



SUSTAINABILITY REPORT

ROCK IN RIO FOR A BETTER WORLD FROM 2001 TO 2021

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“ We must assume not only our own responsibilities, but a **collective commitment**, as citizens and professionals, in every day-to-day activity, in the search and construction of a more sustainable world. The challenge is to remain **interested**, **committed** and **persistent** about our options and alternatives so that even in moments where we seem to be talking to ourselves, we don't give up. ”

ROBERTA MEDINA

ROCK IN RIO EXECUTIVE VICE PRESIDENT

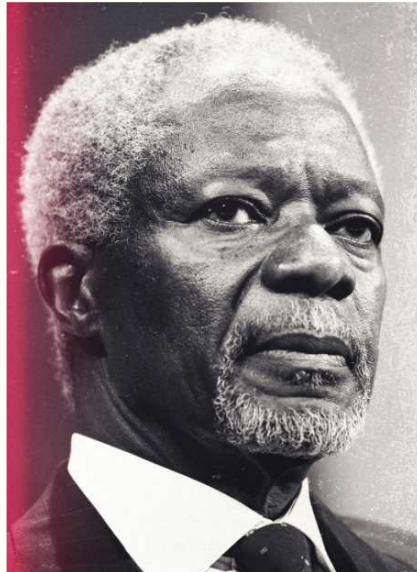
VP OF SUSTAINABILITY

ROCK WORLD SHAREHOLDER



20 YEARS OF SOCIO-ENVIRONMENTAL PROJECTS ACCORDING TO VERY IMPORTANT PEOPLE

S U S T A I N A B I L I T Y R E P O R T



KOFI ANNAN

UN General Secretary and 2001 Nobel Peace Prize recipient

My dear friends,
What could be better than a week of music in Rio [de Janeiro]? And the answer is, a week of music in Rio dedicated to making live better for people everywhere.

And that's what you're having. You've gathered to enjoy the music, but also to proclaim that we can make a better world if we work together for it.

You're wright! When the music is over you must go on thinking about the kind of world you want to live in, and you must work together to achieve it.

Statement at the opening of Rock in Rio 2001.



JORGE SAMPAIO

President of Portugal

To summarize the essence of the sustainable attitude that we celebrate today and that all the award winners share among themselves, despite the diversity of their profiles and own areas of mastery, I think I can say that what unites us and brings us here is the common desire to build a future with more diversity (in environmental and cultural terms), with more equality (of opportunities, in terms of economic and social development), and more solidarity (between generations, within our communities, and between all societies)!

Statement at the launch of the Rock in Rio Sustainable Attitude award, Rock in Rio Lisbon 2010.



RAMOS HORTA

1996 Nobel Peace Prize

Good morning, Good afternoon, Good evening to all Rock in Rio participants. A charitable initiative, Rock in Rio's noble initiative to collect funds from Rock in Rio participants, which are hundreds of thousands, for social projects, noble projects, to improve the quality of life of those who are poorer than us, those who live outside the minimum human conditions worthy of a human being. It is our solidarity, it is our ethical and moral responsibility, to contribute to this Rock in Rio social project.

Statement at For a Better World area, Rock in Rio Lisbon 2004





NUNO CRATO

Former Portuguese Minister of Education

I am delighted to contribute to this award, to contribute to this initiative that will highlight the public gratitude that we all have for the people who do something that lasts, people, institutions, and initiatives that do something that lasts.

I think that education is, by nature, something sustainable. Because if someone is educated, if someone is taught, what is transmitted stays with them and they transmit it to others, and that is why it is an activity that, without spending a lot of energy and without waste, has very positive repercussions in our society. I think we are all grateful to teachers, initiatives, schools and colleagues, and that is what this award translates to.

Statement at the launch of the Rock in Rio Sustainable Attitude award, Rock in Rio Lisbon 2010.



GISELE BÜNDCHEN

Model and environmental activist

I am Gisele Bündchen. Rock in Rio has taken on an important role as a spokesperson for climate change.

The world has been undergoing very strong reactions from nature, and this is a sign that we have to take action now!"

It could be turning off the light, turning off the faucet, teaching someone to do the same, planting a tree, acting ethically, or taking a shorter shower."

Our small gestures, together, will make a difference in the future of our planet. I'm doing my part. You do yours too!

Statement at the opening of Rock in Rio 2017.



ZÉ PEDRO

Guitarist for Xutos & Pontapés

The intervention and the donation of part of the profits to social causes is also a very important sign in the philosophy that moves this team of excellent professionals [from Rock in Rio], which already has the contribution of many Portuguese people, even in editions held in other countries .

Statement from the book "EU FUI (I WENT) – Rock in Rio stories by those who lived them", 2012, War and Peace





HISTORICAL FRAMEWORK

S U S T A I N A B I L I T Y R E P O R T

FROM DREAM TO REALITY

In 1985, **Roberto Medina** opened the gates of the City of Rock for the first time, which seemed impossible during that time period marked by the end of the dictatorship.

It was in this scenario that Rock in Rio was born, with the objective of bringing a large-scale event to Brazil, to give hope and a better future to a society that was on the rise, and thus began the construction of a better world.

Seeking to provide its audience with a world of unique experiences using the power of music to bring people together, in its third edition, in 2001, in Rio de Janeiro, the project **FOR A BETTER WORLD** was born, which through the strength of the festival motivate people to implement changes in their daily lives that result in the adoption of best practices.



ROCK IN RIO IN NUMBERS

20 EDITIONS

2,301 ARTISTS

AUDIENCE OF OVER 10 MILLION





**110 MILLION BRL | 35 MILLION EUR
INVESTED IN SOCIAL AND
ENVIRONMENTAL PROJECTS**

200

ANNUALLY SUPPORTED ENTITIES

56,400

BENEFICIARIES EVERY YEAR

FOR A BETTER WORLD FIGURES



- **3,200 YOUNG PEOPLE** were able to finish elementary school in Rio de Janeiro.
- **100 CLASSROOMS** built in poor and pacified areas in Rio de Janeiro.
- **10 MUSIC ROOMS** created in Rio de Janeiro.
- **28 PROJECTS** financed through UNESCO.
- **1 SCHOOL** built in Tanzania.
- **43 COUNTRIES** where we finance projects through PLAN INTERNATIONAL CHILD REACH.
- **1 HEALTH CENTER** built in Maranhão, Brazil.
- **14 SENSORY ROOMS** equipped in Portugal for young people with motor and mental disabilities.
- **760 PHOTOVOLTAIC PANELS** installed in Portuguese schools, which for 15 years will generate funds for social projects.
- **445,500 YOUNG PEOPLE** saved resources valued at 1.8 million euros at the Rock in Rio Gymkhana launched in Portugal, among all schools in the country.
- **50,000 MEALS** donated in Lisbon and Las Vegas.
- **2,200 INSTRUMENTS** received by donation, recovered and forwarded to 150 NGOs in Brazil.
- **160.000€ INVESTED** in 80 music education scholarships in Portugal.

EVOLUTION OVER THE YEARS



1985



WHERE IT ALL BEGAN



1991



2ª EDITION
MARACANÃ



2001



Launch of
FOR A BETTER WORLD



2004



1st EDITION IN PORTUGAL
SCHOOL IN TANZANIA
HEALTH CENTER IN MARANHÃO

EVOLUTION OVER THE YEARS



2006



1st TIME CARBON ZERO
1st REFORESTATION PROJECT



2008



ROCK IN RIO SOLAR SCHOOL
1st EMISSIONS REDUCTION MANUAL
1st EDITION IN MADRID



2010



ROCK IN RIO SOLAR SCHOOL
1st SUSTAINABILITY PLAN

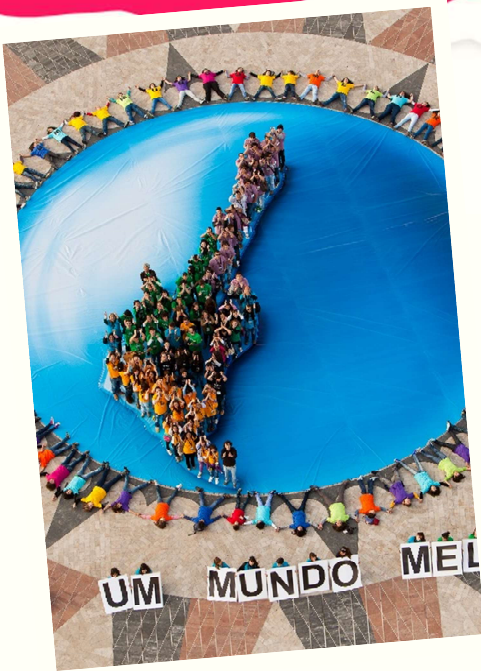


2011



RETURN TO BRAZIL
10 MUSIC ROOMS IN RIO DE JANEIRO

EVOLUTION OVER THE YEARS



2012



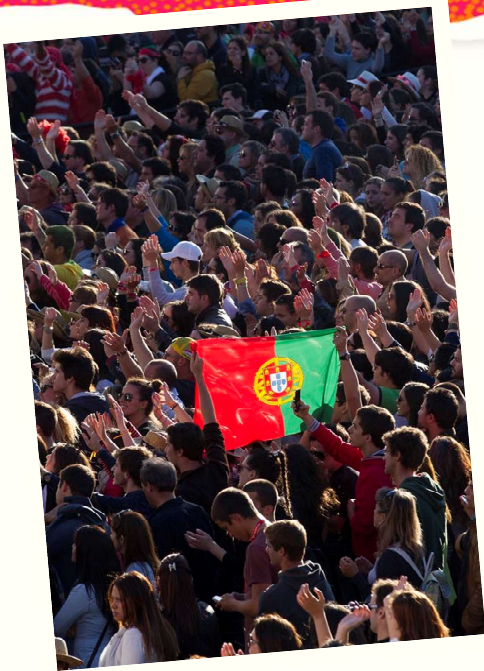
ROCK IN RIO GYNCANA
80 MUSIC SCHOLARSHIPS



2013



ISO 20121 - SUSTAINABLE EVENTS
TRASH IN THE TRASH, RIO IN YOUR HEART
CAMPAIGN.



2014



10 YEARS IN PORTUGAL.



2015



REFORESTATION OF THE MARGINS OF
GUANDÚ
1st EDITION IN LAS VEGAS

EVOLUTION OVER THE YEARS



2016



AMAZONIA LIVE
100% RECYCLED AND RECOVERED
WASTE



2017



TOUCH FLOOR SIGNALS IN
BRAILLE



2018



ADOPTION OF REUSABLE CUPS
LESS 10 TONS OF WASTE



2019



PARTNERSHIP WITH UN -
SUSTAINABLE DEVELOPMENT GOALS
EVERYONE FOR A BETTER WORLD
CAMPAIGN

SEALS, AWARDS AND CERTIFICATIONS



2006 It was the first **100R** festival in Portugal, a seal that guarantees the recovery and recycling of the waste produced.

2009 **Energy Globe Award** for the Rock in Rio Solar School project, which resulted in the installation of 760 photovoltaic panels in schools in Portugal.

2011 It was the first **100R** festival in Brazil, a seal that guarantees the recovery and recycling of the waste produced.

2012 **EEMusic** award in the sustainability category.

2013 One of the first major events in the world to achieve **ISO 20121 – Sustainable Events** certification.

2017 Global Conservation Hero Award from Conservation International, for the **Amazonia Live** project

2018 **Green Seal from the Ministry of the Environment**, for the initiatives developed in mobility, energy efficiency, and environmental education, having developed a campaign to promote the Portuguese forest.

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



Energy globe award



Energy Globe
The world award for sustainability



certificado ISO



ORGANIZATIONAL CULTURE

S U S T A I N A B I L I T Y R E P O R T



“ Rock in Rio, since its creation, has always had a greater purpose behind it: **to use its visibility as a great communication platform to mobilize society towards a better world.** There is no better form of mobilization than by example. The commitment to the sustainability of our event is a demonstration that it is possible to develop businesses, mobilize people, generate jobs and economic impact, without losing the focus that all this only makes sense if we start by considering human beings who they need to live together in a fairer, more diverse, and equal society, in harmony with the preservation of our planet for our own and for future generations. ”

LUIS JUSTO
ROCK IN RIO CEO

THE PILLARS OF OUR CULTURE



TO DREAM



CREATIVITY

We are restless and free to dream. We are constantly challenged to create, hit, and miss. We learn together, always to provoke the best out of each other.



THINKING BIG

We are bold, and that's why we think of great ideas, even knowing that they come with risk. We are experts in creating solutions that mobilize partners that, with our platforms, make it possible for our ideas to have a major impact.



COURAGE

We don't believe in the impossible. We are a group that transforms our passion and competence into courage to achieve our goals. The impossible is something that moves us decisively day after day: its presence stimulates us; its absence frightens us.



I DO

Our history makes us proud and inspires us, which makes us a passionate team. Our inspiration is to transform the world and thus expand our legacy every day.

THE PILLARS OF OUR CULTURE



TO DO

ALL IN THE SAME DIRECTION



We are a family. We know where we want to go. We work in partnership and respect each other. Together we are better.



INTEGRITY

We are upstanding, ethical and complete individuals. Our attitudes always reflect the premise that our results never overlap with the construction of a healthy collective.



WORK HARD PLAY HARD

Our team always achieves the best results in a context of resilience and great responsibility for delivery, without ever losing the atmosphere of family fun. With joy and passion, anything is possible.



EXCELLENCY

Our commitment is to always surprise, delivering more than expectations. We are obsessed with details and that way we guarantee that the next experience will always be the best.

SUSTAINABILITY POLICY



Driven by our purpose **"For a Better and More Humane World"**, we are committed to leaving a positive and lasting legacy in the community where Rock in Rio takes place.

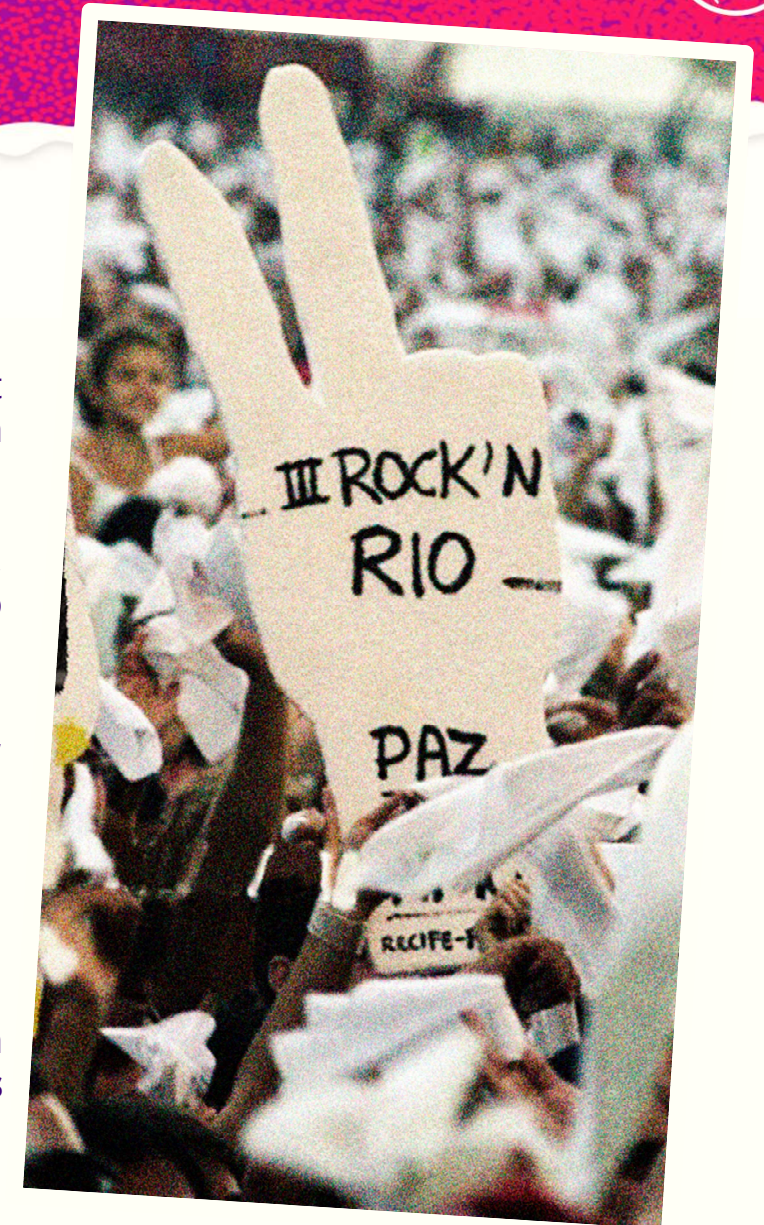
We use our example and dissemination to promote the construction of sustainable practices that generate economic, social, and environmental value, directly or indirectly, with all Stakeholders in order to achieve our goal of a Rock in Rio **"For a Better and more Humane World "**

We promote a safe event, taking into account the health, safety, comfort, accessibility, equality, inclusion and well-being of everyone, in addition to complying with all applicable regulations to Human Rights, Labor Law, and other relevant regulations, considering best practices.

We guarantee the design and implementation of engagement processes, content schedules, entertainment, and information provision in a way that is inclusive and accessible to all interested parties in the **Rock in Rio** experience.

We guarantee transparency and integrity in our business transactions as well as our institutional and labor relations.

We are committed to the long-term promotion and maintenance of management based on continuous improvement, providing the resources and knowledge necessary to meet **Rock in Rio's** sustainability goals.



ISO 20121 - SUSTAINABLE EVENTS



INTERNATIONAL CERTIFICATION

In 2013, Rock in Rio received the first certification in Latin America in the international standard ISO 20121 and one of the first major events in the world, right after the London Olympics where the standard was born and tested, certification within the scope of the management of the world's largest music and entertainment event.

This certification is a recognition of the power of the brand, which develops several actions within the scope of its commitment to building a better world, taking responsibility for its impacts, minimizing the negatives and enhancing the positives, while developing actions to offset unavoidable negative social, environmental and economic impacts.

ISO 20121 - SUSTAINABLE EVENTS

In each edition of Rock in Rio, 15 key issues are identified to ensure the sustainability of Rock in Rio within the three pillars environmental, social and economic



ACCESSIBILITY AND VISUALIZATION Accessibility issues associated with the context of the place, facilities, adaptations, services provided, including marketing and communication, etc.



BRIBERY AND CORRUPTION Anti-corruption policies, against graft and bribes.



COMMUNICATION Activities related to the involvement of interested parties and the circulation of information in a clear and transparent manner.



LOCAL COMMUNITY Direct and indirect impacts on the event's activities in the community, entrance, operation and exit issues (noise, traffic, lighting, etc.).



CONSUMER PRACTICES Activities at risk of not meeting the needs of the audience/consumer in relation to safety, freedom of choice, information, consumer rights and education on the impacts of consumer choice.



DISCRIMINATION AND VULNERABLE GROUP Activities at significant risk of discrimination, or violation of the rights of vulnerable groups and indigenous peoples.



ECONOMIC PERFORMANCE Direct and indirect economic impacts on the community.



PURCHASE AND CHOICE OF MATERIALS AND SERVICES Sustainability criteria regarding consumables, considering the efficient use of all materials in the complete life cycle.



USE OF RESOURCES Activities at risk of irresponsible and inefficient use of resources, including energy, water and materials. There should be the combination or replacement of non-renewable resources with renewable and sustainable resources, for example, using innovative technologies. Also consider resource conservation.



FOOD & BEVERAGE Food and beverage services are affordable, offer choice and balance, and are safe and hygienic.



HUMAN DEVELOPMENT AND TRAINING Workforce by employment type, contract and region, and programs for skills management and ongoing support of workforce employability and the value chain.



BIODIVERSITY AND PRESERVATION Valuing and protecting diversity of life in all its forms, protecting and restoring ecosystem services, and sustainably using land and natural resources regarding the venue, food and beverage supply (e.g. endangered species) and use of materials etc.



SAFETY and WELL-BEING Safety policies and procedures (emergency and evacuation systems) and human rights.



WASTE Prevention, reduction, disposal and waste management.



TRANSPORTATION AND LOGISTICS Impacts of transporting people (access to transport for people with disabilities) and goods.

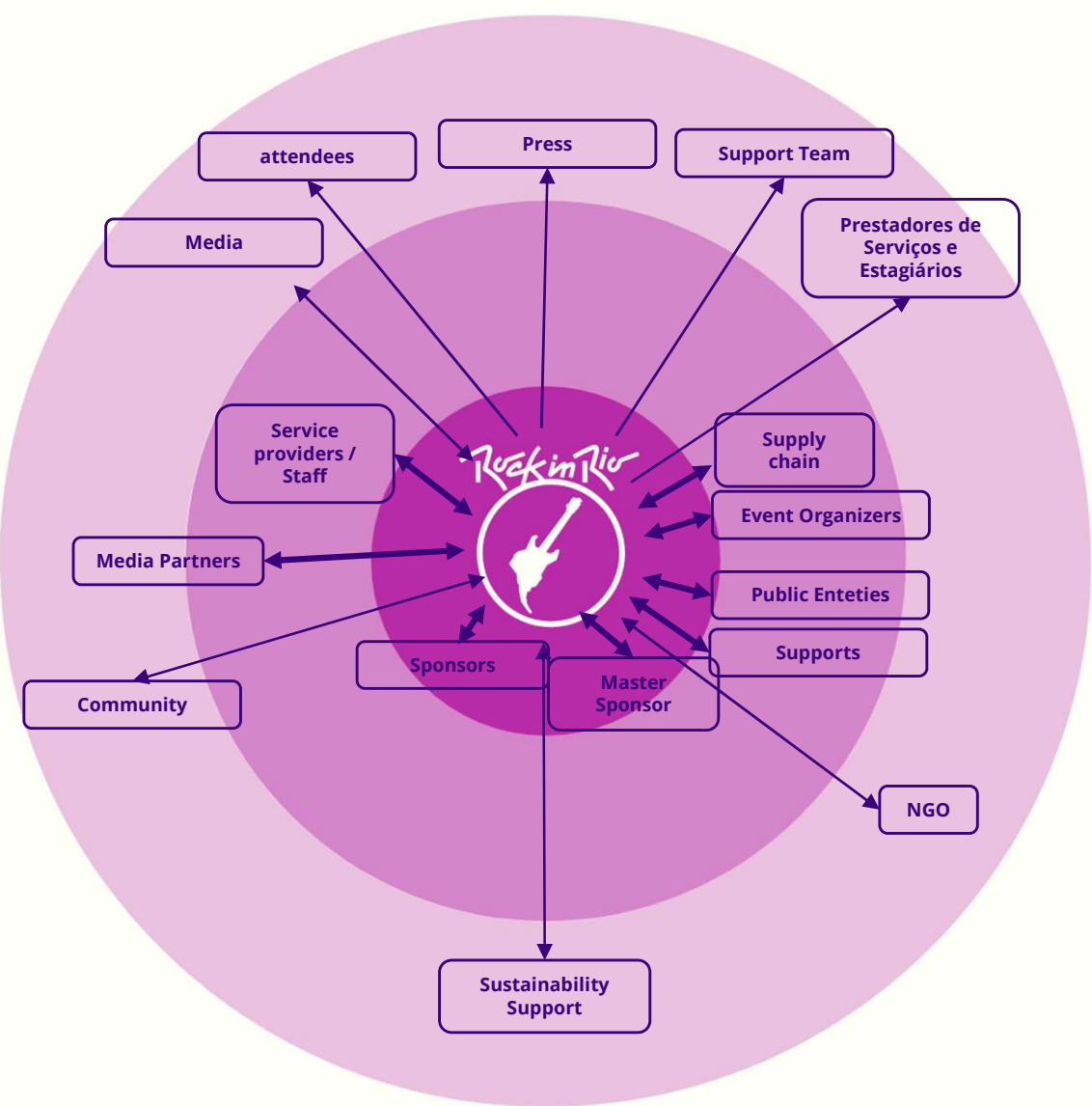
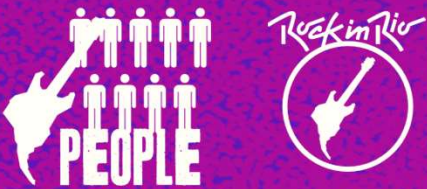
GOVERNANCE MODEL





**THE MAIN OBJECTIVE OF ALL THE PROJECTS WE EMBRACE IS TO
IMPROVE THE LIVES OF OTHERS AND BRING CHANGES IN THEIR DAILY
LIVES.**

STAKEHOLDERS



These are our **STAKEHOLDERS**, who directly or indirectly build Rock in Rio with us or impact it in some way.

SUBTITLE

Proximity of relationship

- Close
- Medium
- Distant

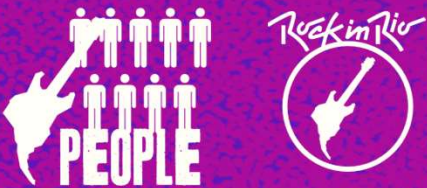
Relationship strength

- Strong
- Medium

Relationship type

- Bilateral
- Unilateral

STAKEHOLDERS



COMPETITION

We monitor global practices in terms of music festivals, and our way of raising awareness and involving the competition is through the availability on our website of our supporting documents, such as the sustainability plan.



TEAM

There is a shared spirit among the team that works at Rock in Rio, one of mutual assistance. The team is involved with continuous improvement through initiatives that reward those who show a more sustainable attitudes, both in their professional activities and in their personal life.



ARTISTS

We demonstrate to the artists that we take responsibility for the impacts, through the attribution of a Carbon Zero certificate, which certifies that the emissions of their performance were compensated for by the organization, and we involve them in the social causes we support, providing information in the spaces where the artists will be.



MEDIA

Rock in Rio has always established partnerships with the media and reports all actions related to all the event's activities, including those that are sustainability related.



SUPPLIERS

Our commitment to suppliers is to help their activity in Rock in Rio to be developed more sustainably, showing new ways of doing things, better practices, encouraging an improvement not only in the service they provide us, but also for integration in their internal work methodologies.



MUSIC MARKET

As a music event, we disseminate good practices, through our website, news, and actions, and also in various events where we participate as speakers on various topics.



GENERAL POPULATION

We recognize the value of the Rock in Rio brand and associate this value with awareness campaigns, with the aim of promoting behavior change in order to generate benefits for the entire national community in which Rock in Rio takes place. Many interact without going to the event, participating in innovative playful-educational actions outside the event.



SPONSORS

They share the dream with us of a better world and work with us to build a more sustainable event. We are committed, with each edition, to improve the quality of our event.



COMMUNITY

In Lisbon, the population of Marvila shares with us their affection for the park, which is why we are committed to being very close to the residents. We're committed to canceling the negative impacts and improving the conditions of the park with each edition, and we also call on the population to build the City of Rock.



EVENT AUDIENCE

All actions are designed with the audience as the central focus. Before Rock in Rio takes place and throughout the days of the event, awareness actions are carried out that address various topics including mobility, centered on the transport of the audience to the event, to pressing social issues.



NATIONAL COMMUNITY

In addition to stimulating the national economy and promoting the country, Rock in Rio launches awareness actions for the entire community, trying to get them involved in the causes supported by the event and we also promote the adoption of good social and environmental practices through publicity.



ORGANIZATIONS

We work in partnership with social solidarity institutions as beneficiaries, and private and public entities as partners for technical support and the development of actions for specific audiences, schools and universities.

TEAM

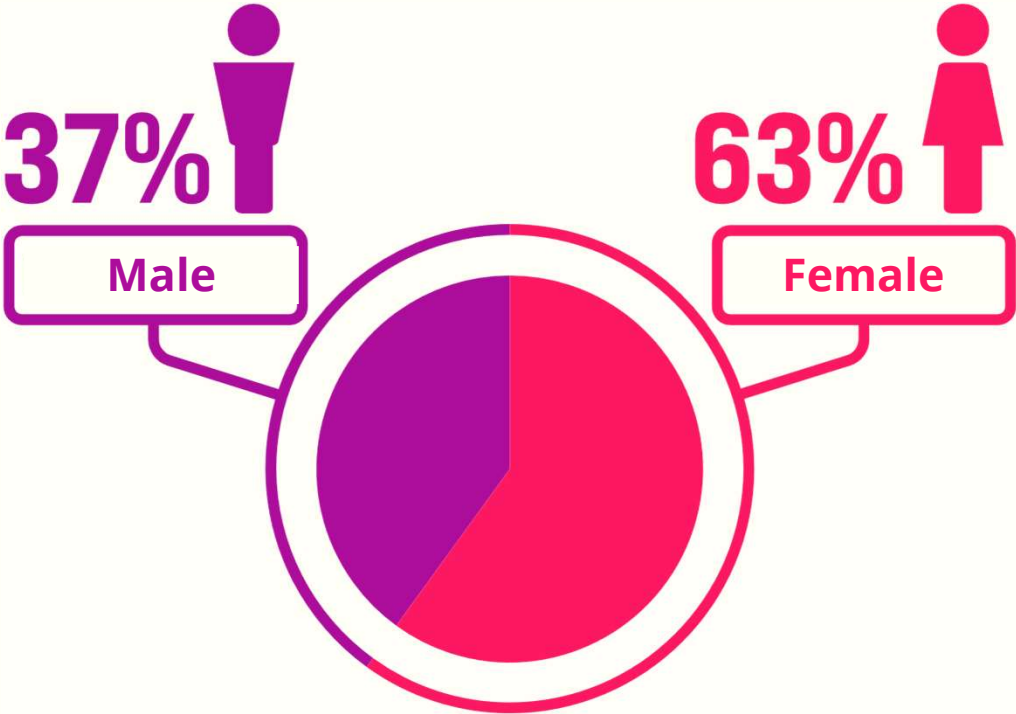


TEAM CHARACTERISTICS

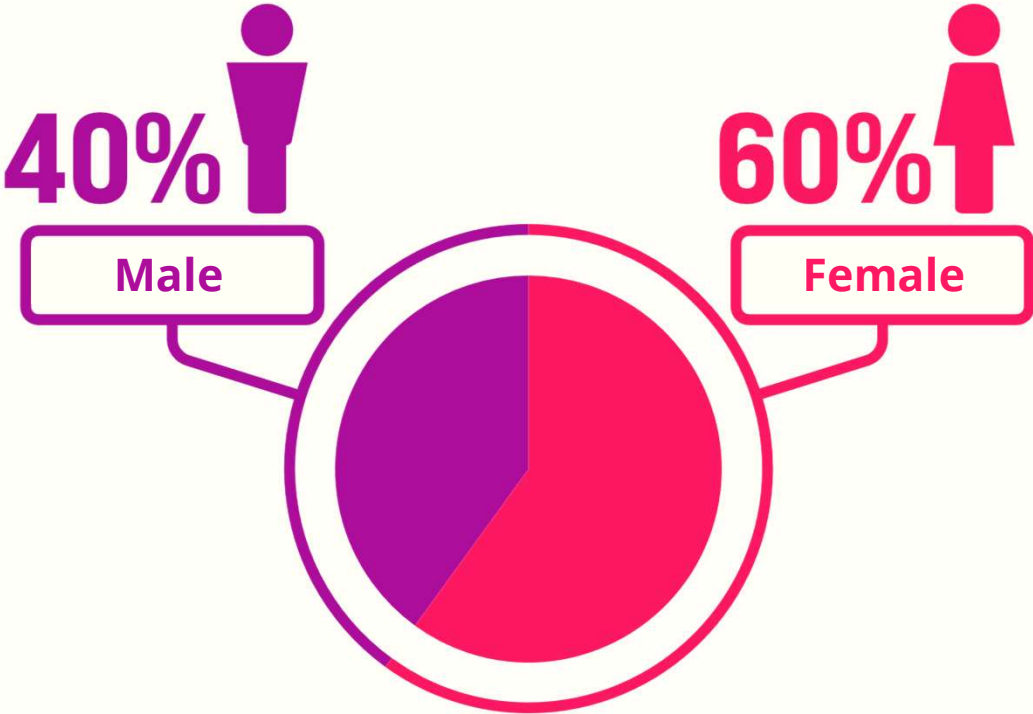


GENDER

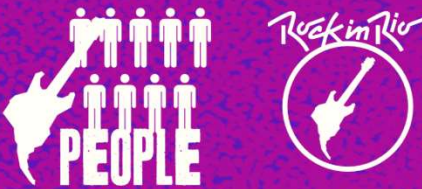
RIO DE JANEIRO



LISBON

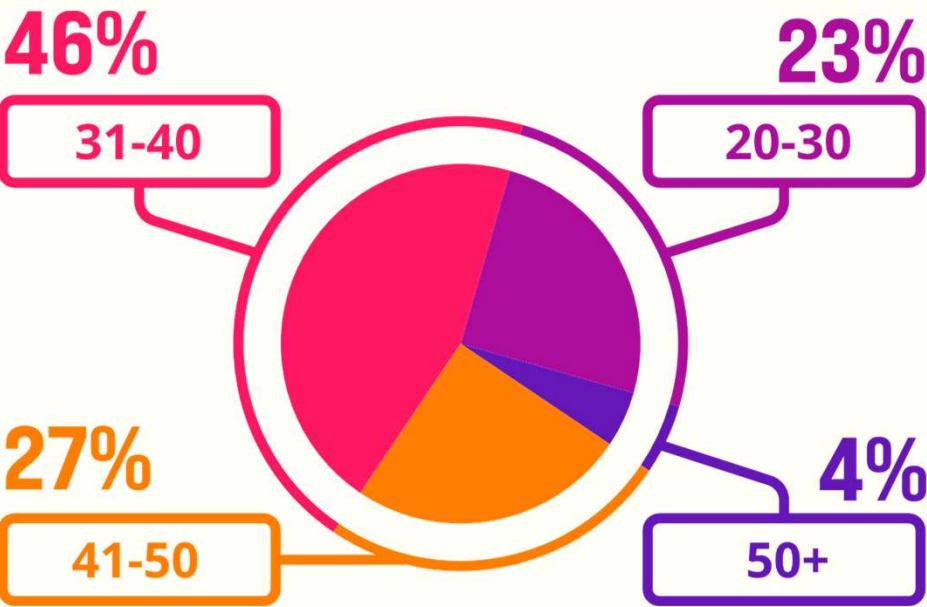


TEAM CHARACTERISTICS

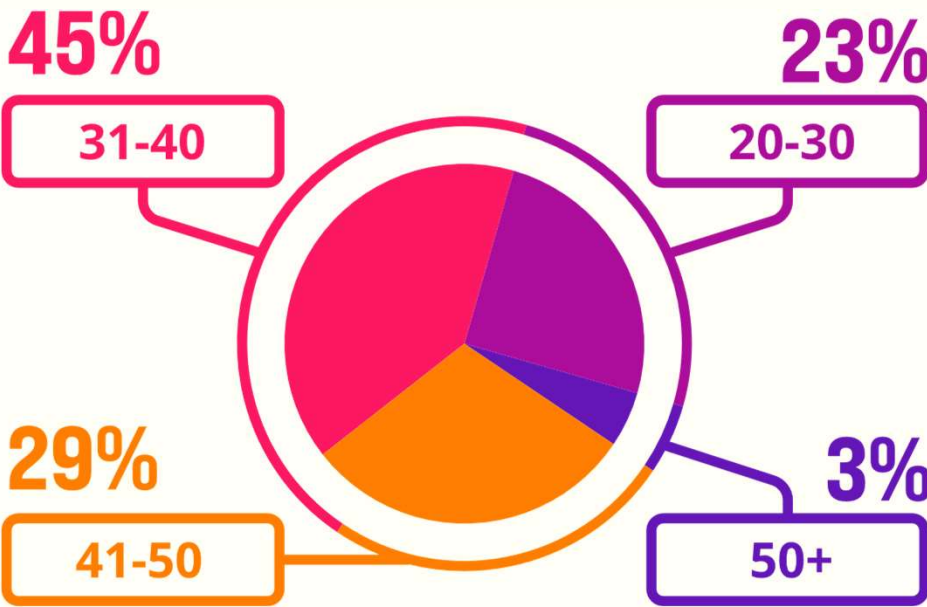


AGE GROUP

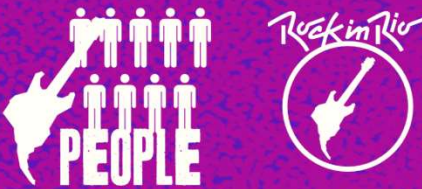
RIO DE JANEIRO



LISBON

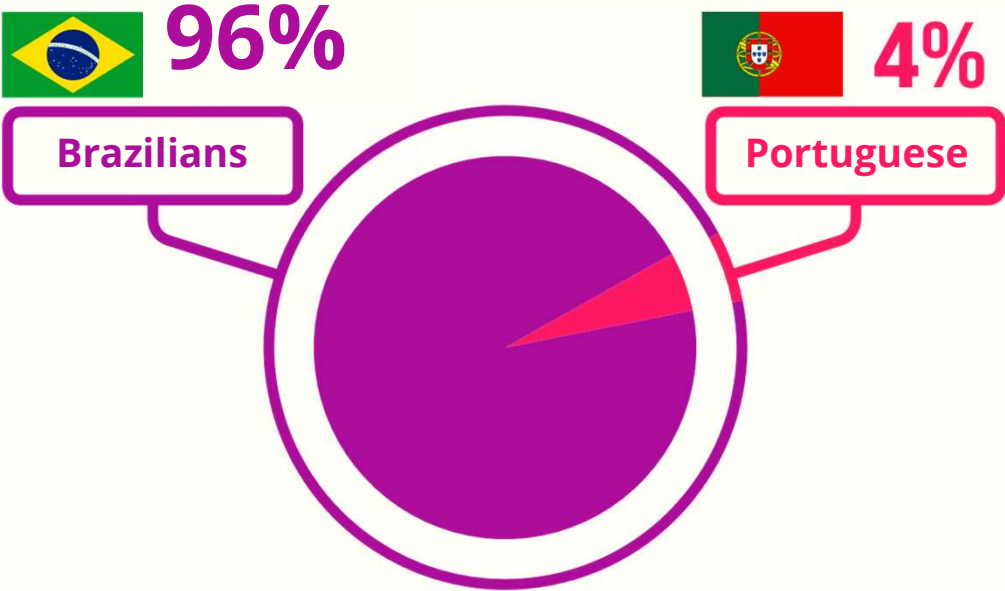


TEAM CHARACTERISTICS

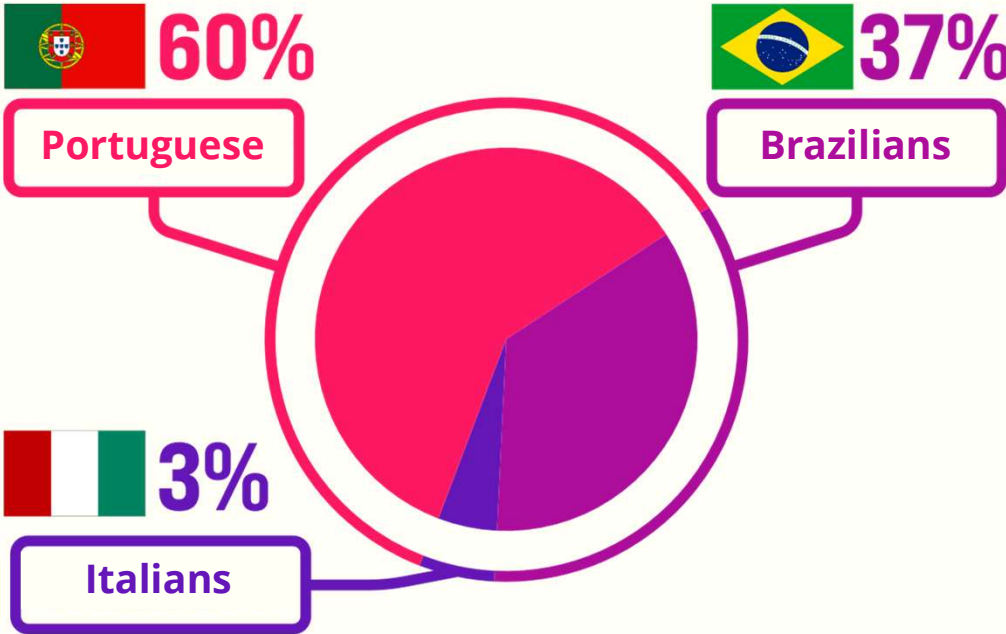


NATIONALITY

RIO DE JANEIRO



LISBON



TEAM ENGAGEMENT



TRAINING

Every year, the permanent team has training in sustainability and in SGES (Sustainable Events Management System), in order to get updated information. This training is then extended to each new person who joins Rock in Rio.

ACTIONS

sorRIR (smile) Moment – the Rock in Rio team identifies moments in among the audience that share the values of Rock in Rio and rewards the audience with gifts. To encourage attitudes that make Rock in Rio a positive, joyful and contagious event, through recognition of gestures that normally go unnoticed. The happiness and surprise of the winners, who had positive attitudes without expecting to receive anything in return, but they did.

The team is encouraged to actively participate in the sustainability of the event in their daily work. Initiatives such as:

- **Best practices award;**
- **“What have you done today for a better world?” challenge;**
- **Beach cleaning actions**
- **Active participation in campaigns such as “Trash in the Trash, Rio in your Heart”.**



VOLUNTEERING



In Lisbon, from 2004 to 2014, Rock in Rio allowed around 500 people of all ages to be part of the group of volunteers who, after completing their training, were integrated into the various teams that organized the event. They participated in Rock in Rio initiatives with a reduced shift, allowing them to attend concerts and participate in the City of Rock entertainment. Rock in Rio received around 10,000 applications for 500 openings, a program that was created by a protocol with Portuguese Youth Institute.

In 2012, a senior volunteer project was developed to promote active aging, creating a specific grant just for seniors within the volunteer team.

This project ended in 2014, with the new volunteering legislation, with a major impact on the lives of thousands of young people who were able to experience the interior of Rock in Rio and have a vision that only the team has, while still enjoying the fun that the event offers.



SUPPORT TEAM

We have examples of people who stood out in their roles, who ended up being incorporated into the Rock In Rio team



Designed as a project with volunteers, the operation grew and became a large selection process with temporary hiring of labor for various sectors of the event. The possibilities range from providing guidance for the public upon arrival, guiding the queues, to attending the headliners in the dressing rooms, collecting autographs on guitars for auction, and accompanying contest winners in the VIP area. Just like at the festival, the opportunities are endless!

Since it is a temporary job, with a salary compatible with the market, the support team turned out to be a great opportunity for people looking for their first job, who have special needs, or who need to re-enter the labor market.

In Brazil, in the first editions, the support team was recruited from among students from a partner University, Estácio de Sá. In 2019, it was the first time that this process was opened to the general public. There were 18,000 people registered for a selection of 900 people.

The selection process lasted approximately three months and included the phases of interview and assessment of profile, experience, motivation and behavior.

After being selected, candidates underwent a medical examination and the entire admission process, in addition to receiving specific training in their operational area.

In Portugal, we receive support from ETIC for the integration of young graduates in the Rock in Rio team.

In addition to the experience of working at Rock in Rio, this process opens up the opportunity for professionals to work in other group events, such as Game XP and CCXP, as well as other editions of Rock in Rio.



SUPPORT TEAM

We have examples of people who stood out in their roles, who ended up being incorporated into the Rock In Rio team



My professional history with Rock in Rio started in 2013. At the time I entered through a partnership with the college where I studied. I confess that at the time I was 23 years old and with nothing in my head. I only thought about the shows and the fun, but when I started the job, I was delighted with the delivery of the professionals involved and with the team spirit that everyone had. This served as a motivation for those of us who were on the support team. I was part of the audience management team, and I was positioned at the entrance to the City of Rock, but I was always willing to help; whether carrying a wheelchair on my back, distributing snacks kits, or even helping to clean a sewage leak. This meant that my coordinators at the time liked my work and ended up calling me in 2015, this time to be a support team monitor. Having worked at Rock opened doors for me and helped me get hired to work in the Olympic Games. In 2017 I was called to join the operations team, which would be my first experience as a direct producer at Rock in Rio, and it was a dream come true. I returned in 2019 and am still on the team.

My parents dreamed that I would graduate and work for a large corporate company. I often wondered if they were right. Despite knowing that they only wanted what was best for me, I assert with all the certainty in the world that they were wrong. Doing what we love is the fuel that keeps us going.

DANIEL FERNANDEZ - OPERATIONS/ACCESS



SUPPORT TEAM

We have examples of people who stood out in their roles, who ended up being incorporated into the Rock In Rio team



I work in the Rock in Rio Operations team and my "story" started in 2017, when I saw an opportunity to work at Rock on the support team.

I signed up for 3 different positions and ended up being selected for Public Management. With 2 months to go before the festival, I was nominated for a support team monitor selection process, and I was selected.

with that, I started to follow more the rock city's assembly and to get to know the teams, the people and to make great friendships.

time passed, and the Public Management operation arrived. it was 7 intense days of hard work, fun, tension and a lot of joy for being part of Rock in Rio.

In 2019 I was invited to participate in Game XP and as a result I was incorporated into the Rock in Rio accessibility team, a huge source of happiness and a huge challenge! we were planning the accessibility operation, integrating the team and delivering a large operation with a great result for 2019... and after all that, I thought I would only join the team again in 2021, but I was surprised and ended up being invited to join Rock in Rio's permanent team, together with an incredible team that teaches me every day.

was it luck? I don't know, but I'm so grateful to be part of this team, and to be able to help plan the biggest festival in the world.

KAUÊ LIMA - ACCESSIBILITY



AUDIENCE



AUDIENCE PROFILE



LISBON – 2018 PROFILE

Our audience is very heterogeneous, we have everyone from young people to seniors, groups of friends to families.

97% COMES ACCOMPANIED

Family 42%

Friends 38%

33 YEARS IS THE AVERAGE AGE



68%



32%



AUDIENCE PROFILE



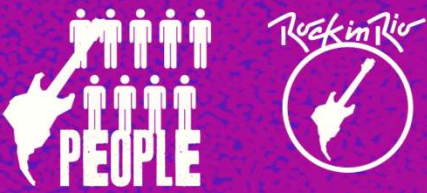
LISBON - ORIGIN

Of the foreign audience (16,000 tickets sold in 2018), around three quarters reside in Spain, the remainder being divided among other countries, among which Brazil holds the largest share.


Most of the audience is national and is distributed as follows:

50%	LARGER LISBON
13%	NORTH
8%	SOUTH (ALENTEJO AND ALGARVE)
8%	CENTRAL REGION





LISBON - SOCIAL MEDIA DIMENSIONS

SOCIAL MEDIA	TOP LOCATIONS	GENDER	AGE
 586000	74% PORTUGAL	 64%	35% 25-34 YEARS OLD
 378,000	17% BRAZIL		27% 18-24 YEARS OLD
 116,000	2.2% SPAIN	 36%	22% 35-44 YEARS OLD
	1% UK		

AUDIENCE PROFILE



RIO DE JANEIRO | PROFILE 2019

Also at Rio de Janeiro our audience is heterogeneous

90% COMES ACCOMPANIED

Family 49%

Friends 41%

30 YEARS IS THE AVERAGE AGE



53%



48%



AUDIENCE PROFILE

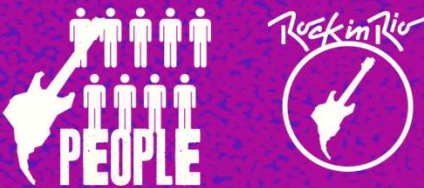


RIO DE JANEIRO - 2019 PROFILE






Most of the public is national and is distributed as follows:

47% RIO DE JANEIRO
10% SÃO PAULO

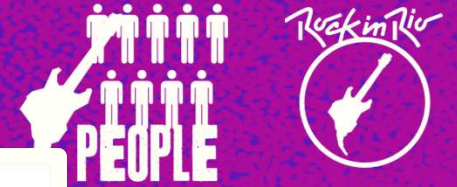




RIO DE JANEIRO - SOCIAL MEDIA DIMENSIONS

SOCIAL MEDIA	GENDER	AGE
 3,900,000	 42%	40% 25-34 YEARS OLD
 4,100,000		26% 18-24 YEARS OLD
 1,000,000	 58%	31% 35-44 YEARS OLD

RISK MANAGEMENT CAMPAIGNS



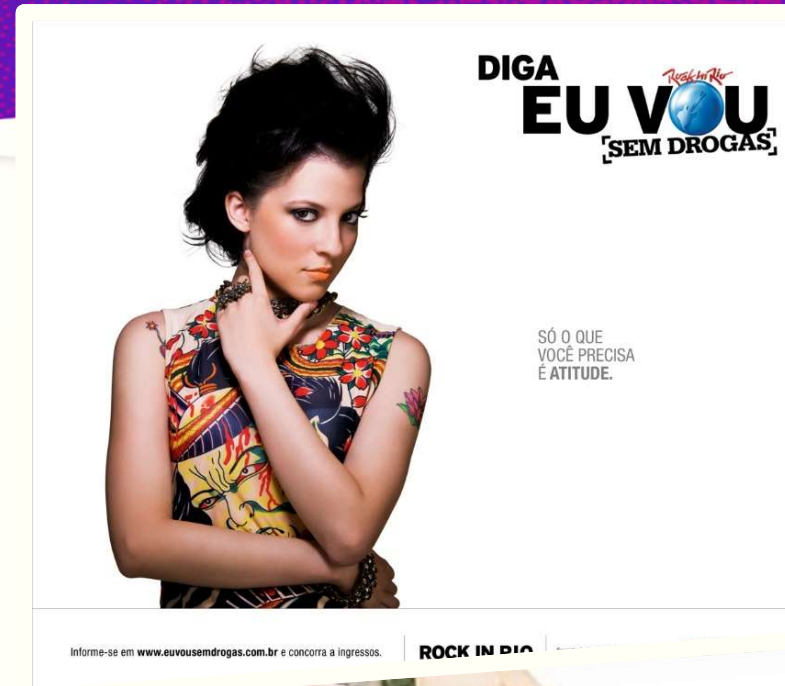
RIO DE JANEIRO

In 2011, a campaign “I’m going without drugs” was launched on Rock in Rio’s official blog. The objective is to prevent the use of illegal drugs as much as possible at the event.

The action is the result of a partnership between the National Secretariat for Drug Policy (Senad) and the festival’s organization team. To promote this campaign, a video was recorded with the collaboration of artists. The actors Marcos Frota, Paola Oliveira, Thiago Lacerda and Vanessa Lóes appeared in the video.

In addition to the video, a website was created so that interested parties can access it and ask questions anonymously, with various experts, in matters involving the harm that drugs can cause.

Actions like this permeate the event. In any country where Rock in Rio takes place, it establishes partnerships with the responsible entities to discuss excessive consumption and addictive behavior, trying to reduce risks for the audience to have a full experience without incidents.



RISK MANAGEMENT CAMPAIGNS



LISBON

In Portugal, this issue is worked on in partnership with **DICAD - DIVISION OF INTERVENTION IN ADDICTIVE BEHAVIORS AND DEPENDENCE**. In 2018, DICAD reached 5,681 people during the four days of the festival and carried out 654 breathalyzer tests, in addition to 114 tests for carbon monoxide, 982 male condoms, 203 female condoms, and 750 lubricating gel packages were also distributed, in addition to 946 lollipops, used to restore the blood sugar levels of festival-goers who had ingested psychoactive substances.

This entity oversees the 18+ operation at Rock in Rio, which raises awareness of the non-availability of alcohol to minors. The purpose is to identify people of questionable legal age regarding their ability to consume alcohol inside the premises. The distribution was in the hands of 78 university students who approached people on the premises, giving out 9,538 bracelets during the festival - 6,228 to women and 3,310 to men. This operation was carried out as a campaign to raise awareness of responsible alcohol consumption, which included carrying out alcohol tests to identify risky situations, which were then taken to a taxi or to the Rock in Rio hospital, when required.



PARTNERS



PARTNERS



In the entire Rock in Rio construction process, our partners play a fundamental role. Thus, we pay great attention to involvement, so that everyone feels that they are part of the team, and that they have the necessary training and information so that everyone is aligned with the same principles of building a better world. Starting with becoming aware of our impact and implementing measures to avoid and minimize it when we cannot avoid it.

In this sense, we developed the initiatives that we describe below:

CAMPAIGNS

CLARIFICATION SESSIONS

OCCUPATIONAL SAFETY TRAINING

TRAINING FOR WASTE MANAGEMENT AT ROCK IN RIO

TRAINING +18

ROCK IN RIO SUSTAINABLE ATTITUDE AWARD



PARTNERS



CAMPAIGNS

All our Partners are invited to participate in our campaigns.



Marvelous City,
Full of thousand charms. Marvelous City,
The cleanest in Brazil! BACARDI supports the Rock in
Rio Initiative. Trash in the trash. Rio in your Heart.



Heineken
Rock is always being renewed, just like this cup.



PARTNERS



CLARIFICATION SESSIONS

In all editions, Clarification Sessions are developed for all partners.

These sessions are divided by topic and by interest groups.

The purpose of the clarification sessions is to inform you about our rules and objectives, but also to clarify legal issues that are directly linked to partner activities. Regulatory and supervisory entities are invited to these sessions in order to inform and provide clarity regarding everyone's obligations at the event.

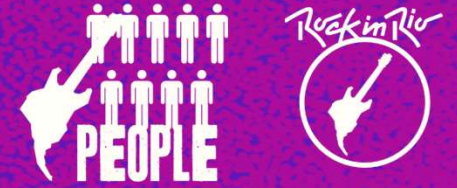
Topics covered in the Clarification Sessions:

- SGSE - Involvement of Partners in the Principles, Values, Policy and Objectives of Sustainability
- Hygiene, Occupational Health and Safety
- Relationship and Accreditation Manual - Rock in Rio Operating Rules
- Sustainability Action Plan
- HACCP - Food Safety

And many others that are defined according to the relevance of each topic in the edition. For example: whenever there is a legal change, and we realize it will be a sensitive topic for the event.



PARTNERS



OCCUPATIONAL SAFETY TRAINING

For each edition, a team responsible for complying with the Occupational Health and Safety requirements is created. This team ensures that all workers receive the training necessary for their work to run safely.

This training is given on the first day of each worker in the City of Rock.

The training introduces the City of Rock with all the works that are being developed, what are the risks associated with each activity, and what collective protection measures are implemented and must be complied with and respected for the work to occur in a safe manner.

Workers are also informed and made aware of the need to use personal protection equipment.

This is a permanent job and is monitored at the place where the activities are being developed.



PARTNERS

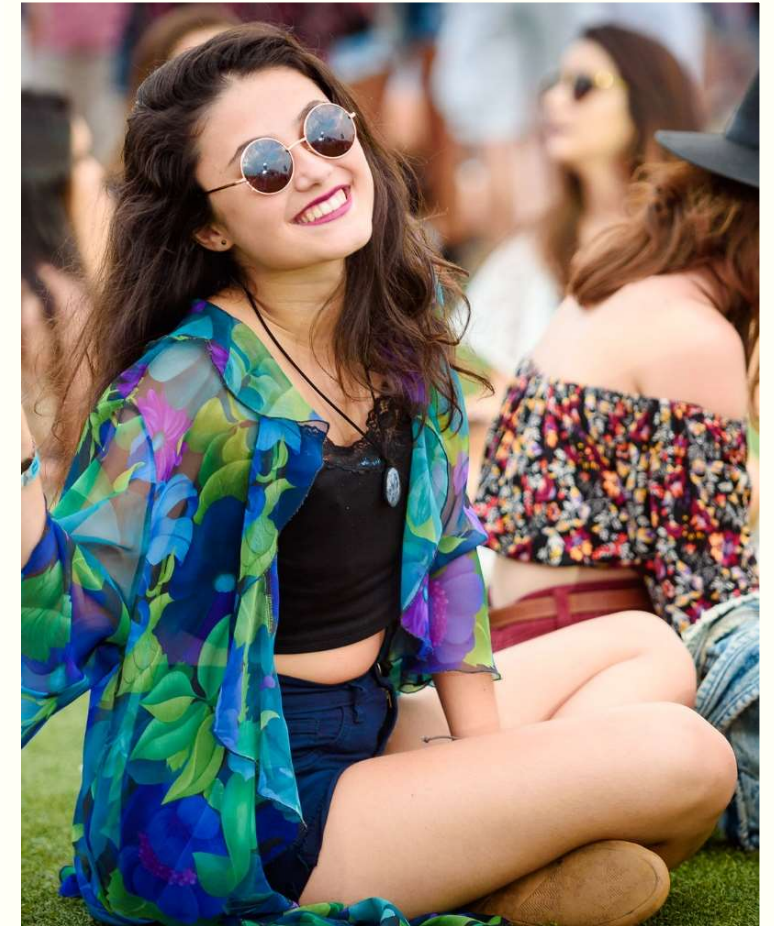


TRAINING FOR WASTE MANAGEMENT AT ROCK IN RIO

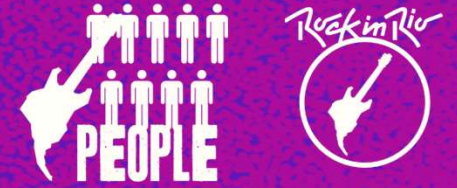
In all editions, training is given to all employees within the City of Rock. The spaces receive signs for the correct separation of waste for the audience and employees. In all phases - assembly, event, disassembly - inspection is carried out to detect what needs to be improved and to provide support for the various spaces.

TRAINING +18

Beverage vendors receive training on the prohibition of making alcohol available to minors. We have a team that monitors this service in order to ensure continuous awareness and also disincentives for minors to consume alcohol, as well as for adults not to make alcohol available to minors who they are with. We provide signage with information for space operators and the audience. Operators from 281 bars were training, in the two weekends of 2018, to raise awareness regarding the sale of alcoholic beverages to minors, contacting 717 employees of these establishments.



PARTNERS



ROCK IN RIO SUSTAINABLE ATTITUDE AWARD

To reward the best sustainability attitudes in City of Rock, in the Stand, Store and Supplier categories. More than 30 Partners were awarded in Lisbon, Rio de Janeiro, Madrid and Las Vegas.

In Lisbon, in 2018, the winners were: AFONSO DOS LEITÕES (store); CENTURY 21 (stand) e TALENTER (supplier).

In Rio de Janeiro, in 2019, the winners were: NATURA COSMÉTICOS, SA (store); DORITOS RAINBOW - PEPSICO BRASIL (stand); RENTOKIL (supplier) and Honorable Mention to STEFFEN (supplier).



INSPIRING PARTNER CAMPAIGNS



Doritos brings diversity to Rock in Rio
If October 5th is the most sought after by the LGBT audience at the 2019 edition of Rock in Rio, with shows by Anitta and Pink, the Doritos space will certainly be their gathering point



#ColoriR (painting)
IT'S MORE THAN JOINING COLORS
IT JOINING DIFFERENCES.



INSPIRING PARTNER CAMPAIGNS



Natura, Heineken e Rock in Rio transformam copos plásticos do festival em embalagens de cosméticos

Iniciativa resultou na produção de 670 mil unidades de tampas de novo desodorante e evitou a emissão de 15 toneladas de CO² no meio ambiente

Natura, Heineken and Rock in Rio transform plastic festival cups into cosmetic packaging
The initiative resulted in the production of 670 thousand units of new deodorant caps and avoided the emission of 15 tons of CO² into the

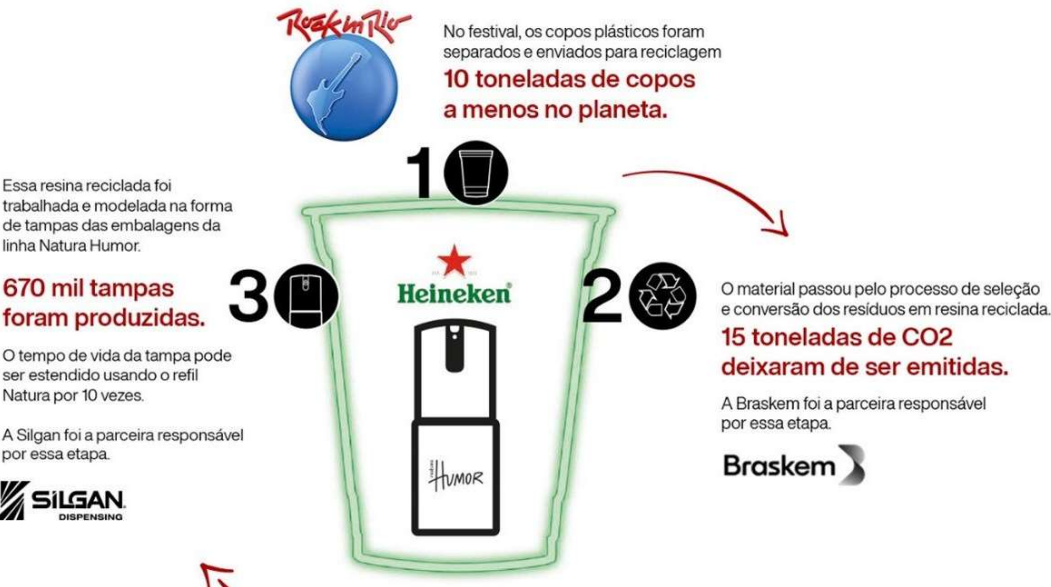


Heineken
Rock is always being renewed, just like this cup.
See here how this cup will become a natura

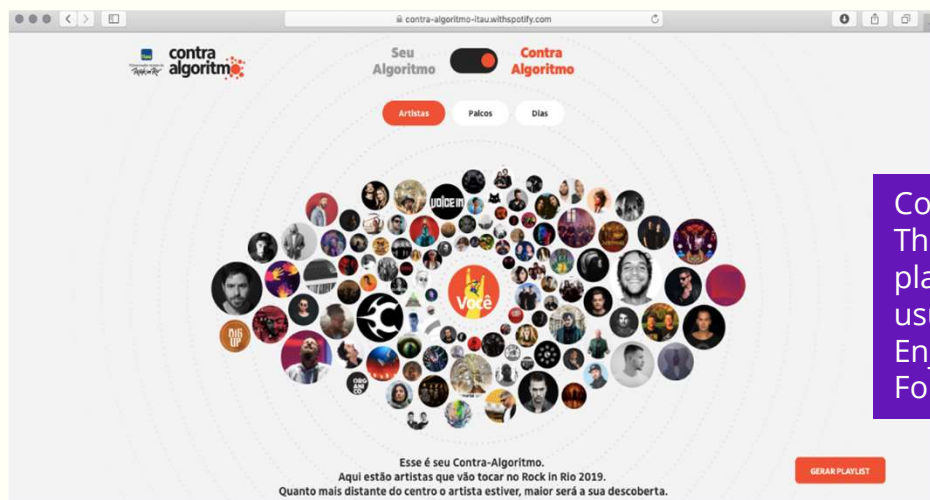
At the festival, the cups were separated and sent to recycling 10 fewer tons of cups on the planet.

The material went through the process of selection and waste conversion, transforming into recycled resin.
15 tons of CO² were no longer emitted.
Braskem was the partner responsible for this stage.

This resin was crafted and shaped in the form of lids for the Natura Humor line of packaging
670 thousand lids were produced.
A Lid lifecycle can be extended 10 times by using a Natura refill.
Silgan was responsible for this step

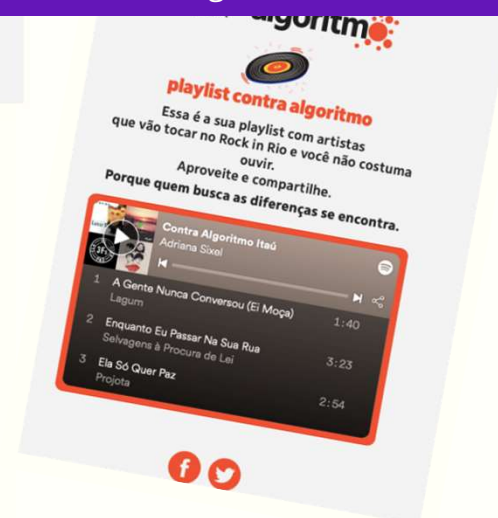


INSPIRING PARTNER CAMPAIGNS

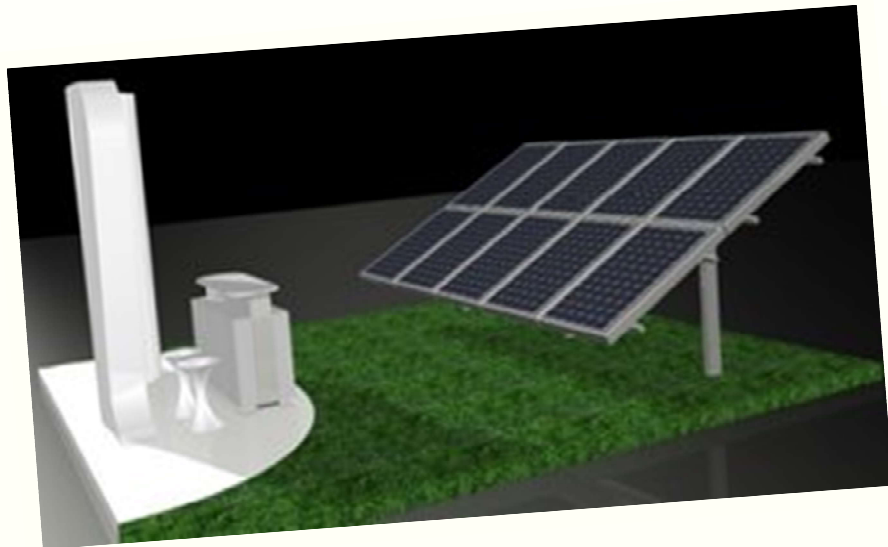


Counter-algorithm playlist
This is your playlist with artists who will play at Rock in Rio and that you don't usually listen to it.
Enjoy and share.
For those looking for differences, this is it.

Itaú launched a "Counter-Algorithm" for people to get to know new music
This is your Counter-Algorithm. Here are the artists who will play at Rock in Rio 2019. The farther from the center the artist is, the greater will be their discovery



INSPIRING PARTNER CAMPAIGNS



HOME ENERGY

The entire stand was powered by solar panels, and the excess energy produced was injected into the network.



ADENE

Power generator flooring to power the stand.

INSPIRING PARTNER CAMPAIGNS



CAIXA GERAL DE DEPÓSITOS BANK

fundraising for the creation or reinforcement of study rooms in Social Solidarity Institutions (IPSS) from north to south.



EDP

replacement of public lighting in Parque da Bela Vista (170 bulbs) with energy-saving, low-consumption and more resistant bulbs.

INSPIRING PARTNER CAMPAIGNS

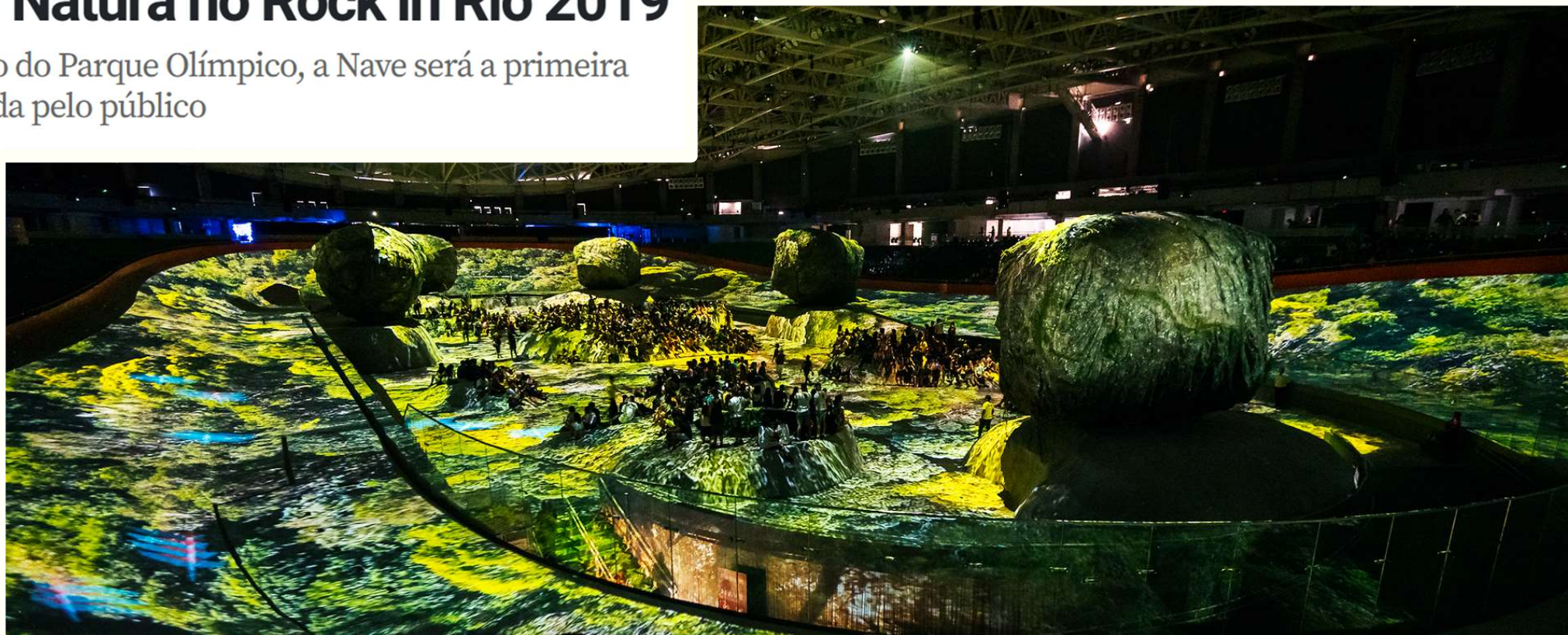


Conheça a Nave, o novo espaço sensorial e imersivo da Natura no Rock in Rio 2019

Ao ocupar o velódromo do Parque Olímpico, a Nave será a primeira atração a ser encontrada pelo público

Discover Nave, Natura's new sensory and immersive space at Rock in Rio 2019

By occupying the velodrome of the Olympic Park, the Ship will be the first attraction



WORKING CONDITIONS



At each edition of Rock in Rio, we work with the objective of guaranteeing and improving the work safety conditions of everyone involved in the event, with a focus on these actions:

FOSTER SAFETY, HEALTH, AND WELL-BEING

Ensure in contracts that responsibilities are defined in terms of safety, health and well-being conditions in compliance with current legislation and best practices, and that they will be guaranteed for everyone involved in the event.

PROVIDE TRAINING AND SHARE THE SAFETY, HEALTH AND WELL-BEING CONDITIONS

Collect all the information necessary to provide training and inform everyone involved in the event, to ensure that all the conditions to comply with legislation and other commitments are implemented. Develop clarification sessions for everyone operating in the City of Rock during the various phases.

SIGNALING, MONITORING AND INSPECTING

Signaling, delimiting and creating mechanisms to monitor and supervise the work and ensure the implementation of security measures, in the various phases of the event.



SUPPLIER SELECTION PROCESS

To ensure the best management and selection of suppliers and services, there is a Rock in Rio Purchasing Manual.

The Purchasing Manual aims to document the purchasing process of the Rock in Rio organizing company, and at the same time serve as a guide for the team, defining the process and standardizing internal procedures and documents.

The purchasing process is defined as follows:



After the supply or provision of services, the supplier is evaluated according to quality criteria, compliance with deadlines and delivery, compliance with requirements and involvement in Rock in Rio policy.

With this measure, we intend to identify how we can work to improve this supplier.
We confirm with each issue that when we keep the same suppliers, they grow with us.

VALUE CHAIN



SUPPLIER SELECTION CRITERIA

Proven product/service quality and ability to scale

Proposal value and payment terms

Technical assistance

Event experience

Transport capacity

Experience Economy

Business ethics

Large amounts

Energy efficiency

Composition of products



VALUE CHAIN



PROJECT EVALUATION AND NOTIFICATION SYSTEM

The Rock in Rio team works with its suppliers and partners to improve the quality of delivery to the audience and make sure all legislation is being complied with.

Therefore, all projects in the City of Rock are evaluated by professionals in the areas of Operations, Sustainability, Production, Engineering, Project Management and Legalization. In 2019, there were 182 projects evaluated, going through three evaluation phases each.

The Rock in Rio team promotes three clarification sessions, bringing public bodies to explain the procedures and answer questions from partners and suppliers.

A FAIRER MARKET

In 2019, we implemented the notification system, which sought to alert and educate partners and suppliers about irregularities identified in the worker safety area. This system enabled better working conditions for thousands of accredited persons at the event.

280 notifications were issued.

With these and other measures, Rock in Rio impacts companies that operate in the events market, demanding but also teaching and helping to deliver quality services.

The requirements and evaluation criteria favor companies that comply with legal requirements, contributing to the formation of a fairer market.



INCLUSION



INCLUSION



APERCIM

Since 2012 Rock in Rio integrates a group of young people from APERCIM (Association for the Education and Rehabilitation of Unadapted Citizens of Mafra) into its staff catering team. These young people perform functions in the catering space at lunchtime, adapted to their abilities, and also get to enjoy the event.

It is previously agreed with the catering company to include these people in their staff. They are formed and integrated into the team by the company, always accompanied by a team of APERCIM coordinators.

COLOR ADD

In order to include more and more people, Rock in Rio joined the Color Add color identification system for colorblind people. The color system was present in 2016 on tickets and bracelets, and on the website there was information on how to identify the colors .

DRESS FOR SUCCESS

Following the project supported in 2014, which supported the training of 60 women from the parish of Marvila through the Dress for Success association, in the 2016 edition the résumés of these women were sent to Talenter, a Portuguese temporary work company, and some were incorporated into the Rock in Rio team.



INCLUSION



FOOD DONATIONS

Rock in Rio, through its partners Refood4Good and Zero Desperdício in Lisbon and Three Square in Las Vegas, has already supported more than 11,000 people with the donation of more than 55,000 meals. This food is surplus in good condition, from the VIP catering, artists, staff and even from the F&B brands present in the City of Rock that participate in this program.

MATERIAL DONATIONS

At the end of each event, Rock in Rio stores many of its materials for reuse, such as sets, stages, fabrics, etc. and it also promotes the donation of materials that will not be used in future editions. Schools, theater companies, festivals, and associations are some of the entities that apply every year to receive these materials. In a long-standing partnership, the Boom Festival is the first to enter the City of Rock in Lisbon to collect around 70 to 80% of our synthetic grass, plus canvas, scenic material, fabrics, wood and others, then other entities collect what is left. Also, some merchandising left over from past editions, such as t-shirts, have already been donated to an association that works with disadvantaged families in Guinea. In Rio de Janeiro, 90% of the surplus materials are donated to Comlurb, our waste management partner, which distributes the materials to the various Collectors Cooperatives with which it works.

Through the donation of tickets, Rock in Rio intends to make culture accessible and more democratic, choosing some associations that work with people with disabilities and/or in financially difficult situations. More than 300 institutions have already received support from this donation.

TICKET DONATION

Through the donation of tickets, Rock in Rio intends to make culture accessible and more democratic, choosing some associations that work with people with disabilities and/or in situations of financial difficulties. More than 300 institutions have already been supported with this donation.



INCLUSION



ACCESSIBILITY

Aiming to offer unforgettable experiences to all audiences, Rock in Rio invests in an accessibility project, with recognition from the target audience and the press.

The project seeks to not only ensure accessibility in the physical space of the City of Rock with comfort and safety, but also to provide a unique experience for people with any types of limitations, such as: physical disability, hearing, visual and intellectual disability, as well as the elderly, pregnant women, the obese, and people with reduced mobility.

In Brazil, we managed to achieve full accessibility, in physical terms, due to the park's flat characteristics. In Portugal, the Bela Vista park has in its beauty many slopes and winding paths that do not allow us to guarantee 100% physical accessibility to all spaces.



INCLUSION



RIO DE JANEIRO

Floors and tactile maps are installed in strategic locations.

World and Sunset stages have raised platforms to ensure good visibility for everyone.

Sign language translators guarantee communication and even the transmission of some shows for the deaf. This audience also has a "Feel the Sound" space, where the vibration from the shows can be felt, through the proximity to the speakers.

The audience can also experience the toys in the City of Rock. For people in wheelchairs, the Ferris Wheel has an accessible cabin, the zipline uses a motorized chair to facilitate going up and down the tower stairs, the Roller Coaster and Mega Drop have a special belt to ensure greater safety for physically disabled passengers so they can enjoy them without risk.

The 26 exclusive use bathrooms have help bars, ramps, and accessible latches, in addition to being of unisex use, making it easy for people of different sexes to enter together, if help is needed.

We offer the half price tickets for people with disabilities and their companion.

The search and entrance queues are done using a priority entrance, with signposts and ramps.



INCLUSION



RIO DE JANEIRO

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

All restaurants have lowered counters for priority service, and exclusive tables are offered in the Gourmet Square, .

During Rock in Rio 2019, an exclusive transport service was also provided for people with disabilities or limited mobility and their companion, leaving the BRT station and Shopping Metropolitano Barra to go to the festival.

Those who have a parking card for special spaces can request entry to the exclusive parking lot via email.

The service center is the point for information, support, and service for this group during festival days. It includes a workshop to repair possible damage to a wheelchair; the location to withdrawal of the “Livre” Kit, a device that adapts to the wheelchair, transforming it into an electric tricycle; the wheelchair loaner base, and the guide dog support location. All services are free.

The big news in 2019 was the responsibility of App Veever, which helped the visually impaired in getting around the festival's various attractions. The microlocation service operated using beacon technology. It provided information from within the City of Rock in order to guide people with special needs who were on the move.



INCLUSION



RIO DE JANEIRO 2019

- 26 ADAPTED RESTROOMS
- 14,000 SERVICE ENCOUNTERS
- 665 BORROWED WHEELCHAIRS
- 4,200 SUNSET AND WORLD PLATFORMS
- 1,400 ACCESSIBLE SHUTTLE TRANSFERS
- 560 PRIORITY ACCESS TO TOYS



INCLUSION



LISBON

Based on partnerships with entities that work with these topics on a daily basis, we have implemented the following services and support:

- Dedicated parking for people with reduced mobility, with properly identification
- When the limitation is temporary, it is enough to present a legal medical document, and they may bring the vehicle to the parking lot, which is in front of the entrance.
- Priority entrance with a ramp to Bela Vista Park
- technical support team at the entrance to the site
- World and Music Valley stages have raised platforms to ensure good visibility for everyone
- These platforms have adapted restrooms and electricity available for charging electric cars or other necessary equipment
- Backpackers often visit these platforms so that users don't have to leave them, as well as a support team that collects some swag from partners and distributes them on these platforms
- The Ferris wheel has an accessible cabin
- Emergency points are accessible, such as the Hospital, the event's private security information station, there is a security guard at the entrance of each platform, and we always have a technical team to support users on the accessible platforms for each stage.





WE KNOW THAT PLANET EARTH HAS A GREAT CAPACITY TO REGENERATE ITSELF, SO OUR FOCUS ON THE PLANET TRANSLATES INTO THE NEED TO CHANGE BEHAVIOR FOR THE CONTINUATION OF THE HUMAN SPECIES.

CARBON FOOTPRINT



PROJETO
CARBON
lenini



CARBON FOOTPRINT



Rock in Rio has accounted for its carbon footprint since 2006, and was the first major event to account for and offset its carbon footprint.

This account includes the emissions associated with transportation for the audience, artists, organization team, and partners; energy consumption; the treatment of generated waste; the transport of cargo for artists, organization team, and partners; and accommodations for the artists and the organization team.

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

The realities experienced at Rock in Rio Lisbon and Rio de Janeiro are very different. The carbon load in Rio de Janeiro is greater, as there are 7 days of event while in Lisbon there are 4. In Rio de Janeiro we have an average audience of 100,000 people per day and in Lisbon there are about 70,000 people. However, as shown below, the behaviors are almost identical.

1st ROCK IN RIO REFORESTATION PROJECT - WHERE THE 1st EMISSIONS OFFSETTING WAS MADE BY PLANTING 19,000 TREES



CARBON FOOTPRINT



More than half of the carbon footprint associated with Rock in Rio is related to audience transport. Tons of CO2 equivalent accounted for in recent editions in Lisbon and Rio de Janeiro:

LISBON 2018

4,376 TONS

430 TONS

390 TONS

203 TONS

41 TONS

3 TONS

AUDIENCE TRANSPORT

TRANSPORTATION FOR RIR TEAM, SPONSORS, AND SUPPLIERS

TRANSPORTATION OF ARTIST EQUIPMENT AND CARGO

FUEL CONSUMPTION

ENERGY CONSUMPTION

WASTE TREATMENT

RIO DE JANEIRO 2019

35,995 TONS

26,925 TONS

370 TONS

336 TONS

185 TONS

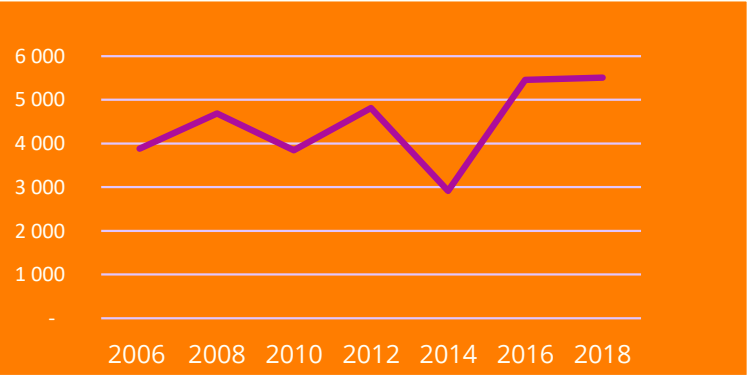
836 TONS

CARBON FOOTPRINT

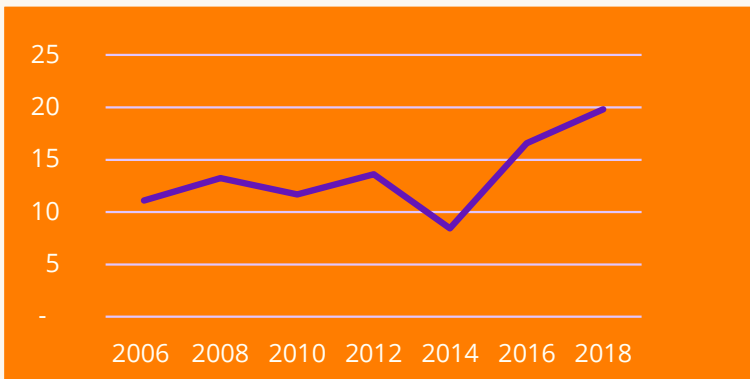


LISBON (TONS)

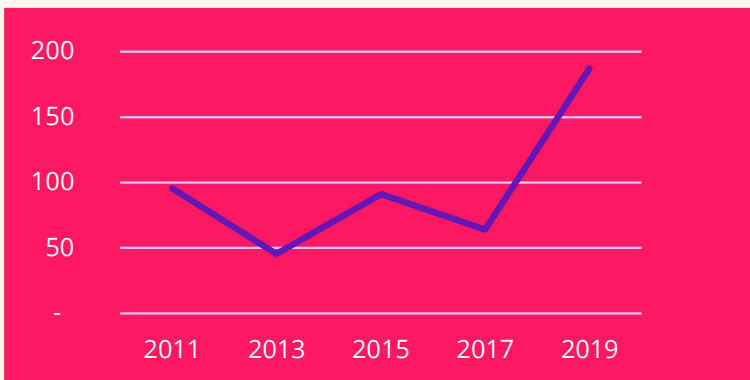
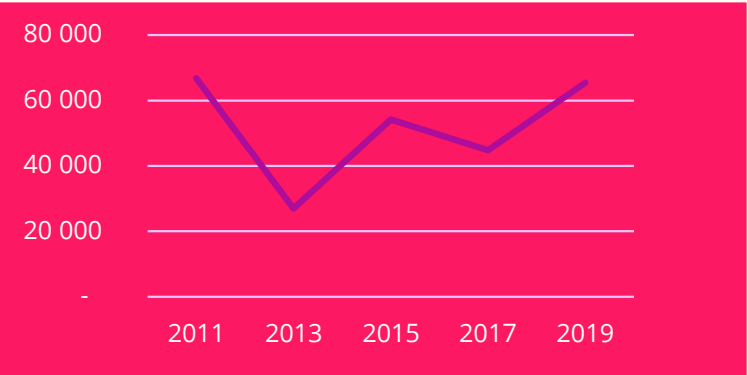
TOTAL EMISSIONS PER EDITION



AVERAGE EMISSIONS PER PERSON



RIO DE JANEIRO (TONS)



Even though Rock in Rio will implement measures to reduce emissions, we found that we were not able to reduce our carbon footprint. Either because the audiences size increases, or because we are always looking for the next editions to be bigger and bigger, offer more experiences for our audience.

WASTE MANAGEMENT



WASTE MANAGEMENT



Among all the challenges that the festival imposes on the organization, waste management is certainly one of the greatest. This is because it is a matter that does not only depend on the commitment of the internal team and the contractors who perform the service; but also from all suppliers and especially the festival audience.

Throughout all editions, we had several partners who always helped us in this endeavor. In Lisbon, there was Sociedade Ponto Verde (entity that manages the packaging waste), Ponto Verde Serviços, Lisbon Municipality, and Valorsul (entity that receives all Lisbon waste and send to proper final end); in Rio de Janeiro, however, we have to mention Rio de Janeiro City Hall and COMLURB (Municipal Urban Cleaning Company), which is our supplier and great partner; and some companies, such as Heineken and Natura, in the 2019 edition, which even generated a great success story that will be told below.

These partnerships are extremely important for the creation of a waste management plan that will allow the success of this operation, seeking to manage a situation that can become a public health issue and properly dispose of the waste generated, reducing its environmental impact.



WASTE MANAGEMENT



For the success of this operation, it is necessary to involve, train, and inform all the people who can impact it. So, we developed a series of initiatives, such as:

- Clarification sessions for all partners for the correct identification and disposal of waste
- Clarification sessions dedicated to food partners
- Training sessions with space operators
- Installation of signage in spaces where there is waste production, with information about correct disposal
- Inspection during the assembly, the event itself, and during disassembly phases to identify points for improvement
- Placement of waste separation containers in strategic locations and in more than sufficient quantity to ensure correct separation
- Information and awareness campaigns for our audience, so that they know where to correctly dispose of their waste

Complementing waste management, we implemented measures to reduce waste generation, such as the adoption of the reusable cup in 2018 in Lisbon; the rental of many of the structures (stage structures, containers); the prohibition of construction in the City of Rock to reduce the generation of waste during assembly; encouraging modular structures so that our partners can use their stands at other events; the prohibition of flyer distribution in the City of Rock; the assessment of swag so that sponsors can make the best choice in terms of materials and usefulness of the swag, so that it does not end up becoming waste at the event.



WASTE MANAGEMENT



At a festival of superlatives, the waste numbers are also gigantic.

In Lisbon, as of the 2008 edition, the festival won the 100R seal, from Sociedade Ponto Verde, attesting that 100% of the event's waste is correctly disposed of. From then on, this also became a commitment for the Brazilian edition, which won the seal in the 2011 edition.

In 2013, waste management was part of the "For a Better World" campaign, with the motto "Trash in the trash, Rio in your Heart." Continuous improvement has always been a commitment of Rock in Rio, crowned by the ISO 20121 certification obtained in 2013. This has occurred and has been taken more and more seriously, and since 2016 Lisbon editions are "zero waste to landfill," which means that 100% of the waste generated is reused by the organization or by others, recycled or recovered organically or energetically, with nothing going to landfills.

**100% OF WASTE IS
REUTILIZED
IN THE LISBON
EDITION**

**80% RECYCLING
ON AVERAGE**

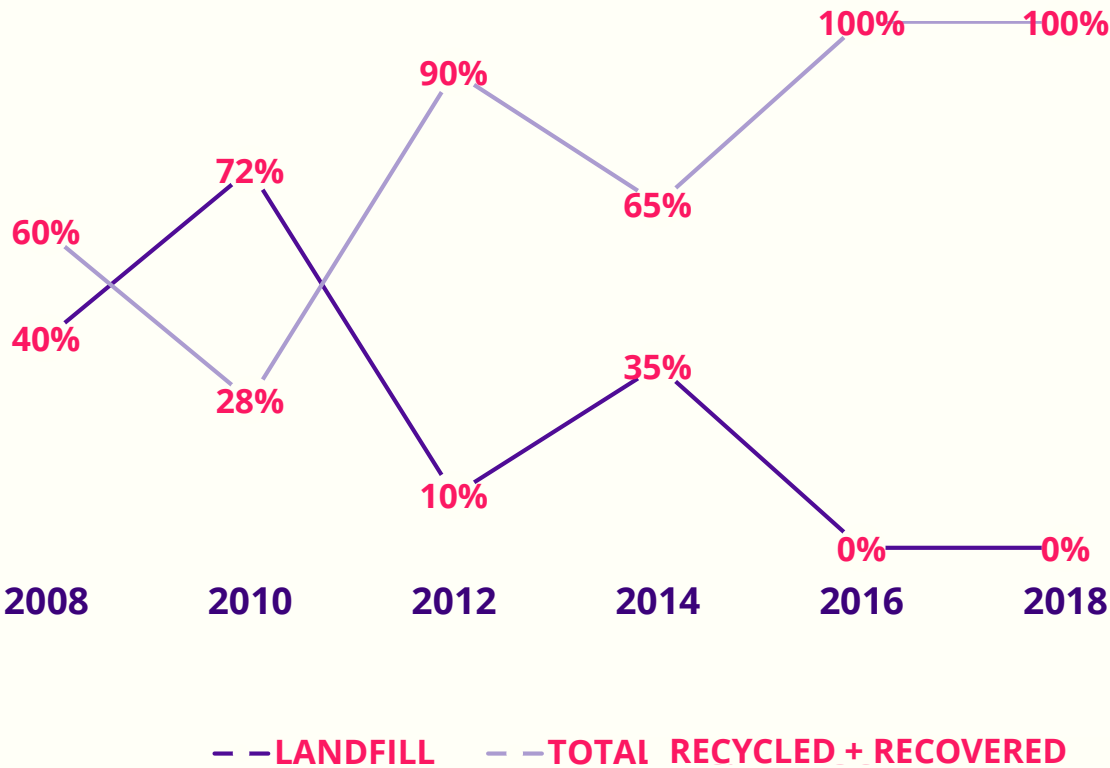


LISBON WASTE GENERATED THROUGHOUT THE EDITIONS

The accounting of waste at Rock in Rio starts in Lisbon in 2008, through the partnership with SPV and the 100R certification obtained that same year, so six editions of Rock in Rio in Lisbon totaled:

- **863 TONS OF WASTE, OF THESE:**
 - **430 ARE UNDIFFERENTIATED**
 - **433 RECYCLED OR RECOVERED ORGANICALLY OR ENERGETICALLY**

With an average recovery and recycling rate of 51%, the graph shows that since 2016 this value has risen to 100%, since all the generated waste was somehow reused, with 0% sent to landfill.



WASTE MANAGEMENT



LISBON REUSABLE CUPS

In 2018, in Lisbon, we implemented reusable cups for the first time. We produced 500,000 cups that were used in the City of Rock.

Complementing this action, we had 10 people circulating through the event to assess whether we had cups being thrown in the trash. We concluded that only 2,000 cups ended up in the trash cans (which turns out to be quite residual); the remainder were taken home by the attendees. This is proof that the audience collaborated with the initiative, taking the cup home for reuse.

With this action, we were able to reduce the total production of waste by 10 tons, and both Sociedade Ponto Verde and Valorsul reported that waste was better separated in this edition, since the plastic from cups no longer were part of the waste. The so-called "undifferentiated" waste has become more organic, with plastic bottles being more easily deposited in the plastic container.





RIO DE JANEIRO WASTE GENERATED DURING EDITIONS

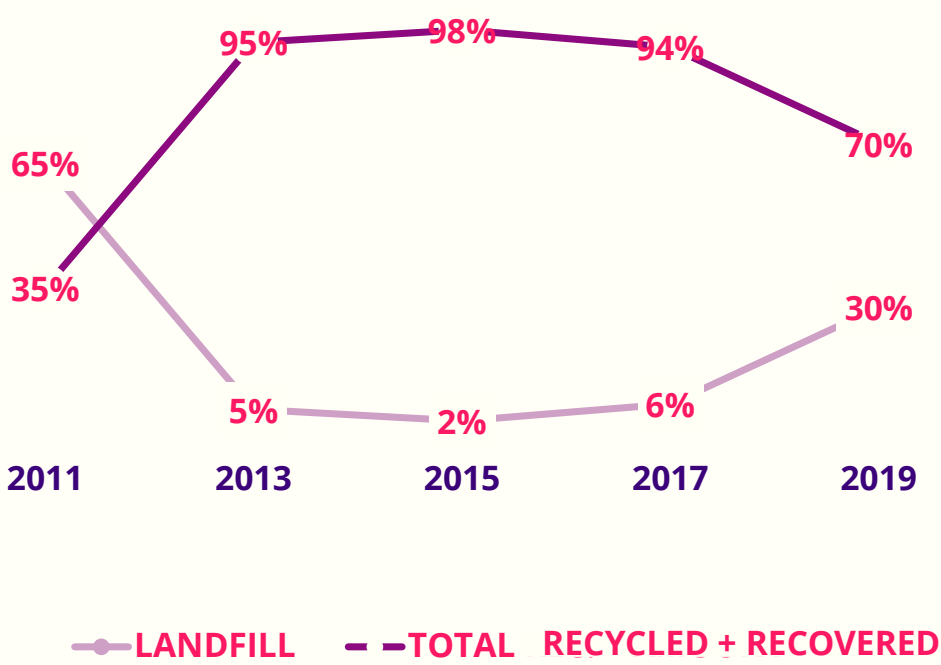
From the experience gained in Lisbon in waste management, we took the best practices to Rio de Janeiro, a more challenging project due to its size, but also because the separation of waste is not an issue that has matured in people's daily lives.

Thus, in 5 editions of Rock in Rio in Rio de Janeiro, we accounted for the production of:

- 1,933 TONS OF WASTE, OF THESE:
- 418 ARE UNDIFFERENTIATED
- 1,515 RECYCLED

With an average recovery and recycling rate of 80%, this fact is due to the partnership with waste collector cooperatives that fine-tune the separation of waste in sorting stations, allowing the recycling rate to reach this level. This recyclable waste is then sold by the cooperatives to recycling companies, generating income for the collectors.

In 2019, there was less use reutilized waste due to extreme contamination, a fact that has already helped define improvements to be implemented in 2021.



WASTE MANAGEMENT



RIO DE JANEIRO PARTNER INITIATIVES

Heineken and Natura joined the 2019 festival and committed to recycling the beer cups into perfume containers. With this, we had a clear example of a circular economy, which showed the final destination that can be given to the event's plastic.



In addition to these brands, Nissin also carried out reverse logistics of its own “cup noodles” packaging, and collected practically 100% of the cups that were sold.



At the festival, the plastic cups were separated and sent for recycling 10 fewer tons of cups on the planet.



Partnerships that transform
Discover how Natura and Heineken stopped emitting 15 tons of CO₂ after Rock in Rio 2019.

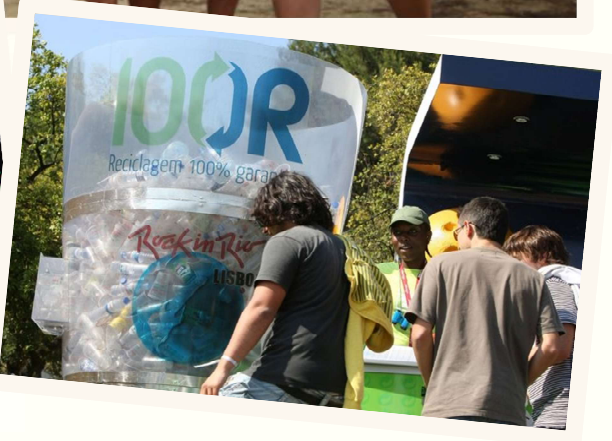
WASTE MANAGEMENT

LISBON PARTNER INITIATIVES

Sociedade Ponto Verde, a Rock in Rio Lisbon partner since the first edition, encourages good recycling practices within the City of Rock, with campaigns for the delivery of waste, information on how to properly separate it, and backpackers scattered around the event collecting plastic among the audience.



Heineken, in addition to the 2019 campaign, promoted the collection of plastic cups in exchange for swag at Rock in Rio Lisbon and Rio de Janeiro.



WASTE MANAGEMENT - POSITIVE IMPACTS



RECYCLED

42 TONS OF GLASS

449 TONS OF PLASTIC

531 TONS OF PAPER/CARDBOARD

408 TONS OF WOOD

568 TONS OF ORGANIC

9 TONS OF COOKING OIL

SAVED

ENERGY

We save the equivalent of powering **16,000 HOMES FOR 6 MONTHS**.

CARBON

We avoided the emission of **2,192 TONS OF CO2 INTO THE ATMOSPHERE** = emissions from a gasoline powered vehicle making more than 400 trips around the earth's surface

TREES

With the recycling of paper and plastic, we avoid the harvest of **212 HECTARES OF FOREST, 10,620 TREES**.

SAND

By recycling **42 TONS OF GLASS, WE HAVE 42 TONS OF NEW GLASS**, since it is 100% recyclable. This same amount of glass prevented the extraction of 54.6 tons of sand.

WATER

WE AVOIDED THE CONTAMINATION OF 282 MILLIONliters by separating oil.

We saved **52 MILLION LITERS** in the production of new materials.

OIL

WE AVOIDED THE CONSUMPTION OF 68 TONS

WASTE MANAGEMENT



CHALLENGES AND WHAT WE WANT TO IMPROVE IN THE FUTURE

In Brazil, our great challenge continues to be audience participation, for separation to be more effective and for there to not be so much loss in the separation of waste made by cooperatives, which end up sending more waste to landfills than we would like, because they were not well separated by the audience, contaminating what could have been recycled. In addition, a great solution is what Heineken, Natura and Nissin did, which is to have defined the final destination of all festival waste beforehand, so that we do not have to depend on the consumer market for recyclable waste, which influences the value of waste and the interest of cooperatives in separating it.

We know that contracting cooperatives goes beyond positive environmental impacts, and includes social impacts, with the inclusion of disadvantaged people in the recycling chain. With this, we want these contracts to be increasingly fair, in order to compensate them for their service, and not just for the separated material, so that even material without great commercial value will be separated and sold. Furthermore, the definition of all reverse logistics and the circular economy is essential for the success of the system.

Including the audience and all suppliers in this management is extremely important, and educational actions must be increasingly encouraged.

In Portugal, audience involvement is also the biggest challenge. How to get the audience to correctly separate waste? We believe that the solution is to simplify. Therefore, in 2022, we will continue to have only 2 types of waste for the audience, plastic and undifferentiated, and for plastic to be only from plastic bottles and 100% separated through awareness-raising actions and campaigns developed with partners, and since the rest is mostly organic, to reduce the rate of energy recovery and increase the organic rate.

We intend to increase the circular economy among our partners and account for the waste we donate, comparing it with the input of materials to have a more accurate idea of the percentage of material reuse. On the other hand, we are going to focus on reducing waste by banning primary packaging whenever possible, that is, avoiding individual packaging of products that enter the City of Rock.



MOBILITY



MOBILITY



In all editions, we work to guarantee an integrated Mobility Plan, which guarantees the safety and comfort of our audience, from leaving home until their return.

This mobility plan always has several communication campaigns that involve several partners, including mobility partners.

The signature “EU VOU” (I GO) is associated with these campaigns “EU VOU DE TRANSPORTES PÚBLICOS” (I GO BY PUBLIC TRANSPORTS), “EU VOU DE BRT”.

We also hold press conferences on this topic close to the date of the event, so that people have the most complete information when making the decision on how to get to and from the City of Rock.





RIO DE JANEIRO 2019

In the 2019 edition, around 78% of the audience used our Mobility Plan:

- BRT + SUBWAY: 54%
- OTHER TRANSPORT: 24%

LISBON 2018

In the 2018 edition, the car continued to be the most chosen means of transport, however, around 40% of the audience used the Mobility Plan:

- LISBON SUBWAY 27%
- OTHER TRANSPORT: 13%

For future editions, improvements will be made in the communication of the Mobility Plan, taking into account public awareness so that they can make conscientious choices regarding their impacts.

MOBILIDADE



DIRECTO DA TUA CIDADE PARA A CIDADE DO ROCK

abreu
ROCK IN RIO EXPRESS

TRANSPORTE IDA E VOLTA + BILHETE = 72 EUROS
VAI COM A AGÊNCIA ABREU AO MAIOR FESTIVAL DE MÚSICA DO MUNDO COM MUITO MAIS CONFORTO E SEGURANÇA.

abreu

CIDADES E LOCAIS DE PARTIDA

- AMARANTE (CÂMARA MUNICIPAL) PASSANDO POR FELGUEIRAS (LOJA ABREU)
- AVEIRO (ESTAÇÃO DA CP - TRASEIRAS)
- BEJA (TERMINAL RODOVIÁRIO) PASSANDO POR SANTO ANDRÉ (LOJA ABREU)
- BRAGA (TERMINAL RODOVIÁRIO)
- BRAGANÇA (LOJA ABREU) PASSANDO POR VILA REAL (QUINTA DO SEIXO)
- COIMBRA (EM FRENTE AO HOTEL ASTÓRIA)
- COVILHÃ (TERMINAL RODOVIÁRIO) PASSANDO POR VISEU (PAVILHÃO MULTUSOS)
- FARO (LOJA ABREU)
- FÁTIMA (CENTRO PASTORAL PAULO VI)
- GUARDA (TERMINAL RODOVIÁRIO) PASSANDO POR CASTELO BRANCO (ESTAÇÃO DA CP)
- GUIMARÃES (ESTÁDIO DO VITÓRIA DE GUIMARÃES)
- LEIRIA (ESTÁDIO DE LEIRIA) PASSANDO POR CALDAS DA RAÍHA (LOJA ABREU) E POR TORRES VEDRAS (ESCOLA SECUNDÁRIA MADEIRA TORRES)
- PENAFIEL (PARQUE DA GNR) PASSANDO POR MARCO DE CANAVEIAS (CÂMARA MUNICIPAL) E POR PARFEC

**A MÚSICA É A TUA VIAGEM
A CP ALINHA CONTIGO**

rockcard CP

EU VOU DE COMBOIO

69€ (preço IVA incluído)

ESTE ANO, VÁLIDO TAMBÉM A PARTIR DE BRAGA E FARO

IN 2019, WE REDUCED THE CARBON FOOTPRINT OF PUBLIC DISPLACEMENT BY 12%

IN 2018, 50% OF THE PUBLIC CAME FROM UP TO 30KM - OF THIS A MORE 11% CAME BY METRO

22% OF THE PUBLIC COMES FROM +150KM – OF THESE 8.5% CAME BY CAR AND A MORE 4% OPTED BY TRAIN OR BUS

ENERGY



ENERGY



The energy and fuel consumption to generate energy at Rock in Rio is, on average, 6% of greenhouse gas emissions emitted by the entire festival during the event. Which means that any optimization that is done will not mean much in the final carbon footprint. Even so, Rock in Rio, with its partners, implements actions to reduce energy consumption, monitoring for better control of consumption and awareness, and adopting renewable alternatives whenever possible.

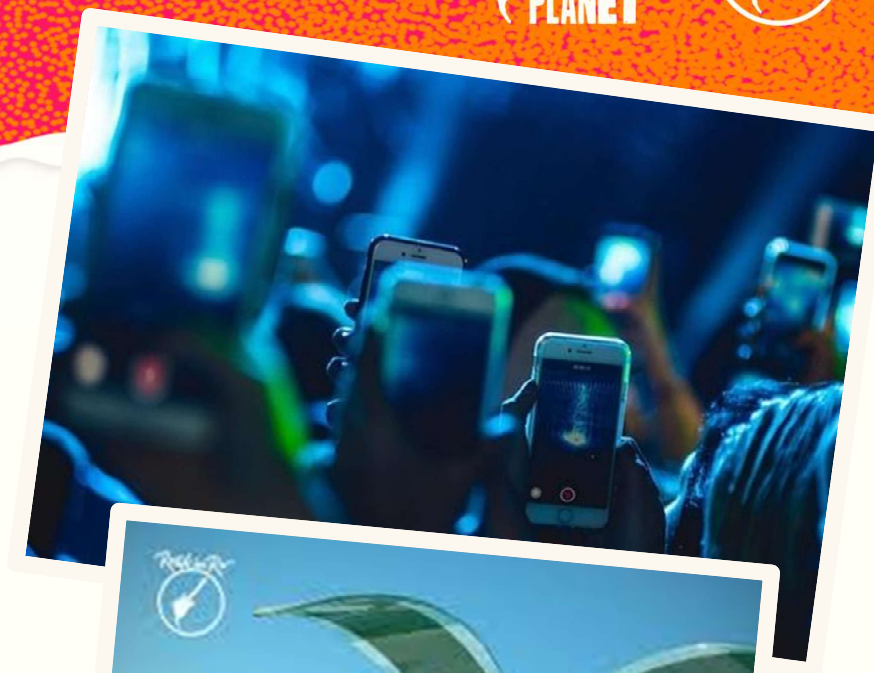
We have already had energy generating floors, photovoltaic panels, bicycles that generate energy, and wind energy generators installed in stands; photovoltaic panels that produce solar energy to charge cell phones.

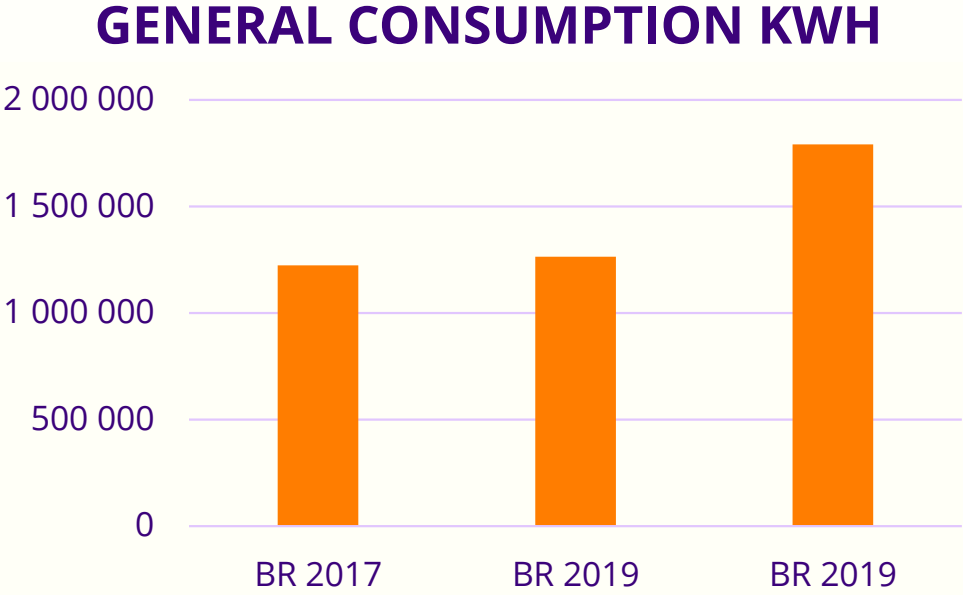
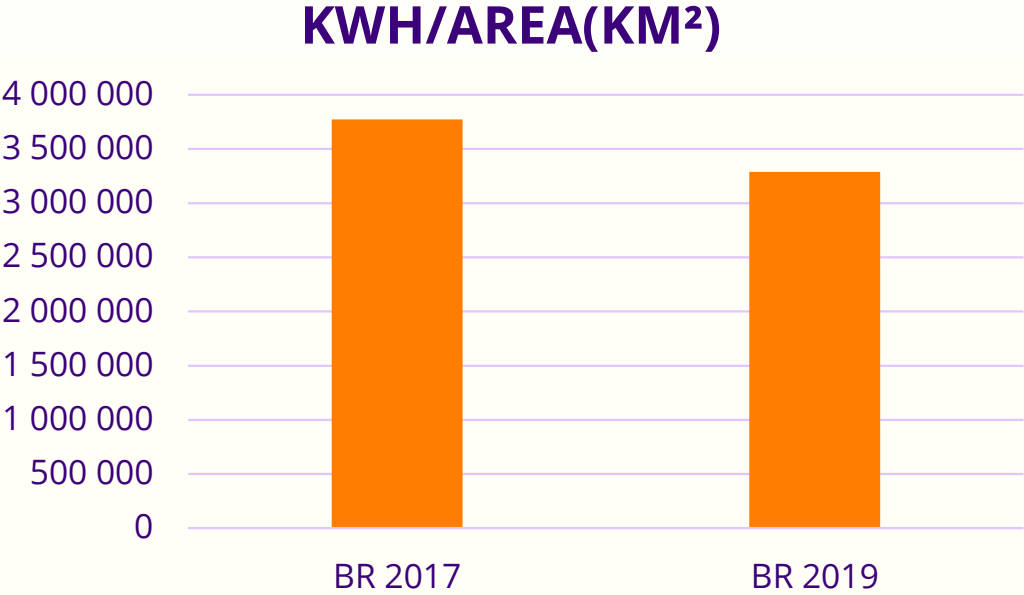
The power supply to the large consumption sources requires a continuous supply that does not have failures or fluctuations, so the energy from the grid and generators continues to be the most viable option for supplying the City of Rock.

With the energy audit at the event in Lisbon, in 2014, and through the Smart City project, which monitors flows and consumption in the City of Rock, it was possible to optimize the generator park, reducing it from 40 to 15 generators in 2018.

From 2015 to 2019, despite having doubled the size of the festival, Rock in Rio reduced its fuel consumption by 60% – contrary to the increase that could be expected, and even generating a reduction.

From 2010 to 2018, there was a 25% reduction in the carbon footprint associated with fuel consumption in Lisbon, and the event has grown.





In the graph on the left, the energy consumption by area was compared, because with the increase in the event area an increase in energy consumption would be normal (see graph “General Consumption Kwh”). However, when comparing the absolute general consumption (KWh) there was an increase, but analyzing the consumption per capita, a decrease in consumption is observed (which reflects the use of equipment with greater energy efficiency).

*in 2017, two Arenas were used, in 2019 we used 3, one of them being the Velodrome, which due to the track needs uninterrupted cooling, which causes energy consumption to increase considerably. Note that just by including this arena we would already have higher consumption. In addition, the arena that was added was the velodrome, which had this particularity.

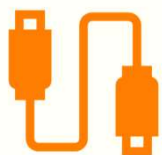
ENERGY



AVAILABLE ENERGY | 34,000KW
10 MARACANÃ STADIUMS



ENERGY CONSUMPTION | 2,460,971 KWH
7,000 HOMES FOR 1 MONTH



ELECTRICAL CABLES
110 KM



WATER CONSUMPTION | 16,200M³
3,600 HOMES FOR 1 MONTH



ENERGY POINTS
4,350 POINTS



DIESEL CONSUMPTION
239,000 LITERS IN 2015
147,477 LITERS IN 2019



HYDRAULIC TUBES
40 KM

The numbers refer to Rio de Janeiro and are impressive, but even so the carbon emissions associated with energy consumption correspond, on average, in Rio de Janeiro, to only **2% of the event´s carbon footprint**.

WATER



WATER CONSUMPTION



Water consumption is monitored in Rio de Janeiro through hydrometers that give us the real dimension of consumption. In Lisbon, they will be as of the next edition. The water supply is very important for Rock in Rio, as both in Lisbon and Rio de Janeiro, temperatures are high and the audience spend many hours in the City of Rock, as well as everyone who builds it.

There is great concern about the quality of the water supplied to our audience and to everyone who is present in the City of Rock. Therefore, water quality analyses are carried out regularly, evaluating its potability.

On the hottest days, we distribute water in front of the stage to the audience that waits for hours to see their idols.

In Lisbon, Rock in Rio built a permanent sanitation network in the City of Rock, with all restrooms connected to a sanitation network that connects to the wastewater treatment plant. This system brings comfort and greater well-being when using the restroom, as it ensures an adequate treatment that is less harmful to the environment.

Drinking water consumption by the audience is mostly made through bottled water, however, there is drinking water available throughout the City of Rock.

m³



L/m²



The increase in consumption was due to a leak in the network, but also to greater monitoring of consumption points.



ROCK IN RIO BRINGS A FINANCIAL RETURN TO BRANDS, TO THE LOCAL AND NATIONAL ECONOMY, THROUGH INVESTMENT, HIRING SUPPLIERS AND GENERATING EXTREMELY RELEVANT EMPLOYMENT FOR EACH COUNTRY WHERE IT OCCURS.

ECONOMIC IMPACT



ROCK IN RIO GENERATES A POSITIVE ECONOMIC IMPACT. THE EVENT ENCOURAGES TOURISM, STIMULATES INCOME, GENERATES JOBS, AND MOVES THE ECONOMY IN THE CITIES WHERE IT TAKES PLACE.

- In 1985, after the first edition of Rock in Rio in Rio de Janeiro, the Brazilian phonographic industry grew 180%.
- In 2001, Rock in Rio was responsible for generating 300 million dollars for the economy of the city of Rio de Janeiro.
- Since arriving in Portugal, Rock in Rio-Lisbon has generated more than 50,000 jobs, between direct and indirect. In these 12 years, the organization of the event has invested around 150 million euros in the country.
- In 2010, a study carried out by the Catholic University of Lisbon revealed the direct impact of the event: 102 million dollars.
- In 2011 and 2013, the event had an economic impact of one billion dollars on the economy of Rio de Janeiro.
- In 2013, according to an estimate by the Rio de Janeiro Department of Tourism (Riotur), the event generated an impact of 420 million dollars and contributed to 90% hotel occupancy.
- In each edition in Lisbon it employs 9,000 people and in Rio de Janeiro 15,000



LOCAL AND NATIONAL ECONOMY



LISBON

- **€63,000,000 of economic impact** for each edition (Catholic study)
- **€46,625,038 direct impact** - investment by the organization, partners and Sponsors, revenue from products associated with the event and socio-environmental projects
- **€16,931,955** indirect impact - travel and accommodation income for the audience and artists
- **10,000** people accredited in 2018

RIO DE JANEIRO

- **1.7 billion* BRL** of economic impact in the 2019 edition
- **1.4 billion* BRL** in the 2017 edition
- **80%** hotel occupancy
- **23,000** people accredited 2019.

* thousand millions in Portugal

SOME NUMBERS



LISBON

MORE THAN 2.7 MILLION PEOPLE

8 EDITIONS

40 DAYS OF MUSIC

4.5 MILLION EUROS INVESTED IN SOCIO-ENVIRONMENTAL PROJECTS

RIO DE JANEIRO

MORE THAN 6.5 MILLION PEOPLE

8 EDITIONS

61 DAYS OF MUSIC

88 MILLION BRL INVESTED IN SOCIAL AND ENVIRONMENTAL PROJECTS

OTHER CITIES

MORE THAN 890.000 PEOPLE

4 EDITIONS (3 IN MADRID AND 1 IN LAS VEGAS)

18 DAYS OF MUSIC

4 MILLION EUROS INVESTED IN SOCIAL AND ENVIRONMENTAL PROJECTS



MEDIA RETURN



LISBON

- Spontaneous media response 2018: **47M€**
- National advertising investment 2018: **37M€**
- International spontaneous media response 2018: **1.7M€**

RIO DE JANEIRO

- Spontaneous media response 2019: **BRL 2,773M**
- National advertising investment 2019: **BRL107M**
- National spontaneous media response 2019: **BRL 2,773M**



CAMPAIGNS



CAMPAIGNS



HIGHLIGHTS



1985

Contributed to the 180% increase in the national phonographic industry.



2001

All televisions and radios in the country were silent for 3 long minutes and that same day all the newspapers turned their headlines into a white dove. It was an important moment for each person to reflect on what they can do for a better world!



2008

Installed 760 photovoltaic panels in Portuguese schools. For 15 years, the energy produced is sold to EDP and the money goes to social and environmental causes of the school and SIC esperança. So far € 120,000 have been invested.



2013

Trash in the Trash., Rio in your Heart, a campaign that coincided with the Rio de Janeiro city government's Zero Waste Program.



2016

Largest reforestation project, financed the planting of 1 million trees, raised 2.5 million more and participated in a forest restoration project that in 6 years hopes to reach 70 million trees.

TIMELINE



2001



3,200 young graduates
100 classrooms in
underserved
communities in Rio de
Janeiro
29 projects funded
through UNESCO



2004



1 school in Tanzania
1 Health center in
Maranhão, Brazil
28 projects in 43
countries through Plan
International Child
Reach



2006



14 sensory rooms at
ACAPO
19,000 trees planted in
the Rock in Rio Forest
100% of CO2 emissions
offset (Brazil, Portugal
and Spain).



2008



400 photovoltaic panels
in 20 winning schools in
Portugal
International "Energy
Globe Awards"



2010



"Rock in Rio Sustainable
Attitude" Award
awarded people and
organizations
360 photovoltaic panels
in 18 winning schools in
Portugal.

TIMELINE



2011



2,200 instruments donated.
150 NGO benefits 40 young people trained as luthier assistants



2012



Rock in Rio gymkhana:
€263,000 for 80 scholarships in the field of music
€900,000 energy bill savings in the 572 schools in the competition
1.8 million euros of impact on the national economy by the 445,500 students involved



2013



Trash in the trash, Rio in your Heart – more than 4 billion people impacted by the digital campaign for the correct separation of waste
First event in South America with ISO 20121 certification – for sustainable events



2014



Training and empowerment project for 60 unemployed women, with counseling on presentation and image in order to improve their self-esteem and consequently their life and support their employability



2015



86,000 trees planted in the Guandu River basin are extremely important for the water supply of the metropolitan area of Rio de Janeiro
35,000 biodegradable bags distributed among the audience for waste collection
BRL300,000 invested in the Rede da Maré project, which supports young residents of the Maré favelas

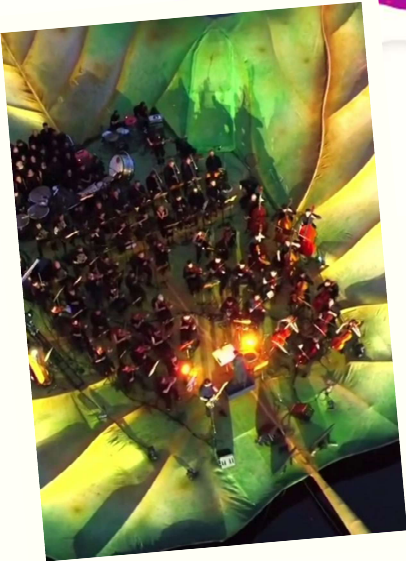
TIMELINE



2016



40,000 trees collected for the Amazon as part of the fundraising campaign for the Amazonia Live project
Floating stage show on Amazon watched online by 90 million people



2017



70 million trees for the Amazon forest through the Amazonia Live project in partnership with Paisagens Sustentáveis da Amazônia



2018



More than 800,000 people impacted on the networks by the project
Está Tudo Conectado



2019



FOR A BETTER WORLD Campaign
Fans For Change: to the guitar auction

1985 - THE FIRST ROCK IN RIO

We believe that in the first edition of Rock in Rio the first big campaign FOR A BETTER WORLD took place, without being identified as such.

An event was born that brought to Rio de Janeiro the development of the events market, self-esteem a for the community, work, and a way of celebrating the exit from the dictatorship with great joy and emotion.



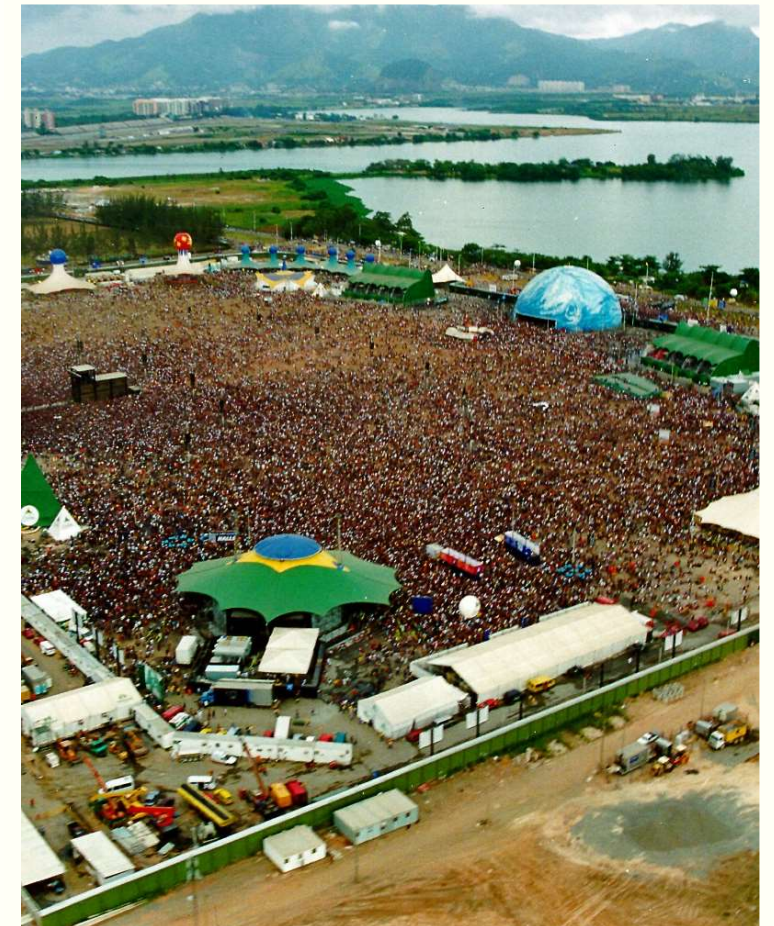
ROCK IN RIO 2001 - FOR A BETTER WORLD

In 2001, it wasn't just music and entertainment that were at stake: the main aspect of the new event was its social role.

Roberto Medina saw the festival as the best opportunity to mobilize people and help build a BETTER WORLD. This is how the FOR A BETTER WORLD project was born, in which part of all revenue obtained in this edition was allocated to social projects focused on education and support for young people. With this, more than 3,000 young people, between 17 and 29 years old, from *favelas* and poor communities in Rio de Janeiro were able to complete their studies (basic education) in the 100 classrooms and 35 Internet posts created by the NGO "Viva Rio " with 5% of all the money raised in the event. In addition to these young people, thousands of people have benefited from the 28 education projects financed by the festival through UNESCO with the theme "Cultivating lives, disarming violence" throughout Brazil.

At 7 pm on January 12, 2001, the Symphonic Orchestra opened the event, in the City of Rock, with the song "Imagine", by John Lennon. After this opening moment of the event, all televisions and radios in the country were silent for 3 long minutes and that same day all newspapers turned their headlines into a white dove. It was an important moment for each person to reflect on what they can do for a better world!

The total donated to the social project in 2001 was 2.8 million BRL.



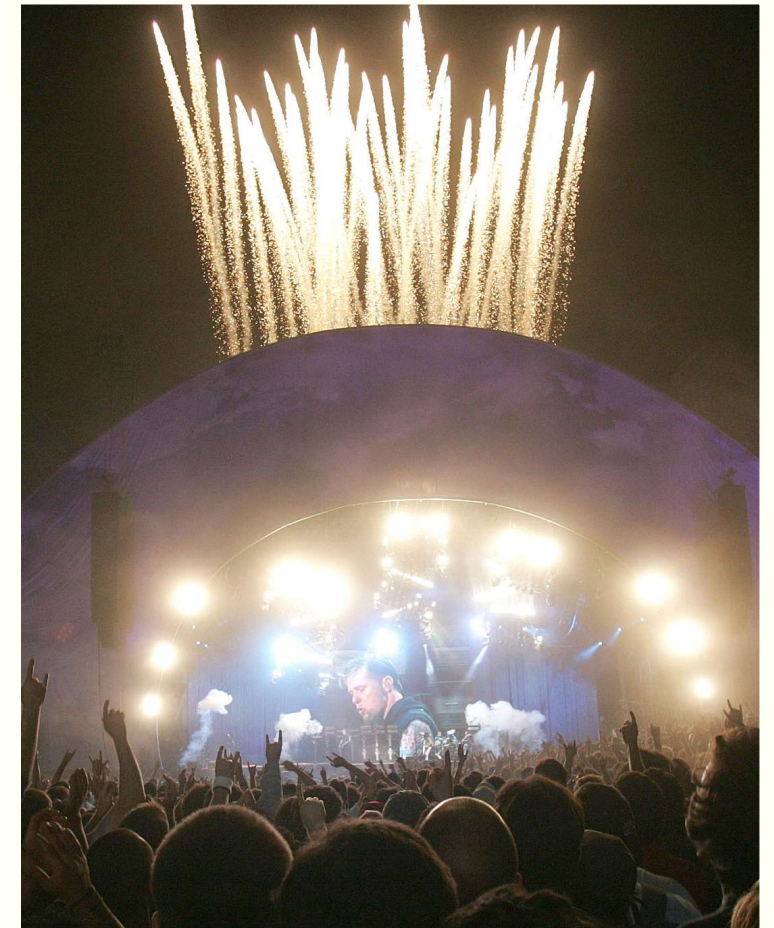
ROCK IN RIO LISBON 2004 - FOR A BETTER WORLD

"Rock in Rio-Lisbon: For a Better World" was the underlying theme of the Social Project of the first Portuguese edition, which sought to create audience and market awareness about the event regarding the importance of the direct action of individuals and companies in the development of a world with better social and personal conditions.

Since A Better World is not only built with material resources, but also through people's awareness, within the "City of Rock" the "For a Better World" tent promoted debate and reflection on Peace through lectures and documentaries, with major national and international public figures, namely Eveline Herfkens, Executive Coordinator for the United Nations Millennium Goals Campaign, Olara Otunnu, UN Assistant Secretary General, José Ramos Horta, Timor Minister of Foreign Affairs and Nobel Peace Prize recipient, among others.

This year, the funds allocated to the social project were sourced from a percentage of box office revenues, and initiatives developed with the event's sponsors sought to improve the living conditions of children and young people in Portugal and the rest of the world through SIC Esperança and Plan International Childreach.

This resulted in a €663,788.43 investment



ROCK IN RIO LISBON 2006 - FOR A BETTER CLIMATE

Given the success resulting from the strong Portuguese adhesion to the project – 20% of the audience who went to Rock in Rio-Lisbon said that the Social Project was one of the most relevant factors of the event.

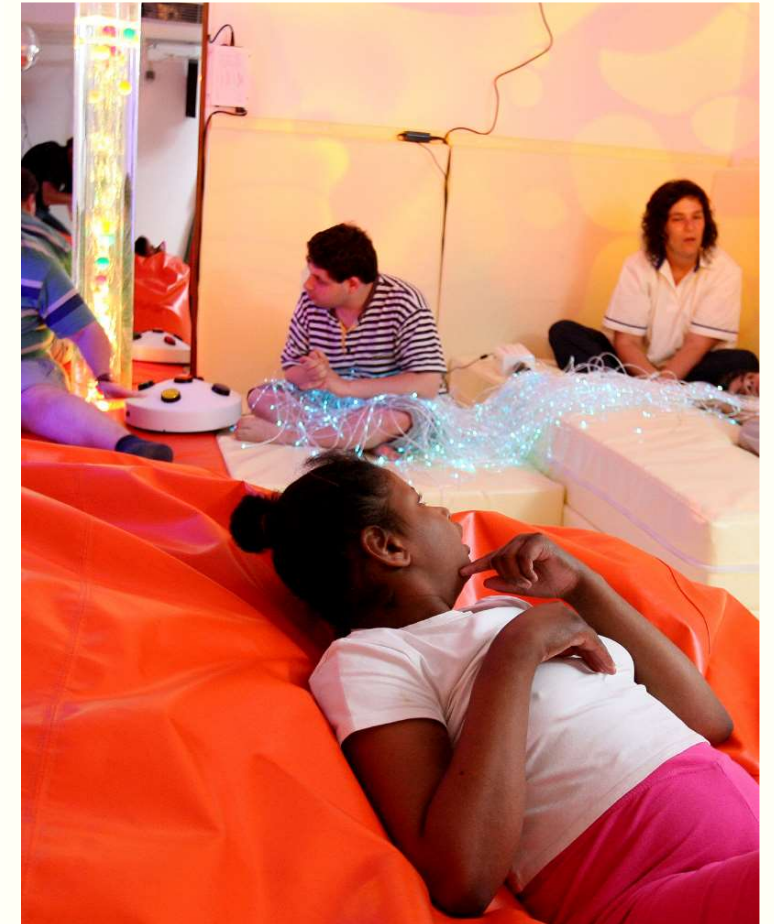
The concept of the Rock in Rio-Lisbon Social Project 2006 was developed under the motto “Everyone Under the Same Flag”, having supported innovative projects in Portugal and with proven success in the respective areas, namely the ACAPO - Association of the Blind and Visually Impaired of Portugal and FENACERCI – National Federation of Social Solidarity Cooperatives, building 14 Snoezelen rooms to support users of these entities spread across Portugal.

In addition to initiatives for the direct involvement of the population, the organization team assumed the responsibility of being Carbon Zero, investing in a plan to reduce greenhouse gas emissions, developed by E-value, to be applied starting with the next edition.

It was the first major event in the world to offset its carbon footprint, by planting 19,000 trees in an area of burned forest, at Tapada Militar de Mafra, in Portugal.

Capitalizing on the Rock in Rio brand's mobilizing power and the team's creativity and dynamism, in addition to box office revenue, original sources of revenue were created, including, among others, the production and sale of wristbands “For a Better World ” at the BP pumps, in the City of Rock and directly to companies associated with Rock in Rio-Lisboa 2006, and a photography hobby – “Picture A Better World” – together with Caras magazine.

The investment that year was 550 thousand euros.



ROCK IN RIO LISBON 2008 - CLIMATE CHANGE

In 2008, the Social Project became involved with the environmental cause, adopting “Climate Change” as its theme.

Rock in Rio, together with its sponsors, partners and opinion-forming personalities, has become a great communication vehicle to raise awareness in Portuguese society that minor changes in attitude and behavior in everyday life have an impact on the future of the planet, a future that is everyone's responsibility.

The “Rock in Rio Solar School” project was the backbone of a bet that Rock in Rio had been making in favor of environmental issues. This project has placed 400 solar panels in 20 schools across Portugal, which for 15 years will generate money through the sale of energy to EDP, where this money is applied to social or environmental projects, at an average of 20,000 to 30,000 euros per year. SIC Esperança was responsible for identifying and financing projects with the funds generated. The first tranche allowed the creation of a kindergarten in the Juncal Parish Center, which benefited around 220 children in the parish. Over the years, projects such as community kitchens, projects to support the elderly, the creation of the main national monuments in 3D models so that the blind can sense them, and projects for the reuse of wastewater for flushing into toilets have been supported.

In 2009, the ROCK IN RIO SOLAR SCHOOL project received the Energy Globe Award, one of the main European energy awards.

The organization resumed its responsibility through a CO2 emission reduction plan that included a Good Practices Manual for suppliers and partners; drew attention to climate change through the use of photovoltaic panels as the backdrop for the World Stage; promoted the use of public transport to access the City of Rock, resulting from protocols established with the Ministries of Transport and Education; placed equipment for selective waste collection at the event, becoming the first 100R Event in Portugal, which means that the waste produced during assembly, event and disassembly was collected and recycled later, in a partnership with Sociedade Ponto Verde; and offset unavoidable greenhouse gas emissions.

A global investment of €562,500.



ROCK IN RIO LISBON 2010 - SUSTAINABLE DEVELOPMENT

Continuing the project started in 2008, Rock in Rio, together with SIC Esperança, ADENE – Agency for Energy, Home Energy, Ministry of Education, State Secretariat for Energy and Innovation, Prosegur and the Instituto da Segurança Social was transformed, in 2010, into a major communication vehicle to raise awareness in Portuguese society about Sustainability. In this sense, the 2nd edition of the “Rock in Rio Solar School” Contest was developed, aimed at schools across the country, which presented projects that combined environmental and social benefits with applicability in their communities. With the second edition of this initiative, there were a total of 760 solar panels in 38 national schools covering all 18 districts and 2 autonomous regions.

The Rock in Rio Sustainable Attitude Award was created in order to honor people and organizations - public and private - that distinguished themselves by their behavior and commitment to improving the quality of life of the community, at the local and/or national level, around development sustainable and based on three pillars – environmental, social and economic.

In addition to direct involvement initiatives with the population, the organization once again assumed its responsibility before, during, and after the event through a plan to reduce greenhouse gas emissions, maintaining the Good Practices Manual for suppliers and partners, the election of the most sustainable supplier and sponsor, the promotion of the use of public transport to access the City of Rock, the placement of containers for selective collection at the event, making it a 100R and Carbon Zero event.

2010 It was the year in which the organization identified sustainable development as the motto of the Social Project and it was also the year of recognition that the event was already carrying out its activities with sustainability criteria.

Investing 512,000 Euros



ROCK IN RIO 2011 - MUSIC TRANSFORMS

Believing that music is a true vehicle for social transformation, Rock In Rio promoted a huge Campaign to Collect Musical Instruments throughout Brazil.

To ensure that all instruments collected during the National Campaign for the Donation of Musical Instruments were delivered to non-profit institutions in perfect condition, Rock in Rio, in partnership with the Secretariat for Social Assistance and Human Rights, set up a Workshop for Luthier (professionals who repair and builds musical instruments) Assistants, providing training in this profession to 40 young people, preparing them for a professional future.

Vik Muniz, Brazilian visual artist, made a work of art with the instruments collected through the Rock in Rio Campaign. The 2,200 instruments collected were donated to 150 non-profit institutions that work with music as a tool for inclusion and social transformation.

Rock in Rio invited all public school students in the State of Rio de Janeiro to create a Manifesto "For a Better World", with the Contest 1 Ticket for 1 Better World. The most creative and impactful ideas were awarded 2070 tickets for the Festival.

It awarded 10 municipal schools with music rooms equipped with instruments and all the infrastructure (acoustic, TV, DVD, CD player) necessary for the proper functioning of classes. To guarantee good quality of teaching, teachers were trained in a new music methodology, called "O Passo".

It promoted a Raffle within the VIP area and the amount raised was donated to the For a Better World Project. Several artists autographed the instruments and joined the project. BRL18,625.10 was collected with this action.

A virtual auction was held with 7 paintings that were graffitied during Rock in Rio. The amount collected (BRL38,156.50) was reverted to Rock in Rio Social Project actions.

Rock in Rio, for the first time, was broadcast live from within a pacified community in Rio de Janeiro, Cidade de Deus. On the first weekend we had a show by Sandra de Sá and on the second by the band Cidade Negra. The average attendance per night was 3,500, and daytime attendance had around 300 people per day.

With a total investment of 16.6 million BRL.



ROCK IN RIO LISBON 2012 - GYNCANA ROCK IN RIO



For the 2012 edition, the organization created an unprecedented initiative, the Rock in Rio Gymkhana, which mobilized society, through schools, around actions that materialized, in a practical and fun way, the three pillars of sustainable development: economy, environment and social.

Through this initiative, it was intended to promote the adoption of good sustainability practices, contribute to the fight against school dropouts, promote mental calculation and encourage reading, thus promoting the guidelines of the Ministry of Education and Science.

In all, 575 schools, 445,506 students and 51,915 teachers participated in the Rock in Rio Gymkhana. The 20 best schools nationwide (one per District and Autonomous Region) received 25 t-shirts and 25 tickets for Rock in Rio-Lisboa 2012. In total 63 schools were awarded, 1,300 tickets for Rock in Rio-Lisboa 2012 were awarded, 1,300 t-shirts, 16 awards alluding to the tasks, 3 decoration plaques and €22,000 for the three best schools nationwide to invest in social projects at school or in the community.

Participating schools managed to save more than 1 million Euros (invoiced value for water and energy), by carrying out the tasks of the Rock in Rio Gymkhana.

In addition to this initiative of direct involvement with the population, the organization has once again assumed its social and environmental responsibility by donating food leftovers to the Food Bank, to the 'ReFood' and the Zero Desperdício project. These leftovers were later distributed to various institutions.

Since the first edition in Portugal, Rock in Rio has donated materials that it cannot reuse in future editions. These materials have been collected by other events, such as the Boom Festival and the Festival Andanças, as well as by schools, associations and theater companies.

The overall investment was 586 thousand euros.

ROCK IN RIO 2013 - GARBAGE IN THE GARBAGE, RIO DE JANEIRO IN OUR HEART



What is the use of Rio de Janeiro being the most beautiful city in the world if it is also the ninth dirtiest city?

Based on this information, Rock in Rio launched the campaign "Lixo no Lixo no Lixo, Rio no Coração", with the objective of making the population of Rio de Janeiro aware of the issue of correct waste disposal, and consequently ensuring an improvement significant in the cleanliness of the city.

The campaign was launched with a press conference at MAR - Museu de Arte do Rio, a photo session with artists wearing campaign t-shirts and later, street actions to convene the population to participate in the campaign.

The launch collective generated R\$675,317.00, PR digital 4,126,700 people impacted on spontaneous media.

Comlurb, took advantage of the Zero Waste Campaign and in partnership with the Rock in Rio campaign, failed to collect waste from some neighborhoods in the city of Rio de Janeiro for a day. The following day, this waste was collected and accumulated in certain regions so that the population and the press could see the garbage that people throw on the ground. 250kg of garbage was collected incorrectly on Av. Rio Branco, between Rua do Ouvidor and Av. Almirante Barroso, after only one day without cleaning. 2.7 tons of garbage was collected incorrectly on Ipanema Beach, between streets Garcia D'Ávila and Maria Quitéria, after a solemn Sunday that Comlurb left the beaches uncleaned.

The project was completed in the City of Rock itself, where during the days of the event several actions were carried out for the 600,000 people who attended the festival.

During the seven days of the event, raffles were sold in the VIP Area for the drawing of 29 guitars signed by the artists who performed at the festival.

We collected R\$ 43,880.00 for the purchase of garbage containers donated to needy communities indicated by Comlurb.

2013, was also the year in which the event achieved its 1st certification in the ISO 20121 standard – Event Sustainable. A historic landmark in the sustainability path of Rock in Rio, becoming one of the first major event worldwide to achieve this feat.

This year's investment was more than 14 million reais.

ROCK IN RIO LISBON 2014 - 10 YEARS FOR A BETTER WORLD

The 10th anniversary edition of Rock in Rio-Lisboa was marked by the certification of the ISO 20121 standard – Sustainable Events, obtained in 2013 in Rio de Janeiro, becoming the first event in Portugal with this certification.

In this edition, the organization of Rock in Rio-Lisboa and a partner carried out a bicycle tour to promote the use of more ecological means of transport, which took place on April 12, departing from Marquês de Pombal and passing through various points in the city. The tour was supported by Lisbon Cycle Chic, the Portuguese Federation of Cycle Tourism and Bicycle Users and the Lisbon City Council.

During the five days of the event, a 50m2 space for bicycle parking was made available to the audience of the City of Rock. The Portuguese Federation of Cycle Tourism and Bicycle Users has also been carrying out minor repairs, free of charge, for those who left their transport vehicle at that location.

The donation of food leftovers was a project started in the 2012 edition. Since then, more than 15,000 meals have been donated, between the editions of Rock in Rio-Lisbon and Las Vegas.

An energy audit was carried out for the first time at the event and this initiative allowed to reduce the number of generators to be installed in the City of Rock in 2016.

The investment that year was 200 thousand euros.



ROCK IN RIO 2015 - REFORESTATION IN THE GUANDÚ RIVER BASIN

As a year of drought in Rio de Janeiro, Rock in Rio adopted the theme of water preservation, joined Conservation International-Brazil and the Institut E, in a public awareness campaign for the event. This partnership involves a GUANDU BASIN REFORESTATION project, which is of vital importance for the supply of water to the city of Rio de Janeiro and its metropolitan region. 86,000 trees were planted in the Guandu River basin, responsible for supplying more than 10 million people and various productive sectors, partially and fully encompassing 12 municipalities in the state of Rio de Janeiro.

These trees were made possible through an online auction of guitars signed by artists who attended the event this year and through donations from companies. The recyclable waste collected during the days of the event was donated to the cooperative of collectors Socitex, which raised R\$ 32,000. The organic matter was sent to the cashew composting sorting station, which was transformed into organic fertilizer and used in the Atlantic Forest reforestation projects in the city of Rio de Janeiro. To raise awareness of the correct disposal of waste, 35,000 biodegradable bags were distributed to the public at the entrance to the event for waste collection.

R\$300,000 were also invested in the Rede da Maré project, which supports young people living in the favelas of Maré. With the aim of turning dreams into reality, we created 30 years, 30 dreams, the project was intended to make wishes come true that, for many, seemed impossible. Aline, a young quadriplegic, had the dream of flying over Las Vegas and going to Rock in Rio, in 2015 not only she fulfilled her dream as she celebrated her 30th birthday at Rock in Rio USA 2015. Michel - A circus artist who dreamed of internship at Cirque du Soleil, Rock in Rio took him to Las Vegas to fulfill his dream.

More than 6 million reais invested.



ROCK IN RIO LISBOA 2016 - AMAZONIA LIVE

In 2016, the Amazon Live project was launched, aimed at reforesting the Amazon, it is Rock in Rio's first global socio-environmental project.

The objective is to plant 3 million trees in one of the areas most affected by deforestation: the Xingu River, where Rock in Rio has committed to planting 1 million trees. The World Bank showed interest in the project and planted another million trees through the ARPA project, Estácio de Sá, a Brazilian university, also guaranteed another 100,000 trees, and Conservação Internacional-Brasil financed another 800,000 trees. The world works at a single rhythm and the deforestation of the Amazon rainforest influences climate change in the four corners of the Earth.

The 1 million trees that Rock i Rio financed and planted by the Instituto Socioambiental in the headwaters of the Xingu River generated R\$700,000 for local indigenous families who collect the seeds, created 50 direct jobs and boosted the regional economy by R\$3,000,000. Following the project supported in 2014, the training of 60 women from the parish of Marvila through the association Dress for Success, in the 2016 edition these women's curricula were sent to Talenter, some of them were integrated into the Rock in Rio teams.

Meanwhile in Rio de Janeiro, in August 2016, a concert was held in the Amazon on a floating leaf-shaped plate, to draw attention to the need for each of us to actively participate in the fight against climate change, even if only by planting tree in the Amazon. this show was followed online by 90 million people, having watched 200 guests on site.

In Lisbon, the investment was 287,000 euros.



ROCK IN RIO LISBOA 2017 - AMAZONIA LIVE

In 2017, it continued with the Amazonia Live project, reaching the end of the event with 73 million trees for the restoration of the Amazon, through the Sustainable Landscapes of the Amazon project, in partnership with the World Bank and the GEF, among others.

Model Gisele Bündchen opened the first day of concerts on the World Stage, at Rock in Rio. The model joined to launch the Belive.earth campaign. After speaking for peace in the world, she ventured a few lines from "Imagine", by John Lennon, alongside singer Ivete Sangalo.

Rock in Rio received in Los Angeles the "GLOBAL CONSERVATION HERO AWARD" from CONSERVATION INTERNATIONAL, for the AMAZONIA LIVE project.

With almost 32 million BRL invested.



ROCK IN RIO LISBON 2018 - IT'S ALL CONNECTED

Rock in Rio has invested in reforestation projects in Portugal, Brazil and the USA since 2006.

In 2016, it created the Amazonia Live project, which has already made it possible to guarantee more than 73 million trees for the Amazon.

With the 2017 fires in Portugal, it intended to raise awareness of the importance of the forest in our days, to show that even the urban population must preserve the forest, demonstrating that everything is connected. The wood of musical instruments, the paper used in musical sheet notes, communication support, the carpet, fabrics and medicines we use in the City of Rock - all these materials originate from forest resources.

"It's All Connected", an awareness campaign that culminated in a collection of funds to help restore the national forest, in partnership with the League for the Protection of Nature, which managed all the funds, through an integrated project not only reforestation, but also to create conditions for the recovery of animal species. We intend to recover the ecosystem.

Through auctions, the sale of bracelets, and the sale of a song created with the purpose of supporting the "Breathe for Action" campaign, Carolina Deslandes and Diogo Piçarra were able to raise more than 30,000 euros, invested in the forest restoration project that included community training sessions and fauna habitat restoration.

With a 1.1 million euro investment.



ROCK IN RIO 2019 - FOR A BETTER WORLD

A year in which we ended Amazonia Live with about 3.4 million trees collected and 70 million trees through the Sustainable Landscapes of the Amazon project, in a total of over 30,000 hectares of forest recovered. This project ends not only with a positive environmental impact for the forest, for the water quality of the Xingu River, for the diversity of flora and fauna that is possible after the restoration of the ecosystem, but also with a social impact for the Reserve's communities Indigenous of the Xingu, where the seed collectors that will originate the collected trees come from, where 1 million trees represents an economic impact of 3 million BRL.

Since 2015, Rock in Rio has invited artists from its line-up to sign guitars and donate personal items to be auctioned on Fans for Change – an auction for a better world. All the money raised was donated to trees for the project Amazonia Live.

21 Challenges - Together with Natura, 21 challenges were created in 7 days for the audience to participate and do their part to build a Better World. In addition to the users of our networks, artists such as Toni Garrido, Thiago Lacerda, Lelê and Tico Santa Cruz participated in the challenges.

Podcast Nave - 5 episodes, each with a special guest and a topic to talk about. The episodes were released on Spotify.

Twitter - On Rock in Rio's official twitter, a participatory post was posted to find out what people do for a better world. From that, several partner brands of Rock in Rio joined this flow and tweeted what they are doing in this direction inside and outside the City of Rock.

Espaço Favela, was created to give voice and visibility to everything that happens in the communities. Culture, Empowerment, entrepreneurship, culture, art, dance and music. Partnerships with SEBRAE for training



ROCK IN RIO 2019 - TOD+S (ALL) FOR A BETTER WORLD

We have adopted the United Nations Sustainable Development Goals (SDGs) in our Sustainability plan. We present a spot on the screens of the Mundo stage about the SDGs for audience involvement, in partnership with the UN.

Pro-Medula, promoters captured possible marrow donors during the event in 2017 and 2019.

Visit of the NGO Sonhar Acordado, we opened the doors of the City of Rock to a group of children and a group of Down Syndrome sufferers. At the test event, they were able to experience Rock in Rio in a calmer way and enjoy all the toys.

We launched an essay contest, one from the Municipality and the other from the State, which received 250 pairs of entry as a prize.

3rd edition of Rock in Rio Solar School, and the first on Brazilian soil. Donation of solar panels to municipal schools in Rio de Janeiro, which will generate funds during

25 years for the implementation of improvements in the schools where they were installed.

TOD+S FOR A BETTER WORLD campaign, to revitalize the Rock in Rio motto adopted in 2001, FOR A BETTER WORLD, focusing on the importance of everyone collaborating in building a better world.

Having invested more than 7.7 million BRL.



ROCK IN RIO 2019 - ESPAÇO FAVELA

Espaço Favela brought focus to the communities, portraying the joy of its residents.

More than a presentation at Rock in Rio, it was a movement of hope and opportunities for those who live in the communities.

Recognizing the talent and creativity in the businesses that exist in the favelas, the generation of jobs, and the ways to get around the crisis were some of the objectives of this space.

Sebrae offered courses to guide how to set up businesses and facilitate access to credit. They took these micro-entrepreneurs to “fintechs”, small technological companies that can help in granting credit. It is increasingly necessary to believe in the entrepreneurial and fulfilling potential of Rio's *favelas*, joining forces with strategic partners, to contribute to the generation of work and income in the communities of the seven largest cities in the metropolitan region of the State of Rio de Janeiro.



CAMPAIGNS



MADRID

Rock in Rio, in addition to Lisbon and Rio de Janeiro, had 3 editions in Madrid, in 2008, 2010 and 2012, where the For a Better World project was also present.

In 2012, the recycling rate was 94%, with only 6% sent for energy and organic recovery. This year, a campaign was carried out on the correct separation of waste, with the participation of several artists.

In partnership with Plan International Child Reach, we supported several projects, and in 2012 the theme adopted was the rights of young women in needy countries.

Once again, it invested in reducing its carbon footprint, having in 2010 made 300 cars available for public transport in a more sustainable way.

Compensation for the carbon footprint was made through the acquisition of carbon credits from industries so that they become less polluting. We also presented the Rock in Rio Sustainable Attitude award to partners with a more sustainable presence.



CAMPAIGNS



LAS VEGAS

In 2015, in the USA, we donated tickets to the MAKE A WISH FOUNDATION which fulfills the wishes of terminally ill children, to the DO IT FOR THE LOVE FOUNDATION, which helps people through music, and to MUSIC FOR RELIEF, a foundation of the band Linkin Park, which operates in disaster zones.

Also in this edition, we maintained Rock in Rio standards and donated 10,000 meals through Three Square to people in need. Through the online auction of guitars signed by artists who performed in Las Vegas, we raised funds to plant 60,000 trees in an area of burnt forest in California through Music for Relief. We donated USD50,000 to keep Memory Alive, which supports mentally ill patients and families. We offset the carbon footprint and rewarded the most sustainable partners for their presence in the City of Rock.

With this, we invested more than 97 thousand USD in social and environmental projects.





Rock in Rio has For a Better World in its DNA. We are talking about a festival that was born to give voice to a generation that sought to be heard, that struggled for ideals after a long period of confinement. Our social history was born at this moment, offering the audience the possibility of dreaming together and building a better future based on the initiatives we embrace. Since then, we have invested in numerous social and environmental actions. We echo what the world needs so that we can work hand in hand to help change things.

This is Rock in Rio, a communication amplifier that uses music as an instrument for good. ””

ROBERTO MEDINA
ROCK IN RIO CEO



FOR A BETTER WORLD

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