job opportunities the festival also contributed to the community with increase in cultural identity, cultural awareness and fostered a sense of pride within the community. Another example, which demonstrates benefits of events for the community, was found in the study by Quinn (2006). Her findings was based on art festivals in two cities of Ireland, and she found that the festival generated wealth and development for the communities in the shape of improved venue infrastructure, increased level of demands of arts, increased activity for other festivals all year around and lastly local pride (Quinn, 2006). Attnasi, Casoria, Centorrino & Urso (2016) also supports this, as according to them festivals encourage the building of social capital and foster the development of local communities and are also arguing that culture has a vital role in regards to both touristic attraction and the instant social ties. These studies demonstrate the impacts among many, that are fostered into the community and which are not only in regards to increased profits, but other that also have sustainable features, as these examples demonstrate the social, cultural and community benefits, that can be obtained in the process of sustainable development, in terms of events and by this which areas to focus on when working with the socio-cultural dimension in sustainability.

Summary

These three dimensions have now been identified in order to create an understanding of what and how those dimensions are played out, in terms of events and sustainability and sustainable development. Each dimension has rather different aims and scopes, which also makes the complexity of making events sustainable even greater. However, as discovered previously in this section, the TBL-approach is not necessarily sufficient when the being or becoming sustainable, as Musgrave & Henderson (2015) argue that given the scope of the

event industry and their large scale of variety of objectives, it can be questionable whether such a definitive statement on events can be made. They suggest it is more reasonable to consider the common factors associated with sustainable events, and consider them from a practitioner and academic perspective (Musgrave & Henderson, 2015). A perspective that is also relevant in this discussion is how sustainability should also be considered as a process, which is how it considered from The European Commission. They have developed a European Tourism Indicator System (ETIS) with the aim of encouraging stakeholders to monitor and manage the sustainability in regards of the tourism activities in a destination. ETIS is a management and information tool and a monitoring system allowing for evaluation of the performance in terms of sustainability from year to year (European Commission, 2016). In this regard sustainability should be considered as an on-going process of improvement that are motivating stakeholders to act more sustainable over time, and thus is the aim not to become ‘perfect’ sustainable, but rather becoming sustainable at a desired level (Negrusa et al., 2016). This is also an important angle to study as, it might appear as events must do all those things immediately in order to be considered sustainable in some parts of their management or activities, but it is also essential to have an understanding of as this being a process, where things and technology are developing over time, and therefore the goal cannot necessarily be reached within a short period of time. Once again the complexity of the three dimensions are also present when relating them to sustainability in events, like previously discussed with sustainability in tourism in general. Despite the issues discussed earlier that can be by analysing and evaluating events by the three dimensions, in terms of sustainability, it is the approach in this thesis, which will be further worked with in the analysis, as it is still a well-used and acknowledged method, which also has been addressed via the literature about the subject and the studies discussed.

Methodology

In the following chapter the approach for the thesis will be presented, how the empirical data was collected and there will be argued why those methods were relevant in order to address the aim for the project, to answer the problem formulation.

Research paradigm

In the research process it is fundamental to chose an appropriate approach in order to conduct the research and finding the right way for working with the problem formulation and thus choosing the appropriate paradigm. A paradigm is the way the researcher views the world one is doing a research in and which is having an influence on how to conduct a research (Mason, 2014). And as Guba and Lincoln (1994) argue, a paradigm works as guidance for the research when determining the ontological, epistemological and lastly methodology choices of it. So the paradigm is the persuasion on how the researcher sees and construct the reality of world and thus how to work with the problem formulation and the area of research for this thesis. The ontology refers to which reality is perceived, how reality exists, and what can be known about it (Antwi & Hamza, 2015). One can ask one self 'What is real?' And 'does there exist one truth or multiple?' (Mason, 2014). Those kind of wonderings are concerned with the ontological considerations within a research. The epistemology refers to ways of knowing about the world and how knowledge is obtained. This is determined by the ontological point of view, as what is perceived about the world influences on our knowledge about the world (Mason, 2014). The notion of accepting that our understanding of reality affects how we are gaining knowledge of this reality, then it will need an accept of that it will also affect how research is done about the this reality, which is methodology (Mason, 2014). The methodology refers to the process in the further research of how it will be conducted, meaning it provide the researcher with which sort of data and method to collect in order to work with the purpose of the study at hand (Antwi & Hamza, 2015).

Constructivism

As explained previously, the paradigm must be reflected in the aim of the project, and the appropriate paradigm for the direction of this thesis is constructivism. The aim of this is to investigate how the events in Northern Jutland are perceiving sustainability and how they working with it in the planning and execution of their respective events. It means to dig in depth to obtain understandings and insights into each individual perception of sustainability.

Within this paradigm the context is crucial as this influences how the individuals perceive the world. The reality is social constructed and the realities of people and how they construct it, is of interest (Mason, 2014). The ontological considerations within this paradigm are as there is no external reality exists independently of the beliefs and understandings. Furthermore, there are multiple truths as there are multiple actors/events that contains different perceptions and attitudes towards to subject. Therefore it is also relevant to investigate multiple approaches and thus multiple ‘truths’. The epistemological considerations with the constructivist paradigm are subjective, which means it is the matter of context and the approach for learning about the world/truth is via interactions. Interactions between the researcher and object of research, which in this case are the people who work for the events based in Northern Jutland, that are the group it is aimed for to reach. This will be elaborated further later in this section. In terms of the methodology a qualitative method is appropriate for this position of paradigm due to the purpose of the study, which is to obtain knowledge and insight in the target groups understandings, and how the events are constructing their ideas of sustainability. This requires in-depth data, which is characterised by gaining personal interactions that will be done via the interviews. This will be elaborated in the following section.

Research design

As previously stated the method of this thesis will be the qualitative method, which is the relevant method in the context of investigating the problem area. The methods of the data collection and how the interviews were conducted will be presented and the rationale behind those choices.

Qualitative empirical data

In order to obtain in-depth insights and understandings of the problem area and the aim of the thesis, namely investigating the perception of sustainability among the people who are working for the events in Northern Jutland, it is relevant to conduct in-depth semi-structured interviews with the relevant actors which are the events or more precisely the persons who are responsible or planning the events. As this research is concerned with the individual views, attitudes and perceptions of the participants is a qualitative approach appropriate in this sense (Mason, 2014).

Interviews are great as a tool to obtain useful and in-depth data from the participants as they can express themselves in their own words (Long, 2007). This method also enables the researcher to talk directly with the target group and thus interacts with them in order to gain solid knowledge. The qualitative interview method is used as it provides interest in the interviewee's point of view and with aim of gaining rich detailed information from the interviewees, and the exploring of how they construct their perspectives via the interview. This is opposed to the quantitative interview where the process is more standardized, less flexible and the aim is to have an interview, that will generate answers that more easily can be coded (Bryman, 2016). Because this method is concerned with the perspectives of the interviewees, as mentioned previously, it is the reason for using the qualitative interview. Moreover, as stated in the constructivist approach in this research, where it is believed that each person who work with the event have the world differently and each of them have values that can be compared and by that gaining a deeper understanding of the topic, this also underlines the relevant use of the qualitative approach (Mason, 2014).

Seven phases of the interview process

There does not exist a correct guide or process of how to work with interviews within a research, which therefore means it has an open structure, which both can be an advantage as a problem (Kvale & Brinkmann, 2015). However, there are some choices in terms of approaches and technique that must be taken, which Kvale & Brinkmann (2015) have developed seven useful phases to follow in such process. These will be followed in this thesis, as it provides a suitable plan for what steps to take in order to conduct a successful interview process and thus the entire research process and make great use of from these. They will briefly be presented in this section and an elaboration of them are to be found in the following sections. These seven phases are (adopted from Kvale & Brinkmann (2015)):

- *Theming*
 - Notion of the purpose of the research, and a clarification of the theme that covers it, by asking 'why' and 'what' are to be investigated prior to the interviews. The theme and thus the purpose of this study is the investigation of events' perception of sustainability in the specific area of Northern Jutland, the purpose is to obtain an understanding of how they construct and perceive sustainability and how they are working with their perception of sustainability

in terms of currently and future implementations and lastly the challenges it might entail.

- *Design*
 - The planning of the research in the preparation for obtaining the purpose of the study, asking 'how' to conduct it by determine planning of procedures and techniques. The description of how it was conducted is to found in the next section, where the planning and the implementation of the interviews are being described.
- *Interview*
 - The conducting of the interviews, which are based on the preparation of the interview guides and gaining knowledge about the execution of interviews. This is also further elaborated in the following section.
- *Transcription*
 - In order to prepare the material from the interviews to be analysed a transcription of them are normally used, where the spoken language is made into written text. A presentation of how it was done is described further in the next section.
- *Analysing*
 - On the basis of the purpose of the study, theme and the interviews determine which methods to use in order to analysing the data. This is to be found in the chapter 'Analysis' where the analysis of the data is carried out.
- *Verification*
 - This means a determination of the validity and reliability of the study. Validity means that the study is investigating what it was meant to do, is the purpose and the aim for project been reached. Reliability means how consistent the results are and the precision, however, it is more challenging to be precise in a

qualitative approach as the nature of it is not to be standardized and do exact measurements.

- *Reporting*
 - The communication of the results derived from the study, and its methods and how it was done. This is reported in form of this thesis, and therefore the entire project is the reporting of the study and its findings.

Semi-structured interviews - The design

In the planning of conducting the interviews, a research on events in Northern Jutland was done and information gathered from the previous internship project (Green Growth) was collected, as a great part of events in the areas were approached in a relation to that. I was researching on a different range of events from the project, as it was representative for a great part of events in the area. I approached the events by sending emails to the persons who are responsible/ or working for the events, with information about the project and asking if they would like to participate in an interview. I put emphasis on the purpose and it was voluntary to participate. In that way I made sure they were well informed before taking the decision and did not feel 'forced' to participate. The reason for approaching these events were made on the purpose of including a diverse group of representative and the events are different in their theme, purpose, size and location. The persons, who returned on the emails, are having different work positions for the events, as some of them are the responsible or part of the responsible group working at the events and one is working the marketing of the event (see figure 1 for details). These different roles the persons are having in the work for the events, can have an influence on how they perceive the different aspects of the questions around sustainability. However, in some cases, the opening email was forwarded to a specific person responsible for the events and therefore it is assumed that they believe they were the most appropriate to talk with for an interview. The diversity in the range of the events makes it interesting to ask the approached events how they perceive sustainability, and are they doing any sustainable activities and if they did, how they are operationalizing it. The aim for interviews was therefore to obtain this knowledge about them, which the questions asked are contributing with. The interviews were arranged and all of them were conducted as planned, meaning no one cancelled or regretted their decision. A few events returned my email, declining the interview due to lack of time and resources. Some never returned, despite follow-up emails were sent two weeks after the initial email. Prior to the interviews, an

interview guide was made for the events and the expert interview, in order to set the scene for the interviews with the relevant themes that emerged into questions (appendix 1). The questions was made out from the aim of the thesis to investigate the problem area, and therefore the questions were made on the basis of obtain knowledge about how their perception of sustainability are and by asking about it in different ways with different angles.

Conducting the interviews

All interviews were conducted online via the program Google Meet, expect one was conducted over telephone. This was in response to the wish for the interviewee due to lack of experience with such programs. Google Meet provides with a video connection, so the interviews were with camera for both the interviewee and interviewer. However, due to occasionally bad Internet connection, it occurred that the cameras were turned off for improvement of the connection and in order to be able to have a stable sound connection. Moreover, on rare occasions of the interviews the connection got lost or interrupted. Luckily there were no problems with resuming the interview. Normally, interviews are conducted in person, and therefore interviews are an interpersonal situation, where the interviewee opens up and share ones thoughts and perceptions (Kvale & Brinkmann, 2015). This remains possible via the digital method as it is still a live conversation, where it is possible to see and hear one another and according to Archibald, Ambagtsheer, Casey and Lawless (2019) the ability to see on another during the interview is regarded as important as it remains possible to respond to non-verbal cues, which can facilitate engagement, building trust and thus making it a natural conversation for both parties. However, it is recognised that some personal gestures or personal interactions will be missing out when having a screen between the interviewer and interviewee. Despite the interviews were held online, it does also have some advantages, which some are identified by Iacono, Symonds & Brown (2016) as the saving of time and money if a travel for the interview was needed and thus finding a location for the purpose. Another advantage is also the increased flexibility from this method (Archibald et al., 2019) as most of the interviewees are busy persons and therefore the digital opportunity might be a better option for them in this regard. Furthermore, the geographic limitations are also eliminated and therefore made it possible to reach out to a wider group of interviewees (Iacono, et al., 2016). This was also convenient in the current situation of the global pandemic as meeting face-to-face is not recommended, nor did the interviewees suggest it as the majority of them are working from home and thus are not attending to any personal meetings.

However, an obstacle also identified by Iacono et al. (2016) can be technical issue as lack of experience with the program and the ability to use it. This was not an issue as all the interviewees did not have any problems with participating to the meeting via a link, and also during there were no technical issues. As previously mentioned only one interview was conducted by telephone, as the interviewee preferred that and by that the technical issue was taken care of in advance. Before the actual interview started, once again the interviewee was informed with the purpose of the interview and how it will be used as data in my project as to follow the current GDPR-regulations and where those data will be visible. Furthermore, there was made room for the interviewee to ask question before starting, all this was sort of the briefing before starting the interview. It is important that the interviewee has a clear understanding of the interview and the interviewer, therefore the first part of the interview is crucial in order for the interviewee to have that and for them to open up and share their perceptions (Kvale & Brinkmann, 2015). Each interview started with the question of the interviewee to shortly explain and tell about the event they are working on, to set the scene for the interview and get started by them telling about something they felt safe talking about as it was a topic close to their hearts so to speak. Overall the questions that were asked were about their perception of sustainability in relation to the event, which specific activities they are working on, the advantages about these activities or sustainability, the challenges they face when working on sustainability, how their ideal sustainable event look like, how they have been/or will work with sustainability in the time they have had due to cancellations and lastly, the general future prospects for sustainable plans (see appendix 1 for interview-guide). The questions were dealing with different angles on sustainability, which provided with a more detailed conversation about their perception on sustainability. By for example asking about both benefits and challenges about sustainability in relation to the events, as it can give multiple aspects on the topic, and thus rich materials on their perceptions and understanding of sustainability. However, when conducting a semi-structured interview, flexibility is also an important practice despite the making of an interview guide (Bryman, 2016). Flexibility in the meaning of it gives room for additional questions and follow-up questions if it seems necessary as it can provide with following up on key point from the interviewees. It also enables the interview to become more natural or fluent when not sticking only to a script, if the conversation leads to other subjects or questions from the interviewer. When asking follow-up questions a great part of that is to actively listen to the interviewee, which is

according to Kvæle & Brinkmann (2015) regarded with just a great importance as the questions itself. It is also an advantage to have an interview-guide as the interview can go in an unexpected direction, which with the guide makes it easier to return to the subject (Mason, 2014). This means when conducting the interviews the interviewer was all the time carefully listening to the interviewee and either adjusting the questions to the responses or asking new or different follow-questions that related to their answers or asking for more elaborated answers to obtain deeper knowledge for the further analysis. At the same time, following the interview-guide to make sure that all subjects were covered if they made sense in terms of how the interviewee responded. Sometimes some of the questions were not asked as the interviewee came across the subjects by just talking freely and thus answering some questions in advance. By doing these practices during the interviews made them flexible and semi-structured, as the interview guide were not necessary fully followed but provide with guidance for the interviewer and as a reference point if the conversation changed significantly subject. During the interviews the interviewer took some handwritten notes in order to write down things, that was found interesting but at the same time the main focus was still to listen carefully and pay attention to the interviewee as much it was possible, through the digital media and thus the camera.

Expert-interview

Beside from the interviews with the person who work at events, an interview with an expert in the field, who has experience with sustainability in events and therefore is relevant to include in order to gain more insights within the area and specifically in Northern Jutland. Therefore this expert was chosen for the interview as she has this specialised knowledge and experience within the area, which is the reason for the choice when interviewing an expert (Long, 2007). The expert is a representative from Aalborg Municipality, who is currently working with a project (Green Growth) that is surrounded by supporting events in Northern Jutland with sustainability, growth, networking and providing competencies to the actors of the participating events. She also has general basis knowledge by working with sustainability in relation to tourism in Aalborg Municipality and therefore has a large knowledge within the field and with many years of experience. Prior to an expert interview it is crucial to research on the topic that also the expert entails to be a competent counterpart for the expert when interviewing (Van Audenhove & Donders, 2019) and in order to be prepared and ask relevant

questions. This was also done in both my experience from the internship and thus working with the project and from the research done doing the thesis.

Overview of the conducted interviews

The following table shows an overview of the conducted interviews and the interviewees, which are responsible for the events and which form of event (figure 1).

Figure 1

Name of the event	Interviewees and their position	Transcripts found in appendixes
Maritimfestival and Muslingehøstfest (will be referred to as Maritimfestival)	Jake Gardiner, curator at Limfjordsmuseet (Museum of the Limfjord) which are responsible for the events	Appendix 2
Naturmødet	Rasmus Kolind Bang, event and experience designer at Naturmødet	Appendix 3
Nordic Brew Festival	Jacob Steffensen, Marketing Coordinator at Arena Nord, which are hosting the event	Appendix 4
Rødspætte Cup	Kim Sørensen, in the management of the tournament	Appendix 5
Rebildløbet	Mona Carlsen, part of the responsible planning group	Appendix 6
Østers- og Muslingepremieren (will be referred to as Østerspremieren)	Solvej Boltz, Eventcoordinator at Morsø Municipality, which are responsible for the event	Appendix 7
Aalborg Halvmarathon	Jens Radmer, Event consultant at DGI Nordjylland	Appendix 8
Muslingefestival	Holger Pedersen, Chairman at Muslingebyen, Løgstør, which is the responsible for the event	Appendix 9

Expert interview with a representative from Centre For Green Transitions (CGT) at Aalborg Municipality	Lis Rom Andersen, Projectmanager at Aalborg Municipality	Appendix 10
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Own illustration

Presentation of the events

In order to obtain an understanding of which kind of different events within the sample a short presentation of each event is provided.

Maritimfestival

Maritimfestival and Muslingehøstfest are two events which are both managed by the Museum of the Limfjord and they are held every year in the town Løgstør. Maritimfestivalen is one-day event and a part of sailing race with wooden ships where they have a stop in the town and they celebrate the sailors with music, food etc. they have around 1000 guests.

Musligehøstfest is one-day event where they celebrate the beginning of harvest of mussels, where free mussels are being served. The two events are been referred to under one name as the interviewee expressed they are very similar in the management and structure and not to be mistaken with the event Muslingefestival.

Naturmødet

The event is a national People's event of Nature where they operate with three pillars, professional, public and political where a broad range of different stakeholders participate and discuss debates and issue about the nature. They also offer workshops, lectures, stands and activities for children. It is held in Hirtshals every year and attracts around 20.000 visitors under normal circumstances.

Nordic Brew Festival

The event is a beer-fair held annually in Frederikshavn, the psychical surroundings are Arena Nord, which is a culture house that hosts many different events. The theme of the event is surrounded by beer tasting and there is a wide variety of brew houses that are presenting their products and there is also food and music for the guests.

Rødspætte Cup

Is a handball tournament in Frederikshavn held annually during the Easter, it attracts around 3500-4000 participants within the age of 11-18 including parents and coaches. There are teams from all of Scandinavia and Germany.

Rebildløbet

This race is a local race placed around the area of Rebild and the Hills of Rebild, it attracts mainly people from the local area but also people from all over Denmark participate due to the special nature. They have different routes at different levels and lengths and in 2019 there were around 1000 participants.

Østerspremieren

Is gastronomic event held annually in Nykøbing Mors over three days, where it is celebrated the beginning of the season of mussels and oysters, therefore the event is surrounded by gastronomic experiences and taste samples for the attendees. Furthermore, it hosts Danish Championship in different categories within oyster gastronomy.

Aalborg Halvmarathon

Is a one-day race with the starting point from Aalborg city centre and the route is within the area of the city and through the Tunnel of the Limfjord. It is the largest race event in Northern Jutland and last time it was held in 2019 there were 6000-7000 runners.

Muslingefestival

Is three-day event with the focus on gastronomy, art and music and especially the mussels have a large focus where they serve around a ton of mussel during the event. It also has many stands with local foods, art and activities for children. Normally they have around 6000-8000 visitors.

Transcription of the interviews

Transcriptions of interviews are the usual procedure when conducting qualitative interviews (Bryman, 2016). Transcription means transforming the spoken words from the interview into written text (Kvale & Brinkmann, 2015) that can be used for analysing and thus is made with the purpose of derive interesting point for the analysis. One of the advantages of recording the

interview is that the interviewer can pay full attention to the interviewee and the progress of the interview and thus not writing down all key points at the same time (Long, 2007). Furthermore it is also an advantage when the interviewer and in this case the writer, who is doing the transcriptions in order to familiarising with the data and identifying key themes at an earlier state (Bryman, 2016). A disadvantage with transcriptions is that interpersonal factors as for example tone of voice, facial expressions and other non-verbal language as are not visible in transcriptions, which can have an influence on how the interviewee meant when expressing themselves. However, if they said something and laughs as it was a joke or similar it was noted, even though it is challenging to figure out irony and humour through transcriptions. Other factors as pauses, accentuations and emotional expressions are not included either in the transcriptions. All interviews were recorded with an audio recorder tool from a telephone, which records in good quality, which is an advantage when recording from computer speakers. All of the interviews was transcribed into text, and were made detailed as possible, but without unnecessary words like and expressions like "hmm" and "ehhh" was not included as this is not with the focus on the language itself and a linguistic analysis is not the approach in this thesis. Furthermore, interruptions from disconnections are not included as, every time practical issues were talked about and are not regarded as relevant in this context. Bryman (2016) argues that in some cases interviewees can be distracted by the fact, that they are being recorded and which therefore can have an impact on the interview. The interviewer did not notice any different in the way any of the interviewee expressed themselves before, during and after the interview, however it can not be sure whether some interviewees were distracted as none gave the impression of that or said it directly.

Ethical considerations

In the process of collecting and handling data it is important to consider some ethical considerations when doing such interviews (Kvale & Brinkmann, 2015). In regards of the involved are voluntary participating and are giving consent for use of the data to the purpose of what it is intended to, namely for the analysis and investigating the problem area. This is also important to follow the current GDPR-regulations in terms of protecting and handle such data in the correct way. Prior every interview the purpose of the thesis was once again explained, even though it was also presented in the first emails sent. In the emails they were also informed about the duration the interviews were estimated to be. Moreover, it was

explained for what purpose the interview was intended for and where it will be visible for the public, it was made to ensure that the interviewee was fully aware of which setting he or she was in and what they are participating in. At last, they were all asked for their consent to record the interviews and use them as data, so they have the knowledge of what they are agreeing to before doing so, however, all of the interviewee agreed on the terms and thus gave their oral consent in the beginning of each interview, which also was recorded. All of the interviewees also wish to be visible with their names and name of event, which also was asked beforehand as part of asking for the consent. The topics the interview and the questions were about was not considered sensitive and therefore no further ethical considerations were made in terms of asking the questions and handling the topic about sustainability. However, some of the events can be in a stressful situation due to not all them knew whether their event could be a reality this year, but by researching on that before the interview and asking if necessary in a respectful way no challenges occurred.

Analysis

The purpose in the following chapter is to demonstrate how to comprehend the empirical data that have been collected and the analysis of them. First, there will be a presentation of the perception of sustainability from the interviewees and after this a more in depth discussion will be conducted as the emerged themes, sub-themes and the implementations of the events from the interviewees will be presented and discussed. Hereafter the challenges related to those implementations will be discussed. Lastly, the findings will be compared and discussed into the final part of the analysis.

Thematic analysis

After the collection of the empirical data, a preparation of it to form part of the analysis must be done. This begins by familiarising with the data (Mason, 2014). This has been done through the transcriptions of the interviews, where they have been thoroughly listened through and written down and the process of emerging patterns or themes coming as reading through those transcripts. Hereafter these patterns and categories that emerged from the interviews can be identified as actual themes and thus a thematic analysis of the data are the approach of this process, which is, also according to Bryman (2016), one of the most commonly used approaches when analysing qualitative data. This approach will be used in this project and

emerging themes and sub-themes will be identified from the transcripts and notes from the interviews as well this will be done by reading and re-reading the data. The themes have been identified on the basis of their receptiveness from the interviews, which is a common criterion for identifying patterns to be considered as a theme (Bryman, 2016) and its relevance to investigation of the problem area. The first emerging patterns that were identified came from the on-going topics in regards to sustainability and within the three dimensions of the TBL-approach, as the interviewees continuously referring to sustainability within the context of environmental, economic and socio-cultural matters. However, the environmental and economic theme was more dominant than is considered as the socio-cultural dimension. From this TBL-approach, which was identified as on-going themes throughout the interviews also emerging sub-themes under those three were identified, as common topics were discussed and expressed that share similarities across the interviews. Furthermore, some of those sub-themes also correspond with the literature about sustainability and events and therefore they were also considered as relevant within this context. Sub-themes were therefore identified on the basis of the emerging patterns from the interviews. The significance they had to the interviewees and their work with the events and lastly, their coherence with the literature. All this will be elaborated below with the start of a broad discussion of how the interviewees perceive sustainability on a general level.

The perception of sustainability from the interviewees

The overall aim for this thesis is to obtain an understanding of how the persons who are working on the events, the interviewees, are perceiving sustainability, how they are working with sustainability and the challenges that might occur in relation to implementing sustainable actions. The data derived from the interviews revealed emerging patterns and themes, which will be identified later in the analysis. As a starting point the more broad understanding and perception of sustainability by the interviewees, will be presented, and hereafter it will be discussed more in depth through the three dimensions of the TBL-approach and the emerged sub-themes. Therefore this first part of the analysis is a more broad presentation and discussion of how they understand sustainability, and hereafter different questions covered their perception in different ways, as it was more unfolded which will be in the following sections in the analysis. The first question asked to the interviewees was how they understand or perceive sustainability, as them putting their own words on the concept in relation to the events they are working on.

A very common topic on this questions were regarding, use of local suppliers, environmental issues as recycling and reducing resources, minimising food waste and economic issues, all those will be discussed by using examples of their statements and this go in to depth in those issues. Five out of the eight interviewees mentioned local purchases and the use of local suppliers, when they talking about how they perceived sustainability. They all expressed how they preferred to use local suppliers as much as possible and for some it was an on-going process, in shifting to new local suppliers also and some were working on new solutions in order to change to a more local supplier. As an example two of the events Rebildløbet and Muslingefestivalen both of the interviewees said they had a local supermarket as their main supplier, and they expressed it were important for them to use those local suppliers and are doing it to a great extend (appendix 2,6). Topics that also were relatively repetitive among all the interviews were the issues about recycling and reducing resources, they all talked about it in some way as how they are perceiving sustainability. The interviewee from Rebildløbet expressed words as “Green recycling mind-set” and the one from Østerspremieren said “Recycling whenever possible”, and the one from Aalborg Halvmarathon said, “lowering the use of resources”, which where phrases they used in order to explain their perceptions. Østerpremieren’s representative is talking about in more general terms as the interviewee is considering sustainability as reducing their footprint in terms of the event, and also reducing the influence on the climate (appendix 7). She explained like this: *“It is like this in general, to reduce the impact we are putting – by reducing the amount of waste or the impact we have on the climate and on the CO2 emissions, so to reduce that and to reuse where we have the possibility to do so and recycle when it is possible. That is how I see it.”* (appendix 7, p. 109). Her perception is in regards to a general focus, but she also puts in into what they do in relation to the event. The interviewee from Rødspætte Cup told, that they are recycling all the leftover materials when possible, and when not possible, they are donating it to local organisations and thus are being recycled another place. The topic of reducing food waste was also something that were mentioned several times, as the interviewee from Rebildløbet told that the work of minimising food waste is sustainable action, and they are doing a great deal in preventing food to be wasted during the event (appendix 6). The interviewee from Østerpremieren did also mention initiatives they have implemented in order to reduce food waste as lowering the production of food and making smaller portions, and thus that is also

sustainability for her as she expressed (appendix 7). Similar to this the interviewee from Rødspætte Cup is also donating excess food to organisations likewise with materials, and by that the interviewee mentioning those implementations, when being asked about sustainability. However he did not express that it was done in order to be sustainable or similar, it is primarily done to reduce waste. Another branch within food and beverages as they are also having as a sustainable parameter, is the work in reducing plastic and single-use products. The interviewees from both Rebildløbet and Aalborg Halvmarathon are sharing this perception, as they are talking about minimising plastic and the use of single-use products as for example to serve food and beverages (appendix 6, 8). Those two events are both race-events and it can be argued that it is topic of focus, due to such events must provide with a large amount of water and snacks for the participants, and therefore it is something they focus on in relation to sustainability. That is also emphasised from the interviewee from Aalborg Halvmarathon, as he expressed that they provide with the water and snacks along the route and thus it can therefore generate a huge amount of waste (appendix 8).

It can be argued that due to the different types of events and different aims that is influencing how they are perceiving sustainability, as it depends on which implementations are relevant for them. As some of the events with a large focus on food and beverages will also be having the focus on sustainability present on this in terms of food waste, single-use products and plastic, which also is indicated from the data from the interviews. The perception of the use of local suppliers was on the other hand present across the different types of events and thus there is no clear correlation. This demonstrates that they are considering these issues in regards as a part of sustainability and as something they all have a focus on to different extends, which are further elaborated in the “The implementations” section. This contributes with an overall understanding of the perception among the interviewees in relation to environmental dimension, by the use of local suppliers, minimising resources in the shape of food waste, plastic and single-use products.

A different perspective towards sustainability was also found from the interviewee from Maritimfestivalen, as according to him they wished to establish a “green attachment” among the local residents to the fjord and its environment, and thus making a sustainable attachment to the fjord, and they are doing that through their communication (appendix 2). As he

underlines: “*..so for us is sustainability to communicate, teaching and create awareness on sustainable attachment to the fjord in order to make it as sustainable as possible with the resources we have*” (appendix 2, p. 83). Additional to this, he is also the only interviewee who was telling they have sustainability into their strategy, as he explained they have used the United Nations sustainable development goals (SDG’s) and found those they considered as realistic for them within the next five years (appendix 2). From this statement it can be argued that he is the only one, who are addressing a more strategic approach to sustainability and thus are considering sustainability also in relation to the strategy they have. The representative from Centre of Green Transitions (CGT) also mentioned the SDG’s as how she is perceiving and working with sustainability with the events, and in this regard she expressed that her experience is that most of the events are concerned with the ‘green’ SDG’s as she explained as water, energy, waste, recycling more than the social part of sustainability (appendix 10). This also corresponds to the perceptions that the interviewees are having in terms of environmental issues addressed previously. In regards to economic perception of sustainability, the interviewee from Rebildløbet also talked about economic sustainability in the form of she pointed out that they cannot use all the money for planning the event on sustainability, it must be economical sustainable as she expressed: “*You can take the economic sustainability, we are not in a place where we can just fire away in order to make it climate-wise sustainable as possible, if the association ends up with a deficit, so it is clearly that it must to great extend add up*” (appendix 6, p. 106). Likewise, the interviewee from Maritimfestival also expressed economic profitability in terms of sustainability, as it is a must for them in order to complete the events (appendix 2). From these two examples it shows that these two of the interviewees perceive economic sustainability within the frame of sustainability. The other interviewees did not put economic sustainability within their understanding of sustainability, however finance issues were mentioned in relation to implementing sustainability, which is also clarified under the sub theme “Economic profitability”. It is mainly in terms of the environmental dimension they all have a major focus on and when they are conceptualising sustainability all of the interviewee have a tendency to put it into actions, as activities they are currently working on or implementations they have and are considered to be sustainable. Those are also further discussed in the next section. In terms of the socio-cultural dimension of sustainability it can be argued that the statements about using local collaborations and the support to local organisations can be considered as perceptions in relation the socio-cultural

dimension. Most of the interviewee are also considering sustainability as something that is expected from the society, and it is the path that one must take more action into, as the majority of them expressed they also wanted to do more sustainable implementations in the future. This broad overview provide with an understanding of how they perceive sustainability. A more in depth understanding and analysis of their perceptions will be broaden out through their statements, and the implementations and which challenges it can lead to, which are being interpreted in the following section.

The figure below illustrates the emerged themes that also partly correspond with literature about sustainability in the form of the TBL-approach, and each emerged sub-theme that arose from the data, and which has been identified to how the interviewees perceive sustainability and how they are implementing and working with it, in terms of the events.

Figure 2: Themes and sub-themes – The perceptions of sustainability



Own illustration

The implementations

The three dimensions of sustainability – the Triple Bottom Line

After obtaining a broad overview of the perceptions of sustainability among the interviewees, a more in-depth discussion will be carried out, as the themes and sub-themes will be further represented in details. As previously discussed in the literature review, sustainability as a concept can be defined via the Triple Bottom Line (TBL) approach, the three pillars or dimensions, as socio-cultural, environmental and economic dimensions and, according to Getz (2009), events should be evaluated via those, as they should be in balance to be sustainable. It was also found elsewhere in literature, that those three dimensions are relevant when aiming for sustainable events e.g. Mair & Whitford (2013) are arguing, that this holistic approach is crucial when incorporating sustainability in events. Not at any time during the interviews were those dimensions mentioned from the interviewer by asking specifically into those elements. Despite this, it has emerged from the data, that in some sense those areas were covered, therefore this section will be divided into those three dimensions, which were identified as themes and the also emerged sub-themes, derived from the interviews, will also be discussed below each dimension.

Environmental dimension of sustainability

The environmental dimension in sustainability has established great importance in literature as also discussed earlier and as Mair & Whitford (2013) argue, it is a topic that are considered as one on the most important for future studies in terms of events. Also according to Musgrave & Henderson (2015) events should adopt measures that recycle, reduce and reuse resources to be a sustainable, which can be considered to be under the environmental dimension. It was obvious during the interviews that all the interviewees were concerned with environmental aspects of sustainability, as they talked about issues that can be argued to be classified as within the environmental dimension. Furthermore sub-themes also emerged during the interviews, which have been considered to be connected to this environmental dimension. These will all be discussed below and the sub-themes are with an italic headline.

Waste management

The matter of waste was a quite common topic that the interviewees talked about as a great issue in relation to sustainability and also due to as most of them are handling a large amount of waste in short period of time when conducting the events. In literature about the environmental dimension Mair & Laing (2013) argues that among others sustainability in events entail practices as reduction in waste and energy, likewise Laing & Frost (2010) are also arguing that when selecting a location for the event, operational issues as access to transport and waste management. Waste is also a common theme within the literature, which were also one of the identified themes. All of the interviewees except from one, were talking about waste management in some way, as those who are currently having multiple waste fractions and those who are working on it, but do not have a proper solution yet. Nordic Brew Festival, Maritimfestival, Østerspremieren and Rebildløbet all share the wish for improvement in their way of waste managing, and are having it as a focus for future improvements (appendix 4,2,7,6). The interviewee from Østerpremieren mentioned that they are having trouble with having 'clean' waste, meaning that them guaranteeing to the renovation company that waste have not been mixed and thus can be reused, as she said they are having different kind of waste when they are serving food and beverages, which can make it difficult for the attendees to put the waste into the correct fraction (appendix 7). Because of challenges with a correct waste managing, she said that they have given up on the topic at some years, due to its inefficacy and she even argues that she does not believe that any event in Denmark have solved this problem completely, as she argued it is so challenging to not have contaminated waste (appendix 7). In terms of the sustainability of their event, she argued that this is an issue which they have a great focus to and therefore she connected it to a large extend to sustainability (appendix 7). The similar issue is found from the interviewee from Rebildløbet. She also mentioned waste managing as a major challenge for them to complete as they cannot guarantee that the waste is sorted 100 % correct, and therefore it is a challenge for them to find a collaboration partner in this regard, as she would like the event to have a waste managing system, and she also considered it as part to sustainability of the event (appendix 6). The interviewee from Maritimfestival are expressing that they would like to improve their way of waste managing for the future, but he does not consider it as a major issue at the moment (appendix 2). The same for Nordic Brew Festival, as he said they are talking about putting up more bins as they only have one now, it is not been sorted at the

moment (appendix 4). It can be argued that Maritimfestival and Nordic Brew Festival are not perceiving waste management to sustainability to the same extend as Rebildløbet and Østerspremieren. The latter are partly outside events, and therefore it can be argued that is the reason for the high focus and they serve products, which generates high amounts of waste. Maritimfestival are within the same category, but does not have it as an issue and are related it to sustainability. Lastly, Nordic Brew Festival is also en event which are generating a large amount of waste, however they are not using single-use product as much and it is indoors, so it can be argued, that it might not be a big issue for them as they have less food and beverage related waste, compared to the other events. The interviewee from Rødspætte Cup expressed he did not have a particular interest in sustainability and thus not their handling of waste (appendix 5). Rødspætte Cup is also taken place indoors in a hall, therefore it can be argued that it could be a reason for them not having a great focus on such, as it is not outdoors and can potential be left within the nature. However, the other indoor event Nordic Brew Festival, the interviewee expressed, like previously mentioned, that for the future he would like more bins for the waste, so they are have plans for it (appendix 4).

Events that have established a waste managing system available during the events are Muslingefestival and Naturmødet. The interviewee from Naturmødet expressed that they have had waste managing since they started the event, so it has always been a focus for them in terms of their sustainability (appendix 3). Moreover, he mentioned that Hjørring Municipality (where Naturmødet is located) used Naturmødet as a platform for rolling-out their new waste managing strategy for the local residents, and therefore it was crucial for both parties to use one another to spread that message to the locals (appendix 3). Another initiative they have had in regards to waste managing, were volunteers who were 'trash talkers', who helped the visitors with how to put waste in the correct bin. So he perceives the work on waste as a part of them doing a sustainable action (appendix 3). From those statements it appears as Naturmødet have succeeded in managing waste, also as the interviewee did not express any further issues related to it. Likewise, Muslingefestival also expressed that they are managing their waste and they have a good collaboration with the local renovation company, and he also underlined that waste has a high priority for them, as they want the whole area around the event to be very clean (appendix 9). He also told they have children of the volunteers from a local school to work voluntary with collecting waste,

that has not been put in the bins (appendix 9). In contrary form the other events, when addressing waste managing, Muslingefestival are emphasising the priority on tidiness and not on the sustainable aspect in that the waste can be reused (appendix 9), which are the focus when the other interviewees are talking about waste managing.

Summary

These statements indicates that waste is an issue for all of the events, except Rødspætte Cup and that the events are either working on or already have it as a part of their implementations. It can be argued that the events that are selling food and beverages are having waste management as a greater focus point and also the events that are partly held outdoors or in tents. Nordic Brew Festival and Rødspætte Cup are the only events that are indoors and this is also reflected in their focus, as it is not a major focus point for any of them and neither in regards to sustainability, despite Nordic Brew Festival is also selling food and beverages, as with the events that are having it as major focus. So from these findings it can be argued that the correlation in this sub-theme is that it depends more on whether the event is indoors or outdoors, in terms of focusing on and considering waste management as a sustainable implementation.

Reduction in resources

The action of reducing one's impact and a reduction in the use of resources in several ways was a common topic that the majority of interviewees talked about, both when talking about sustainability in general and also in regards to their implementations. This theme is also aligned with parts of Graci & Dodds' (2008) arguments on how they are defining sustainable events with the elements of reducing, reusing and recycling resources at events. Also according Musgrave & Henderson (2015) the act of reducing and reusing are expected from events to become more sustainable. The interviewee from Rebildløbet talked about minimizing plastic and food waste and in general her perception of sustainability was a green, recycling-mind-set (appendix 6). This is also interconnected in some the implementations the event is having, as she expressed they are doing a great deal about not to have any waste in general, by managing their purchases thoroughly as this was an activity she recently have started with, which resulted in a halving their purchases that are related to catering for the participants (appendix 6). Moreover, they have also shifted plastic cups with biodegradable cups, in order to reduce the use of plastic during the event (appendix 6). In a similar vein,

Nordic Brew Festival, Rødspætte Cup, Muslingefestival, Østerspremieren are also mentioning they are either phasing out plastic service or have completely replaced plastic and single-use products with alternatives as bamboo or cardboard products (appendix, 4,5,9,7). Østerspremieren and Maritimfestival have implemented the use of porcelain plates and use regular cutlery instead of service that cannot be reused (appendix 7,2). The interviewee from Østerpremieren told they have successfully implemented a dishwasher station into a tent at the event, where they wash the porcelain and all glasses, as they use real glass as they serve more exclusive beverages as champagne. Therefore it is important for them to be able to use real glass and not plastic (appendix 7). Another example from Østerspremieren is that the interviewee also told they have incorporated oyster shells as plates whenever possible also in order to reduce the use of single-use service (appendix 7). In terms of reducing plastic water bottles, the interviewee from Naturmødet mentioned they are using jam-glasses to serve water for debaters, and they have tried several things in order to find a sustainable solution for water consumption, and this one was the most suitable according to him, despite the extra work and time used to wash and handle all those glasses, it is implementation they want to maintain in order to make provision of water more sustainable (appendix 3).

In terms of food waste which is also a common topic, as the interviewees from Rebildløbet and Østerspremieren are mentioning they are reducing food waste as much as possible (appendix 6,7). A concrete example from Østerspremieren is that they serve the food in relatively small courses (appendix 7). Likewise, the interviewee from Rødspætte Cup is mentioning reduction in food waste, when considering sustainability despite he is saying that the interest for area of sustainability is relatively low. Despite the low concern for sustainability, he is still considers this as a sustainable action (appendix 5). The interviewee of Aalborg Halvmarathon is talking about a making a lower resource consumption as energy reduction and the amount of plastic and single-use products must be reduced in regards of the interviewee's perception of sustainability, and they do not yet have implemented those initiatives, but it is something they are considering and working on doing in future (Appendix 8).

Another aspect that can be argued to be in relation to reducing the resources of the event is reduction in transport. Transport as a key issue for event managers due to the effect it can

have on the transport of attendees to the event and thus increase in greenhouse gas emissions (Robbins, Dickinson & Calver, 2007). According to Laing & Frost (2010) and also the influence on local nature from cars as traffic jams, noise and more bad air quality to mention some impacts, it can have in a negative way. This can be an issue for events, which are located more remote places, with limited access for public transport and car can be the only way to transport oneself to the event. However, it was not as a common issue for the interviewees, as only two interviewees were addressing transport in relation to implementation that could increase their sustainability. The issue of transport was present for Østerspremieren as the interviewee expressed how it was limited with public transport within the area of the event, as it is located on the island Mors and transport by car is necessary to both attending the event and other activities connected to the event (appendix 7). Therefore she expressed that they tried to plan some sort of carpooling, in the form of packages, where transport is included with the hotel stay as an example. However, it was not quite possible yet, but it is in their pipeline for future improvements, in terms of reduction in transport (appendix 7). The interviewee from Naturmødet similarly expressed they are also encouraging their attendees to carpooling in order to reduce the number of cars arriving to the event due to its location (appendix 3). Moreover, he expressed a challenge with the way that some of the debaters are arriving with a plane, and therefore they are picking them up from the airport by car and transport them to Hirtshals and sometimes back and fourth several times, as they have a tight time schedule (appendix 3). The interview considered this as a issue, as it is about logistics and time and therefore in these situations they must prioritise the practical over the sustainable choice in this regard of transport, as according to him, it is not considered sustainable to use the cars back and fourth several times (appendix 3). It can be argued that these two events have a great deal of their visitors from outside the local area and therefore it is those two that are having transport as focus, and thus it can be argued that the other events are having a more local founded audience.

Summary

From these statements from the interviewees there is a relation in as they considered a kind of reduction in the resources as a part of both their perception of sustainability, and actions they have implemented in the events. This was therefore an emerging theme that arose from the interviews and it also relates to the literature about environmental part of events in becoming more sustainable. It can be argued that the use of plastic and single-use products

have gained large attention among the implementations at the events, as they are all to different extends concerned about it and are having initiatives to reduce these. There has not been identified any variations in this regards as across the events are working with the issue to some extend and are either working on new alternatives, or have more sustainable alternatives implemented. In terms of transport, it was not a particularly topic that the interviewees were addressing. However the two who did has been included as it is found in the literature that transport do have an impact on the sustainability of events. However this does not correspond entirely from the interviewees except from the named examples.

Encouragement of change in behaviour

Laing & Frost (2010) argue that events can be used to promote a green message through its activities, which could be themed elements that fit with green issues. Furthermore, in the literature the concept of green events also defined as events that are having sustainability guidelines incorporated into the planning and management processes (Tölkes & Butzmann, 2018). According to Musgrave & Henderson (2015) an event can be used as a platform to provide with information of sustainable issues and educate and motive to a sustainable behaviour change. The aim for change in behaviour for attendees was also found in the study by Mair & Laing (2012). They found that among the events from their study, one of their motivators was the obligation to influence the behaviour of the attendees to a more environmental way. It was found as a sub-theme, that can be argued to be a part of the environmental dimension, as from the interviews multiple interviewees expressed they are having a desire for making a difference in the attendees sustainable mind-set and/or behaviour. The two interviewees from the events with a gastronomic focus on seafood, Østerspremieren and Maritimfestival are both sharing similar views in regard to the wish for spreading out a message about the local goods as oysters and mussels (appendix 2, 7). As the interviewee from Østerspremieren hope that their event can have an influence on the attendees' food consumption, in order to eat more mussels, as she said: "*There is a increase focus in the use of oysters and mussels as food in relation to all this about reducing meat and eating more plants, so mussels and oysters are not just local products but also some that are having a very low carbon footprint, so it's just en the trend, so to speak. So through our event we can influence in a way that more want to try that but not just taste them also take the idea with them at home*" (appendix 7, p. 111). Also the interviewee from Maritimfestival are expressing that they want to establish a closer relation to the fjord and nature for the locals, and the use

of the fjord and the mussels as alternative food (appendix 2). From those two statements it can be argued that both of them have a wish for a change in behaviour for the attendees and locals by eating more local food as oysters and mussels, and not only during the events, but also that people are adapting this behaviour at home. It can be argued that this demonstrates a platform for the events to use, to spread out the message they have about the local food and thus using the event to provide such information for behavioural change, as also argued by Musgrave & Henderson (2015). The interviewee from Naturmødet considered this more at a broad level, as he believed they are taking a responsibility on them and showing public spirit, and they want to be a role model as a project of the municipality and show how thing can be done in a sustainable way (appendix 3). From this statement it can be argued that he is referring to a more broad change in behaviour and not with specific elements of the event. Likewise, the representative from CGT also expressed, that she believed that implementations in a event as not having plastic bottles or have a waste managing system, will also contribute to the attendees can experience those kind of actions as she expressed: *"So people might also take this behaviour at home. So we therefore we believe that this work with the festivals reached more than this value it has for the festival itself but also that it can have a quite big influence on the behaviour of the residents, at least we for sure hope so"* (appendix 10, p. 127). She further expressed that the events have a huge reach in terms of guests, and it is a large group of people that can be influenced with those sustainable implementations, and thus taking the behaviour with them at home (appendix 10).

Summary

In relation to the literature about using events as sending a green message and use it as contribution to inspire for a more sustainable behaviour for the attendees, this is also present for some of the interviewed events, as they are also using the potential of this platform to promote their own messages in terms of sustainability, as the statements demonstrates. This also shows that for these events it is not only a focus for them to make sustainable implementations themselves, but also influence the attendees and thus going beyond their own actions with the aim for sending out messages, that can encourage the attendees to more pro-environmental behaviours. In the case of Maritimfestival the message is more targeted the local residents and their relation to the fjord and its resources, whereas Østerspremieren share a similar message, but the interviewee expressed it as it was more a general massage and not specific to the locals. The message of Naturmødet is differentiated as they approach as

a more general spreading the word on a general level, which also can be argued to be more appropriate for this kind of event, as it targeting entire Denmark and many different stakeholders and not as much to local residents in particular.

Socio-cultural dimension of sustainability

The socio-cultural dimension is also regarded as an important factor within events and especially in relation to the community, which a large part of the literature is focused on. Choi & Sirakaya (2006) argue that sustainable development should optimizing local economic benefits, and also by making the decision-making and development processes in the hands of a wide group of stakeholders, as for example the local stakeholders and local residents. However, it has not been identified from the findings of the interviews that the interviewees are having a focus on involvement of the community within the planning. Additionally, neither was there a large consideration for the community with the focus on providing benefits in different levels or local pride, which are also being identified in literature as advantages of sustainable development (Okech, 2011; Quinn, 2006). Therefore the literature does not entirely correspond with the emerged sub-theme. However there are some implementations that can be argued to be community-related and other aspects, which emerged from the interviews have been categorized into the following subthemes, which can be argued to be considered as a part of the socio-cultural dimension.

Volunteering

Volunteering can be argued to be a part of the socio-cultural dimension as often it is local people who are volunteering, and by that being part of something within the local community. Furthermore it also contributes to a possible more positive attitude towards an event if the locals are part of it. As for example Bladen et al. (2012) argue that when including the local community within event activities, agreements are easier to be obtained. Beside from this it was not found in literature a direct correlation to volunteers and sustainability within events. All of the interviewees were using volunteers as part of the event in either the planning and execution or both, except from one, namely Nordic Brew Festival. The rest of the events are benefitting a great deal from the volunteers as they account for a great part of the workforce. It was obvious that the work of the volunteers is crucial for the event. However it can also be a limitation in the form of not having a sufficient amount of resources available, due to lack of time the volunteers can use on certain areas. The interviewee from Rødspætte Cup mentioned

that he is part of this small group of volunteers, who are managing the entire event and thus they are entirely dependent on the volunteer work force, and it is also a main reason for them in not have engaged more in sustainability, as he expressed, they do not have the time and energy for it (appendix 5). The interviewee from Naturmødet was also talking about that some of the sustainable implementations they would like is not possible, due to the lack of volunteers, as they need to prioritise other tasks and by that sustainability must be sacrificed in some areas (appendix 3). The interviewee from Rebildløbet also expressed as due to they are volunteers who are planning the event, sustainability cannot also be a high priority, as if they were hired for it, as a job, they would go much more in details with sustainability and she would personally have it as the highest priority, as she expressed (appendix 6).

Summary

These statements demonstrates that the events are much dependent on the contribution from the work of the volunteers as they rely on it. On the other hand, it is also a challenge for them as it gives limited resources for in some areas more sustainability, due to lack of time and resources the volunteers can put into it, and it tends to be remaining focus on the primary work tasks, as the basic operational tasks in order for the event to be executed and thus sustainable actions are not being prioritised. It can also be argued that those events, which do not rely on the volunteer's contribution in the planning and management of the event, are also have more resources available. This goes for both Nordic Brew Festival and Aalborg Halvmaraton, as the interviewees are part of the planning process and they do not mention a lack of resources in this regard, but more about they want to make improvements and become more sustainable (appendix 4,8). However, Aalborg Marathon is using a great deal of volunteers on the actual day of the event, but he did not express them as being part of the planning.

Community

Higgins-Desboilles et al. (2019) have a great emphasis in the literature on the importance of the local communities in terms of sustainability, and also Choi & Sirakaya (2006) are arguing that it important to involve the locals within the community, in order to optimize the benefits that the community can obtain from events. Derived from the interviews, there not any examples of where it is particularly articulated, that the interviewees are including the community with the planning or decision-making processes, thus it was not found that this

correspond with this topic in literature. However, there were other elements of attention towards the community, as the examples below demonstrate, that the interviewees are engaging in the community by different implementations they considered as being sustainable. The interviewee from Rødspætte Cup talked about how they supported local associations by donating all food and beverages they have in excess to organisations in the town, and the same goes for other excess materials are also being donated around in the local area (appendix 5). In a similar vein, the interviewee from Rebildløbet explains that the all the surplus from the event are being donated to a local sports-organisation from which, they are also using the members as volunteers, and she feels as they have a obligation to support this organisation and planning the event in such a way, that it generates a surplus to them (appendix 6). It can therefore be argued that Rebildløbet is deeply rooted in the local community, as several people are benefiting from its revenue and all involved are locals from the community.

Another way to consider the community, was found from the interviewee from Maritimfestival, who also emphasises the importance of the “the good life of Løgstør”, as they are working on the event as being attraction and contributing to this good life, by giving attention to what is special about the town, which is the fjord and thus he talked about identity and lifestyle of the locals, as sustainability for him as their aim is also to make the local inhabitants to have a good and green relation to the fjord in the town (appendix 2). In continuation of this, he also mentioned that a voluntary association with fjord-gardens where they also want to boost this project and the volunteers, in order to create an identity among the local residents of Løgstør (appendix 2). From these statements it can be argued, that in terms of their activities they want to work a great deal on activities for the locals make it as an attractive place to live in. Likewise, the interviewee from Muslingefestivalen talks about he want to show that Løgstør is a good town, and they in control of what they are doing with the event and thus sending ‘good signals’ to the outside world about the town (appendix 9).

It can be argued that also other kinds of local collaborations within the community are a part of the socio-cultural dimension of sustainability and those events that collaborates with local stakeholders, as an example will contribute to this social enrichment. Several of the interviewees were talking about using the local suppliers and local collaborations as a part of

sustainability. The interviewee from Maritimfestival talked about purchasing locally and how about they enjoyed using as much local as possible, in regards to their events (appendix 2). Similar, the interviewee from Naturmødet talked about an example of when he needed an electrician, he started to look in the very local area the city of Hirtshals, and if there none, then expanding the search in the municipality, and if he could not find what he was searching for, then in the area of the Northern Region. He described it as a circle he follows, and thus he put great importance in using the local suppliers (appendix 3). The interviewee from Nordic Brew Festival is also expressing that he would like to use local suppliers more, but at the moment they are challenged with that, due to binding contracts with big suppliers that are preventing them in changing to more local suppliers (appendix 4). The interviewee from Rebildløbet also talked about purchasing in the local shops for the event, and also locally produced goods. She used the example of instead of having a medal exported from China as they used to, they have changed to a local supplier from a nearby town to produce the medals (appendix 6). Likewise, the interviewee from Aalborg Halvmarathon is also mentioning a part of sustainability as using the local suppliers. He exemplifies it with replacing the banana they are normally serving for the runners with an apple, in terms of more local production (appendix 8). Another example he gave was a change the supplier of the t-shirts that are part of the package, when participating the event, as normally the t-shirts are produced in China, but at the moment, they are in a dialogue with a new supplier in the Baltic region (appendix 8). These statements indicate that a large part of the events are focusing on using more local suppliers or having it as a future initiative.

Summary

The examples from Aalborg Halvmarathon also indicate there is a difference in how local the interviewees are considering a supplier, as for the first example it is within the local area around the city the events takes place, opposed to switching from foreign to Danish suppliers, which is not regarded as being within the community. However, it can be argued that is also context dependent as Aalborg Marathon's purchase are different the other events, as it can be more difficult to have a t-shirt from a local supplier, than having a local food supplier and it is a much bigger event with larger orders. Despite this difference in how local are considered, it remains a focus among the interviewees, and the other examples demonstrates that by local they considered it rather local, as with in the town or nearby area. Therefore it can be argued that these events share similar perception of using the local suppliers is a part of

sustainability, and in terms of their implementations. From the statements and the level of involvement in the local community, it can be argued that the events with a broader appeal and a target group, which are broader than within the community, they tend to have less focus on the community. As for both Maritimfestival and Rebildløbet put great importance within the community, whereas Naturmødet is for everyone in Denmark and are also attracting debaters and guests from all over Denmark and politicians from the Danish Parliament, which also appeals to everyone and not only the local community. Also Aalborg Halvmarathon is mentioning they have runners from all over Northern Jutland, and thus are not aiming specifically for the local community. Similarly, Østerspremieren is also appealing to a broader segment than locals, as a part of their events they have Danish Championship in different categories of gastronomic elements and thus are attracting chefs from all over Denmark and gastronomic interested people. An exception to this argument is Rødspætte Cup, as they have attendees from all over Denmark and Scandinavia, however they still support those local organisations within the local areas. It can be argued that the events with a local audience tend to engage more in the community and having that a focus point compared to the events with a more broad appeal, and thus less focused on the community. As also addressed in the beginning of the section it was not found that the locals and the community were involved in the planning or any processes of the events from the interviews.

Economic dimension of sustainability

The economic dimension of sustainability tend to dominate the literature about events e.g. (Getz 2008) and thus is a large theme, and it has also seem to be a fundamental topic for the interviewees and multiple issues in relation to economy was addressed, and the following sub-themes were most present, and gained the largest significance among the findings from the interviews.

Economic profitability

According to Bladen et al. (2012) a cost-benefit analysis is a method to calculate whether a certain activity will be profitable in terms of the potential benefits, by a certain activity will outweigh the costs, and which can be used in terms of event management. This method of measuring new implementations for the interviewees also seem to be rather present at several articulated such considerations in terms of implementing sustainability, which is also related to the common topic that emerged. It was to the degree of which interviewees

expressed that in many aspects of the event they had limited resources. It also appeared that it depends on how the event is structured either from interviewees who was hired for the management, or it was part of voluntary management group. However, there are some expectations there will be further clarified. This difference in how the events management are structured is as for three of the events are entirely consisting of volunteering staff group and the remaining are hired for the job and thus the management of the events are part of their work tasks. Two of the events (Nordic Brew Festival and Aalborg Halvmarathon) did not express economy as in issue in terms of increase sustainable implementations, as the events those two are also employees in organisations and thus it can be assumed, that there is another disposal over resources. Put into other words, the majority of the interviewees expressed that the result of limited economic resources were a barrier, if it was not profitable for them to do certain implementations in terms of sustainability. Examples of this where the interviewees are expressing if the costs for sustainable implementations is to high, then it cannot work out for them, and thus the benefits do not outweigh the costs for the events in these examples. The interviewee from Naturmødet addressed the issue in regards to he found the issue of accommodate the needs for different segments of the festival, as for example disabled people with special needs as a constant weighing between those factors, and also if new sustainable implementations are to much an extra expense for them they really have to think about, as other parameters and needs also must be worked on as he expressed (appendix 3). Moreover, he underlined that sustainability competes with those other parameters as time and logistics in order to make those considerations to satisfy multiple target groups. Therefore the calculation form their perspective will be if a certain activity is an extra expense and too much extra work, then they have to discard it, due to it will take time for all the other things they are working with and must also prioritise (appendix 3). The interviewee from Maritimfestival share the same approach as he expressed this topic as it must be economic sustainable for the event, when making decisions and also thus sustainable implementations in order for them to make such decisions (appendix 2). As he underlines: *"There is also this sustainable element for us, if it is not profitable for us then it is not realistic to have this event. So if the green will exceed to much the budget that will be a difficult challenge"* (appendix 2, p. 85). The interviewee from Rødspætte Cup considered new sustainable implementations as new extra expenses that he do not regard necessary, and in the end it will also be more expensive for the consumer, and he preferred the surplus the event generates

stay within the association, instead of being used on something as he considered sustainability, as something that is just came out and not being a must yet, as he underlined if there will be specific legal requirements they will follow these, but that is what will motivate them in doing so (appendix 5). The interviewee from Rebildløbet addressed that doing the sustainable implementations they have is not an economic profit for them but it expressed, that it feels good to have done these considerations (appendix 6). She also questioned that if they made the most sustainable event and thus having 500 more participants, and will by that generate more surplus to the local association and in the extension of that it can be argued, that she is considering the whether this increase in sustainability and the extra profit it could possible generate as a reflection, but she did not come with a final solution to this, she has just made the considerations (appendix 6). It can be argued that she is considering that an increase in sustainable implementations can generate more benefits, as it could then potentially attract more people to the event, and by that an increase in the revenue. In contradiction from the events that are using mainly volunteers within the management is Muslingefestival, which is sticking out from the other events as the interviewees are expressing they have a satisfied surplus, and they are using these extra economic resources to invest in materials for event and which are a part of the large 'equipment bank', as he called it, that all organisations in the town can use for other events, so in that way it contributed to other local activities as well (appendix 9).

A different perspective in terms of not only considering sustainable implementations as a cost, but also a motivation to growth as a solution to the economic issues, was present form the representative from CGT, as she expressed that she wished the events to be innovative for the future and take in new sustainable implementations, and at the same time growing in number of guests as an example, as she argued sustainability must not only be a expense for the events as it will not motivate as much to work with it (appendix 10). It can be argued that she is having that perspective as one of aims for the Green Growth project is to create growth among the events simultaneously by increasing new sustainable activities, as she considers the project will cause a ripple effect that can influence other events to also take more sustainable actions, and they can learn from one another and thus also innovating (appendix 10).

Summary

From this subtheme of the interviews it can be argued, that economic issues have a fundamental role for the events to engage in sustainable activities and implementations, as economic issues are a barrier for them in order to complete such. It also depends on how the event is structured either are they hired for working within the management or they are a part of voluntary management group. For the majority it appears as they have the motivation for doing certain sustainable implementations, but other priorities must also be taken into account as showing consideration for target group, the volunteers and other economic obligations to the involved stakeholders. Therefore from these findings, it can be argued that economic issues are the origin to which or how sustainable the events can work with, as they all are considering sustainable implementations with extra costs for them and thus are not exceeding the potential benefits. However, the interviewees are also addressing the benefits of doing sustainable implementations, but they did not address those in relation to those costs connected to the potential benefits, as it was more done indirectly as they mainly addresses the challenges in this regard. However, the following sub-theme is a potential benefit for the events to achieve if communicating about their sustainable implementations.

Marketing and communication

In regards to events Quinn (2006) argues that events are being used as a marketing-tool for branding of a place and likewise, Getz (2008) argues that events work as motivators for tourism and thus they have a large significance for the competitiveness of a destination. A great part of the interviewees mentioned that having a sustainable event would give the event a marketing advantage and even a competitive advantage compared to other less sustainable events, or at least events that are not communicating about it. Laing & Frost (2010) are also arguing that doing so can have such outcome as they state that green focus of events should be communicated clearly across its promotional materials putting emphasis on the green elements as a point of differentiating and a possible way of having a competitive advantage. The interviewee from Nordic Brew Festival emphasised that sustainability could be good for them in terms of their branding, despite they are not yet working so much with sustainable issues, he did recognise its potential for the event (appendix 4). However, he considered it as an important topic that are necessary as that is how the tendency are in the society, as an example he also mentioned that it could be good to have a certification, and that will also be an advantage for the event within a marketing objectives (appendix 4). These

statements are shared from the interviewee from Rebildløbet as she is also considering sustainability as an element of standing out from other events despite she is also arguing that so many events want to be sustainable, but if they promote some of their implementations, she believed then it is beneficial for them when using it in the marketing of the event (appendix 6). The interviewee from Aalborg Halvmarathon expressed that he is considering sustainability as a competitive advantage as he argued that if one should choose between two identical events that the one with the most focus on sustainability will be preferred (appendix 8). In terms of their communication at Aalborg Halvmarathon about sustainability, he wanted to be communicated but only as smaller part of the entire communication as he expressed that people should not only participate because of sustainable implementations but because it is a great event for them, therefore he preferred that they should communicate about them moving into a better direction in relation to sustainability but without dominating (appendix 8).

In contradiction to communicating about sustainability and considering this as a competitive tool in order to have an attractive event, other interviewees expressed a reticence in doing so. The interviewee from Maritimfestival expressed they are more hesitant to communicate about sustainability, as they do not want it to have a too big focus, as he was afraid of that the local residents will 'back out' from such, therefore they do not wish to be explicit about the sustainable implementations they have (appendix 2). However, they have other messages that they rather want to share especially about the nature and the fjord and the preservation of this in the local area, they wish to focus on that for the local residents (appendix 2). Also Østerspremieren was hesitant at the moment in communicating about their sustainable actions, as the interviewee expressed that she was finding it challenging for them to promote that they are doing certain things and trying to be green, because she thinks there exist critical voices and they are then criticising the areas they are not making an effort to and thus she is hesitant in communicating about it (appendix 7). On the other hand, she also expressed that maybe they ought to better in doing so and she wanted for the future an improvement in that communication about for example the oysters and their low carbon-footprint as a message (appendix 7). These two examples are the events that are not explicit about the sustainable implementations they have, as they do not want the critique it might entail and also not taking too much of a focus from the event.

Another concept in relation to communication that was addressed from the interviewees in preventing them for not communicating about sustainability was *greenwashing*, that was outlined from a few of the interviewees that they had the fear of been accused for this if communicating about their sustainable implementations. Greenwashing is also a phenomenon in the literature, and TerraChoice (2010) define it as "*the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service*" (TerraChoice, 2010 p. 1). Also according to Laing & Frost (2010) the possibility of been accused for greenwashing can potential undo the actual good work which are been done and those green elements that are occurring behind the scenes which are not visible for the guests. The interviewee from Naturmødet expressed he disliked greenwashing a lot and he has observed among other events in the business and does not want to engage in such (appendix 3). Moreover, he was in the belief that sustainable implementations are expected by the consumer and for those sustainable implementations they are working with at the event, he do not think it is enough to promoting for them, as he mentioned the example of them using only green power, but he did not consider that as something they should communicate about (appendix 3). As he stressed in relation to using green power "*It becomes almost a bit embarrassing to go out and proclaim on something that is 100 % expected from the consumer today, then I would rather not brag about it and just do it*" (appendix 3 p. 88). From this it can be argued that for him it is more important in doing sustainable activities than communicating about it, as he also mentions the one example of the use of jam-glasses to provide visiting debaters with on the stages, as this is visible and the signalling effect of that and the storytelling connected with that holds greater significance for him (appendix 3). The interviewee from Martitimfestival also mentioned the concept of greenwashing as he expressed they do not want do to that as he believed there is a limit to how much the event can be promoted as sustainable, as he is argued that there are elements from the event that could be promoted as such but they do not wish to be 'greenwasing' too much (appendix 2). Both Naturmødet and Maritimfestivalen are using the word greenwashing and seemed aware of the concept and the negative effect it can have, on the other hand Østerspremieren shared the same worries about the critique it can trigger, but did not phrase it as greenwashing.

Summary

From the statements of the interviewees that have emerged into this sub-theme it is clearly that it holds great significant for some that they are able to communicate about sustainable implementations and activities in order to stand out from other events and thus obtain a competitive advantage, which also are described in literature that doing so can be this kind of advantage for events. However, in the contrary the events that are not communicating to a large extend about sustainability seem to be because of a fear of greenwashing, which is also a common concept in regard to communication about sustainability and also the fear of criticism from the external parties. It can be argued that it is a pity that some events are cautious about communicating about it, as it could potential give them some advantages as discussed above, but it appear as they do not wish to take this chance yet and be explicit about sustainability at this point. It is also interesting to notice that the events that are not communicating about their sustainability at the moment, are actually events which have many sustainable implementations and are also having it as a large focus and by that it can be argued that the concerns they have should not be that dominant as they are taken action. It can then be argued that they might believe they should already have succeed before starting communicating about, this is also observed by the representative from CGT, as she argued that many events are doing sustainable implementations 'behind the scenes' and are in the mind-set of they must having everything in control prior communicating about it, which according to her also could lead to growth for the events that they are able to communicate about sustainability and thus attract more guests (appendix 10).

Summary of all the implementations

From all the themes emerged from the interviews with the three dimensions and the sub-themes in each of dimension, it can be argued that some of them also correspond with the literature about sustainability in events as the issues in regards to implementing sustainability. It is furthermore clear that several activities and implementations are been worked on, some are less completed than others, and in more aspects it can be argued that it is a on-going process for the individual event to increase or improve activities towards more sustainable alternatives as the interviewees themselves are expressing they are aiming for. As most of them are expressing sustainability as unavoidable element that they must make decisions around and some are still in the planning steps while others already have implementations working, it therefore depends on which stage of this work with

sustainability they are on. Furthermore, it obviously also depends on much of an interest there is in doing sustainable implementations for now and on the long-term perspective. As a general comment to the activities and implementations all the events are working on, it is relevant also to include some statements from the representative from CGT in relation those topics. As from her experiences she expressed that she meets encouragement in general among the events for becoming more sustainable, and she are hoping for that the events in Green Growth project, the project with aim to developed more sustainability and growth among events in Northern Jutland, will maintain and make use of the network established in order to inspire and help one another, and especially share experiences that can contribute to support each other in their implementations for now and in the future (appendix 10).

Implementations that are considered to a part of the environmental dimension are having a greater focus in general across all of the events, and it also appear to where most work is been done towards future implementations. As all of them are having a focus on reducing resources, replacing plastic products and other single-use products and a few also were focusing on the transport in relation to the event. All of these sub-themes also correspond with the literature. Also in contradiction to the environmental dimensions and its sub-themes the socio-cultural dimension was less distinct among the interviewees and there were none of the interviewees that directly connected their perception to socio-cultural attributes of sustainability. Despite they were having implementations that can be considered to be within this dimension as the local collaborations and engagement within the community, which also corresponds with the literature. However, the large focus on using volunteering resources can also be argued to be within this dimension despite it was not found in literature. The economic dimension and the sub-themes connected to it was also a crucial point of focus for the interviewees as most of them constantly are calculating on what can be done compared to which resources they have and do the benefits outweigh the costs, which it often tended to be that costs were higher than benefits for several of the events and thus they are considering some implementations as expensive or as a challenge. Thus they are making cost-benefits analysis, which is also found as common in the literature, however only two of the events were addressing economy to sustainability. By contrast, a large part of the events were considering the act marketing their sustainability as a something they could benefit from and

are aiming to do. There were also some of the events that were hesitant to communicate about it, as they are concerned for being accused for greenwashing.

Lastly, it is also evident that the implementations of the events are very context dependent, as it depends on which kind of event it is and what makes sense for them as the example with events serving food and beverages are having a larger focus on sustainability in this area. Also how the event is constructed if the management consist of mainly volunteers then they do not have the resources to make huge changes towards being more sustainable. Furthermore, more locally based events that are aiming for the local residents also tend to increased focus on the community compared to larger events with a broader audience. Conclusively, it can therefore be argued that each event and its sustainable implementations and aim for focusing on sustainability depend on the context and structure of the event, and the resources at hand. Despite this very context dependent reflection of the events, it was also found through the several comparisons throughout the section the events do also have many similarities towards which directions to take and actions to implement. To provision with an overview of all the implementations a table has been made below, in order to have them summarized (figure 3).

Figure 3

Overview of the sustainable implementations of the events

Themes: Events:	Waste management	Reduction in resources	Encouragement of changing behaviour	Volunteering	Community	Economic profitability	Marketing and communication
Maritimfestival	X		X	X	X	X	
Naturmødet	X	X	X	X		X	X
Nordic Brew Festival		X					X
Rødspætte Cup		X		X		X	
Rebildløbet	X	X		X	X	X	
Øststerspremien	X	X	X				
Aalborg Halvmarathon		X		X			X
Muslingefestival	X	X		X		X	

Own illustration

The challenges of sustainable implementations

From the statements and discussions from the previous section of the sustainable implementations of the events have been presented and discussed. In this section the challenges will be elaborated further and discussed. It was obvious from the interviews that the majority of the sustainable implementations from the events also are giving them some sort of challenges to a certain extent depending on the implementation and which kind of event that are working with it. The major challenges identified from the interviewees are most in regards to limitations in time and economy and waste management, as these topics seem to have the greatest focus for them at this point. The most common and emerged types of challenges will be discussed below.

Lack in support by stakeholders

Obstacles along the way when becoming more sustainable within events are also found and discussed in the literature as a possible challenge, as Lair & Frost (2010) argue that it is not necessary that all stakeholders to an event that will be supportive in when making the decision that an event should adopt sustainable initiatives. They suggest in order to do that, fostering the process by providing with rich information to support this need and desirability of the more increased sustainable events an example the making of a cost-benefit analysis to underline the overall effects and thus achieving fruitful corporation (Lair & Frost, 2010). This sort of challenge was also found from the interviews, as the interviewee from both Nordic Brew festival and Maritimfestival addressed those as barriers when trying to implement sustainable actions. The interviewee from Maritimfestival addressed that they do not wish the 'green message' to be too visible as he argued there are some people in the community who are sceptic about the climate and they do not wish it become too political, therefore they are not in a position in doing so (appendix 2). As according to the interviewee the support from the locals is crucial as the event is for them and they have a desire for them to participate to the event (appendix 2). The interviewee from Nordic Brew festival are expressing challenges in regards when becoming more sustainable, as he talked about barriers from the older generation internally, that they are finding it more challenging to adapt into more sustainable implementations (appendix 4). He expressed like this: "*On the short run, I think it will give some challenges in relation to some upheaval, I think there is some of the staff who would*

finding it difficult, and who have been here for many years especially the older generation would say “why are we doing this? That is more difficult” would they think, but it can contribute with returns on the long run (appendix 4, p. 96). As he argued, internally at the organisation the staff who have worked there for many years will consider it as a radical change and thus be less willing to corporate, but he also emphasised the importance of including them in the process and telling about the reason for it, as it could help the process and might increase their support and thus get it accomplished (appendix 4). The representative from CGT also expressed that she had recently identified this sort of challenge among events, as she expressed that for events with an elder audience they seem to have more difficulties with implementing sustainable practices as she mentioned, finding a solution with bottle water or a more online solution for the event, are examples of implementations the events have mentioned as barriers (appendix 10). Opposed to events with a younger audience, according to her the younger audience seem to have another mind-set, they expect those sustainable implementations and thus the events are not challenged in finding those new solutions and not having this as a challenge compared to the elder audience (appendix 10).

Time and economic challenges

Limited time and economy were also identified as major challenges for the events, and in the study by Mair & Laing (2012) they also found some common barriers for events in terms of becoming more sustainable, some of them are lack of finance and the lack of time. Those two barriers were also found in the interviews as some common challenges the interviewees experienced when working on sustainable implementations. The interviewee from Naturmødet stressed that the primary challenges for them when working or trying to work with sustainability were time, logistics and economy and by that they must prioritising their activities (appendix 3) He underlined it from this quote: *“.. and it also about choosing, for example to say, this year we want to be better on this part, but at the same time vi must also be better in sustainable-thing, so we must also be better as something as accessibility, that we have proper accessibility for wheelchair users, that visually handicapped can come around and our website is working optimally if you are blind..”* (appendix 3, p. 90). From this statement it can be argued that an event as Naturmødet is managed by a municipality have a very broad audience and therefore should satisfy the needs of many and be available for the public in a more broad sense and therefore have multiple obligations than for some of the other interviewed events. Therefore Naturmødet must make hard priorities in terms of sustainable

implementations as the time and economy are limited and they have a great deal of logistics and other needs that also all must come together as he also underlined (appendix 3). The interviewees from Rødspætte Cup and Rebildløbet are sharing similar challenges within this topic, as they both expressed that they are a group of volunteers who are planning the entire events and therefore lack of time and economy are challenges for them when implementing new things including sustainable (appendix 5,6). The interviewee from Rebildløbet would like to use more time to go more into depth in doing sustainable implementations, but she expressed then when they have the limited time they tend to do 'same procedure as last year' (appendix 6). The interviewee from Rødspætte Cup do not have a particular interest in doing more sustainable implementations as he argued that it will take away money and time from the planning of the other activities from the event management, and he is also expressing that the planning as being second nature to them and they do not have the energy to consider other implementations (appendix 5). It can be argued that especially events like these two sports events, which are solely managed by volunteers are fragile in terms of the limited amount of economic resources and time compared to the other events. In contradiction to this argument, the interviewee from Muslingefestival, which is also managed by only volunteers, he did not express these factors as challenges, as he expressed they are good listeners towards new things and sustainable implementations they have done adapting the event if necessary (appendix 9). The interviewees from Nordic Brew Festival and Aalborg Halvmarathon did not either express challenges in terms of time and economy, but instead more specific implementations they are planning that are giving them challenges, which is also specified later in this section. It can be argued that those kind of events like these two have more resources as they are employees of the management that are planning the event and therefore it can indicate that it is not as a large barrier for them due to it is part of their working tasks and they are not dependent on solely volunteer labour.

Volunteers

This identified challenge is strongly connected with the previous challenge of lack of time and economic, however this is also an issue that the interviewees expressed as barriers for doing some sustainable actions. As also addressed previously the volunteers both have a significant role in the events and work as a large part of the workforce, but at the same time it can be challenging for events by working with volunteers. As most of the interviewees are talking about that when using volunteers they only have a limited time to work for the event, as it is

mostly centralised around the actual date of the event, where they contribute a lot. But if the planning and management team consist of only volunteers it can be a challenge, as they have limited time to work on other topics from not planning the event – this extra which often is the category where sustainability ends in, as also addressed in the previous paragraph. The interviewee from Rebildløbet was expressing that was the case for them as they also have to maintain focus on the event and make everything come together, moreover she expressed that if she was working on the event fulltime and not as a volunteers she would have sustainability as highest priority (appendix 6). In similar vein, the interviewee from Rødspætte Cup expressed likewise with the challenge of limited economy that they are a small group of volunteers and therefore they do not have a great amount of time to implement sustainability within the event (appendix 5). From these two statements it is evident, likewise with lack of time and resources that due to they are solely volunteers it becomes this challenge for them in doing extra work as sustainability can potential be, when implementing new initiatives. The interviewee from Naturmødet have another challenge with volunteers as they cannot recruit enough to work during the event to engage in sustainable activities as he mentioned an example of ‘trash talkers’ which are working as people that are supporting and helping the attendees to separate their waste correctly (appendix 3). Likewise, the representative from CGT also expressed the issues she has identified among the many events she has been in contact with that they are having problems with maintaining the volunteers and that is due to COVID-19 that there has been such a long break where the events has not been held and the contacts has not been there (appendix 10).

From these statements there is a pattern in both that being a volunteer management group in itself is a challenges due to lack in time and resources, which is also identified in the previous paragraph. Moreover, it is the challenge of recruiting enough volunteers to contribute to the activities on the event and also in relation to sustainable implementations. It appear to be across the different kind of events that this is found as challenging, however, Aalborg Halvmarathon is also using many volunteers but only on the actual day and the interviewee did not express any challenges in this regard. It can be argued that the use of volunteers as large part of the workforce within events can be challenging as there cannot be put in the same amount of work as if it was employees, despite this as being challenging the events are also dependent of the work from the volunteers as they could not be possible without the

contribution from volunteers, however the interviewees from these examples are still have it as a challenge when implementing sustainability into the events.

Not compromising the good experience

Some of events were addressing that they wish to maintain a good experience for the attendees and a good event despite working more on sustainability and those two things are not necessarily connected for them. The interviewee from Rødspætte cup was expressing that their aim for event is to make a good tournament as possible and by that he do not wish that more expensive sustainable initiatives potential taking money away from other things that are making the event as good as it used to be, as he considered sustainability as more expensive as for example they have switched plastic plates to cardboard which is a extra cost for them (appendix 5). The interviewee from Aalborg Halvmarathon was very aware of not making the experience of the event to worse in terms of compromising on certain things, in order to make more sustainable implementations, as he stated: *“..it will probably scare many people away if we peel of everything surrounding the event. So we are trying to create a model as the attendees will accept and also being more sustainable than we previously have chosen”* (appendix 8, p. 116). Moreover, he expressed that first and foremost their aim is to give attendees a great experience and having the event conducted in a sensible matter, which have been the primary focus until recently where these sustainable thoughts have been increased in their planning for the future (appendix 8) as he also stated *“we would rather not take anything away from people at least not faster than their adaptability can follow along”* (appendix 8, p. 117) from this he also underlined that it is their major challenge, to give the attendees a good experience and at the same time having sustainable implementations that do not prevent that. The interviewee from Østerpremien was also addressing that part of events cannot be compromised with sustainable implementations as they are also an exclusive event in some parts of the activities of the event (appendix 7). She mentioned for example another event they are working on, where they used second-hand service as cups and plates, in order to prevent single-use products, but they cannot transfer this idea to Østerspremieren, as it would be too messy, and it is not aligned with their concept (appendix 7). She believed the idea was brilliant but did not want to compromise on the aesthetic experience for the guests.

From these examples the interviewees want to keep a focus on the experience and the actual event and are working on how it can be combined with sustainable implementations. However, that is challenging for them with the parts of the events that can potential influence on the experience for the attendees. From the examples of Aalborg Halvmarathon and Østerpremieren it can be argued it is a matter of adaptability from the guests, in the case of Aalborg Halvmarathon they have a desire for changing certain things but are concerned about whether people would not attend if some things were changed. And likewise with Østerspremienren, she believed that attendees would dislike if they used second-hand service, as they would not be true to their concept. However it can be argued that it depends of which kind of guests they are aiming for as for some if they were informed about the choices behind the new implementations they might be more willing to adapt to this, likewise with the discussion earlier, that younger audience are more likely to expect more sustainability and thus will be more adaptable in their assumptions compared to the older generation. From this it can be argued that the events can examine how their segments will receive such new implementations.

Waste management and recycling

Waste management was found high on the agenda for events and especially those events that are having a large number of attendees in fragile environments (Laing & Frost, 2010). Waste management was also high on the agenda for most of the interviewed events, as this was also a common theme they expressed large challenges to have a solution for. The interviewee from Østerpremieren expressed waste management as large challenge for them, which they have not yet found a solution to, as she said it is difficult to obtain so 'clean' waste that have been separated correctly and then can be recycled (appendix 7). Furthermore, she expressed that to an event like this where the attendees are eating and drinking different kind of foods, then they are also aware of that it can be a challenge for the attenders to know how to separate the waste correctly, when facing a number of bins (appendix 7). She also expressed that they are challenged in finding a good sustainable solution for beer mugs, as they are working on implementing a type that can be washed and reused and being replaces with single-use plastic cups, but they have not yet found a solution which made her frustrated (appendix 7). The interviewee from Rebildløbet was also addressing the challenge of waste management and recycling mugs, as they have replaced plastic cups with biodegradable cups, but in relation to their waste management as they also have challenge with correct separating due to the

problem of guaranteeing the purity of the waste and then it cannot be reused (appendix 6). Therefore she expressed waste management as a large challenge for them and she would like to spare with other similar events if they have found a solution in managing waste, as she had been to a event where she talked with another major event who are having a similar problem with finding a solution for the waste management, therefore she considered it as a common challenge for events in general and wish for more inspiration from other similar events (appendix 6). The interviewee from Aalborg Halvmarathon is also challenged in finding a solution to provide water for the many runners, as normally they have used single-use plastic cups, but they are finding it hard to have a proper sustainable solution as providing water is a vital task for them (appendix 8). The challenge with this is logistics, hygiene and not having a large resource consumption in providing the water, but they have not yet found a solution that they find suitable (appendix 8). These challenges also correspond with what the representative from CGT regarded as one of main challenges for events were waste management and single-use products that are not reused as she stated: *“..you can say that the largest challenge for many of them, is that they are producing a lot of waste they have many single-use products and they do not separate the waste in so many fractions and by that do not recycle those products they are using, so one can say it is their biggest isolated challenge for them”* (appendix 10, p. 126). From that statement she underlined that from her experience, that is what she regards as most problematic for the events as they articulate this when having their challenges in focus (appendix 10). All of these events are outside and in tents with provision and sale of food and beverages and thus it can be argued that it is the reason for them having such a focus on this and this as being a challenge, as also Aalborg Halvmarathon and Østerpremieren are relatively large events with many attendees and it might make the problem even larger as they generate a large amount of waste.

Sustainability as a process

Overall from the interviews there was a clear tendency among the interviewees that they are motivated and have a desire for improve their sustainable profile from their events. A large part of them expressed that it is working process and one step at the time must be taken in order to obtain the sustainability they have in their future planning. Aalborg Halvmarathon and Nordic Brew festival were both aware that they did not have that many sustainability implementations yet and neither has it been a major focus to them but this is changing for both of them as they both expressed interest and actions on the topic (appendix 4,8). As the

interviewee from Aalborg Halvmarathon is expressing they want to examine all of their processes of the event and then look into where can they be improved towards increase in sustainability (appendix 8). The interviewee from Nordic Brew Festival are mentioning that they are having many conversations internally about the subject and also with the collaborative partners and they have a desire for being more sustainable in the future (appendix 4). Similar, the interviewee from Maritimfestival is also expressing they have started with small things and thus are taken small steps towards more sustainable implementations as he regarded as doing nothing will be a disadvantage for them (appendix 2). The interviewee from Naturmødet is also expressing this process as going for the low-hanging fruits in the beginning of working on more sustainability and he also expressed it as taking bit by bit (appendix 3). From these statements the interviewees are acknowledging that sustainability is not completed over night and it requires that steps are being taken as a part of a longer process, however most of them seem to be interested and motivated for it, but also recognised the challenges connected it. This approach of implementing sustainability over time and this it becoming a process is also found by Negrusa et al (2016) as they are argue that in general when working on sustainability it is a process, it is not essential to become ‘perfect’ sustainable but at the level possible and develops over time. The same approach is present for the representative from CGT, as she argued that some events are in the belief of having sustainability in control and succeed immediately instead of having subsidiary goals as she regards as a better approach for the events when becoming more sustainable, and not considering it as a challenge (appendix 10).

Summary of challenges

The identified challenges from the interviewees, which seem to be dominant are in regards to limitations in time and economy and these are preventing them in doing certain sustainable implementations, also the remaining challenges as waste management and not compromising the experience. It can also be argued that the challenges the events are experiencing are also depending on obviously which kind of action that lead to the challenge but also on which parameters are the challenges occurred, like with the examples of compromising on the experience at the event, as Aalborg Halvmarathon and Østerspremieren are assuming that certain implementations will create certain challenges and a reaction for the attendees. This been more external factors that influencing those decisions, whereas the issues of limited time and resources can be argued to be more internally challenges for these events. Summing

up, from this it can be argued that planning, working on and operationalize sustainable implementations come with costs but to certain levels and for some of the events those are considered bigger barriers than others which lead to that the process is not going any further. Opposite to this, there are also events that are continuously working on sustainability and are seeking new ideas or solutions for their specific challenge related to the event and potential new sustainable implementations.

Discussion

The aim for this project was to obtain a comprehensive understanding of how the interviewed persons from the events perceive sustainability, and derived from the interviews there are some tendencies, which are interesting and have been discussed throughout the sections. The perception of sustainability among the interviews were all reflected within the TBL-approach, as it was also found in literature, that a balance between those dimensions are ideal for events in order to be sustainable, and thus they perceive if from the environmental, economic and socio-cultural dimensions. However, the majority of the events were most explicit about the environmental dimension, as they were having focus on the themes of reducing resources on several parameters, speaking broadly. In terms of the economic dimension they do not address it, as part of sustainability except two of the interviewees. All of the interviewees are still addressing it in several connections as it part of the challenges of working with sustainability. For example a great part of the economic issues are related to implementations that cannot be accomplished, and thus they are not aware of this also being a part of economic sustainability, that economic parameters must also be present within sustainability. This does also correspond with the literature as, among others, Saarinen (2014) argue that economic viability is crucial, in order to begin considering sustainable activities at all, which is also stressed by the majority of the interviewees, as economy is challenge for them to accomplish some implementations. In terms of the socio-cultural par of sustainability, it was also only a few of the interviewees, who were aware of this dimension been directly connected to sustainability, as for example the use of local suppliers, as a great deal of them perceived as a part of sustainability. For some it were mainly in terms of more environmental considerations, than for example the involvement of the local businesses or community. However, for the events with direct involvement with a local association or working as volunteers, they had a greater focus on the local residents within the community. However, as

the literature suggest in regards of the community, where it contributes with social sustainability as involving the community within for example the planning of the event and the related activities. This was not found as a practice from the interviewees, beside from the involved associations were benefitting from the profits from some of the events, but neither of the interviewees expressed local pride, development, increase in jobs to name a few of the potential benefits a community can obtain through events and as being a part of sustainable development (Negrusa et al., 2016; Quinn, 2013). Therefore it can be argued that for most of the events it were the environmental issues that they perceived as part of sustainability, and large part of their implementations are also connected to this dimension, in regards of them having implementations that are lowering their impact in different ways, as the tendency among them are in this direction. As also addressed previously their implementations also reflect how they perceive sustainability, and as also previously stated there is a tendency for the events to focus more on the environmental matters, and are interrelated with the other dimensions, and on the general level they are all interrelated as they depend on one another and the context of the event. So it can be argued that the interviewees are perceiving sustainability in the framework of the three dimensions and thus the TBL-approach, which different aspects to, the also discussed, sub-themes under each dimension.

As discussed previously, there are several different implementations that the events have incorporated into their management of the event on different scales. All those implementations hold different aspects of sustainability, and are diversified into the scale of them, as some of the events have started with small implementations, that are in the context of the event and other are operating on bigger scales, which suit for them. To provide with an example, the smaller events with service of food and beverages are focusing on replacing plastic tableware and cups, to some of the larger events are able to use green power, and make higher demands to their suppliers, compared to the smaller events. Furthermore, there was also identified a difference in how they worked with volunteers and the local residents, as the events with volunteers as the management, were having a larger focus on the local residents and the community in general, whereas the events who the management was employees of an organisations and thus larger events, there were less focus and socio-cultural aspects of sustainability were in general not addressed. To some extend it can therefore be argued, that how events work on sustainability is partial dependent on their size or scale, as

the smaller or more local events are having a larger focus on the local residents and other stakeholders within the community, as opposed to the larger events. However, the larger events have bigger scales when implementing sustainability and it can be argued that their implementations are to a certain degree also would be impossible for smaller events, when considering scale and resources. Certainly relevance and context are also crucial parameters within this discussion, however the findings suggest such coherence. In relation to the literature about limits to growth there was not found a correspondence, as there were none noticeable indications from the interviews, which can be related to this theory. On one hand, it can be argued that it is a radical approach and taking the current pandemic into account, it is not those kind of changes that the events are aiming for. On the other hand, it can be argued that it is surprising the connections are not there since it has gained a large focus within recent time in literature, however it can be considered as with similar to a movement and might even a niche and therefore it has not yet been represented with the interviewed events.

Putting these findings in perspective to other similar work, it can be put into perspective to the project of Green Growth. The project, which is aiming to support events in Northern Jutland to become more sustainable and also from this create growth within the next two years. As with the results from the project, where a survey was made in autumn and was a part of my internship project. The findings from this also showed, that it was mainly the environmental part that the respondents were working with and the social part was very limited. However it can be argued that some of those questions were narrow in terms of investigating this. In terms of another subject from the survey namely digitalization, where those findings suggested that the respondents from events wished for more knowledge about online formats, which is striking that it was not a topic during these interviews. It was not something they put into relation to sustainability. However, as an exception the interviewee from Aalborg Halvmarathon did express that they are working on a more digital solution for the next event, as they are examining the opportunities to have a race where attendees also can participate online, and thus taking the run elsewhere, but he addressed in the context of the pandemic they might not be able to gather the large crowd, as they normally do and not in relation to sustainability directly. As also addressed previously it can be concluded that all of the events except from one, are motivated and interested in engaging in sustainable activities despite how much they are in the process of it at this point. They were aware of the

increasing attention it has gained in society in general, and also its increasing significance in events. Furthermore, they also found it as important role within marketing and how to stand out from other events when having sustainable implementations. On a more general level, and in the process of events becoming more sustainable, it is also relevant to acknowledge that all tourism will have an impact in some way; it is unavoidable (Butler, 1999). And the same goes for events as Bladen et a. (2012) argue that all events will have some sort of impact in its environments. The work for the events is then to reduce this impact as much as they desire and how far the resources are reaching, in terms of aiming for this.

Conclusion

The aim of the project was to investigate the following problem formulation:

- *How do events in Northern Jutland perceive sustainability and how are they implementing sustainability and which challenges does this entail?*

In order to answer the problem formulation, the method of semi-structured interviews were applied as eight events in the area of Northern Jutland were interviewed, and one expert from the field, who work with events in Aalborg Municipality was also interviewed. The interviewed events were different type of events and differed in size and scope, which provided with a broad sample of events to examine. The first part of the problem formulation, is regarding the perception of sustainability among the interviewees. Here it was found that the interviewees perceived sustainability within the three dimensions of sustainability, which was found in literature as core concept despite its flaws. However, it was identified that it was the environmental dimension they mainly were having focus around, and the socio-cultural was less present, as they were more concerned with local collaborations and volunteers. This does not quiet correspond with the literature, as it is merely focusing on the local community and the benefits events can potential impact. The economic dimension was only addressed by two of the interviews, as they were aware of its significant in terms of sustainability. The remaining events did not express economy as in relation to sustainability. However they expressed it to large extends in terms of the challenges of sustainability, and how vital economy was for them to implementations sustainable implementations. Therefore it can be argued, that indirectly they relate economic dimension to sustainability and the major focus

for them in this dimension were dominant. Second part of the problem formulation was regarding which sustainable implementations they, meaning how do they work and operationalize sustainability within the event. A similar tendency is also present with the implementations of the events, as they were also primary connected to environmental and less to socio-cultural dimension and economic. Despite that it still holds a significance to the events, as it is primary challenge for them when implementing sustainability along with lack of time, which were the last part of the problem formulation that is about which challenges the events are dealing with, and it were the most common identified challenges.

It can be argued that the findings might have looked different if other types of events also were included as for example music or art events or larger events. However this sample represent a variety of events and their individual perceptions are aim for this project to obtain an in-depth understanding on how these particular events are working with sustainability. For future research it could be interesting to include another type of sampling of the events that differed in size, type or location. Furthermore, like McCool et al. (2013) argued that the TBL-approach should include a fourth dimension, namely the political. This dimension and the field of political issues have not been investigated in this context, that could also be another approach to include, to see how it influences the work with sustainability.

Conclusively, the findings from this research revealed that the events are motivated in engaging within sustainable implementations in different varieties, as most of them are realising the potential benefits it can generate for the event, in terms of increase in competitiveness and potential more guests attending, who are interested in events with sustainable focus. The findings also show, that most of them are having plans for the future about improving their sustainable implementations or initiate new ones, as they are aware of it being a major focus in general, and thus it influences the field of events as well. Lastly, despite the many ideas and plans for the future, they are expressing that the barriers, as lack of time and resources, are preventing them in doing all the initiatives they desire. However, they still indicate that the motivation remains, and hard work are being done in order to succeed. Therefore it is interesting to follow the development of the events in the future, and to explore how they continuously will implement sustainability with the events.

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Appendices

Appendix 1

Question-guide for the interviews

Questions for events

1. What is your perception of sustainability in relation to the event?
2. Which areas are you working on in terms of sustainability? How do you operate with sustainability?
3. What is a sustainable event for you?
4. What areas around sustainability are you interested in?
5. What are the advantages of implementing sustainability?
6. What are the challenges of implementing sustainability?
7. How does the future look like for the event in terms of sustainability?
8. How are you using the time until next event (if cancelled) with sustainability?

Question-guide for expert interview

1. What is your perception of sustainability in relation to events?
2. How do you work with sustainability when working with the events?
3. How does a sustainable event look like to you?
4. What are the advantages of working with sustainability and events?
5. What are the challenges of working with sustainability and events?
6. How can you support events that want to become more sustainable?
7. How does the future look like in terms of sustainability and events?

Appendix 2

Transcription – interview Maritimfestival

Interview with Jake Hubert Gardiner, curator at Limfjordsmuseet, which is responsible for the two events, Muslingehøstfest (Harvest celebration of mussels) and Maritimfestival

Conducted 13th April 2021 via Google Meet in Danish

J: Jake Hubert Gardiner (Interviewee)

M: Michelle Møller Jensen (Interviewer)

M: Jeg skal lige høre dig for en god ordens skyld, at det er ok, at jeg optager vores samtale og bruger det som data i mit speciale?

J: Ja, det er helt okay.

M: Tak for det. Så vil jeg bare starte med mit første spørgsmål som er, lidt et åbningsspørgsmål, for at høre med dine egne ord, for du repræsentere to events, Maritim Festivalen og Muslingehøstfest, så du tale om dem fælles eller hver for sig, det bestemmer du selv. Men hvis du vil beskrive dem med dine egne ord kort omkring de events?

J: Jo, det vil jeg gerne. Altså Muslingehøstfest er os fra Limfjordsmuseet afholder den første lørdag i april, en 1-dags event hvor vi fejrer muslingen og muslingspisning og det er kort fortalt os der sejler ind med muslingehøsten, hvor 1 tons muslinger er sponsoreret af Vilsund Blue, de bliver sejlet ind på kajen og bliver prøvesmagt af et oldermand laug som ringer med klokken og godkender årets høst og så bliver sækken med muslinger kørt op til byen hvor der bliver tilberedt alle mulige muslingeretter af restauranter og kokke og der bliver også delt gratis muslinger ud til dem der har lyst til at tage dem med hjem og prøve selv. Så er der musik og museet har også en formidlingsbås dernede og butikkerne har åbent, så det er sådan en hel dag med det.

Maritim Festival, den arrangerer vi i forbindelse med Limfjorden rundt, en træskibsfestival, hvor 60 træskiver starter i Løgstør og sejler hele Limfjorden rundt og vi er ligesom startfesten for hele festivalen. Det er telte med mad og musik, sømansstemning, shantykor, vi har en sømans beverding vi stiller op med havnegrej, og motorer vi stiller op med. Så det er først og fremmest en festival for sømændene og så kommer der et par tusinde gæster og ser på skibene, så det er dem der er hovedattraktionen der.

M: okay, så det næste jeg vil spørge om er omkring bæredygtighed, jeg vil gerne høre hvad er din forståelse eller opfattelse af bæredygtighed i forbindelse med de events?

J: ja, altså særligt Muslingehøstfesten, har det ikke været så eksplisit, men der har været en hel del arbejde med at lave en tættere relation til havet og fjorden og dets ressourcer og bruge fjorden og muslinger som en alternativ spise og passe på fjorden og fjordens miljø i hvert fald fra mit perspektiv. Vi opdrager lige løgstøriane til at spise mere muslinger, det er ikke en spise der er givet. Men det er ikke noget vi fortæller, men skal passe på med at fortælle de skal opdrages til det (griner).

Sådan rent praktisk, så er vi meget opmærksomme på at være så økonomisk bæredygtige så muligt. Vi har i Løgstør en stor grejbank, hvor vi benytter... (udfald i forbindelsen).. tidligere har der været brugt plastik service og det er vi ved at udfase til genbrugs service. Så for os er bæredygtighed at formidle, undervisning, gøre opmærksom på bæredygtig tilknytning til fjorden for at gøre det så bæredygtigt så muligt med de ressourcer vi har.

M: Har I nogle særlige interesse områder?

J: Ja, altså man kan sige hovedformålet, det er endgame, altså for 5 år siden startede der en frivillig forening her i Løgstør omkring fjordhaver, som dyrker deres egen muslinger og østers og tang også, så hvis vi kan få boostet det arbejde og det frivillige engagement som er tilknyttet hertil så vil det være en gevinst for os, også at få skabt nogle naturlige interesser og få skabt en identitet blandt løgstørianerne. Man kan sige Muslingehøstfesten er først og fremmest for byen og dernæst for turister, vi håber selvfølgelig at vi kan præsentere Løgstør så godt så muligt med så mange fede oplevelser så muligt, så vores turister også har lyst til at komme til sommer, men det er først og fremmest løgstørianernes tilknytning til fjorden som er the endgame.

Man kan sige med Maritimfestivalen er der ikke på samme måde et bæredygtigheds formål, altså man kunne jo godt køre på at træskibe er et bæredygtigt transportmiddel modsat dieselmotorer, men vi har også en tanke om ikke at greenwash for meget, der er en grænse for hvor meget det kan bære at køre på bæredygtigheds tangenten, især i forhold til Maritimfestivalen. Det er vitterligt "bare" en stor fest med den maritime kulturav og ikke så meget, så bæredygtighedsspørgsmålet er mere relevant til Muslingehøstfesten.

Bæredygtighed for os er også at samarbejde med så mange lokale ressourcer så muligt, når vi indkøber madvarer og drikkevarer, Vilsund Blue er jo lokalt så muligt, så det er vigtigt for os at købe lokalt så muligt.

M: Kan du sige noget om, det som du har nævnt, lokalt og de har fjordhaver, hvorfor disse? Hvorfor har I valgt dem at fokusere på?

J: ja, det er et godt spørgsmål.. vi har for første gang fra museets side indskrevet et bæredygtighedspunkt i vores, det er noget vi har lyst til men det er også hele museums verden generelt og Dansk museum organisation har fokus på at museer skal tage ansvar of forsøge at efterleve FN's verdensmål og så har vi taget dem som vi mener er realistiske indenfor de næste 5 år. Så arbejde vi også hårdt på at museet er en stærk tiltrækningskraft for byen, så hvis vi er med at skabe grundlagene for hvad det gode liv her i Løgstør er, hvad er særligt for Løgstør og det er fjorden der er særlig, så det er måske den helt store årsag til at vi tænker bæredygtighed, identitet og livsstil sammen og sidste ende for at andre også synes det er fedt at flytte hertil og dem der er her synes det er fedt at være her.

M: I forhold til det nu har snakket om, kan du så de fordelene for jer ved at I gør det her? Det med bæredygtighed?

J: Ja, det er jo et godt spørgsmål, for hvad er fordelene for os? Vi kunne jo egentligt bare lade være.. (griner).. Ja hvad er fordelene? Altså skal vi se helt pragmatisk på det kan vi se på forbruger undersøgelser at forbrugere efterspørger mere fokus på bæredygtighed, og på miljø og klimaspørgsmål, så man kan vende det om at sige, det vil være en ulempe for os, slet ikke at tage stilling til det og gå med skyklapper. Der har ikke været nogle der har efterspurgt større fokus på bæredygtighed. Og det ligger lidt i det vi altid har gjort, eller hvert fald de sidste 6-7 år haft øget formidling i fjorden og af fjorden også udstillinger, så vi har i lang på museet fortalt om fjorden. Men det at gøre det eksplisit.. fordelens ved det er nok, at det er den verden vi er i, som museum og en del af samfundet og skal tage stilling til det, om det er en fordel? Det er hvert fald en ulempe hvis vi ikke gør det.

M: okay, det så mit næste spørgsmål, hvad udfordringer så kan være ved det I så gør?

J: ja, altså lige med det praktiske, har det faktisk ikke været så besværligt, vi har en stor frivillige gruppe som er med på det, der har hvert fald ikke været nogle der skulle overbevises, ingen har været

skeptikere på den måde. Og kommunen er også rigtig gode, når vi tænker på sortering af affald, så er de gode til at hjælpe med at rydde op, så alt det praktiske er ikke nået ud i den stor udfordring.

M: Okay, så det lyder til, når I vil lave noget bæredygtigt, så kan I relativt let for det i gennem?

J: ja, det kan vi, men vi er jo også startet i det små. Jeg har set nogle der markedsføre sine events med cirkulær økonomi, eller de får strøm for vindmøller, sådan hele det der "big picture" det totale bæredygtigheds aspekt. Om vi kommer dertil, eller hvornår det ved jeg ikke, der er vi oppe på et punkt, hvor det ikke bare er en knap der skal skrues på, men noget der kan ske i samarbejde med kommunen som vi kan arbejde på, men så langt er vi slet ikke. Vi starter i det små, og det er også det som vores bæredygtigsstrategi, og det som vi har hæftet os ved er vi har taget de 10 punkter fra verdensmålene som vi mener er realistiske. Vi har ikke skrevet ind at vi skal have vindmølle kraft 100 %, for det ved vi ikke endnu om det skal være eller ej. Så vi starter i det små, for ikke at tage munden for fuld. Det er stadig en stor opgave og især for frivillige, som vi lægger mange krafter i og så hvis vi også skal lægge ekstra element i omstilling af ekstra bæredygtighed, hvad det så end kan være, jeg har ikke lige noget konkret på det her stående.

M: Ja okay, kunne det så være en potential udfordring, at det er frivillige i sig selv?

J: Ja, det kan det godt være og så kan det også være økonomi, det er jo også en del af et bæredygtighedselement for os, hvis det ikke er rentabelt for os, så er det ikke realistisk at vi har et event. Så hvis det grønne kommer til at gå for meget over budget så, det vil være en svær udfordring.

M: Nu har du talt om at økonomi, kunne være en udfordring og de frivillige, er der noget der kan være problematisk ved bæredygtighed for jer?

J: Om der er decideret problematikker? Nej det ville jeg ikke kunne sige, det har jeg ikke lige noget bud på hvordan det kunne være et stort problem for os.

Vi skal tage stilling til hvor eksplícitte vi vil være i vores bæredygtighedsfokus, om lögstorianerne vil bakke lidt ud hvis vi har et for stort fokus på bæredygtighed og det er ikke et bæredygtigheds event, hverken Muslingehøstfesten eller Maritim festivalen, det er muslinger og træbåde vi fejrer, ikke det er et problem, men vi skal passe på med ikke at lade bæredygtig vægte for meget ud af til, vi behøver ikke på den måde at flashe vi er grønne.

M: Er det fordi det er så traditionsrigt, at det skal være som det plejer? Det må ikke miste fokus?

J: Ja, det kan man godt sige, uden at have tænkt så meget over det, men det kan godt være.. der er jo nogle skeptikere, klima.. langt de fleste er jo enige om, at der skal en grøn omstilling til og der er nogle der vil mene det er for meget, det er jo et politisk emne, og vi som museum kan godt tage stilling til at være lidt aktivistiske til en hvis grad, men vi skal også passe på med ikke at være en politisk organisation og pådutte vores deltagere. Vores force er ikke ekskluderende men inkluderende.

M: okay.. hvis nu du skulle sige i forbindelse med jeres event hvad ville det bæredygtige event være?

J: Vi er jo først og fremmest en formidlende institution, så hvis vi kan skabe en grønnere tilknytning til fjorden, så er det bæredygtighed for os. Ja det vil jeg sige. Både med grøn sejlads og se spiste ressourcer.

M: Kan du så fortælle lidt om hvordan fremtiden vil se ud i forhold til bæredygtighed? Du talte du lidt om fx grøn strøm som ikke er på nuværende tidspunkt, men er der noget andet som kunne være et ønskescenarie?

J: Vi har nogle helt konkrete planer om at blive bedre til affaldssortering, hvor vi starter i det små, og det er i samarbejde med kommune vi skal have det op at køre.
Ja så har vi jo total genbrugelig service.

M: Nu spørger jeg lige, er det almindelige gafler og sådan?

J: Ja, det er gafler, knive, krus og kopper. Og det er en stor post, vi har til begge events et par tusinde gæster. Og hidtil til Muslingehøstfest har vi delt muslinger ud i plastik poser, der håber jeg også vi kan finde en anden løsning, så vi udskifter plastik med noget mere genanvendeligt materiale.

M: Okay, så det er et fremtidigt punkt at skifte plastik poserne ud?

J: Ja, det er det.

M: Nu er der jo så et år til næste event, tænker du så I kan bruge den tid til at implementere de herting? Eller er der noget hvor du tænker I kan bruge den her tid til næste?

J: Det tænker jeg helt sikkert vi kan. Nu er der de plastikposer jeg nævnte, nu har vi et år til at undersøge hvordan og hvorledes med det.

M: okay, er der andre ting du tænker?

J: nej ikke pt. Det er sådan det første, vi tager et skridt af gangen.

M: og så i forhold til Maritim festivalen, så kan jeg se at den bliver afholdt i år?

J: ja det håber vi på, nu ved vi ikke lige med forsamlingsforbuddet hvordan det ser ud til september, vi håber vi kan holde festival her på havnen igen.

M: okay, og jeg skal lige høre sådan lidt opfølgende, det er for begge events, med de ting du har nævnt?

J: Ja, det er for begge events, til Maritimfestivalen vil vi normalt tilbyde aftensmad og morgenmad til sejlerne, i det store telt som er til 500-600 sejlere. Så ja alt service, borde, bænke går gennem en fælles grejbank, så når alt det praktiske for Muslingehøstfesten er rullet ud så vil det også gælde for den anden.

M: så tror jeg vi er kommet ind på mine spørgsmål.

J: Det var godt.

The recorder is being turned off

Appendix 3

Transcription – interview Naturmødet

Interview with Rasmus Kolind Bang, event and experience designer at Naturmødet (The People's festival of nature)

Conducted 13th April 2021 via Google Meet in Danish

R: *Rasmus Kolind Bang (Interviewee)*

M: *Michelle Møller Jensen (Interviewer)*

M: Jeg skal lige høre, at det er okay med dig, at jeg opdager dette og jeg bruger det i mit speciale?

R: Ja, det er OK.

M: Det første spørgsmål, er omkring om du kort med dine egne ord vil beskrive Naturmødet?

R: Ja, det er et folkemøde, det handler om natur. Vi har folkemøde på Bornholm, Kulturmødet på Mors og så har vi nappet den sidste store som er natur. Så er der alle mulige forskellige folkemøder om tro og miljø, folkeskolens møde, men det er sådan nogle sub genre, som kun henvender sig til en del af folket og ikke alle, derfor jeg tillader mig at kalde det den sidste af de tre store. Så er vi et nationalt event, hvor vi henvender os til hele Danmark, så arbejde vi også med en nordisk strategi, ,men så kommer noget corona ind over og satte en stopper for det. Så har det tre ben det står på, det har et fagligt, folkeligt og et politisk og vi har fra dag et arbejdet med at det er dagsordensættende i forhold til naturdebatten, så det er her hvor organisationer, politikere, og folk som du og jeg og mødes og taler om hvad skal vi med den her natur? Så det er sådan kort fortalt Naturmødet.

M: Ja, det er fint. Så vil jeg høre omkring hvad er din forståelse af bæredygtighed i forbindelse med Naturmødet?

R: Ja, jeg starter med en anekdote. Vi starter med Naturmødet i 2016 og har egentlig kommet afsted med mange ting, og det er jo ikke særlig lang tid siden, taget i betragtning af at vi har kunne kører med plastisk flasker på vores scener, vi har haft rullegræs af plastik på nogle scener, vi har haft en lang rullegræs i gennem byen, som er noget af det mest CO2 drænende, man overhovedet kan producere. Og vi har sikkert gjort en masse andre dumme ting, som vi ikke ville have kunne komme afsted med i dag og det handler simpelthen om at fokusset på bæredygtighed har accelereret bare fra da vi starter i 2016 til nu, hvis jeg havde lavet nogle af de samme ting i dag ved scenografi delen eller nogle af de andre ting, så var jeg nok blive lynchet og rullet i tjære med henblik på det segment vi har med at gøre, så folks opmærksomhed især omkring plastik har virkelig flyttet sig. Og så fordi vi er et Naturmøde, så er der mange der tillægger os at vi skal nærmest være 100 % CO2 neutrale og vi kan ikke foretage os noget som helst, som ikke er bæredygtigt. Det er lidt en misforståelse, for vi forsøger at gå neutrale ind i det, det vil sige, vi repræsentere alle der har en interesse i naturen, og det har en organisation som Plastic Change eksempelvis, og det har Langbrug og Fødevarer også, og deres under organisationer, AgriNord og SEGES, og så er der Bæredygtigt Landbrug, som de kalder sig, men nogle mener de ikke er særlig bæredygtige. Så det der med at sige, fordi vi er et Naturmøde så må vi ingenting og vi skal være CO2 neutrale og der må ikke være noget plastik. Så er det folk egen opfattelse af hvad Naturmødet er og folks egen natursyn der kommer til udtryk i det, for som udgangspunkt er vi neutrale og repræsentere en platform hvor alle der mener noget natur kan deltage. Det skulle ikke handle om klima eller miljø og det havde jeg nogle kollegaer som var meget opmærksomme på, for der findes rigtig mange klimakonferencer og hvor der handler om miljø, der er ikke så mange steder hvor det kun

handler om natur, men det vi kan se er også at vi bliver overhalet indenom, for der er rigtig mange der kigger ind på os og synes at der skal være plads til miljø og klima ind i en naturdebat. Og du og jeg, som almene personer, for jeg er ikke biolog og ved noget som helst om natur, kan ikke skille tingene ad. For mig personligt, hænger det sammen, klima, miljø og natur, men det gør det nødvendigvis ikke for fagpersoner. Så det er sådan en ting, at vi startede med at natur, men er begyndt også at diskutere miljø og klima og inder under den her bæredygtighed.

M: Hvad er det så for nogle områder der interesser jer, og som I arbejder med, det hænger måske sammen, men hvad er det for nogle områder I arbejder med indenfor, som du ser det, bæredygtighed på eventet?

R: Ja, et punkt som affaldssortering har vi fra start af, haft fokus på. Vi har taget alle de lavthængende frugter ind i det. Så affaldssortering har vi gjort hele vejen i gennem. Vi køber grøn strøm, det har vi også altid gjort. Så vil vi gerne bruge bæredygtig emballage til vores frivillige og har tidligere brugt sådan noget bambus noget, men er blevet bevidst om at det kan ikke komposteres, så vores affaldsanlæg kan ikke tage imod det så det ender alligevel i restaffald, og sådan nogle ting, så er det måske ikke så bæredygtigt alligevel taget i betragtning af det bliver fløjet ind fra Østen. Så kører vi med syltetøjsglas på alle vores scener til debattørerne, det er det de drikker af. Vi har også haft plastikflasker og drikkedunke. Det er helt sikkert nogle nemmere løsninger, taget i betragtning af at få samlet 500 syltetøjsglas og få dem rengjort, få sat mærkater på og få dem delt ud bla bla. Alt det ekstra arbejde i at være bæredygtig, eksempelvis på den front der. Så er vi også meget bæredygtige ved at vi handler meget lokalt, vores samarbejdspartnere er i nogle koncentriske cirkler, så når jeg skal bruge en elektriker så kigger jeg i Hirtshals og kigger jeg efter noget jeg ikke kan få der, så kigger jeg indenfor kommunegrænsen og hvis ikke noget der, så kigger jeg indenfor regionsgrænsen, og så går jeg så videre. Så på den måde prøver vi at holde en lokal bæredygtig økonomi og ikke smide pengene udover kommunegrænsen. Så arbejde vi med special økonomisk virkosmheder, jeg ved ikke om det ligger under et bæredygtighedsbegreb, det tror jeg ikke det gør, det er mere sådan noget CSR-strategi vi arbejder med.

Så synes jeg at rigtig mange festivaler har været utrolig gode til at fortælle om alle de gode ting man gør omkring bæredygtighed, altså decideret greenwashing og det har jeg det ekstremt stramt med. Så vil jeg hellere gå ud at sige, at der er en milliard punkter hvor vi kan gøre det bedre på og det ved vi godt, men vi tager det stille og roligt et skridt af gangen. Og det med at vi køber grøn strøm, der var en anden festival som var ude at sige "Nu er vi 100 % grønne, for nu køber vi grøn strøm" og i min optik så er det en selvfolge at man gør det, hvis man vil noget som helst omkring bæredygtighed, og det bliver nærmest sådan lidt pinligt at man skal ud at proklamere sig på noget der er 100 % forventeligt for forbrugeren i dag, så vil jeg hellere lade være med at prale med det og så bare gøre det.

M: Så det er ikke noget I er eksplisitte med? At I for eksempel køber grøn strøm, det er ikke noget I kommunikere ud?

R: Vi har ikke behov for at sige "se os, vi bruger grøn strøm" det jo en promille indenfor bæredygtighedstiltag vi har gang i der, det er selvfølgelig et tiltag i den rigtig retning, men jeg synes simpelthen ikke der er nok kød på til det er noget vi skal gå ud at puste os op omkring.

Jeg synes mere det er signalværdien i, at sætte syltetøjsglas, der kan vi lave en fortælling, det er en god fortælling, vi samler dem ind og gøre dem rene og så drikker vi lokalt kildevand i undergrunden fra kommunen, i stedet for vi køber det på flaske et eller andet sted fra i Sydtyskland og får det transporteret herop, det er der meget mere fortælling i, men vi går ikke ud og fortæller det. Vi har jo tv transmission og en masse billeder fra vores scener og der kan folk se det, så på den måde får vi skabt fortællingen i sig selv. Det jo det der med vi er neutrale i det her, og det er pissem svært. Det her med at holde sit professionelle og private liv adskilt og mine egne meninger kan jeg stikke op hvor solen ikke skinner. Men vi lavede et år den her plastik bølge på vores hovedscene, hvor vi brugte 3500 plastflasker og fyldte med 10 ml frugtfarve og lavede den her plastikbølge, og fortællingen om at

plastbølger skyller ind og Hirtshals og det var med henblik på at sætte fokus på plastik i havene, og hvordan hænger det så sammen når jeg siger, at det handler om biodiversitet og ikke miljø og alt muligt andet, for det er her tingene begynder at æde sammen, for vi har alle sammen set de her billeder af plastisk i havene og skildpadder med sugerør i næsen, så på den måde påvirker plastik i havene på biodiversiteten, og det er det jeg mener, vi kan ikke skille tingene ad, som fagpersoner, altså du og jeg som almindelig dødelige. Så der lavede vi fortællingen ind i den og hang den op og gik strategisk på Facebook med den, og der gik 30 sek. Hvor den første var inde og skrive "ej hvor er det dårligt I bruger så meget plastik og bla. Bla.". så var det jo vi havde noget klar, og kunne sige "Tak fordi du spørger, vi gør det faktisk for at sætte fokus på det". Der bruger vi jo genbrugsmaterialet, for vi var ikke ude at købe 3500 flasker. Det er den måde vi arbejder med at få nogle bæredygtige budskaber ud. Et andet eksempel er, når vi bygger vores Thunderdome scene op, så bygger vi den op i 2500 europaller, det er altså 4 lastbiler der kommer nede fra Midtjylland med paller som er helt nye, det kan du godt høre, det er ikke særlig bæredygtigt, men det ser pissemeldt ud og det dufter mega godt, og det er der sjovt nok ikke nogen der har stillet et eneste spørgsmålstege ved. Vi sender dem så tilbage igen til virksomheden og så sælger de dem ud som 2. Sorterings paller, så pallerne var blevet produceret uanset hvad, de bliver bare lige fragtet til Hirtshals, brugt til noget andet og fire lastbiler derop og henter dem igen, så det havde været mere bæredygtigt og lade være, og så sætte nogle stole folk kunne sidde på, men det havde bare ikke været en særlig interessant ramme at træde ind i.

Noget andet sådan noget som underleverandører ind i det, vi har lyd og lysfolk, på lysdelen bruger man mere og mere LED, som er mere strømbesparende, men det jo ikke startede ud i lydfirmaerne som en bæredygtighedsstrategi, det har det ikke handlet om for dem, men det er spot on i forhold til den agenda der sker nu. Nu snakkede jeg lige med dem vi bruger til vores lys produktion og kunne stolt fortælle, at det var stortset LED det hele og det brugte jo næsten ingen strøm, og det er simpelthen nogle andre årsager til at lysdelen er gået ind i det. Og med lyddelen, der er ikke noget med at skifte komponenter eller noget.

M: hvordan kan det så være, at det er de ting I vælger at fokusere på?

R: igen, det jo de lavt hængende frugter ind i det, som affaldssortering. Men det er fordi der er noget der hedder praktik. Altså vi får en masse skrald genereret, det er klart det vil være det nemmeste at smide det hele havnen, så er det hele væk, eller i hvert fald i samme container, men vi fordi vi arbejder.. måske det også skal siges at Naturmødet ligger i Hjørring Kommune, under Teknik og Miljø, hvor sådan noget som udrulning af hele vores affaldsstrategi også ligger, der er nogle bæredygtige tiltag som foregår i kommunen, som næsten vil være dumt ikke at lægge sig op ad, og omvendt vil det også være dumt at mine kollegaerne når de skal udrulle en affaldssortering, at de så ikke præsentere den til Naturmødet oppe i Hirtshals, hvor der kommer 30.000 mennesker og mange af dem kommer indenfor kommunegrænsen og lige om lidt så er det den her måde de skal sortere i fraktioner på derhjemme, så på dem måde bruger vi mange af de kommunale tiltag hvor kollegaer har gang i og de kan bruge os Naturmødet som en platform til at komme ud med deres budskaber, ligesom alle de andre organisationer kommer ud med deres på. Så på den måde, giver det god mening at affaldssortere. Vi har også skulle finde ud af, hvor mange fraktioner skal der sorteres i, så det er en ongoing ting vi arbejde med hele tiden.

Så nævner jeg det med vandet på scenen igen, men igen det er en ting der fylder rigtig meget, det første år havde vi drikkedunke i forbindelse med Hjørring Vandselskab og fik dem lavet, og det var rigtig fint, indtil vi fik af vide i vores evaluering af debattørerne at det var træls at drikke at drikkedunke, når ja det er fint, øh.. Messi får en milliard om året, han er sgu ikke for fint til at drikke af drikkedunke, det er der åbenbart nogle af de her rockstar biologer der er, så bestilte vi faktisk de her papvand, så det hvert fald ikke plastik. Så kom der en palle med dem fra Midtjylland, så fandt vi ud af der er nogle folie indeni der gør, de er ikke pap, så de skal bare smides ud bagefter, vi kunne ligeså godt have taget plastisk, for der er ikke gang pant på dem, det er nærmest endnu værre, "nå for helvede, hvad gør vi så?". Så laver vi et samarbejde med vores lokale vandselskab, de vil jo gerne have vi drikker mere vand lokalt, i stedet for på plastikflasker, det er et af deres budskaber, så laver vi det

samarbejde og får lavet de drikkedunke, hvor de står og deler dem ud og vi får lavet 500 til vores frivillige, så er det den de har, og så er det deres eget ansvar at få den fyldt op, så det er stedet for man tager en vandflasker, så til pant og tager en ny, så har man den drikkedunk og skriver navn på den. Det er ikke sådan en fortælling, vi har kæmpe behov for at gå ud og fortælle, medmindre nogle spørger, jeg synes jo bare det er helt forventeligt at vi tænker os om. Det jo hele tiden sådan, det jo det lavt hængende frugter, men hvor meget merarbejde er der i det, i forhold til hvad vi kan få ud af det. Kan det svare sig? Sagt på godt nordjysk, så hvis der er sindtsygt meget ekstra arbejde i det, så er vi nødt til at tænke os om, hvis det er en økonomisk stor ekstra post, at tage det ene frem for det andet valg, så skal vi også tænke os om, så der er nogle forskellige faktorer vi er nødt til at gå ind og måle på.

Vi opfordrer også vores gæster som kommer til Hirtshals, til at transportere sig sammen, men der er da flere debatøre som kommer, som vi betaler flybilletter til, som vi henter med to timer mellemrum i to forskellige biler, så der er noget koordinerings arbejde, skal vi så sige "Du må lige vente en time" men hvis de så skal nå en debat, så der er sådan nogle praktiske ting hvor vi er nødt til at gøre det nemt for os selv, fremfor at det handler om bæredygtighed og logistik.

M: Er det så i virkeligheden udfordringen, for jeg vil spørge om hvilke udfordringer har I ved at gøre ting, som du ser det, er mere bæredygtige? Er det praktik?

R: Ja, der er noget praktik og der er økonomi, det er de to store hæmsko. Hvis vi havde alle penge i verden, så var vi et langt stykke hen ad vejen, vi ville have solfangere på alle tage, og vi ville hyre et rengøringselskab ind til at gå der og nærmest sortere affaldet på stedet og service folk osv. osv. nu leger jeg bare, men det vil jo naturligt gøre at vi kunne gøre alt muligt andet. Det er svært at rekruttere frivillige nok, det er noget hele eventbranchen arbejder knaldhårdt på, det her med at få frivillige nok ind, derfor er vi også nødt til at gå til de frivillige vi har og se på, hvad er deres arbejdsopgaver, og der er deres opgave ikke, for vi har tidligere haft "trashtalkers" som gik lidt til folk og mindede dem om hvordan de skal sorteres, men vi kan se vi har simpelthen ikke frivillige til det, i og med vi er vokset så store, så er der for mange andre opgaver. Hvad var nu dit spørgsmål?

M: Det var, omkring hvad er det for nogle udfordringer I har? Hvad er det problematiske ved det bæredygtige?

R: Ja, men det handler simpelthen om tid, logistik og økonomi, det er de tre faktorer.. og det er også noget med at vælge, for eksempel med at sige "I år vil vi blive bedre på den her del" men samtidig med vi så skal blive bedre på en bæredygtighedsting, så skal vi også blive bedre til sådan noget som tilgængelighed, at der er ordenlige adgangsforhold for kørestolsbrugere, at svagtseende kan finde rundt, at vores hjemmeside fungere optimalt ift. hvis du er blind, så det kan blive læst op, så det er et andet parameter. Ikke fordi man skal sætte det op, men jo på en måde de to ting kommer lidt i konkurrence med hinanden, hvor vi som arrangører må sige "hvor er det vi gør vores målgruppe glædest lige nu?". Er det ved at de kan affaldssortere og de er i Hirtshals eller at der en gruppe der er handicappede, af en eller anden årsag, at vi lægger noget energi i at skabe nogle rammer der gør, at de kan komme rundt, eller de kan følge med i debatten derhjemme eller de kan se, for ved os er det svært at se med stående publikum, så der har vi tidligere haft gode snakke med eksempelvis Grøn koncert, i forhold til at høre hvordan de håndtere deres handicappede gæster og gøre det til en god oplevelse for dem. Så det er et andet parameter, som der er sindssygt meget logistik, tid og økonomi i, som bæredygtighed kommer i konkurrence med. Og så er der jo ved siden af hele den almene infrastruktur og logistik omkring sådan et 30000-35000 menneskers event med 600 programsatte punkter, 100 stande og 8 scener og vi lukker en by ned og sådan noget. Derfor handler det også om at der skal være et grundfundament på plads, når man starter i dag med events så tænker man fra starten af bæredygtighed ind i det, også virksomheder som starter, start-up virksomheder, de har også en eller anden grøn profil, de tænker cirkulært og bæredygtigt, når man stille og roligt har bygget et fundament op, så skal man til at bygge en ny hjørnesten ind i det, en der handler om bæredygtighed, det er sværere at implementere, det er sværere at putte en legoklods ind i noget der allerede er etableret og hvordan den lige passer ind og i sidste ende kan man risikere, nu siger jeg risikere, det

lyder voldsomt, men at man skal ansætte en bæredygtighedskonsulent, der skal arbejde med det grønne. Det er noget af det der er allerflest stillingsopslag på nu er bæredygtighed og CSR-konsulent, det er helt vildt som virksomheder de efterspørger det. Så jeg tænker som speciale studerende med fokus på bæredygtighed er det ikke den værste fremtidsudsigt, og der er virkelig mange der søger lige fra LEGO til Ørsted og mindre virksomheder, Roskilde Festival er sindsygt gode til at have fokus på det, de er også store kan man sige og vel etableret, de har nogle håndtag de kan tage fat i, kan man sige, det har en halv million til at kaste efter en konsulent, det har vi simpelthen ikke, det bliver en masse ord, jeg håber det bliver indenfor rammen.

M: Det gør ingenting. For nu har du talt omkring udfordringer, er der så nogle fordele omkring de ting med bæredygtighed?

R: Nej.. (griner). Jo det er der muligvis, hvis vi sætter os op i helikopteren, og spørger os selv hvorfor vi gør det? Nu skal jeg passe på hvad jeg siger, men det kan hurtigt blive en værdibaseret snak. Hvis vi tager affaldssorterer i Hirtshals, hvis det handler om at nedsætte klodens CO₂ det må vi alle sammen hjælpe med at gøre, og hvad så hvis vi ikke gør det betyder det så vi havde 30 sek. Længere at leve i når nu jorden går under hvis det nu var at vi affaldssorterer i Hirtshals ikke? Vi tager et ansvar på os, vi taget et socialt ansvar på os. Samfundssind er jo nærmest.. vi tager et verdenssind på os, kan man sige det? I forlængelse af verdensmål, men selvfølgelig også noget der sker globalt. Men jeg synes det er interessant at det fokus der er på bæredygtighed er i den vestlige verden.. jeg står jo helt af når folk siger, at man sortere jo heller ikke affald i Afrika, så derfor behøver vi heller ikke, det er bare.. der er simpelthen nogen der er nødt til at gå foran og vise det gode eksempel, og det handler om overskud. Og hvis der er noget vi har i den vestlige verden, så er det overskud, vi har så meget at vi opfinder problemer, det kan jeg hvert fald se når jeg går ind på mine børns skoleintra, så er der virkelig mange problemer i den danske folkeskole, jeg synes ikke det er problemer alle sammen, så vi opfinder en masse problemer. Dermed ikke sagt at problemet med bæredygtighed er et opfundet problem, men det vi skal forstå, og det er min personlige holdning, det er at vi har et overskudssamfund, hvor vi har overskud til at have fokus på det og arbejder med det og det er rigtig godt. Og hvorfor gør vi det så?, lyder spørgsmålet, hvad får vi ud af det? Som udgangspunkt får vi ikke mere ud af det, andet end merarbejde og større økonomiske udgifter, men det er fordi vi går ind som festival, som kommunalt projekt og tager ansvaret på os og gerne vil være et forbillede for hvordan man kan gøre tingene. Så vil vi også gerne ramme den målgruppe, hvor størstedelen af dem der kommer til Naturmødet har en grøn profil, og det er også et eller andet sted forventeligt af os, at vi foretager noget. Men igen der er rigtig mange parametre, for det er også helt ned til at, der er nogle der ikke forstår hvorfor vi ikke har større udvalg af vegetarmad, men vi har ikke en eneste foodtruck. Men det jo de lokale restauranter som tager sig af det. Så det er et meget grønt segment, som et eller andet sted forventer. Så det vi får ud af det, er at vi lever op til vores målgruppens forventninger, hvad det er de bliver mødt af og hvilke værdier Naturmødet har, men igen det er nogle de har tillagt os, fordi også repræsentere eksempelvis landbrug, så på den måde får vi måske nogle gæster der er loyale og på den måde er Naturmødet sikret sin overlevelse, jeg tror ikke Naturmødet var dødt hvis vi ikke affaldssorterer, men det er et sindssygt godt spørgsmål.. gør vi det lige nu, fordi det bare er en samfundsting, hvor vi får af vide fra højre og venstre side af, at vi skal være bæredygtige, men vi er ikke sikker på, hvorfor vi er det, det er bare det der er politisk korrekt at gøre, det synes jeg er meget interessant.

M: Ja, det er interessant det du siger, at det er merarbejde og I har de udfordringer med det, så det er jo ikke bare lige for jer, piece of cake, at være bæredygtige..

R: Ja, altså, nu kommer der en lille anekdote igen. Jeg er flyttet herop i et gammel mejeri, som jeg har overtaget efter mine forældre for mange år siden vi brugte det til sommerhus i mange år og nu bor jeg her, og jeg elsker det her sted og ca. En 1 km herfra der lå lossepladsen hvor man før i tiden bare gravede nogle huller og smed affaldet heri, det var måden man kom af med sit affald for 40 år siden. Hvis vi så tager alle de her billeder vi ser, lad os sige Indien eksempelvis, så det jo det samme. Så vi har egentlig rykket os sindssygt meget i vores mindset og tankegang, og jeg har lige sidset og sagt vestlig

verden og overskud og det ene og andet, men vi var et u-land på affaldssortering for 40 år siden så har vi bare smidt ting ned i jorden, og der er mange steder hvor der har været losseplads, det er forurenede områder, forurennet jord, man kan ikke bruge det til noget som helst. Så den bølge vi ser nu er noget der har været undervejs i årtier, så hvis nu vi, dengang Svend Auken sagde i 80'erne.. og alt det Alternativet har taget stor ære for, så er det jo bare SF politik fra 80'erne, som er blevet kørt i gennem nu. SF har jo haft grøn omstillings politik siden 80'erne, Svend Auken inde i Socialdemokratiet og kæmpet knaldhårdt for det i mange år i forhold til energiformer og sådan nogle ting, Man er kommet for sent i gang, det har hele tiden været sådan noget med at skubbe tingene foran sig og ikke haft fokus på det, og så har der været de her topmøder med fokus på det, og så har der været en katalysator og så har det bare sagt "Wroom" og så når vi taler fra 2016 og hvor meget der er sket de sidste 5-6 år i hvert fald i danskernes fokus og mindset i forhold til affaldssortering, cigarettskodder i naturen og det ene, og det andet og det tredje, der har vi virkelig flyttet os. Og det er på rigtig mange punkter, plastik, dyrevelfærd, affaldssortering ja på mange parametre og det handler om nogle værdier og forestillinger. Det kan godt være vi pakker det ind i og siger "hvad er det for en klode vi vil overlade til de andre?", men jeg tror ikke kun det handler om det, men jeg tror vi mennesker er egoistiske, det handler om en feel-good fornemmelse for os plus vi også gerne vil tage noget ansvar ind i det. For 9 ud 10 kan godt se det faktisk ikke er i orden at smide cigarettskodder på gaden og som udgangspunkt tror jeg også på at mennesker gerne vil gøre det rigtige, eksempelvis med at lade være med at smide ting ud i naturen. Jeg prøver at få begrebet nudging ind, hvis muligheden er der. Vi arbejde en lille smule med nudging deroppe i form af fodspor og sådan noget og det kan vi helt sikkert gøre bedre, men som udgangspunkt tror jeg mennesket gerne vil gøre der rigtige hvis vi får tilbud muligheden og det ikke er for besværligt. Det er her convenience-begrebet kommer ind. Det er det her med hvis jeg lige har siddet og spist min bøfsandwich her og skal videre til en ny debat, hvis jeg ikke lige kan se den skraldespand, så lader jeg der bare ligger, vi er ikke der endnu, eller der er heldigvis få der pakker det ned i deres taske og smider det ud, men igen rigtig mange ville lade det stå, og har folk fået en fadøl eller fire, så er der også større tilbøjelighed til at folk tænker pyt, men som udgangspunkt vil vi gerne gøre det rigtige og det rigtig lige nu, ind i en samfundstendens, det er at have fokus på bæredygtighed, og rydder op efter sig selv, affaldssortere og købe grøn strøm, ikke købe flaskevand og spise økologisk og alt mulig andet. Så kan du vælge og tage og sige "Er det mennesket der skaber samfundet?" eller "samfundet der skaber mennesket?" den er lige til højrebenet.

M: Nu sagde du det her med nudging, er det noget I faktisk bruger i bæredygtigheds øjemed? Eller er det kun til det med at sortere skrald?

R: Det er hovedsagligt i forhold til skrald, et er når vi har fodspor, noget andet er når vi har koncerter om aftenen, altså i forhold til hvad der er nemt, det er ikke i forhold til bæredygtighed, men det handler om når dem der kommer og rydder op, så er der mindre til dem de skal rydde op, så er der mindre tid ind i det. Så når vi har holdt koncerter, så placerer vi fire folk ude foran teltet til at tage imod folks, det er typisk folks fadølskrus, så står folk fysisk derude, for så ved vi, så bunder folk lige den der dovne øl de har tilbage og smider ned i den flinke mands pose, i stedet for det havner i havnen eller i hækken, på den måde kan vi gøre meget for os selv og hjælpe os selv på den der måde, men det er ikke det bæredygtige der er det bærende der, det er i forhold til praktik.

M: Nu har jeg heller ikke så meget mere, men her til slut, vil jeg gerne høre hvordan ser fremtiden ud i forhold til bæredygtighed?

R: altså lige nu aner vi ikke, der kommer forhåbentlig et udspil i den her uge fra regeringens ekspertgruppe som siger noget omkring muligheden for arrangementer, så det er der fokus ligger. Det er selvfølgelig noget vi vil arbejde med, en af vores store samarbejdspartnere er jo AVV, affaldscenteret og en stor samarbejdspartner er jo Hjørring Vandselskab, så får vi rigtig mange henvendelser fra nye firmaer, som rigtig gerne vil hjælpe os med at affaldssortere og hjælpe os med at være bæredygtige, nogle har vi en kort snak med, men der er også kommet sådan et marked ind i det

nu, og hvor det er være bæredygtighed handler i bund og grund om at bruge sin sunde fornuft. Så det er umuligt at gå all-in indenfor bæredygtigheds parameteret og sige alt hvad vi foretager os nu skal være bæredygtigt, det er sådan urealistisk, sådan ned i, hvad det er for noget papir vi bruger osv. det er simpelthen en for kompleks størrelse til at vi kan gøre det. Så når vi kommer på den anden side af det her corona, og tingene kommer til at se en lille smule ud i noget vi genkender, så vil vi selvfølgelig fortsætte med de ting vi gør, men så handler det om hvad er det for nogle forventninger der kommer til os fra vores gæster, det er den ene ting og det er andet det er teknologi, hvad kommer der er nye muligheder. Kommer der pludselig transportable mobile solcelle enheder, som vi kan smække op ved siden af alle standene, så vi faktisk kan lave solenergi til deres behov. Det må ikke være en ekstra udgift og der skal heller ikke være ret meget merarbejde i det, før vi er nødt til at melde den ned for det er jo tid der går fra alt det andet, så det korte svar er nej, vi har ikke direkte en bæredygtighedsstrategi. Vi ser på muligheder en gang i mellem og siger, her er der noget hvor vi kan gøre det bedre, jeg plejer at sige en elefant skal spises en mundfuld af gangen og det er det samme med det at blive bæredygtighed, det er ikke et mål fra os at være 100 % bæredygtige, hvert fald ikke endnu, vi kan altid blive bedre, det må være udgangspunktet, der er altid mere vi kan gøre. Og så længe vi ikke bliver mindre bæredygtige, så går det den rigtige vej. Oj det var en god afslutningskommentar.

M: Ja, så mit afsluttende spørgsmål er, hvad det ideelle bæredygtige event ville være for dig? Er det det her med i går i denne retning og tager en ting af gangen?

R: Så skal mennesket ikke eksisterer, hvis det handler om ikke at sætte aftryk, det er jo uundgåeligt. Men sådan noget som Burning Man festival hvis du kender den. Det er en festival der ligger i Nevadas ørken, man kan ikke købe noget, men der er stadig deleøkonomi, man bytter med hinanden, man har gaver med, det er en af principperne. Dem der rydder op, de frivillige.. prøv at google det, find det på Youtube, det er super fedt, det man så gør når man rydder op derude, man skal ikke kunne se der har været noget derude, så går sådan rækker af mennesker og samler op, cigaretskodder, alt plastisk, man kan ikke se der lige har været 50.000 mennesker, og vi snakker en festival med kæmpe kunst installationer, helikopter landingsbane, kæmpe set-up og 14 dage efter kan du ikke se der har været et menneske, de har nogle principper som også handler om bæredygtighed, det er det ultimative, hvis jeg skal komme med et eksempel på hvor godt man faktisk kan gøre det, det er noget de arbejder bevidst med, altså folk har selv alt med, mad og vand og mangler du noget, så har du gaver, det er en meget smuk tankegang i det, det er også noget der er startet op for mange år siden i sådan et hippie miljø, der bare har udviklet sig, så prøv at læs noget om det, jeg tror faktisk det er det bedste eksempel. Så er der sådan noget som Greener Festival i England, det er lidt a la det her grønne festivaler som du har været med ind over, men jeg ved ikke hvor meget man gør med sådan en som Tomorrow Land Festival i Holland, altså 300.000 mennesker, de gør sikkert nogle tiltag, men hvad de reelt gør, det kan være de køber grøn strø, ej jeg ved det ikke.

M: Jeg tror også vi er kommet ind på det jeg gerne vil spørge om.

R: Skal vi ikke aftale hvis du kommer i tanke om noget så skriv.

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Appendix 4

Transcription – interview Nordic Brew Festival

Interview with Jacob Steffensen, Marketing Coordinator, at Arena Nord, which is hosting Nordic Brew Festival

Conducted 14th April 2021 via Google Meet in Danish

J: Jacob Steffensen (Interviwee)

M: Michelle Møller Jensen (Interviewer)

M: Så skal jeg høre for en god ordens skyld, at det er ok, at jeg optager vores samtale og bruger det i mit speciale?

J: Ja, det er i orden.

M: Tak for det, det første jeg gerne vil høre om, er om du kort vil beskrive med dine egne ord, Nordic Brew festival?

J: ja, det er en ølfestival, det er nok nærmere en messe end det er en festival med en masse stande, hvor man kan komme og smage øl som gæst og bryggerne kan komme ud og vise deres sortiment og servere det, det er en blanding mellem en fest og en messe vil jeg sige.

M: Er det så for hele Danmark?

J: ja, altså det er en nordisk festival, det er også derfor vi kalder der nordic, men det er hovedsagligt danske bryggerier der kommer og danske gæster, men der kommer også qua vores placering i Frederikshavn, så kommer der også norske og svenske gæster og bryggere. Det er også nogle af dem vi markedsføre os imod fordi det netop er så nemt med færgen over.

M: Okay, det vidste jeg ikke at de også var jeres målgruppe.

J: Jo bestemt, og især nordmændene de er jo glade for at komme herover fordi det er så billigt, så det er nogle vi har meget glæde af.

M: Det næste jeg gerne vil høre om er hvad er din forståelse af bæredygtighed er i forbindelse med det her event?

J: Ja tror hvertfald, det er noget der kommer til at være meget mere af bæredygtighed i forhold til events, det er noget der sker rundt i samfundet, så det er noget man skal have med i event-delen selvfølgelig. Det er ikke noget vi har sådan struktureret vis gjort ret meget ved endnu, men det er noget vi snakker rigtig meget om og noget vi snakker med vores kollegaer rundt omkring i branchen om, så det er helt sikkert en tendens om at det skal inddrages mere og mere. Og jeg tror for nogen der handler det rigtig meget om en branding-del i det, at det er godt at kan sige man er certificeret eller man gør nogle ting for miljøet eller for andre bæredygtige elementer. Men nej, det er desværre ikke noget vi gør så meget i endnu, men det er noget vi er ved at sætte i nogle processer og se hvor vi kan implementere det i vores arrangementer.

M: Er der så nogle aktiviteter I gør i Nordic Brew Festival som er indenfor bæredygtighed?

J: Ja, jeg tror helt sikkert der er ubevidst, det er nok det mere bevidste om, nu gør vi det her fordi det og får sat det i struktur og nu gør vi det her, fordi det skal være bæredygtigt, der er nogle ting vi gør mere digitale, fordi det også er nemmere, ting vi gør med maden, at det er mere økologisk og mere vegetarisk, fordi det er noget kunderne gerne vil have. Men hvad vej det vender rundt, det ved jeg ikke, det er nok nærmere en efterspørgsel først og så retter vi os ind efter det end det er vi siger vi er bæredygtige og så må kunderne følge med, så der kommer nogle ting hvor vi tænker den vej. Vi vil helst ikke have for mange papirer, for det er træls bare at smide ud for eksempel, men nej det er ikke så struktureret endnu, det er nok det mest jeg vil sige.

M: Men det lyder til I gør lidt, men det er ikke noget I fortælle om?

J: ja, og det er heller ikke noget vi gør fordi det skal være bæredygtigt, det er mere noget vi gør fordi det skal være praktisk eller smart eller nytænkende, og så er det heldigvis også bæredygtigt.

M: Okay, men du siger I oplever faktisk en efterspørgsel på det?

J: ja, det er måske ikke så meget fra vores udstillere, men mere i forhold til vores gæster, i forhold til mad og hvad de gerne vil have, der er nogle der efterspørger vegetarisk mad eller økologiske råvarer, så indretter man sig selvfølgelig efter det.

M: okay, nu taler du om mad, økologisk og vegetar, men er der andre ting, såsom det lokale?

J: Ja, altså vi vil jo gerne hvis vi ser på udstiller delen, så vil vi jo gerne have nogle lokale med der også tænker den vej, men vores festival er arrangeret af Arena Nord, som er en eventfabrik, hvor vi laver rigtig mange forskellige events, så vi har nogle store udbydere som vi skal holde os til, og dem kan vi ikke bare afvige fra, så det er ikke noget vi gør så meget i, at bruge de lokale, det vil vi egentlig gerne intentionen er der, men det er svært når man har nogle store leverandører som vi selvfølgelig skal holde os til, men de kommer også med løsninger der er mere bæredygtige, men det med de lokale bruger vi jo nok for lidt så.

M: Men er det et ønske I har?

J: Ja vi elsker at bruge det lokale, vi vil gerne bruge det lokale og gør det i mange sammenhænge, men lige i den bæredygtige intention der gør vi det måske ikke så meget, hvis vi stiller krav og siger nu vil vi have nogle leverandører der, og hvis nu de leverandører vi har nu ikke kan leve op til, så må man jo tage det med, men det er ikke noget vi gør så meget i nu nej.

M: Nu så jeg en video fra event, hvor jeg kunne forestille mig hvis der var meget smagning, at i forhold til service, har I en indsats i forhold til det?

J: Vi bruger ikke en-gangs service, men igen det er ikke et bevidst valg, det er bare det der er mest praktisk for os, det er at vi bruger helt almindeligt bestik og vasker op, det gør vi indenfor stort set alt service. Der er nogle få gange, hvor det er af plastisk, fordi det kan være mere praktisk, men det er i en meget lille grad. Og igen, det måske ikke fordi det er bæredygtigt, det er fordi sådan har det altid været og er praktisk, men det er selvfølgelig også noget man skal tage med.

M: Hvis I så skulle gøre nogle flere indsatser generelt, som skulle være mere bæredygtige, skulle det så være fordi der var efterspørgsel på det og fordi det så er mere praktisk? Er praktikken mere vigtig for jer?

J: Sådan har det hvert fald været hidtil, tror jeg. Men jeg tror også der kommer en nødvendighed for at vi gør det, og det er noget vi taler om og vi skal også sætte det i struktur og sige nu gør vi noget fordi

det er bæredygtigt og ikke kun fordi det er praktisk, smart eller nyt, nu skal vi faktisk også gøre det, fordi det er bæredygtigt, og så må vi gå på kompromis med nogle andre ting, så det er noget vi skal gøre, men som vi ikke gør ret meget nu, så det er nok den tanke man skal have drejet om og sagt fordi det er også er bæredygtigt.

M: Hvilke fordele vil der så være ved, at I gjorde de her ting, som du ser er bæredygtige?

J: Jamen, det er der mange fordele i, man vil både have det godt med det, som udbyder, så vil det give en god branding og forståelse af eventet, og generelt en helhedsfornemmelse af hvad det er man går ind til, man måske også vil have det godt med at købe en billet til, fordi du ved der er tænkt over tingene, og der er ikke noget med at vi går og smider tingene ud. Så jeg tror der er mange ting der vil følge med i det, hvis man tænker bæredygtigt. Så der er både den kommercielle del, hvor man tænker branding men der er også den ting med, at det bliver vi bare nødt til at gøre fordi det er en tendens, dem der skal arbejde sammen med os, de kan også stille noget krav osv. så det tror jeg bare skal med.

M: Okay, hvad så omvendt, hvis du skulle de på hvad kan udfordringer så være ved at lave nogle indsatser?

J: Ja det er der helt sikket, og det er også det jeg siger, at man må gøre sig nogle kompromiser hvis man siger man vil være mere bæredygtig, for det kan gøre at det bliver dyrere eller det gør at nogle arbejdsprocesser bliver mere besværlige i en periode i hvert fald, men alt i alt skulle det jo gerne give noget i den sidste ende. Så på kort sigt, tror jeg det vil give nogle udfordringer ift. noget omvæltning, jeg tror der er noget personale der vil have svært ved det, som har været der i mange år især i den ældre generation, vil sige, nu gør vi det, "hvorfor gør vi det?" det er mere besværligt" tænker de, men det giver noget afkast på den lange sigt.

M: Så det du tænker, som vil være problematisk er nogle barrierer internt eller skal det være en tilvænning?

J: ja, det tror jeg, at nogle vil se det som en barriere, og det er ikke noget jeg har noget konkret i, men jeg tror der er en tendens til at det især er den ældre generation, der har svært ved at forstå hvorfor, fordi det har de ikke opvokset med, på samme måde som os i den lidt yngre generation, så jo der vil komme nogle barrierer, men det handler også om at fortælle baggrunden for det, og hvis man inddrager folk nok i processen og fortæller at vi ændre det ikke bare fordi, men fordi der er en ide med det, og der er nogle krav om det, og noget vi gerne vil fremadrettet fordi vi også gerne vil lave de her events om 10 år og 20 år, så vi kan ligeså godt se ind i fremtiden i stedet for at hænge os i fortiden, hvad der var okay der.

M: Hvis nu du skulle se på det ideelle Nordic Brew festival med de bæredygtige ting, vil du sige noget om hvad det er for dig, hvad er det så for nogle ting der skulle laves?

J: Noget vi godt kunne tænke os, også på et bæredygtighedsplan, men også på andre baser fordi det vil være nemmere, det er sådan noget som mere digitalisering, både internt i vores arbejdsgange og bagved og før eventet og under eventet, i stedet for at printe programmer, flyers så have en app eller en webløsning, til brugerne der er der og til udstillerne. Igen det er win-win, det er både mere bæredygtigt og det er nemmere for kunden og nemmere for os og vil gøre det meget nemmere næste år også at fortsætte i stedet for at starte forfra, så der er helt klart noget der. Så er den her del med affaldsdel, og man skulle have flere skraldespande, lige nu har vi kun en slags skraldespand og det bliver ikke sorteret når det er så store mængder, så kunne vi tage en snak om, at man kunne hurtigt lave fire skraldespand man skulle sortere i, eller man skulle sortere på en eller anden måde som passer til det skrald vi kommer af med til det enkelte event, det er hvert fald noget vi snakker om som er nemt at gøre i butikken. Så er der som vi også har været inde på, hele maddelen, vi snakker meget

om at det skal være muligt for alle, at vælge det de har lyst til det de synes de har det godt med selv, så det skal også være muligt at få det økologiske og det bæredygtige og det lokale vil være helt vildt fedt også. Ehm.. hvad kunne det ellers være? Jo og så det her med, vi har mange forskellige leverandører og kunne stille krav til dem, fordi vi har taget nogle konkrete valg for virksomheden, som så skal udmøntes i alle vores arrangementer, så vi siger, vi vil kun have det her mere bæredygtige valg indenfor madvarer og drikkevarer eller hvad det nu kan være, så hvis ikke I kan finde det, så bliver vi nødt til at finde en anden, og have de kriterier at stille op, så tror jeg det vil være nemmere at sige nogle op, man har haft i 10 år, for nu har vi de her kriterier, så er vi nødt til at finde nogle andre, det tror jeg også er noget, der vil kunne ændre meget. Der er sikkert tusind andre ting, som vi sikkert har snakket om jeg ikke lige kan.

M: måske det her kommer til at minde lidt om, men jeg vil gerne høre hvordan du ser fremtiden, er der noget I godt kunne tænke jer, og som I ser ind i, i forhold til bæredygtighed?

J: Ja, det tror jeg da helt sikkert. Det her med vi kan lige så godt komme i gang nu, for man ved godt hvad der kommer i fremtiden, så man kan lige så godt begynde at tænke det ind. Men der kommer helt sikkert nogle krav til hvordan man skal gøre tingene, så der kommer nogle opstillede krav, og hvis man ikke gør det, jamen så kommer kunderne bare ikke. Nu er det godt nok uden for Nordic Brew Festival, men vi arbejder også med møder og konferencer og der skal man tænke den vej, for det er virksomheder der skal sidde og bestille hos dig, så får de krav, igen det her med, leverandør på leverandør, hvis man begynder at stille krav til hinanden, og det kommer der jo mere og mere. Så udvikler man sig også mere, for når først kriterierne er der, så bliver man nødt til at rykke sig, ellers har man pludselig ikke nogen at leve til som leverandør, så jeg tror man kan rykke hinanden meget og det tror jeg også vi kommer til. Jeg tror jeg har sagt det omkring fremtiden, at der er nogle ting vi skal gøre noget ved, og man kan lige så godt starte nu og begynde at omstille sig til mere bæredygtige løsninger.

M: Nu kan jeg se, at I holder ved at afholde i år til oktober, og I måtte aflyse sidste år, så det jeg vil spørge om her afslutningsvis er, har I så kunne bruge den tid på at tænke i nye baner, eller er nogle af de ting du nævner kommet i kraft af I måtte aflyse og havde det mere tid?

J: Ja det har givet en opbremsning, hvor man ser det mere udefra, i stedet for man køre i den travle hverdag, så har man lige haft den opbremsning og tænkt, hvad er det lige vi kan gøre bedre her. Og nogle af tingene er selvfølgelig noget der kommer hen af vejen, men får lige samlet op på nogle ting i sådan et break her. Vi har så været rigtig meget hjemsendt det her år, og har ikke rigtig været på arbejde, men derfor har vi tænkt nogle tanker, det kan man jo ikke lade være med. Det er ikke fordi det har rykket fuldstændig vildt på det, men tingene er kommet mere i perspektiv måske i sådan et år.

M: Men er der så nogle af de her ting, der ville kunne implementeres til næste gang, eller først næste år?

J: vi vil begynde og tænke i de baner, allerede til i år, lige nu der står vi bare i den der venteposition, den er utrolig træls at stå i, for man tænker skal man begynde at gøre noget nu eller skal man lade være. Det er også træls at implementere en masse nye ting, medmindre det så kan gå til næste år igen og nu er Nordic Brew Festival et tilbagevendende event, hvor vi kan udvikle hele tiden og så også få gavn af det om fem, kan man sige. Så jo mere man kan implementere nu, jo bedre og det er helt sikkert noget vi kommer til at se ind i. Vi har fået nogle nye kolleger om bord, som tænker i de her baner, som vi kommer til at implementere og tænke mere over, og hele virksomheden kommer til at tænke mere over, så det også går ned i alle events, herunder også Nordic Brew Festival, det er helt sikkert.

M: det sidste jeg vil spørge om, og det kan godt være det er noget du allerede har sagt, men hvad er det for nogle områder der interesserer jer, nu har du sagt hvilke aktiviteter I så gør, men er der nogle områder der måske interessere jer, men som kan være svære at implementere?

J: Det ting vi tænker, og noget vi også godt ved kan lade sig gøre eller som skal kunne lade sig gøre, så nogle af de ting vi snakker om, det er også de ting der bliver implementeret. Der kommer jo også nogle nye ting, når man først begynder at grave i sådan noget her, så kommer der tit nogle nye ideer og finder nogle nye måder at gøre tingene på og ser ud hvad andre gør i branchen og rundt ud i andre brancher også, som man kan blive inspireret af. Jeg tror...de ting jeg har talt om er meget konkrete og små ting og jeg håber også der kommer nogle større ting, som kan forvandle mere. Men lige nu og her er det nogle ting, der er nemme at tage fat på og så lige så stille begynde at få det implementeret og så vænne sig til at tænke sådan. Jeg tror det handler rigtig meget om at tænke i de baner, for når du først begynder at tænke sådan, så tænker du alle arbejdsgange sådan og det får du hele virksomheden til at gøre, rundt omkring eventet. Så når du først begynder at tale om det ud af til, så begynder dem der kommer ind til eventet også at tænke i de baner, og så tror jeg det bliver sådan en snebold effekt, hvor alle kommer med, det synes jeg hvert fald man kan prøve at få det til.

M: Jamen jeg tror jeg fik det hele med..

J: Ja ellers må du skrive hvis der er mere eller noget.

The recorder is being turned off

Appendix 5

Transcription – interview Rødspætte Cup

Interview with Kim Sørensen, Leader of the tournament Rødspætte Cup (A Nordic Handball tournament)

Conducted 14th April 2021 via Google Meet in Danish

K: Kim Sørensen (*Interviewee*)

M: Michelle Møller Jensen (*Interviewer*)

M: Jeg skal lige høre for en god ordens skyld, at det er i orden med dig, at jeg optager vores samtale og bruger det til mit speciale?

K: Ja, det er helt fint.

M: tak, så vil jeg gå i gang. Mit første indledende spørgsmål handler om du kort med dine ord vil beskrive Rødspætte Cup?

K: Jamen, det er et håndboldstævne for primært de nordiske lande og Tyskland og vi har.. det er et skud, men med alle forældre der rejser med til stævnet osv., vil jeg skyde på vi er mellem 4500-5000 deltagere i påsken. Og det er et ungdomsstævne og det gælder fra U11 til og med U19.

M: okay, det var sådan lige til at komme i gang, så det næste jeg vil høre om, det er hvad din forståelse af bæredygtighed er, i forbindelse med sådan et event her?

K: Ja, altså, det jo ikke noget vi tænker specielt over vil jeg gerne indrømme, men vi.. alt det mad vi har til overs i madstanden hver dag og lige sådan mælkeprodukter, det kommer der nogle og henter, nogle forskellige organisationer i Frederikshavn. Og når vi er så er færdige med den sidste dag, som er Påskemandag, så de ting vi har i overskud, det er så også primært mælk, det kunne være franskbrød, og nogle forskellige pålægspakker vi har fået åbnet, dem kører vi rundt i daginstitutionerne i Frederikshavn kommune og afleverer.

M: okay, så man kan sige I har en stor indsats i forhold til madspild?

K: Ja, det er nok primært det vi går op i, at der ikke går noget til spilde der, men ligefrem bæredygtighed, det går vi ikke så meget op i pt. Men det kan være det kommer.

M: okay, men hvordan kan det så være I ikke gør det? Manglende interesse eller?

K: Nej, jeg tror bare det er.. ja jeg ved ikke.. det kører jo meget som tingende de plejer og vi har ikke gjort de store overvejelser over hvad vi kan ændre for at det bliver mere bæredygtigt og miljørigtigt. Vi har jo stadigvæk 20 busser til at køre rundt i hele kommunen. Jeg ved ikke lige, jeg har ikke personligt sat mig ind i det, men jeg tror det bliver svært på de store ting, for der har vi nok nogle ting der sviner rimelig meget i forhold til det.

M: Vil du kunne se nogle fordele ved det? Eller er det mest udfordringer?

K: Jeg tror mest det vil være udfordringer, ikke fordi det er nogen undskyldning, men vi er 6 frivillige som laver det her hvert år og der er bare ikke rigtig tid og lyst til at.. ja altså det kører meget på rygraden år efter år.

M: okay, kan man så sige det er mangel på ressourcer? I er de her 6 frivillige og I har et formål, og der er bæredygtighed måske ikke lige?

K: Ja, det er klart et mangel på ressourcer og hvis der er noget der bliver lovpligtigt en dag eller noget i den retning, så følger vi selvfølgelig reglerne men yderligere tiltag må jeg nok sige det har vi ikke pt.

M: okay, men det er også interessant at høre hvorfor det er sådan, for jeg kan høre det er mangel på ressourcer, men kan det også være fordi der er så meget fokus på sporten, så I har et helt andet fokus?

K: Ja, det er det nok, vi har jo til tanke at lave et så godt stævne så muligt, til dem som kommer og det lykkedes vi med lige nu, eller ikke lige nu, men tilbage i 2019 og forhåbentlig igen i 2022, så vores fokus lægger nok mere på, at de skal have en god oplevelse når de er her. Og som sagt hvis der kommer nogle regler om at man skal nogle ting, så er vi selvfølgelig nødt til at efterleve det.

M: okay, så du tænker, at det er det der skal til, før er vil ske det store?

K: Ja hvert fald i de store træk ja, for man kan sige uanset hvad man stiller regler om i den kommende tid, er det noget der vil komme til at koste penge for os som turnering, og der vil vi hellere, nu bliver det jo godt offentligt det her (griner), men der vil vi hellere tjene penge så længe det er frivilligt og så længe det er nogle tiltag man øh.. kan man finde nogle små tiltag, hvor det vi vil kunne gøre en forskel, så vil vi selvfølgelig gerne kigge på det, og det kan også godt være at du finder ud af et eller andet i forbindelse med den her samtale, eller et eller andet generelt i din opgave, at der er noget man kan ændre på, hvor måske små ting, gør en stor forskel, så vil vi helt sikkert kigge på det, men umiddelbart er det ikke noget vi har haft i tankerne.

M: ja, for det synes jeg du er kommet ind på, det her hvad udfordringer er, at det er mangel på ressourcer og det her med I har et andet fokus, som jeg hører dig sige.

K: ja det er primært, at vi tænker over noget andet, så længe det ikke er påkrævet, at vi skal tænke den vej.

M: Nu siger du så, det ikke har den store interesse, men kunne du sige noget om hvis nu I kunne, hvad ser du så som et bæredygtigt stævne? Hvordan kunne det blive bæredygtigt?

K: Jeg synes jo vi er meget.. altså, nu skal jeg lige sådan.. miljøet er vel også en del af bæredygtighed, ikke?

M: Jo, altså, men det jo også hvad din opfattelse af bæredygtighed er, hvordan du tænker det, så jeg vil helst undlade at sige for meget.

K: Jeg tænker i forhold til de ting vi har, som med mad, som vi talte om, og med tøj og sådan noget og rester, det bruger vi selvfølgelig tid på at det ikke bare bliver hældt ud i containeren, så de ting der kan blive genbrugt af andre og os selv, det sørger vi for kommer de rette steder hen eller vi selv forsørger at genbruge tingene år efter år.

M: Er det fysiske ting, som tøj eller, trøjer, eller hvad er det?

K: Ja, det er primært fysiske ting, præmier der er i overskud, og tøj der er i overskud fra vores leverandører og sådan noget, det forsøger vi at kanalisere rundt til folk som har behov for det.

M: Okay, det lyder som om, når der kommer så mange mennesker, at madposten og serviceposten, er ret store?

K: ja, det er en stor post.

M: Er der noget med det ift. service I bruger?

K: Ja vi bruger.. altså nu er der kommet den lov, at man skal bruge det der pap-noget og man ikke må have de plastik-noget og det køber vi jo ind ved en leverandør her i Frederikshavn, så der har vi i hvert fald det rigtig materiale, jeg tror det vi fik sidste gang vi havde stævne, var lavet på bambus eller sådan et eller andet. Men det bliver jo så bare smidt ud i en stor container, kan man sige. Men igen, det er lige som jeg nævnte før, det her med økonomien, det jo også blevet en mærkbar større post for os økonomisk, fordi de selvfølgelig er dyrere end de gammeldags paptallerkner, så der følger jo hele tiden nogle udgifter med, hver gang vi skal flytte os på det punkt, enten om det er bæredygtighed eller miljøet eller hvad de finder på rundt omkring, så bliver det dyrere for forbrugerne, men det er jo nok bare sådan det er.

M: Så økonomi er også en barriere?

K: Nej, ikke så meget en barriere, for vi har et ganske fint overskud, men igen det er det her med, og det kan godt være vi er dårlige mennesker, men skal man gå den ekstra meter hvis man kan komme pengene i egen lomme, så tror jeg lige nu, at vi hellere vil have at pengene forbliver i klubben i stedet for at bruge penge på ting som ja.. som egentlig bare er kommet frem, men som ikke er et must endnu.

M: Der er måske heller ikke en efterspørgsel på det, det er ikke sådan at dem der deltager efterspørger alternative ting?

K: Nej ikke hvad jeg har hørt i hvert fald, nu har vi jo ikke haft stævne siden 2019, der var det jo selvfølgelig også på dagsordenen kan man sige i den store verden, men det er ikke noget vi har mærket noget til.

M: Det er måske også en grund.. for hvis nu scenariet skulle ske, at der ville blive en efterspørgsel.. om man vil..

K: Jo så lytter vi da helt klart og skulle der komme det, vil vi formentlig også kigge på tingene om det kan lade sig gøre osv. Nu har vi en del deltagere fra Sverige, og jeg har selv boet i Norge, så de jo nok meget lig danskerne tænker jeg, men hvor svenskerne er lidt mere fremme på mange punkter, blandt andet på sådan noget. Så der vil vi jo lytte til det, næsten størstedelen af de svenske deltagere de bestiller jo specialmad, glutenfri, laktosefri og sådan noget, så de er måske bare lidt mere bevidste eller sundere ovre i Sverige end vi er her i Danmark og Norge.

M: okay, så du kunne forestille dig at svenskerne kunne finde på at efterspørge det?

K: Ja, jeg tror da hvis der skal komme noget, så skal det komme fra dem af med sådan nogle ting, de kunne tænke sig at vi gjorde anderledes for bæredygtighed osv.

M: Hvis nu du skulle se ud i fremtiden, for nu har I jo desværre måtte aflyse, kunne den tid der så er til næste gang, kunne den bruges på at tænke på bæredygtighed eller noget af det vi har snakket om?

K: Det kunne det sagtens, for nu ved jeg ikke hvor meget vores samtale, kommer til at udtrykke for hvad vi gør, men som sagt skulle du tænke over noget eller have nogle ideer, så er du velkommen til at kontakte mig igen. Men det er også fordi, jeg tænker ikke specielt meget over det selv. Men altså sådan noget som, at vi forsøger at afskaffe papiret, alt bliver jo digitalt og vi har haft sådan nogle plastikkort som interne får scannet, du ved som et dankort, hvis de skal ind i madsalen, og hvor det fremgår hvad de har ret til osv. og når vi åbner op igen, forhåbentlig her i 2022, så bliver den også digital på mobilen. Så sådan nogle ting gør vi da, sammen med papiret, altså vi bruger nærmest ikke papir mere.

M: Okay, så der er nogle ting I har tænkt for fremtiden..

K: ja, jeg vil så sige at, nu det så heldigt at det rammer ind i at, det er nogle ting man gerne vil spare på, men det er lige så meget nemheden for os selv, og sådan noget som turneringsplan osv. bliver digitaliseret på apps og sådan noget, så har der været mindre behov for det papirtrykte og at vi hænger resultatlister op rundt i alle hallerne og sådan, nu tager folk jo bare telefonen og kigger. Så det er lidt en blanding af at udviklingen går den vej og at det bare har været nemmere for os, at køre det på den måde.

M: Okay.. for nu kan jeg ikke huske, du talte om udfordringerne ved bæredygtighed, var det at i kun var nogle frivillige..

K: ja, vi er bare frivillige, som har fuldtidsjob ved siden af. Så det bliver jo også tit sådan, at så har vi hver vores opgave, og så bliver det sådan at man fokusere meget på at lave dem og så når vi endeligt mødes på nogle møder, så følger vi op på hinanden og på selve stævnet. Der er ikke så meget tid og overskud til at tænke så meget over andre ting.

Men nu vi snakker om det, så har vi jo sponsor aftale med Hummel og ham havde jeg faktisk møde med forleden dag, generelt omkring en masse ting og hvor han fortæller at alle deres fabrikker ovre i Kina, de arbejder jo bæredygtigt, så man kan sige de ting vi får bragt hertil at de er lavet på en bæredygtig måde, selvom de er lavet ude i Kina.

M: okay, så der kan man sige I har en mere bæredygtig leverandør, i form af Hummel?

K: Ja..så det er nok også lige sådan med de tallerkner osv. vi køber ind som også er efter de nye krav.. så jeg har nok svært ved at se hvordan vi skal kunne blive bedre i selve stævnet.

M: okay, så nogle af de ting vi har snakket om, hvis vi skal opsummere, at det du opfatter som bæredygtigt, er nogle af de her aktiviteter vi har snakket om servicen, madsspild..

K: Ja.. jeg skal ikke lægge skjul på og skal gerne indrømme, og det kan så være det udstiller min uvidenhed på punktet, end at det at vi gør nogle ting for at ændre det, men det er der vi er lige nu, men som sagt, hvis du har noget at byde ind med, så lytter vi gerne.

M: det var også mere, hvis du havde noget at tilføje?

K: nej, det er såmænd det.

M: så har jeg ikke mere.

K: Super, så håber jeg det har hjulpet dig.

The recorder is being turned off

Appendix 6

Transcription – interview Rebildløbet

Interview with Mona Carlsen, who is planning and the contact person for Rebildløbet (Rebild Race)

Conducted 14th April 2021 via Google Meet in Danish

MC: Mona Carlsen (Interviewee)

M: Michelle Møller Jensen (Interviewer)

M: Så jeg skal lige høre, for en god ordens skyld, at det er i orden med dig, at jeg optager det her interview og bruger det til mit speciale?

MC: Ja, det er okay.

M: okay, tak. Mit indledende spørgsmål, er om du kort vil fortælle med dine ord og det her event?

MC: Jeg bliver altid i tvivl om hvor længe Rebildløbet har eksisteret, men det er det længestvarende event i Rebild og jeg tror det er 16-18 år eller sådan noget, det har fundet sted. Jeg har været med de sidste 5 år, så det er så femte gang her i år, hvis det så bliver, at jeg skal være med til at arrangere det. Det er startet af en mand ved navn, Patrick, han er franskmand.

(the meeting was interrupted by loss in the connection, as the connection came back, the interview started again after a few interchanges)

M: Ja, så du fortsætter bare..

MC: Ja, vi er jo så seks mennesker, der arrangerer Rebildløbet, hvor jeg så har været med i 5 år, og så når vi har overskud, når vi har det, og det har vi faktisk haft, et ganske pån overskud, så tilfalder det I.F Frem Skørping, den lokale idrætsforening, men det betyder ikke, at jeg er medlem, det er mine børn selvfolgtelig, de spiller håndbold osv. og nogen, de er medlem af løbeklubben og nogen er ikke medlem, men vil bare gerne være med til at arrangere det her løb, så vi er sådan en blandet flok, men ren regnskabs teknisk, er vi bundet op på I.F Frem Skørping. Det betyder så også at idrætsforeningen er forpligtet til at stille op med X antal frivillige medlemmer på løbsdagen, der bruger vi en del vejvisere og der bruger vi faktisk op til 50 frivillige på selve dagen. Men det er os 6, der ligesom arrangerer løbet, det er os der brainstormer på sjove tiltag, opsætningen af Sportstiming, ruteplanlægning, såge tilladelse af Naturstyrelsen til ruter og depoter, alt det praktiske det så os der står for det. Tidligere var det sådan et lokalt motionsløb, hvor der deltog et par hundrede mennesker og det var rigtig hyggeligt, men så de sidste fem år, ikke udelukkede min fortjeneste, men så prøvede vi at se hvad vi egentlig kan få det op på. Og det betyder så faktisk at i 2019, der var vi knap 1000 mennesker til det her løb, og det er egentlig det, det kan bære. Man kan sige setuppen er næsten det samme om du er 100 eller 1000 mennesker der deltager, man kan sige der skal lige mere i depoterne, men ellers er ruterne det samme, men alle har plads og har et godt løb, når vi er de her 1000 mennesker. Men så genererer det også et overskud, jeg tror det hed 30.000 kr. til idrætsforeningen. Det hedder Rebildløbet, men er egentligt lokalt forankret i Skørping, men folk kommer fra hele landet, og det gør de pga. naturen og bakkerne, det er ret udfordrerne ruter vi har. Vores halvmaraton går op i Rebild Bakker, og det gør vores 13,7 km rute også, man tænker det kan man sagtens, men de er altså rimelig blå i hovedet når de kommer op af bakkerne. Så har vi også haft et børneløb med 100 børn, der bare løber en km. Så vi har børneløb, halvmaraton, 13,7 og 5 km, så det er de ruter vi har.

M: Så vil jeg gerne høre hvad er din forståelse eller opfattelse af bæredygtighed i forbindelse med Rebildløbet?

MC: I forbindelse med Rebildløbet, så har det jo været grøn, genbrugstankegang. Så er der foreningstankegang, jeg ved ikke om det er social bæredygtighed, det er det nok ikke, men det har primært været den her grønne genbrugstankegang, hvordan kan vi minimere plast, vi gør også meget ud af at handle så lokalt vi kan, og lokale produkter i spil, så vidt så muligt. Og det er lokale leverandører af telte og affaldssortering og sådan noget i den stil også. Mht. Til medaljer, der tog vi også et statement om, vi ikke vil købe bling bling medaljer i Kina, det kan være man kan få dem i et bæredygtigt format, men det er faktisk Mekoprint i Støvring, der leverer dem til os, et rigtig flot sponsorat, hvordan deres produktion af medaljer så er, der må jeg være dig et svar skyldigt. Vi var også ude i at have en træmedalje, for at signalere natur, men det er ikke nødvendig vis mere bæredygtigt. Så det har primært været omkring, hvordan kan vi minimere brugen af plast og minimere madspild.

M: Det leder også til mit spørgsmål, hvad det så konkret er for nogle områder I arbejder med?

MC: Jeg har for eksempel haft ansvaret for depoterne, og der har jeg gjort fra år til år, skrevet op, hvor mange liter cola, altså løberne de er meget sådan, det skal være cola, chips og sur vingummi i det depot her. Så hvor mange poser har vi leveret ud til det her, for det er enormt svært at estimere indkøb ift. deltager antal, hvor meget bliver der så brugt i de her depoter og den eneste måde vi har kunne finde ud af det på, er at notere, hvor meget kommer ind og retur, alt var der har været uåbnet, har vi kunne leve retur, vi har en samarbejdsaftale med SuberBrugsen i Støvring, men det er klart, at chips vi de ikke have retur, for så kunne de ikke garantere at de ikke var helt mast, men det har faktisk betydet at vi har næsten halveret vores indkøb, det har betydning for udgiften, hvor meget vi har købt ind for, så det har betydet at her sidste gang, ramte vi ret godt, vi havde ret lidt spild ift. hvad vi stod tilbage med da løbet det var slut. Det var sådan helt konkret på maddelen. Vi har også en udfordring, for det har altid været en tradition for det her løb, at løberne får kage når de kommer i mål, det er faktisk vældigt usundt, først så kan du yde og så kan du nyde. Men det har også været en udfordring, igen et sponsorat fra Mesterbageren, men der har vi svært ved at ramme plet, der har vi rendt rundt og folk har nærmest fået hele brunsviger kagemænd med hjem, fordi vi havde så meget, fordi vi bare ikke ville smide det ud. Så for nogle år siden, der fik vi også et sponsorat fra en grøn virksomhed der hedder Planenergi, som arbejder med energioptimering, grøn energi. Og der synes vi jo det var spot-on at spørge dem om et sponsorat og de har betalt, for at vi kunne have nogle bæredygtige krus, bionedbrydelige krus, som er dyre i indkøb, men igen det er sponsoreret af en grøn virksomhed, og så synes vi det gav god mening for begge parter.

Og udfordringen, og det kan godt være det er en af dine spørgsmål, det har så været affaldshåndteringen, for så kommer de i samme forbrænding alligevel.

M: Okay de her krus? Er det fordi det er sådan de skal håndteres? Eller får folk dem ikke sorteret?

MC: Jamen, det er en blanding, for selvom man forsøger at sætte det op til at folk sortere, så vil affaldsvirksomheder ikke tage imod det, hvis man ikke kan garantere, at det er sorteret 100 %, og det kan vi jo ikke. Og det er et af de mere generelle, at det kan være en generel udfordring, når events forsøger at være bæredygtige, den der affaldshåndtering, at det er svært at få en aftale med at man affaldssortere og lave en aftale omkring det, det kan også være omkring økonomi, det ved jeg ikke helt, det er hvert fald en udfordring.

M: Er der så andre udfordringer i forhold til det I gør med bæredygtighed?

MC: Nej, altså jeg synes den primære, det er den med affald. Så kan det også være en udfordring og finde ud af hvilke parametre giver værdi. Sætter deltagerne pris på, at medaljen er lavet efter alle

kunstens regler? Eller vil de hellere undvære? Eller er de i bund og grund ligeglade? De vil bare have en stor bling bling på hylden. Så man kan sige, hvad deltagernes forventninger er til et bæredygtigt event? Den synes jeg faktisk ikke er så tydelig endnu, hvor man kan sige med bæredygtighed og turisme, der synes jeg der er nogle tendenser, med det har skal du beskæftige dig med og folk vælger nogle gange hotel efter det osv. osv. Men jeg har ikke set nogle undersøgelser endnu der bakker op om det på eventdelen.

Er vi ude i vi skal servere noget uden kød og alt det der, jeg ved det ikke endnu, vi har ikke tænkt tankerne.

M: er der så nogle fordele ved det I gør? For nu siger du godt nok, der ikke er så meget efterspørgsel.

MC: Man kan så vælge at sige det er en fordel når man skal markedsføre noget, så er det nogle af de ting vi kan slå på, og når du kigger på eventkortet, så er der jo sindssygt mange events, så hvordan skiller man sig ud, alle vi gerne være bæredygtige, men skiller man sig stadig lidt ud hvis man slå sig ned på man har gjort nogle tiltag? Det er måske den største fordel, der er ikke på den måde nogen økonomisk gevinst for os, så er der mavefornemmelsen, at det føles bare bedre, at have gjort sig de tanker.

M: Så det er mere noget filantropisk? Og ikke økonomisk, fordi I er forpligtet til at I skal give overskud til den her forening?

MC: Ja, det er vi, så kan man sige, hvis vi vil lave det mest bæredygtige event, vil vi så få 500 deltagere mere? Og kunne levere et større overskud, det er jo en interessant tanke. Og som du ved, når det er events, så går hele overskuddet til det frivillige arbejde i foreningen, det er forskellen fra vores til de professionelle eventarrangører, hvor der er nogle der skal aflønnes. Så på den måde, har vi som sådan ikke en bundlinje vi skal kigge på, hvis vi var underskud, så er der heller ikke nogen der skeler til det, men det har vi jo ikke, vi er også købmænd, vi vil gerne levere et godt resultalt. Men jeg vil så sige, at hvis nu vi tager og kigger på de der krus igen, så er det nok ikke der vi vil gå på kompromis for nu har vi fundet en god leverandør på dem og det er et godt sted at starte, det er et rimeligt lavpraktisk sted at starte.

M: Er det så en udfordring at I kun er frivillige? Er det en forhindring for, at I kunne gøre mere?

MC: jo, det kan det jo godt være i forhold til så meget andet frivilligt arbejde, for i principippet vil jeg da gerne have mere tid til at undersøge flere muligheder og gå mere i detalet med det her, men det når vi bare ikke. For vi skal også have arrangeret det her løb og opmærket ruten osv. Man kunne jo også begynde at se på mere alternativer til vores depoter, man kunne også diskutere om vi skal bruge så meget plastik til at afmærke ruten, vi når nok ikke helt dertil som frivillige, det er klart hvis man var ansat, så var det nok noget af det jeg vil prioritere højest

M: er det her så noget af det, der vil komme i fremtiden? For det er mit næste spørgsmål omkring, hvordan fremtiden ser ud? Noget I kunne tænke jer at gøre, nye bæredygtige ideer?

MC: Ja lige præcis, det er der fremtidsperspektiv i det og det er der jeg tænker qua mit arbejde i Rebildporten og events generelt i Rebild, at man kunne inspirere hinanden, så vi ikke alle sammen skal ud at opfinde den dybe tallerken. Det kan jo sagtens være der er et andet orienteringsløb der har fundet *måden* at affaldssortere på, jamen så skal vi jo lære af hinanden. Og det er jo så her Rebildporten kommer i spil og kan videns dele fordi vi er alle sammen frivillige i det game her, eller det passer ikke helt, for i Rebild findes der også nogle større professionelle aktører, og det kan også være at det er dem der skal gå forest så os frivillige kan lukrere på den viden de nu får. Det skal ikke være nogen hemmelig, at jeg på et tidspunkt sad på et møde inde på Nordkraft, tror jeg det var og der sad nogen fra Aalborg Karneval og de har nemlig samme affaldsudfordring også ift. sortering og sådan

noget, at når fulde de fester, så er der ikke så mange der tænker på sortering og så kan de slet ikke styre det der. Og så tænkte jeg, det er jo netop mange eventarrangører der sidder med samme udfordringer, så må vi da lære af hinanden i et eller andet forum, og det forum har jeg ikke fundet endnu. Jeg er med i en Facebookgruppe, der hedder "Fællesskab for løbs arrangører" så der følger jeg lidt med, men igen det er ikke noget der er på agendaen hos ret mange synes jeg ikke.

M: I har planlagt det til i år, ikke?

MC: Jo, vi har hvert fald sat en dato, så vi har ikke sagt "go" men heller ikke "no-go".

M: Så vil jeg høre omkring, hvordan I har brugt tiden fra sidste år, hvor det har været aflyst, og hvis det så også blive, hvor der så er mere tid, hvor det ikke bliver eksekveret, til at tænke mere i alternative eller mere bæredygtigt?

MC: Ja, det vil jeg ønske jeg kunne sige ja til, for man tænker nu har I haft to år til at tænke omkring det, men som frivillige bliver det bare skubbet allerbagerst, så tænker man "fædt, så har jeg bare tid til så meget andet" det skal jeg da være ærlig og sige, og jeg tænker allerede at, hold da op, er der gået så lang tid, og hvorfor er vi ikke kommet længere? Men sådan tror jeg bare det er med frivilligt arbejde, sådan har det hvert fald været i vores gruppe. Så er der måske nogle der ville have været mere proaktive.

M: okay, så sådan som jeg hører det, det er noget I ønsker men svært at få ud i virkeligheden?

MC: Ja, svært at sætte sig ned og prioritere det, i den her travle hverdag, og så er vi måske mere tilbøjelig til at gøre "same procedure as last year".

M: okay, så for at få lidt samlet op, så hvis nu du skulle sige det ideelle bæredygtige Rebildløb for dig, hvad skulle det så indeholde?

MC: Det skulle være gennemtænkt, helt fra den måde man tilmelder sig på, at den server vi brugte også bruger grøn energi, at man virkelig bare havde alle steps tænkt ind, det lyder lidt utopisk, men så også når du kom der, at du følte der var tænkt over nogle ting her, som gør en forskel. Så ved jeg godt, så kan jeg vende tilbage til de her plask krus og affaldssortering, fordi det er det mest lavpraktiske jeg kan komme i tanke om og der findes sikkert en masse andre ting. Den her klimavenlige mad, eller alle kom med tog herved til eller alle cyklede hertil, eller et eller andet, så man virkelig prøvede at lave det gennemført. Det kunne være fedt. Det bliver meget på den klimamæssige dagsorden, det kan jeg godt høre, men det er nok også det der er mest nærliggende, når vi taler events. Jeg ved ikke hvad du tænker?

M: Jeg vil gerne passe på med at sige for meget, for jeg skal ikke sige, hvad der er rigtigt eller forkert, fordi jeg gerne vil høre hvad din opfattelse er..

MC: men så kan man jo også tage økonomisk bæredygtighed, vi er jo ikke ude i, at bare fyre løs for at gøre det så klimamæssigt bæredygtigt så muligt, hvis så foreningen ender med et underskud, så det er klart, at det skal i allerhøjeste grad hænge sammen.

M: er det så det vigtigste, i forhold til, I har den her forpligtigelse?

MC: Ja, det synes jeg vi har, når det netop er den her foreningsmæssige tankegang, når det er vores allesammens børn, og nogen bruge den også selv, så synes jeg vi har en forpligtigelse til at leveret et fornuftigt resultat og det betyder ikke at hvis vi ikke leveret et minimum 20000 så har vi ikke leveret et godt løb, nu er det bare gået super godt, men vi har knoklet hårdt for det. Så kan man sige, er det så

bedre kun at have et overskud på 5000 kr. og så have implementere nogle mere klimamæssige bæredygtige ting, det kan jo også være et mål i sig selv, for at prøve at få det tænkt mere ind på den lange bane.

M: Så bæredygtighed versus mindre overskud?

MC: Ja, hvis det er det der skal til for at vende skuden.. og jeg tror også, altså nu er bæredygtighed jo ikke et nyt begreb, men også indenfor turisme nu, hvor man taler så meget om, hvor vi rejser hen og hvorfor, så tror jeg også folk begynder at tage mere stilling til, hvad er det for noget vi melder os til. Og så har jeg selv en forestilling om, har du så tænkt over nogle parametre? Vil jeg så hellere støtte op om sådan noget, end dem der bare har profit for øje, om det så godt nok stadig er i forenings regi, det er jeg med på, jeg tror bare godt det vil kunne gøre en forskel og man kan påvirke folk.

M: jamen så har jeg ikke mere.

MC: du skal vel også have det transskribert?

The recorder is being turned off

Appendix 7

Transcription – interview Østers- og Muslingepremieren

Interview with Solvej Boltz, eventcoordinator at Morsø Municipality

Conducted 15th April 2021 via Google Meet in Danish

S: Solvej Boltz (Interviwee)

M: Michelle Møller Jensen (Interviewer)

M: Jeg skal lige høre for en god ordens skyld, at det er ok, såfremt jeg ikke hører andet, at jeg optager interviewet og bruger det i mit speciale?

S: Ja, det er det.

M: tak, så vil jeg høre her til en start, hvis du vil fortælle lidt med dine ord, hvad Østers- og Muslingepremieren er for en event?

S: ja, det er en event, hvor vi markedsfører Skalddyrshovedstaden, Nykøbing Mors, men henblik på turismeudvikling, vi vil rigtig gerne være kendt som skalddyrshovedstad i Danmark og har forskellige events der hjælper til det, hvor Østers- og Muslingepremieren er en af dem, det vi fejrer at starten af sæsonen på fiskeriet af muslinger og østers i Limfjorden. Der er nogle ganske særlige østers i Limfjorden, som ikke er så kendte, Limfjordsøsters, som ikke er så kendte i Danmark, et meget eksklusivt produkt og det vil vi gerne gøre mere ment, og det skal det her event hjælpe os med. Det foregår i Nykøbing Mors i starten af oktober, hvor sæsonen starter, hvor det er landingen af de første østers, så bliver det fejret i et festtelt med Kokkeforeningen Danmark, Vilsund Blue, Dansk Skalddyrs Center og turistbureauet og turist organisationen, VisitLimfjorden, så det samler rigtig mange forskellige partnere som er interesseret i at markedsføre Nykøbing Mors, som skalddyrshovedstad i Danmark.

M: okay, spændende, ja for jeg kan se I laver mange forskellige ting..

S: ja, det her jo en af de mange, jeg kan også sagtens tale om de andre, men nu er det i dag Østers- og Muslingepremieren, som jeg har forstået det. Men ja ellers så er der Østersfinalen, som så ligger når sæsonen slutter igen, så har vi Skalddyrsfestivalen, som er en lokal forening, der arrangere Skalddyrsfestival, som ligger i juni måned. Så taler vi da om at lave en "middle" for nu har vi både en premiere og en finale, så når coronaen er ovre, når vi kan begynde at holde store events igen, at begynde at arbejde på at lave en middle. Det kan man sige også med Østerspremieren, er at der bliver holdt Danmarksmeesterskab i østers gastronomi, det vil sige, nogle gourmet kokke, kommer og dyster om at blive Danmarksmeester, det er i samarbejde med Kokkeforeningen Danmark, så kan man smage de her anretninger de laver for dommerne, som er en mindre udgave af det. Så har vi et arrangement, som er vores Limfjordsdag, hvor lokale og regionale restauranter, som er gode til skalddyr, som også laver anretninger, som bliver solgt til de gæster der kommer i teltet og vil smage det her. Så det skal også fremme lysten til at prøve at smage østers og muslinger, når de er så fantastisk tilberedt, så hvis man ikke har prøvet det før, skal man måske ikke starte med en rå østers, så er det rigtig fint, at få en, der er tilberedt af en gourmet kok, som er rigtig rigtig lækker.. og så ja er der nogle forskellige andre arrangementer, der er østersafari, hvor man bliver vejledt af en guide ude i fjorden og selv samler østers. Der er Wine & Dine fredag aften med en eksklusiv middag med en Michelin stjernekok som har

tilberedt mad man kan købe. Så har vi også tidligere haft en børnearrangement, men som nu ligger på et tidligere tidspunkt og skalddyrcirkus, så det er sådan i grove træk vil jeg sige.

M: Ja, det lyder jo lækkert, jeg får helt lyst til at deltage og smage..

S: ja, jamen du skal være velkommen, det jo først d. 3 oktober i år. Og der er også andre forskellige mindre events, der er det her champagne brunch, når vi nu har danmarksmesterskab i champagnesabling har vi også og danmarksmesterskab i østersåbning har vi også, det jeg har slet ikke nævnt endnu. Og når nu vi har danmarksmesterskab i sabling, så bliver der jo en masse champagne, som selvfølgelig ikke skal smides ud, derfor vi laver den champagne brunch, som man kan deltage i, med ny sablet champagne, som man kan smage fra konkurrencen. Og så er der også danmarksmesterskab i østersåbning, hvor man hurtigst muligt skal åbne en masse østers, og dem der vinder, deltager jo i verdensmesterskaber i Galway i Irland, som har en stor østersfestival.

M: Ja, der sker mange ting, men det var lige får at høre og det startet. Så vil jeg gerne høre om, hvad din forståelse eller opfattelse af bæredygtighed er, i forbindelse med den her event?

S: ja, det er sådan helt generelt, at reducere det aftryk vi sætter – altså reducere affaldsmængden eller den påvirkning vi har på klima og i det hele taget på CO₂ aftrykket, så at reducere det og genanvende der hvor vi har mulighed for det og recycle det der er mulighed for. Sådan ser jeg det. Og så er der selvfølgelig forskellige punkter vi arbejder med, der er nogle der er gode, og så er der nogle, hvor vi kan blive rigtig meget bedre til.

M: det leder mig så til det næste spørgsmål, for hvad er det så nogle aktiviteter I gør?

S: ja, hvad vi gør konkret. Det første vi gør, er at sådan udstyrsmæssigt forsøger vi at genanvende så meget så muligt, fra årene før, eller vi låner af andre events eller vi udlåner vores ting, vi har til østerspremieren, det udlåner vi til andre events. Vi genbruger vores bannere, det vil sige alt vores materiale er lejet, vi har ikke selv bygget en masse, som så bliver smidt ud, det er vi meget opmærksomme på. Derudover, ja hvad gør vi så? Så forsøger vi at reducere det strømforbrug som vi har, det er ikke fordi vi har så meget indflydelse på, hvordan vi kan reducere det, altså man famler sådan stadig lidt endnu.. men det jeg kan gøre er at sige til teknik folkene og lysfolkene, at jeg gerne vil have at de bruger LED-pærer, der hvor det er muligt, det gør de. Så at reducere strøm, og så som noget nyt, som faktisk springer ud af projektet og i gennem det her screeningsprogram som vi har været i gennem. Så vil jeg i fremtiden efterspørger grøn strøm, altså sikre at det er grøn strøm som vi bruger i teltet. Så er der en anden faktor, som er en af de ting, som jeg ikke synes er så godt i forhold til CO₂ aftrykket, og det er opvarmning af teltet, altså eventet er jo i oktober og det kræver opvarmning at teltet noget af tiden, især fredag aften med den eksklusive middag, det er klart det blafrer lidt, det er på havnen, så det vi gør for at begrænse det varmeforbrug vi har, er at vi lægger sandsække hele vejen rundt, så vi holder det så tæt så muligt og så har vi de har varme kanoner som kører på diesel. Så der har vi også i forbindelse med screeningen, fordi de her, har altid været min sorte samvittighed det her med vi skulle opvarme teltet, der har vi så i forbindelse med screeningsforløbet forsøgt at undersøge, om der er andre muligheder, og Lis har fået en specialist henover det, som har forsøgt at undersøge det og siger der er ikke andre muligheder på nuværende tidspunkt og han vurderede egentlig også at det forbrug vi har med de tal jeg nævner, ikke er særlig højt som det forventes. Så min samvittighed er blevet lidt bedre, det gør det ikke bedre for miljøet men det gør det bedre for mig. Så gør vi det at.. altså nu hopper jeg meget i det, men vi siger til kokkene at de anretning de laver, helst bliver serveret i østerskaller, så man ikke producere affald i hver enkelt anretning og hvis det ikke er muligt, så bruger vi de der små bambusbåde, det vil sige at engangsplastik er så vidt mulig væk fra eventen, så er sådan noget vi har udfaset fra sidste år og vi er ikke helt kommet i gennem det endnu, fadølskrus har vi stadig en udfordring, men det kan jeg komme tilbage til. Så har vi i år, i forbindelse for danmarksmesterskaberne i østersgastronomi, så er der i konkurrencerelgerne bliver indarbejdet, at

der lægges vægt på at kokkene tænker på bæredygtighed, selvfølgelig på lokale råvarer men også med anretning, at man anretter helst i skallen. Så har vi tidligere haft det, når man som gæst når man går rundt blandt kokkene og skal smage, som er små anretninger, så skal man have noget at stille de har små anretninger på, der har vi indtil for nogle år siden, haft sådan nogle store sorte plastik tallerkner, det er udfaset. Så i stedet for, i forrige år, havde vi forsøgt os med porcelænstallerkner, så går man rundt som gæster og tager de her anretninger, som helst skal være i en østersskal eller i bambus putter det på sin tallerkner og går over på sin plads og spiser det der. Så det vil sige, vi bruger porcelænstallerkner og så har indrettet sådan en lille opvaskestation bagved i et teknikrum, som er indrettet med afløb og hele molevitten, og så står der en, som ikke laver andet end at opvaske de her tallerkner OG champagneglas. Det jo lækker champagne det her, for det første smager det ikke godt af plastisk og for det andet, skal vi slet ikke have plastik, hvis vi kan undgå. Så der har vi faktisk altid haft rigtig champagne glas, rigtig flotte store glas, som så kommer tilbage til det her teknikrum og en opvasker kommer ud til baren igen.. og ja, vent lige.. jeg skal lige tænke, hvad gør vi mere?

Altså vi forsøger at tænke det ind alle mulige steder. For eksempel sådan noget som pynt udenfor teltet, sådan det ser festligt ud, sådan man har lyst til at komme ind, altså noget visuelt udtryk udenfor teltet. Der kører vi de blomsterkummer, som er nede i byen rundt omkring, dem kører vi ned til teltet, dem som står foran rådhuset og sådan noget, dem der er mulige at flytte, dem får vi flyttet ned til teltet, det vil sige, der bliver ikke produceret noget ekstra, men det bare lige bliver flyttet og så flyttet tilbage.. hvad mere, kan jeg komme i tanke om? Der er lys, strøm, så der det her diesel, når ja så er der toiletterne, der er vi ikke helt i mål endnu, men det vi gør, altså jeg arbejder også med bæredygtighed omkring et andet event, Kulturmødet, der bruger vi sådan nogle vakuumtoiletter, og det gør vi ikke ved Østerpremieren endnu, men måske snart, sådan nogle der har et meget lille vandforbrug.

Så er der.. så forsøger vi selvfølgelig at begrænse madspild i forhold til, at der kun bliver tilberedt det, der også bliver solgt, men der vil altid være en lille smule spild i slutningen, men altså det er små anretninger, så det er små mængder. Så resten der ikke er blevet tilberedt, står så på køl udenfor, altså lukket østers endnu, de bliver så brugt til nogle andre ting dagen efter. Det tror jeg sådan er overordnet.

Ja, så er der vores store kæphest, ølkrus, den er vi ikke i mål med endnu. I forbindelse med det her andet event, Kulturmødet, arbejder vi i stor stil med at forbedre det i håb om at vi i samarbejde med vores lokale bryghus, får produceret nogle plastik genbrugskrus, som kan vaskes op og bruges igen eller.. eller ja, det er ikke helt afklaret endnu. Men jeg håber hvert fald at arbejdet der ligger omkring det her, at det så kan overføres til Østerpremieren også, sådan det plastik også kan forsvinde. Så noget nyt, som jeg også vil gøre i år, er at opstille vandpost, det har vi ikke tidligere haft, der har vi simpelthen købt vand, som jo så har været i pantflasker, men der vil jeg også opstille vandpost.

M: okay, så alt det her du nævner, hvad tænker du så er fordelene ved alle de her ting I gør?

S: for os er det selvfølgelig at vi får noget erfaring, som vi kan overføre til andre events, og som jeg før nævnte vi kan overføre noget fra Kulturmødet til Østerpremieren. Og så tror jeg simpelthen at gæsterne forventer det efterhånden, at de forventer man tænker i de her ting. Så håber jeg også på nogle områder, at vi kan sende nogle signaler, som folk tager med sig hjem, at man rent faktisk kan gøre det her, med champagneglas og porcelænstallerkner, selvom det er i et telt. Altså i starten tænkte vi, at det slet ikke var muligt "hvordan skulle vi gøre det?" når man har bare været vant til at bruge plastik tallerkner og det hele det ryger ud, man har slet ikke kunne forestille sig, at det vil være muligt. Det kræver selvfølgelig noget plads om bagved, og det kræver den her opvaskestation og det kræver rigtig meget logistik, men det er jo muligt, der er også noget med tyngde i det og det kan kører rundt. Men det er det jeg håber at få ud af det, at vi svarer til tidens ånd og sende sådan nogle signaler.

Og når ja, så er der jo selvfølgelig hele vores produkt, det er noget med for nyligt, er der blevet lavet en undersøgelse, en videnskabelig undersøgelse, uden at jeg ved ret meget om dét, men at muslingers CO2 aftryk nærmest er nul, det vil sige der bliver mere og mere fokus på at bruge østers og muslinger som fødevarer i forbindelse alt det her med at reducere kød og spise flere planter, så muslinger og østers er ikke kun lokale produkter, men også nogle der har et meget lavt CO2 aftryk, så de

ligger jo lige trenden, kan man godt sige. Så kan vi jo i gennem vores event, påvirke sådan flere får lyst til at prøve det men ikke kun smage det, men også tage ideen med hjem, prøve derhjemme selv at tilberede og gå ud i baghaven og plukke østers altså selv samle dem i fjorden og gå hjem og prøve at tilberede det. Så det er også en vigtig del af det, helt klart, at få flere til at spise østers og muslinger.

M: Så omvendt, kan du så sige noget om, hvad er udfordringer ved alt det her, for som du siger selv, det er meget arbejde, de her ændringer?

S: Ja, der er jo rigtig mange udfordringer. Altså den største udfordring, og den er vi ikke i mål med endnu ikke nogen steder faktisk – det er sortering, affaldssortering. Morsø Kommune er generelt rigtig rigtig gode til affaldssortering, ved borgerne, der er meget tidligt blevet indført affaldssortering i private hjem og det fungerer rigtig godt. Det har vi så forsøgt at overføre til vores events, men det fungerer ikke rigtig godt. Det er meget meget svært at lave en affaldssortering til events generelt, som ender med at blive så ren en affald, at det kan genbruges. Så lige så snart, der er en ting der er smidt forkert ned i, så er den forurenset og kan ikke bruges mere, som jeg har forstået det. Og det har indtil videre ikke lykkedes for os at lave sådan et system, så der ikke er noget, der ikke bliver smidt forkert i. Så det har faktisk medført, at vi i perioder helt har opgivet, og det hele er røget i en og den er vi ikke i mål med, og vi kører et konsulentforløb nu her ved Kulturmødet, netop ved at prøve nogle ting af, som jeg håber vi kan overføre til Østerspremieren. Og igen, hvis du forestiller dig i et telt, hvor du har en affaldsstation med, hvad ved jeg, fem forskellige slags affald.. det fylder jo meget, og det er en udfordring selve pladsen, men også bare det der med at folk putter det i de forkerte.

M: Okay, har folk måske et andet fokus? Fordi de kun tænker på at have det sjovt og spise?

S: Ja, og så tror jeg også rigtig mange mennesker er usikker på det her, når de står med.. hvis du forestiller dig en tallerken, en serviet og en østersskal og noget madrest og bestik i hånden, og skal styre det og balancere i det.. det går hurtigt galt.

M: Der er mange elementer, man skal tage stilling til?

S: ja lige præcis, for der sker meget omkring en og der er gang i den og så skal koncentrere sig om "hvor skal det her nu i? og hvorfor?" Og kommunikationen omkring, jeg tror simpelthen ikke på, at der er nogle i Danmark der har løst det her, det kan godt være der er nogle der siger det, men jeg tror det simpelthen ikke (griner lidt) altså det er ikke uden grund at nogle af de her festivaler, som gør rigtig meget ud af det her, har en masse frivillige som står bagved og åbner poserne og sortere det på nyt, så det er en kæmpe udfordring. Som vi slet slet ikke er i mål med endnu.

M: Du har måske været lidt inde på det, men hvordan tænker du at fremtiden ser ud? Du nævnte det her med de krus, eller er der noget andet du tænker I arbejder på ift. bæredygtighed for jer i fremtiden?

S: Der kommer jo hele tiden nye ting, som vi er opmærksomme på og vil forsøge at implementere, men det med krusene er i hvert fald et af fokusområderne og så det med affald sortering, og affaldshåndtering i det hele taget er et kæmpe fokusområde for os, og så er der stadigvæk det med varme og man kan gøre noget ved det, hvis vi kan gøre noget ved det, selvom det ser det ikke ud til, men hvis muligheden kom, så vil jeg i hvert fald gøre den, hvis det giver mening. Og så er der noget med transport tænker jeg, vores produkt er meget afhængig af, at folk kommer i deres egen bil fra forskellige steder i Danmark og på længere sigt, sikkert også fra udlandet, og det at vi lægger i landet, hvor vi lægger, er det oplagt at man kommer i sin egen bil, det er det. Og når eveneten så får en hvis størrelse og vi kan sælge en hvis mængde weekend-ophold, så kan man måske strukturer det lidt bedre, og der måske også er nogle lidt andre muligheder, at folk kommer i tog, at der er noget transport fra overnatningsstedet til teltet. Vi har en lille smule af det nu, men slet ikke nok til at.. det

ville være at komme uden egen bil, når man skal rundt omkring og hvis man skal deltage i en safari for eksempel, så har vi også noget svampe og urtetur, hvis man skal derud, så skal vi arrangere noget fælleskørsel på en eller anden måde, det kunne være en mulighed. Men der er ikke nok nu, for at vi kan sætte det i gang vil jeg sige.

M: Med de ting her du siger, vil det så være det ideelle for dig, vores event vil være ideelt bæredygtigt på de her parametre, vil I så være i mål er det de ting du nævner her?

S: Er det fordi du tænker på noget jeg ikke har nævnt?

M: Nej overhovedet ikke, det er mere sådan din opfattelse af det.

S: Altså jeg tænker med mål, det ved jeg ikke. For netop det, synes jeg også er en rigtig stor udfordring, at selvom man gør meget ved forskellige events, så synes jeg det er meget svært at gå ud og sige "vi forsøger faktisk at gøre de her ting, vi forsøger at være grønne" for så kommer der hurtigt det her med "her er I da ikke grønne på det her område" så derfor er man lidt tilbageholdende med at, det er jeg i hvert fald. Så jeg ved ikke om man kan være i mål, i mål kan man jo egentlig først være når man overhovedet ikke sætter aftryk næsten længere.. jeg synes ikke man kan sige, man er i mål, for der kommer nye ting hele tiden, og dem skal man være klar til at implementere, uden at jeg kan sige nu, hvad det er fordi det nok bliver noget nyt.

M: Så I kommunikere ikke de her tiltag I har?

S: Nej, vi reklamere faktisk overhovedet ikke på Østerspremieren, og det burde vi måske, altså det burde vi være bedre til, det er helt klart en af de ting vi skal forbedre. Nu når du lige siger det, altså netop det her med muslingers CO2 aftryk, det skal vi gøre meget mere ud af.

M: så I har været tilbageholdende med det, da der hurtigt kan komme nogle kritiske stemmer, hvis man først går ud og siger noget?

S: ja..

M: Så skal jeg lige se..

S: jeg kan faktisk også lige nævne en anden udfordring omkring det her med fadølkrus, kaffekopper og alt det her. For eksempel kaffekopper, der bruger vi stadig sådan nogle pap, hvert fald ved nogle ting man køber i baren, ved champagne brunch er det rigtige krus. Men der har vi nemlig også ved Kulturmødet lavet et projekt hvor vi indsamlet genbrugskrus og genbrugsservice i det hele taget fra private i området, fra plejehjem og fra alle mulige steder har vi fået en masse genbrugsservice fra, så lavede vi også dengang i opvaske station med nogle frivillige og kørte de her genbrugsservice ting ud på de forskellige spisestedet på Kulturmødet på for eksempel på cafeer, og hvad ved jeg. Det har vi nemlig også overvejet at overføre til Østerspremieren, men det passer sådan rent stilmæssigt ikke til Østerspremieren, derfor har vi ikke gjort det endnu, fordi det jo 1000 forskellige slags service og ingenting passer sammen ikke noget der er stilrent overhovedet, men lige netop den stil, passer rigtig godt til kulturmødet, men det passer ikke til Østerpremieren, som gerne skal have lidt noget smart, eksklusivt udtryk. Så det er også en som jeg tænker lidt over.

M: Okay, tænker du det er fordi det er en anden målgruppe der kommer? Nu ved jeg godt det er to vidt forskellige events. Så der kommer måske nogle andre, så det ville ikke gå?

S: ja lige præcis, også fordi Østerspremieren skal gerne være sådan lidt.. du kommer jo derhen og spiser nogle små anretninger fra nogle af de bedste kokke i Danmark, og der er øjet utroligt vigtigt og

selvfølgelig også hvordan tingene er anrettet, så hvis det også er en pærevelling af genbrugstings, så knækker filmen lidt, det gør det. Derfor behøver vi stadigvæk de her pap ting i baren.

M: I forhold til, at sidste år, var det aflyst og så i år har i rykket det, tænker du så, at den tid, har I så kunne bruge den til at tænke over bæredygtighed?

S: altså, der er ingen tvivl om at corona har vendt rigtig mange ting på hovedet, og vi har arbejdet med nogle andre formater og spillet nogle større events op i flere mindre dele og sådan, det er jo sådan noget vi har arbejdet med hele tiden. Selvom aflysningerne har kostet rigtig meget tid, for meget af arbejdet var jo allerede lavet og så bliver det aflyst, og det kræver også en masse arbejde og rulle altig tilbage, så kræver det rigtig meget tid, at planlægge på ny måske i lidt andre formater, og så alligevel så har man jo den der bæredygtighed henover det hele, og det har da gjort i forbindelse med projektet med de nordjyske festivaler, at man har da tænkt nogle ting lidt mere i dybden end man ellers vil have gjort, det tror jeg. Jeg tror jeg har taget hånd om nogle ting, som jeg ellers ikke vil have gjort.

M: så projektet har skubbet lidt til tankerne?

S: ja på madevents, det har skubbet helt vildt meget for mig, altså bare i screeningerne, altså det lyder ikke af ret meget, at man sætter sig ned og snakker i 1 eller 3 timer helt bevidst omkring tingene, men det gør noget, det sætter tanker i gang, som man bagefter arbejder videre med. Det skaber også en anden bevidsthed, det her med at man ikke er alene, at der er andre der tænker de samme tanker, at man får et netværk omkring det og kan lige høre "hvordan har I gjort?" "og har I noget erfaring med det?"

M: Det er da godt at høre at det hjælper.

S: Helt vildt og vi går jo først i gang med konsulentforløbet nu her omkring Kulturmødet også.

The recorder is being turned off

Appendix 8

Transcription – interview Aalborg Halvmarathon

Interview with Jens Radmer, eventconsultant at DGI Nordjylland, which responsible for the event

Conducted 15th April 2021 via Google Meet in Danish

J: Jens Radmer (Interviwee)

M: Michelle Møller Jensen (Interviewer)

M: Så har jeg startet optageren, så jeg skal lige høre dig igen, om det er okay med dig, at jeg optager det her og bruger det i mit speciale?

J: Det er ok, ja.

M: Tak skal du have. Vil du så her til en start fortælle kort med dine ord hvad Aalborg Halvmarathon er for et event?

J: ja det vil jeg gerne. Aalborg Halvmaraton er et motionsløb i Aalborg, som DGI har afviklet nu fire gange, tror jeg, senest med 6000-7000 deltagere. Arrangementet blev aflyst sidste år og bliver det også i år og kommer først igen i 2022. Det er Nordjyllands største løb, hvor vi har riktig mange frivillige med, der er næsten 300 med der hjælper os fra lokale foreninger, så det er sådan et lidt større set-up.

M: okay, det var også sådan mere som et åbningsspørgsmål, så tænker jeg at gå videre til emnet omkring bæredygtighed, så jeg vil høre hvad er din forståelse for bæredygtighed i forbindelse med eventet?

J: Ja, det er faktisk noget som vi har diskuteret lidt og diskutere mere og mere internt end vi har gjort tidligere, fordi vi tror det med at fokusere mere og mere på bæredygtighed bliver et konkurrence parameter vi er jo et eller andet sted i konkurrence med andre events. Vi tror på at uddover, det i sig selv er en god ide at beskæftige sig med bæredygtighed så kan vi adskille os fra nogle andre lignende arrangementer ved at have mere fokus på bæredygtighed end de måske har og hvad vi tidligere har haft. Så det er noget som vi prøver at gøre os nogle tanker om, og det er noget vi prøver at søge noget viden om og gennemgå vores processer og se på kan vi nogle steder vælge en mere bæredygtig løsning end vi har nu, så det prøver vi lidt at få has på nu det område. Og så er spørgsmålet jo, hvad er det så bæredygtighed det er? Det synes vi jo er nogle forskellige ting.. og noget af det som vi alle sammen kan være enige om det kan være, det er lavere ressourceforbrug, mindre energi på vores arrangementer, kan vi bruge grøn energi, kan vi sætte et mindre aftryk i forhold til hvor meget plastisk vi bruger og hvor meget engangs-ting og sager vi bruger, sammenlignet med noget der har et lidt mindre aftryk på omgivelserne end det vi normalt vi gøre, så det prøver vi på at gennemgå i de forskellige områder vi har og så se hvad vi kan gøre. Så sådan helt generelt med alt det dimser og ting og udstyr vi køber, hvordan kan vi gøre det på en anden måde. Så tænker vi også i, om vi kan bruge nogle lokale leverandører i stedet for nogle leverandører der ligger længere væk. ..Så vil vi gerne have det er i Europa, hvor vi tidligere har købt for eksempel t-shirts, som jeg ved er produceret i Kina, så det prøver vi at tænke hvordan kan vi gøre det på en lidt anden måde.

M: okay, så det er t-shirts I gerne vil have skal være produceret i Europa i stedet for, var det du sagde?
Du faldt nemlig lidt ud.

J: ja, det var et af de eksempler. Altså t-shirts, nu ved jeg ikke hvor meget du kender til motionsløb, men der får man ofte en t-shirt når man tilmelder sig et løb, og så er der mange der løber i den og det ser fint ud for arrangørerne at der står det her løbsnavn på en t-shirt. Så det har vi prøvet at se på, hvad kan vi gøre anderledes der. For det første kan vi sige, at hvis vi laver et løb nu, hvor der skal være 8000 deltagere, så skal vi købe lad os sige ca. 9000-1000 t-shirts for at være sikker på der er nok, så står man tilbage, så står vi tilbage med et restlager, som vi ærlig talt ikke ved hvad vi skal bruge til... (outage).. ikke verdens bedste arbejdsforhold i Fjernøsten og så har vi transporteret dem i skib eller fly herover, så det har været den gængse måde at gøre det på både hos os og hos andre motionsløb. Så det prøver vi på at ændre nu ved at hvis man skal have en t-shirt, skal man for det første tilkøbe den, dvs. dem der ikke har interesse i dem, behøver ikke, i et eller andet omfang at betale for at alle andre får den også. Så man tilkøber den hvis man har et ønske om at få en t-shirt og dem der ikke har, de slipper så for det. Så det at man skal betale 50-100 kr. gør at folk rationalisere lidt mere over den her t-shirt, om de har brug for den eller ej. Og de t-shirts som vi så skal have lavet, og det kan være det kun bliver en tredjedel eller en fjerdedel end det vi plejer at købe, men der er vi så i dialog med en leverandør der får dem lavet i Danmark med den delproduktion i Baltikum og det synes vi.. det er ikke nogen perfekt løsning, men i den perfekte verden så er det noget man kan skære væk, en t-shirt, for folk har som udgangspunkt tøj på kroppen når de skal ud at løbe, men kan vi se på det her område og så gøre det bedre end vi plejer at gøre så synes vi det er i den rigtigt retning. Den måde som vi prøver lidt at angribe det på nu.

M: okay, de ting du så har nævnt, er det så noget I har planer om at gøre? For mit næste spørgsmål vil være, hvad det så er for noget planer I har, som I synes er bæredygtige?

J: Ja, de ting, som vi snakker om nu er ting som vi gerne vil implementere til næste gang og det vil sige maj 2022. For vi har lige aflyst et arrangement og givet alle folk deres penge tilbage, hvor vi egentlig godt kunne have beholdt folks penge på en eller anden måde og så bare udskudt deres tilmelding til 2022, men fordi vi gerne vil lave nogle ting om i arrangementet, så ville vi gerne stå lidt mere frit og det synes vi at vi gør ved at tilbagebetale folks penge, sådan at der er helt rene linjer, så håber vi selvfølgelig at der er mange der vil tilmelde sig på ny når nu vi tilmelder de nye deltakere i forhold til det arrangement vi gerne vil lave 2022 fordi vi gerne vil lave nogle ting om. For eksempel i tilmelding til 2020, der står der højt og klart at man får en medalje og man får en t-shirt og alle de der ting og det er de ting vi er ved at kigge på nu, og så vil vi helst ikke have nogle der er tilmeldt under nogle andre forudsætninger. Så får at stå helt frit ift. at lave ændringer blandt andet noget med bæredygtighed, så har vi valgt at tilbagebetale folks penge og det er jo så over 1 mio. vi har betalt tilbage, hvor vi så står helt frit ift. at lave nogle nye løsninger i 2022.

M: du sagde noget med medaljen, skal der laves om på det eller hvordan?

J: Ja det er igen et område.. altså man får som regel lavet en masse medaljer i noget blik eller et eller andet i Kina igen og får produceret et eller andet parti og får det til Danmark, for det er jo billigere at få produceret ting derover. Det er også sådan noget vi taler om, at det ikke er fuldstændig kritisk for at afvikle løb at der er en medalje, der er en forventning blandt mange mennesker om at man får en medalje når man har gennemført et større motionsløb. Og igen der ser vi, hvis der er en forventning blandt mennesker der deltager, hvad kan vi så gøre for at de stadig får en god oplevelse men at vi gør tingene på en lidt mere bæredygtig måde end vi tidligere har gjort, og det kan så være, det fungerer lidt dårligt med at man skal tilkøbe en medalje, for så når folk kommer i mål så skal vi stå og kigge på hvem har tilkøbt en og hvem har ikke, det fungerer dårligt når der kommer så mange mennesker i mål. Så vi prøver på at gøre tingene på en anden måde, blandt andet er vi i dialog med en virksomhed som laver sådan nogle virtuelle medaljer, så man kan få designet sin egen medalje, så det er costumized til

det event man nu repræsenterer. Så kan folk få deres medalje på deres telefon, så kan man få sådan et trofæskab eller medaljeskab, ud fra de ting man har deltaget i. Det er sådan meget i den indledende fase og meget nyt stadigvæk så vi overvejer at kører sådan en hybrid, vi tror at markedet er ikke helt moden til at man overgår helt til den anden model. Der er mange der er traditionalister ift. det felt vi bevæger os i og det er at man forventer at få noget rakt over halsen når man kommer i mål. Så vi håber på at kunne lave en eller anden model hvor de yngre og lidt mere progressive kan byde ind på det her med at modtage en virtuel medalje som vi selvfølgelig får gjort noget ud af og så andre modtager en fysisk medalje. Og den fysiske medalje den tænker vi så vi gerne vil lave lokal produceret i træ på en eller anden måde i stedet for dem i metal og sådan noget plastikbånd medaljer, og igen ligesom med t-shirten, hvis vi ikke bare skal sløjfe det helt, for det vil formentlig skræmme mange mennesker væk hvis vi skræller al ting udenom arrangementet væk. Så vi prøver på at lave en model som deltagerne tager godt imod og er mere bæredygtig end den vi tidligere har valgt.

M: okay, der er flere ting kan jeg høre I har i støbeskeen. Er der nogle ting du kan fortælle om, som I allerede gør nu af bæredygtige aktiviteter?

J: nej, der har vi faktisk ikke ret meget. Jeg synes vi har været lidt slemme indtil nu, vi har haft et for stort aftryk på omverdenen ved at holde store event vi har, derfor er det sådan nu vi er ved at få øjnene op for hvad vi kan gøre, vi har ikke været ret god til det indtil nu. Vi har sådan sporadisk talt om hvad vi kan gøre af ting, men er så faldet tilbage i de gamle måder at løse tingene på. Vi har forsøgt at kigge på, hvad kan vi undgå af overindkøb af ting og sager, kan vi undgå spild af tingene ud fra en bæredygtigheds betragtning men lige så meget en økonomisk betragtning om at vi ikke skal købe flere ting end vi har brug for.

M: okay så grunden til det ikke har været så meget, er det fordi det er nemmere at gøre det som man plejer? Eller er det fordi interessen ikke har været der?

J: Ja vi har helt klart først fået øjnene op for det nu og begynde at interessere os for det mere for det nu og søge mere viden om det nu. Så der er sket en eller anden udvikling hos os der arrangerer det og også fordi vi har skulle bygge det her store arrangement op, det er ret komplet at arrangere sådan et stort løb, så der har vi tænkt det er ikke nu, hvor vi kan fokusere på det. Vi skal først og fremmest give deltagerne en god oplevelse og sørge for at folk får en fed dag og ting bliver afviklet på en fornuftig måde, det har vi sådan haft fokus på indtil nu og det har vi haft succes med synes vi, så nu kan vi godt begynde at indarbejde nogle ting vi ikke har haft både øje på og overskud til at implementere før nu. Og så er det jo spændende når man først kommer til at se på, så er der jo mange ting man kan gøre, ikke fordi vi tror, at vi er ikke i nærheden af at være mestre i det i 2022 eller lige foreløbig, men vi synes ofte der er et alternativ som er bæredygtig end det vi plejer, så tænker jeg at hvis vi bevæger os i den rigtig retning, så gør vi da noget og det er bedre end ingenting. Vi har sådan helt i detaljeplan talt om, at normalt, så får man jo frugt udleveret når man har væretude at løbe, så det mere bæredygtighed med et øble end at give folk en banan, ift. lokal produktion og sådan, så synes vi det er bedre, det er måske sådan lidt latterlige små ting, men hvis vi så har en række af ting vi gør bedre end vi plejer at gøre, så tror vi på at det fører os lidt i den rigtig retning alligevel.

M: Ja.. serverer I meget mad og drikke for deltagerne? Er det en stor post for jer, hvis I skulle ændre noget?

J: ja, for vi har folk til at løbe 21 km, så er vi nødt til at tilbyde noget mad og drikke, det er man nødt til, for at ikke alt for mange falder om og er dehydreret. Når man har et antal tusinde mennesker, så er der nogle der bliver dårlige når de skal presse sig selv og løbe et halvmaraton især når man holder det i de lidt varmere måneder, så er der nogen der dehydrerer, det skal vi så sørge for at afhjælpe på en eller anden måde, og det gør vi blandt andet ved at give folk noget lidt energi undervejs og især noget væske, og det er en af de ting, som er den helt store nød at knække for os, og for andre motionsløb som

os, det er hvordan man kan give folk noget vand undervejs på en løberute, det har vi ikke helt knækket endnu, men vi tænker meget over det. Den der gængse måde, det er jo at give folk et hvidt plastik krus og dem har de så måske brugt 5-6-8 stykker af på en dag, og så ganger man med 8000 det er vanvittig mange. Udover det er en stor post på budgettet, så er det jo også en åbenlys dårlig løsning ift. bæredygtighed, så vi prøver på at sætte noget i stedet for, men det er bare så pokkers svært når man skal give en hel masse mennesker noget at drikke på kort tid der er i løb undervejs.

M: okay, så er det en udfordring med det? For det var det næste jeg ville spørge om, hvad udfordringer er med alle de her tanker I gør jer? At for eksempel logistik med vand?

J: Ja, det er en stor udfordring. Den overordnede udfordring er at vi gerne vil have at folk har en lige så god dag, som de plejer at have, vi vil helst ikke tage noget fra folk, i hvertfald ikke hurtigere end at deres forandringsparathed kan følge med, så det er ok, at der er nogle få der synes det er træls, at det er anderledes end de plejer at være, men generelt vil vi gerne have at den store masse har den samme gode oplevelse som de plejer at have, at vi så bare under vores processer sørger for at gøre tingene mere bæredygtige end normalt. Men udfordringen er helt klart logistik, de sidste par gange har vi haft sådan nogle små poser med vand, jeg ved ikke om du kender dem, men man kan købe poser med postevand i og så bider man lige et hjørne af, og så kan man suge vand ud af den. Det giver også rigtig meget plastik, men det har sådan været vores måde at løse det på, fordi det er en SKAL opgave at løse, at sørge for at folk de får vand de fem forskellige steder på en løberute og det er simpelthen svært at løse den opgave uden at der er et ressourceforbrug på det. Vi har haft alle mulige forskellige løsninger oppe at vende, hvor der altid er nogle logistik udfordringer ved det eller hygiejne udfordringer eller et eller andet, som bremser os i at gøre nogle af de ting som vi godt kunne tænke os. Sådan konkret har vi talt om at give folk en bedre kvalitet kop og der findes også sådan nogle små foldekopper, man sagtens kan løbe med og så får man noget vand undervejs ved de forskellige stationer der er, men skal en masse svedende mennesker dyppe den samme.. dyppe deres kop i en balje med vand, det lader sig slet ikke gøre ift. hygiejne og pga. corona er det jo endnu mere udelukket. Så hvad er så alternativet til det? Kan man på en eller anden måde løse det? Kan man lave 100 haner hvert sted, hvor folk de trykker på en knap og så kommer der vand ud i deres kop, det er sådan nogle ting vi diskutere med hinanden og vi har snakket med Aalborg Kommune om det, og se om vi ikke på en eller anden måde kan knække det, fordi vi er utilfreds med den løsning vi har nu.

M: Hvis vi så skal se omvendt, kan du så se fordelene for jer, ved at I gør de her mere bæredygtige ting?

J: Jamen fordeloen kan jo være at vores CO₂ aftryk og vores ressourceforbrug generelt hvis vi kan få det til at falde pr. Deltager, så synes vi det i sig selv er en stor ting en god ting for miljø osv. og så lidt som jeg sagde til at starte med, at det kan give os en konkurrencefordel, at hvis man skulle vælge mellem to enslydende arrangementer, så dem med mest fokus på bæredygtighed at man så ville vælge dem. Så jeg tror der er fordele i flere retninger ift. det her. Det er ikke noget vi er blevet mødt med en masse krav om det fra vores deltagere eller andre interesser, men vi tror på det er noget der kommer mere og mere, så vi vil gerne prøve at gøre os nogle erfaringer med det og gøre os nogle tanker om det i god tid, før det bliver absolut must at man gør de her ting og prøve at udvikle på tingene undervejs.

M: Nu siger nu, det er ikke noget I har mødt med krav, men er det så noget I vil kommunikere, når I har fået gjort de her ting, for som du siger, så kan det blive en konkurrencefordel?

J: Ja, det tror jeg at vi vil gøre. Vi vil ikke gøre sådan.. altså vi vil lave et eller andet spor ift. vores kommunikation der hedder noget med bæredygtighed, men det skal ikke være det bærende, for vi synes ikke folk skal tilmelde sig vores arrangement fordi man synes det er helt vildt fedt, at vi gør nogle ting ift. bæredygtighed, man skal gøre det, fordi man synes det er et godt arrangement og så vil vi i øvrigt gerne fortælle at vi prøver på at bevæger os i den rigtige retning ift. de her ting. Så vi tænker

at vi vil fortælle om det, men det skal ikke være hovedsporet i vores kommunikation, at det her skal fylde meget, men sådan lidt en sidehistorie om at vi gør de her ting.

M: Måske du har været lidt inde på det, men jeg vil gerne høre lidt om sådan, hvordan fremtiden ser ud ift. bæredygtighed?

J: ja, altså vi prøver jo sådan at se på hvor er vi ift. til motionsløb og i det hele taget store motionsarrangementer, hvad kommer de til at bestå af i fremtiden. Og det er jo lidt sådan en prøvnings tid hvor alle de her arrangementer har været aflyst i en længere periode, hvad er det så vi kommer tilbage til? Bliver det ligesom vi har været vant til i årene frem til marts sidste år eller bevæger vi os i en helt andet retning, for folk har fået nogle lidt andre vaner på nogle lidt andre ting ift. corona-tiden. Der har været mange virtuelle løb, hvor man løber hjemme hos sig selv så tracker man sin tur og uploader det et eller andet sted og så er man en del af et eller andet løbefællesskab, selvom man bare har løbet for sig selv eller med nogle venner, nabo eller et eller andet, at man godt kan være en del af et arrangement selvom man ikke har løbet sammen med nogle. Det er sådan noget der har vundet meget frem sidste år, men om det så er en overgangsfase fordi det er det kan kunne i den periode, det er jo sådan noget vi er lidt nysgerrige på, hvor bevæger det sig hen, det ved vi jo af gode grunde ikke, jeg tror stadigvæk der kommer til at være traditionelle arrangementer, men det kan godt være det ikke bliver ligesom før.

M: Så det er ikke noget I ser hen mod, noget digitalt eller virtuelle?

J: Jo, det tænker jeg også vi i et eller andet omfang skal gøre noget ved, vi snakker også om at vi skal lave en eller anden hybrid løsning, hvis man ikke ønsker at stille op inde i Aalborg by med 6000-8000 andre mennesker og løbe en tur, så kan det godt være at man skal give muligheden for at folk kan løbe der hvor de nu bor, samtidig med at ens tid, står sammen med de andre i resultatlisten og man føler sig stadig som en del af et arrangement, selvom man ikke lige har været fysisk sammen med en masse andre, der kan være nogen som bor langt væk, eller det kan også være nogle der synes det er fjallet at køre i bil fra Thisted, for at løbe en tur i Aalborg og så kan man gøre det hjemme, for bæredygtighed, eller det kan være man har det lidt dårligt med at stå med tusindevis af mennesker omkring, det kan være forskellige årsager til at det ønsker man sig ikke. Det kan være at nogle i en løbeforening et stykke væk fra Aalborg tænker, at vi behøver ikke tage til Aalborg, vi løber en tur fælles der hvor vi nu hører til, men vi er stadigvæk en del af det her fællesskab som Aalborg Halvmaraton repræsenterer. Men der er det igen sådan lidt, er tiden moden til det nu? Eller er det noget vi skal tænke på at gøre om et år mere eller er det overhovedet en god ide? Der er det jo sådan lidt når man prøver noget nyt, det er svært at vide om tiden er den rigtig til det. Hvis vi skal finde på en masse løsninger, som kun er relevant for 3 personer og vi bruger 100 arbejdstimer på at sætte det op, så har vi måske været lige hurtige nokude, så giver det ikke mening for os

M: ja, det kan jeg godt høre, at der er mange hvis'er..

J: ja, og vi har jo også ved større arrangementer et forholdsvis stort budget, så vi skal ikke lave et arrangement der er så afspillet ift. de der udenoms ting, sådan et vi gør os uinteressante for folk, vi skal stadigvæk sørge for at der er nogle gode tilbud til folk, men at vi gør tingene på den mest fornuftige måde. Og det er sådan, hvad skal man sige, lidt et dilemma vi er i, at vi skal gøre os interessante men også være fornuftige og finde en eller anden balance. Og hvis man ser ift. bæredygtighed, at hvis man skræller alt udenoms væk, så vil folk jo synes at det ikke er et attraktivt arrangement, det kan vi jo heller ikke holde til, når vi har bestemt os for at vi vil lave det jer arrangement.

M: okay, så har jeg bare sådan et afsluttende, eller opsummerende, hvis du skulle sige det ideelle Aalborg Halvmaraton, hvad vil det så indeholde synes du ift. bæredygtighed?

J: Så hvor vi være hen imod at være det som vi beskæftiger os med og når vi synes vi har det perfekte bæredygtige arrangement? Er det du tænker på?

M: ja, det er selvfølgelig svært at sige, hvad der er perfekt, men det ideelle for dig, som passer ned i den bæredygtige agenda, som vi nu synes er det bæredygtige?

J: Ja, jeg kan ikke sådan helt se endemålet for mig, men jeg synes at vi er startet nu og det som er succeskriteriet ift. bæredygtighed for os, det er at vi får gennemgået alle vores processer alle vores leveringsaftaler, alle vores ting ift. der vælger vi som udgangspunkt en mere bæredygtig retning end vi har gjort før. Uden at have en ide om at vi bliver perfekte, så tror jeg på at vi kan gøre nogle ting og så ved at gøre ting lidt mere bæredygtige til næste år, jamen så kan vi gøre det endnu bedre til næste år og hvis man siger det er et kriterium vi vægter hver gang vi tager et område op, så tror jeg på at det kan bringe os et andet sted hen end der hvor vi er nu, alene det vi har fokus på det og vælger at prioritere det.

M: okay, så har jeg faktisk ikke mere.

J: okay..

(the recorder is being turned off)

Appendix 9

Transcription – interview Muslingefestivalen

Interview with Holger Pedersen, chairman at Muslingebyen Løgstør, which are the responsible for the event

Conducted 15th April 2021 over telephone

H: Holger Pedersen (Interviwee)

M: Michelle Møller Jensen (Interviewer)

M: Så skal jeg lige høre for en god ordens skyld, at det er okay jeg optager det her interview og bruger det til mit speciale?

H: Ja det må du gerne, så længe der ikke er billede på så det helt okay (griner)

M: Det første spørgsmål jeg har, til at starte det hele med, om du kort vil fortælle om Muslingefestivalen?

H: Det startede med for 14 år siden, at nogle ildsjæle synes at der skete lidt for lidt her i byen, eller rettere sagt der skulle til at ske noget her i byen. Så startede man op med nogle kunsterne og man startede med at sætte de kæmpe muslinger op nede på Kunsttorvet vi har, hvor Løgstør Rør var inde over og sponsorer det. Det var startskuddet, det startede sådan i det små der var nogle healere og håndlæsere og ting og sager, så får 12-13 år siden blev jeg rullet ind i det, og blev formand for stedet, de skulle jo have nogle at jagte når det gik galt (griner) det blev så mig. Så på et tidspunkt blev det for lille på Kunsttorvet og vi måtte flytte ned på havnen, der er et kæmpe område, hvor vi har vores Kulturlade, hvor vi startede med små telte og nu er vi oppe på at have, jeg tror 72 udstillere på hele havnefronten, jeg tror der er 200 meter i længden og så har vi et kæmpe festtelt og et stort udstilletelt plus nogle børnetelte, så vi er simpelthen booket totalt op. Konceptet det går jo først på brugskunst og madmarked, madoplevelser og det er simpelthen blevet en succes, så vi er banket op, det kan ikke blive større. Og vi siger nej til udstillere, det er mig der står for det, de udstillere den kvalitet de kommer med den skal være i orden, vi gider ikke sådan noget udefra Kina eller Thailand eller sådan noget, det skal være god brugskunst nogle reelle ting, vi gider ikke det loppemarked der, det skal være noget der får folk hertil, og det gør de så os. Vi har været rigtig gode til at markedsføre os, for de kommer fra hele Danmark og Sjælland, sågar udstillere kommer fra Sjælland. Så vores campingplads er booket og alt hvad der hedder ledige senge her i Løgstør er booket det hele og havnen er fuld ad både. Så vi regner med i løbet af de tre dage, at der kommer mellem 6-8000 mennesker. Det gør om fredagen, det er vi servere 1 tons muslinger, før da vi startede var det sponsoreret af Vilsund Blue, som er en af vores legekammerater, det kalder vi dem, ikke samarbejdspartnere. Så Vilsund Blue der sponsorer muslinger og Spritfabrikken der sponsorer snapsen. I gamle dage, måtte vi gå rundt og tigge om penge, for at få det hele til at hænge sammen ved firmaer osv. og vi blev mere og mere trætte, så blev vi enige om, at vi tager sgu en 20'er for en portion muslinger, det kunne enhver finde ud af at betale, så vi delte ca. 1600 portioner muslinger over disken, så får de alle de muslinger de kan spise og en enkelt snaps til, så det kan ikke blive bedre. Og så kan folk så gå rundt og se de udstillere der nu er,

og så har vi det der streetfood, eller jo kan man kan sige det er streetfood, hvor man kan få smagsprøver og få lidt mad af de forskellige udstillere med deres mad og deres vin.. og ja de har faktisk et bredt spektre af folk der kommer her. Så gør vi utrolig meget ud af børnene, kan vi få børnene til, så har vi også forældrene, og så børnene skal vi så have i gang med nogle aktiviteter, for så kan mor og far liiige får en portion muslingerne og en øl inde i teltet, for det er der vi henter pengene, det er på øllet. For alt er gratis hernede, det koster ingenting at komme ind. Så det er på mad og drikke vores indtjening, de udstillere giver kostprisen for at have et telt her. Jeg har altid sagt, det er fint at tjene penge, men det er også træls at tjene dem og så holde folk væk, så er det sådan set bedre at have en god pris og så at de kommer og så får vi en god omtale. Det er også derfor vi ikke har plads til flere udstillere, de vælter ind, de vil alle sammen herop, de snakker jo sammen og de vil herop, så vi har ikke plads til flere, det er lidt ærgerligt, men der er heller ingen grund til det skal være større, for vi skal også kunne magte det og vi er jo omkring en 50-60 frivillige de der tre dage det står på, som render rigtig stærkt, men vi hygger os. Og hvis du spørg nogle fra Sjælland eller sådan og siger man er fra Løgstør, så "når ja, det jo Muslingbyen" det er ved at være så godt kendt nu, så det er vi rigtig glade for, det jo ikke kun Muslingefestivalen vi har, vi har jo også Muslingehøstfesten, det er også en af de helt store tilløbsstykker heroppe, men Muslingefestivalen er det største event vi har. Vi har jo, jeg tror en 15-20 stykker der snakkede sammen om hvad gør vi? Men det gik galt for de snakkede om hvem har fået ny bil og hvem er blevet skilt, så sagde jeg, "det dur ikke det her, vi skal videre i teksten" så derfor besluttede jeg, at nu laver vi teams, vi har lavet en 8-9 teams, så er vi 8-9 teamledere, så kører vi hvert vores løb, så har vi en, hun kører baren suverænt, med indkøbe og personale, og så har vi en, som har med mad at gøre, det team kører han. Så har vi et renovationsteam, som er et af de vigtigste, for vi vil have det skal være ordenligt og det skal være pænt og så har jeg så alle udstillerne og bestiller telte og alt det der spritbevillinger og alt det overordnede det står jeg så for. Så har vi en infoteam og så har vi et der har med nogle kunstnere at gøre og så mødes vi engang i mellem og taler om hvad gør vi hvordan og hvorfor og hvorledes og så kører det, og det hele kører faktisk på rygraden og skulle lokummet så vælte et sted, jamen så er vi et par stykker, som det kan vi hurtigt tage os af og tage en beslutning om. Men der er ingen der laver nogle forkert, fordi vi er frivillige, og skulle det gå galt.. ja så det er bare ærgerligt, og så har du lært det. Vi giver så også et lille overskud, men det bruger vi så til at investere i grej vi har selv alt det vi skal bruge af borde og stole, toiletvogne og sådan nogle ting, det har vi fået og købt for pengene, og så sidste år, har vi så fået nogle lokale, det så grejbanken som vi kalder det, som alle foreninger i Løgstør by har samlet alt grejet dernede og så er vi nogle stykker der sørger for at køre det derud hvor man skal bruge det, så det så fælles, så der sparer vi lidt penge. Og så for to år siden, der besluttede vi os for, at alt der hedder plastik udfases totalt, det går på genbrug eller recycling eller hvad nu vi får fat i.

M: Nu kommer du mig også i forkøbet, for noget af det jeg gerne vil spørge om..

H: ja, for det er egentlig en sjov historie, vi havde et par tyskere der lagde hernede i en båd og de har så set der lagde et ølglas eller to nede i vandet og så kom der en mail med "øv øv hvad er det nu for noget?" Så nej fandme nej, de har sgu ret, men altså pladsen hernede den er altid ryddet, når man kommer herned næste morgen, alt er ryddet, der er vores team rigtig gode til at sørge for at rydde op, men der var lige nogle der var blæst i havnen der, så der tænkte vi "nej nu dropper vi det" og så har vi allieret os med Renovest, eller hvad er det de hedder.. det er hvert fald renovationsselskabet derude, så dem har vi haft fat i om de vil lege med, så de har sponsoreret sådan 20 skraldespande, så der har vi muslingeskaller i den ene og noget andet i den anden, så nu separerer vi affaldet.

M: Okay, så I har decideret affaldssortering til gæsterne?

H: Ja vi har en decideret affaldssortering, det har vi oppe at køre nu og så har vi en stor container til pap, så ja det er vi i fuld gang med, så der er vi langt fremme.

M: Ja okay, for mit næste spørgsmål vil være, for nu kom du ind på noget konkret, men inden vi taler om det, vil jeg gerne høre om hvordan du ser bæredygtighed i forhold til Muslingefestivalen?

H: jamen altså sådan overordnet set så ser vi på det, at det er det folk forventer det skal være og det vil vi selvfølgelig leve op til. Vi er gode lyttere, altså hvis folk kommer med forslag så er vi gode lyttere, helt sikkert. Vi tager det til os. Men jeg synes vi er langt fremme i skoene hvad bæredygtighed angår. Allerede for 7 år siden, der havde vi nogle fiskeanretninger og der brugte vi bambus tallerkner, det var første gang vi prøvede det og i dag foregår det i pap og bambus hvad der ellers er vi kan få fat i, det skal være i orden. Det samme med vores telte, førhen havde vi nok ikke de bedste telte til at stå med de leverandører det havde vi ikke pengene til, men i dag, det er pænt og hvidt og det er bare i orden, det er sgu pænt og det sender et godt signal. Og det samme er det med toiletter det skal bare være i orden, det der med at komme hen til en pot og så se hvad den sidste har afleveret, det siger vi simpelthen ikke. Og hvis folk skal give 30 kr. for en øl så skal folk også kunne komme af med det på en ordentlig måde, så der er vi lidt firkantet.

Det er det samme med de muslinger vi havde førhen, det var skrabemuslinger, og der om sommeren der er muslingerne i Limfjorden ikke så gode, så fik vi dem ude fra Østersøen af, men der var sand i og de ville ikke lukke sig ordenligt op, så det duer ikke, vi sender et dårligt signal, så vil vi hellere give lidt penge og så får vi de her linemuslinger, som dem har vi fået de sidste tre år, som i øvrigt er økologiske, og der er jo 30 % mere kød i. Så kan jeg sige, dig så, for vi har ingen turister her i byen, vi har kun gæster (griner) og så kan du tro de snasker, og så går snakken "hold da kæft, det var godt!" og det er det det drejer sig om, godt nok skal i tjene penge men også at sende et signal om, at her i Løgstør der fungerer det og det er godt at komme her og kan vi så jage dem en tur om i butikkerne, så vil vi altså også gerne det, så vi er gode til at tage vores gæster i hånden her i Løgstør og det er også derfor de kommer igen gang på gang, så der kan vi godt rose os selv. Jeg er også med i Turistforeningen, og vi skal være OBS på vores turister, gæster ja.. det er så vigtigt, det er dem vi skal leve af, hvis vi skal være til stede heroppe.

M: nu har du snakket lidt om det, men er der andre aktiviteter som I gør, som du synes er bæredygtige?

H: ja, det ved jeg ikke lige hvad jeg skal svare på.. altså vi har jo også de udstillere de er gode til at følge den trend som kører, og vi er så to der går rundt til de her udstillere og får en rigtig god snak med dem i de tre dage og prøve at snakke med dem og vælge den rigtig side til, men bæredygtige? Det er lidt et svært ord, den er lidt svær at kingle..

M: hvis det er, kan du fortælle om det du sagde med plastik?

H: ja, altså vi har altid brugt plastik førhen, så vi er i gang med det bæredygtige materiale, pap eller palmeblade, der går tilbage til naturen. Vi bruger heller ikke glas eller flasker, vi har fustager, i gamle dage brugte vi sådan nogle plastik fustager, det gør vi ikke mere, det er også returvarer, det var sådan nogle 15-liters plastik dunke der bare kom til Renovest, det var noget svineri. Vi har valgt en ny ølleverandør også, det leverer også økologisk øl, det er den vej det hele det går jo, jeg ved ikke hvordan snapsen bliver økologisk, men det må vi så se når den kommer (griner) men ja vi vil sgu gerne følge strømme, for vi skal sende et signal om, at vi vil det her, det er ret vigtigt.

M: I forhold til de her ting, som I gør der er bæredygtige, hvad synes du så fordelene er ved det?

H: jamen altså.. der er ingen fordele af det, det koster lidt penge, det er dyrere at anskaffe, jo fordelen kan være.. eller det er så også en ulempe men vi må jo så kilde-sortere, si sætter jo op sådan, at der er 3-4 affaldsspande og folk er gode til at putte i de rigtig poser. Men det er også hvis du smider noget affald på jorden, så gør den næste det også, vi er ret hurtige, vi alliere os med Vilsted Friskole, der er nogle børn derfra, de har nogle nattevagter sammen med deres forældre, så fiser de rundt med mellem

folk og samler op, så er det hele ryddet og pænt, og så længe der er det, så smider folk det ikke på gulvet, og vi har masser af skraldespande, det er vi nødt til, ellers så smider folk bare tingene, der er selvfølgelig også nogle der bare sætter det på havnekanten men så er knejterne hurtige og rydder væk. Men det er noget jeg prioriterer rigtig højt, at der skal være rent og pænt og fandme nogle ordenlige toiletter (griner) det er noget jeg slår rigtig hårdt ned på og er også god til at rose dem at de kan det, det er vigtigt.

M: okay, kan du så sige noget om.. fordele, der synes du ikke sådan, hvad med udfordringer med de her bæredygtige aktiviteter?

H: Nej det har der ikke, det har ikke været nogen udfordring for vores leverandører, Salling Brugs, den lokale brugs, vi tager derud så bestiller vi de varer vi skal have og det vi har i overskud det leverer vi tilbage og så får vi pengene tilbage for det vi ikke har brugt, og der er en hammergod service, så er bare at sige "nu skal vi væk fra plastisk" jamen så finder de ud af det. De ved jo godt, hvis vi skal blive ved med at handle med dem, så skal de gøre en indsats ligesom vi gør, så det har ikke været en udfordring, det har været en fornøjelse. Og det er sådan set også en fornøjelse at vise folk, at det her kan vi, vi bestræber os hvert fald kraftigt på at gøre det (griner). Vi har ikke hørt noget negativt endnu.

M: Det er da dejligt der ikke er det.. nu har du fortalt om de her ideer, er der så nogle aktiviteter i fremtiden, du godt kunne tænke dig, som er bæredygtige?

H: For to år siden startede vi jo op med det her fødevaremarked og det er noget af det vi skal til at gøre lidt mere i, det er det gæsterne gerne vil have og det er faktisk også det eneste vi har plads til og så har vi selvfølgelig vores børneaktiviteter, som vi prøver at udvide mere og mere hvert år og gøre mere for børnene, og det er vi også blevet gode til. Der har vi en teamleder hun er fantastisk til det der.. så ja, det er det.

M: Så der kunne I godt tænke jer at lave nogle forbedringer på den bæredygtige side?

H: Ja... det er jo nogle aktiviteter med de børn, det er sådan noget med Kong Neptun og de render rundt og gør nogle ting, tegner og laver nogle ting med muslingeskaller. Så det eneste sted, hvor vi kan forbedre os, det er på food og så på børnene. Vi har ikke rigtig plads til mere aktiviteter, vi er rent fysisk fanget og ja.. der er heller ingen grund til at det bliver Hjallerup Marked, det har en passende størrelse og det skal også være sådan at folk kan overskue det. Men vi kan godt, vi har prøvet at lokke byen med, for to år siden der havde vi byen med ind over Muslingefestivalen og få lukket op, vi har fået ragede nogle bygninger ned og få folk guidet op i byen, det er nok noget af det vi skal til at arbejde noget mere på, at gå gæsterne, selvom de godt kan få tiden til at gå her, så vil de godt prøve noget mere så kan man prøve at se at få lavet nogle aktiviteter oppe i byen og gå ind i butikkerne og så smidt lidt penge ind deroppe, det er nok den vej det kommer til at gå lidt. Men det er også svært at få alle med oppe i Handelstanden med på ideen, der er nogle der er, og så er der nogle der ikke er helt med, så når det halve af dem er lukket, så det også træls at få lokket folk derop. Så det er det når man gerne vil have noget op at køre, så skal det også fungere. Vi er under pres, jeg tror vi har tre tomme butikker nu, så jeg tror de er klar nu det er den vej det går nu at de gerne vil samarbejde noget mere. Men det slider også på ressourcerne, der skal bruges nogle kræfter på det og noget tid, så det kan også være lidt svært at få det til at fungere, det er nok også noget af det vi prøver på at arbejde med og få byen lidt mere med, altså handelstanden deroppe.

M: Det sidste spørgsmål jeg har, er også for sådan at opsummere, hvis du nu skulle beskrive det bæredygtige ideelle Muslingefestival? Er det noget af det du har snakket om, eller kan du sige noget mere om det?

H: Altså det vi har gang i synes jeg, og det tror jeg også at hele teamet er med på at, det er det ideelle, for vi tog den jo lige så snart de der tyskere havde sendt den mail der, der var vi jo på hælene på stedet og sagde "Nu skal det fandme være!" undskyld jeg bander, men nu skal det være, så blev vi enige om at gøre det og det var egentlig sjovt nok det var sådan et par tyske turister, men bare det at de havde observeret det og havde sendt en mail og sige "det er ikke helt i orden" og jeg ved godt, det bare er to personer der siger det, så er der måske 3000 eller 5000 der har haft en anden oplevelse, det så noget helt andet, men det er fordi vi er gode lyttere, derfor vi tog den til os, at "hov der er noget, det skal vi have kigget på" og så begyndte vi, og vi stak hovederne sammen, og når vi teamleder stikker hovederne sammen så er det ikke altid vi er lige kluge, vi er lidt specielle kreative også vi får lidt sjov noget os, men den fungerer og det fungerer godt og jeg synes ikke vi kan gøre ret meget mere og er der noget vi kan se fremadrettet der er noget der ikke er som det skal være, så retter vi ind efter det og det gør vi, vi har ressourcerne til det og i har også pengene til det . Det er sjælendt man har pengene, men vi har lidt på kontoen.

M: jamen det er da godt at høre, du lyder ganske tilfreds og I har et godt samarbejde.

H: Ja.. når vi er færdige med den Muslingefestival så siger vi godt nok "Det her gider vi fandme ikke mere" Så går der en uge så "når men det gik jo godt nok" og så kører vi på igen.. jeg har sagt farvel en gang, men så fik jeg bare af vide, at det skulle jeg ikke, så måtte jeg bare fortsætte..

M: det ikke sådan når man er god til det, men jeg har ikke mere..

(the recorder is being turned off)

Appendix 10

Transcription – interview with expert from the department Centre of Green Transitions at Aalborg Municipality

Interview with Lis Rom Andersen, project manager at Aalborg Municipality

Conducted 19th April 2021 via Google Meet in Danish

L: Lis Rom Andersen (Interviewee)

M: Michelle Møller Jensen (Interviewer)

M: Jeg skal bare lige høre for en god ordens skyld Lis, at det er ok med dig, at jeg optager det og jeg bruger det til mit speciale?

L: Du må meget gerne optage og du må også gerne bruge det, hvis du kan.

M: Tak, mit første spørgsmål er sådan lidt overordnet, om du kort vil fortælle om det du laver i Center for Grøn Omstilling med bæredygtighed og events?

L: Ja, altså jeg arbejder jo generelt med turismeområdet, hvor events er en del af og i den forbindelse der vejleder vi events og andre turistorganisationer om bæredygtighed og vi er opslugende over for dem og vi samler også data ind til samlet set og se hvordan står det til med den grønne omstilling med turismen i Aalborg og det her særlige projekt som hedder Grøn Vækst i Festivaller og Events, som er et to-årigt projekt som vi startede sidste sommer i august 2020, som har til formål at øge bæredygtigheden OG væksten i de nordjyske events og det gælder så hele Nordjylland, for normalt så arbejder jeg kun med Aalborg Kommune, men her arbejder vi så med hele Nordjylland. Det projekt består af flere dele, vi har en indsats hvor vi analyserer hvordan det står til og der har vi blandet andet lavet et survey, hvor vi har spurgt de nordjyske festivaller og events status på deres bæredygtighed og så screener vi 15 festivaller og events for bæredygtighed, der vi nået ca. Halvvejs. Nogle af de her vi har screenet kan så få et konsulentforløb, som kan være et element i at udvikle en grøn forretningsplan, så der er vi ved at sætte to forløb i gang nu. Så har vi en kompetenceudviklings indsats og en netværksindsats, som foreløbig er sat lidt sammen og det handler om at give festivaller og events et rum hvor de kan snakke med hinanden og udveksle erfaringer men også at de får noget øget kompetence til at håndtere de udfordringer de står med, det kan både være i form af værkøjsbaseret ting og det kan også være inspiration fra ind og udland ift. hvad andre gør og hvad trenden er, er der gode tips og tricks de kan benytte sig af. Så har vi endelig en indsats som handler om cirkulær økonomi, det er vi så ikke startet på endnu, men det er nogle forløb hvor man kan få mulighed for at få udviklet nogle produkter eller nogle processer i samarbejde med andre virksomheder, det projekt er jeg projektleder på og vi samarbejder med UCN på det og så har vi en hel række partnere virksomheder, indenfor nordjyske festivaller og events og de nordjyske destinationsselskaber som vi også har med som partnere i det, men ellers så henvender vi os i principippet til alle festivaller og events i Nordjylland både dem der er ansat der men også de frivillige, det kan også være med i det her. M: Det var sådan lige til at komme i gang, men så vil jeg høre sådan mere på et generelt niveau, hvordan I ser bæredygtighed?

L: Vi arbejder jo med et forholdsvis bredt bæredygtighedsbegreb, det vil sige vi kigger både på den miljømæssige og på den sociale bæredygtighed, altså vores afsæt er jo de 17 verdensmål, men det er

også ligeså klart for os at det der optager festivalerne meget er meget sådan, de grønne verdensmål, det er vand og energi, affald og genanvendelse og sådan noget, de er mere optaget af det end den sociale del, så det er meget det vi arbejder med, så det er mere sådan den miljømæssige bæredygtighed. Men det siger meget godt, hvordan vi ser på bæredygtighed, egentlig åbner vi op for, at tale om alle verdensmål, men i praksis taler vi mest om de miljømæssige, altså biosphere er jo mest dem vi taler med festivalerne om og så taler vi rigtig meget om forbrug produktion, man kan sige deres største udfordring for rigtig mange, det er at de producere rigtig meget affald og de har mange engangs-produkter og de ikke sortere affald i ret mange fraktioner og dermed heller ikke får genanvendt de produkter de bruger, man kan sige det er deres største enkeltstående udfordring for dem. Så vi taler rigtig meget engangs-service, plastkrus, pantsystemer, affaldsfraktioner, genanvendelse, genbrug, altså det er meget det de kredser om. Så er der selvfølgelig også lidt om energi, men de her festivaler har typisk ikke nogen bygninger, så der er ikke så meget i de. Så taler vi også en del om transport, for der er jo rigtig meget transport både af varer og af gæster. Og så taler vi også en del om kommunikation, der handler om, i hvor høj grad de fortæller andre om bæredygtighed. Så hvis man scroller hen over end række festivalers hjemmesider, så er der faktisk ikke så mange af dem der fortæller, det er ligesom noget der foregår bagved kulisserne, og det er noget de gerne vil have i orden og styr på, ligesom de har styr på arbejdsmiljøet og sådan noget. Men det er ikke noget de skilter så meget med, som en del af deres image, så er vi oppe i de meget store danske festivaler der går det, altså Roskilde Festival eller Smukfest og Northside og sådan nogle, men der er ikke nogle af de Nordjyske der brøster sig meget af det, selvom de godt kunne.

M: Ja for har du indtryk af, altså fortæller de så, hvorfor de ikke gør det?

L: Ja, altså nogle af dem er sådan lidt bekymret for greenwashing og tror de skal have styr på det hele, for at man kan sige man er grøn, det har sådan en eller anden opfattelse af at man kan blive en grøn festival, men sådan ser vi jo ikke på det, altså man når jo ikke i mål med det, men man kan sætte sig nogle delmål, som man kan arbejde efter for at blive grønnere, men så at sige at man er færdig med at være grøn, det er man jo slet ikke, der er jo også en masse udfordringer med teknologien på området. Vi har snakket eksempelvis rigtig meget om hvordan vi erstatter de her plastkrus med noget andet, og der er bare ikke lige sådan et oplagt andet produkt, som er godt at bruge, så snakker vi i stedet for pantsystemer, eller at man vasker op, men de er måske ikke specielt gode, og de er også ressourcekrævende enten mange frivillig-timer eller penge, så der er stadigvæk stort potentiale for bæredygtighed som man i dag ikke har nogen gode løsninger på, men det vi håber på er at festivalerne samlet set formulere deres behov så er man også bedre i stand til at lægge pres på nogle leverandører og efterspørger nogle konkrete løsninger, så længe de ikke bliver efterspurgt så er det ikke sikkert de bliver produceret. Så det er også noget af det der gerne skulle komme ud af det her projekt, at festivalerne har så meget og ved så meget og har et ønske om at gøre noget ved det, så de efterspørger nogle andre produkter end dem de gør i dag.

M: okay, for mit næste spørgsmål er, hvad er det for nogle aktiviteter og hvad er det konkret I arbejder med, for det har du været inde på.. men kan du så fortælle om dine ord, hvad du synes er et bæredygtigt event, ikke fordi der skal være tale om det ideelle, men sådan at her er et event som er bæredygtigt på en række områder?

L: Hvis eventet har fat i de der overordnede temaer, der er omkring affald og minimere affaldet, minimere forbruget, bruge lokale og økologiske råvarer og arbejde for vegansk mad for eksempel, hvis man er bevidst om hvad ens energiforbrug er, hvad ens affaldsproduktion, hvad ens impact er ved at købe det man køber og sælger det man sælger, så synes jeg da man er langt ved at være bæredygtig, det handler ligeså meget om at have et bæredygtigt mindset, for så skal det jo nok komme, så skal man nok rykke på det. Så jeg synes ikke man kan sige, eller man kan sagtens sige med de festivaler vi kender, at nogen er længere fremme med bæredygtighed end andre er, og noget af det der har slæbt os her for nylig, er at de festivaler der ser ud til at have mange unge deltagere, kommer nemmere til det

med bæredygtighed end andre gør, for det ligger lidt ligesom en implicit forventning, at det skal simpelthen være i orden og det er noget unge går op i. Men så dem som har mange, ikke så unge deltagere, det er som om så er der større barrierer, så siger de "så er det svært at lave en online løsning på billetter, eller svært at lave en løsning med flaskevand, og så er det svært med det ene og det andet" mens andre ligesom siger "jamen sådan er det bare, og hvis man vil være leverandør til vores festival, jamen så skal man bare ikke have flaskevand" eller så skal man bare ikke have plastkrus eller så skal man bare have vegansk mad. Det er rigtig spændende, at der er rigtig stor spredning på det og derfor tror jeg altså også på det her med at have et netværk hvor man kan diskutere de her ting, det giver enormt meget mening, for vi kan selvfølgelig godt stå at sige "hvorfor kan I ikke gøre det, når de kan gøre det i den og den festival?" men det jo meget bedre de selv siger "vi har gjort sådan og sådan, vi har bare sagt vi ikke vil have flaskevand, hvad gør vi så, vi har nogle fontæner, hvem betaler dem? Jamen det gør dem og dem" at de ligesom kommer til at snakke med hinanden, det har den langt største effekt det er jeg sikker på og så holder man hinanden lidt op på også, at det er vigtigt og man skal blive ved med at sætte sig nye mål for hvor bæredygtig man kan blive og jeg oplever altså også en ægte interesse, vi har ikke mødt nogle festivaler endnu der siger "Det gider vi ikke at snakke om" eller "det er ikke interessant for os" eller "det kommer af sig selv" det er slet ikke det vi har mødt, vi har mødt nogle festivaler som rigtig gerne vil og som eftersøger nogle helt konkrete løsninger og som gør sig umage for at blive mere bæredygtige, men måske savner ideer og savner viden og savner måske også, at det er et krav, altså det vil være rigtig fedt hvis publikum og gæsterne kom og sagde, at det skal bare være sådan, for så skal de nok rykke på det. Og så tror vi også på, at det med festivaler er mega vigtigt, fordi hvis man ser sådan samlet set hvor mange mennesker og borgere, som de her festivaler kommer ud til, så er det altså 100.000 af borgere, som er deres gæster, og så tror vi på at det vender begge veje at hvis man er vant til at skulle håndtere sit affald og sortere det derhjemme, så forventer man også at man gør det på en festival, at en festival også kan vise nogle gode eksempler på at man for eksempel ikke behøver at drikke flaskevand eller man ikke behøver at bruge plastkrus, så tager folk måske også den adfærd med sig hjem. Så derfor tror vi det at arbejde med festivaler rækker ud over den værdi det har for festivalen selv, men også kan have en ret stor effekt på borgernes adfærd i det hele taget, det håber vi i hvert fald at det kan.

M: okay, er det så i virkeligheden nogle af fordelene ved det? For det var mit næste spørgsmål, hvad fordelene er ved de her bæredygtige aktiviteter?

L: Ja altså, fordelens er at det forhåbenligt breder sig som ringe i vandet eller som en forventning man så har til næste år og til andre festivaler, så hvis man møder det på en festival, så forventer man det også på den næste, at det får snebolden til at rulle så at sige, og at også måske nogle af de her festivaler kan være med ti at skubbe til markedet, sådan et udbydere og leverandører kan se sig selv med nogle bæredygtige produkter, hvis de siger "I kan kun komme med på vores festival hvis I leverer et bæredygtigt miljø" altså et eller andet, at man så også kan se, at der er kunder til det. Så det gør ikke noget hvis de her festivaler er med til at skabe innovation og fornyelse i folks adfærd. Og så håber vi selvfølgelig også, og tror på at den her innovation, som så finder sted på festivalerne, at den også fører til en vækst, at simpelthen føre til flere gæster og at gæsterne bruger nogle flere penge, for det skal ligesom til, hvis bæredygtighed kun er en udgift, så er motivationen for at gå ind i det ikke så stor, men hvis man kan se, at det er noget man kan markedsføre sig på eller der er nogle ting man kan gøre billigere eller sælge dyrere, her er der noget der kan trække flere gæster til. Jamen så er det også interessant for festivalerne.

M: Hvis så vi siger omvendt, hvad kan udfordringer så være?

L: Ja altså jeg vil sige hele den her corona-situation er jo vældigt vældigt alvorligt for festivalerne, fordi de fleste de aflyste i 2020 og mange af dem ser også ud til at aflyse eller kører på nedsat kraft i 2021, så det er selvfølgelig en udfordring, at de kan have svært ved at holde på deres gæster og frivillige og dermed risikere at de ikke kommer op igen, så at sige når alt det her er overstået. Så er der også nogle

som har benyttet lejligheden og arbejdet på nogle digitale løsninger, som jo også hænger ved bagefter og som er super gode for dem, fordi de kan komme ud til flere gæster rent geografisk og måske også nogle typer af gæster som de ikke ellers ville have fået fordi der lægger en digital løsning, men risikoen er også at det bliver for feinschmeckere eller fagnørder og ikke så folkeligt måske, hvis det bliver meget digitalt og så er der også nogle festivaler der egner sig lang bedre til det end andre. Altså det er svært at forstille sig en digital musikfestival, fordi den er forbundet rigtig meget med plads og.. hvad skal man sige.. fællesskab det jo ikke kun musikken, det jo hele det set-up der er omkring det som er attraktivt, og det er måske lidt noget andet med en, altså andre festivaler egner sig måske bedre til at man ikke har sådan en central plads hvor det hele foregår. Men mit indtryk er at de allerfleste festivalers ønsker sig kun at det er muligt samle tusindvis af mennesker igen, på samme tid. Det er det der giver festival-stemningen, det er det der giver gejsten, det er det der giver den værdi i at gå til festival.

M: okay, så det er ikke lige det online de opsøger med det samme? Fordi det netop er en udfordring, og det synes de ikke de er sat i verden for?

L: Nej, det er ikke det de synes de er sat i verden for, og de får jo heller ikke, folk bruger jo ingen penge på det, der er jo ikke nogen økonomi i det for dem. Og det kan godt være at folk logger sig ind, men de bliver ikke derinde ret længe, de bliver der måske 2-3 minutter og hvis det er en festival så bliver de der jo hele dagen eller hele aftenen. Så den største udfordring er jo, der ikke er noget salg, så hvordan man kan lave en digital festival som er en god forretningsmodel, det er jeg ikke engang sikker på at nogle af dem arbejder på. Jeg tror mange af dem arbejder på, at der er et digitalt del også og det kan være optakt, eller sådan nogle optakts arrangementer eller noget af det man alligevel laver på en festival bliver streamet så man kan komme ud til flere og alt sådan noget, men det der med at sige at kerneydelsen er digital, det tror jeg ikke ret mange, jeg tror ikke det er den vej det går.

M: Nu har du været inde på nogle fordele og udfordringer, hvordan ser du så at I støtter dem i de her aktiviteter? Der er selvfølgelig projektet, men er der andre ting udover det?

L: Vi vil jo gerne have at det samarbejde med dem også kan varer ved efter projektet, lave nogle netværk som er meningsfulde for dem og kører videre med og så på en eller andet måde bliver selvkørende, så det er jo sådan det permanente produkt og det vi så gør i projektperioden, det er også anerkende det de gør i forvejen på bæredygtighed som er rigtig godt og dermed giver dem motivation og mod på at gå endnu videre. Og så prøver vi også at komme med nogle konkrete løsninger til dem og noget konkret kompetence, og sige hvad skal man kunne for at.. ja det kan være at forhandle for leverandøren, hvordan sådan et code of conduct ser ud, så hvis man siger, hvis man skal være leverandør til vores festival, så gælder der de og de bæredygtighedsregler, så vil vi gerne have det sådan og sådan, altså hvordan får man udformet det. Det kunne også være et produkt som hænger ved efter.

M: Er det så også en del af du tænker det ser ud i fremtiden med bæredygtighed og events?

L: altså tænker du når projektet er slut?

M: ja..

L: når projektet er slut, så håber jeg da at vores rolle kunne være at faciliterer et netværk og også måske at udvikle kurser og så også om festivalerne kunne være nogle af dem som også kunne hjælpe i andre sammenhænge, det kunne være uddannelsessammenhænge eller andre sammenhænge hvor andre kunne have glæde af de resultater det har skabt på festivalerne. Så det bliver spændende at se når vi nu har lavet en samlet indsats i sådan en ret begrænset branche, hvordan kan man så egentlig

udnytte det, at nu er der så mange i branchen som er kommet et stykke videre og hvordan kan man egentlig bruge det offensivt, det synes jeg også er spænende.

M: ja.. er der mere om det? Ellers var det faktisk mit sidste spørgsmål. Så medmindre du har noget afslutningsvis?

L: Det var da nogle gode spørgsmål du har stillet.

M: tak, jeg vil prøve at få det vidt omkring det.

L: Ja, det synes jeg også, mange gode reflektioner, os for mig, selvom jeg har arbejdet med det længe. Så det alene, er måske et meget godt eksempel, at det du interviewer mig, gør at jeg bliver klogere på de ting jeg selv går og laver, når vi screeninger og noget hardcore viden og nogle projekter som ændre noget, som sætter en ny dagsorden eller faktisk udvikler nye produkter.

M: Ja, det er spændende, men det var det, jeg havde så.

(the recorder is being turned off)