

Rock in Rio



# SUSTAINABILITY

## REPORT 2022

ROCK IN RIO FOR A BETTER WORLD





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### TOGETHER, THE DREAM COMES TRUE

### A LETTER BY ROBERTA MEDINA

SEALS, AWARDS AND CERTIFICATIONS







“

Twenty-two years ago, we embraced the commitment to use Rock in Rio as an engagement platform for the construction of a better world. Throughout these years, this is the most powerful moment we have faced, where there is room for socially relevant conversations. Like I have seen on a poster, “it is **not all about climate change, it is all about system change**”. We are committed to being part of the construction of a world which is unique and should be better for everyone.

”

**ROBERTA MEDINA**  
Chief Brand Reputation Officer





# ROCK IN RIO 2022 IN NUMBERS

## 2 EDITIONS

- ✦ 1.514 ARTISTS
- ✦ 987.000 ATTENDEES
- ✦ 11 MUSIC DAYS

## 37 YEARS

- ✦ 22 EDITIONS
- ✦ 3.815 ARTISTS
- ✦ 11 MI PEOPLE
- ✦ 130 MUSIC DAYS



A vibrant, colorful background image of a Rock in Rio festival stage. Several performers in bright, neon-colored outfits (green, pink, blue, orange) are captured in dynamic, energetic dance poses. The stage backdrop is a large, multi-colored geometric structure with a prominent rainbow arch. The overall atmosphere is festive and high-energy.

**ORGANIZATIONAL**

**CULTURE**

ROCK IN RIO FOR A BETTER WORLD





“

The strength of the brand and its purpose have always walked alongside Rock in Rio, since the festival's conception. Impacting a great number of people was not enough. We had to use this power to leave a legacy beyond the event.

Today, 37 years after the first chord, in 1985, we are proud to see our company, Rock World, with well-structured processes, culture and governance, enabling increasingly bigger advances, and being a reference in sustainable events management and positively impacting various and urgent social and environmental issues in our society. Besides our corporate view, our values keep leading us to a greater purpose to collaborate in the construction of a better and more humane world. Doubtlessly, the 2022 edition was another landmark in this direction.

”

**LUIS JUSTO**  
Rock World CEO



# THE FOUNDATIONS OF OUR CULTURE

## DREAM

### CREATIVITY



We are restless and free to dream. We constantly challenge ourselves to create, to make mistakes and succeed. We learn together, always aiming at doing our best.

### COURAGE



The impossible does not suit us. We are a group which transforms our passion and competence in courage to reach our goals. The impossible moves us adamantly day after day: its presence moves us, and its absence, scares us.

### AIMING HIGH



We are daring, and therefore, we have big ideas, even though they usually bring risk. We are experts in creating solutions which summon our partners and which, alongside our platforms, enable our great and striking ideas.

### I CAN DO



Our history makes us proud and inspires us, making us a passionate team. Our inspiration is to transform the world and, consequently, broaden our legacy, day after day.



# THE FOUNDATIONS OF OUR CULTURE

## PERFORM

### EVERYONE IN THE SAME DIRECTION



We are a family and we know where we are going. We work together and respect each other. We are better together.

### WORK HARD PLAY HARD



Our team always achieves the best results in a context of resilience and great delivery responsibility, always keeping a funny and family environment. With joy and passion, everything is possible.

### INTEGRITY



We are trustworthy, ethical and outright. Our actions are always based on the assumption that our achievements should never infringe the construction of a healthy, collaborative environment.

### EXCELLENCE



Our commitment is to constantly amaze, outdoing expectations. We are thorough, therefore, we make sure that the next experience will always be the best.



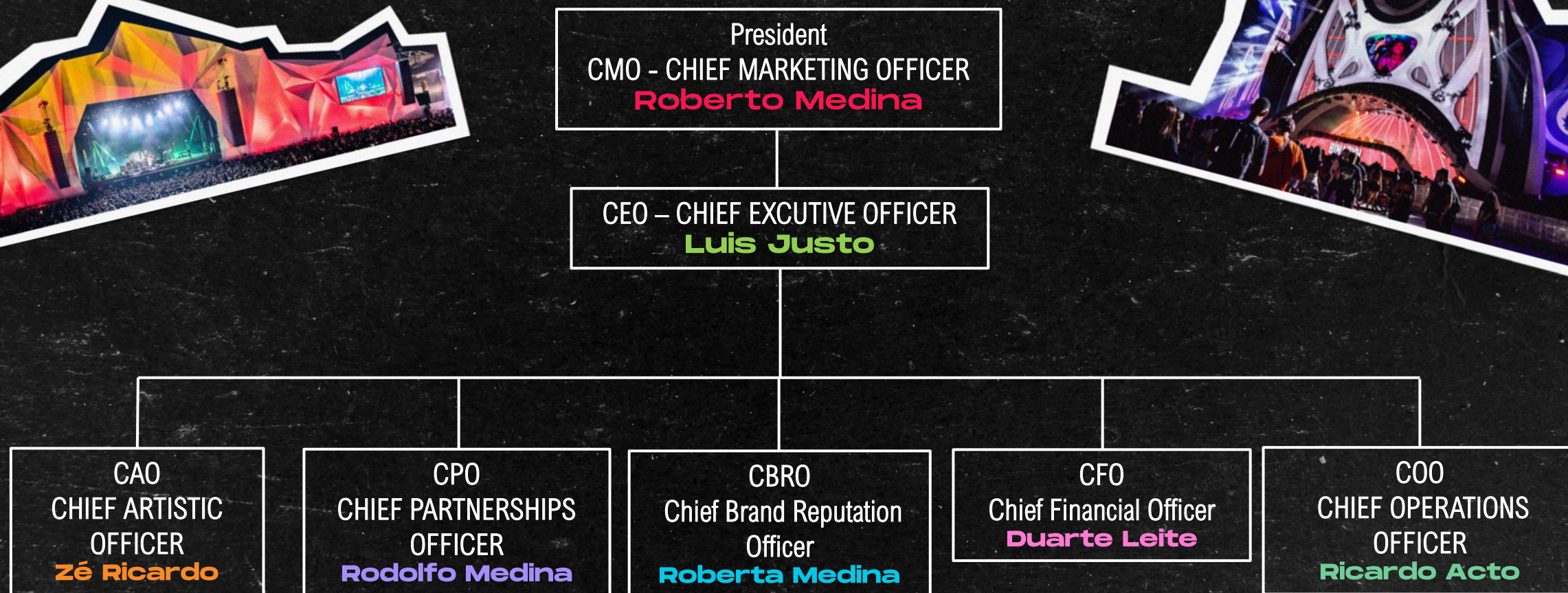
# SUSTAINABILITY POLICY

- ✱ Led by our purpose, **For a Better World**, we commit to leaving a positive, lasting legacy in the community where Rock in Rio takes place.
- ✱ Through example and diffusion, we promote the creation of sustainable practices which render economic, social and environmental value, directly or indirectly, involving all parties of interest in order to achieve our **Rock in Rio for a Better World** purpose.
- ✱ We promote a safe event, taking in account health, safety, comfort, accessibility, inclusion and overall welfare, complying with all regulations applicable to Human Rights, Labor Laws and other pertinent regulations, aiming at better practices.
- ✱ We ensure the creation and practice of involvement processes, a content and entertainment agenda as well as information availability agenda so that they are inclusive and accessible to all parties of interest in the Rock and Rio experience.
- ✱ We ensure transparency and integrity in our commercial transactions, labor and institutional arrangements.
- ✱ We have a long-term commitment to the promotion and preservation of a management style based on constant improvement, providing all resources and expertise necessary to achieve Rock in Rio's sustainability goals.





# GOVERNANCE MODEL







## GOALS

6 ROCK IN RIO GOALS FOR A BETTER WORLD

1. TRAIN 100,000 PEOPLE
2. ZERO WASTE SENT TO LANDFILLS IN ALL EDITIONS
3. ZERO FOOD WASTE IN ALL EDITIONS
4. ENGAGE ALL PARTNERS WITH OUR SUSTAINABILITY POLICY
5. BEING A DIVERSE, INCLUSIVE AND ACCESSIBLE
6. TOTAL SAFETY, HEALTH, AND WELFARE OF EVERYONE INVOLVED IN ORGANIZING THE EVENT





**6 METAS  
ROCK IN RIO  
POR UM MUNDO  
MELHOR**

- 1** **CAPACITAR 100.000 PESSOAS** (Icon: Group of people)
- 2** **0% DE RESÍDUOS EM ATERROS EM TODAS AS EDIÇÕES** (Icon: Recycling symbol)
- 3** **ZERO DESPERDÍCIO ALIMENTAR EM TODAS AS EDIÇÕES** (Icon: Apple with recycling symbol)
- 4** **ENVOLVER 100% DOS NOSSOS PARCEROS NA NOSSA POLÍTICA DE SUSTENTABILIDADE** (Icon: Hand holding a leaf)
- 5** **SER UM EVENTO 100% ACESSÍVEL, INCLUSIVO E PLURAL** (Icon: Two hands shaking)
- 6** **100% DE SEGURANÇA, SAÚDE E BEM ESTAR DOS ENVOLVIDOS NA CONSTRUÇÃO DA CIDADE DO ROCK** (Icon: Hard hat)

**METAS 2030** (Icon: Megaphone)

## GOALS

After thoughtful reflexion and having listened to many players in the market, such as the UN representatives, investigators and professors, we have established our goals for 2030. They are all in accordance with UN's objectives for sustainable development which represent some of the most relevant issues for Rock in Rio's operation.



# BASELINE SCENARIO OF GOALS

2019

## CERTIFY 100.000 PEOPLE

Where are we at?

In 2019 we offered at least 2 hours of training to all accredited persons.

Being na event 100% accessible, inclusive and diverse.

Where are we at?

The Sunset stage has been our major inclusion and diversity ambassador at Espaço Favela, we have included all of the slum's abundance and support local entrepreneurs.

In Lisbon, we have included disabled young people in our staff. We have donated tickets to NPOs in order to make culture available to the needy. Extensive accessibility actions in all editions

Fully engage all of our stakeholders in our Sustainability Policy.

Where are we at?

We have developed clarification and instructive sessions.

Rock in Rio award for Sustainable Attitude through CAOS ERP control platform.

There are subsection in contracts to make sure all partners commit to sustainability.





# BASELINE SCENARIO OF GOALS

2019

**All parties involved in building the City of Rock must have working conditions with health, safety and overall welfare.**

**Where are we at?**

Subsections in contracts regarding safety  
Relationship Handbook  
Control Platform CAOS ERP  
Instruction and awareness  
Follow-up and inspection

**Zero waste in all editions (No waste deposited in landfills)**

**Where are we at?**

We are zero waste in Lisbon  
80% recycling rate no Rio de Janeiro

**Zero food waste**

**Where are we at?**

Food donation – more than 50.000 meals  
Collection of 568 tons of organic waste for fertilizer and collection of 9 tons of cooking oil for recycling





# ROCK WORLD COMMITMENTS AND GOALS BY 2030

## CERTIFYING AND INSTRUCTING



CERTIFY 100.000 people



2022: 9% (9.305 people)



## PROMOTING EVENTS SEEN AS DIVERSE



All attendees hold diverse, accessible and inclusive events in high regard.



2022: 81 %



## ENGAGING ALL PARTIES OF INTEREST WITH OUR SUSTAINABILITY POLICY



All STAKEHOLDERS ARE AWARE OF OUR SUSTAINABILITY POLICY



2022: 30% (brands, suppliers, team, vendors, audience)





# ROCK WORLD COMMITMENTS AND GOALS BY 2030

## PROMOTING SAFE EVENTS (SAFETY, HEALTH AND WELFARE)



100% SATISFACTION WITH EVENT SAFETY

2022: more data required



## PROMOTING EVENTS WITH ZERO WASTE SENT TO LANDFILLS



100% REUSING, RECYCLING AND AWARENESS

2022: 61%



## PROMOTING EVENTS THAT OFFER FOOD DIVERSITY



50% HEALTHY AND SUSTAINABLE FOOD OFFER

2022: no inspection.







ROCK IN RIO FOR A BETTER WORLD



# STAKEHOLDERS

These are our STAKEHOLDERS, which directly or indirectly, build Rock in Rio with us or impact it any way.

## Icons

### Relationship closeness

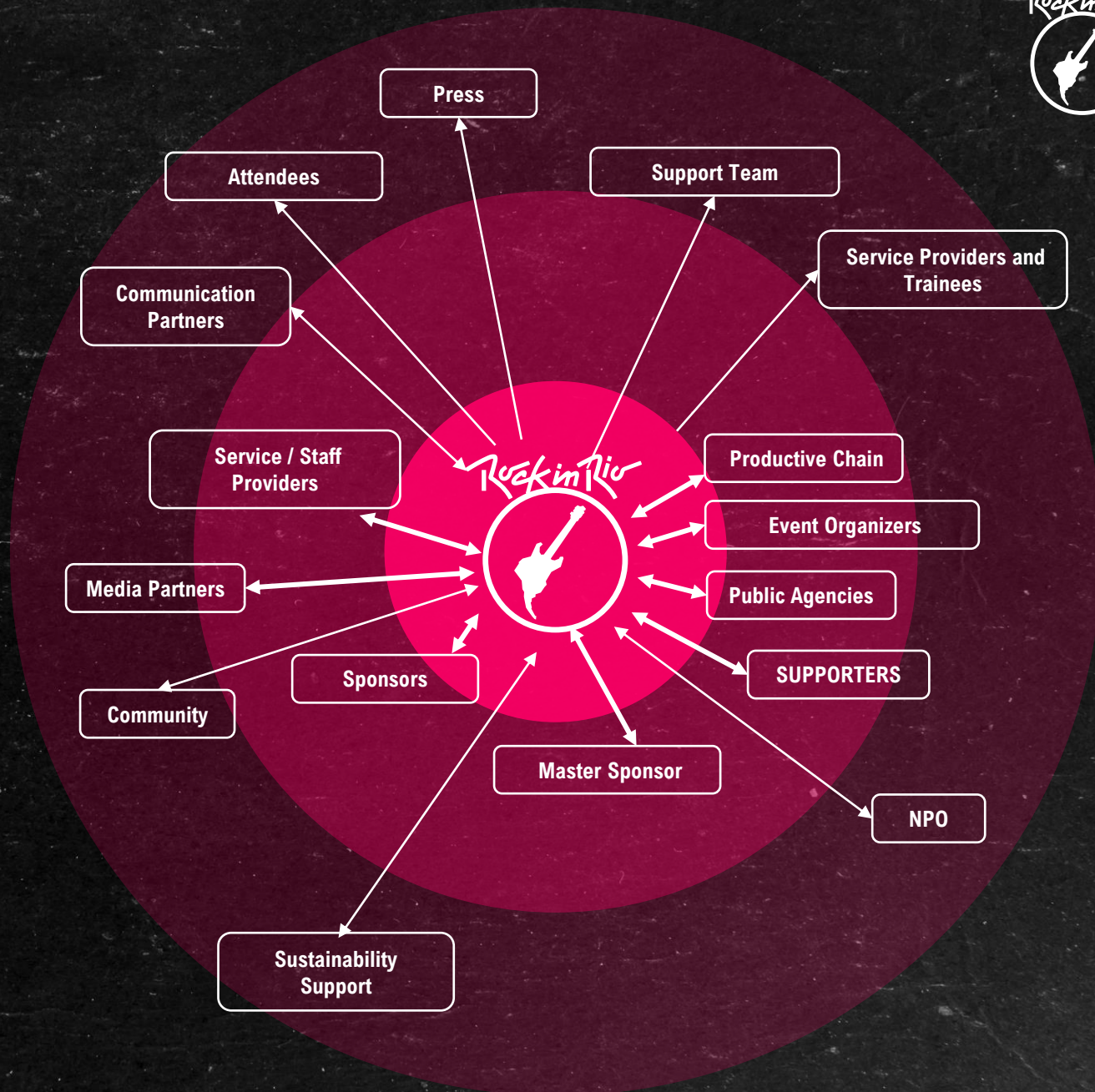
Close ●  
Regular ●  
Distant ●

### Relationship strength

STRONG —  
REGULAR —

### Relationship type

Bilateral ↔  
Unilateral →







**TEAM**

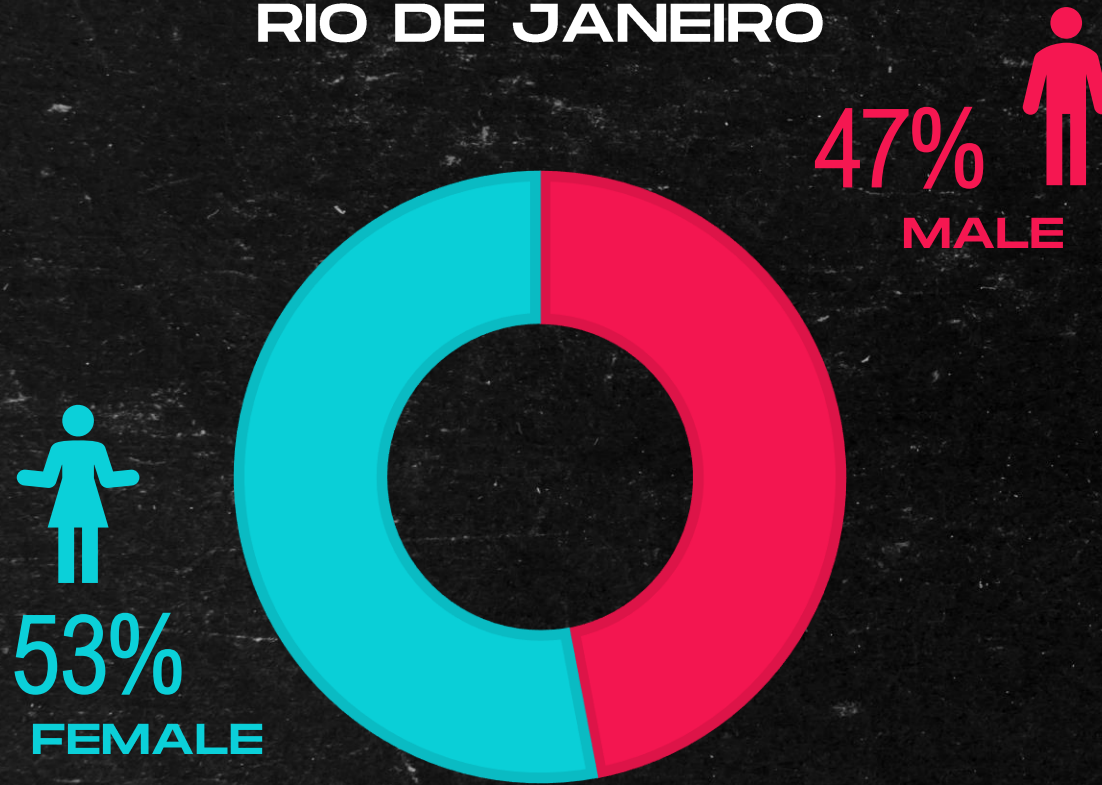
ROCK IN RIO FOR A BETTER WORLD



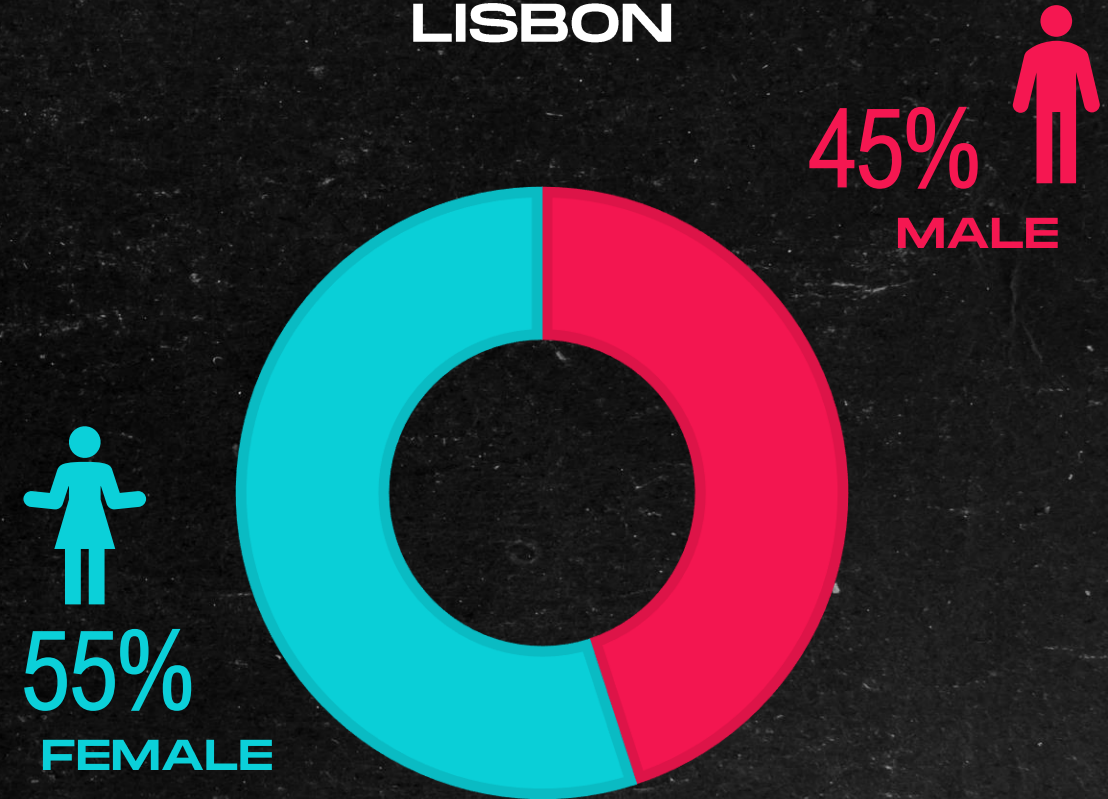
# TEAM DESCRIPTION

## GENDER

### RIO DE JANEIRO



### LISBON

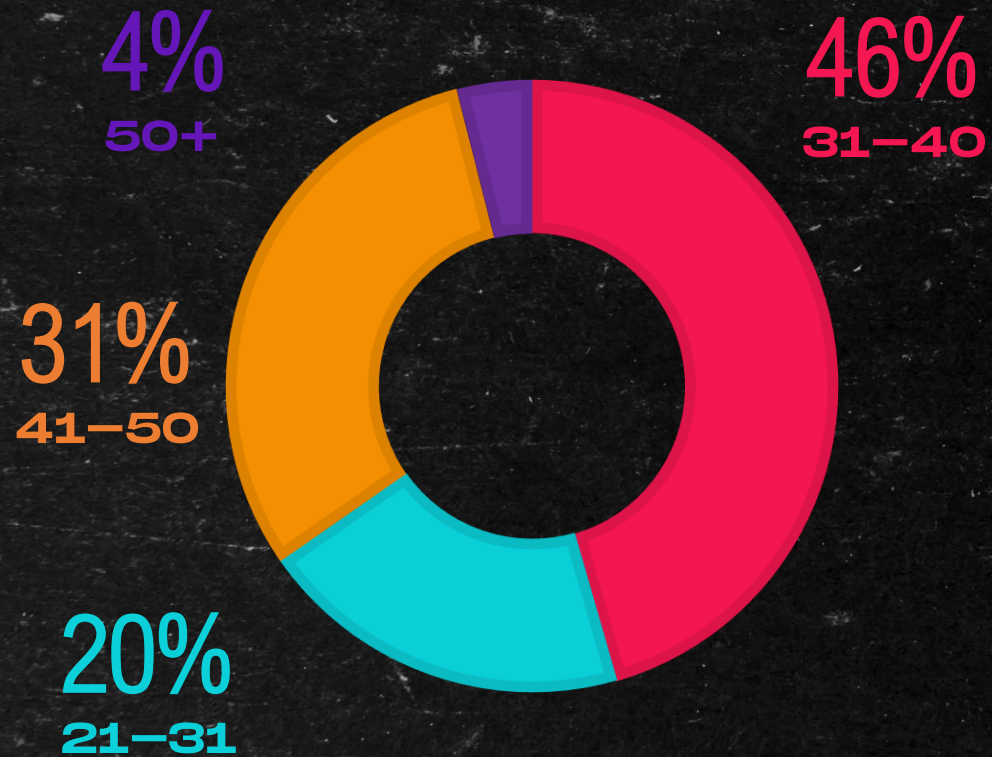




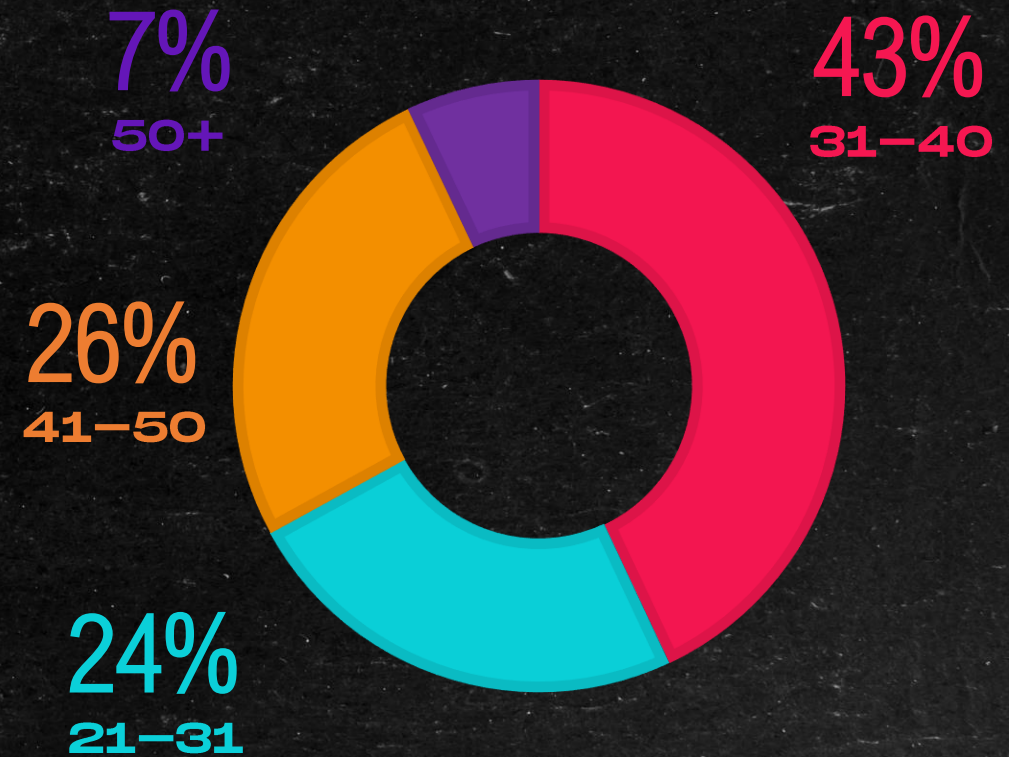
# TEAM DESCRIPTION

## AGE GROUP

### RIO DE JANEIRO



### LISBON

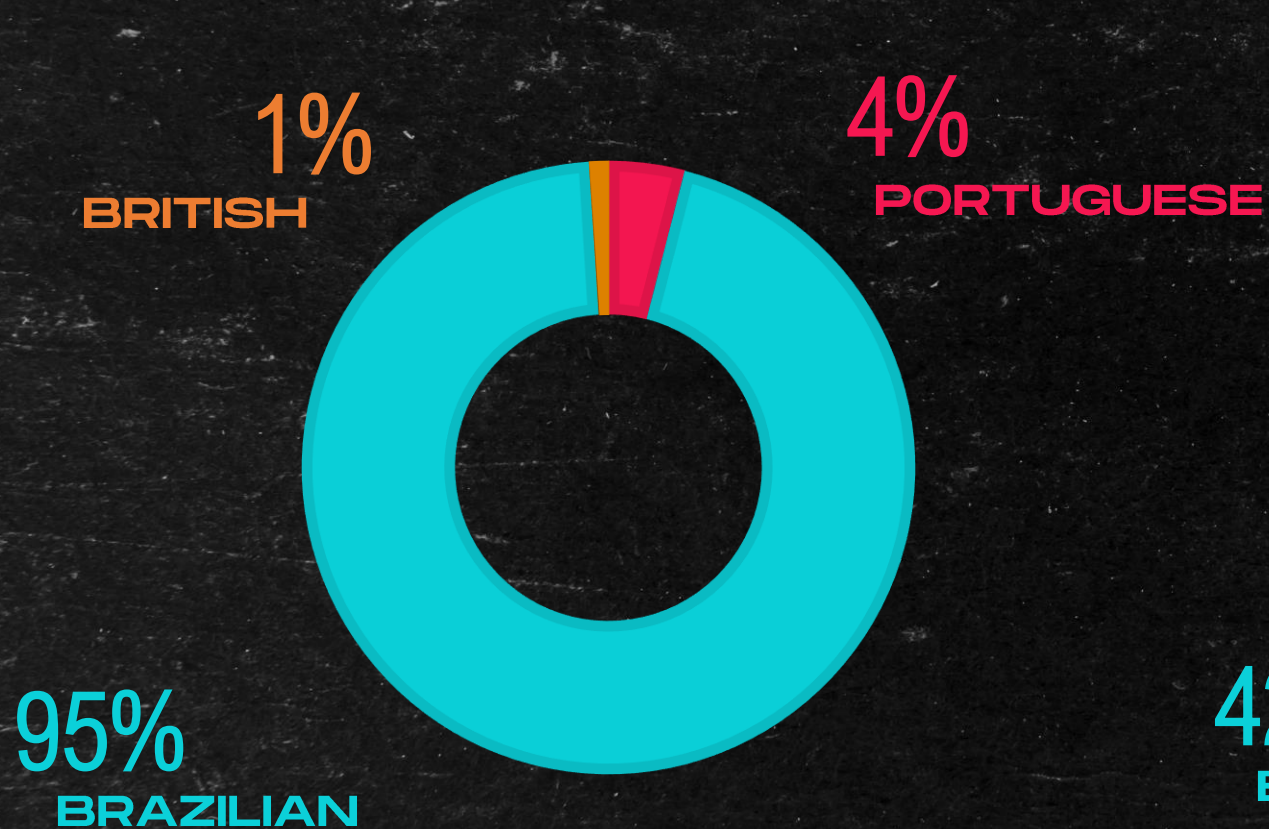




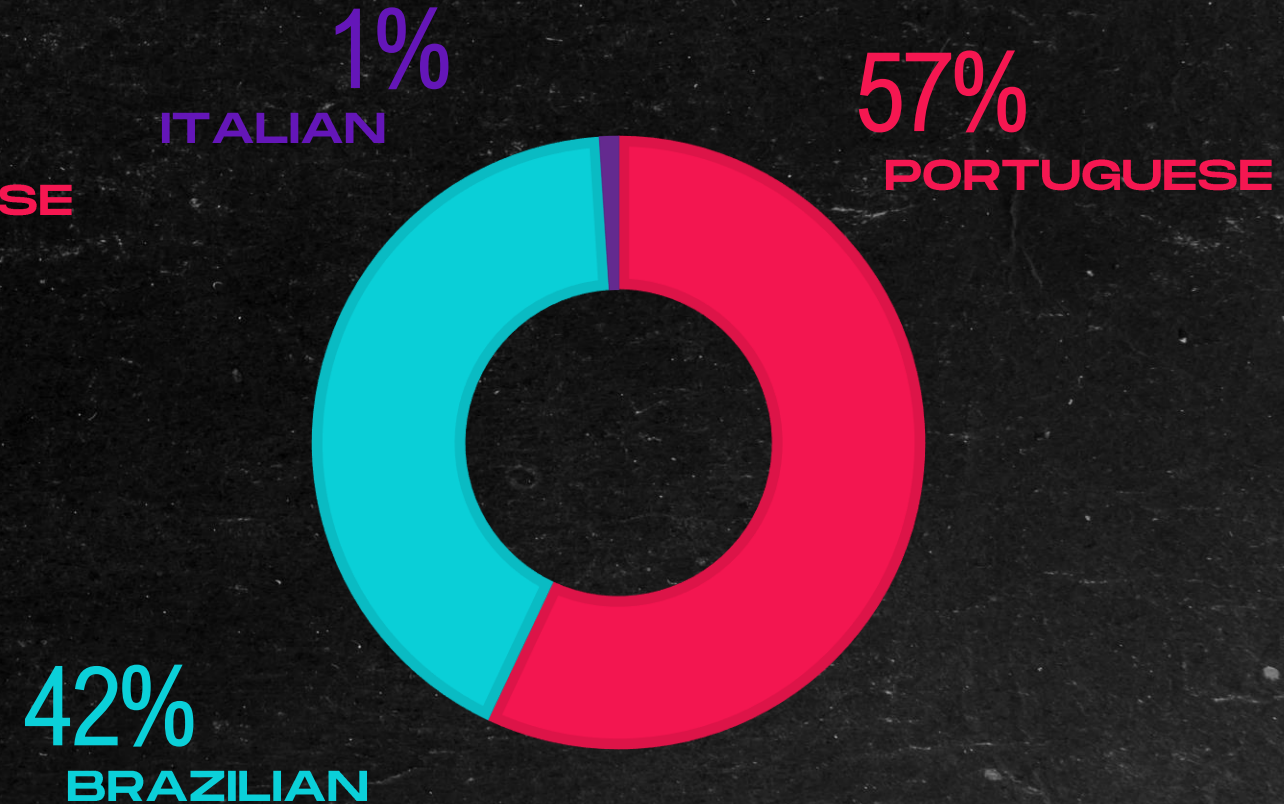
# TEAM DESCRIPTION

## NACIONALITY

### RIO DE JANEIRO



### LISBON





# TEAM INVOLVEMENT



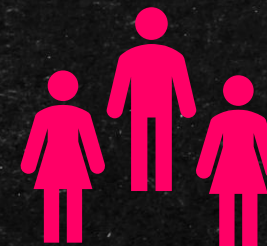
## TRAINING

Everyone organizing the event is trained aiming at sustainability and diversity acceptance. All team members are trained to better perform the tasks they were hired for.

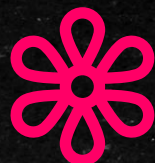
Regarding sustainability, this year we have adopted a training style where one employee from each sector, provided that they are not team leaders, introduced the concept of sustainability, as well as Rock in Rio's goals for 2030, to the other members of the team.



More than 200 team members have been instructed on sustainability in Lisboa and Rio de Janeiro.



More than 3.000 members of support teams were trained by Rock in Rio's team in Rio de Janeiro.



More than 1.200 team members were trained to fight violence against women by the Gloria Institute in Rio de Janeiro.



More than 150 people, from PSP and security teams, were trained in diversity acceptance by the Portuguese Association for Diversity and Inclusion in Lisbon.



More than 80 members from merchandise, in Lisbon and Rio, were trained in customer service and Rock in Rio's principles.



# SUPPORT TEAMS

- ✱ This project began as voluntary work and evolved to become a major application process to hire temporary workers for different sectors of the event. The positions range from public orientation upon arrival, to line orientation, services to headliners in their dressing rooms, autograph collection on guitars which will be auctioned, until escorting contest winners in the VIP area. There are endless possibilities!
- ✱ Because these are temporary positions with market-like salaries, support teams have become a great opportunity for those pursuing their for job, those with special needs, and even those who need to return to the job market.
- ✱ In 2022, there were 31.500 applicants for 800 positions available in the Rio de Janeiro edition.
- ✱ In Lisbon, we had the support of the Innovation and Creation Technologies School to integrate its recent graduates in the Rock in Rio's team.





## SUPPORT TEAMS

Whithin the support team, we also rely on the work of volunteers from affiliated NPOs in Lisbon and Rio de Janeiro.



### LISBON

More than 50 volunteers from the National Association of Spirits Vendors and from the Portuguese Association for Diversity and Inclusion, raised public awareness of alcohol consumption, diversity and inclusion. Young psychology and medical students, specializing in the areas mentioned above, were led by technical teams from the agencies previously mentioned and from the Addiction and Intervention Division.





## SUPPORT TEAMS

Within the support team, we also rely on the work of volunteers from affiliated NPOs in Lisbon and Rio de Janeiro.



### RIO DE JANEIRO

#### BRAZILIAN IDENTITIES INSTITUTE

An affiliated NPO focusing on racial equality, acting on the premises, during the festival, through daily talks about the issue. All 51 volunteers covered the city of rock taking pictures of their actions with artists, and also working in their own venue, alongside Rock in Rio.

#### Nohs Somos

A startup which conducted a field research with the public, with greater emphasis on the LGBTQIAP+ and PwD communities. All 13 volunteers performed their actions in different areas of the city rock.

#### Pro Medula/ Bone Marrow support

An affiliated NPO which focuses on gathering bone marrow donors. All 34 volunteers worked in a location selected for the bone marrow issue.







# PUBLIC

To reach these results, we had the support of institutions, which conducted field researches for data collection. We also included data provided by the festival's marketing teams.

ROCK IN RIO FOR A BETTER WORLD



## PUBLIC PROFILE

### LISBON - ORIGIN

✱ According to the research conducted by the Portuguese Association for Diversity and Inclusion –PAFD–, foreigners represented around 12,6% of the public. Most of them live in Spain and in the UK and the remaining in other countries. Brazil is the origin of the second greatest part.

✱ The vast majority of the public are locals. On the whole, the distribution is explained below:

94%	PORTUGAL
5,5%	BRAZIL
1%	SPAIN
1%	UK
0,5%	USA

SOURCE: PAFDI





## PUBLIC PROFILE



64%



33%

3% non-cisgender

Lisbo  
n

92% Caucasian

85% Heterossexual

15% LGTQIA+

3% PwD

AVERAGE AGE IS 36 YEARS

SOURCE: PAFDI



# PUBLIC PROFILE

## RIO DE JANEIRO - ORIGIN

**46%** RIO DE JANEIRO  
**54%** OTHER STATES

### TOP 5

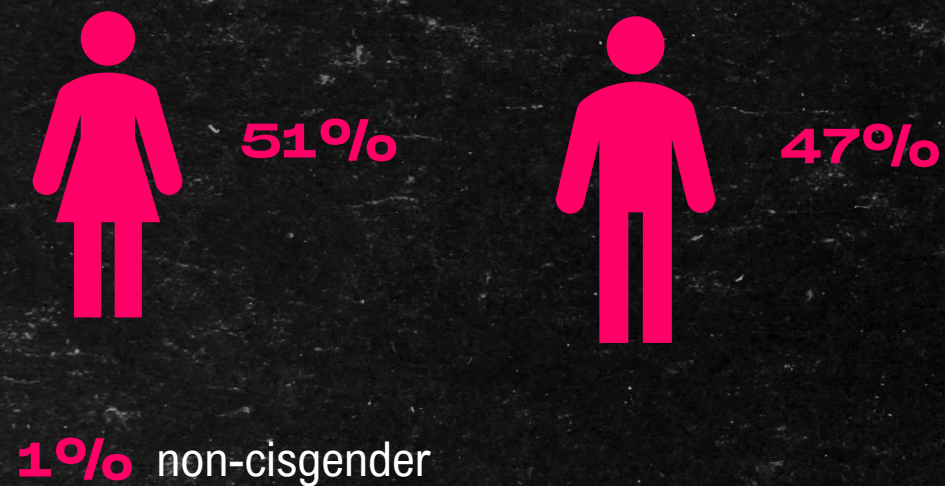
- ✱ RIO DE JANEIRO
- ✱ SÃO PAULO
- ✱ MINAS GERAIS
- ✱ PARANÁ
- ✱ DISTRITO FEDERAL

FONTE: ROCK IN RIO  
MARKETING





## PUBLIC PROFILE



## Rio de Janeiro



FONTE: ROCK IN RIO MARKETING



## PUBLIC PROFILE



In Rio de Janeiro, our public is also very diverse.

### ✦ AGE GROUP ✦

Young (12-20 years) **8%**

Young adult (20-30 years) **44%**

Adult (30-40 years) **25%**

Adult (40-60 years) **21%**

Elderly (60+ years) **1%**



**THE LOWEST AGE AVERAGE IN THE LAST 4 EDITIONS!**

FONTE: MARKETING ROCK IN RIO



# RISK MANAGEMENT CAMPAIGNS

## LISBON

### OPERATION 18+/NO ALCOHOL FOR MINORS

- ✱ The partnership with the Addiction and Intervention Division was joined by the National Association of Spirits Vendors and was active in the 2022 edition.
- ✱ In 2022, the Addiction and Intervention Division approached 19512 people and 198 bars throughout the four days of the festival. 654 breath alcohol tests, and 779 carbon monoxide tests were performed. 1010 male condoms and 395 female condoms were given out, as well as 682 sachets containing lubricant and 1851 sugary lollipops to increase the sugar blood levels in people who might have used psychoactive substances.
- ✱ This division is in charge of Operation 18+ in Rock and Rio. The aim is to raise vendor's awareness of underage drinking issues. Another goal is to identify those who may not be as old they claim to drink alcohol. The job was performed by university students who approached the public and gave out 7,307 bracelets identifying 18+ people. The operations also included alcohol testing to identify situations where individuals were at risk. Whenever risk was identified, individuals were given a taxi ride or treated at Rock in Rio hospital.



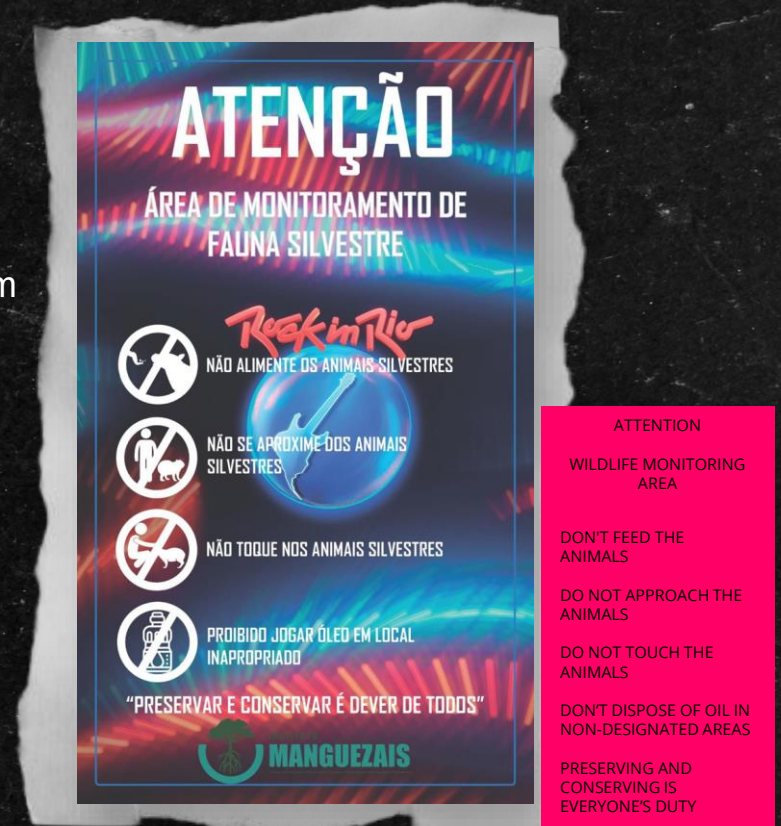


## RIO DE JANEIRO OPERATION 18+

The same operation to prevent underage drinking was put into practice in Rio de Janeiro. Support team members circled the area, identified and gave out bracelets to those were, without a doubt, 18+.

## MANGUEZAIS INSTITUTE

- ✱ Since 2017, Rock in Rio has been monitoring local species. It is important to reinforce that, despite species dispersion events, there was no harm done in any edition of the festival.
- ✱ It refers to the local species which inhabit the area where the event takes place, in Jacarepaguá.
- ✱ No harm was reported to any of the local species. The animals easily found alternative spots, in the same area, where they sheltered and protected their nests for the duration of the festival. Everything went back to normality after the end of the event.
- ✱ This year, alongside Manguezais Institute, there was a campaign to raise local employee's awareness of the species living in the vicinity. There were talks and installation of signs for better orientation.
- ✱ Fifty-five local species were identified, being 35 bird species, 11 amphibians, 5 reptiles and 4 mammals.







### IGUÁ SANITATION

Partner in orientation signs about water distribution and consumption.



### GLÓRIA INSTITUTE

Partner in alert signs for women's abuse.





A vibrant night scene at the Rock in Rio festival. The sky is filled with numerous colorful fireworks in shades of blue, red, and white. In the background, a large crowd of people is gathered along a waterfront. To the right, a tall Ferris wheel is illuminated with lights. The overall atmosphere is festive and celebratory.

# **PARTNERS**

ROCK IN RIO FOR A BETTER WORLD



## PARTNERS

Regarding our goal to fully engage all our stakeholders in our sustainability policy, we always emphasize the importance of such matter whenever we are in contact.

The role of our partners is key in developing Rock in Rio, therefore we keep them nearby and well instructed so that we are all on the same page in our intent to make the world a better place. The process starts with the understanding of the power of our actions and measures that can be taken to avoid and/or diminish any harm that cannot be totally avoided.

On this matter, we have developed the following actions:

- ✱ **CAMPAINGS**
- ✱ **CLARIFICATION SESSIONS**
- ✱ **JOB HAZARD TRAINING**
- ✱ **WASTE MANAGEMENT TRAINING ROCK**
- ✱ **OPERATION +18 TRAINING**
- ✱ **ROCK IN RIO SUSTAINABLE ATTITUDE AWARD**





## LISBON CAMPAIGNS

### BNP PARIBAS

Sustainable journey. Talks on social medias and sustainability actions.



### GALP

Stand where attendees can "experience" a solar-powered carousel, solar power banks, the Galp quiz about renewable power sources, Casa Galp (interactive home), Carbon Capture Space experience and other experiments.



### CONFERÊNCIA PALCO PARA TODOS

Nosso Mundo em mudança é crucial darmos Palco à Diversidade nas suas diferentes manifestações, tornando-as visíveis, rumo a uma Sociedade mais Inclusiva para todos!



### VODAFONE

In a partnership with Chelas é o Sítio Association (NPO), Vodafone was in charge of stage and a series of mini documentaries featuring artists.



## LISBON CAMPAIGNS



### SERRA DA ESTRELA

Held a stand for ASE used packages collection.



**BUONDI**  
Reusable cups.



### CONTINENTE

The brand named the Chef's Garden Space, where Portuguese chefs prepared dishes with local ingredients.





## RIO DE JANEIRO CAMPAIGNS

ALL PARTNERS ARE WELCOME TO TAKE PART IN  
THE CAMPAIGNS.



### ITAÚ

Gave out 180.000 collectable  
glasses with a string.

Merger plastic glass action  
involving  
**BRASKEM, COCA-COLA,  
HEINEKEN E NATURA.**





# RIO DE JANEIRO CAMPAIGNS

## NATURA

Partnership with Nossas NPO, to collect signatures favorable to the creation of laws protecting the Amazon forest.



## TIM

She Rocks is a women's only podcast sponsored by TIM.



## A NAVE

A co-creation with Rock in Rio, which, this year paid tribute to the Amazon in a multisensorial and cultural way.

## AMERICANAS

Electric painted tuk-tuks, which will be part of the ecoefficient delivery fleet in communities in RJ and SP delivering souvenirs 100% made by people who are part of the Revenue Creation project.







## DORITOS

Rock in Rio's official accessibility sponsor.

## ESTÁCIO

Estácio students created the T-shirt print which won a contest for the official merchandise store.



## GERDAU

Supplied the steel used to decorate the World Stage. The same decorations will be used in years to come.



## HEINEKEN

Brought the 'Green Your City' campaign and installed a Biosphere (picture above) and permanent solar panels, which supplied bars, in the City of Rock.



## CLARIFICATION SESSIONS

There are sessions on elucidating partners of Rock in Rio in every edition.

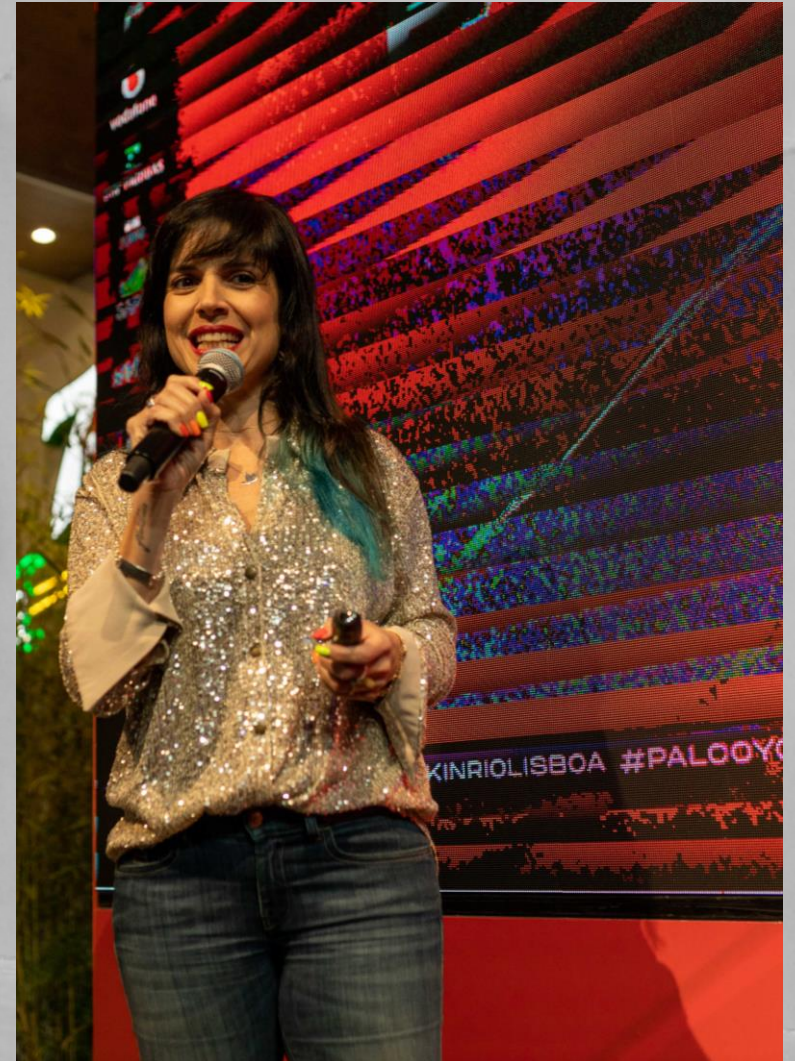
These sessions are divided into topics and groups of interest. In both 2022 editions, there were three sessions in each location. Attendance was 80 people in Lisbon and 150 in Rio, in each session.

The aim is to inform everyone about our rules and objectives, but also make clear legal matters regarding our partners' activities. Regulatory and fiscalization agencies are invited to the sessions to be informed about their duties in the event.

Some of the topics are:

- ✱ Partners' engagement in sustainability principles and policies.
- ✱ Workplace hygiene and safety.
- ✱ Accreditation and Relationship Handbooks – Rock in Rio's Operational Rules.
- ✱ Technical Responsibility Annotations.
- ✱ Food Safety.
- ✱ Consumer Rights and fiscalization
- ✱ Financial Systems

Many other topics are decided on a ad hoc basis and according to the main theme of the edition. For example,: whenever a legal change takes place and we realize it will affect the event.





## CERTIFICATION IN WORKPLACE SAFETY

In each edition, it's created a team responsible of complying with workplace hygiene and safety standards. This team ensures that every employee is instructed to perform their jobs safely.

The instruction sessions are given in the early days of each employee in the City of Rock.

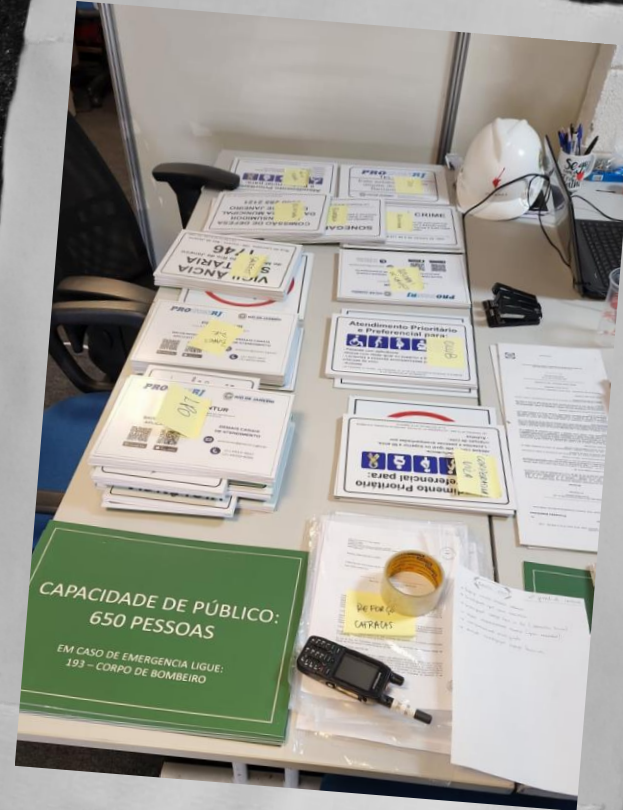
In these trainings, the City of Rock is presented, all the works that are being developed, which risks are associated to its activities, and which collective protection measures are implemented and must be complied with and respected so that the works occur in a safe way.

All workers are thoroughly instructed to wear all safety gear available for each job.

This is a continuous operation, with follow-up, that takes place where each job is performed.

This year, in Lisbon, there were instruction sessions designed for as may as 15 machine operators, along with sessions aimed at first aid procedures for partners and teams.

In Rio, the process took place during the assembly period. All workers, partners, suppliers and third parties, (around 3.860) received information and instruction about safety, behavior and other topics related to the worksite. All collaborators who participated in the assembly of Rock in Rio, (around 20) were trained according to worksite regulations.





# WASTE MANAGEMENT TRAINING

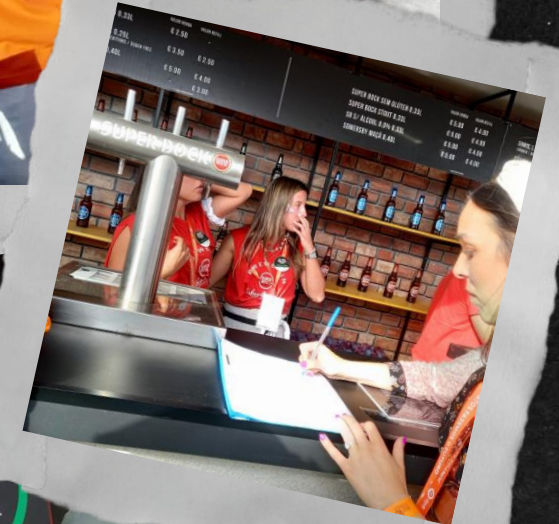
All parties, in all editions, in both Rio and Lisbon, were oriented so as to be on the same page as all partners to comply with the waste management policies and procedures.

## +18 TRAINING

All alcohol vendors were made aware of the prohibition concerning sales to minors. Before the public enters, a specific team is in charge of talks and posters dedicated to discouraging underage drinking.

The Division of Addiction and Intervention, in Lisbon, reached out to more than 20.000 people in street campaigns . More than 1.000 managers were approached in nearly 198 bars.

In Rio de Janeiro, we have installed in our own spaces (VIP and Gourmet Square) and charged our partners with the obligation of visibly installing signs prohibiting the sale of alcoholic beverages to minors under 18 years of age in food spaces.





## ROCK IN RIO AWARD OF SUSTAINABLE ATTITUDE

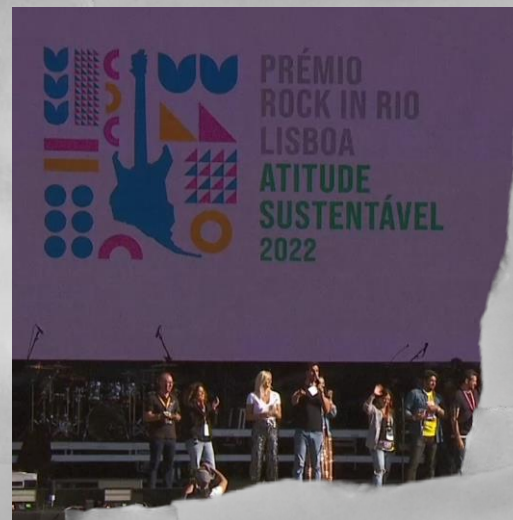
To encourage compliance with our sustainability actions and policies, we award partners in the following categories: stand, store and supplier. More than 30 partners were awarded in Lisbon, Rio de Janeiro, Madrid e Las Vegas.

In Lisbon, in 2022,  
the winners were:

**Telepizza** (store);  
**GALP** (stand) and  
**Knower** (supplier).  
**Prosegur** (supplier) and  
**Continente** (Stand) received a honorable  
mention.

In Rio de Janeiro, in 2022,  
the winners were:

**Americanas** (store);  
**DORITOS RAINBOW - PEPSICO BRASIL** (stand);  
**RENTOKIL** (supplier).





# WORKING CONDITIONS

In each Rock in Rio edition, we work to assure and improve the working conditions regarding the safety of all parties involved in the evento, with greater emphasis on:



## HEALTH, WELFARE AND SAFETY ENCOURAGEMENT

All contracts must establish the responsibilities concerning safety, welfare and health working conditions according to the current laws and regulations.



## INSTRUCT AND INFORM ABOUT SAFETY, HEALTH, AND WELFARE CONDITIONS

This is achieved through safety talks with Working Conditions Technicians and an integration video which is shown in the very first access of a collaborator. There are development and clarification sessions throughout the stages of the City of Rock.



## SIGNALING, FOLLOWING UP AND INSPECTING

Safety signs, and notifications to partners and companies when irregularities are found.

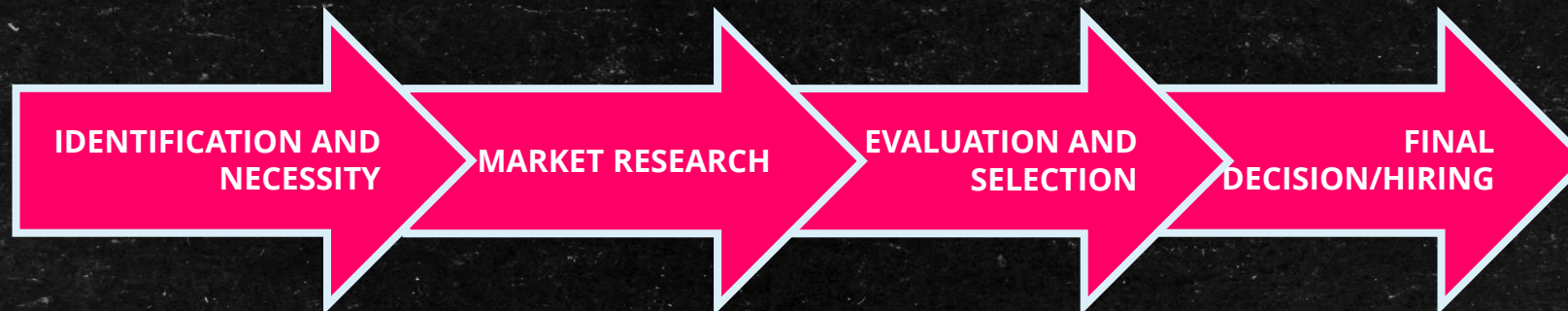




# VALUE CHAIN

## APPLICATION PROCESS FOR SUPPLIERS

Purchases follow the following steps:



After goods delivery or provision of service, the supplier is evaluated according to the following criteria: meeting the agreed deadline for deliveries, meeting the agreed quality standards, and compliance with Rock in Rio's policies. Suppliers are subject to constant evaluations we prioritize keeping the reliable and trustworthy ones. A supplier is only kept for the next event edition after an updated evaluation. Even though we are alert to market offers, because of scarce availability of certain product/service, and short time, we have a limited number of suppliers to choose from.



# VALUE CHAIN

## CRITERIA FOR SUPPLIER SELECTION:

- ✱ Product/service proven quality and scalability
- ✱ Proposal values and payment terms
- ✱ Technical support
- ✱ Previous experience
- ✱ Displacement capability.
- ✱ Economic benefits
- ✱ Corporate ethics
- ✱ Great volumes
- ✱ Power usage effectiveness
- ✱ Product composition





## VALUE CHAIN

### PROJECT EVALUATION AND NOTIFICATION SYSTEM

- ✦ Delivery quality is a feature in which Rock and Rio invests many resources. This is done with the collaboration of suppliers and sponsors, aiming at delivery quality improvements, always considering compliance with laws, standards and regulations.
- ✦ The following areas evaluate each project: Operations, Sustainability, Production, Engineering, Project Management and Legalizations.
- ✦ To make the work of partners easier, the Rock in Rio team promotes three clarification sessions featuring the national public agencies responsible for the topics to explain the procedures and answer questions from partners and suppliers

### GREATER QUALITY

- ✦ Since 2019, when we implemented the notification system, to alert and educate partners and suppliers about irregularities identified in working safety, we have been able to improve working conditions for thousands of collaborators in the event. The notification system is now fully operating.
- ✦ The high level of the requirements in processes and delivery is now an example for companies operating in the entertainment/event market, inspiring and helping to deliver quality services.



A vibrant, colorful background image of a Rock in Rio festival stage. The stage is decorated with large, multi-colored geometric patterns in shades of blue, green, yellow, and red. Several performers are visible on stage, including a man in a green shirt and shorts, a woman in a pink top, and a man in a blue shirt and shorts. They are all in dynamic, energetic poses, suggesting a live performance or dance. The overall atmosphere is festive and lively.

# INCLUSION & DIVERSITY

ROCK IN RIO FOR A BETTER WORLD



# LISBON

## SERVICES FOR DISABLED CHILDREN AND ADULTS INTEGRATING AND TRAINING INDIVIDUALS WITH INTELLECTUAL DISABILITIES IN THE WORKFORCE

✱ Since 2012, Rock in Rio has been integrating a group of disabled youngsters in its catering staff. In 2022, a Portuguese association for integrating and training individuals with intellectual disabilities in the workforce, joined in and integrated 13 employees in the catering staff for World Stage. These employees performed tasks at lunch time. All tasks are within their capabilities and they get to enjoy the festival.

✱ The inclusion of such workers is part of an agreement with the catering company before the event takes place. All employees rely on members of the institutions they belong to.





# INCLUSION

## TICKET DONATION

- We gave out **5.734** tickets to associations.
- **4.720** donations were promoted by members of the public who were given the possibility of buying a second ticket and donate it to one out of five associations selected by us. In Lisbon the chosen ones were:
  - Portuguese Center for Refugees.
  - Association for Mentally Disabled Adults
  - Portuguese Association for Children's and Family's rights
  - National Federation for Socially Sympathetic Companies
  - Portuguese Association for the Blind and Visually Impaired
- Given the war situation in Ukraine, the remaining tickets, after the donations to the associations described above, were donated to Ukrainian refugees, reaching a total of **2.456**.





# INCLUSION

## TICKET DONATION

In Rio de Janeiro, we donated 404 tickets to 12 previously selected institutions:

- Brazilian Identities Institute
- Glória Institute
- Cromossomo 21
- CUFA – Central Única das Favelas
- Roberto Marinho Foundation
- Charity Auction – Mothers from slums.
- Civic Consciousness Association
- News Agency from Slums
- Brazilian Fund Biodiversity
- Socioenvironmental Institute





# INCLUSION

## MATERIAL DONATION IN LISBON

At the end of each edition, Rock in Rio stores a lot of material – stages, fabric, settings - to be reused in future editions. The items that cannot be reused are donated to schools, theater companies and associations. Boom festival, a long standing partner, is the first institution with access to the City of Rock, in Lisbon, to collect most part of our artificial turf, along with wood pieces, fabric and other leftovers. Next, other entities do the same. Some merchandise, such as T-shirts, has been donated to a institution that assists needy families in Gunea. In Rio, all excess material is donated to Comlurb, our waste management partner, which then, distributes it recycling cooperatives.

In this edition besides the donation of materials to the Boom Festival, MEO Kalorama was also a recipient of a large part of the synthetic turf.

We tried to measure the amount donated to each institution. However it is hard to keep track of how much each one received.

We can say that 100% of the turf was either collected by, or donated to NPOs .

Great part of the plastic canvas couldn't be reused, and was donated as well.

These are the 12 institution which collected material:

MEO Kalorama; Boom Festival; João XXI Foundation; Jazzy; REMAR; Enreajuda; Project #C's; Continuous and integrated care unit Rainha Dona Leonor; Vayuna – cultural association; Sadilha Batista; CEDEMA; Flamengo Community Group; residents.

## DONATIONS:

- 630 M2 OF LINOLEUM
- 405 M2 OF CARPET
- 5.551 M2 OF ARTIFICIAL TURF
- 950 M2 OF PLASTIC TURF
- 191 M2 OF FABRIC



# INCLUSION

## FOOD DONATION

We kept the institutions "Refood4Godd" and "Zero Waste". In this edition, Refood was strongly present and was responsible for more places and operations.

The following quantities were donated:

Zero Waste donated to an institute that assists the homeless:

543 kg of food, resulting in:

- ✱ 1.086 meals
- ✱ 2.715€
- ✱ 2,8 tons of emissions were avoided

Refood forwarded the following amounts to different branches in Lisbon:

8 tons of food, resulting in:

- ✱ 16.000 meals
- ✱ 40.000€
- ✱ 41 tons of emissions were avoided

We joined the Movement Against Waste, just like the 4 chefs in Garden Chefs.





## INCLUSION

## ACCESSIBILITY

Aiming at offering unforgettable experiences to all publics, o Rock in Rio invests in an accessibility project, under the eyes of the press and the target audience.

This project is not only intended to ensure accessibility to all areas of the City of Rock with comfort and safety, but also to promote a unique experience to all people with special needs, such as: the visually, intellectually and hearing impaired, the elderly, obese, pregnant women and PwD.

In Brazil, we are close to total accessibility, regarding places and services. We should consider that the park is flat and this works favourably for accessibility. In Portugal, we are constantly working to improve accessibility in each edition. It is quite challenging given the natural structure of the park. However, in 2022, some progress was observed with the addition of automated wheelchairs, audio description, the presence of sign language specialists and other support services.





# INCLUSION

## LISBON

Rock in Rio is an event that positions itself as one for all people, having for many years an accessibility project that has improvements in each edition.

In Lisbon 2022, with the support of SANTA CASA DA MISERICÓRDIA DE LISBOA we were able to increase the offer in this area, thus obtaining greater public satisfaction.

In a survey carried by APPDI, 55% of the people who come to Rock in Rio in Lisbon consider it accessible.

- ✱ The following improvements have been added since 2018:
- ✱ Offering the ticket to the personal assistant
- ✱ Portuguese Sign Language (Galp Music Valley stage and World stage)
- ✱ Audiodescription (World stage, Ferris wheel cabins, family tour and visits) with Zênite Studios, which benefited more than 30 blind people
- ✱ Chair repair workshop (Total Mobility)
- ✱ Offer of adapted transportation from the East (Total Mobility)
- ✱ Tactile map at the entrance
- ✱ More adapted toilets at Rock street
- ✱ Feel the Sound space at World stage and Galp Music Valley, enabling the hearing impaired to feel the vibration
- ✱ ESC Sports Bar accessible
- ✱ Designated tables at Continente Chef's Garden

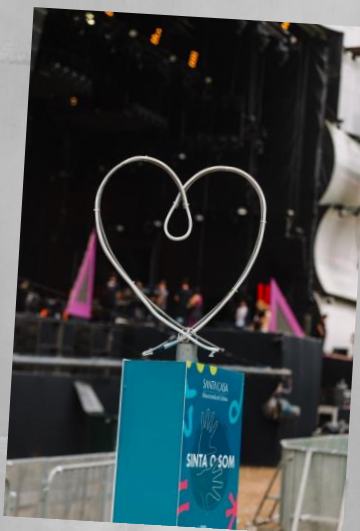
In addition to the access ramp at the entrance, designated parking, support staff, adapted toilets on the platforms, platforms with good visibility to the stages and hydration for guide dogs.





## INCLUSION

## LISBON



- 46 WHEELCHAIRS LOANS, AS WELL AS THRUSTERS, SCOOTERS AND ELECTRIC CHAIRS;
- 9 SUPPORT BY ACCESSIBLE VEHICLE TO OR FROM THE CITY OF ROCK;
- 129 HOURS OF USE OF THE MOBILITY SOLUTIONS PROVIDED BY THE TOTALMOBILITY TEAM;
- 27 TECHNICAL INTERVENTIONS IN THE ROCK WORKSHOP (CLEANING, VARIOUS ADJUSTMENTS, LUBRICATION, TIRE AND BRAKE REPLACEMENT, ETC.);
- MORE THAN 650 PEOPLE BENEFITED FROM THE MOBILITY PLATFORMS THROUGHOUT THE 4 DAYS OF THE EVENT;



# INCLUSION

## RIO DE JANEIRO

Tactile floors and maps were installed in strategic locations.

World and Sunset stages have elevated platforms, and the New Dance Order has a reserved area to ensure a safe, comfortable and reliable experience for all.

Sign language interpreters guarantee communication and translation of some shows for hearing impaired people. This public can also count on the "Feel the Sound" space, where the vibration of the music can be felt, through proximity to the speakers.

The public can also experience the City of Rock attractions. For people in wheelchairs, the Ferris Wheel has an accessible cabin, the zip line uses a motorized climbing chair to facilitate the ascent and descent of the stairs of the towers, the Roller Coaster and the Mega Drop have a belt that also ensures the safety of the physically challenged passenger, to enjoy without risks.

The 26 toilets for exclusive use, have grab bars, ramps, stretchers, and accessible latches, besides being unisex, making it easier for people of different genders to enter together, in case help is needed.

Half price tickets are available for disabled people and their companions.

The check-in and entrance lines are made by a priority entrance, signaled and with ramps.





## INCLUSION

## RIO DE JANEIRO

To facilitate the circulation between the main attractions of Rock in Rio, we provide golf carts with ramps and space for wheelchairs.

All the restaurants have lowered counters for priority service. In the Gourmet Court, exclusive tables are also offered.

During Rock in Rio 2022, an exclusive transport service was also made available for people with disabilities or impaired mobility and one companion, departing from the BRT station and Shopping Metropolitano Barra towards the festival.

Those who have the parking card for special spaces could request entry to the exclusive parking via e-mail.

The service center is the information, support and service point for the segment on festival days. There is a workshop to repair possible damage to wheelchairs; a point to pick up the "Kit Livre", equipment that adapts to the wheelchair, making it an electric tricycle; a wheelchair loan base, and a guide dog support point. All services are free of charge.

Two new features for 2022, were the improvements in the platforms where custom floors were installed for leveling and sign language service was moved to above the stage, making it more visible to everyone.





## INCLUSION

## RIO DE JANEIRO 2022

26	ADAPTED TOILETS
2.145	PCD'S PREVIOUSLY REGISTERED
700	BORROWED WHEELCHAIRS
4.200	PEOPLE ON THE PLATFORMS
1.400	ACCESSIBLE SHUTTLE
1.330	PRIORITY SERVICES AT THE ATTRACTIONS

90% agree that the festival offer social inclusion.

96% agree that Rock in Rio is a diverse festival and that it represents people with different characteristics.

94% claim that it is accessible for people with some kind of disability.

\*These numbers are merely estimated









The background of the entire image is a photograph of the Rock in Rio festival's main entrance. It is a large, ornate, reddish-brown archway with multiple towers and decorative elements. A massive crowd of people is gathered in front of the archway, filling the lower half of the frame. The sky is a clear, bright blue.

# CARBON FOOTPRINT

ROCK IN RIO FOR A BETTER WORLD



# CARBON FOOTPRINT

Since 2006, Rock in Rio has accounted for its carbon emissions, including:

- ✱ the emissions associated with the transportation of the public, artists, organization and partners;
- ✱ the energy consumption; waste management
- ✱ the transport of cargo of the artists, organization and partners
- ✱ and the accommodation of artists and organization.

From 2006 to 2015, emissions were offset through reforestation projects and industrial adaptation of polluting factories investing in decarbonization. All projects have always been associated with a very strong social aspect. Starting in 2016, including the investment in planting 1 million trees in the Amazon, with the potential for carbon capture of 150,000 tons of carbon equivalent, Rock in Rio has taken over this investment as a mitigating measure for the emissions generated.



## CARBON FOOTPRINT

More than half of the carbon footprint associated with Rock in Rio is related to audience transportation.

Tons of CO2 equivalent accounted for in the last editions in Lisbon and Rio de Janeiro:

### LISBON 2022

3.910 TON

2.754 TON

148 TON

212 TON

146 TON

42 TON

20 TON

TOTAL

AUDIENCE TRANSPORTATION

RIR TEAMS, SPONSORS AND PARTNERS TRANSPORTATION

CARGO, EQUIPMENT AND ARTISTS' TRANSPORTATION

FUEL CONSUMPTION

POWER CONSUMPTION

WASTE MANAGEMENT

### RIO DE JANEIRO 2022

60.337 TON

48.518 TON

717 TON

365 TON

419 TON

223 TON

533 TON

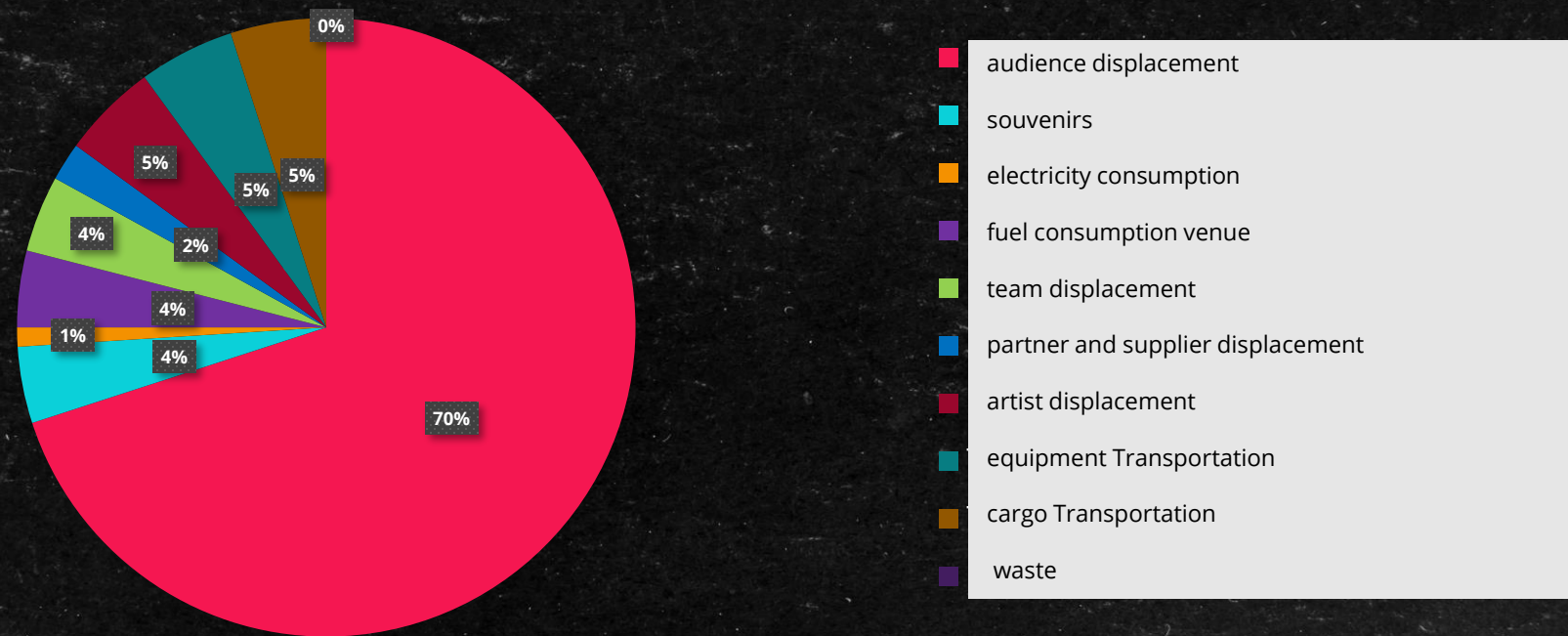




# CARBON FOOTPRINT

RIO DE JANEIRO and LISBON

Total GHG emissions CO2

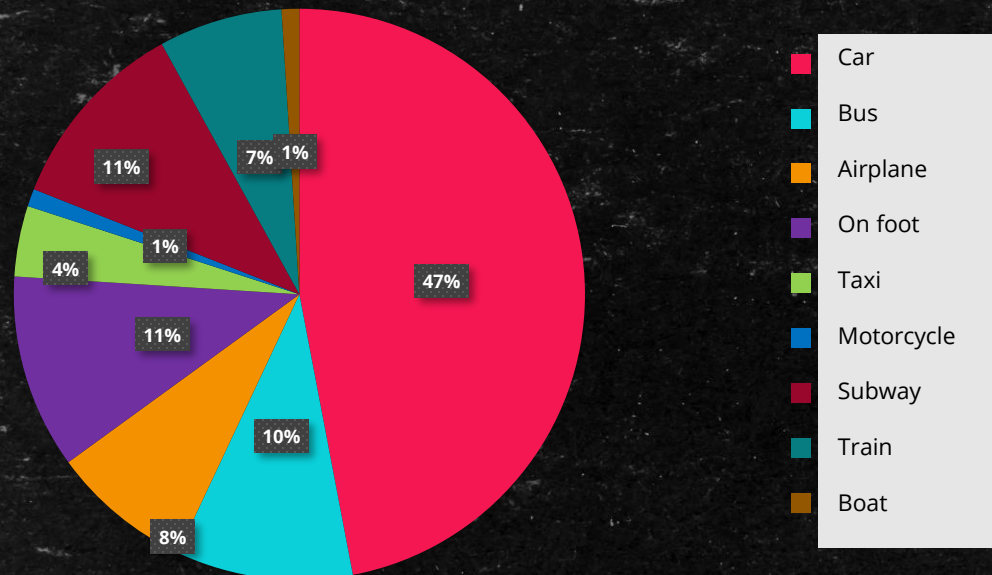


Even though Rock in Rio implements measures to reduce emissions, we verify that we are not able to decrease our carbon footprint. Whether because the number of attendees increases, or because we always try to make the next editions bigger and with more experiences to our public





## Audience distribution by transportation type



- emissions associated with the purchase and transport of cups total 18.6 t CO<sub>2</sub>e.
  - Regarding hats, the emissions associated with their purchase and transport represent about 140.6 t CO<sub>2</sub>e.
  - In 2022 the main means of transportation used by the public was the automobile 47% of public travel.
  - Then, the use of public transport (bus, boat, train and subway) represented 29% of public travel



# CARBON FOOTPRINT

## RIO DE JANEIRO

- There has been a 17% increase in the total public, and the final increase in emissions was around 61% if we compare to 2019 and 2022. The total emission in this edition was 60,337.07 Co2 eq.
- This increase in greenhouse gas emissions is directly related to the increase in the public, mainly people coming from other states and abroad. Individuals from outside the state of Rio de Janeiro presenting individual emissions at least 7 times higher than an individual from the public coming from within the state.
- 32% of the public chose to drive their own cars, in the same proportion, 32% chose to take the bus.





A vibrant photograph of a large crowd at the Rock in Rio festival. In the background, a grand, ornate building with a reddish-brown facade and multiple white spires stands under a clear blue sky. The foreground is filled with a dense crowd of people, many wearing black t-shirts, looking towards the stage area. A large, light-colored banner with the text 'WASTE MANAGEMENT' is superimposed over the middle of the image.

# WASTE MANAGEMENT

ROCK IN RIO FOR A BETTER WORLD



# WASTE MANAGEMENT

- The 2022 editions were marked by the consolidation of waste management plans and the implementation of process improvements, to achieve new results.
- In Lisbon, we had again Sociedade Ponto Verde as a partner. They had already been with us in other editions and are responsible for waste management as a whole, and we had several other partners, who complemented our work.
- In Rio de Janeiro, we kept our successful partnership with COMLURB (Companhia Municipal de Limpeza Urbana) and with the Libertas Institute. But we had several other partners that added - significantly - to our results.
- Partnerships with brands were also a relevant point in the 2022 editions. Braskem, together with Heineken, Coca-cola, Natura, Doritos, Kit Kat; and Suzano, alongside Ifood, were great partners in the Waste Management, enabling a wider action, with active participation from the public: they brought their waste to the exclusive points and could exchange it for gifts. This action was a great success and responsible for the capture of almost 90% of the plastic cups that existed in Rock in Rio.





# WASTE MANAGEMENT

## RIO DE JANEIRO

- One of the great challenges of the waste management operation has always been the engagement of the public.
- In Rio de Janeiro we had, for the first time, an action with a group of actors, who interacted with the public and passed on information about recycling, besides doing playful and visual activities, in order to raise awareness about the correct separation of waste.
- An animated video was shown on the big screen of the World Stage during breaks in the concerts, explaining, with humor and didactics, how to separate waste at the festival.
- As a way to raise awareness among the catering staff, we had a team responsible for composting, which not only collected the organic waste, but also explained how the separation should be done. The simple action of having a person helping the workers as they were about to dispose of their meal leftovers in the garbage cans, meant that the quality of the organic waste was less than 5% contaminated (non-organic waste). Also, as soon as we started the operation in the main catering, we had other spaces interested, and we expanded the operation.
- The wood collection, for the first time, had a company hired for such purpose, in Rio de Janeiro. In previous editions, the service was a partnership.
  - A great news in Rio de Janeiro was also the creation of a waste management blockchain. All the information about the amount generated, destinations, and designed trucks, could be consulted throughout the operation, and were available to all those involved in the chain, with documents and photos; giving transparency and confidence to the whole process.
  - To ensure the separation of recyclables, Rock in Rio, for the first time, hired cooperatives, giving them the opportunity not only to make a profit with the sale of the material, but also to be paid for the environmental service they were providing. Three cooperatives had to work for a month to sort the almost 250 tons of material they received.
  - Besides the cleaning agents, we had, throughout the assembly, event action and disassembly, a team with 5 environmental technicians, who circulated in the City of Rock and oriented all brands and partners on how the separation of residues should be done and where they should be disposed of. In the VIP area the presence of this team was essential for us to separate the recyclables more efficiently.



# WASTE MANAGEMENT

## LISBON

- In the 2022 edition, the collection of residue from cooking oils was maintained, and was the responsibility of the HORECA. Coffee grounds were collected separately and delivered to the person in charge of maintaining the green spaces of the Bela Vista Park, to be used as compost for the Park's recovery after the event.
- There was no separate collection of cigarette butts, this type of waste belongs to the undifferentiated fraction, having been indicated in the new signs the placement of cigarette butts in containers marked as "garbage". Tabaqueira, a partner present at the event, provided a bag to all its customers for the placement of cigarette butts and made them aware not to leave cigarette butts on the floor.
- Nespresso was in charge of capsule collection and provided specific bags and containers to place them in. At the end of the event, 9,920 capsules were sent for recycling, a total of 119 kg.
- A total of 1,050 corks, weighing an estimated 4 kg, were collected and delivered by Sogrape Vinhos to Amorim Cork.
  - During the 4-day event, Água Serra da Estrela, together with Sociedade Ponto Verde and Rock in Rio, promoted a campaign for the collection of 100% recycled water bottles. For every 30 empty bottles collected at the festival, Água Serra da Estrela planted 1 tree. 140,000 bottles sold = 4,667 trees that will be planted in the Serra da Estrela Natural Park.
  - For the recycling of the pizza boxes, a type of vegetable paper was placed between the pizza and the box in order to guarantee minimum contamination of the paper/cardboard and that it can be recycled.



# WASTE MANAGEMENT

## LISBON

In 2022, Rock in Rio produced 128 tons of waste. The total was composed by:

**36% OF UNDIFFERENTIATED**  
**64% RECYCLED OR RECOVERED**

Recycling paper, we were able to save:

- 140 trees, the same as 0.4 hectares of forest
- 210 kg of air pollutants avoided
- Enough energy to feed 210 houses for 6 months
- 624,000 liters of water

Recycling paper and plastic, we saved:

- 6 tons of petroleum

Recycling glass, we saved:

- 7 tons of raw material

In total we avoided the emission of 100 tons of CO2 equivalent, by sending the paper, glass, and plastic for recycling.







# WASTE MANAGEMENT

## RIO DE JANEIRO — PARTNERS' INICIATIVES

**Paper Recycling**

Trees saved:  
**1,005.07**

Energy saved (MWh):  
**176.39**

Water saved: (m³)  
**1,467.5**

**Plastic Recycling**

Electric energy saved (MWh)  
**236.53**

Petroleum saved: **22.31**

**Glass Recycling**

Energy saved (MWh)  
**4.47**

**Aluminium Recycling**

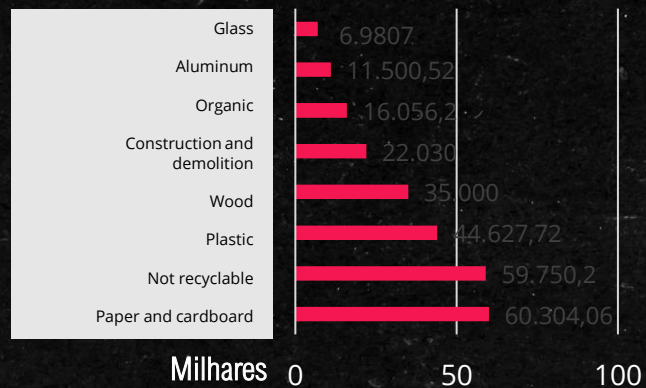
Energy saved (MWh):  
**194,36**

Saved bauxite (ton):  
**57.5**

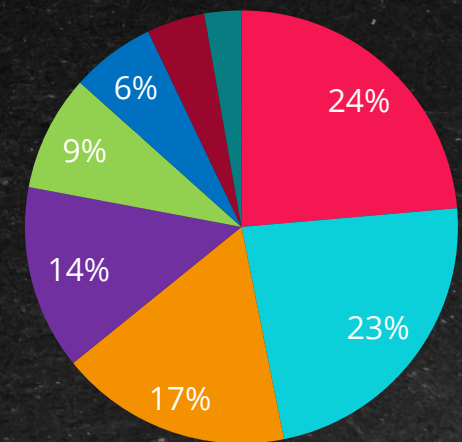
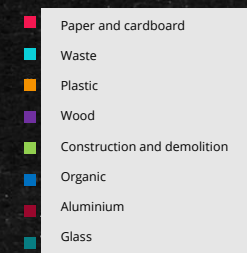
**TOTALS**

Energy saved (MWh):  
**611.74**

Water saved (m³):  
**1,467.5**



Total Amount (KG)  
**256.2 thousand**





# WASTE MANAGEMENT

## RIO DE JANEIRO — PARTNERS' INITIATIVE

- Following up on the operation that was carried out in 2019, Heineken and Natura teamed up with Braskem and Coca-cola to transform all the plastic in the City of Rock, but this time giving a prominent role to the public, who were responsible for delivering the waste and were rewarded for it. The action was a success.
- For paper waste, we had a similar process with the support of Suzano and Ifood. The festival packages were collected and turned into paper bags to be used in the deliveries of the application. In addition, the packaging used at the festival was produced by Suzano from 100% recyclable paper, with raw material from renewable and biodegradable sources.
- In addition to these brands, Nissin repeated the operation it had done in the 2019 edition and carried out the reverse logistics of its own "cup noodles" packaging and once again collected practically 100% of the little cups that were sold.





A vibrant night scene at the Rock in Rio festival. In the foreground, a large, tiered structure is illuminated with bright purple and pink lights. A massive crowd of people is gathered in the foreground, their silhouettes visible against the bright stage lights. In the background, a large stadium is filled with spectators, and the city lights of Rio de Janeiro are visible in the distance. The overall atmosphere is one of a large-scale, high-energy music festival.

# MOBILITY

ROCK IN RIO FOR A BETTER WORLD



# MOBILITY

- In every edition we work to guarantee an integrated Mobility Plan, which ensures the safety and comfort of our audience from the moment they leave home until they return.
- We create partnerships with public transportation operators in order to create routes and schedules that are adequate to the needs of the Rock in Rio audience.
- Our mobility plan always has several communication campaigns that involve several partners, including the mobility partners.
- In 2022 we count on local partnerships: Comboios de Portugal and Rede Expressos, in Lisbon, and BRT and Metrô Rio, in Rio de Janeiro, to ensure safe and efficient transportation to the event.
- We also hold press conferences on this topic, close to the event date, so that people have the most complete information when making their decision on how to get to and from the City of Rock, and we make all information available on our website





# MOBILITY

## RIO DE JANEIRO

In 2022, around 50% of the public benefited from our Mobility Plan:

- Rock Express: 70%
- First Class: 30%

## LISBON

In the 2022 edition the car continued to be the most popular means of transport, however, about 40% of the public used the Mobility Plan:

- Private car: 47%
- Subway and bus: 21%

For the next editions, improvements in the communication of the Mobility Plan are planned, taking into account the public's awareness so that they make more conscious choices.







**ENERGY**

ROCK IN RIO FOR A BETTER WORLD



# ENERGY

- Energy is one of the most important factors for a festival like Rock in Rio. There can be no shortage of it, but it must be dimensioned in such a way that, on the one hand, we can supply the needs and, on the other hand, we are responsible and do not consume too much fuel.
- The dimensioning in the planning phase is very important, whenever possible we use energy from the network and, only when we have no other option, we use generators, the most efficient ones in the market.
- In Lisbon, we were able to reduce fuel consumption by 11%, reducing the number of more efficient machines from 10 to 5. By connecting more machines to the grid we were able to supply all of our energy needs..
- In Rio de Janeiro, with the installation of another energy substation, it was possible to feed, in addition to the 5 stands that previously worked with generators, 4 new stands and the Bob's bar. There was a reduction of about 30 thousand liters of diesel.





# ENERGY



Energy availability  
34.405KW - 10 maracanãs



Energy consumption  
2.490.889 kwh - 7.100 houses for a month



Electrical cables  
130 km



Water consumption  
16.500m<sup>3</sup> - 3.670 houses for a month



Energy source points  
4.500 pontos



Petroleum consumption  
147.477 liters in 2019  
177.976 liters in 2022



Water pipes  
44 km

These impressive figures refer to Rio de Janeiro and have increased due to the growth in the festival's space, but even so, the carbon emissions associated with energy consumption, corresponds, on average, in Rio de Janeiro, to only 2% of the event's carbon footprint



The background image shows a large, white, geometric stage structure at a festival, likely Rock in Rio. The structure has a jagged, crystalline design. In the center, there is a stage area with red lighting and a large screen displaying a sailboat. A large crowd of people is visible in the foreground, and the sky is a clear, light blue.

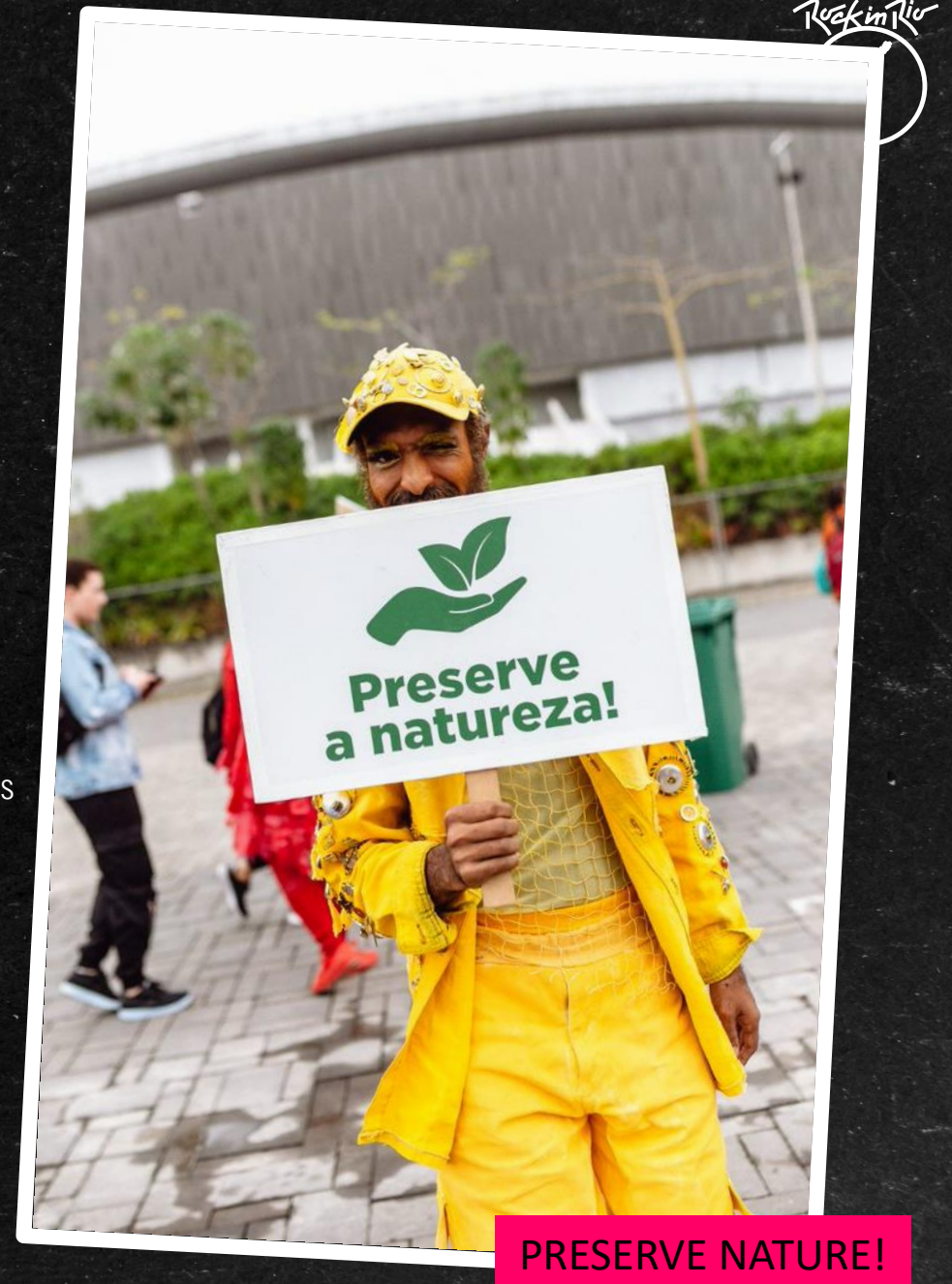
**WATER**

ROCK IN RIO FOR A BETTER WORLD



# WATER CONSUMPTION

- All non-hazardous liquid effluents are routed through the sewage network to treatment stations.
- Water consumption by the public comes from bottled water, and water quality analyses are performed regularly, assessing its potability.
- We run campaigns to discourage the consumption of water from the toilets for hygiene reasons and we spread drinking fountains around the City of Rock.
- In front of the stage, whenever necessary, due to the heat, we distribute water to the audience that waits for hours for their idols.
- In the 2022 edition, in Rio de Janeiro, 16,500m<sup>3</sup> of water were used, enough to supply 3,670 homes for a month. The water that could not be reused was used to water the plants that remained in the City of Rock.



**PRESERVE NATURE!**







# LOCAL AND NATIONAL ECONOMY

## RIO DE JANEIRO

- In 2022, according to a research by Fundação Getúlio Vargas (FGV), the event generated an impact of R\$ 1.5 billion and contributed to an 80% hotel occupancy in the city of Rio de Janeiro.
- 28,000 direct and indirect jobs in the 2019 edition
  - + 35,000 accredited people in 2022.

## LISBON

**63.000.000€** of economic impact for each edition (Católica study)  
**+ de 14.000 accredited people** credenciadas em 2022





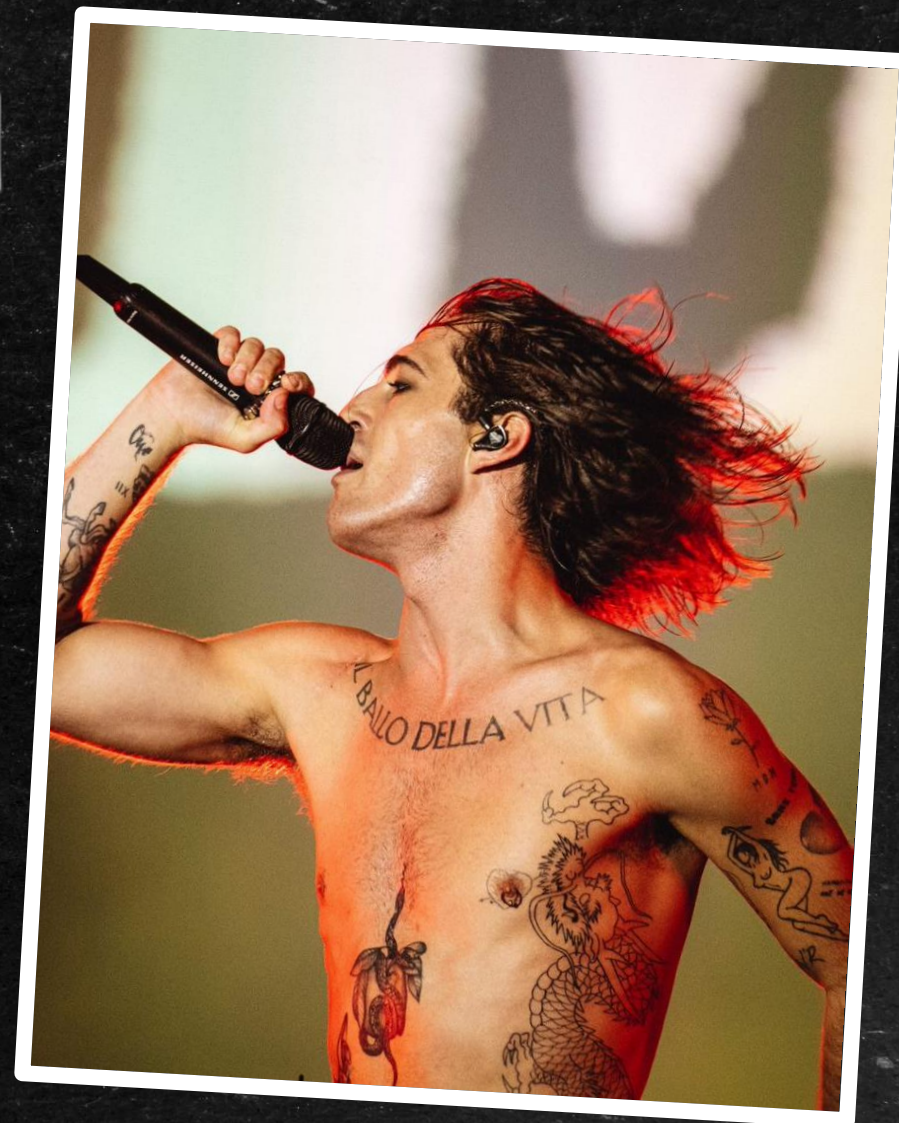
# RETURN ON AD SPEND

## RIO DE JANEIRO

- Spontaneous Media Return 2022: **R\$5.1 BILLION**
  - Television/Radio: **R\$3.6 BILLION**
  - Print: **R\$309,6 MILLION**
  - Online: **R\$1.1 BILLION**

## LISBON

- : Spontaneous Media Return 2022 **37M €**
- National advertising investment 2022: **25M €**





A vibrant night scene from the Rock in Rio festival. In the foreground, a massive crowd of people is visible, their heads creating a sea of lights. To the left, a large, multi-tiered structure is illuminated with bright purple and pink lights, featuring geometric patterns. In the background, other festival structures and colorful light trails from moving vehicles or performers are visible against the dark night sky.

# CAMPAIGNS

ROCK IN RIO FOR A BETTER WORLD





# AREAS IN THE CITY OF ROCK

## LISBON

Rock in Rio 2022, made sure to spread its philosophy across the different stages and spaces of the City of Rock. Besides referring to the Sustainable Development Goals (SDGs), each space and stage had a manifesto linked to For a Better World.

ROCK YOUR STREET | PLURALITY

YORN STAGE | FOCUS ON TALENT (FROM THE NEIGHBORHOOD)

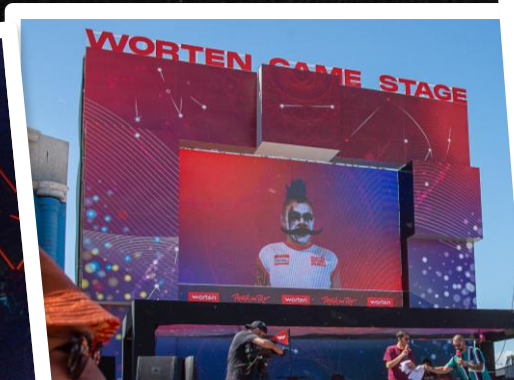
GALP MUSIC VALLEY | CITIES OF THE FUTURE

SUPER BOCK DIGITAL STAGE | CHALLENGES OF THE DIGITALIZED WORLD

CHEF'S GARDEN | HEALTHY AND SUSTAINABLE FOOD

GAME SQUARE | POSITIVE GAMING

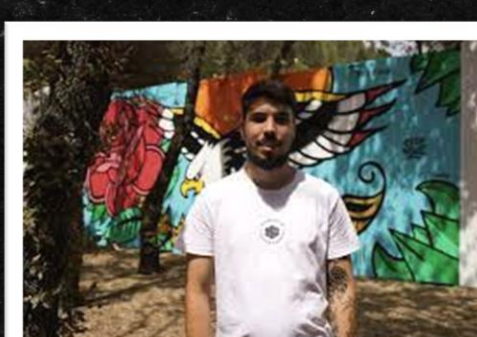
SPORTS BAR | FAIR PLAY





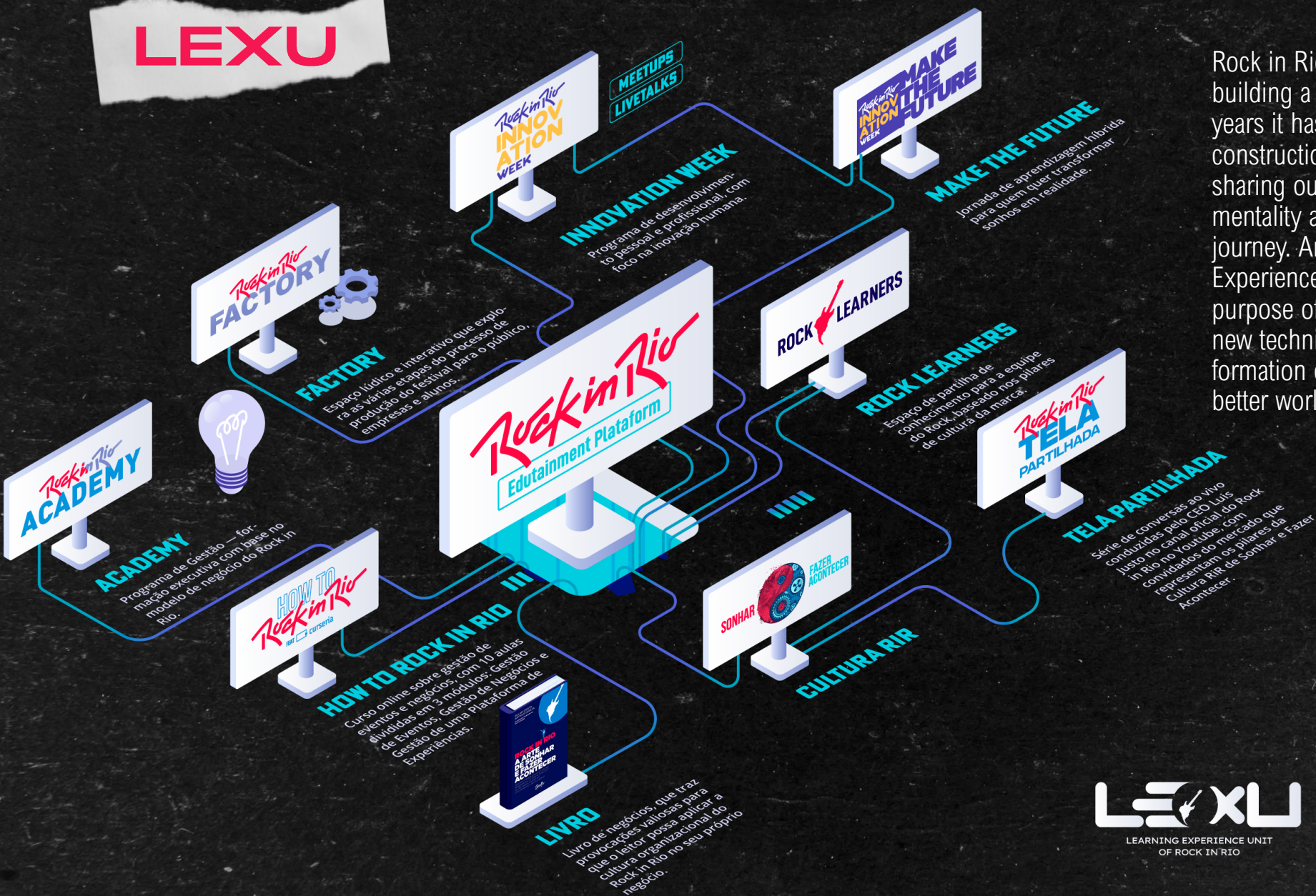
UN

Campaign developed in Lisbon, in 2022. 5 murals were created in the City of Rock, at the WC islands, based on the UN's SDGs. Each mural was focused on a group of SDGs, in partnership with GAU we invited urban art artists to design and execute the murals. In these murals there was a QR Code that led to a link where it was explained what those SDGs were, where Portugal is, and what Rock in Rio does in each one of them.





# LEXU



Rock in Rio was born with the purpose of building a better world and throughout its 35 years it has contributed in various ways to this construction. One of them is, without a doubt, sharing our knowledge, fostering a growth mentality and promoting a continuous learning journey. And in this context LEXU - Learning Experience Unit of Rock in Rio arises, with the purpose of contributing to the development of new technical and relational competences in the formation of people for the construction of this better world.



LEXU

## Results:

- Over 1,000 people connected in real time at Rock in Rio Academy 2019
- More than 2,600 students in 5 editions of the Rock in Rio Academy (3 in Brazil and 2 in Portugal)
- There were 400 DGERT certificates issued in the Rock in Rio Academy Portugal program
- Over 1,000 blockchain certified badges issued in the Rock in Rio Academy Brazil program
- Publication of 10,000 units in Brazil of the book RIR A Arte de Sonhar e Fazer Acontecer (RIR - The Art of Dreaming and Making Things Happen)
- More than 3,000 people and 300 hours of content in 2 editions of Rock in Rio Innovation Week in Portugal
- There were 1300 online courses How to Rock in Rio donated in Brazil and Portugal and 1300 online courses How to Rock in Rio sold (at the time of this report).



# ROCK IN RIO ACADEMY

The Rock in Rio Academy by HSM aims at sharing the Rock in Rio culture of dreaming and making it happen, creating unforgettable and impactful experiences to inspire the creation of paths that generate value for both companies and society, through a unique experience that mixes entertainment and learning. The Rock in Rio Academy is a pioneering learning space that takes place during the world's largest music and entertainment festival, oriented towards the transformation of purpose into successful businesses and created especially for:

Startups and Entrepreneurs;

Managers and Executives;

Brand Fans;

1st line management;

Leaders and Entrepreneurs;

Independent professionals in the world of management and events;

Scientific community.

Rock in Rio  
**ACADEMY**

**LISBON 2022**

**250 registered (face-to-face event)**

**With certification (face-to-face format);**

**689 streaming views via Sapo website (selected contents, only 3 talks);**

**12 hours of training (10 talks and 2 panels).**

Rock in Rio  
**ACADEMY**

**RIO DE JANEIRO 2022**

**800+ registrations (face-to-face event);**

**836 streamings sold (full event);**

**With certification (both for the in-person and digital format);**

**12 hours of training (12 talks and panels);**





# HUMANORAMA 2023

A Festival of conversations and connection and a curation of content on urgent issues of our society. Humanorama holds meetings, workshops, conversations, debates and experiences that promote reflection on current issues. It broadens conversations and mobilizes for actions that bring social impact, creating a healthier collective.

- 800+ subscribers (face-to-face event);
- + 9 thousand registered (online event);
- Without certification;
- + 65 hours of content (talks, workshops, mentoring).



[CLICK HERE!](#)



## ROCK U

New training that offers 12 different certifications, as the courses are completed by the students. Rock U comes to share the knowledge of running a mega event and to train producers through dynamic classes with those who understand the business. After completing at least one of the training areas, it is possible to register in a talent bank in our partner Empregare, and find opportunities in event production!

In this first year, we had 1650 registrations, but we aim at expanding the reach and adherence to the course through communication campaigns.

Some of the training offered are:

Track : DREAM - teaches socio-emotional skills.

Track: MAKE IT HAPPEN - 10 technical courses.

Track : I DO is a dive into the Rock in Rio experience.

Executive Courses: Operations, Executive Production, Operational Production, 360° Communication in major events and A&B Production.

Operational Courses: Cleaning, Security, Porters, Stage Hands and A&B Operator.



**ACESSE AQUI!**

It's time to find out why entertainment rhymes with knowledge.





# FANS FOR CHANGE AUCTION LISBON

In the Lisbon 2022 edition, we partnered with the Portuguese Football League, which donated balls to be signed by artists and public figures, in addition to 17 signed guitars and other items. The auction benefited 2 projects from 2 entities. We raised a total of 6,271€, distributed as follows:

## TREE PLANTING (FSC PARTNERSHIP):

The Agrupamento de Baldios da Serra do Gerês, founded in July 2019, was created through a protocol between the State and the National Forestry Federations to support community areas. This Grouping has community members mostly located in Peneda-Gerês National Park, in the municipalities of Terras de Bouro and Montalegre, which represent more than 12,000 hectares of associated area in the National Park distributed by the local communities of Campo do Gerês, Rio Caldo, Vilar da Veiga, Ermida, Pincães, Fafião and Cabril

**Raised: 2,981 euros at the auction + 2,830 euros through the sale of bracelets with scouts before and during the event for the grouping of common landowners of Serra do Gerês, a total of 4,811 euros raised for actions**

5,812 autochthonous trees in 3 Local Communities of common land, Fafião, Pincães and Cabril

## OBJECTIVES:

- To increase autochthonous forest species in a protected area of the PNPG, through their planting;
- To help reduce soil erosion processes and biodiversity loss;
- Increase the carbon retention capacity of local communities;
- Involve civil society in the process of forest management and maintenance of ecosystem services.

## BEACH CLEANING (OCEANS WITHOUT PLASTIC PARTNERSHIP)

The Oceans Without Plastic Association has as its mission to promote ecological practices and alert for the dangers of pollution, involving the community and schools in cleaning and awareness actions.

The Oceans Without Plastic Association has as its mission to clean the beaches of all municipalities in continental Portugal and islands, promoting ecological practices and reducing the use of plastics by the Portuguese population, in order to improve their quality of life and our ecosystems.

Raised: 3.290€ for Oceans without plastic for the actions:

- 2 awareness raising actions on the plastics issue in order to awaken children's interest for the contact with nature and its preservation - within the microplastics project "The Lost Treasure" - a project of Oceans Without Plastics and Aspiring Geopark West that aims to raise awareness about the plastics issue, especially the Microplastics;
- 3 beach cleaning actions;
- 1 cleaning action on the cliffs;
- 1 cleaning action in a nature reserve.





# FANS FOR CHANGE AUCTION RIO DE JANEIRO

In the 2022 edition, we had 29 instruments signed and 8 other items donated by the artists. This auction also benefited 2 projects from 2 entities. We raised a total of R\$235,401.00, distributed as follows:

## AMAZONIA LIVE PROJECT (FUNBIO PARTNERSHIP)

Amazonia Live is a socio-environmental project of Rock In Rio and For a Better World, which aims at reducing the environmental impacts of their actions and offers Brazil more than entertainment. In 2016, they created the project with the goal of planting 1 million trees to reforest the Amazon Rainforest, and today it is responsible for planting more than 3.3 million trees. In addition to spreading seeds, it has been promoting revenue generation for the indigenous people of the Xingu and the recovery of the banks of the river with the same name, besides revitalizing deforested lands and mobilizing workers from the Xingu Seed Network.

RAISED: R\$126,630.00 FOR THE PLANTING OF MORE THAN 15 THOUSAND TREES.

## 15 PROR 15 PROJECT (CITIZENSHIP ACTION PARTNERSHIP)

15 for 15 is a project, carried out by the NGO Ação de Cidadania, which proposes a pact in support of the 15% of Brazilians who are currently suffering from hunger. Today in Brazil, more than 33 million people are in this situation, and another 125 million are food insecure, making up the worst rate in Brazilian history and putting the country back on the UN's Hunger Map. Given this scenario, the 15 for 15 Pact encourages the donation of 15 cents, 15 reais, 15 million, 15 seconds, minutes, or percentage of sales to contribute to the future eradication of hunger in Brazil.

RAISED: R\$108,771.00, CONVERTED INTO MORE THAN 100,000 MEALS





After such a difficult period, a time of isolation, uncertainties and fears, our Rock in Rio of the reunion was a milestone. A moment that showed the strength of the brand and the hope it carries in building a better world. Once again, important sustainability actions: from the correct destination given to the waste - we recycle 80%! - the commitment to achieve by 2030, goals aligned with the UN's SDGs such as being zero waste in all editions, being a 100% accessible, inclusive and plural festival, involving all our partners in our sustainability policy, among others. The festival is the way we have to set an example and amplify fundamental issues for the planet in the future.



**ROBERTO MEDINA**

President and Founder of Rock in Rio & The Town



# SEALS, AWARDS AND CERTIFICATIONS



First 100R festival in Portugal, a seal that guarantees the valorization and recycling of the waste produced.

Energy Globe Award through The Rock in Rio Solar School project that resulted in the installation of 760 photovoltaic panels in schools in Portugal.

First festival 100R, First 100R festival, in Brazil, a seal that guarantees the valorization and recycling of the waste produced by the festival..

European EEMusic Award for Sustainability

One of the first major events worldwide to achieve ISO 20121 - Sustainable Events certification.

Global Conservation Hero Award for International Conservation, for the Amazonia Live project

Green Seal from the Portuguese Ministry of the Environment, for the initiatives developed in mobility, energy efficiency and environmental education, having developed a campaign for the valorization of the Portuguese forest.

Green Commitment from Lisbon European Green Capital 2020, joining the city of Lisbon in meeting environmental targets.







**FOR A BETTER WORLD**

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