



PHOTO BY MAHDI ARIDI

# WE LOVE GREEN

The three-day festival We Love Green was created as part of a new generation of festivals in 2011. It takes place in Paris' largest public park Bois de Vincennes. Its programme includes four music stages, one thinktank stage featured by the french newspaper, Le Monde, an eco-designed scenography, an incubator of 50 start-ups, NGOs, film and documentary screenings, and a food court which brings together more than 50 restaurateurs, chefs committed to organic, local and fair trade. The 8th edition of We Love Green ended with a record attendance of more than 80,000 guests. We Love Green invites artists who make the music of our time.

We Love Green is an experimental festival for sustainable development solutions in the live entertainment and events industries. Via its six cultural line-ups, We Love Green's pop-up village proves sustainable development is compatible with our current lifestyles. They adhere to an eight-point sustainability chart with focal points like energy, water, waste management, carbon offsetting and circular economy, transportation, food services, and raising awareness. Their pioneering eco-friendly production techniques are an essential element of the festival.



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## CASE: INNOVATIONS VILLAGE

Innovations Village is a place to explore, share, learn, and make a difference. In its Innovations Village, We Love Green brings together innovative companies and NGOs. Together they enable festival-goers to discover creative and activist structures. We Love Green looks to the future by inviting about twenty innovative organisations to present their projects that meet the challenges of tomorrow. A jury of professionals in the sector selects the companies and NGOs making up Innovations Village. The NGOs joining Innovations Village carry important messages and give solutions to current problems.



Today, located at the centre of the festival, Innovations Village is a space for exchanges and meetings for festival-goers, with representatives from the circular economy, the technologies of tomorrow, and activists. By getting involved, festival-goers discover the actors of the social economy, sustainable fashion brands, tomorrow's technologies and influential NGOs, like the Surfrider Foundation, Greenpeace, Amnesty International and Oxfam, which offer workshops, games and plays to communicate sustainability to engage the festival-goers. It's also an opportunity for festival-goers to discover new sectors and meaningful jobs, meet the NGOs, and get involved with them. This is the heart of this innovation hub.

**Name:** *We Love Green*

**City & country:** *Paris, France*

**Capacity:** *80,000 (over 3 days)*

**Site:** *Bois de Vincennes*

**Camping:** *No*

**Number of days:** *3*

**Established in:** *2011*

