

SON Estrella Galicia Posidonia

Hijos de Rivera SAU

Certification level: Platinum

Diversion rate upon certification: **99,3**%

Facility location: Formentera, Balearic Islands,

Spain

Type of facility: Music Festival



Why zero waste?

The **Son Estrella Galicia Posidonia Music Festival** belongs to **Hijos de Rivera SAU**, a company founded in 1906. It is an internationalized family brewery group specialized in the production, marketing and distribution of beverages. Estrella Galicia beer is its most valued product.

In 2009 they created the beer music project Son Estrella Galicia. This project allows the public to enjoy unique and innovative experiences. But it was not until 2017 that they created the SON Estrella Galicia Posidonia Festival, which its creators define as a festival made by and for non-conformists. The festival lasts 3 days and offers a musical experience where culture, beer, gastronomy and sustainability go hand in hand. It also promotes the conservation and development of the island of Formentera. In October 2023, the seventh edition of the festival took place with a strong commitment to Zero Waste.

As a B Corp company, decarbonization and the circular economy are key points of our strategy. We have a strong focus on reduce and reuse and have many internal projects designed to maximize both objectives.

Our Key Motivations:

- Maximize our commitment with Circular Economy and Decarbonization and with Biodiversity.
- Create a new festival model respectful with the environment and sustainable tourism.

Biggest wins

The company has a strong commitment to sustainability, but with TRUE (Total Resource Use and Efficiency) Zero Waste Certification, we intend to highlight the value of all the efforts we have made.

- TRUE Certification has allowed us to:
 - Alignment with our company strategy and B Corp KPIs
 - Certify our commitment to the localization and the respect for its biodiversity
 - Differentiation vs other festivals
- In addition, this certification has helped us to focus on reduction and reuse vs recycling. We have achieved high public involvement and increased awareness through awareness-raising actions at the festival.

Credit category: Redesign

An amazing thing about this festival is that there are no waste containers available to attendees. The organization has designed the event in such a way that very little waste is generated, and the little that is generated must be delivered to an area controlled by the workers.

 This area is called "Waste Station" and has all the necessary fractions to segregate all types of waste.



Waste Station

Credit category: Reduce

This Festival has implemented many improvements over the years, but in terms of reduction, the use of reusable tableware, cutlery and cloth napkins stands out.

In addition, they had a control system in place to monitor the waste generated in previous editions and thus take measures to prevent waste generation in the current edition.



Cloth Napkins

Credit category: Reuse

Hijos de Rivera's main activity is the production and distribution of beer under the **Estrella Galicia** brand. One of their most notable Zero Waste activities is REUSE. **Estrella Galicia** motivates its distributors with incentives and cost reductions to return empty glass bottles. They have been working with this business model for many years and have achieved very high bottle reuse rates.

The **Son Estrella Galicia Posidonia Festival** was another demonstration of how well the network for returning empty bottles and beer kegs works.





Credit category: Reuse

The reuse of glasses, plates, cutlery throughout the festival was a really significant activity, but in addition, donations of surplus food and drink were made to the workers and other leftover food was donated to a local farm to feed their chickens.





Reusable cups, plates and utensils





Chicken Feed

Credit category: Compost (Re-Earth)

- The municipality collects food waste for composting and delivers it to a plant it owns in Es Cap de Barberia.
- The resulting product is delivered to an entity on Formentera Island, Cooperativa del Campo de Formentera, which contributes to the improvement of the island's landscape.



Agricultural compost heaps on Formentera Island.

Credit category: Recycle

- We have successfully demonstrated that 100% of materials are explored for their best use prior to recycling in the following categories: paper, putrescibles/food, polymers, glass, etc.
- We have also identified the complete traceability of the waste managed. For each of the wastes, we have indicated who is in charge of the final treatment. For this purpose, the municipality has issued a very complete report with the necessary evidence.



Àrea de Medi Ambier

Plaça de la Constitució, 1 Sant Francesc Xavier | 07860 | Formentera Tel. 971 32 10 87 | Fax 971 32 10 63 www.consellinsulardeformentera.cat www.consellinsulardeformentera.es conselliaformentera.es

Asunto: Informe relativo a la gestión de residuos generados en el Festival Son Estrella Galicia Posidonia realizado los días 6, 7 y 8 de octubre de 2023 en Formentera.

El presente informe se emite a petición de la promotora del evento para poder conocer la gestión que se ha realizado de los residuos seleccionados en origen hasta las plantas finales de recidaje de residuos.

Como técnico del Área de Gestión Ambiental responsable de la gestión de residuos municipal

SE INFORMA:

Que el Consell Insular de Formentera realiza la recogida de los residuos municipales mediante gestión indirecta a través de la empresa PREZERO ESPAÑA SAU quien gestiona el "Contrato de recogida y transporte de residuos, de limpieza viaria y de playas, conservación y mantenimiento de zonas verdes y explotación del punto verde de Formentera".

PREZERO recoge de forma selectiva las fracciones de rechazo, envases ligeros, papel cartón, materia orgánica y vidrio, y transporta los materiales al Área de gestión de Residuos de Es Cap de Barberia, bien sea a la Planta de Transferencia de Es Cap, donde se preparan para su transporte a las plantas de selección i/o reciclaje fuera de la isla, o bien se gestionan in situ, como es el caso de la fracción orgánica con la que se hace compostaje en pila tipo agrícola.

La ruta que siguen los residuos son las siguientes, por fracciones

FRACCIÓN RESTO:

Recogida en contenedor: PREZERO ESPAÑA SAU.

Preparación para transporte fuera de la isla: compactación en la Planta de Transferencia de Es Cap de Barberia gestionada por la UTE GIREF.

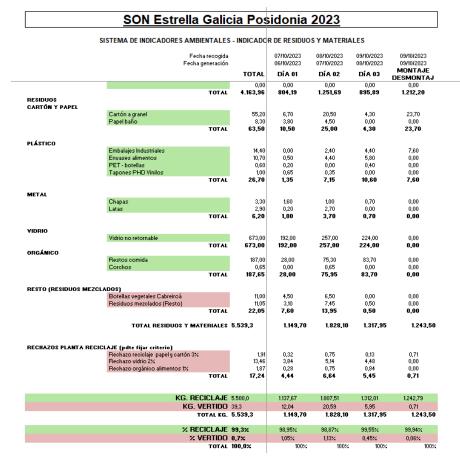
Certificate of end markets by the municipality

Credit category: Zero Waste Reporting and Diversion (Min. 90%)

The diversion rate achieved by the festival is truly impressive. Thanks to all the measures taken and the involvement of all the workers and visitors, the results were exceptional.

Diversion rate: 99,3%

The City Council issued a certificate detailing the types and quantities of waste collected.



Waste Indicator Table

Credit category: Zero Waste Purchasing



The Company has established a purchasing policy to ensure that external contracting companies are fully aware of the guidelines for making purchases. The purchasing policy aligns with the company's Zero Waste policy and contains a series of indications to assist purchasing agents in identifying the most suitable suppliers.

MANUAL COMPRAS SOSTENIBILIDAD MEDIOAMBIENTAL

La compañía Hijos de Rivera mantiene su compromiso en exigir una política y protocolo de Política de compras para eventos y Festivales sobre las empresas externas a través de unas directrices y códigos de actuación basados en los siguientes principios basados en las compras sostenibles, lo cual implica un compromiso entre entidades políticas, asociaciones y terceros para promover prácticas de adquisición que tengan en cuenta no solo el precio y la calidad de los bienes y servicios, sino también su impacto social, ambiental v económico a lo largo de su ciclo de vida.

¿Quién está implicado en la Compra Responsable?

- Los responsables de compras y contratación de productos y servicios y las empresas externas que se ocupan de la organización del festival, siendo estos parte de los "changemakers" debido a que todo nace desde el inicio de la compra y desde el origen del producto.
- Los proveedores y fabricantes, que deben incluir en su oferta los mejores productos y servicios existentes en el mercado y desarrollar productos mejorados preguntândoles por sus objetivos de cero residuos y su estrategia para alcanzarlos, y en caso de no tener objetivos motivarlos a adoptarlos y siempre dando preferencia a aquellos que adopten un papel activo en la consecución de objetivos zero waste
- Los trabajadores que, con su comportamiento, pueden contribuir a un consumo responsable, ya que estos serán un punto clave dentro de la organización y parte del protocolo de actuación dentro de la parte de la transformación cultural de la empresa, siendo los ojos que todo lo ven y gracias a ellos conseguir los objetivos diarios específicos

En resumen, la política de compras es un enfoque integral que busca cambiar la forma en que producimos, consumimos y gestionamos los recursos, con el objetivo de crear una sociedad más sostenible y resiliente frente a los desafíos ambientales.

FIRMADO Victor Mantiñan G



Credit category: Zero Waste Purchasing

- These include durable goods, used goods, reconditioned or remanufactured goods, and even those that have recyclable packaging or allow for reuse. Meetings were held with buyers to introduce them to the policy.
- In addition, a catalog of preferred local suppliers was created.

			Responsible Date of creation Last revision	Víctor Mantiñán Gil 07/03/2022 01/08/2023									
	PREFERENTIAL ZERO WASTE PURCHASING CRITERY												
Supplier	Category	Product/Service Purchased	Local Company	Company with Zero Waste or Zero Waste initiatives	Durable / reusable products	Used or reconditioned products	Products free of non- recyclable of non-recyclable packaging	Products with packaging 100% recyclable	Other information of interest ZERO WASTE				
MAREWA	Restoration	Catering employees + artists	Yes	No	Not applicable	Not applicable	Yes	Yes	They offer a meal service in reusable containers and donate surplus food to local workers and farms.				
SINSALAUDIO	Production	Coordination, contracting, artistic direction.	No	Yes	Yes	Yes	Yes	Not applicable	Programming of training and informative actions on zero waste.				
SANTIAGUESA	_	Assembly of bar structures and festival branding. Lighting of the event.	No	Yes	Yes	Yes	Yes	Not applicable	Design of furniture and structures with recycled materials.				
SONS FORMENTERA	Sound	Sound and stage lighting.	Yes	Yes	Yes	Yes	Yes	Not applicable					
	Furniture and decoration	Furniture and decorative accessories of the festival.	Yes	Yes	Yes	Yes		Not applicable	They also work with compost from plant waste in their plant workshop. plants.				
JAIME MARÍ TUR	Beverages	Beverage distributor	Yes	Yes	Yes	Yes	Yes	Yes					
GECKO HOTEL	Hotel Sector	Event site + dinner service	Yes	Yes	Yes	Yes	No	Yes	They offer a buffet-style meal service with reusable tableware and cutlery.				
SOUTHBEACHINSOTE	Hotel Sector	Event site + dinner service	Yes	Yes	Yes	Yes	No	Yes	They offer a buffet-style meal service with reusable tableware and cutlery.				
RIU LA MOLA HOTEL	Hotel Sector	Not participating in this edition	Yes	Yes	No	No	No	Yes	There is no composting policy or use of surplus food. surplus food.				
GO FORMENTERA WEDDINGS	Furniture and decoration	Not participating in this edition	Yes	No	Yes	Yes	Yes	Not applicable					

List of preferred suppliers

Credit category: Leadership

• The "Son Estrella Galicia" festival has been engaged in a long-term initiative to reduce its waste and improve its waste management practices. However, it was not until 2023 that a series of initiatives were implemented to achieve this goal. The differentiating feature was its Zero Wasty policy compared to other festivals. This year, the Senior Management team developed a policy with a strong Zero Waste approach and a leadership charter to present to all stakeholders (customers, suppliers, and collaborators) outlining the 2023 policy.



Web screenshot: Zero Waste Policy

Credit category: Leadership

• The Senior Management and the Zero Waste Team devised a plan of measures to be implemented prior to the festival with the objective of reducing landfill waste to an absolute minimum ("Zero Waste Target Plan"). The plan was approved by senior management and all measures were monitored on a quarterly basis to ensure that the measures were implemented prior to the festival. Each measure is assigned a responsible party and a section for comments to indicate whether the objective was ultimately achieved.

		PLAN DE O	ERO WASTE	1			Representación alta dirección: Fecha de aprobación del plan:		Víctor Mantiñán Gil 09/01/2023				
		FESTIVAL SON ESTF Segui	RELLA GALI miento Dir		IIA 2023			Firma				\mathcal{A}	
												1	
	Obietivo propuesto	Meta	Categoria	Plazo de consecución	Valor de referencia	Responsable de la ejecución	Seguimiento (pr		previo al evento)		Cumplimiento	to Observaciones	
Objetivo propi	Objetivo propuesto						17	2Т		4T (Fin de evento)	Cumptimiento		
2023_01	Obtención certificación TRUE ZERO WAST	Poner en valor y conseguir el reconocimiento internacional de todo el esfuerzo realizado desde que se comenzó con este festival con un marcado compromiso ZERO WASTE	Compromiso Zero Vaste	12 meses	Conseguir la certificación para la edición 2023	Víctor Mantiñán (dirección) y Óscar Vales (We)	Se solicitan ofertas a consultorías especializadas	Se revisan ofertas	Se acepta presupuesto para la certificación	Se realizan auditorías con consultor esterno durante el festival para acreditar todas las medidas Zero Waste realizadas de cara la certificación	Pendiente	El cumplimiento del objetivo se dará en 2024 pur que la preparación de la documentación y envió certificadora se hace a posteriori del evento. S prevé tener el resultado en el primer semestre del 2024.	
0023_02	Implantar contenedores sufficientes para la recogida de todas las fracciones de es residuos generados durante el evento.	Conseguir una recogida selectiva de residuos para gurantizar su correcto reciclaje	Gestión de residuos	12 meses	Introdució 4 tipos de contendores para: Envases Latas Orgánico Vidrio Colillas Chapas Botellas compostables Corcho de botellas	Coordinador del festival Empresa Sin Sal (Julio)	Se habia con los proveedores de contenedores y es colicitan tarifas	Se envía presupuesto a la dirección para su aprobación	Se reciben la totalidad de los contenedores previo al Intelio del evento	Los contenedores son ubicados para la segregación de residuos durante el evento.	Si	Durante el evento se implantan los contenedores para fracciones indicadas y observamos como mejoca serpesación de residuo emigrando su recitabilida tratamiento en la planta de gestión de residuos	
023_0	Contratación de gestor privado de residuos	Trabajar con un gestor privado que nos pueda garantizar la trazabilidad de los residuos y obtene ingresos en aquellos residuos como el púlstico y el cartón que cuentran con un gran valor en mercado si se segregan correctamente	Gestión de residuos	12 meses	Conseguir al menos un gestor privado para la recogida separada de plástico y cartón	Coordinador del festival Empresa Sin Sal (Julio)	Se contacta con los gestores de residuos	Se solicitan ofertas	Se envían las propuestas a dirección	Dirección no aprueba ninguna de las propuestas	No	Dirección consider a que las propuestas enviadas po compra de plástico y cartén no son lo sutiliciente beneficiosas para compensar los costes de transpo- por ello decide gestionar los residuos a través de recogida municipal del aguntamiento sin coste. Proponemos mantener el objetivo para 2024 y trata	
023_0	Elminar las papeleras para los asistentes e implantar una estación de residuos	Conseguir una regregación de residuos excelerino. Los asistentes no tendrán contenedores a su disposición para desechar los residuos generados. Tendrán que entregar los deshechos en la estación de residuos habitada y comotada por los trabajadores. Dichos trabajadores se formarán en el correcto reciclaje y se couparán de realizar la segregación correctos de los readous que se generen	Sestión de residuo	12 meses	Elminación total de las papeloras de uso al público	Coordinador del festival Empresa Sin Sal (Julio)	Se realizan reuniones con los cocidinadores del evento para presentar la idea	Se realiza un plano para ubicar la estación de los residuos en los recimos del festival de cada hotel	Se realiza un informe con la descripción y el funcionamiento del nuevo sistemo	Se envía la propuesta a dirección para su aprobación. Se construye la estación de residuos	Si	Duranne los 3 días transcuridos del festival o quitaron las papeleraz de uno para adstrentes y hito uso de la estación de residuos en antibo hordes. La medida las rodo un ólisto puez la segregación de residuos se realizo de forma adecuada y los readous se puedien entregar gestor de residuos en condiciones óptimas pestor de residuos en condiciones óptimas	
2023_0 5	Elminar catering con packaging e Introducir servicio de buté con vajilla y cubettería reutilizable	Reducir residuos y fomentar el uso de materiales reutitzables	Reducción residuos	12 meses	Eliminación total del packaging de la comida entregada a los asistentes implantado el bufé con vajila reutitzables	Coordinador del festival Empresa Sin Sal (Julio)	Contactar con los proveedores del catering	Se solicitan oferta con este requisito especial	Se presenta ofertas alka dirección	Aprobación alta dirección Se realizan reuniones con los proveedores para una correcta implantación durante el transcurso del festival	Si	Disminuyen mucho los residuos generados er festival en comparación con ediciones anterior que favorece una mejor segregación y reciclajo los materiales.	

Credit category: Training

• The company holds numerous meetings with all festival organizers and workers to inform them of the Zero Waste program that will be implemented. In addition, training is provided and the content of the Zero Waste policy is explained. Once the festival is over, the results obtained are shared with everyone so that they can check the diversion rate.

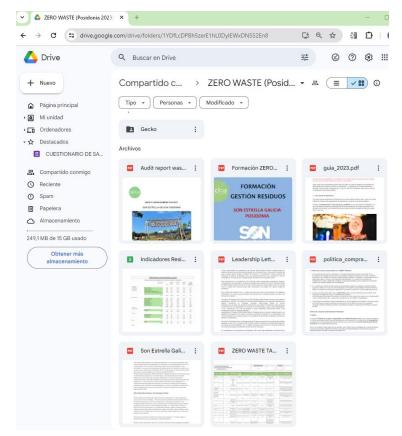




Credit category: Training

All information related to the Zero Waste program is available in a shared folder:

- Zero Waste Policy
- Zero Waste objectives table
- Audit report carried out by an external auditor specialized in Zero Waste.
- Zero Waste Training
- Zero Waste Guide



Shared Folder with Zero Waste documents

Credit category: Zero Waste Analysis

- The organization engages an external auditor to evaluate waste management during the three-day event. The audit encompasses the following key areas:
 - An assessment of the types of existing containers
 - A review of the correct segregation of waste
 - A mapping of waste generation points
 - A verification of the counting and weighing of each waste type
 - A determination of the level of contamination in each waste fraction
 - A comprehensive examination of the involvement of all event participants, including organizers and assistants.



Workers weigh and analyze waste

Credit category: Zero Waste Analysis

- All waste generated during the three-day festival was subjected to a comprehensive analysis. Each day, at the end of the day, the waste was stored and analyzed the following morning.
- The workers were highly cooperative, allowing for a comprehensive analysis.







Workers weigh and analyze waste

Credit category: Upstream Management

- Hijos de Rivera SAU conducts supplier evaluations to assess their commitment to Zero Waste. The evaluation criteria are outlined in the Purchasing Policy. Additionally, they have a document that indicates whether or not suppliers meet the Zero Waste characteristics established in the Purchasing Policy.
- This document helps them select the most suitable supplier.

				PREFERRED SUPPLIERS				Responsible	Victor Mantiñán Gil		
								Date of creation	07/03/2022		
			SONESTI	RELLA GALICIA POSIDONIA	FESTIVAL			Last revision	01/08/2023		
			PREFERENTIAL ZERO WASTE PURCHASING CRITERIA								
Supplier	Category	Product/Service Purchased	Local Company	Company with Zero Waste or Zero Waste initiatives	Durable / reusable products	Used or reconditioned products	Products free of non- recyclable of non-recyclable packaging	Products with packaging 100% recyclable	Other information of interest ZERO WASTE		
MAREWA	Restoration	Catering employees + artists	Yes	No	Not applicable	Not applicable	Yes	Yes	They offer a meal service in reusable containers and do surplus food to local workers and farms.		
SINSALALDIO	Production	Coordination, contracting, artistic direction.	No	Yes	Yes	Yes	Yes	Not applicable	Programming of training and informative actions on zero waste.		
SANTIAGUESA	Mounting	Assembly of bar structures and festival branding. Lighting of the event.	No	Yes	Yes	Yes	Yes	Not applicable	Design of furniture and structures with recycled materi		
SONS FORMENTERA	Sound	Sound and stage lighting.	Yes	Yes	Yes	Yes	Yes	Not applicable			
KENTIA	Furniture and decoration	Furniture and decorative accessories of the festival.	Yes	Yes	Yes	Yes	Yes	Not applicable	They also work with compost from plant waste in their p workshop, plants.		
JAMEMARÍ TUR	Beverages	Beverage distributor	Yes	Yes	Yes	Yes	Yes	Yes			
GECKO HOTEL	Hotel Sector	Event site + dinner service	Yes	Yes	Yes	Yes	No	Yes	They offer a buffet-style meal service with reusable tableware and cutlery.		
SOUTHBEACHINSOT	E Hotel Sector	Event site + dinner service	Yes	Yes	Yes	Yes	No	Yes	They offer a buffet-style meal service with reusable tableware and cutlery.		
RIULAMOLAHOTEL	Hotel Sector	Not participating in this edition	Yes	Yes	No	No	No	Yes	There is no composting policy or use of surplus food. surplus food.		
Goformentera Jedongs	Furniture and decoration	Not participating in this edition	Yes	No	Yes	Yes	Yes	Not applicable			

List of preferred suppliers

Credit category: Closed Loop System

• The Purchasing Policy, establishes some guidelines for the purchase of office paper. In the policy, we require that purchased office paper contain at least 30% postconsumer recycled content. In the offices, we try to print as little as possible, and less and less paper is purchased. However, the little paper that is purchased is recycled



Technical information

Paper technical data sheet

Credit category: Innovation

- The festival featured a series of innovative activities that showcased the company's strong involvement and demonstrated the continuous improvement of its zero waste commitments:
- These activities included the manufacture of vinyl records from waste collected during beach cleanups and from generated during the festival. The vinyl records were recorded with songs from the artists who performed during the festival. Attendees were invited to shred the waste using an exercise bike.



Vinyl Records &
Bicycle Plastic Shredder

Credit category: Innovation

 A mural was constructed with the waste collected on the beaches and generated at the festival. A local artist has been engaged to design the mural. The mural represents the island of Formentera and attendees are invited to contribute to its construction. Subsequently, the mural is donated to the town hall of the island of Formentera.

 A part of the furniture utilized at the festival is constructed with materials recovered from beach cleanups. Event posters and bar stools are crafted from wood salvaged from disused mussel rafts.



Mural of marine waste



Wood furniture from mussel rafts

3 days, secret line up and
0 Waste in Formentera
only for 300 Non-conformists.
A festival for those who don't love festivals

Victor Mantiñán

Head of Global Music Sponsorships and Positive Impact Communication

Zero waste is our mission true.gbci.org