

A vibrant night scene of a fireworks display. The sky is filled with bright, colorful fireworks in shades of purple, blue, and white. In the foreground, a crowd of people is visible, with several individuals holding up their smartphones to capture photos or videos of the fireworks. The overall atmosphere is festive and celebratory.

Tooths

ALL FOR A BETTER WORLD



“

In the quest and construction of a more sustainable world, we must not only assume our own responsibilities, but make a collective commitment, as citizens and professionals, in our every daily activities. The challenge is to stay interested, committed and persistent in regards to our choices and alternatives so that even in moments when we seem to be talking to a brick wall, we do not give up.

”

WELCOME TO ROCK IN RIO 2021 SUSTAINABILITY ACTION PLAN



INDEX

04 ROCK IN RIO IN FIGURES

05 OUR HISTORY

07 IN EVERY EDITION

8 ROCK IN RIO 2021 GOALS

9 ENGAGEMENT

10 ZERO WASTE

11 SAFETY

12 OTHER WORKING AREAS

13 EMPLOYABILITY

14 CONSUMABLE PRODUCTS

15 ENERGY

16 CATERING

17 LODGING

18 MOBILITY

19 ACCESSIBILITY

20 COMMUNICATION, MERCHANDISING AND GIFTS

21 STANDS AND OTHER SPACES

22 GOVERNANCE



ROCK IN RIO IN FIGURES

20 EDITIONS



2.038 ARTISTS



+10 MILLION PEOPLE

+34 MILLION EUROS

INVESTED IN SOCIAL AND ENVIRONMENTAL PROJECTS

3.200 YOUNG PEOPLE WITH BASIC EDUCATION IN RIO DE JANEIRO | **100 CLASSROOMS** in deprived and pacified AREAS in RIO DE JANEIRO | **10** music rooms in RIO DE JANEIRO

28 PROJECTS FINANCED THROUGH UNESCO | **1** SCHOOL IN TANZANIA | PROJECTS IN 43 COUNTRIES - PLAN INTERNATIONAL CHILD REACH | **1** HEALTH CENTER IN MARANHÃO | **14** SENSORY ROOMS IN PORTUGAL THAT SUPPORT THOUSANDS OF YOUNG PEOPLE WITH DISABILITIES | **760** SOLAR PANELS IN SCHOOLS - 15 YEARS generating funds for SOCIAL PROJECTS | **445.500** YOUNG PEOPLE

SAVED RESOURCES ASSESSED AT 1.8 MILLION EUROS | **19.925** MEALS AND 37.000 SANDWICHES WERE DONATED IN PORTUGAL AND LAS VEGAS

Over 200 Entities supported and more than 56.400 benefited people/year

2.200 INSTRUMENTS DONATED TO 150 NGOs IN BRAZIL | **350.260** USD INVESTED IN 80 SCHOLARSHIPS IN MUSIC TEACHING IN

A photograph of a large crowd at a night festival or concert. In the background, numerous bright fireworks are exploding in the dark sky. In the foreground, many people are visible, some holding up their smartphones to capture photos or videos. A prominent red horizontal banner is overlaid across the middle of the image, containing the text "OUR HISTORY" in large, white, sans-serif capital letters.

OUR HISTORY

WHERE IT
ALL
STARTED

1985

2001

FOR A BETTER
WORLD WAS
BORN

School in
Tanzania

2004

2006

ZERO
CARBON

ROCK IN RIO
SOLAR
school

2008

201

3

ISO
20121

CAMPAign
*Trash in the
trash
Rio in the heart*

2015

2016

Tactile flooring
Braille signage

2018

PARTNERSHIP WITH
UN – SDG
CAMPAIGN tod+s
(ALL) FOR A BETTER
WORLD

2021

...
AMAZONIA
LIVE

2017

100% recycled
and recovered
SOLID waste

reusable cup
-10 ton of
waste

2019

??

IN EVERY EDITION

CAMPAIGN ON SUSTAINABLE MOBILITY
ACCESSIBILITY PLAN FOR THE PUBLIC
SUSTAINABILITY PLAN FOR THE ORGANIZATION, SPONSORS AND SUPPLIERS
AWARENESS CAMPAIGNS ON GOOD SUSTAINABILITY PRACTICES DEVELOPED FOR ARTISTS,
SPONSORS, SUPPLIERS, THE PUBLIC AND THE COMMUNITY
CARBON FOOTPRINT INVENTORY
DEMANDING WASTE MANAGEMENT PLAN (ZERO LANDFILL)
MATERIALS DONATION AT THE END OF THE EVENT
DONATION OF LEFTOVER FOOD IN GOOD CONDITION (LISBON AND LAS VEGAS)
ALL ARTISTS RECEIVE A ZERO CARBON CERTIFICATE
AWARD FOR SPONSORS AND SUPPLIERS WITH BEST SUSTAINABILITY PRACTICES IN THE
CITY OF ROCK
CERTIFICATION ON ISO 20121 - SUSTAINABLE EVENTS

ROCK IN RIO 2021 GOALS

Identify needs and expectations of all stakeholders

Involve the team with the Rock in Rio Sustainability Policy

Involve Partners with Rock in Rio's Sustainability Policy

Raising awareness on good practices and behaviour change



ENGAGEMENT

Reduce waste production within the City of Rock

Increase the recycling rate



ZERO WASTE

Disseminate, prepare and make available the necessary information continuously

Provide signage adapted to the various phases of the work (assembling, event and disassembling) and appropriate to the spaces and works that take place therein

Monitor and follow up the implementation of defined rules



SAFETY

ENGAGEMENT

GOAL	MEASURE
IDENTIFY NEEDS AND EXPECTATIONS OF ALL STAKEHOLDERS USING RESOURCES TAILORED TO EACH ONE	Create questionnaires and formats adapted to the characteristics of each interested party to collect expectations and needs regarding the sustainability of the event; Maintain, create and increase communication channels adapted to each interested party: online platforms, social networks, documents, website, communication campaigns, newsletter, etc.
INVOLVE THE TEAM WITH THE ROCK IN RIO SUSTAINABILITY POLICY	Train the entire Rock in Rio Team and Partners; Provide information during all phases of the event (before, during and after) through informational signage; Evaluate effectiveness through evaluation questionnaires.
INVOLVE PARTNERS WITH ROCK IN RIO'S SUSTAINABILITY POLICY	Include sustainability clauses in Partners' contracts; Distribute letter of commitment to the SDGs by the Team and Partners; Hold the Rock in Rio Sustainable Attitude Award; Develop campaigns with Partners; Participation of the Rock in Rio Sustainability team in Kick off meetings with Partners; Send regular good practice mailings to Partners.
RAISING AWARENESS OF THE ADOPTION OF GOOD PRACTICES AND BEHAVIOUR CHANGE	Communicate internally and externally the good practices implemented in the actions developed and whenever possible the results achieved, to raise awareness and involve in the organization's sustainability policy.
	Develop campaigns that convey brand values and raise awareness of the adoption of good practices and the need to change behaviours. DeclareAction - Awareness campaign for the importance of our choices

SDG:



ZERO WASTE

GOAL	MEASURE
REDUCE WASTE GENERATION AT THE CITY OF ROCK	<p>Prioritize products in bulk in the assembling phase, facilitating transportation, distribution and sale. Avoid the use of plastic bags as well as individual packaging and over packing; Also avoid single use materials, such as disposable, which may be replaced by compostable or biodegradable materials; Adopt the reusable cup.</p>
	<p>Ban construction in the City of Rock. Opt for modular and rented structures in order to significantly reduce the production of waste in the assembly and disassembly phases.</p>
	<p>Ban the distribution of flyers at the event. This measure has always been present in all editions of Rock in Rio and will continue in future editions.</p>
PROMOTE RECYCLING	<p>Separate organic waste from catering and operators areas Inform all Partners about the correct separation of the organic waste so that they are properly disposed.</p>
	<p>Separate used cooking oils Inform all Partners of the need to adopt containers suitable for the storage of cooking oils. Promote the collection and regeneration of used cooking oils by operators.</p>
	<p>Form, inform and check Distribute the Relationship Manual with the rules of waste management as well as other information on sustainability to all Partners at the City of Rock; Training of employees, suppliers and partners; Clarification sessions for everyone operating at the City of Rock at all stages of the event.</p>
	<p>Donation of materials after disassembling During the disassembling and cleaning phase of the City of Rock at the end of the festival, we allow the entry of other entities that can collect and reuse materials, thus avoiding them to be classified as waste.</p>

SDG:



SAFETY

GOAL	MEASURE
PROMOTE SAFETY, HEALTH AND WELFARE WHEN CONTRACTING SUPPLIERS AND SERVICES	Ensure in contracts that the responsibilities in terms of safety, health and welfare conditions are defined in compliance with current legislation and best practices, and that will be guaranteed for all involved in the event.
TRAIN AND INFORM THE CONDITIONS OF SAFETY, HEALTH AND WELFARE	Collect all the information needed to train and inform everyone involved in the event to ensure that all conditions for compliance and other commitments are implemented. Develop clarifying sessions for everyone who is operating in the City of Rock in the various phases of the event.
SIGNAL, MONITOR AND CHECK	Signal, delimit and create mechanisms to monitor and supervise the work and ensure the implementation of security measures in the various phases of the event.

SDG:



OTHER WORKING AREAS



EMPLOYABILITY

GOAL	MEASURE
GENERATING EMPLOYMENT AMONG THE LOCAL POPULATION	Bringing people from the local community to Rock in Rio helps create income for a needy community. It improves the community's self-esteem and gives prospects for the future.
PROMOTE LOCAL EMPLOYABILITY	With Talenter develop a local job exchange. Having talent-raising posts and creating job exchanges for the local community.
TRAIN ALL EMPLOYEES OF THE ORGANIZATION AND PARTNERS	That all people who work in the City of Rock have the appropriate training to perform their duties, so that everyone is aligned with Rock in Rio Sustainability Policy.

SDG:



CONSUMABLES AND PRODUCTS

GOAL

ADOPT MORE SUSTAINABLE PRODUCTS AND SERVICES

MEASURE

Evaluate the composition of consumables / products:

Wood, paper and paper products: Choose certified materials such as the Forest Stewardship Council (FSC) and the PEFC (Program for the Endorsement of Forest Certification Schemes);

Plastic products: make sure it is recyclable. Choose plastic products with wholly or in part of recycled plastic using biodegradable or compostable materials. Avoid PVC-based materials.

Paints and varnishes: choose paints based on water or minerals. With regard to varnishes, avoid synthetics or acrylics which contain a higher degree of toxicity and prefer natural resin varnishes.

Cleaning products: Consider concentrated products - require less packaging - and of reduced toxicity.

Choosing local suppliers, reduces the carbon footprint associated with displacement and contributes to local economic development

SDG:



ENERGY

GOAL

MEASURE

PROMOTE THE RATIONAL USE OF ELECTRICITY

Involve everyone in saving energy, using appealing and effective communication:
Activate energy saving mode on all devices that allow it.
Always adjust the air conditioning to comfortable temperatures - around 25°C in summer and 18°C in winter -, and avoid having them working with open windows and / or doors.
Carefully plan the location of the devices in order to guarantee a uniform temperature in all locations, avoiding excessive load and misuse.

PROMOTE ENERGY EFFICIENCY

Equipment with A +++ energy rating consumes less energy and they are previously identified when choosing lighting and refrigeration equipment.

Make an efficient generator park planning to reduce fuel consumption. Consider more sustainable options for generators, such as hybrids which also use renewable energy sources.

PROMOTE RENEWABLE ENERGY SOURCES

Explore the possibility of installing renewable energy production equipment to power some areas of the event and make the public and partners aware of the energy produced and the gas emissions avoided with the clean alternative.

SDG:



CATERING

GOAL

MEASURE

ENCOURAGE HEALTHY EATING

Encourage the availability of diet options, as well as vegetarian alternatives, gluten-free and lactose-free, in the eating areas.
Also check the possibility of providing additional information regarding the caloric content, quality and origin of the food.

In the planning of zones and activities associated to catering incorporate:

- Plan to reduce waste (bulk purchases, for example);
- Replace plastic disposables with biodegradable or compostable materials;
- Choose products / supplies that are in season and buy from local suppliers;
- Ensure the separation and composting of organic waste;
- Separation and regeneration of used cooking oils;
- Donation of food surpluses, where permitted by local legislation.

SDG:



LODGING

GOAL	MEASURE
MINIMIZE THE CARBON FOOTPRINT	A hotel near to the work place, offices and the venue for example, reduces the distances travelled and consequently the carbon emissions. In addition to contributing to the quality of life of the team.
PROMOTE EFFICIENCY IN THE CONSUMPTION OF WATER AND OTHER RESOURCES	Check whether selected lodging units have an Environmental Management System (eg ISO 14001; EMAS) or if they implement measures to control energy consumption (such as efficient lighting, class A to A +++ equipment, among others). Check also if they have adopted programs to reduce water consumption. In addition to opting for units that facilitate check-in and check-out without using paper forms, among other resources.
PROMOTE RECYCLING AND REUSE	Check for recycling programs including organic waste and cooking oils. Check if guests are provided with a system for the re-use of bath towels and bed linen.

SDG:



MOBILITY

GOAL	MEASURE
ENCOURAGE TRANSPORT WITH MAXIMUM LOAD ALLOWED	Encourage Partners to use cargo transportation - decrease the number of vehicles and thus the greenhouse gases that result from the cargo transport. In addition, the financial benefits associated with tolls, fuel consumption, etc.
CONSIDER DISTANCE MEETINGS	Whenever possible, use conference call technologies (via telephone, Internet, or videoconference), avoiding the carbon emissions of the corresponding trips.
DECREASE THE CARBON FOOTPRINT ASSOCIATED WITH PUBLIC DISPLACEMENT	<p>Negotiate with the public transport operators a set of measures to encourage the use of public transport in the displacement of the public to Rock in Rio and adapt the offer and schedules to the needs.</p> <p>Create pedestrian corridors, safely, close to the event site, with special attention to public transport terminals.</p> <p>Ensure a special area for taxi parking.</p> <p>Create Bike Park.</p>
	<p>Disseminate the mobility and accessibility management actions foreseen through a communication campaign in the various media in an inclusive way.</p> <p>Make available on the event's website information on the offer of public transport to the place and respective schedules, and on other possible initiatives that may affect access to the event venue.</p> <p>Mobility APP with all the options including carbon footprint information.</p>

SDG:



ACCESSIBILITY

GOAL

MEASURE

ENSURE ACCESSIBILITY FOR ALL

Ensure access through the ramp at the entrance to the City of Rock.
Create dedicated parking spaces.
Guarantee a specialized support team right from the start to support those who need it.
Create platforms on the stage for people with reduced mobility.
Dedicated toilets with all the necessary conditions, on the platforms and distributed by the City of Rock.
Tactile map at the entrance of the event. Rock in Rio APP with option to read the contents.

Make all information available on the website.
Site and social media with inclusivity and accessibility criteria.
E-mail accessibility@rockinrio.com and mobile number for any question.

SDG:



COMMUNICATION, MERCHANDISING AND GIFTS

GOAL

MEASURE

INCLUDE SUSTAINABILITY CRITERIA IN COMMUNICATION ACTIONS	Involve the sustainability team in the organization, in the design of actions to incorporate sustainability criteria.
	Promote digital communication media: it reaches more places and people faster and often with a shorter design time. Radio spots, SMS messages, social networks and advertising / dissemination on the Internet allow for greater interactivity with the target audience.
	Disseminate information about the environmental and social measures implemented in the various stages of production, as well as in the organization of the event. This information can take the form of avoided / reduced emissions and avoided consumption of materials and resources, making the public aware of the options with low environmental impact.
CAREFULLY EVALUATE PARTNERS' GIFTS	Assess the potential for communication and usefulness of the gift material proposed by the Partners: the more useful the gift is, the less the possibility of ending up in the trash and on the night of the event. Taking the gift home, the brand communication extends beyond the night of the event. Sensitize Partners to the fact that the gift can serve to communicate the values of the brand, the environmental and social criteria adopted will surely be valued by the public. Eliminate the primary packaging in the production phase of the gifts.
ALIGN THE MERCHANDISING WITH THE ENVIRONMENTAL POLICIES OF THE EVENT	Apply the waste management criteria to the packaging of merchandising products and in the Official Products Store. Eliminate primary packaging at the product production stage.

When designing communication campaigns, do not forget:

- Waste Management;
- Choose local suppliers and suppliers with environmental programs and certifications;
- In case of catering, implement the defined criteria.

SDG:



STANDS AND OTHER SPACES

GOAL

MEASURE

MINIMIZAR A GERAÇÃO DE RESÍDUOS NA CONSTRUÇÃO DOS ESPAÇOS

Whenever possible, use structures and decorative elements that can be used in other events.
If this is not possible, invite artists and artisans to create objects or structures from the reuse of these materials.
Find out if there are companies that provide the rental of these structures.
Prohibit construction in the City of Rock.
At the end of the event participate in the donation of materials, donating scenography and other materials.
Inform the entire team, even suppliers, about the Rock in Rio Sustainability Policy.

When designing stands and other spaces, be sure to consult suppliers about detailed information taking into account:

- Careful evaluation of the materials to be purchased;
- Incorporation of recycled and / or recyclable materials;
- Selection of local products and suppliers;
- Efficient use of lighting solutions;
- Use of energy efficient equipment.

SDG:



GOVERNANCE

GOAL	MEASURE
PROMOTING THE RECONCILIATION OF WORK AND FAMILY LIFE	<p>Seek to provide moments of sharing and facilitate the reconciliation of professional requirements with the demands of family life, creating an environment of tranquillity and security, contributing to the performance and motivation of employees.</p> <p>Actions such as working from home, flexible hours should be taken into account whenever possible and necessary.</p>
ENCOURAGE PERSONAL AND PROFESSIONAL DEVELOPMENT	<p>By listening to employees' aspirations and supporting their personal and professional development. creating conditions for the implementation of actions that meet their expectations is beneficial to their growth and it allows an increase in knowledge and critical mass at the disposal of the company.</p>
IMPLEMENT GOOD MANAGEMENT PRACTICES	<p>Being profitable to create long-term value for shareholders through the implementation of good management practices, managing honestly and transparently, implementing measures to fight corruption and bribery, are commitments assumed by the organization.</p>
LEGACY CONSTRUCTION	<p>Inspiring people with our communication and values, influencing the public in their lifestyle and how to relate to the topics covered by a Better World, and transforming the lives of thousands of people with social projects.</p>

SDG:





The measures will be implemented whenever possible and if applicable without prejudice to the quality and visual identity associated with Rock in Rio.

At the end of the event, an emissions inventory will be carried out. These emissions are mitigated through the Amazonia Live project, through the planting of 1 million trees in the Amazon, financed by Rock in Rio, with a carbon capture potential of 150 tons.



**WE DO
ALL THIS
BECAUSE**

we believe it is our **responsibility**
brings **notoriety** to the brand
brings **benefits** to our work processes
makes some processes **less costly**
our team feels more **motivated**
legislation is moving towards that
our **sponsors** are increasingly demanding

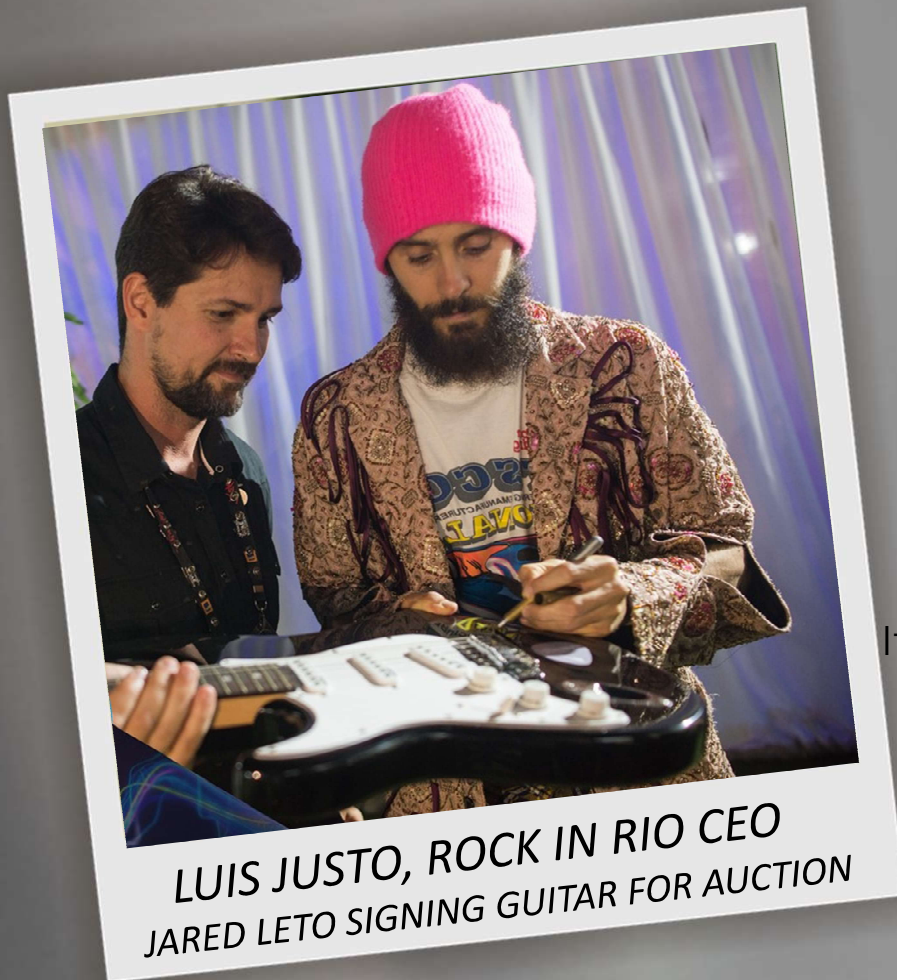
YOU MUST GET INVOLVED BECAUSE

The implementation of the event sustainability management system (ISO 20121) depends on you.

Helps the brand achieve its goals.

It places the brand at the head of good global practices.

You represent the brand!





Todt's

ALL FOR A BETTER WORLD

LET'S GO TOGETHER?

Rockin Rio



FOR A BETTER WORLD