

# Lead The Way

**BE BOLD EDITION** <

*NorthSide sustainability report 2023*

# NorthSide achieved the Greener Festival Highly Commended Certification 2023



*...and was nominated in four categories*

The certification was achieved following a rigorous assessment process by non-profit sustainability specialists A Greener Future (AGF). The assessment involves a detailed analysis of areas of sustainability such as transport, energy and power, waste, water usage, local environment, security, procedures, CO2 and food & beverages and involved an on-site visit by qualified AGF assessors.

*Highly Commended signifies a well-managed environmentally aware festival, which has taken significant steps to reduce waste, reduce their greenhouse gas emissions as well as engage with the audience.*

*"Sustainability really seems to be at the core of everything this festival does. Their motto is "Lead the Way", and that they do, in so many areas! The obvious first thing to mention is that NorthSide went almost 100% plant based in 2022. For a country that is pretty much synonymous with bacon worldwide, this was a bold move, and one that reduced the average food-related emissions per person per day by 32%. Overall, the ethos of sustainability is everywhere: Drinks, food, toilets, energy use, you name it, they're doing it!" - AGF*

Founders of the world's first sustainability standard for festivals and events in 2007, the AGF Framework has been used to guide, assess and certify hundreds of events, festivals and venues worldwide; providing independent audit and external verification.

A Greener Future (AGF) – [agreenerfuture.com](http://agreenerfuture.com)

# About this report

Since 2015, NorthSide has released an annual sustainability report on initiatives and achievements. The report is carried out through advice, knowledge, and data from partners such as Green Producers Tools, A Greener Future, Green Deal Circular Festivals Europe, FSC Denmark, Plantebaseret Videnscenter (Dansk Vegetarisk Forening & Økologisk Landsforening).

Since 2019, the festival has also carried out an annual CO2 analysis in collaboration with specialists from A Greener Festival in London. From 2023 and onward we will use the Green Producers Tool, a tool we have been part of developing and that is now live.

For feedback and suggestions  
– please contact us at:

[martin@dtdgroup.dk](mailto:martin@dtdgroup.dk)

# NORTH SIDE



NorthSide is the number one urban international music festival in Denmark and a leading festival in the Nordics. NorthSide is a celebration of music and the coming generations, a safe space for all where new communities flourish.

NorthSide promises an edgy program of popular and diverse culture with both big and new international names alongside the best artists from Denmark. Design, architecture, and 'that Scandinavian feel' are all present in everything we do, from the food we serve to the bars and installations we build. We aim for high quality in everything we present.

# Denmark's leading festival on climate and environmental issues.

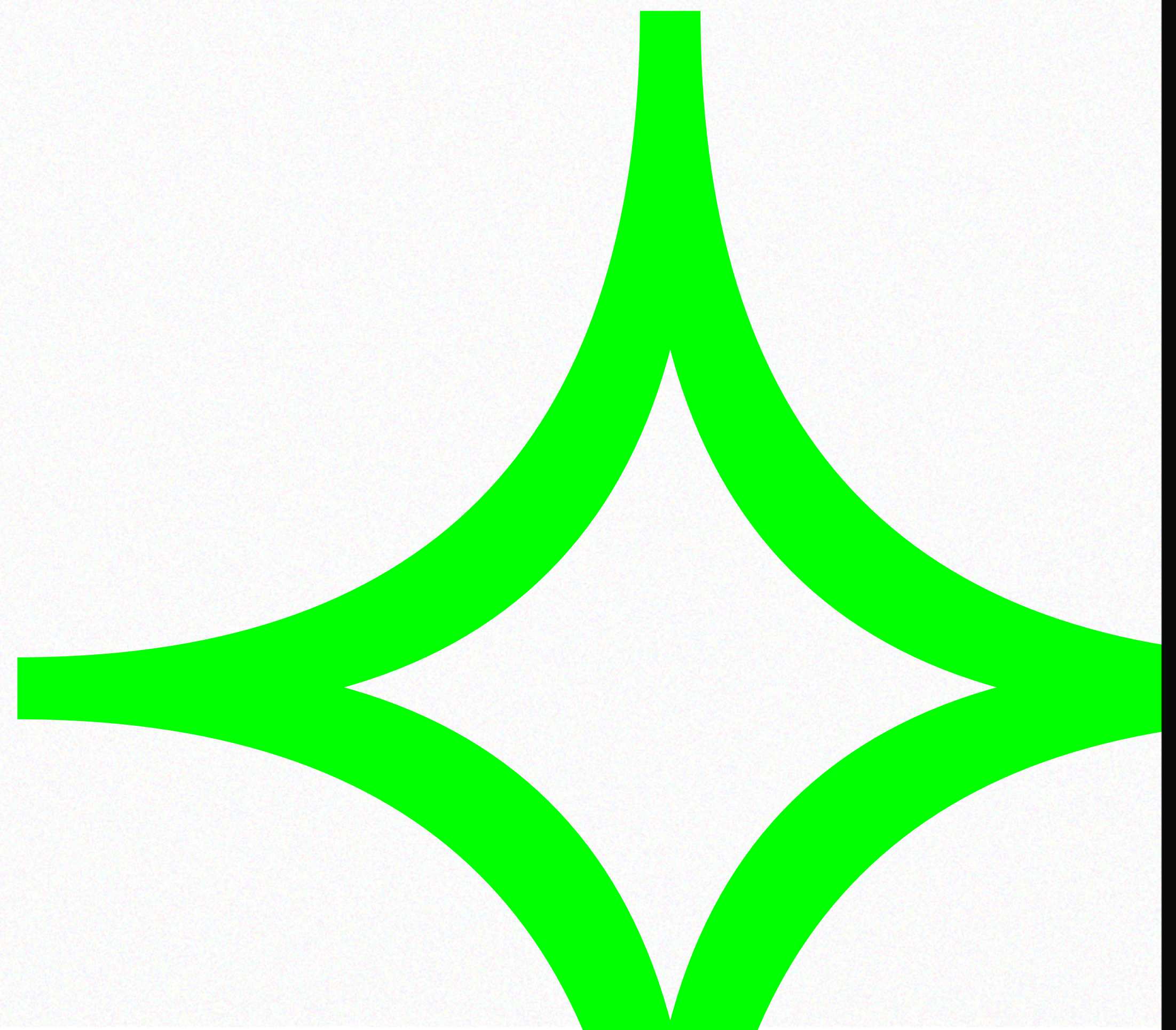


**56% female**

**44% male**

**< 1% other**

*NorthSide sustainability report 2023*



# We want to be a laboratory for sustainable solutions. ■

NorthSide aims to be an industry leader in sustainability. This is why sustainability is included as a core value in the vision of NorthSide and a fundamental premise for all work concerning the festival.

We want to be a laboratory for future solutions and inspire both partners, our audience and the world to create a more sustainable future.

We focus on specific measures that can reduce the environmental and climate impact of our festival, maybe even contribute with a positive footprint in the future.

**N**

**0**

- Abandoned tents
- Litres of diesel to power stages
- Bottled waters sold
- Kilos of meat in the meals served
- Single-use plastic cups
- Volunteer t-shirts
- Car parking

**Zero — Null**  
**Nada — None**



# A word from our sustainability manager Martin Thim





Throughout the years, NorthSide has worked to strengthen its green profile with initiatives such as recycling, organic food and beverage assortments, implementation of energy efficiency measures, and new innovative ideas such as washable festival beer mugs.

Since the 2022 edition of the festival, we have sharpened our strategy even further and taken bold steps with the implementation of energy usage from the city's electricity grid in order to phase out fossil fuels and with our decision to only serve plant-based food.

In 2023 we achieved the **Highly Commended AGF certification and was nominated in four categories in the A Greener Festival award in London**. We achieved new and improved initiatives for both guests, artists, crew and volunteers. We replaced **6500** volunteer cotton tees with bamboo key hangers as an identification tool. More than **60** electric vehicles in total, making it the largest electrified car fleet to date. And the list goes on.

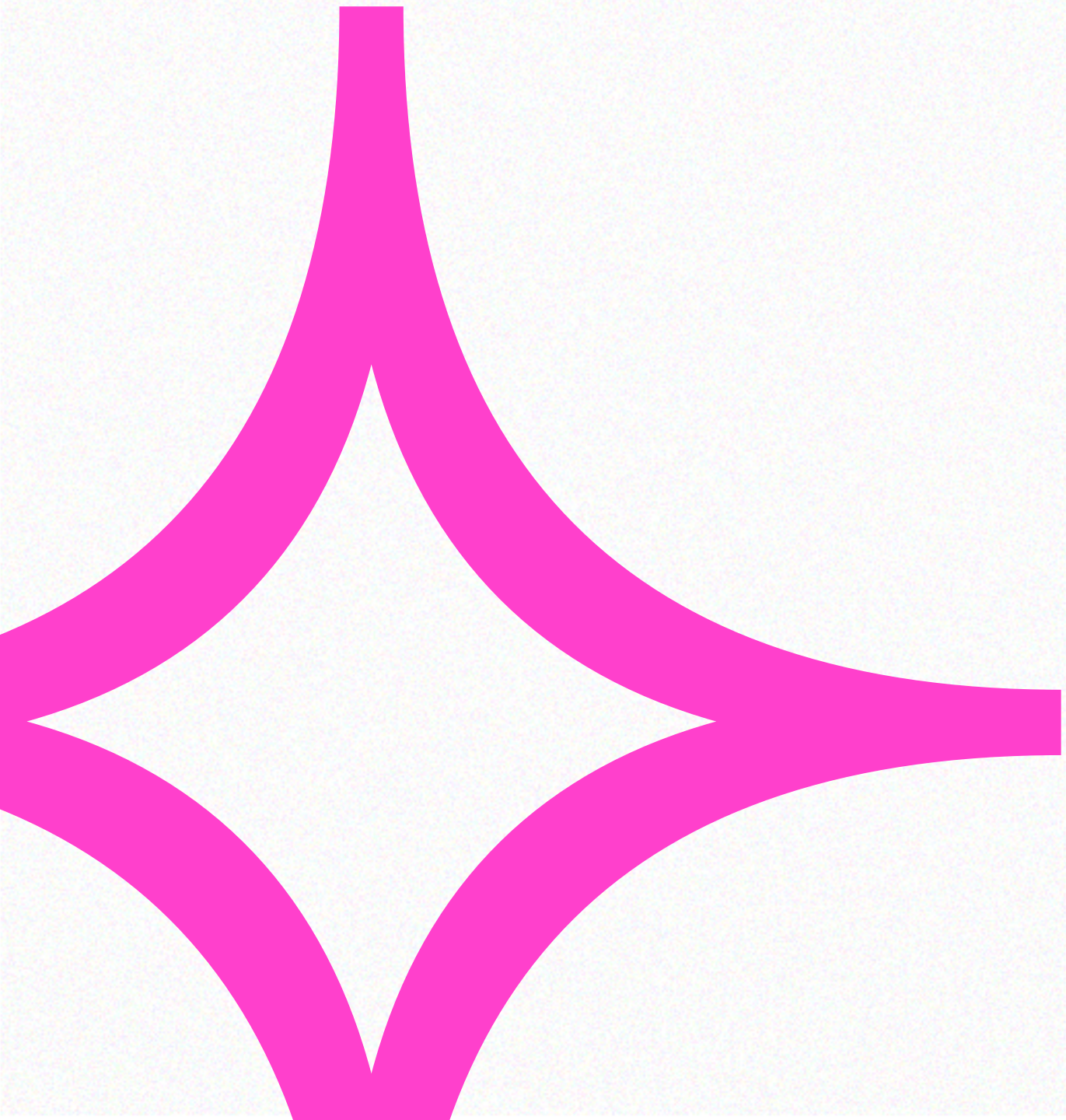


We want to create a festival for the future. Delivering quality solutions when it comes to design, architecture, food, beverages, music, and the overall experience are imperative to our organization. This also goes for our sustainability goals. We will not settle for simply acceptable but will always strive to deliver solutions that are superior to the conventional.

Being an agile organization that can adapt and make fast changes, we can be courageous and even make bold decisions that are not necessarily popular with everyone.

In our industry, as in most other industries, there are plenty of traditions and old thinking. With NorthSide, we have set out to challenge the status quo and push the industry forward, and as a cultural organization we have a unique playing field and a reach that we can use in a positive way.

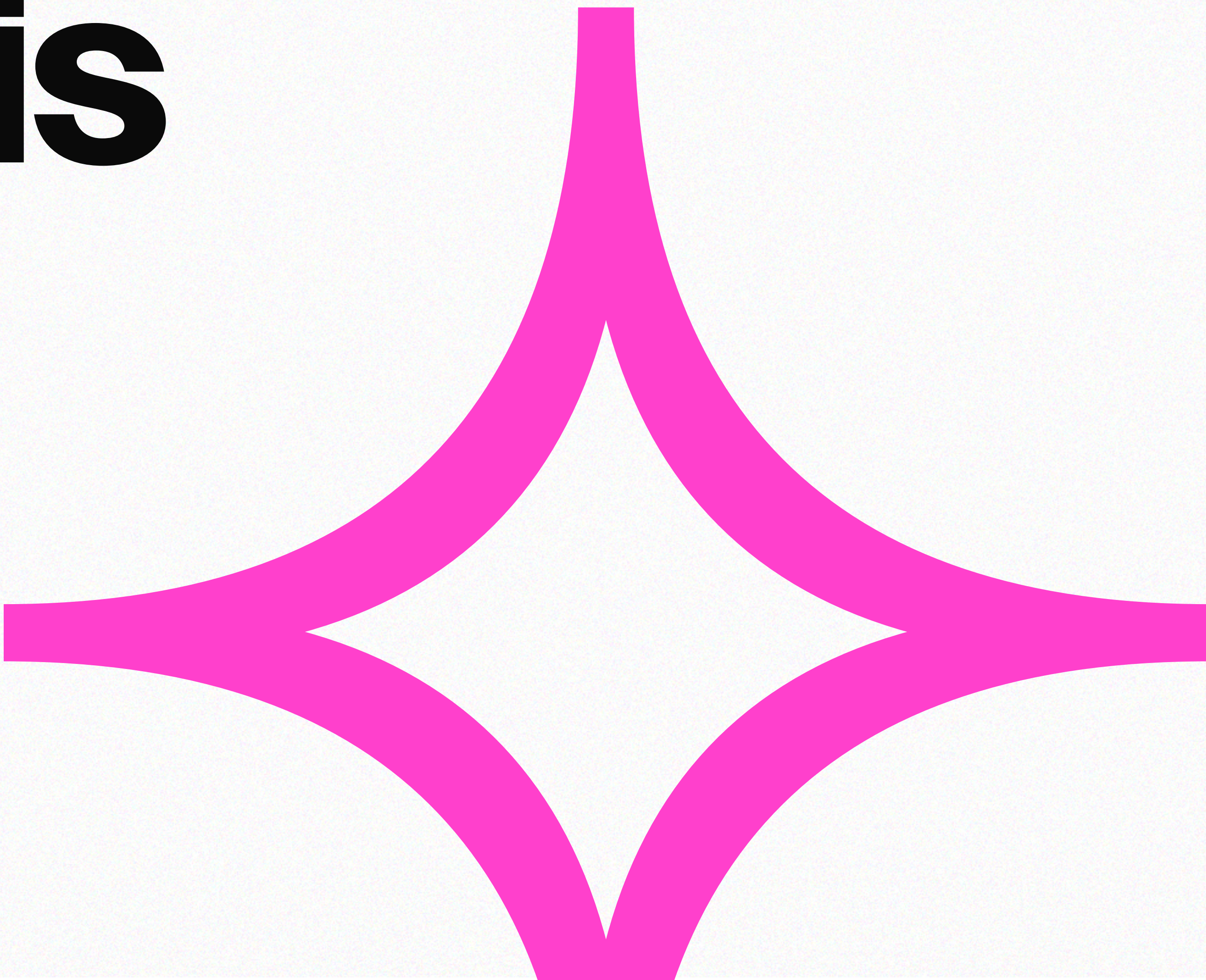
As a festival, we are only open three days a year, meaning each version of NorthSide is temporary. That opens for new ideas and fast changes from year to year. Sometimes we make mistakes, and our experiments don't work out, but we are open to failure and use it to come back with even stronger solutions.



# Our partners at **Green Deal Circular Festivals** have put it nicely this way:

*"Festivals inspire their audience! Not only by applying sustainable practices, but also by applying new cultural codes, values, and behaviors; this can resonate long after visitors return home. The IPCC report of 2022 underlines the important role of a societal approach for mitigating the climate and biodiversity crisis. By contributing to structural change (technology, infrastructure), individual behavioral change (habits, choices), and societal change (norms, collective action, culture, trust), festivals can help to accelerate the sustainable transition of society".*

# CO<sub>2</sub> Analysis



# Green Producers Tool

NorthSide Festival is part of the EU funded project Green Producers Tool, that is a CO2 analysis tool created for the live music industry. From 2023 and onward this will be our main tool for the yearly CO2 analysis.

Green Producers Tool has been in development since January 2021 in collaboration between Babusjka AS, CICERO (Norway's leading institute for climate research), Innocode and The Research Council of Norway. To further adapt the tool for the Nordics, Green Producers Club have opened an office in Copenhagen and initiated projects in collaboration with among others, NorthSide in Denmark.

**Link: [www.greenproducers.club/the-tool](http://www.greenproducers.club/the-tool)**

# 2023 Results

The calculated carbon footprint was 565 tonnes of CO2 equivalent (t CO2e) for the list of activities\* included in all three scopes. The footprint was at the same level as 2022, but with a smaller audience. This is because of the increased number of international artist and crew and that have had a negative impact on the scope 3.

Compared to 2022, NorthSide had more than 120 extra international artist and crew in 2023. This means that more artists came by airplane, and this have obviously had a negative impact on the CO2 budget. Furthermore, Green Producers Tool are including contrails. CICERO has estimated that this enhances the greenhouse gas effect by just over double. CO2 released high up in the atmosphere cannot bind to trees or water, etc., and therefore causes even greater harm. Contrails are therefor included in the LCA methodology in GPT.

With the Green Producers Tool we have managed to include more detailed data and even some areas that weren't included earlier.

\*There are still no standards in our industry, and it is difficult to compare with other festivals, but new tools and a lot of initiatives are emerging which will bring the industry together. Our CO2 analysis includes activities in Scopes 1, 2 and 3. The Scopes includes energy, waste and recycling, water and wastewater, food, beverages, production, materials, transport, contractors and suppliers.

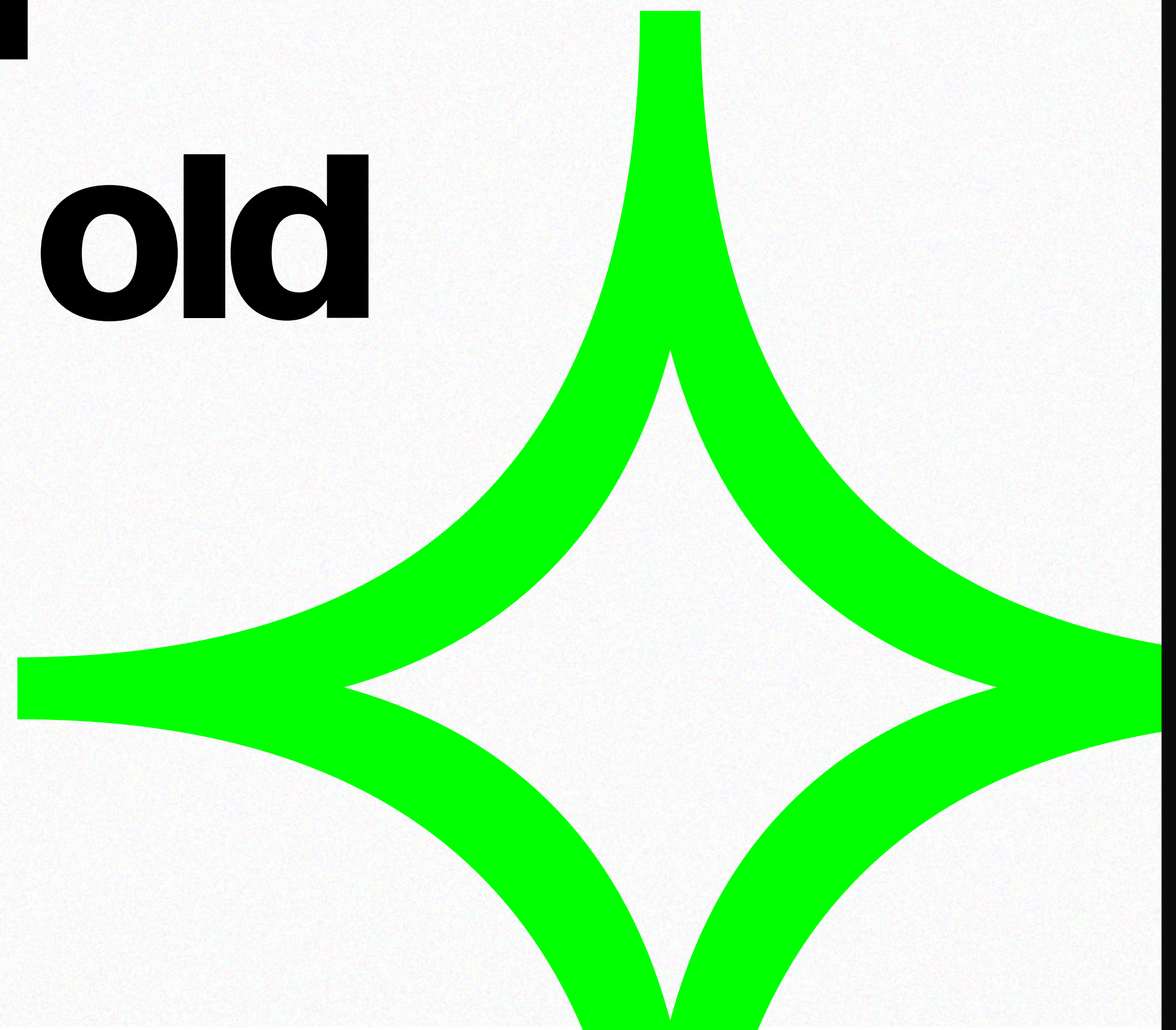
**NorthSide** had an overall decrease of **30%** from the **2019\*** edition to the **2022** edition. This was primarily the result of the transition from fuel-powered generators to grid **electricity** and the decision to **remove all meat** products at the festival. We are continuing that same level in **2023**.

\* The 2020 and 2021 festivals editions were cancelled due to the pandemic.



**Majority of guests  
are between  
25-39 years old**

*NorthSide sustainability report 2023*





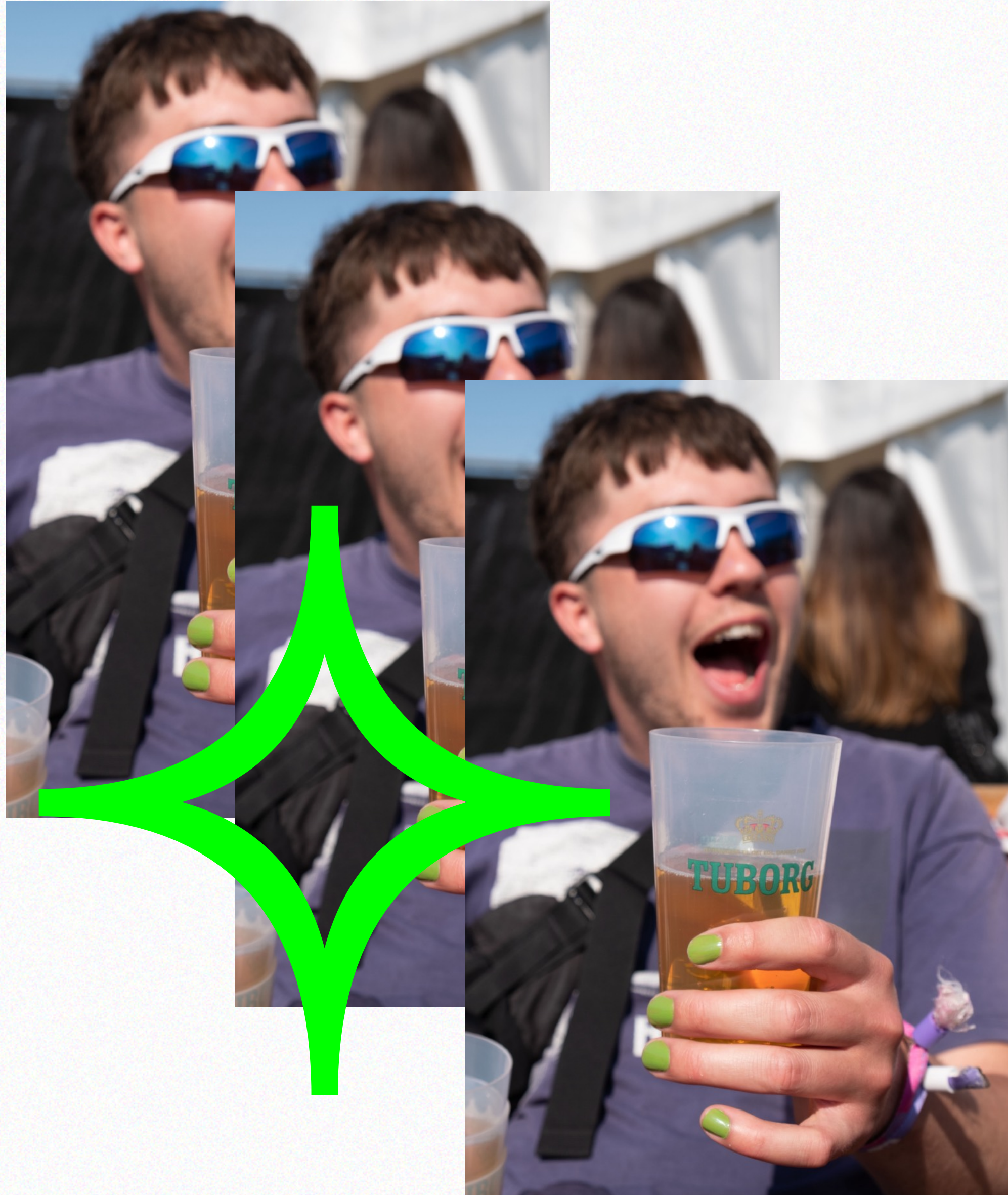
# Most important learnings from 2023...

# Food

The average food-related emissions per person per day stay at the same low level, as a result of removing all meat and going plant-based.

We strive to continue presenting the food of tomorrow.





# Bever- ages

Our number one beverage has always been beer and Tuborg is our ongoing partner that keeps pushing the envelope in their field.

**For more info you can dig into the Carlsberg Group ESG report – Zero and beyond:**  
<https://www.carlsberggroup.com/media/60883/carlsberg-group-esg-report-2022.pdf>

# Trans- port

The biggest emissions associated with the festival come, by far, from transport. With more international artists in the program, the two biggest emissions associated with transport come from the guests and artists.

But also our largest suppliers have a big footprint with their heavy transportation.





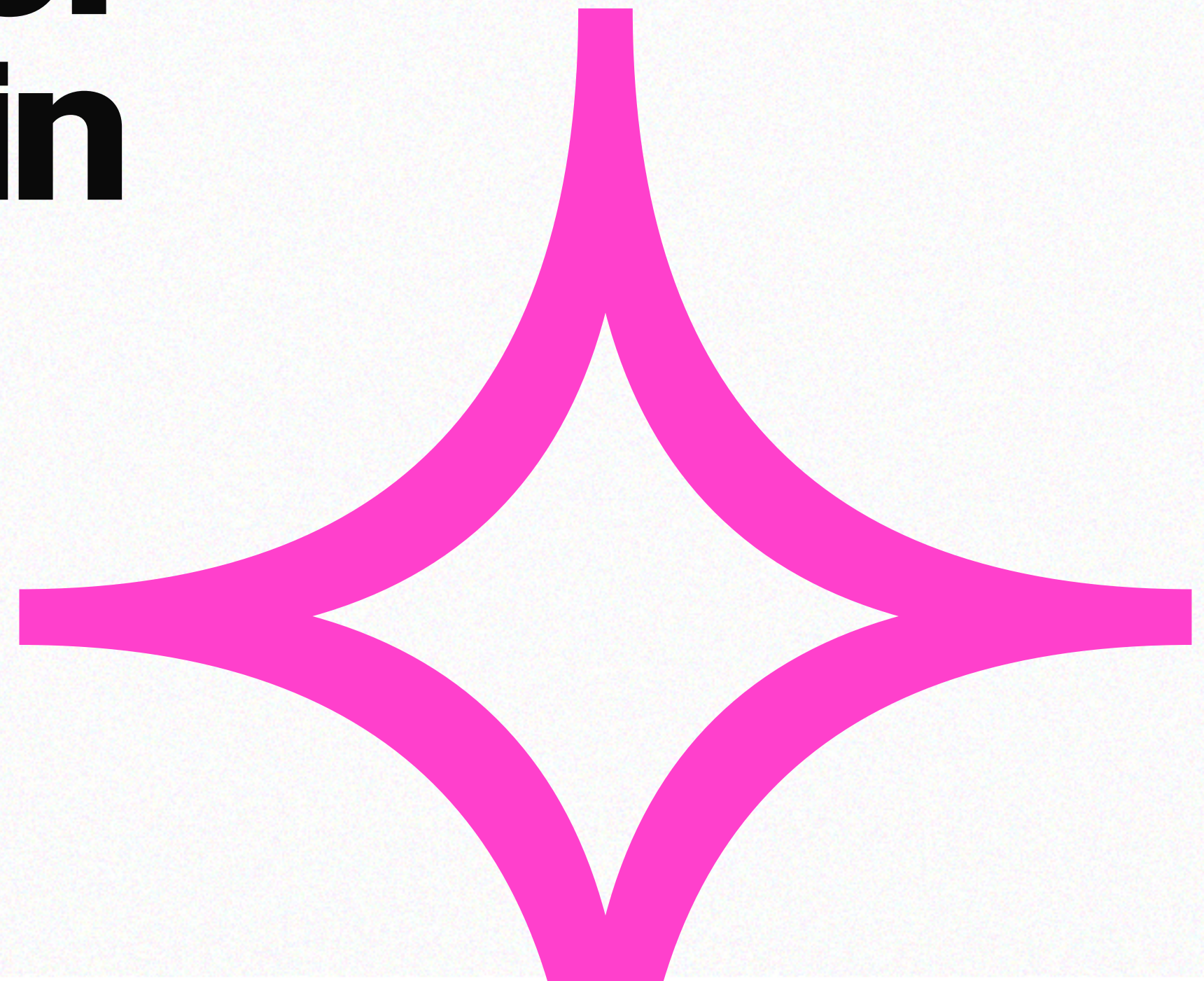
# Data Quality

An analysis is never better than the data provided, thus we work to improve our data collection each year.

Additional information gathered in 2023 compared to 2022 included more accurate data on transport and especially rented materials - everything from sinks to chairs to chainsaws. Next year we will have a focus on all the stages and break down the data in these areas. We have also initiated a project for more accurate procedures and documentation as part of the Green Producers Tool Nordics network.

# Deep dive

**On the following pages we will go a bit deeper into some of the main areas.**



# Energy





# Electricity & Fuels

When moving to the new festival area Eskelunden in 2022, we finally hooked up the festival on the city's electricity grid. A huge leap forward compared to the old diesel generators that used to power the festival. We managed to go all the way already in 2022, which was actually a few years ahead of schedule, because of our great partners in Aarhus Municipality and the Salling Foundation.

Local energy company OK not only supplied us with wind energy, but they also supplied electric charging stations for our electric vehicles, as well as HVO diesel for the remaining part of our transportation fleet that is not yet electric.



# Results in short

*Since 2022 the festival runs fully on the electricity grid*

*OK delivers green energy (wind and solar) for the festival*

*Since 2023 all lights everywhere including stages are LED*

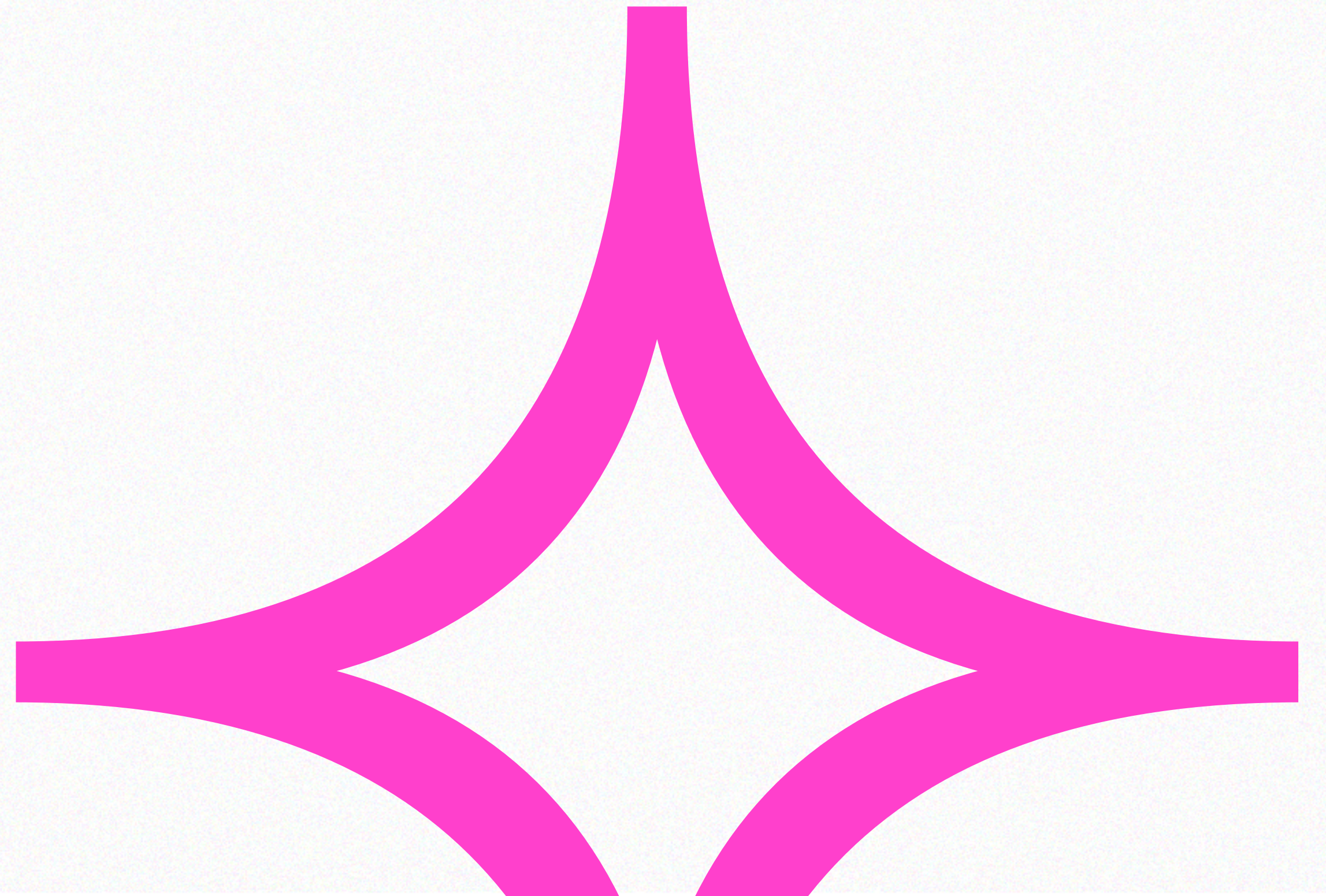
*OK delivers HVO diesel for our trucks and remaining diesel vehicles and machines*

*Greener.nl delivers backup batteries for the stages for peak hours*

*Mobile infrastructure for EV's including fast chargers delivered by OK*

# Learnings & focus ahead

Continue implementing new innovative solutions based on renewable energy sources. With the electricity in place, we can now look seriously into our fleet of electric vehicles, as well as machines and installations.



# Food

NorthSide really has been part of revolutionizing 'event food' in Denmark. From the very beginning, we have set the bar high and aimed to develop and raise the standard of event food. Now, more than ten years down the line a lot has changed in the industry, but we are still pushing the limits, and a huge part of the NorthSide experience is the food and drinks.

One of the biggest and most bold decisions on this agenda was to go plant-based in 2022. This move really put plant-based food on the agenda in Denmark and even though we anticipated a lot of opinions and some media frenzy, it was even crazier than expected with hundreds of thousands of social media comments and national coverage for weeks.

Our approach is to focus on produce that is both organic and locally produced, so we don't end up importing organic produce from the other side of the world.



# Food

## Case – “Klimato”

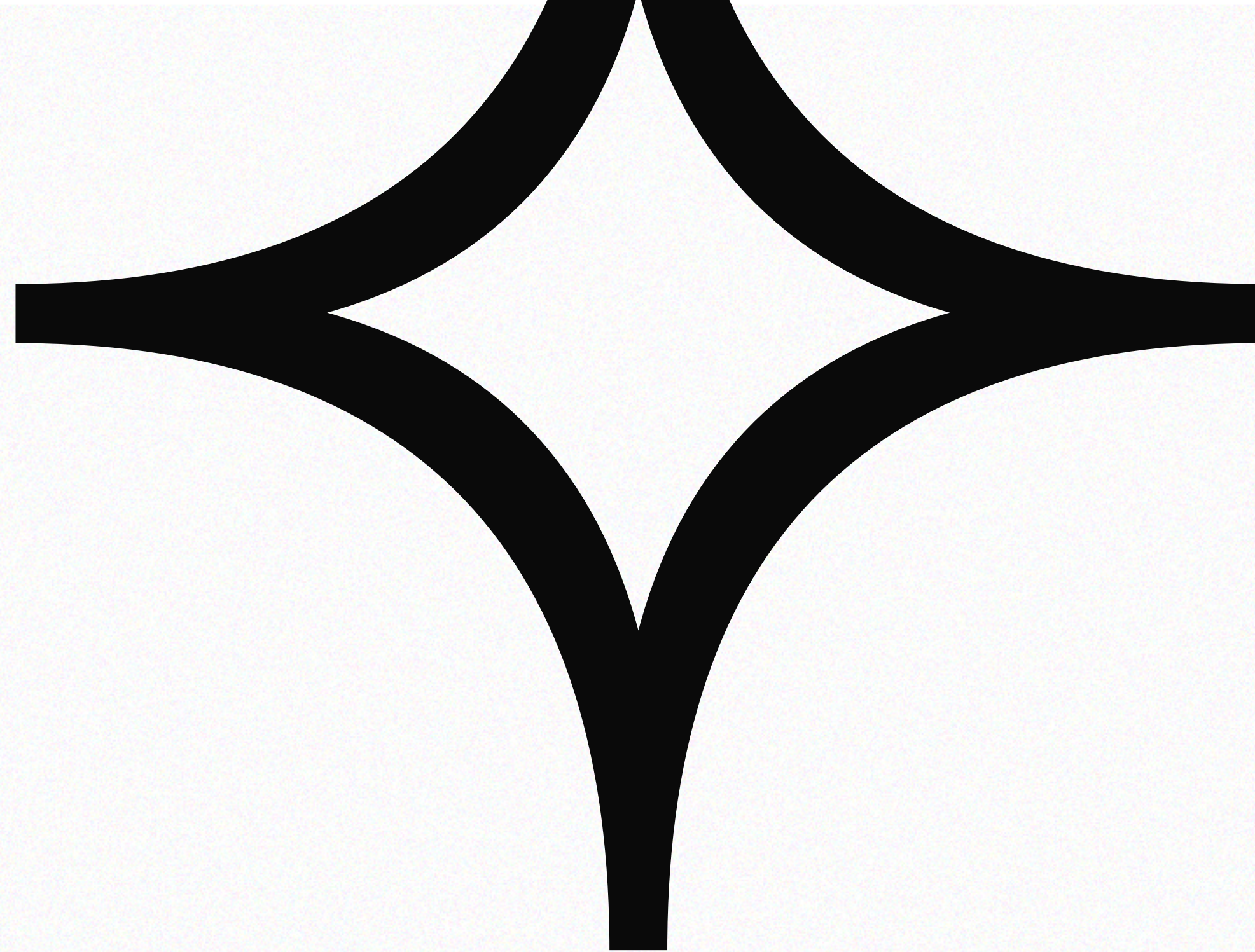
This year was the first time we tried Klimato to calculate the CO2 for the food sold. The tool collects detailed data on every meal sold, by having the food vendors put all their ingredients for each dish in the calculator.

For further information, please visit at:

<https://www.klimato.co>

## Case – “Crew Kitchen”

One thing that we are really proud of is that our own ‘crew kitchen’ with Mads Valentin in charge succeeded in making plant-based food for all our crew, volunteers, and artists. This was no easy task, and we were a bit curious as to how everyone would react to that. But it is fair to say that Mads and his kitchen Mad Hos Mads exceeded expectations. Also, a big thanks to Plant Mate for providing plant-based products (you won’t believe it before you try it!) for the kitchen.



# **Food** results **in short**

*We only serve plant-based and organic food at the festival*

*This includes all food for our volunteers, crew, and artists.*

*More than 90% of all ingredients at NorthSide has been organic since 2017*

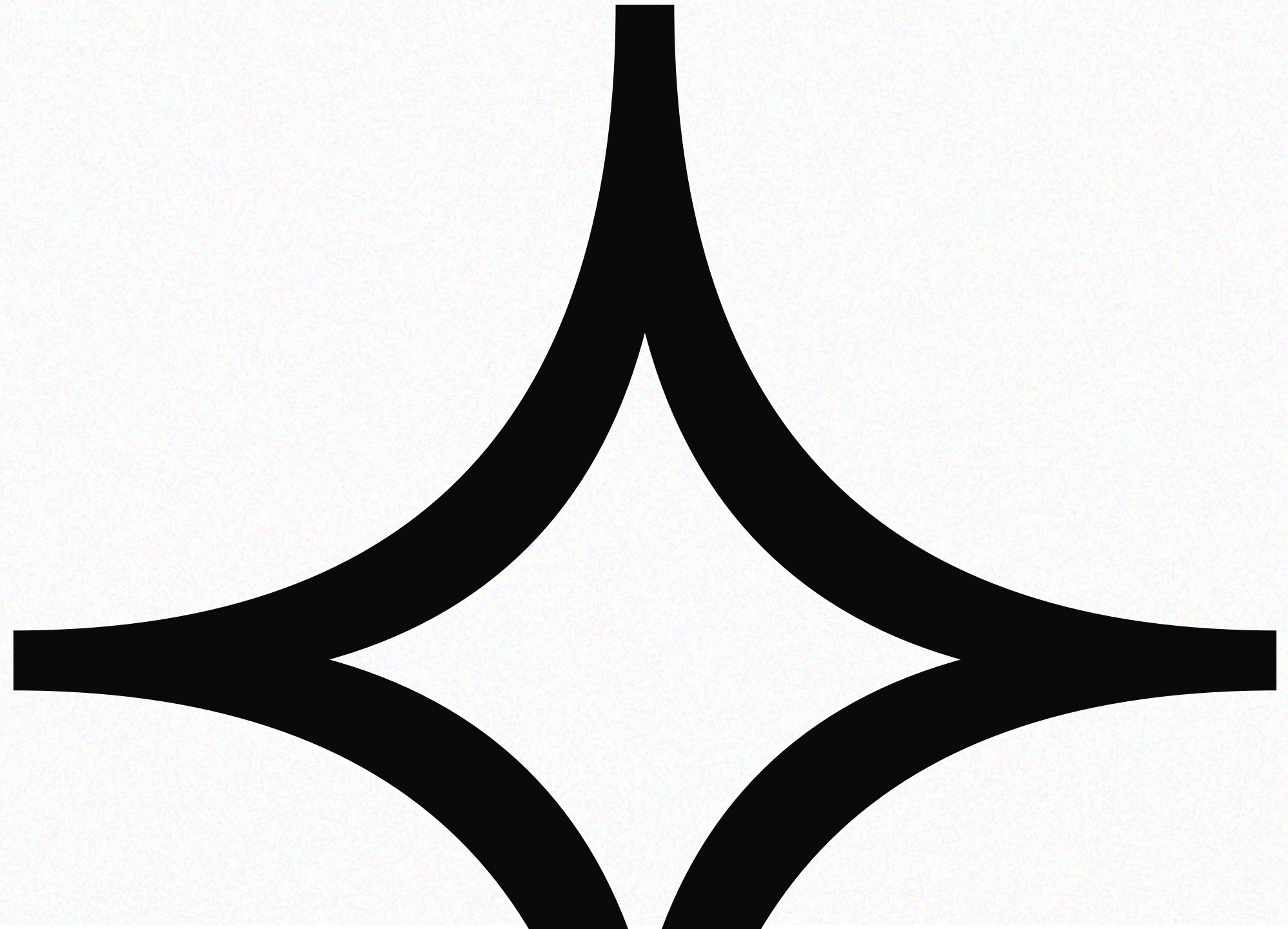
*For many years the festival had many vegetarian alternatives*

*In general, we prioritize local suppliers and seasonal products*

*We tested Klimato to calculate CO2 emissions on all food sold*

# Food learnings & focus ahead

Continue to develop quality partnerships  
focusing on plant-based and organic offers.  
Even more focus on local produce.



# Beverages

As it is the case with food, beverages have always been a focus area at NorthSide. Reaching 90% organic on all beverages was a big goal for us that we reached back in 2017 and have as a minimum kept reaching ever since.

CASE: NorthSide has joined the Circular Coffee Community through our long-lasting partnership with Peter Larsen Kaffe.

You can learn more about CCC at:  
[www.circularcoffeecommunity.com](http://www.circularcoffeecommunity.com)





# **Beverages**

## **results in short**

*96% of all beverages are organic*

*100% of all coffee by Peter Larsen Kaffe is organic - and 100% Fairtrade*

*The organic draft beer from Tuborg accounted for approx. 94% of the sales of draft beer*

*Did you know? Tuborg introduced their first Eco beer Tuborg RÅ at NorthSide in 2015*

*We introduced a NorthSide cider made from apples from the trees along the road to Eskelunden with Æblefald*

*NJORD gin made another new NorthSide Gin this year, and this has almost become a tradition*



**76% Aarhus area**  
**8 % Copenhagen**  
**10% Central jutland** (Beside from Aarhus)  
**6 % Elsewhere**

*NorthSide sustainability report 2023*



# Beverages learnings & focus ahead

Continue to explore new quality offers for our guests and be a cradle and window for new Food & Beverages entrepreneurs.



# Transportation

Transportation is a difficult area because there is still no real alternative to flying over longer distances. It is also hard for us to decide how our guest travel to Aarhus, but we can guide them to our best efforts and be an inspiration.



# Transportation

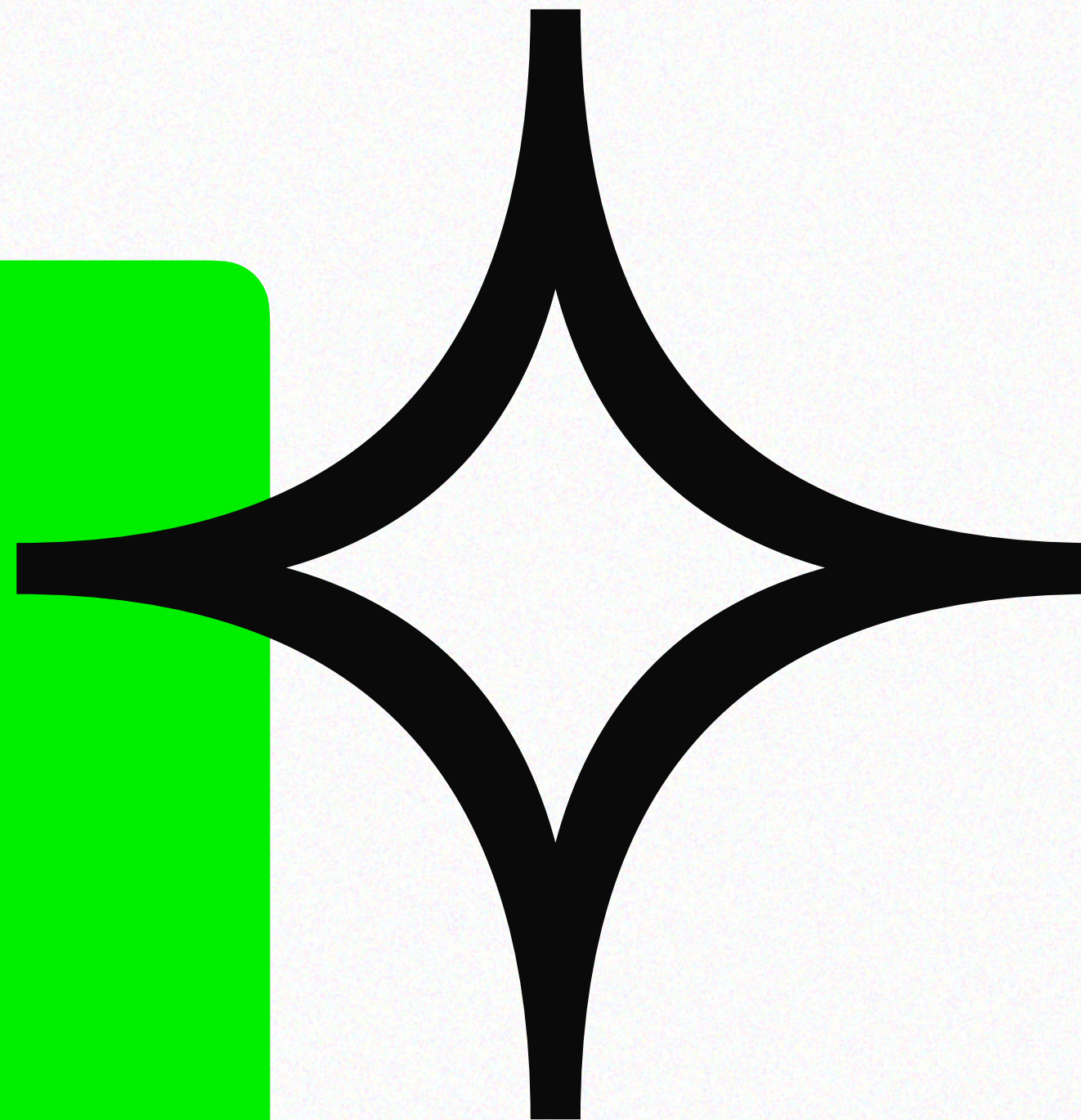
## Case: Electrified car fleet

### Mobility Infrastructure

- 2 Mobile fast chargers
- 8 Mobile normal chargers
- 40+ chargers for “golf vans”

### EV's 2023

- 2 AUDI e-trons at the office
- 6 AUDI e-tron artist transport
- 5 AUDI e-trons VIP shuttle
  
- 40 electric golf-vans for all transport onsite + 100 bikes.
  
- 4 vans: Electric Mercedes VITO
- 4 bigger vans: Ford Transit electric



# Transportation results in short

*An impressive 91% of the guests arrived on foot (35%), by bike (46%) or by bus (10%). The remaining 9% arrived by car, taxi, electric scooter, or other means of transportation.*

***We reached more than 60 electric vehicles in total on site, a huge leap forward***

***We had more than 100 bikes on site for internal transport***

***We continued not to offer any car parking related to the festival***

***As always, we encouraged the audience to walk or bike to the festival***

***NorthSide and our partner (Dansk Roadshow) used HVO biodiesel for all heavy transportation***

***We set up an impressive bike parking area with the capacity of more than 20.000 bikes for our guests***

# Transportation learnings & focus ahead

Through communication we will try to nudge our audience and hopefully move some percentage from driving their own old gasoline car, and instead use public transportation and car-pooling.



# Resources

## WASTE AND RECYCLING

Resources & recycling have been a focus area for us for years. We started sorting and recycling long before it was made mandatory in Denmark and have gained some hard-earned learnings along the way.

In 2023 we have reached an all time record low amount of waste with only 46.22 tons of waste.

67% of this is directly recycled as glass, paper, metal, wood, food waste, different types of plastic and so on. The remaining 37% goes to the incinerator and creates heat and electricity for the city.





# Resources

## CASE: KREDSLØB RECYCLING STATION

The festival site at Eskelunden happens to be a neighbor to a recycling station called Eskelunden Genbrugsstation that is managed by the local company Kredsløb.

We have made a deal with Kredsløb to borrow the station during the festival. It provides us with a super professional setup for our recycling with more than 40 fractions and access to the best know-how from Kredsløb's employees throughout the festival.

## CASE: DAKA

DAKA is collecting all the food waste for their biogas plant. 4980 kg was collected in total in 2023.

***The biogas produced from  
the food waste equals  
1.500kg CO2 saved***

# Resources

## Purchasing policy

An important part of our resource plan is our purchasing policy. This is where we have the opportunity to control which products and elements enter the festival site and which materials are used to build the festival. For example, FSC each year designs a guide to food stands, with lists of that serve ware they are allowed to use (no plastic). We will use each festival to facilitate new business models and partnerships to streamline and qualify our purchasing and rental agreements and, at the same time, get better data for our measurements.



# Resources

## CASE: Merchandise

In 2023 we stopped producing a tee for our volunteers. We always thought this was a must have, but through talks with our volunteers and especially the organizations we work closely with, we realized that they would rather be able to use their own club-shirts and promote their organizations this way. Instead, we made bamboo key hangers and thus saved 6500 T-shirts per festival.

# Resources

## results in short

*In collaboration with Tuborg, we continued to wash and recycle our beer mugs and jugs*

*We sorted into four fractions among the audience and in more than 40 fractions in production areas*

*In collaboration with DAKA, food waste was collected and send to a biogas plant*

*We saved the production of 6500 t-shirts*

*We have a partnership with Kredsløb in Aarhus*

*Wood deprived products such as cardboard and paper are required to be either recyclable and/or FSC certified*

*We work to minimize the use of fossil plastic*

*We have organic requirements, not just in food and beverages, but also, e.g., textiles*

# Resources

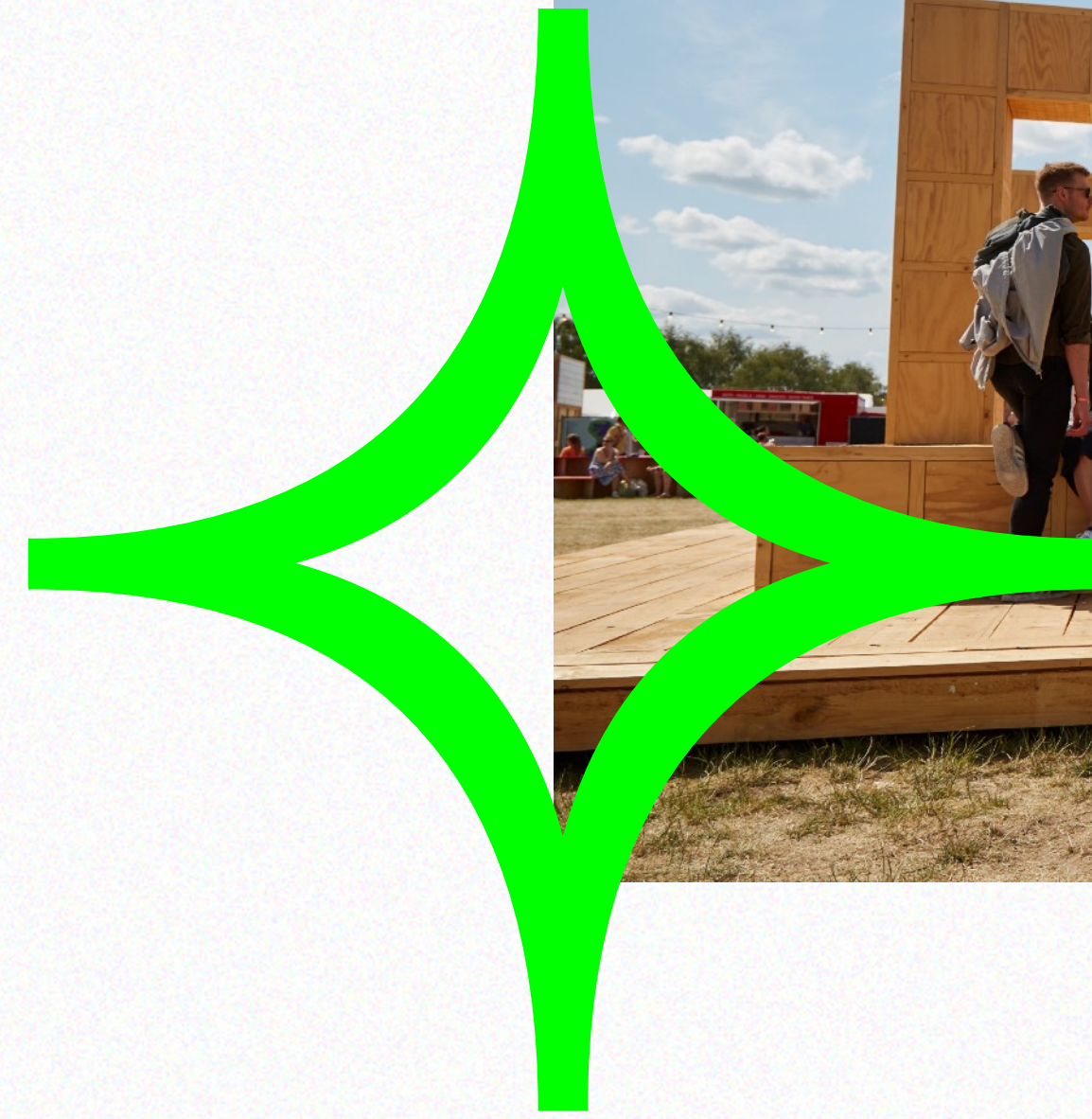
## learnings & focus ahead

Improving our system and recycling percentage in the coming years. Better procedures with external contractors.



# Production

The term 'production' refers to everything that we build and rent to transform Eskelunden from a city park to a festival site. These would be the essential items such as stages, fences, toilets, bars, entrance, mobile offices, sleeping wagons, backstage, security, seating areas etc. In other words: The festival infrastructure.



# Production

## CASE: MODULAR BAR SYSTEM

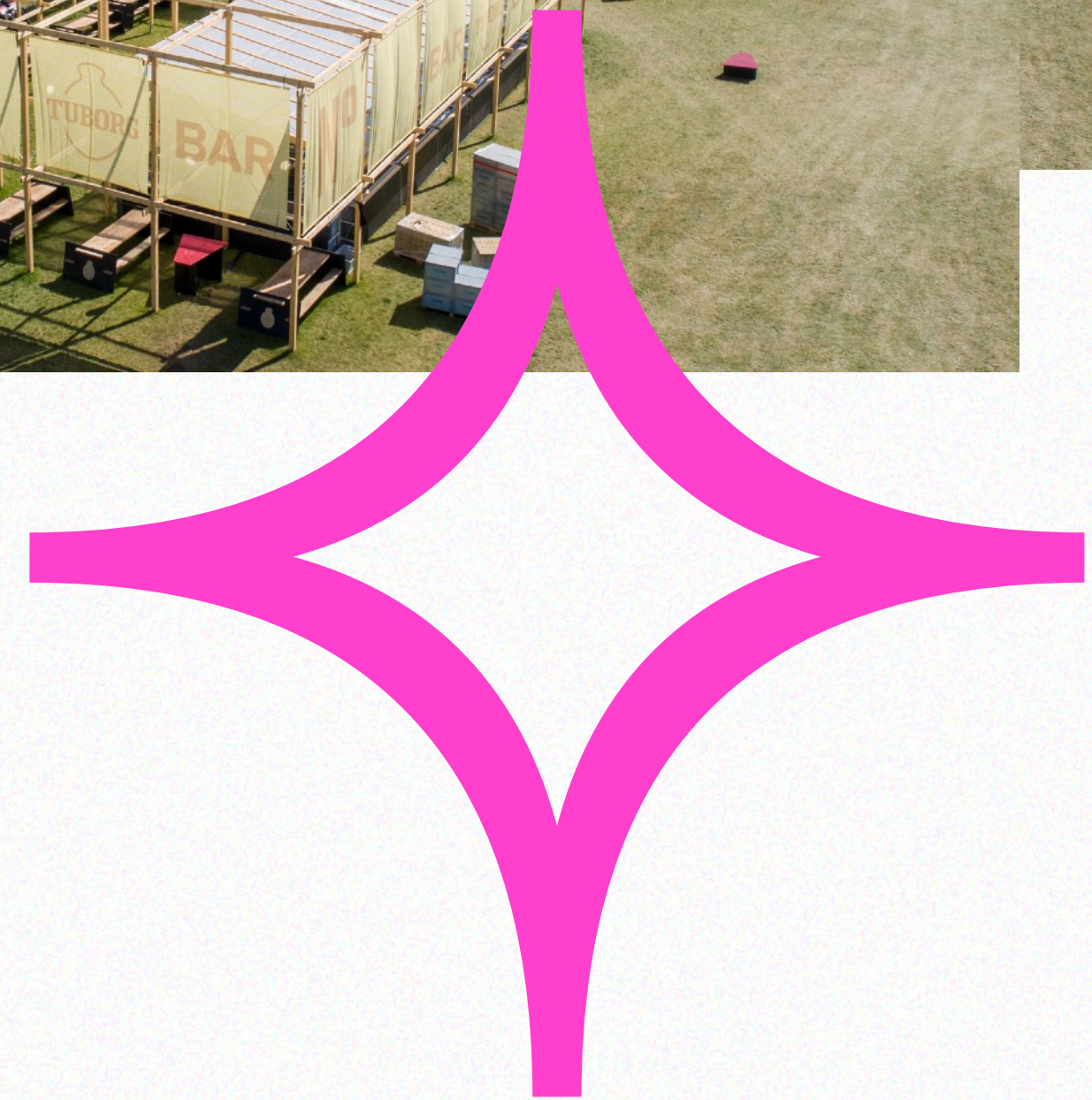
We have our own in-house architect who has developed our own 'assembly for disassembly' system for the things we build, be it bars, seating areas, installations, platforms, and more. With inspiration from the IKEA flat pack system, the idea is that it can be disassembled, transported, and stored as effectively as possible.



# Production

## CASE: Storage and woodshop facilities

We have our own storage facilities which means we can store and reuse as many of the materials we create as possible. At the storage site we have also set up our own huge and professional woodshop so the production team can build, prepare, and repair elements throughout the year.





# Production results in short

*We have our own storage and woodshop facilities*

*We have our own in-house architect who has developed our own 'assembly for disassembly' system.*

*We obtain reports from our supplier STARK, on all building materials bought throughout the year (wood, bolts, tools, paint, and so on)*

*We encourage all our suppliers to follow our guides and design on materials used*

# Production learnings & focus ahead

This is one of the areas where we are working to improve the procedures and documentation of all the rented materials used. We will decide new procedures for all contractors and improved documentation, that align with the system in Green Producers Tool.

We will keep developing our systems for better reuse and less use of new materials. We will also create a better experience for our guests with fewer 'white plastic tents' and a more natural look and feel.



**86% of our  
guests hold a  
college or  
master's degree**



*NorthSide sustainability report 2023*

# Water and wastewater results in short

*We have discontinued all distribution of spring water in non-returnable bottles in all backstage areas, incl. behind the stages and in the artist and press areas.*

*We used a total of 1.386 m<sup>3</sup> of water at NS23, 400 m<sup>3</sup> less than previous years*

*We still do not sell bottled water - The water is free*

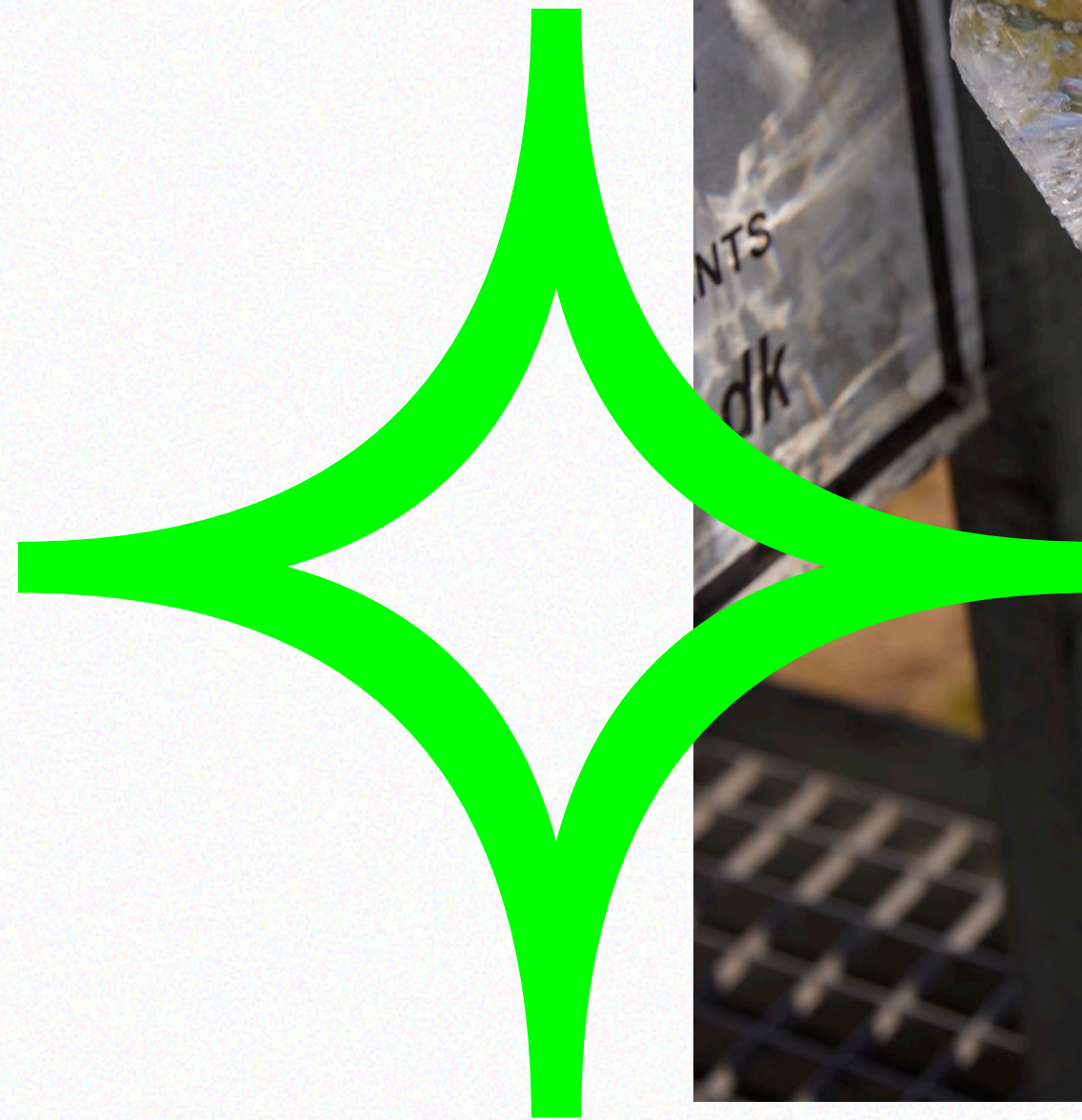
*We continued to sell refillable drinking bottles to the audience*

*We continued to use vacuum toilets that use only 1/10 of water compared to conventional water toilets*

*All volunteers receive a free water bottle for tap water*

# Water and wastewater learnings & focus ahead

Continue to monitor and reduce the use of water.  
Find ways to preserve and protect drinking water locally.



# Documentation

There is a lot of work in documenting and, not least, collecting data and turning it into something useful. Historically, we have created a lot of internal and very time-demanding systems, but things are now moving fast in a better direction, not only for NorthSide, but for the entire industry. With the implementation of Green Producers Tool and testing of Klimato, we have taken a huge step in the right direction. But with these new tools, new procedures and demands for documentation also arrives and makes it even more evident that the entire organization must stand behind it.



# Documentation results in short

*We work and collaborate with A Greener Festival, Green Producers Tool, and Green Deal Circular Festivals Europe to develop and measure our sustainability initiatives.*

*We surveyed the festival audience and asked them about their use of transportation and their general attitude towards sustainability. We had just around 6,000 respondents.*

***We use Green Producers Tool for ongoing data collection***

*Our partner, FSC Denmark creates guidelines and visits all the onsite vendors to document the amount of sustainable tableware*

***We receive documentation on the certification of goods bought from STARK***

*All onsite vendors have provided documentation for their organic purchases*

# Documentation

## learnings & focus ahead

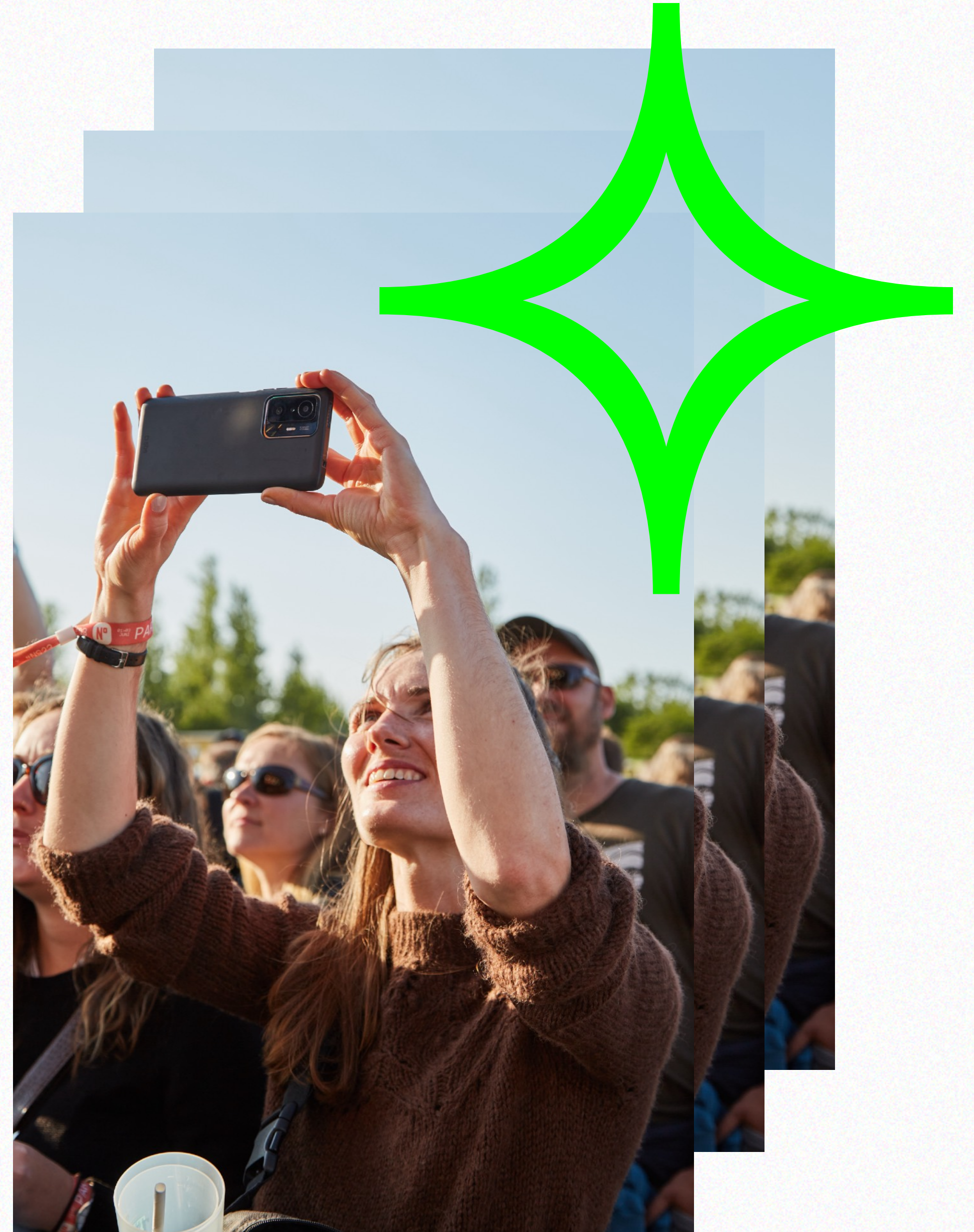
Initiate better and more systematic data collection and procedures. Set up third party validation of our results and solutions. Become more visible with our initiatives and results, especially on the festival site.

And remember: It is a balance; bureaucracy should never take over from action and actual progression. Ask yourself: What is our ratio of spend on reporting and compliance versus our level of spend on genuine innovation and transformation?



# Communi- cation

We want to encourage NorthSide's guests to take a stand and push the agenda on sustainability. We want to create positive case stories that inspire – and at the same time, increase awareness of our initiatives and the partners we work with.



# Communi- cation

## CASE: PLANT- BASED

The result of our plant-based communication was hundreds of thousands of social media comments, more than 10 million impressions online and national coverage for weeks in all major media (DR, TV2, Politiken, Berlingske, JP, and more). The story spread like wildfire and was the conversation across dinner tables all over the country and literally put NorthSide back on the map after the corona-slumber.

**We strive to be an inspiration – LEAD THE WAY**



# Communi- cation results in short

*We are continuously making numerous talks in Denmark and internationally on our sustainability approach and results*

*We have released this sustainability report and given it more focus on our new website*

*We are more proactively and publicly promoting our new sustainability initiatives than previously*

*Our sustainability manager is given more time and resources to meet our ambitions*

# NorthSide — DTD Group

At NorthSide / DTD Group we take this work seriously every day, all year round, and we have implemented a range of initiatives internally in the organization.



# NorthSide — DTD Group

*We buy organic food for the office lunch plan through Dabba three days a week, and we shop for and prepare the meals ourselves twice a week. We serve plant-based food at least twice a week and it is always a possible choice through Dabba as well.*

*We sort waste into 10 fractions in accordance with Aarhus Municipality's recycling system.*

*We use only environmentally and FSC certified paper articles.*

*We use only eco-labelled cleaning products (labelled 'Blomsten' or 'Svanen').*

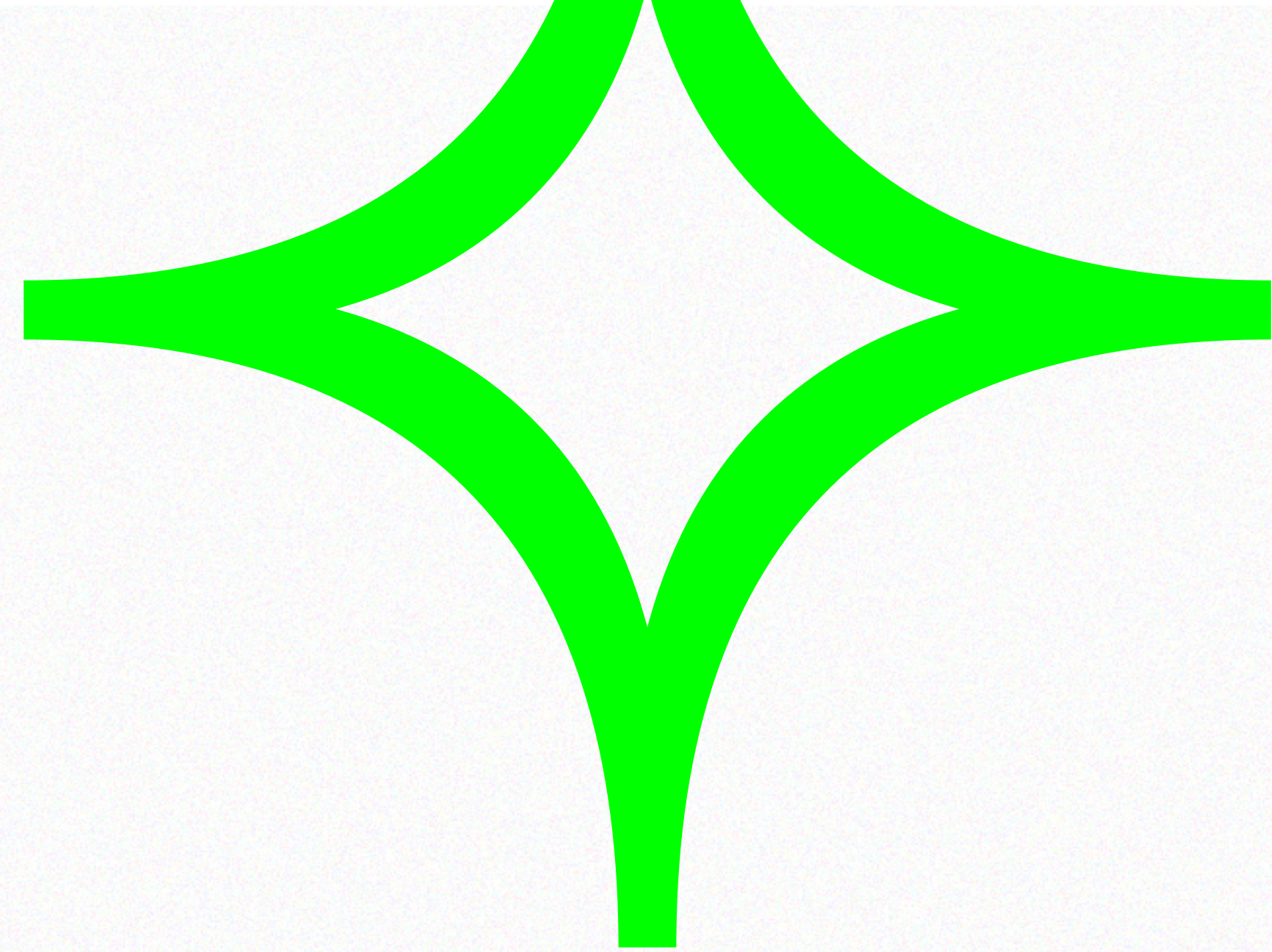
*We demand a high level of environmental awareness from our suppliers and partners.*

*We have a green energy supplier.*

*We have two AUDI E-trons at the office.*

*We have four electric chargers at the office for electric vehicles.*

# Social & Local



***A festival is a literally a huge social experiment. You gather thousands of people together in a union around music and experiences. A music festival can have a huge impact on the local society and help continuing to develop the local or even national culture. Below are selected projects and areas of interest, to get an idea of our commitment.***

# Volunteers

In recent years, we have strengthened cooperation with local associations around volunteering and thus support a large number of local associations financially. In addition, it strengthens the associations' own volunteerism and community, and the association collaborations are a huge success. The associations include Bakken Bears, Aarhus1900 Volley, Viby Gymnastik, Aarhus Rugby, Headspace Aarhus, VIH (Viborg Sports Academy) and Organdonation – ja tak!



**8/10 finds it  
important that  
NorthSide works  
with sustainability**



*NorthSide sustainability report 2023*



# CoolUnite

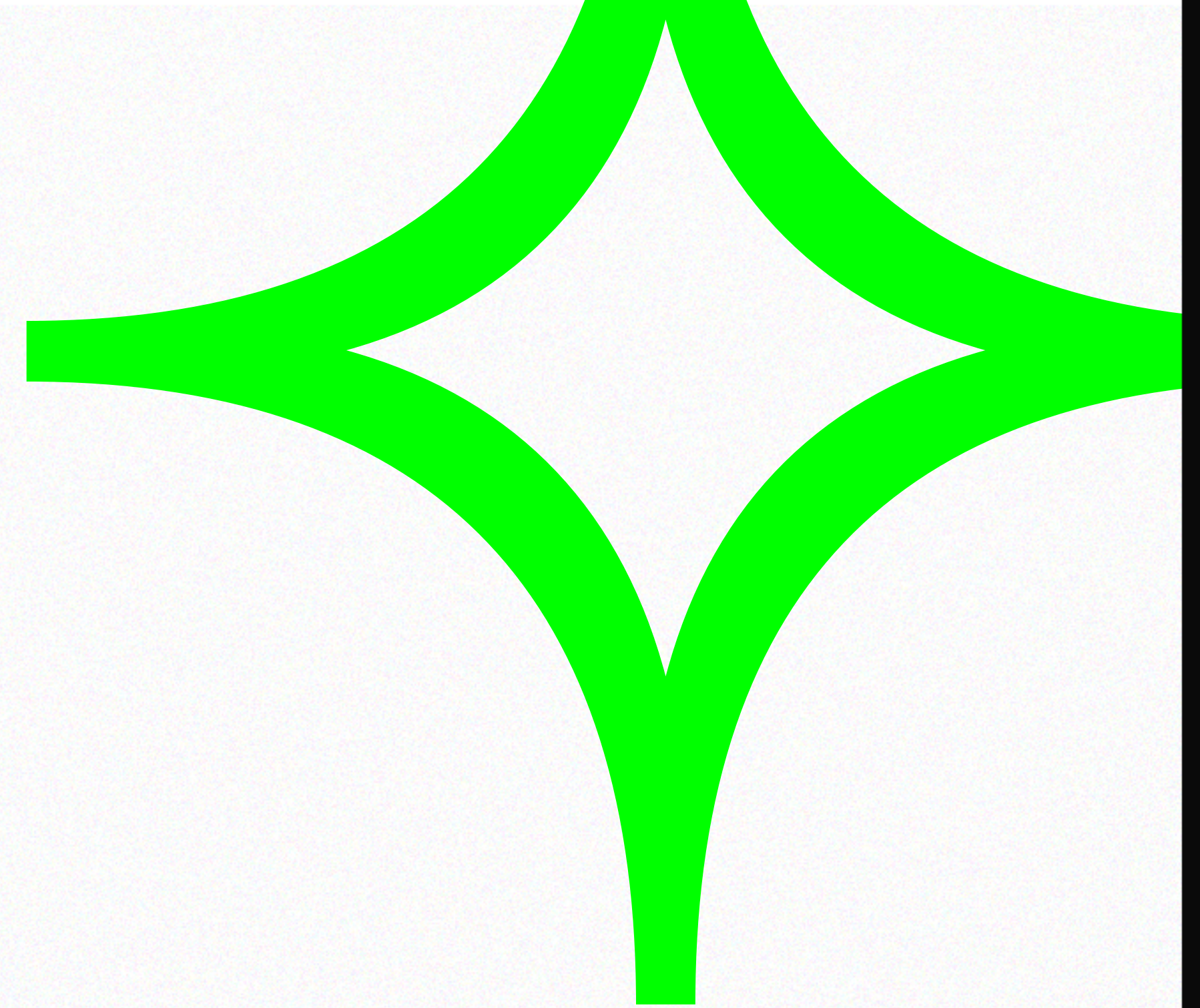
NorthSide made a special donation for CoolUnite of **295.000 DKK** through a joint-event in 2023.

CoolUnite is a charity foundation with the aim of supporting, developing and strengthening vulnerable, disease-affected and at-risk children.

# KidsAid

NorthSide made a special donation for KidsAid of **114.000 DKK** through a joint-event in 2023.

KidsAid is an organization that supports sick and vulnerable children and young people, as well as their families in Denmark.



# Klub22

Klub22 is a fairly new temporary cultural organization, that represents minorities and underrepresented music genres in the nightlife. By openly promoting a responsible and non-discriminating behavior, they want to be an advocate for less discrimination in the nightlife.

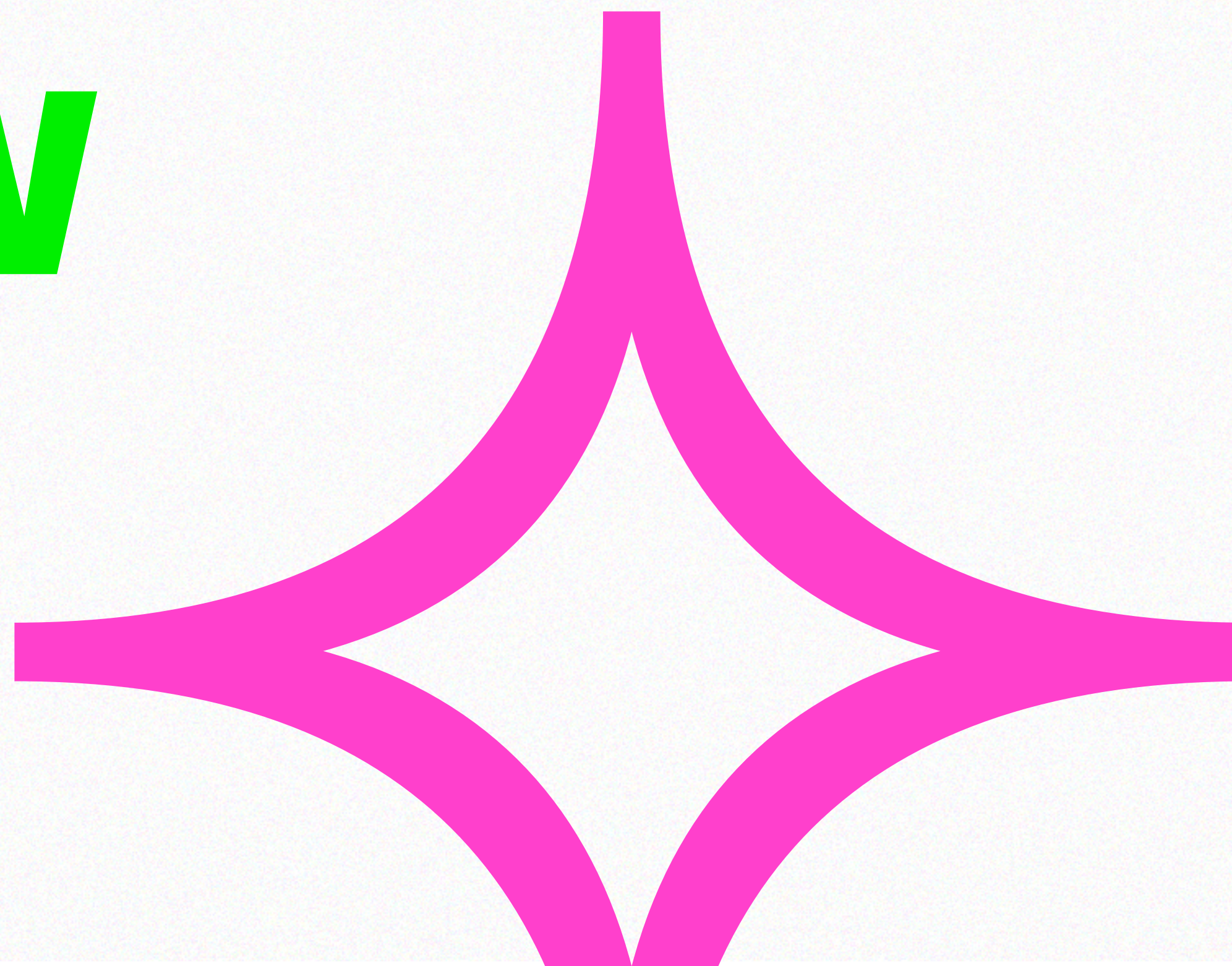
We made a temporary club at NS23 and will continue the collaboration in 2024 as well, both onsite and with a collective event in Aarhus.

# SideShow

Named after the fact that it was placed on the side-road at the old festival site in Ådalen. This is a place for everything artistically diverse, wrestling, talks, bondage, dance, performance and so on. If you need a break from the "normal festival" this is the place for you. A space where other formats can be tested.

Small movable and dynamic experiences

On top of Sideshow we have a wide range of small experiences that move around the festival site and that gives people an opportunity to meet the unexpected. With Carina at the helm, we try and create room for other dialogues and experiences through workshops, creative collaborations, theater and much more.

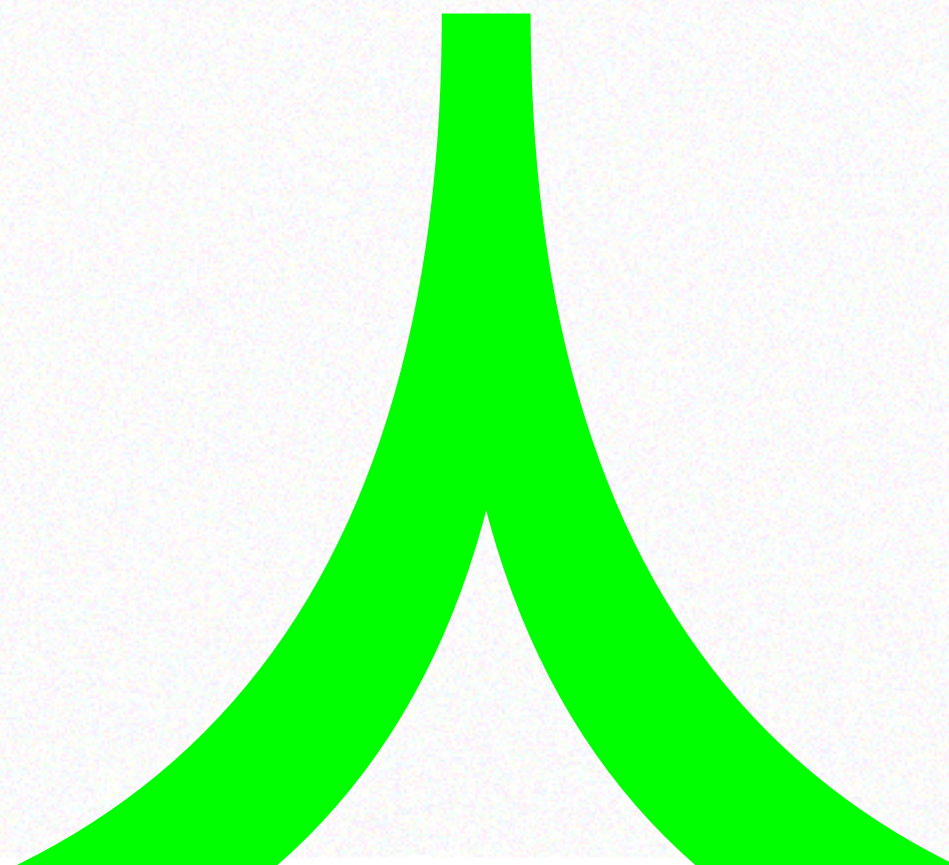


# Nyborg St.

This is another small "odd-one" that is worth a visit. Every day during the festival Nyborg Station present different upcoming singer songwriters live at a very small intimate scene somehow hidden - and at the same time not hidden at all.

# Entrepreneurs

Since NorthSide started changing the event-food business in Denmark, by demanding varied good quality food and later both ecological and plant based food, we have been on a quite journey with a lot of our partners in the Food & Beverages field. We have seen a lot of startups coming in and since growing to mature businesses. But it is not only in the Food & Beverages, we love when we can be an place for startups to try their new sustainable ideas and products – when it makes sense of course.

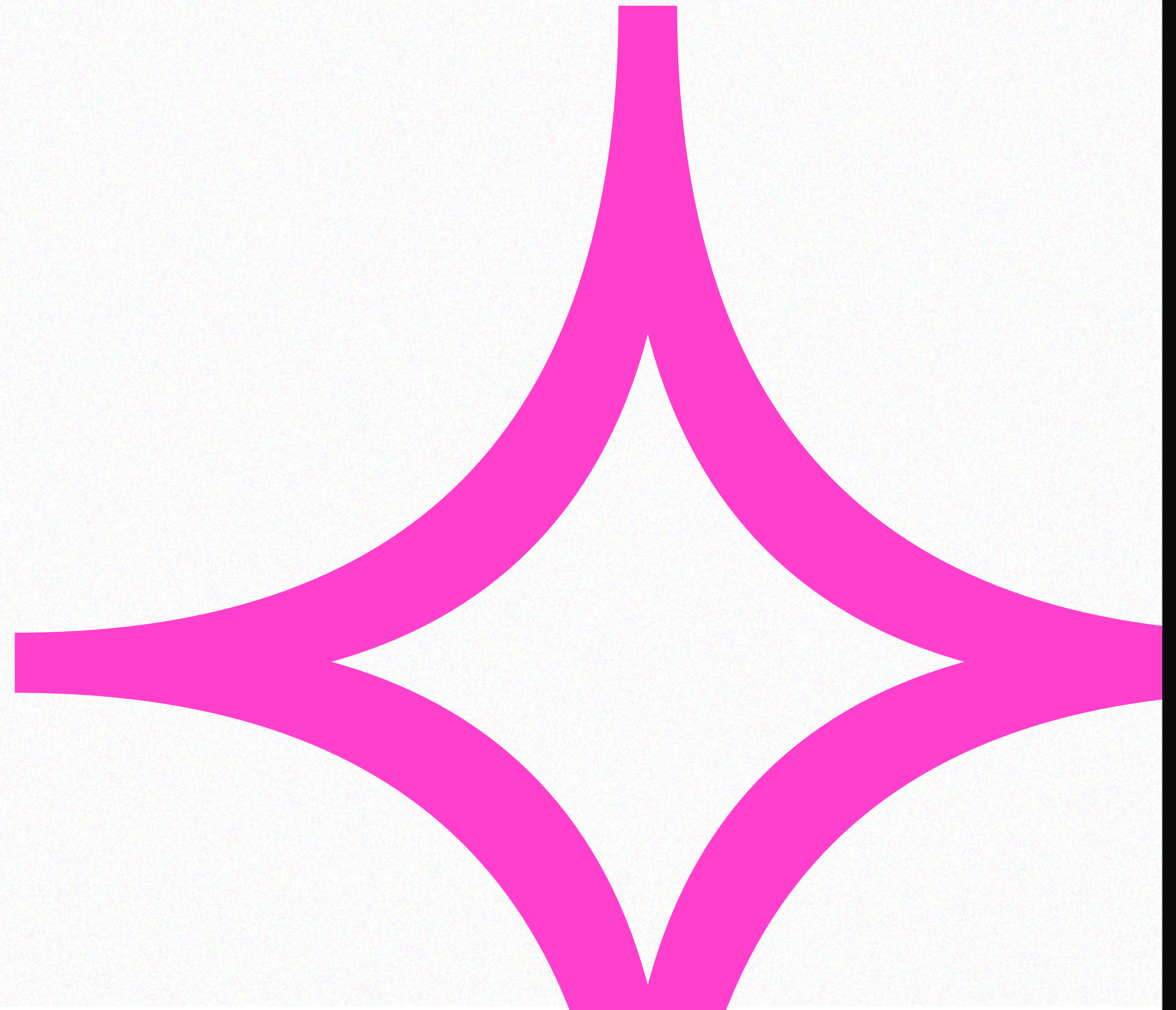


# Educations

For many years now NorthSide have collaborated with a variety of educations and given them a chance and a place at the festival. Everything from Aarhus Architecture School, to Den Skandinaviske Designhøjskole, F16, Aarhus Universitet, Kaospiloterne, VIA and many others. We look forward to continue pursuing new ideas and endeavors together also in the future.

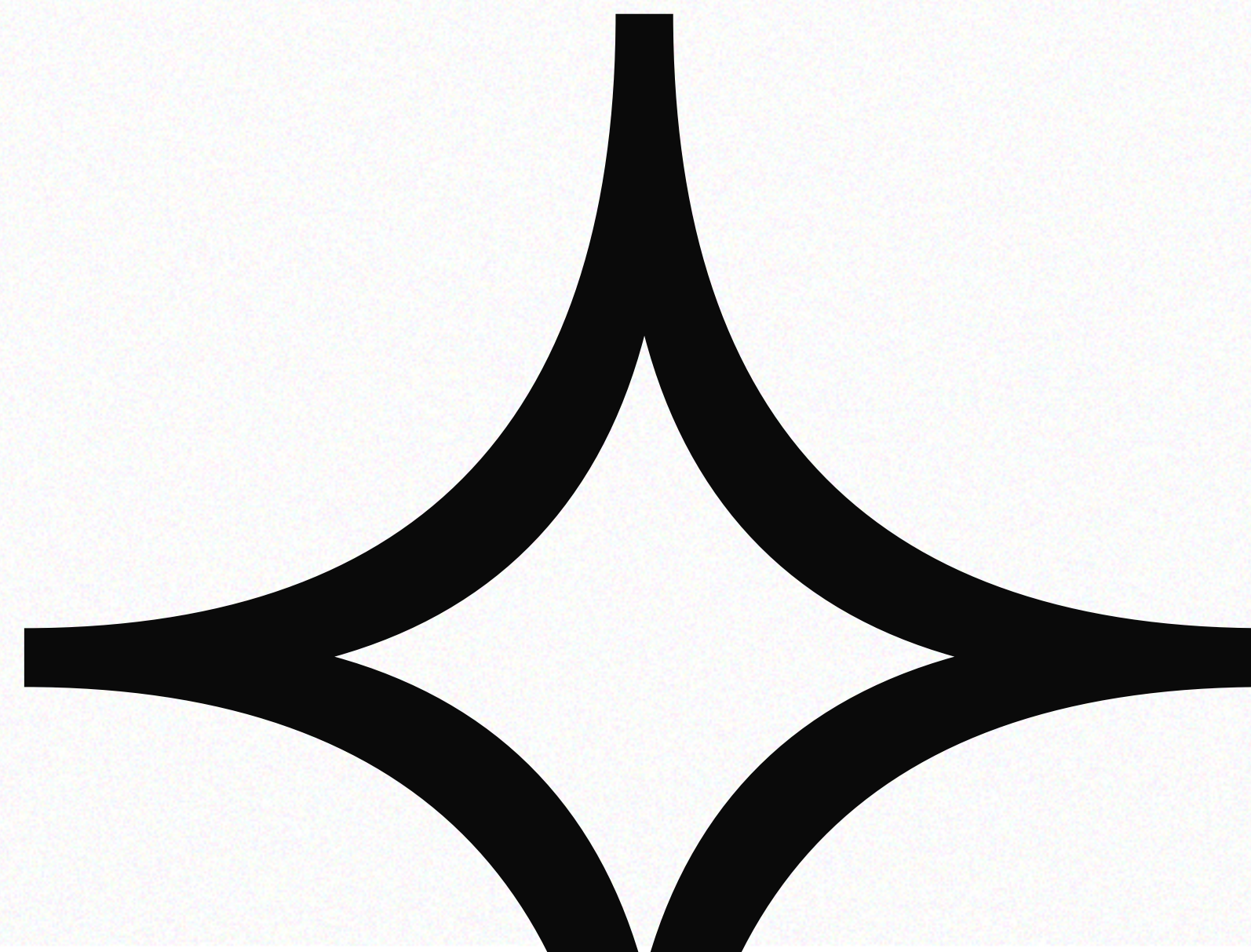
# Stand Up

StandUp is a campaign let by [L'Oréal Paris](#) that aims to fight harassment in the night life. They do that through trainings of especially young people, so they are equipped to handle situations in the night life. We offered this training to all our volunteers during the festival. More than a thousand took the training and hopefully they can use if they ever are to experience situations in the night life.



# Local initiatives

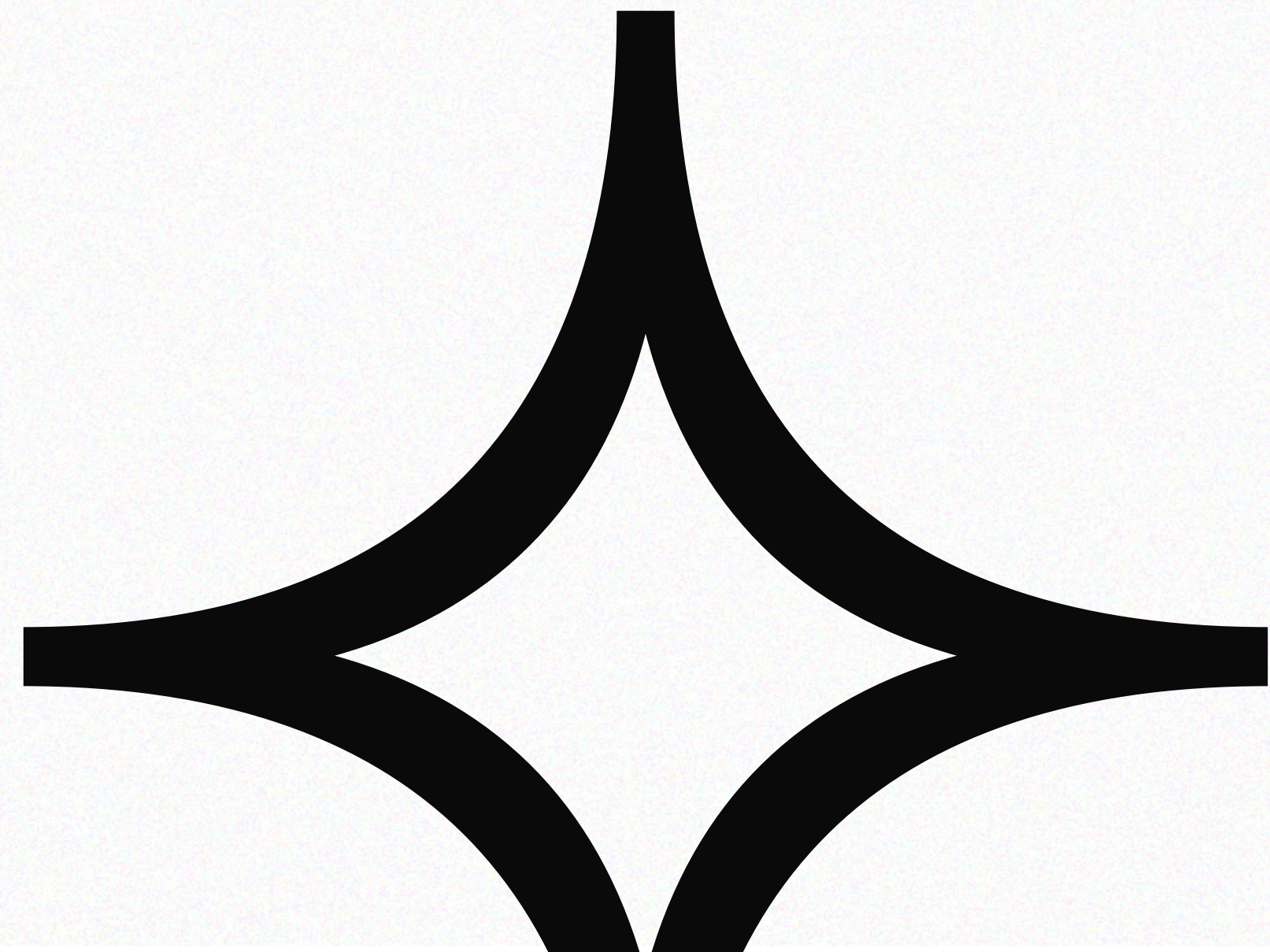
We have in 2023 decided to put aside 250.000 DKK a year to support local project and initiatives. NorthSide is part of Aarhus and the city is part of the festival. We want to support local actors and projects that share the NorthSide values - **sustainability, music** and **experience**. Keep an eye on our platform for news on these new partnerships.



# Responsibility, security & work environment

## Disabled

We try to be a festival for everyone and have made certain infrastructure to accomplish this. Centrally build podiums for people in wheelchairs at the two main stages. Toilet facilities for disabled. Help at the entrance for disabled. Ramps for wheelchairs to for example the VIP lounge.



# Responsibility, security & work environment

Safety is obviously one of the most important areas when creating huge events as we are doing at DTD Group. A safety plan and traffic management plans are drawn up every year (est. 150 pages). In this process, it is important for us to have a close collaboration with all relevant authorities – a collaboration that has been going on for many years and is still expanding.

To honor the safety plan, we have a large number of project employees/part-time employees who each handle a specialized area. We work safely with a flat structure where co-determination, recognition and personal responsibility for the individual tasks are paramount. In addition to the security management, we have approx. 60 voluntary security employees who are all recruited and trained by DTD security. This means that we ensure a high level of competence, and we have the greatest possible diversity in our department. The same applies when additional staff is hired.

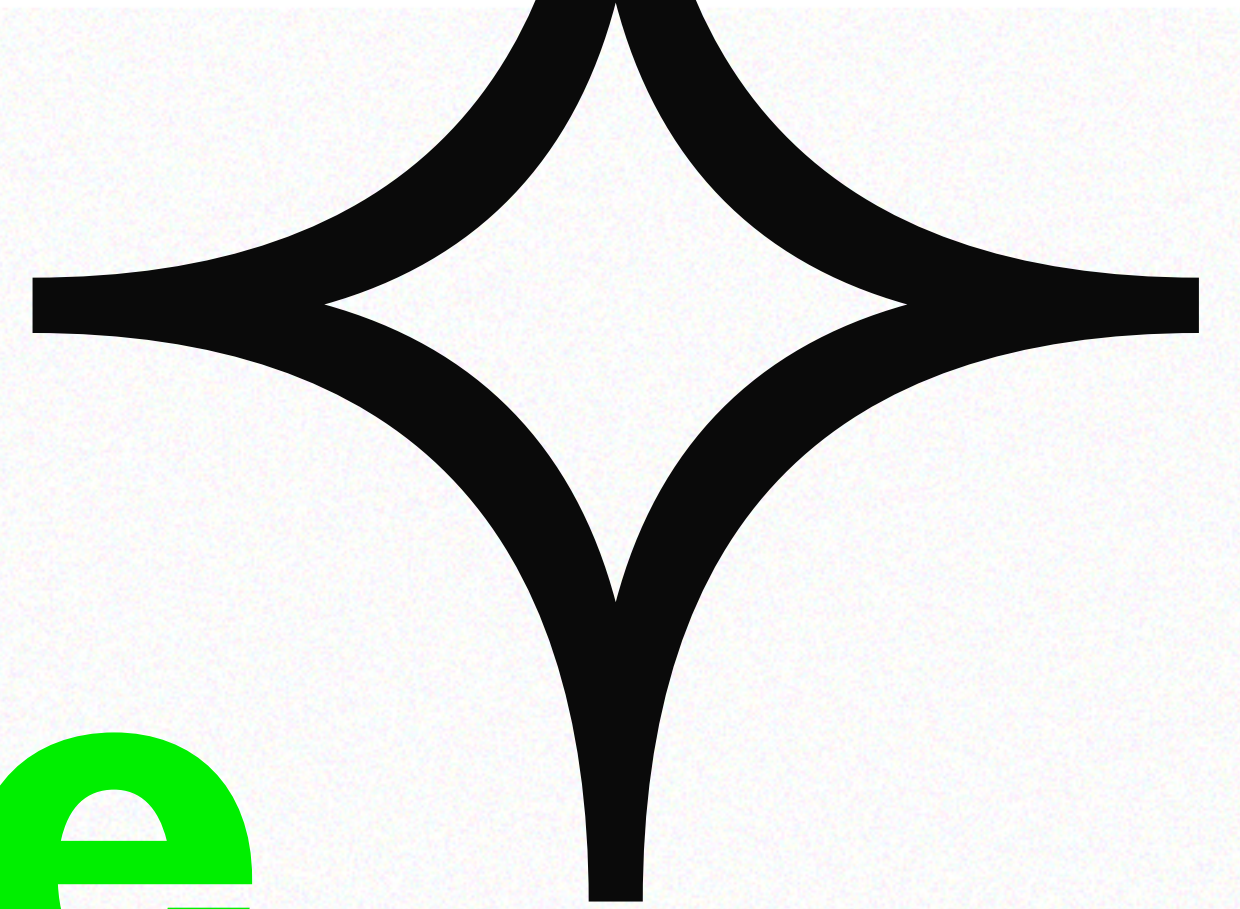
# Responsibility, security & work environment

## Occupational safety and work environment

This is again a super important area and we have developed a range of procedures for everything from safety when working on the stages to handling situations between colleagues and the unlike situation of an accident.

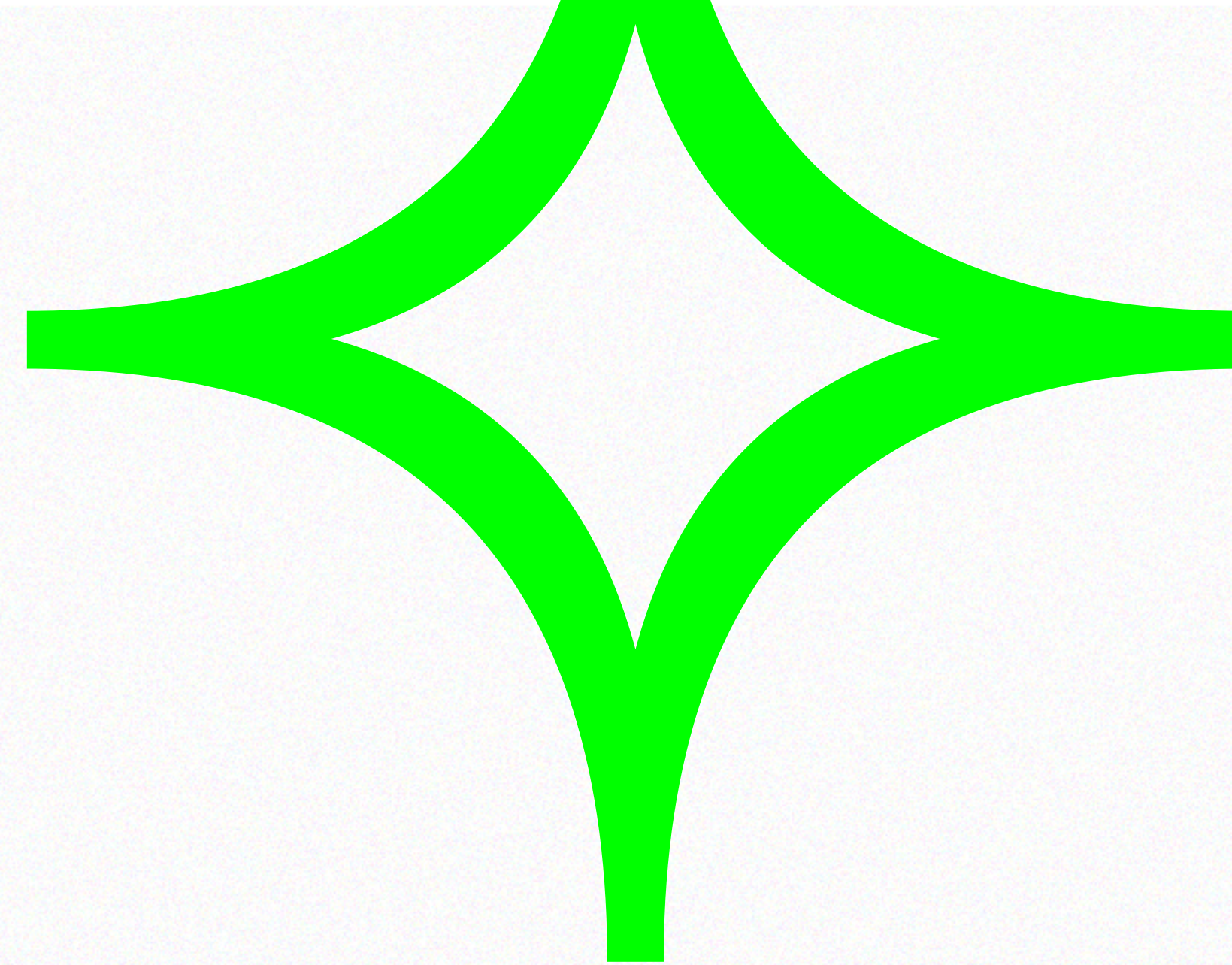


**NorthSide**  
**represents the**  
**next generation.**  
**our guests are**  
**the ones who**  
**build tomorrow.**

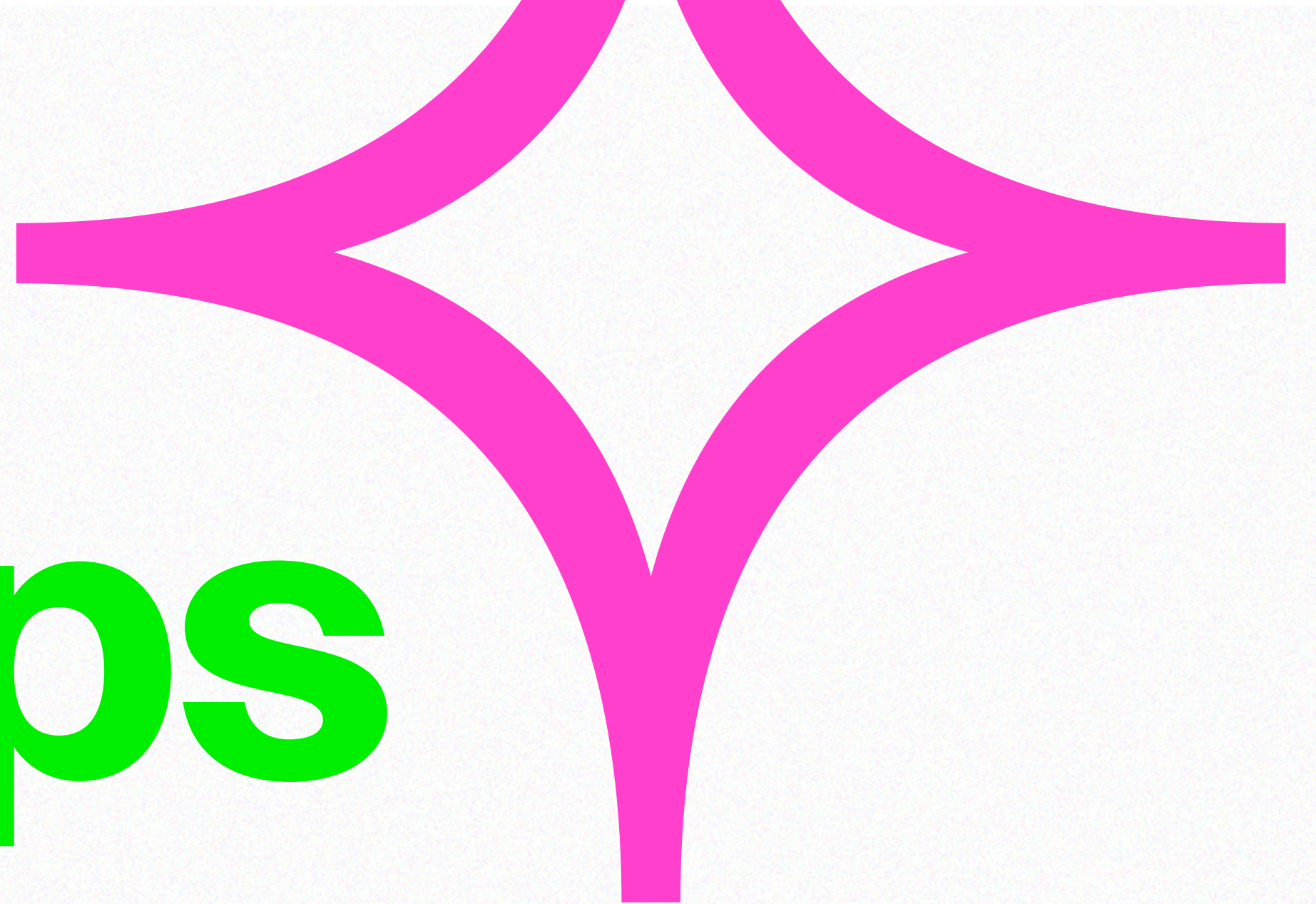


# Expert partners

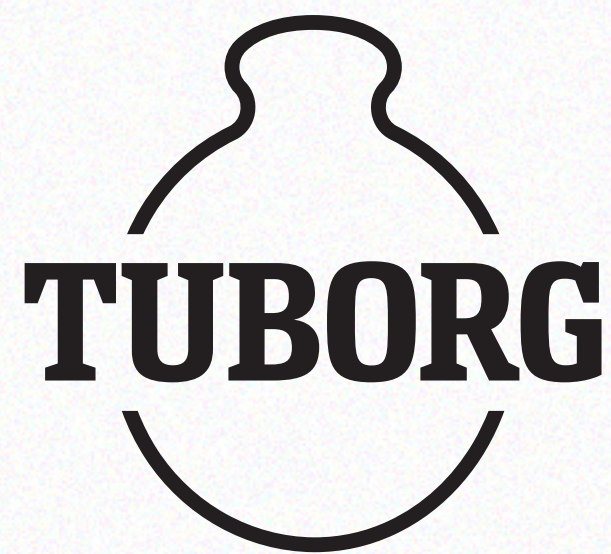
We are not experts in every field and rely on expert partners that help us make the right decisions and validate our strategy and solutions. Throughout the years, we have broadened the number of knowledge partners and are proud to have great partners who help us in our work.



# Strong partnerships

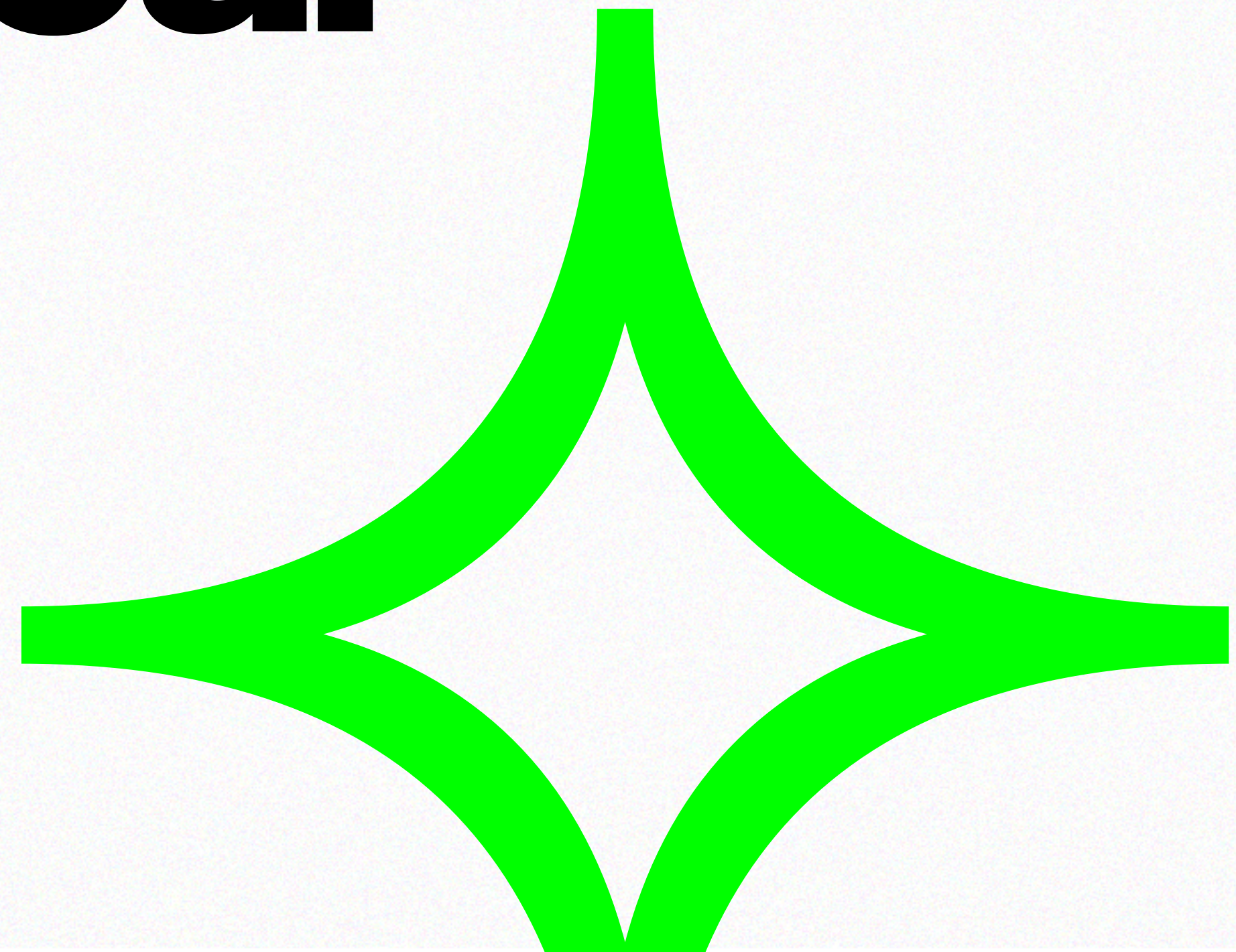


At NorthSide we love to see our festival as a huge experiment for the future and innovation is in our DNA. A partnership adds value to the festival and festival site, the brand, and finally, the audience. Ideally, it even helps us solve and develop our sustainability goals. We are a commercial festival driven by results. We have an all-year approach and a professional team with the sole focus on making the best partnerships in the business. We have a unique position and a very valuable target group of front-runners.



**81% came to the site by foot or bike (there is no car parking!)**

*NorthSide sustainability report 2023*



# Unique urban setting in a natural environment

In 2022, [NorthSide](#) found a new home at Eskelunden in Aarhus. This is a substantial upscale compared to the earlier site at Ådalen. Being able to run a major festival in a beautiful natural setting in the city is unique, and we are super excited to be part of the next chapter in the story of Eskelunden, which – believe it or not – used to be a landfill.

# **Eskelunden**

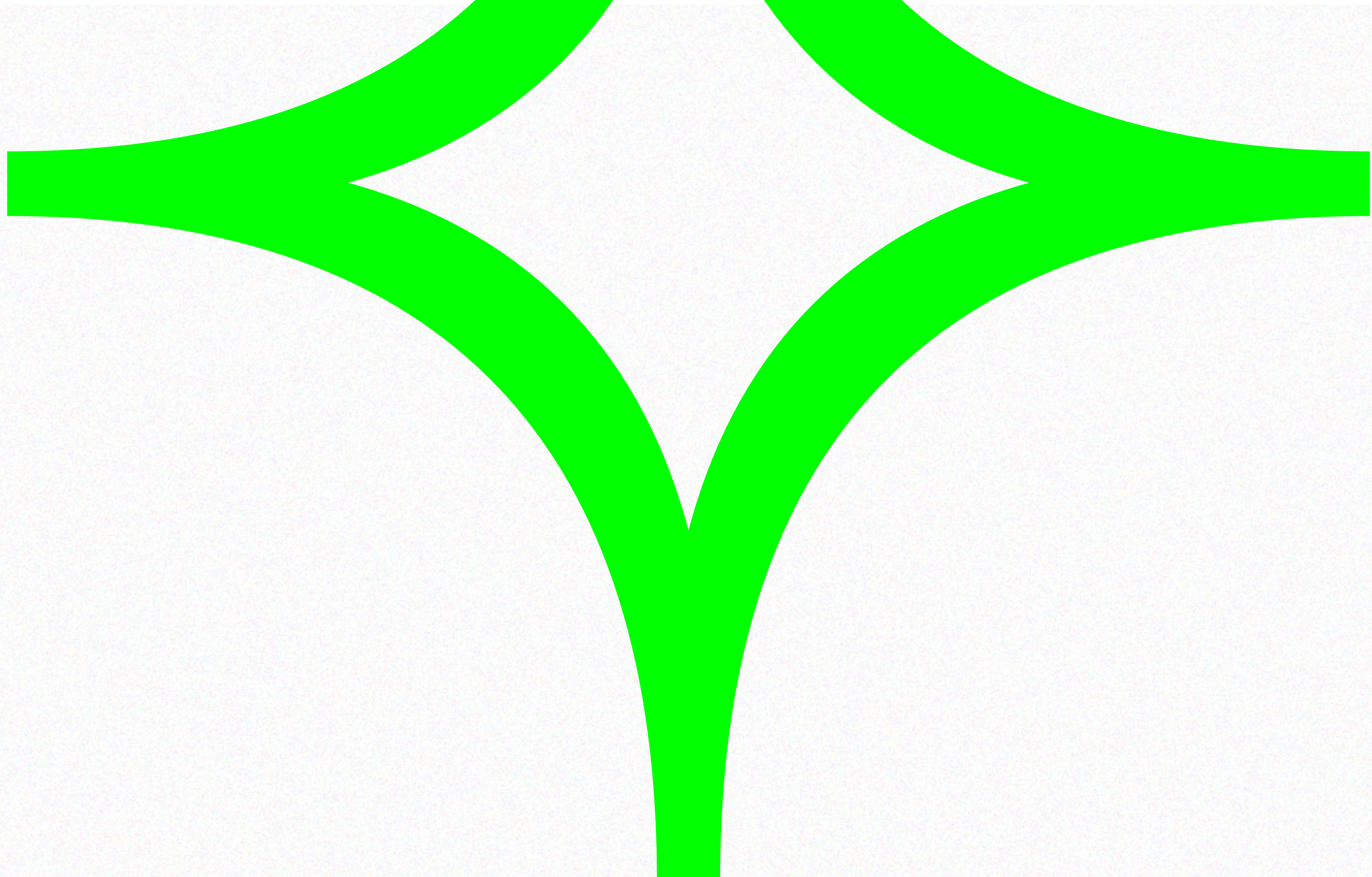
## **results in short**

*Former waste landfill now turned park and festival area*

*The river of Aarhus runs directly through the area*

*The site is accessible by foot, bike, or public transport - there is no car parking at the site*

*The site is approximately 180.000 m<sup>2</sup>, with full water, road, sewer, and electricity infrastructure*



***Read more at [northside.dk](https://northside.dk)***

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All photos courtesy of NorthSide  
Design and layout by NorthSide

**(THIS REPORT IS MADE IN TOO LOW RESOLUTION TO PRINT IT)**

# Lead The Way

**BE BOLD EDITION**

*NorthSide sustainability report 2023*