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PLAY:FAIR
FOR
PEOPLE + PLANET

OUR SUSTAINABLE APPROACH

PLAY:FAIR FOR PEOPLE AND PLANET

Milan, Italy, 17 July 2021

PLAY:FAIR FOR PEOPLE AND PLANET - FORMAT

The Play:Fair format is focused on keeping sustainability front and center. It sets an example to the rest of the music industry in producing events in line with the Sustainable Development Goals.

Solutions such as holding the event during daylight to reduce electricity consumption, curating a line-up of local artists and audiences to eliminate lengthy travel and promote the use of sustainable transport such as trains or biking to the venue, helps reduce our climate footprint. Play:Fair also promotes using existing stages rather than constructing new ones to take full advantage of what we already have.

On-site, we rely only on sustainable materials as much as possible, no unnecessary and harmful single use plastic, and audiences are asked to promote their sustainable actions during the event. And rather than using massive digital displays that require a lot of electricity to run, we rely on an immersive sound experience, using the speakers we already have for the event.

We also want to ensure the event is accessible, inclusive and diverse, so it is important that our lineup has gender representation on stage to ensure everyone's voice is heard. There is so much more you can do; these are some of the key elements of the concert:

VIRTUAL PARTICIPATION

By streaming Play:Fair online, people from around the world will be able to attend the global broadcast making it accessible to as many people as possible.

PRODUCTION AND CARBON EMISSIONS

This format aims to reduce carbon emissions related to the production of a live music event.

Play:Fair for People and Planet's sustainable objectives are:

- Minimizing the electricity consumption by holding the event during daylight



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- Find an exceptional location with an existing stage, such as in a park or a field
- Provide extra recycling stations for sustainable materials – absolutely no plastic
- Encourage the local audience to get to the event by using sustainable transport
- Work with natural materials for any production related promo, signage or staging
- Work with local suppliers and contractors to limit transportation
- Create immersive sound experience (using multiple smaller speakers) to reduce noise pollution

WASTE MANAGEMENT

Play:Fair will make every effort to avoid generating waste and will ensure proper recycling needs are met. Play:Fair will work with local partners to provide recyclable water cans to the on-site audience, and a local bicycle company to offer vouchers for sustainable transport.

REDUCED PAPER USE

All communication is digital and not printed. Access the program and all information related to Play:Fair online at playfair.act4sdgs.org.

INCLUSIVITY

- Promote and empower a talented and young artistic line-up
- Ensure gender equality and equal representation on stage
- Keep gender equality and gender representation front and center when inviting the artists
- Make sure the line-up is diverse to reflect our multicultural societies
- Embrace the Keychange pledge together with Margherita Vicario (official Italian Ambassador of the program) – an effort to increase representation for a gender balanced music industry

For more information, visit playfair.act4sdgs.org



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*The inaugural **Play:Fair for People and Planet** is organized by the UN SDG Action Campaign in partnership with Music Innovation Hub, Keychange, the city of Milan, the Milan Triennale, and partners from the SDG Music Network.*