



# MUSIC FESTIVAL CASE STUDY

Hijos de Rivera SAU

**SON Estrella Galicia Posidonia 2024**

Formentera, Balearic Islands, Spain



# SON Estrella Galicia Posidonia

Hijos de Rivera SAU

- Certification level: Platinum
- Diversion rate upon certification: 99,7%
- 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 2024, the eighth 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

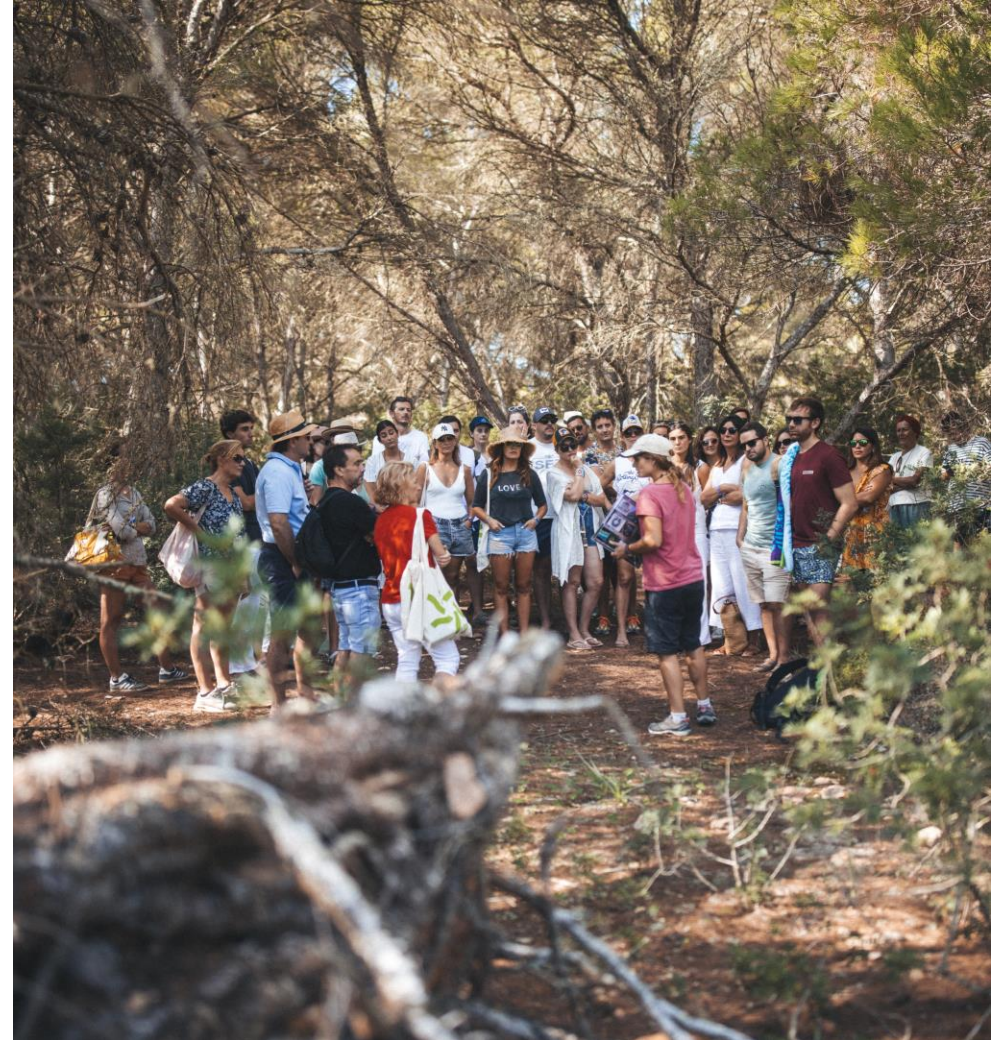
- Maximize our commitment with Circular Economy and Decarbonization and with Biodiversity.
- Create a new festival model respectful with the environment and sustainable tourism.

# Credit category: Redesign

Son Estrella Galicia Posidonia understands that success comes from working together with everyone involved in the festival.

Some of the measures adopted:

- Defining the work teams.
- Establishing a schedule of activities.
- Develop a communication Waste Plan.



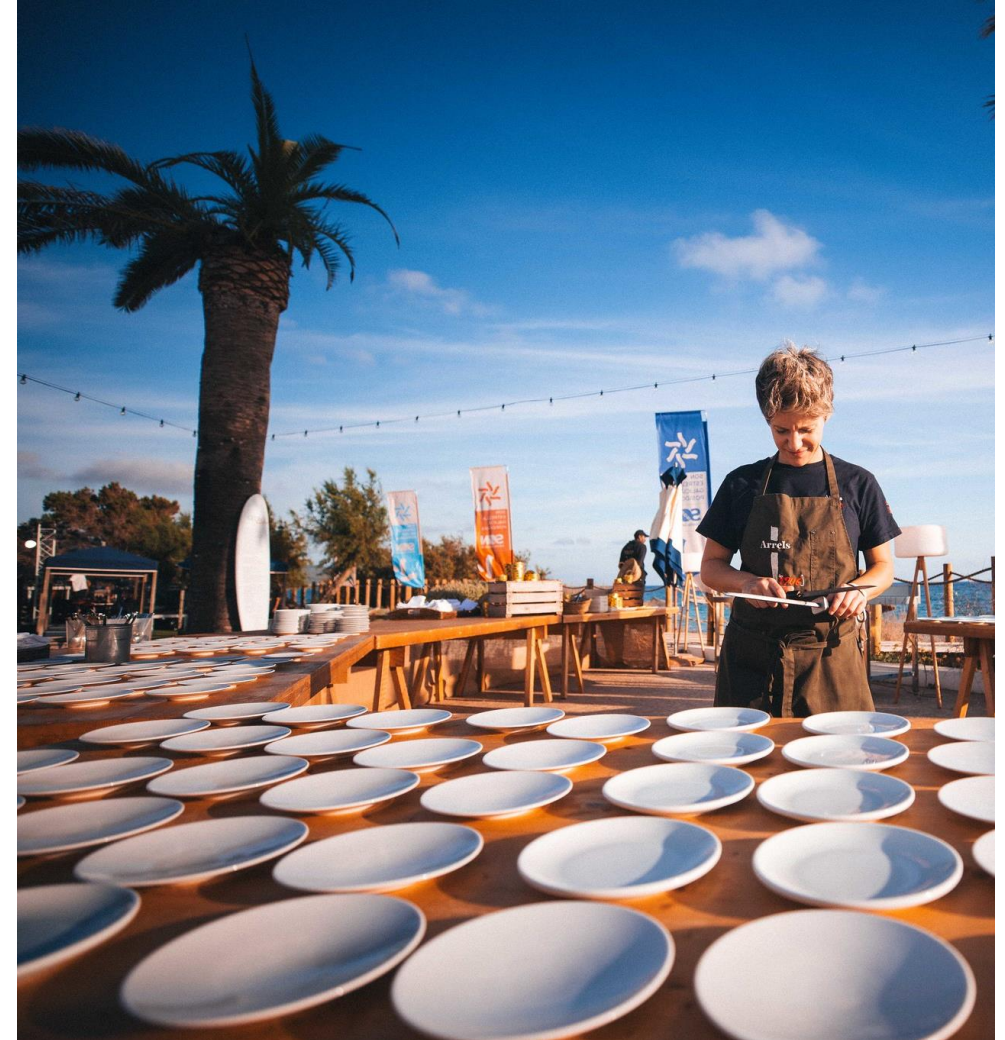


# Credit category: Redesign

- Prior to the event, all suppliers are informed to remove single-use tablecloths, cutlery, and crockery.

During the festival, a "Waste Station" is set up where qualified personnel separate the limited waste generated by the audience. This procedure ensures that waste is preserved and its recyclability is not compromised.

- For activities open to the local community, a reusable cup is designed and we establish an access control where non-festival containers can be deposited.
- Afterwards, with local authorities, we are working on initiatives to take advantage of surplus food.



# Credit category: Reduce

- For all products where you can choose, such as beer, soft drinks, and water, we've replaced single-use containers with reusable ones.
- We've eliminated paper festival documentation: tickets, menus, program, etc.
- Catering services without single-use materials.
- Unlike other years, we have eliminated freebies such as tote bags, caps, etc.
- Our accreditation wristbands are made from organic materials, and we've simplified festival entry control by standardizing the designs.
- Our suppliers must package and protect the transported merchandise using reusable materials: pallets, wooden boxes, lashing straps, etc.





# Credit category: Reduce





# 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.
- 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.





# Credit category: Reuse



# 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.

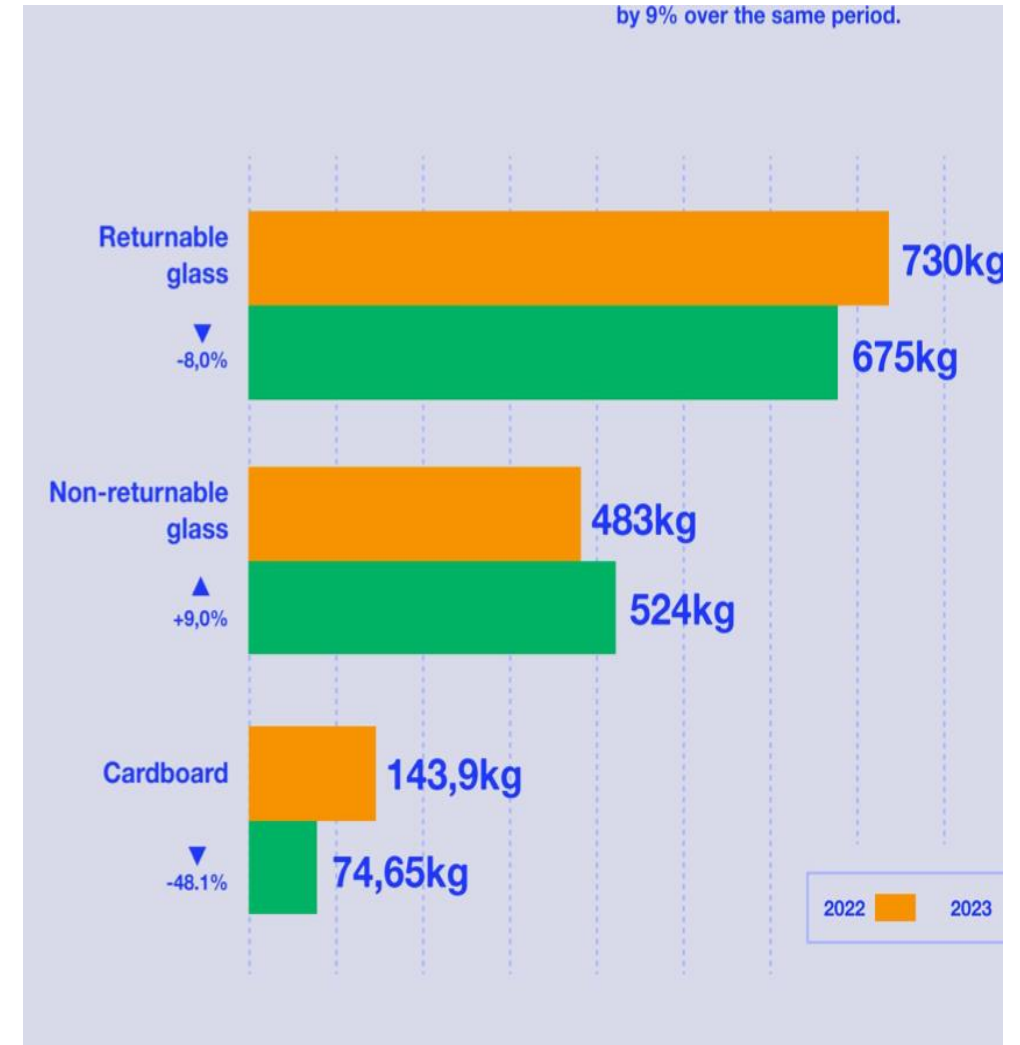




# Credit category: Recycle

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.

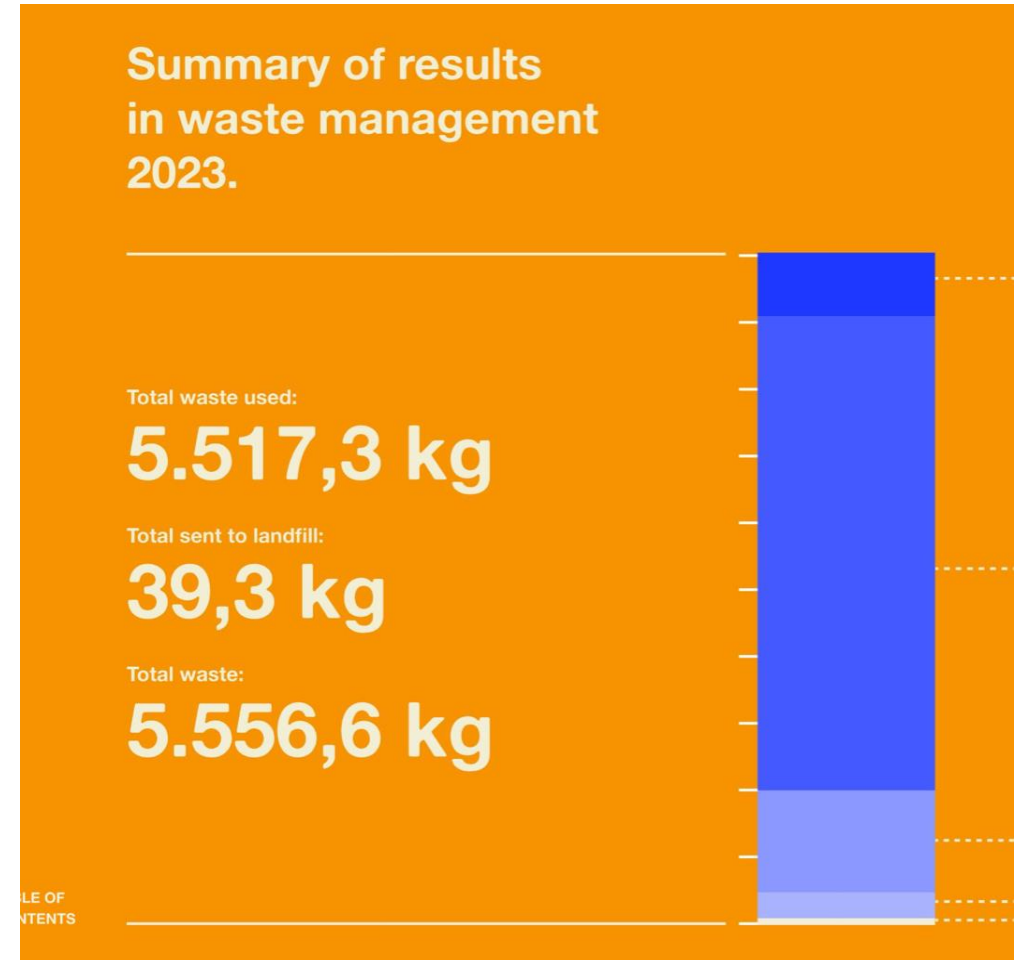
- One of the guiding principles of this festival is to treat materials and waste as valuable raw materials.
- That is why we have achieved "Meet highest and best use for 100% of materials by weight."



# Credit category:

## Zero Waste Reporting and Diversion (Min. 90%)

- The great work carried out is reflected in the excellent results obtained: **Diversion rate: 99,7%**
- Indicator tables have been designed so that senior management can monitor progress.





# 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 keys to responsible purchasing are:

- Have a Preferred Purchasing Policy
- Have a Preferred Supplier Catalog



# 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.
- In the 2023, 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).
- In 2024, we will continue to apply the same policy to new festival vendors. We have also established new goals to reduce and control surplus food.

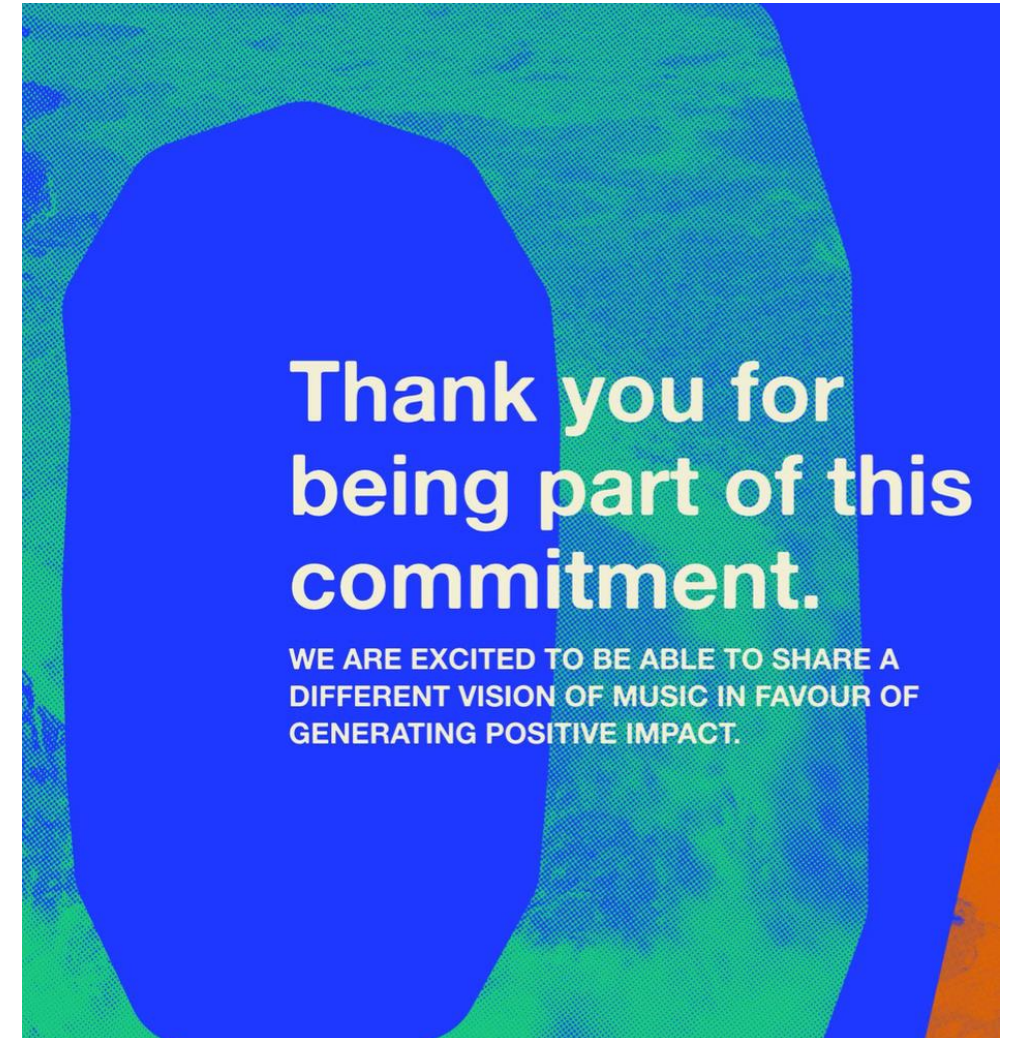




# Credit category: Leadership

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- 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.



# 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.
- 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





# Credit category: Training



# 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.
- 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.





# Credit category: Zero Waste Analysis





# Credit category: Upstream Management

A great example of this category is the great work being done with suppliers to eliminate packaging that is difficult to recycle:

- The plant-based bottle used in the 2023 edition has been replaced.
- In 2024, water was served in glass bottles that were returned to the supplier.

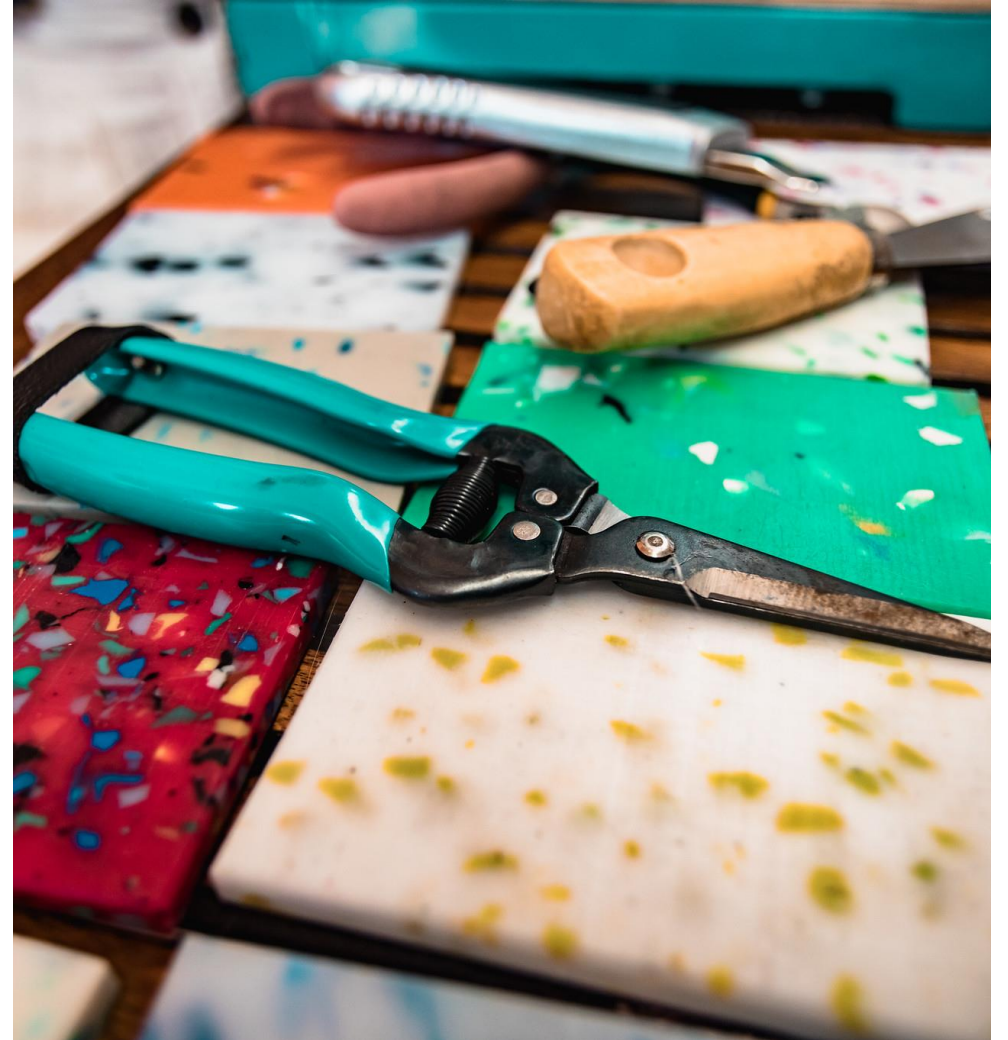




# Credit category: Innovation

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- We have developed a machine for pressing guitar picks from plastic scraps collected at sea.
- We develop new furniture by reusing wood from naval carpentry.
- We redesign and customize glass bottles by painting marine illustrations.





# Credit category: Innovation







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3 days, secret line up and  
0 Waste in Formentera

Only for 400 Non-conformists

A festival for those who don't love festivals

**Victor Mantiñán**

*Head of Global Music Sponsorships and Positive Impact Communication*

October 2024

Zero  
Waste

ACTIONS, ACHIEVEMENTS  
AND CHALLENGES IN OUR  
COMMITMENT TO WASTE  
REDUCTION.



**Zero waste is our mission**  
[true.gbci.org](https://true.gbci.org)