

**LUCERNE
FESTIVAL**

SUSTAINABILITY REPORT

LUCERNE FESTIVAL

2024

SUSTAINABILITY REPORT

LUCERNE FESTIVAL
2024

Sustainability is a central pillar of Lucerne Festival's long-term strategy. The 2023–2027 Sustainability Strategy defines clear measures across three dimensions: social, ecological, and economic sustainability. The goal is to embed sustainability not merely in specific projects but structurally and over the long term throughout the entire organization of the Festival.

Lucerne Festival has been committed to social sustainability for over 20 years, particularly through its support of young talent. With the Lucerne Festival Academy, several sponsorship awards for young musicians, and the “Debut” concert series, the Festival provides a platform for gifted artists from around the world. Lucerne Festival has also systematically intensified its efforts in the areas of ecological and economic sustainability. In the fall of 2022, a new position focusing explicitly on sustainability was created to develop, implement, and coordinate targeted measures. In addition, since 2021 Lucerne Festival has participated in Switzerland Tourism's “Swisstainable” sustainability program and was classified at “Level II – engaged” status in 2024. Since 2022, Lucerne Festival has been a member of the “Sustainability Working Group” of Swiss Top Events (STE).

Significant progress was made over the last year. Lucerne Festival reduced its CO₂e footprint by 5%, strengthened social participation through inclusive offerings, particularly for people with visual impairments, and gained more detailed insights into the Festival's economic impact through a new impact study. Based on its 2023 Sustainability Report, Lucerne Festival received the ESG Transparency Award from the German research institute EUPD. This award honors institutions that communicate their sustainability efforts transparently and present forward-thinking concepts for ecological, social, and economic responsibility.

This 2024 report documents the results of the evaluation and outlines the sustainability projects carried out and measures implemented, along with their outcomes. It not only provides an overview of the past year, but also sets out the steps and goals planned for the current year across these various dimensions of sustainability: social, ecological, economic.



Workshop in Blickfeld Horw © Peter Fehli/Lucerne Festival



REVIEW OF 2024

- **The Lucerne Festival Academy turns 20:** anniversary celebrations with new concert formats and an expanded Composer Seminar for orchestra
- Introduction of a **support service for people with visual impairments** and launch of a tactile workshop in Blickfeld Horw as a pilot project
- Introduction of a new **overview page on the Lucerne Festival website** that consolidates complete information on accessibility

NEXT STEPS FOR 2025

- Introduction of **tactile concert introductions** for people with visual impairments
- Cooperation with **Tabula Musica** for the inclusive stage production "The Big Ensemble" at the KKL Luzern



Hedge maintenance in Pfeffikon/LU © Fabian Kemp/Lucerne Festival



REVIEW OF 2024

- **5% reduction in CO₂e emissions** despite an additional tour by the Lucerne Festival Orchestra
- **Pop-up concert "Spiel für Vögel"** ("Play for the Birds") as a musical awareness campaign for bird protection in collaboration with BirdLife Luzern
- **Continuation of hedge maintenance in Pfeffikon/LU** to strengthen biodiversity

NEXT STEPS FOR 2025

- Continuation of **hedge maintenance** in collaboration with BirdLife Luzern
- Launch of a **new regional sustainability project for the protection of amphibians**



KKL Luzern/LU © Priska Katterer/Lucerne Festival



REVIEW OF 2024

- **New impact study** shows an exceptionally high regional contribution of CHF 45–50 million per year
- **Lucerne Festival secures 230–270 jobs** in the Lucerne region
- **83% of operating budget** is retained locally in Lucerne

SOCIAL SUSTAINABILITY



From supporting young musicians through the Lucerne Festival Academy to awarding prizes for emerging artists and presenting the Debut concert series, Lucerne Festival is deeply committed to social sustainability. This also includes offering free or reduced-price concerts and educational programs for children, (special needs) schools, families, students, and adults. The goal is twofold: to support young talent on and off the stage and to facilitate the accessibility of classical music through initiatives that promote inclusion. In doing so, Lucerne Festival aligns its efforts with the United Nations Sustainable Development Goals (SDGs) and is specifically guided by SDGs 4 (Quality Education), 5 (Gender Equality), and 10 (Reduced Inequalities).

REVIEW OF 2024

20 Years of the Lucerne Festival Academy: An Anniversary Celebrating Young Talent (SDG 4)

A central pillar of these efforts is the Lucerne Festival Academy (SDG “4: Quality Education”). This unique training center for young international musicians in the field of contemporary classical music, launched by Pierre Boulez, has been in existence for two decades. In 2024, the Academy celebrated its 20th anniversary with a variety of special formats designed to give participants additional performance opportunities.

For the first time, the Lucerne Festival Contemporary Orchestra (LFCO) – which unites all Academy participants – took part in the Summer Festival’s Opening Concert and also heralded the festival’s launch by performing fanfares on the Europaplatz and in Inseli Park. In addition, eight pre-concerts took place in the foyer of the KKL Concert Hall, thus allowing the Academy musicians to present themselves to audiences in a more intimate setting.

The already existing Composer Seminar was also expanded: for the first time, four young composers were given the opportunity to work with a full orchestra and present their works in Lucerne.

Another highlight involved eight exclusive house concerts with the Contemporary Leaders – former Academy participants now serving as mentors at the Academy. These brought contemporary works literally into guests’ living rooms and gardens, fostering personal exchange between musicians and audiences.

A second anniversary was also marked in 2024: ten years of the Fritz Gerber Award. A special 40-minute concert featuring past prizewinners showcased the remarkable range of talent supported over the past decade.

Increased Accessibility & Inclusion for People with Visual Impairments (SDG 10)

In addition to nurturing young talent, Lucerne Festival intensified its efforts in 2024 to improve access to music for people with visual impairments. For the first time, an accompaniment support service for blind and visually impaired guests was introduced: specially trained members of the KKL staff accompanied Festivalgoers from Lucerne’s main train station to their seats and back again to ensure that they had the smoothest possible concert experience. To implement this new service professionally, members of the KKL team and Lucerne Festival staff from ticketing and guest services receiving training from the Central Switzerland Center of Expertise for Visual Impairment (Fachstelle Sehbehinderung Zentralschweiz).

In addition, all accessibility-related information was consolidated on a newly website to further support origination and guidance for visitors. A pilot workshop for blind and visually impaired individuals held as part of Lucerne Festival Forward, in collaboration with Blickfeld Horw, marked another important step in tactile music education. Participants here were able not only to listen to the music but also to touch the instruments being played and make music together.

In 2024, Lucerne Festival was also certified as a member of the European Network for Accessible Tourism (ENAT), an organization that promotes barrier-free, accessible programs across Europe.



Visit by Academy students to the Children's Hospital of Central Switzerland
© Anna-Barbara Rothen/Lucerne Festival

Education and Breaking Down Barriers: Music for All (SDG 4, SDG 10)

Following a pilot season in 2023, the podcast “Music for Future: The Podcast” was institutionalized and expanded in 2024. This podcast format gives children and young people the opportunity to reflect on their experiences with classical music and, depending on the episode format, to take on the role of cultural journalists.

Following its launch in 2023, the “40min Open Air” was successfully continued in 2024 with the support of Zurich Insurance. The world music festival “In the Streets” also returned, bringing a vibrant and diverse musical program for a wide range of audiences to the streets of Lucerne's Old Town and to schools across the Lucerne region.

In line with the Festival's theme of “Curiosity,” the general educational and engagement offerings were also expanded in the summer of 2024 through additional pre-concert introductions, new post-concert talks with artists who had just performed on the KKL stage, and short conversations right before the performances.

As in 2023, three Academy participants visited the Central Switzerland Children's Hospital in collaboration with the Foundation Future Children's Hospital of Central Switzerland (Stiftung Zukunft Kinderspital Zentralschweiz) to offer moments of musical respite in patients' daily routines. Later, hospital staff were invited by the Foundation Future Children's Hospital of Central Switzerland and Lucerne Festival to attend a special concert evening in September 2024. A new initiative this year was an expert panel discussion on the theme “How music supports the health of young people.” Donors to Lucerne Festival and the Foundation Future Children's Hospital of Central Switzerland were invited to attend this exchange of ideas.

NEXT STEPS

The positive experiences gained from Lucerne Festival's inclusive initiatives that were implemented in 2024 have demonstrated the great potential of tactile music education for individuals with visual impairments. Beginning in 2025, Lucerne Festival will therefore introduce tactile concert introductions for selected performances, allowing blind and visually impaired guests to engage with the music in a hands-on way before the concert begins.

Another inclusive highlight is the co-production with Tabula Musica on 21 January 2025: in the stage work “The Big Ensemble,” people with and without disabilities will make music together in a shared performance. Music technology instruments will also be used to explore new sonic worlds. Participants include musicians from the Lucerne Festival Orchestra, the Lucerne Symphony Orchestra, the Lucerne University of Applied Sciences and Arts — Music, and the Lucerne Music School will be involved.

ECOLOGICAL SUSTAINABILITY



Lucerne Festival measures and analyzes the environmental impact of its operations on an annual basis and implements targeted measures to reduce its ecological footprint. The focus lies on minimizing CO₂e emissions and promoting biodiversity in collaboration with regional environmental organizations. As part of its sustainability strategy, Lucerne Festival aligns its work with the United Nations Sustainable Development Goals (SDGs), particularly SDG “13: Climate Action” and SDG “15: Life on Land.”

Zurich Insurance supports Lucerne Festival in its environmental sustainability strategy as a climate partner, helping to develop initiatives that reduce Lucerne Festival’s CO₂e emissions and providing expert guidance in the areas of sustainability and climate protection.

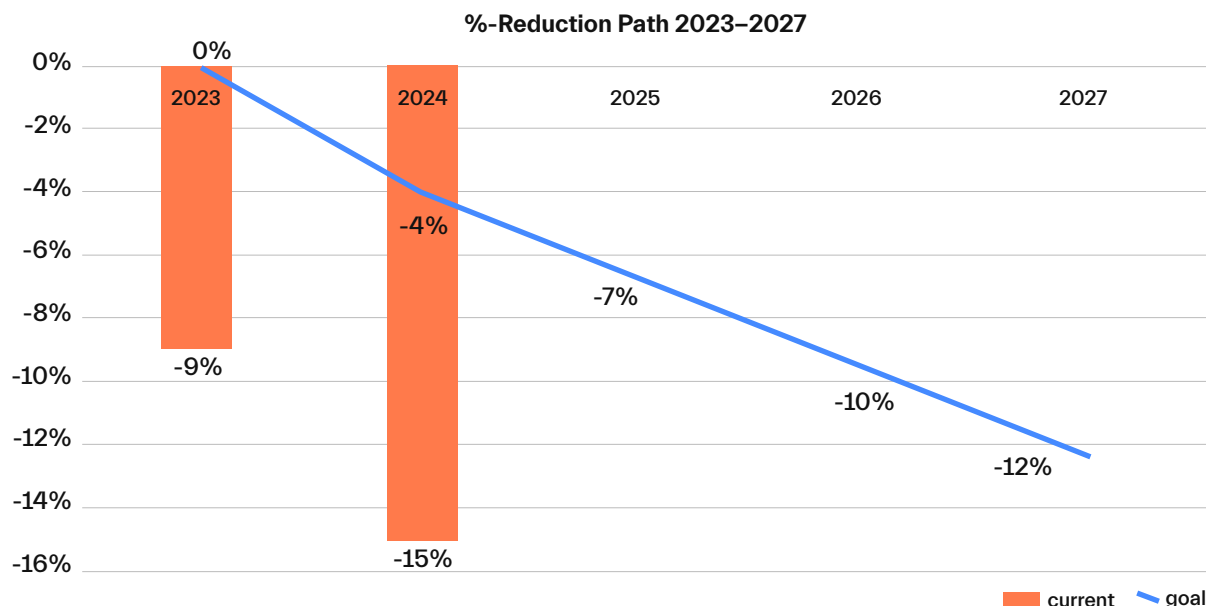
REVIEW OF 2024 TRENDS AND CONTRIBUTING FACTORS

As in previous years, Lucerne Festival has calculated its CO₂e footprint for 2024. The CO₂e balance is calculated in collaboration with myclimate. This allows developments to be monitored over the years and potential for optimization to be identified. The calculation includes the Spring Festival, Piano Fest, Summer Festival, Lucerne Festival Forward, and the Lucerne Festival Academy, as well as the touring activities of the Lucerne Festival Orchestra and the Lucerne Festival Contemporary Orchestra. The Festival’s year-round office operations are also taken into account.

Before this year's figures can be compared with those for 2023, it should be noted that myclimate regularly updates the emission factors in line with the latest developments and scientific findings. To ensure comparability across different reporting years, the CO₂e footprint calculations are updated from previous years using the latest emissions factors whenever such updates occur. This approach guarantees that consistency in using figures and enables a scientifically sound evaluation of the Festival’s footprint over time. The CO₂e footprint calculations are based on the internationally recognized Greenhouse Gas (GHG) Protocol. The following Table illustrates how the updated standards have been applied to the 2023 and 2024 reporting years.

| | 2023 (previous myclimate standard) | 2023 (current myclimate standard) | 2024 (current myclimate standard) | % Change |
|----------------------|--|---|---|-------------|
| Total emissions | 1'849 t CO ₂ e | 1'774 t CO ₂ e | 1'690 t CO ₂ e | - 5% |
| Emissions per Capita | 25.2 kg CO ₂ e | 24.2 kg CO ₂ e | 25.1 kg CO ₂ e | + 4% |

The overall balance for **2024 shows a 5% reduction in CO₂e emissions** compared to the previous year. This corresponds to a decrease of **84.2 tonnes of CO₂e**, bringing total emissions down to **1,690 tonnes of CO₂e**.



Per capita emissions rose by 4% and now stand at 25.1 kg CO₂e per person. This increase is due to a decline in attendance numbers to around 6,000 fewer visitors compared to 2023.

Mobility as the Primary Source of Emissions

Mobility — including travel by artists, audience members, and Lucerne Festival staff, as well as emissions from accommodation — remains the most significant source of emissions, accounting for **86% of total emissions**. Within this category, however, the following reductions were achieved:

- Overall mobility-related emissions reduced by 7% (-106.3 t CO₂e).
- The Lucerne Festival Academy reduced its mobility-related emissions by 31.3% (-113.4 t CO₂e). The Academy's flight-related emissions declined by 33.1%.
- The Summer Festival saw mobility emissions decrease by 8% (-81.1 t CO₂e), largely due to a nearly 50% reduction in long-haul flights by guest orchestras, although short-haul flights increased. At the same time, the share of kilometers traveled by public transportation increased.

- The Spring Festival cut mobility emissions by 38% (-23.8 t CO₂e), mainly due to a smaller formation of the Lucerne Festival Orchestra required by the programming.
- Lucerne Festival Forward reduced mobility emissions by 18% (-10.7 t CO₂e). This was achieved primarily through a significant reduction in air travel. Additionally, emissions from overnight accommodation were reduced by 45% thanks to fewer nights and a shift from 4-star to 3-star hotels.
- The public transit mileage of musicians has more than tripled since 2022 (from 272,000 km to 934,000 km).

Despite these reductions, some mobility-related emissions increased. The Piano Fest saw a 26% increase (10.6 t CO₂e), due to a larger number of participating artists compared to 2023. Moreover, after a break from touring, the Lucerne Festival Orchestra resumed this activity with performances in Hamburg and Berlin (54 t CO₂e).

Further Developments

In addition to mobility-related progress, emissions were reduced in other areas:

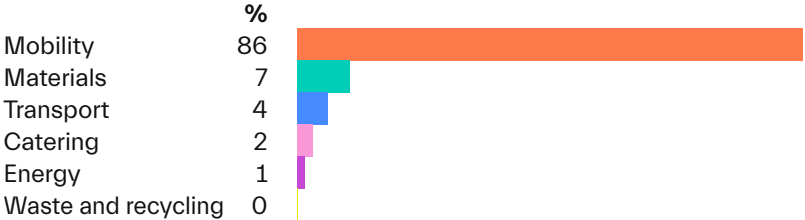
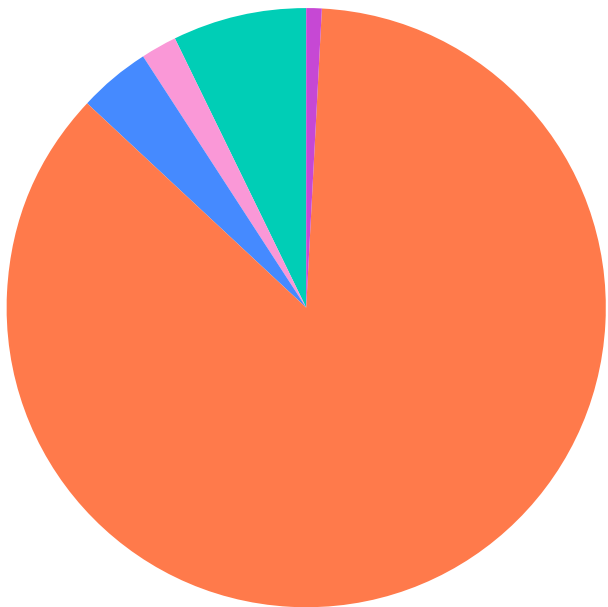
- Energy use: Switching the Festival's offices entirely to hydropower from Lucerne, along with the use of renewable energy at the KKL Luzern, led to a 34% drop in electricity-related emissions.
- Transport emissions (orchestral equipment and material): CO₂e emissions from the transport of instruments and equipment decreased by 13% (-10.6 t CO₂e). However, this figure is largely influenced by the touring plans of guest orchestras and is only indirectly under the Festival's control.

Some areas, however, saw an increase in emissions:

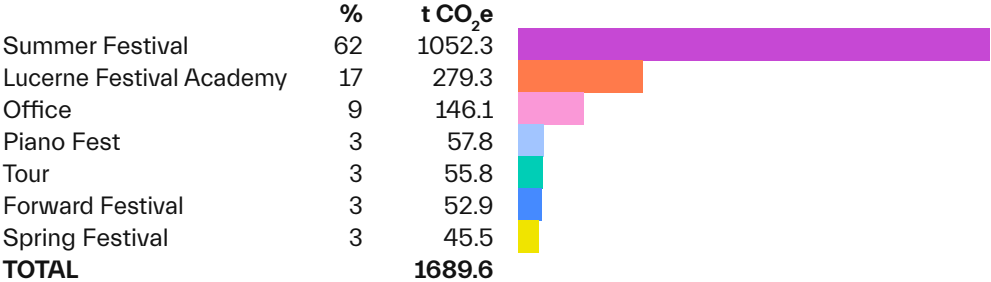
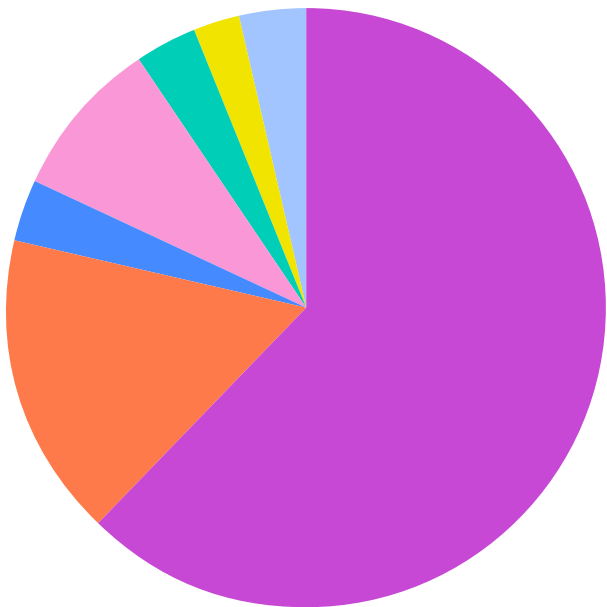
- Printed matter: CO₂e emissions from printed matter increased by 6.1 t CO₂e. This was mainly due to a slight increase in the number of pages in the Festival program booklets corresponding to the programming. Still, printing emissions in 2024 remain 20% below 2022 levels.
- Artist catering: Emissions in this category increased by 31.1 t CO₂e.
- Office operations: Emissions from office operations rose by 69%, mainly due to an increase in business travel.

Despite a few increases in emission figures, Lucerne Festival has **reduced its total emissions by 15% (-300 t CO₂e)** since 2022. This means that the Festival has already surpassed the target defined in its initial sustainability strategy for 2023–2027: to reduce the footprint by 12% by 2027 relative to 2022 levels. This reduction roughly corresponds to the annual carbon footprint of 22 individuals in Switzerland or around 33 round-the-world flights.

CO₂e-SHARE BY CATEGORY



CO₂e BY FESTIVAL/AREA



CAUSE WE CARE: CLIMATE PROTECTION THROUGH FESTIVAL AUDIENCES

Since 2023, Lucerne Festival has been a member of myclimate's *"Cause We Care" program* ⁷, an initiative by myclimate that allows all festivalgoers to contribute CHF 2 toward environmental protection when purchasing a ticket. In return, Lucerne Festival matches every donation and places the combined sum into a dedicated "Cause We Care" fund. In 2024, festivalgoers contributed a total of CHF 2,812: a slight increase over 2023. With Lucerne Festival's matching contribution, a total of CHF 5,624 was invested in the "Cause We Care" fund. One-quarter of this amount supported myclimate's forest climate protection project in the *Beatenberg-Habkern* ⁷ region in Canton of Bern, with the remainder going toward subsidizing a 40% discount on public transit to the Festival via the SBB RailAway program.

2024 SUSTAINABILITY PROJECT: "SPIEL FÜR VÖGEL" & HEDGE MAINTENANCE IN PFEFFIKON/LU

As part of the "Spiel für Vögel" ("Play for the Birds") sustainability project, Lucerne Festival once again made a strong commitment to biodiversity in 2024. The 2023–2027 sustainability strategy stipulates that, in addition to concrete targets for reducing its CO₂e footprint, the Festival should take increased responsibility for the residual CO₂e footprint each year — either by supporting climate protection projects (CHF 29/t CO₂e) or by investing an equivalent amount in regional sustainability projects. The target

value of offsetting 20% of the CO₂e footprint that was set for 2024 corresponded to a contribution of CHF 9,802. This target was exceeded through this year's sustainability project, "Spiel für Vögel", and an donation of CHF 15,000 to BirdLife Luzern in support of the project "Hedges for Red-backed Shrikes & Friends" ("Hecken für Neuntöter & Co.").

"Spiel für Vögel": A Musical Tribute to Bird Conservation

Immediately following the final applause, the soloists of the Lucerne Festival Orchestra left the Concert Hall playing their instruments, weaving through the audience and leading them out of the KKL Luzern onto the Europaplatz, which had been decorated with plants and origami birds made by local schoolchil-





Hedge Maintenance In Pfeffikon/LU
© Fabian Zemp/Lucerne Festival

dren — and filled with the sounds of birdsong. Once outside, the musicians performed movements from Antonio Vivaldi's The Four Seasons for the concert audience and passersby.

Titled "Spiel für Vögel" ("Play for the Birds") this initiative continued the spirit of last year's "Sing für Vögel" ("Sing for the Birds") campaign, aiming to raise awareness of the threats facing bird populations and to encourage public engagement with the issue. Donations were collected on site for the "Hedges for Red-backed Shrikes & Friends" project run by BirdLife Luzern, which Lucerne Festival also supported with a direct contribution of CHF 15,000. This initiative promotes the protection and restoration of habitats for native bird species (SDG "15: Life on Land").

"Spiel für Vögel" was recognized as a "good practice example" by Swisstainable and was included in the Swiss Tourism Association's Swisstainable Hub.

Long-Term Commitment to Biodiversity: Hedge Maintenance in Pfeffikon (SDG 15)

Lucerne Festival's commitment to nature conservation extends beyond individual events to a long-term strategy. In the fall of 2023, the Festival teamed up with BirdLife Luzern to plant a 400-meter-long hedge containing around 1,000 shrubs on the fields of "Gaia's Farm" in Pfeffikon in Canton Lucerne. Species such as buckthorn, cornelian cherry, privet, wild rose, and woolly viburnum were selected to provide valuable habitats for numerous local insect and bird species, thereby enhancing regional biodiversity.

In June 2024, the Lucerne Festival team returned to Pfeffikon to carry out the first round of hedge maintenance. Together with BirdLife Luzern, staff removed grass and weeds surrounding the young shrubs to support their healthy growth. Without such regular upkeep, the shrubs risk being overrun by competing vegetation and may not mature into a resilient hedge.

Danièle Gross, Commercial Director of Lucerne Festival, emphasizes the importance of this work: **"Planting is only the first step; ongoing care for the hedge is just as essential. Continuity is key — only through regular maintenance can the hedge develop into a vibrant and bio-diverse ecosystem."**



NEXT STEPS

In the area of materials, Lucerne Festival is repurposing its banners into unique tote bags. These are being produced by the Brändi Foundation, which provides supported employment for people with cognitive and psychological disabilities. This initiative bridges social and ecological dimensions of sustainability.

In terms of operational sustainability, initial plans are being explored to replace office windows with new, energy-efficient models, helping to reduce long-term energy consumption. In addition, double-sided printing is being introduced as the default across office operations to further reduce paper consumption and optimize the sustainable use of resources.

As part of its long-term commitment to biodiversity, Lucerne Festival will continue its hedge maintenance project in Pfeffikon (Canton Lucerne) in 2025, working in collaboration with BirdLife Luzern. The aim is to support the healthy growth of the hedge planted in 2023, which provides a valuable habitat for birds and insects.

The focus of next year's regional sustainability project will turn to the endangered status of amphibians in Switzerland. In 2025, Lucerne Festival will partner with a regional environmental organization to launch an awareness campaign in support of amphibian conservation — once again making a contribution to regional biodiversity.



Our festival banners will soon become unique bags — crafted by Brändi

© Patrick Hürimann/Lucerne Festival

ECONOMIC SUSTAINABILITY



Lucerne Festival is not only the largest classical music festival in Switzerland and one of the world's leading classical music organizers — it is also a major economic driver for the city and region of Lucerne. The Festival generates an economic impact that extends far beyond the concert hall, influencing tourism, hospitality, retail, and a wide range of other sectors. A new impact study conducted by McKinsey in 2024 compellingly illustrates how Lucerne Festival strengthens regional value creation. In the realm of economic sustainability, Lucerne Festival aligns its actions with SDG “8: Decent work and Economic Growth.”

According to the findings of the McKinsey impact study, Lucerne Festival generates an annual regional economic contribution of CHF 45 to 50 million and supports 230 to 270 jobs. The study also reveals that festivalgoers behave very differently in comparison with typical tourists, with clear positive effects on Lucerne's economy:

- Festivalgoers stay twice as long in Lucerne as the average tourist: four nights instead of two.
- They also spend significantly more: the average expenditure of a visitor to the Festival is 2.3 times as much as that of a typical tourist.
- Overall, direct regional spending from Festival operations totals CHF 27 to 30 million annually, particularly in the hotel, restaurant, and service sectors.
- In addition, secondary and tertiary economic effects generate an additional CHF 18 to 21 million in added value.

The study further confirms Lucerne Festival's strong economic integration within the regional economy. A total of 83% of Lucerne Festival's operating budget remains within the Lucerne region, and 95% within Switzerland. In doing so, the Festival not only reinforces the local economy but also contributes meaningfully to sustainable economic structures by favoring local suppliers and generating employment (SDG 8).

Lucerne Festival operates with annual revenues of approximately CHF 18 million and maintains a self-financing rate of 91%:

- 47% of revenues come from sponsorship, foundations, and private donors
- 44% is generated through ticket sales and concert activities
- 10% of the budget (approximately CHF 1.7 million) is covered by public subsidies from the City and Canton of Lucerne

Approximately 4% of total income is returned to the public sector in the form of ticket taxes.

As one of the world's leading classical music festivals, Lucerne Festival also plays a key role in positioning Lucerne as a global destination for culture and tourism.

- The Festival's annual media reach across print, online, and social media channels is valued at CHF 4 to 5 million
- Of this, CHF 2 million is attributable to paid media coverage and a further CHF 2 to 3 million to earned media coverage

Beyond its artistic excellence, Lucerne Festival also serves as an international platform for dialogue and exchange among leaders in culture, business, and tourism. The impact study underscores how Lucerne Festival, through its extensive networking, structural, and image-enhancing effects, contributes significantly to sustaining and boosting Lucerne's appeal as both an economic and cultural hub.

