



SNNTG FESTIVAL



CITY, COUNTRY

Hanover region, Germany

DAILY CAPACITY

3000

SITE

Historic tram museum in
Wehmingen, Sehnde

CAMPING

Yes

NUMBER OF DAYS

3

ESTABLISHED IN

2017

GENRE

Techno, House, Indie Pop/Rock,
Soul, Hip Hop, Reggae, Alternative

CHALLENGE & SOLUTION

Reducing travel emissions by
offering free shuttles and bikes

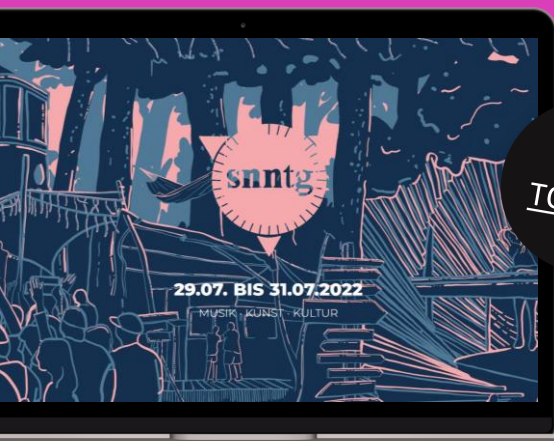
Photo by Doppelgaenger-Medien

SNNTG is a non-profit cultural association founded in 2017 with the aim of promoting art and culture in the Hanover region. “SNNTG aims to be a platform for art, music and other cultural projects that helps connect various cultural disciplines, practices and people from different fields,” explains co-founder Philip Hellberg. The association wants to initiate participation in social interactions and activities as well as socio-political participation but remains politically independent.

One of the ways SNNTG achieves this is by offering a low-threshold cultural programme. The focus lies on collaborative, interdisciplinary work. Currently, the SNNTG association consists of nearly 80

volunteer members, among them students, trainees, freelancers and professionals, many of whom are involved in other collectives and (non-profit) associations as well.

The association is based in Hanover, and the SNNTG Festival takes place in the neighbouring town of Sehnde. The Wehmingen district is home to a historic tram museum, which temporarily becomes the festival’s site. “The combination of a festival and historic tram museum is certainly unique,” Hellberg says. During the festival, guests can visit and ride historic trams and thus experience a part of the museum up close. The name of the festival comes from the German word for Sunday (“Sonntag”).



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BRINGING SUNDAY-VIBES TO A HISTORIC TRAM MUSEUM



THE CHALLENGE

REDUCING CAR TRAVEL

The festival doesn't have the financial means to pay for a CO₂ analysis, Hellberg tells us. However, according to a CO₂ analysis of the OpenAir St. Gallen, with which SNNTG is in contact, the arrival and departure of guests by car equates to a major portion of a festival's total emissions. Consequently, the aim for SNNTG Festival is to avoid its audience members, crew and artists travelling by car.

Many of SNNTG's visitors come from the Hanover region, so travelling with public transport is possible, says Hellberg. Yet, the question of how to transport their luggage must be solved. On their mission to cut out every car ride possible, the festival is also looking at the production transports, team travel and artist travel.

“ When it comes to public transport, projects often fail because of the high prices.

OFFERING FREE SHUTTLES AND BIKES FOR RENT

SNNTG has several approaches to make the different areas of travel and transport more sustainable.

For their audience, they provide information on how to get to the festival by bus, train and bike and encourage these forms of travel. “It takes about an hour to cycle from Hanover Central Station to the festival. There is a closer tram station in Kronsberg that is a 15-minute bike ride away,” Hellberg describes. For guests arriving on bike, SNNTG provides cycling routes, offers a luggage shuttle and a joint bicycle arrival as a separate event. There is a free shuttle bus going to the festival site from the train station in Kronsberg for those without a bike. The festival does still offer car parking, but they have increased the prices to discourage arriving by car.

The team is always working on creating incentives for cycling. For 2022, they are turning the bicycle journey into an event in its own right, with stops for food and drink, possibly with music on the way. On site, the festival used to offer bikes for rent to the visitors thanks to a cooperation with the bicycle

renting company Swapfiets. They could also be used to explore the region. Hellberg regrets that the partnership couldn't be renewed for the 2022 edition as the COVID pandemic had simply made long-term planning impossible for the volunteer crew.

To reduce production travel emissions, the team ensures that there is as little car driving as possible by using bikes instead. During the set-up, execution and dismantling periods the crew borrows and uses cargo bikes.

SNNTG has a no-fly policy for artists and encourages them to come by train. To make this easier, they offer a shuttle service that brings artists from the train station to the festival site. As often as possible, the team uses electric cars for this. Up until the last edition, partner company MOIA ran this service with e-shuttles – but similarly to Swapfiets, the cooperation fell victim to the pandemic. For 2023, Hellberg and his team are keen to find new partners to renew their bike renting and shuttle services.

Photo by Doppelgaenger-Medien



OFFERING BETTER SERVICES THROUGH PARTNERSHIPS

Cooperating with MOIA and Swapfiets came without financial costs for the festival and enabled them to offer more sustainable services to their visitors. The shuttle service for the festival goes costs the festival a high four-digit sum though Hellberg says it “is absolutely worth it!”

All these ideas were developed by the organisers, who then approached suitable partners to make it happen. To become more creative and find new ideas, they also got in touch with other festivals.

To implement travel and transport measures successfully, it is crucial

to collaborate with suitable and committed partners, Hellberg says. However, some projects are still not (yet) viable for the festival because it lacks the required funding – for example to integrate free (regional) train tickets into the festival ticket. “When it comes to public transport, projects often fail because of the high prices,” Hellberg knows.

Another lesson learnt: “It’s important to make sustainable travel as convenient as possible, but if it’s necessary, be brave and put sustainability before convenience.”



WHAT’S NEXT?

Within the next few years, SNNTG wants to achieve zero visitors coming by car. Additionally, the team wants to determine the festival’s emissions of CO₂ equivalents and write or commission a comprehensive sustainability concept. To do that, SNNTG would like to get external advice as sustainability can be a very complex field to navigate through, Hellberg knows.