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ROSKILDE FESTIVAL

Roskilde Festivals is the largest music and arts festival in Northern Europe, gathering 100,000 guests and 30,000 volunteers from the Nordics, Europe and worldwide. It's also one of the oldest, dating back to 1971. At the end of each June, festival-goers gather south of Roskilde, 35 km from Copenhagen. Roskilde Festival presents a diverse and progressive music and, arts & activism programme with more than 180 acts.

It is an independent, non-profit festival organised by The Roskilde Festival Charity Society, and all of its profits are donated to initiatives benefitting children and youth or supporting humanitarian or cultural projects.



PHOTO BY JOHANNE TEGLGÅRD OLSEN

CASE: CIRCULAR LAB

Together with the Tuborg Foundation, Roskilde Festival has created The Circular Lab providing at least 200 young entrepreneurs with the opportunity to lead the way and develop ambitious circular solutions for the future. Circular solutions are, for instance, about designing long-lasting products or developing new models for the rights of use of a product. The central platform of the laboratory will be Roskilde Festival.



PHOTO BY JOHANNE TEGLGÅRD OLSEN



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TESTING CIRCULAR SOLUTIONS IN A TEMPORARY FESTIVAL CITY

The Circular Lab allows young entrepreneurs to test and develop innovative green solutions at Roskilde Festival. The aim is to increase the influence of young people on a more sustainable future and the climate behaviour of citizens in general. With 130,000 residents, Roskilde Festival is comparable to a larger city. At the same time, the temporariness makes the festival community a unique platform to test new sustainable solutions with the potential to change the behaviour in society.

Kristine Barenholdt Bruun, head of the Circular Lab, emphasises the importance of testing in collaboration with the festival:

“You must take advantage of the synergy effects. If for example, there are some start-ups testing food solutions, they should test them in the food stalls at the festival, and if some start-ups are testing new circular construction, the festival should take it in and make sure that it becomes part of the way it works with construction.”

– Kristine Barenholdt Bruun, head of The Circular Lab, Roskilde Festival



FACILITATING CHANGE BY SUPPORTING YOUNG ENTREPRENEURS

In the project, entrepreneurs gain systematic access to knowledge, professional networks, other companies, and potential investors who can take their solutions forward and create a solid business foundation. The ambition is to help green entrepreneurs of the future on their way by creating a framework where they can challenge and test their concrete solutions in a flexible and giant laboratory filled with people and possibilities. At the same time, the laboratory's solutions should raise awareness of green behaviour among festival participants and contribute to a significant reduction in festival waste.

Kristine Barenholdt Bruun elaborates on the positive outcomes for the start-ups taking part in Circular Lab:

“One of the things the start-ups we work with highlight as a positive outcome is that they get to know each other. They may have been completely alone when starting their business and being a part of this network with other entrepreneurs means a lot. Several of the companies have even started to make joint products, some are considering merging, and cross-cutting partnerships are being formed.”

– Kristine Barenholdt Bruun, head of The Circular Lab, Roskilde Festival

Name: *Roskilde Festival*

City & country: *Roskilde, Denmark*

Capacity: *130,000*

Site: *Roskilde Dyrskueplads*

Camping: *Yes*

Number of days: *8*

Established in: *1971*

