

**LUCERNE
FESTIVAL**

**SUSTAINABILITY
REPORT
2022**

SUSTAINABILITY REPORT LUCERNE FESTIVAL 2022

Lucerne Festival has been committed to social sustainability for more than 20 years – in particular, to supporting and promoting young talent. Through the Lucerne Festival Academy, various prizes for young artists, and the Debut concert series, the Festival has always been committed to future generations and will continue this commitment in the future.

Lucerne Festival has now set itself the goal of systematically and proactively integrating and institutionalizing social as well as ecological and economic sustainability into its operations. To this end, Lucerne Festival created a position in the fall of 2022 that focuses explicitly on sustainability. Furthermore, Lucerne Festival is part of the “Sustainability Working Group” with Swiss Top Events (STE) and is thus in constant exchange with the other members of STE.

As a first step, Lucerne Festival has developed a long-term sustainability strategy. This is based on a materiality analysis to identify the areas of sustainability that are particularly relevant for Lucerne Festival and that can be controlled, as well as on the United Nations’ “Sustainable Development Goals” (SDGs); in the area of ecology, the strategy is also based on a comprehensive calculation of the Festival’s CO₂e footprint, which was prepared in collaboration with *myclimate* for the years 2021 and 2022. The sustainability strategy comprises measures, guidelines, and targets for the period 2023–2027.

Through this sustainability report – which is now published annually – Lucerne Festival provides an overview of the current status and the next steps and goals of the various dimensions of sustainability (social, ecological, and economic).

1.

SOCIAL SUSTAINABILITY

WHERE WE ARE

Lucerne Festival has been committed to social sustainability for many years and invests around 12% of its total artistic expenditure in this area every year. For example, the Lucerne Festival Academy, which was founded in 2004, attracts around 100 international young instrumentalists to Lucerne every summer: they spend three weeks studying and rehearsing contemporary scores and modern classics with renowned artists, acquiring important experience through the Lucerne Festival Contemporary Orchestra (LFCO), the Festival's own orchestra of excellence for contemporary music. A Composer Seminar for young composers and a Contemporary-Conducting Program for young conductors are also part of this program. In addition, the Roche Young Commissions series has been commissioning works from two young composers every other year since 2013. Additionally, Lucerne Festival Forward was launched in 2021 as a festival exclusively devoted to contemporary music: members of the Academy network both curate and perform in this festival.

Music for Future is the section in which we consolidate our projects relating to the next generation: the Debut concert series gives outstanding young artists a platform to introduce themselves to an international audience. We also award three important sponsorship prizes: the "Credit Suisse Young Artist Award," the "Prix Credit Suisse Jeunes Solistes," and the "Fritz Gerber Award." In addition, since 2021 we have been launching the Summer Festival with performances by international youth orchestras.

It is not only on the concert stage that we have the next generation in mind, but also in terms of the audience, for example through our special offers and event formats aimed at families, primary school classes, and students, as well as through education projects. In addition, concerts are held on site in the schools to bring children and young people closer to classical music. All Music for Future events are offered at low ticket prices or even free of charge.

I. Social Sustainability

For many years, the Lucerne Festival Summer Festival has been an important platform for projects and orchestras that have a commitment to and background in social issues, such as the West-Eastern Divan Orchestra and our collaborations with Superar Suisse. In 2022, the Chineke! Orchestra and the Chineke! Junior Orchestra performed at the Festival for the first time. Their goal is to help people of color from the UK and Europe pursue careers in classical music. Lucerne Festival also had a significant effect on international discussion of the role of women in the conducting profession with our “Prima-Donna” theme in 2016, for which we invited many female conductors; in 2017, in collaboration with the German organization Zuflucht Kultur e.V., the Festival presented a staging of Mozart’s *Idomeneo* that featured refugees from a wide range of nations; and in 2022, when the theme was “Diversity,” we took a stand for more diversity in the classical music world.

Furthermore, Lucerne Festival aims to provide access to music for all segments of the population through numerous free presentations, including the “40min” series, the “In the Streets” world music festival, and “Lakeside Symphony,” which offers a live broadcast of the Opening Concert in Lucerne’s Inseli Park adjacent to the KKL Luzern.

NEXT STEPS

A new focus is to systematically strengthen and further develop these already existing commitments on the basis of SDG Goal 4 (Quality Education), Goal 5 (Gender Equality), and Goal 10 (Reduced Inequalities).



This is because Lucerne Festival desires to take responsibility for its own actions and their effects on other people and society.

This also means that Lucerne Festival cannot rest on its successes to date but will continue to expand its commitment to social sustainability. For 2024, Lucerne Festival has set itself the goal — with a view to SDG Goal 10 (Reduced Inequalities) — of launching a new inclusion project.

II.

ECOLOGICAL SUSTAINABILITY

WHERE WE ARE

Lucerne Festival has already taken measures in the past to reduce the Festival's CO₂e footprint. For example, the print run of the extensive program overview of the Summer Festival, which, like all of our printed matter, is produced using Forest Stewardship Council (FSC)-certified paper, has been reduced by more than one-third since 2018 due to being made available digitally. Office operations are also designed to be plastic-free as far as possible, and materials such as banners and flags are reused for several years whenever possible. Furthermore, when Lucerne Festival engages orchestras from overseas, it ensures that they have other engagements in Europe before or after their Lucerne appearance so that they do not have to travel to Europe specifically for Lucerne Festival alone. Lucerne Festival also offers all visitors a SBB (Swiss Federal Railways) RailAway discount of 40% on their public transport tickets from anywhere in Switzerland.

Zurich Insurance Company Ltd supports Lucerne Festival as a climate partner in its ecological sustainability strategy. In the process, it helps to develop initiatives that contribute to reducing the Festival's CO₂e emissions and supports the Festival in an advisory capacity through its expertise in the area of sustainability and climate protection. Lucerne Festival has also been part of Switzerland Tourism's "Swisstainable" sustainability program since 2021, and since 2022 it has been a member of the "Sustainability Working Group" with Swiss Top Events (STE).

II. Ecological Sustainability

In 2021, Lucerne Festival calculated its CO₂e footprint for the first time with the support of the Swiss foundation *myclimate*, and this calculation was also made for 2022. As a result, representative figures are now available for the first time (since the year 2021 was still clearly affected by the restrictions due to the COVID pandemic). These figures provided a firm foundation for the ecological sustainability strategy for 2023–2027.

Since 2023, Lucerne Festival has been a member of *myclimate*'s "Cause We Care" program, which enables all Festival guests to donate CHF 2 for environmental protection when they purchase their ticket. As a thank you in return, Lucerne Festival doubles the amount and deposits it into an earmarked "Cause We Care" fund. A quarter of the fund will be invested in a *myclimate* carbon offset project to protect Tanzanian forests: the project safeguards the land rights of the indigenous population and reduces deforestation through forest protection activities. In addition, indigenous people are trained as guardians and deployed to protect native and endangered species. Lucerne Festival invests the remaining three-quarters of the fund in its own sustainability measures on site or in regional sustainability projects.

FOOTPRINT RESULTS

Calculation of the CO₂e footprint for 2022 is based on the internationally recognized "GHG Protocol" standard and includes the Spring and Summer Festivals, as well as Lucerne Festival Forward, the Lucerne Festival Academy, and Lucerne Festival's year-round office operations:

Total emissions:

- 1770 t CO₂e (equivalent to 354 flights around the world)
- o 32 kg CO₂e per capita (Festival guests)
- o 87% of total emissions are caused by mobility
- o 79% of the CO₂e footprint is generated by the Summer Festival

NEXT STEPS

"It is in the DNA of Lucerne Festival to offer an international program with the finest artists and orchestras from all over the world, and we want to keep it that way. Step by step, however, it will be possible to significantly improve our ecological footprint through concrete actions and measures, through climate protection projects, and by raising awareness and formulating guidelines among artists and our concertgoers."

Michael Haefliger, Executive and Artist Director of Lucerne Festival

Although Lucerne Festival is and will remain an international festival, it intends to systematically expand its thoughtful approach to nature and the environment and is focusing in particular on SDG Goal 13 (Climate Action) and Goal 15 (Life on Land) with regard to the ecological sustainability dimension.

II. Ecological Sustainability



With regard to SDG Goal 13 (Climate Action), for example: starting in 2023, we will draw attention to the Park & Ride offers in Zug and Sempach in cooperation with SBB (Swiss Federal Railways), the plastic cups for the Lucerne Festival Academy's water dispensers will be replaced by reusable bottles made of recycled aluminum, and the printed program booklets will be reduced in volume by supplementary digital availability and adjusted in circulation to demand from year to year. Furthermore, guidelines for transportation have been identified: for example, requiring members of the Lucerne Festival Academy and the Lucerne Festival Contemporary Orchestra to use public transportation when traveling fewer than 1,000 kilometers.

Although Lucerne Festival has no direct influence on many of the artists' decisions – on their mode of travel, for example – it aims to achieve an indirect effect through efforts to raise awareness. The musicians are thus provided with the most significant results of the CO₂e footprint calculation in order to create a well-founded informational basis for their decision-making. Furthermore, Lucerne Festival uses the footprint calculation not only as a source of information but also as a gauge for its own progress. For 2023, Lucerne Festival has set itself the goal of not exceeding the previous year's CO₂e footprint of 1,770 t CO₂e, even though another short festival is being added with the launch of the Piano Fest. As a long-term goal for 2027, Lucerne Festival has set a maximum footprint of 1,550 t CO₂e. Furthermore, starting in 2024, an increasing percentage of the footprint will be invested annually in climate protection projects or the monetary equivalent in regional sustainability projects; by 2027, the percentage should then be 50%.



Lucerne Festival also focuses on SDG Goal 15 (Life on Land). In 2023, it will provide threefold support for the project "Hedges for Red-backed Shrike & Co." through which BirdLife Luzern will plant and maintain at least 2,500 meters of new hedgerows and shrub groups over five years in the Canton of Lucerne as a diverse, species-rich habitat:

- First, the sing-along campaign "Sing for the Birds" will be held on 3 June 2023. Lucerne Festival will gather as many singers as possible on the Europaplatz in front of the KKL Luzern for this project. Anyone can join in: young and old, families and friends, amateurs and professionals. They will join together to sing for the birds and collect donations by singing: for each participant, Lucerne Festival will donate 5 CHF to the project.
- Second, BirdLife Luzern will have the opportunity to draw attention to the project and generate additional donations during the Summer Festival – in keeping with this summer's Festival theme of "Paradise."
- Third, Festival staff will not hesitate to step out of the office and away from their computers for a day to participate in the initiative: in fall 2023, they will actively support BirdLife Luzern by helping to plant hedges.

Furthermore, Lucerne Festival will install a "Paradise Garden" on the Europaplatz in front of the KKL Luzern during the Summer Festival – also in keeping with this year's festival motto – which will be planted with native plants in collaboration with Stadtgrün Luzern. The plants will be selected and cared for in such a way that they can be reused after the Festival.



ECONOMIC SUSTAINABILITY

ECONOMIC SUSTAINABILITY

As an international but regionally anchored music presenter, Lucerne Festival generates economic, tourist, and cultural added value for the entire Lucerne region every year. Lucerne Festival awards contracts to service providers as regional as possible in order to support the economic region of Lucerne and regularly collaborates with a wide variety of local venues and event organizers. A study conducted in 2017 by the University of St. Gallen (HSG) quantified the regional added value that Lucerne Festival generates as a result of this and concluded:

In 2015, Lucerne Festival generated around 22.6 million CHF in regional added value for the Lucerne region.

Source: Scherer, R., and Strauf, S. (2017): *Die regionalwirtschaftlichen Effekte von Lucerne Festival 2015* [The regional economic effects of Lucerne Festival in 2015] (published in German)



These previous efforts have now also been firmly set down as part of Lucerne Festival's sustainability strategy and will be systematically pursued and institutionalized on the basis of SDG Goal 8 (Decent Work and Economic Growth).

LUCERNE FESTIVAL

Lucerne Festival

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