



TOMORROW



2021



Thank you

Households account for 72% of global greenhouse gas emissions as a result of their consumption behavior. The combined emissions of the richest 1% of the global population - **that's us** - account for more than the poorest 50%.

There is a need for a 90% emission reduction rate from today's lifestyles by 2050.

In a year which gave us many challenges: a global pandemic, and a new IPCC report with even more dire messages, we decided to get to work on changing our ways. And you were there with us.

Thank you.

Tomorrow Festival in 2021

- 13 concerts incl. Scarlet Pleasure, Savage Rose, Bisse, Den Sorte Skole, Mekdes and Pflake
- 17 talks with e.g Frank Hvam, Emma Holten, Morten DD, Phie Ambo, Mads Nipper and Esther Kjeldahl
- 12 start-ups within food, buildings, clothes and transport sector
- 1 fashion show with festival participants as models
- 6 areas occupied by youth organizations - Fridays for Future, UngEnergi, De danske Biodiversitets ambassadører, Tænketanken Frej, Grøn and Verdensmålsakademiet
- A podcast studio
- An exhibit of sustainable student housing
- Interacting art installations
- 3 CHANGE : large areas addressing sustainable behaviour on food, home and transport.
- Sustainable food choices, a vegetarian festival



TOMORROW FESTIVAL

3.-4. september 2021, Valbyparken i København

ÅRETS FESTIVAL FOR ALLE, DER SAVNER AT VÆRE SAMMEN OM NOGET VIGTIGT

FEST SAMMEN DRØM SAMMEN SKAB SAMMEN

TALKS

BJARKE INGELS x **SOLOMON GOLDSTEIN-ROSE** (US)
PHIE AMBO x **ANDERS MORGENTHALER**
FRANK HVAM x **JAN GINTBERG**
KATE FLETCHER (UK) x **MUSHFIQ MOBARAK** (BD)
EMMA HOLTEN x **ESTHER KJELDAHL**
CHRISTIAN F. PUGLISI x MORTEN WENDLER x CLAUD MEYER
ZEID RA'AD AL HUSSEIN (JO) x MADS NIPPER
SIGNE WENNEBERG x EMMY FJALLAND
IDA AUKEN x PERNILLE STENSGAARD ... OG FLERE

MUSIC

DEN SORTE SKOLE **SAVAGE ROSE**
HANS PHILIP **SCARLET PLEASURE**
STEEN JØRGENSEN **PHLAKE** (AKUSTISK)
TEITUR DALBY BISSE GRETA MEKDES
SELMA JUDITH SOLEIMA x LIVESTRINGS

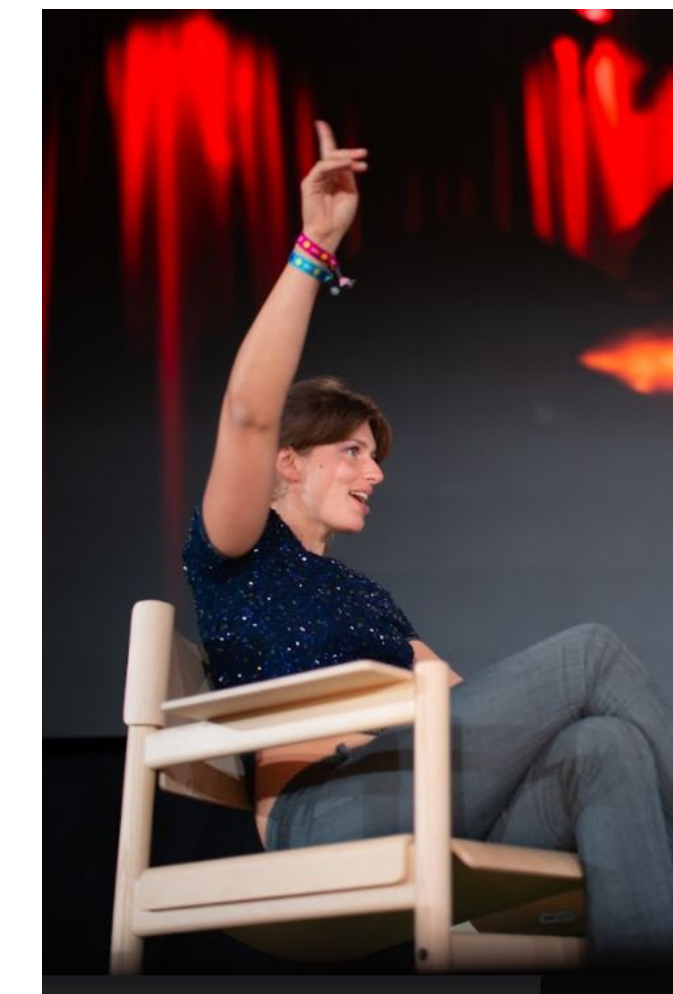
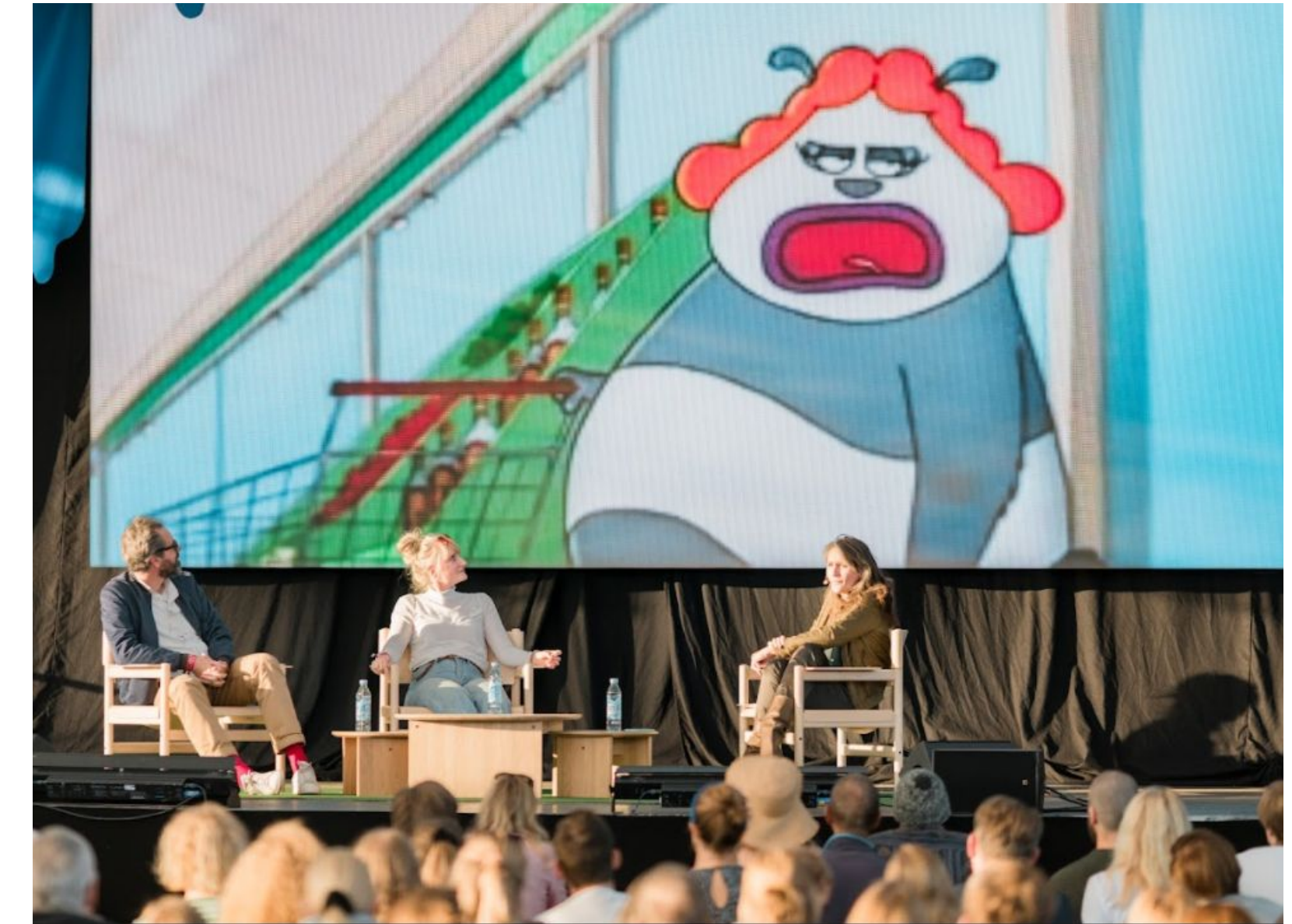
CHANGE

OPLEV HVORDAN ET BÆREDYGTIGT LIV KAN SE UD FOR DIG

OPLEV EN HELT NY SLAGS FESTIVAL MED VENNER OG FAMILIE – BØRN UNDER 14 GRATIS ADGANG

FREDAG & LØRDAG 750 kr.
ÉN DAG 499 kr.
+ GEBYR

KØB DIN BILLET I DAG PÅ WWW.TOMORROW.TODAY



Sustainably Produced

It's electrifying

As the first festival in Denmark, Tomorrow Festival was built using machines solely run on electricity. Only two machines were not - because they are not built as EVs yet. And the crew? They were driving EVs as well.

It's vegetarian, leased and already recycled

We leased instead of buying wherever we could, served vegetarian meals and used already recycled wood from building sites to build facilities at the festival. Afterwards, the wood has been delivered back to building sites, used for new constructions and the pieces left over, been shredded for upcycling.

It's measured

Our ambition is that going to Tomorrow Festival will emit less than staying at home. That means a max of 47 kg. Co2 per guest. We measure our impact and will publish our Co2 footprint in a report at the end of 2021.



Testimonials

“En vigtig platform for forandring.”

“En inspirerende måde at gøre opmærksom på bæredygtighed og klimaforandringer.”

“Smuk oplevelse, divers, klog, kærlig, kreativ, tankevækkende.”

“Den røde tråd var inspirerende og måden man kunne bevæge sig fra talks til events, til mad og musik gav en super god helhedsoplevelse. Niveaulet var højt.”



IMAGINE TOMORROW: A systemic answer to a systemic problem



Participants all present **one chosen action** based on their personal field of expertise.

These actions are then strengthened by **the power of collective experience.**

- while new, strategic partnerships map the road to their **best possible realization.**



CHANGE HOME

Survey results:

Which actions do you remember? (top 3)

63,2 % Change to digital thermostats

60,5% I can insulate my home better

47,4% Substitute your old furnace with a heating pump

Is there anything you would like to know more about? (top 3)

23,7 % how do I make my apartment building energy efficient

31,6% digital thermostats

21,1% how do I optimize the insulation of my house

Did Change:Home inspire you to make more sustainable choices in your home?

24,7% yes

23,7% I am already doing several of the things suggested in Change:Home

50% no



CHANGE TRANSPORT

Survey results:

Which actions do you remember? (top 3)

60% take the bike

43,3% Consider car-sharing or renting your car out

40% if you have to buy a car, buy an EV

What actions do you want to take now?

30% take the bike

20% change to an EV

16,7% fight for better bike paths

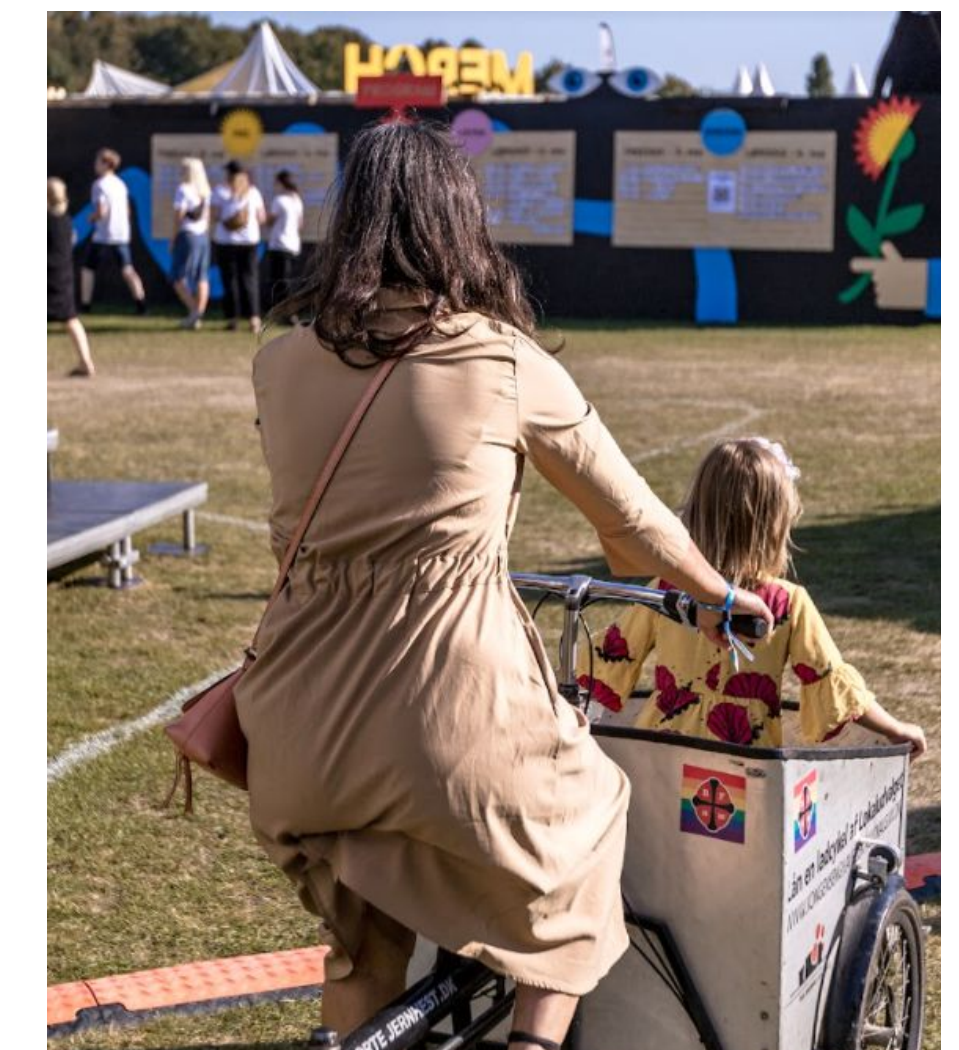
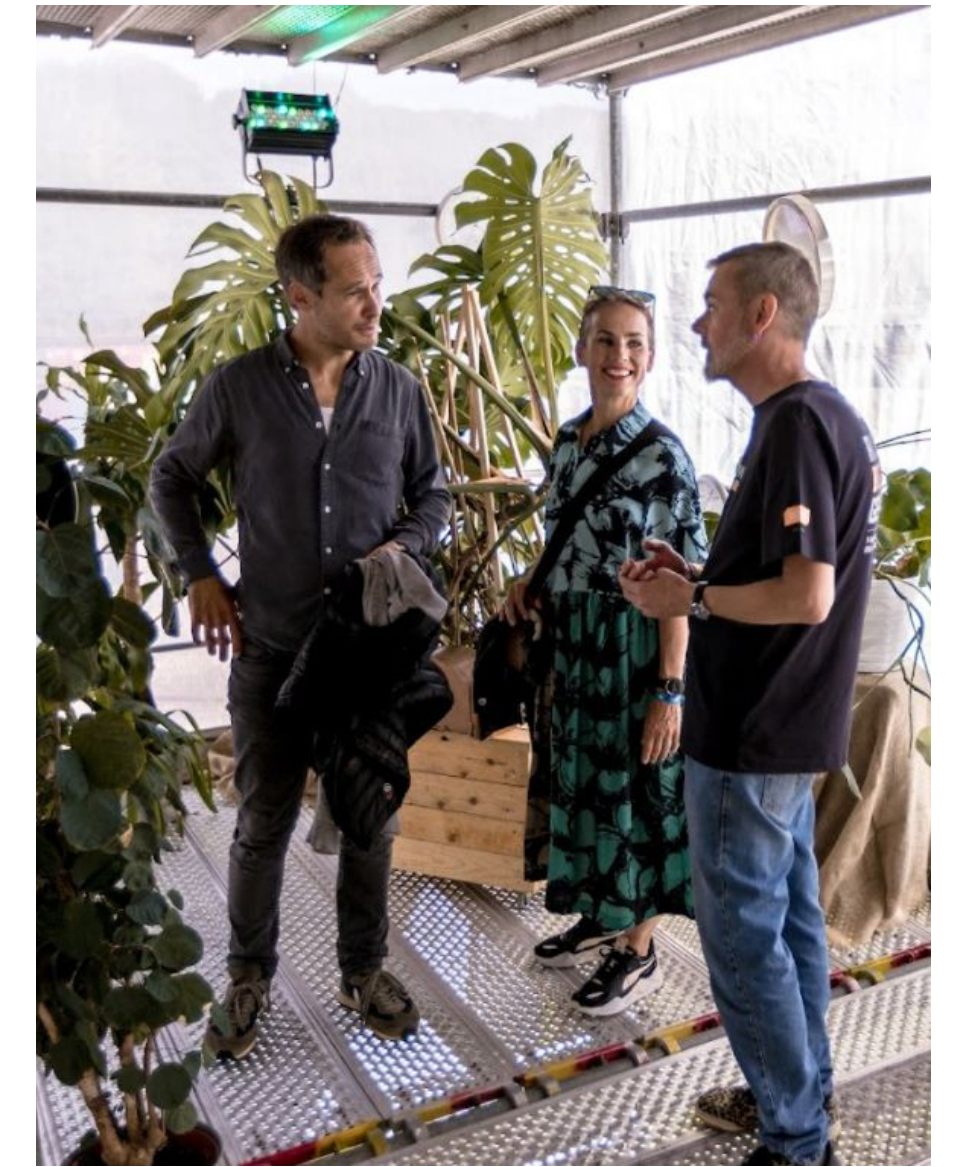
Did Change:Transport inspire you to make more sustainable choices regarding transport?

3,3% yes, but it seems too difficult and confusing

10% yes

60% I'm already doing a lot of what was recommended

27,7% no



OWN

Six youth organizations were given their own area on the festival for them to express and facilitate the change they want to see.

Akademiets Klimagruppe / Den Kongelige Designskole: Make your own bioplastic + textile installation.

Ungenergi: Sprout-workshops, measuring your personal co2, climate party, poetry slam. film screening 40/80 and poetry reading.

Fridays for Future: Had a demo-booth with activists.

Danske Biodiversitets Ambassadører: Created a bio tunnel and bio bar. Touch a animal-shit, Monopoly and climate on Engage Stage and meet an expert.

GRØN: Made a podcast: *Et bæredygtigt Liv med Klimakrøller*. Have a listen [here](#).

Tænketanken FREJ: meals divided into how much co2 the meal emits, presentations with Togoodtogo and others. Product tastings incl. milk tasting.



SPROUTS

We had four green startup areas at the festival. The areas each had a focus: Clothes, Food, Transport or Home.

Clothes: WAIR, ByGrønæk and LEAP. WAIR participated in the fashion-show with NENA.

Home: FLID Tools and Small Revolution.

Transport: Nabogo, Donkey Republic and Chainge.

Food: Simple Feast, EatGrim and The Syrup Company/Aperitivo.

All startups brought events, taste samples etc. into the festival, for the festival guest to try out the new green products or services.

The startups have expressed satisfaction with the participation on Tomorrow Festival: *“It was really a dream start-up area for us”*.. Read more about the startups [here](#).



Den Danske Maritime Fond

The project funded by Den Danske Maritime Fond focused on:

Tomorrow Summit
Change Food
Make a Move

In the steering committee were representatives from Danish Maritime and Danish Shipping

Tomorrow Festival in 2021

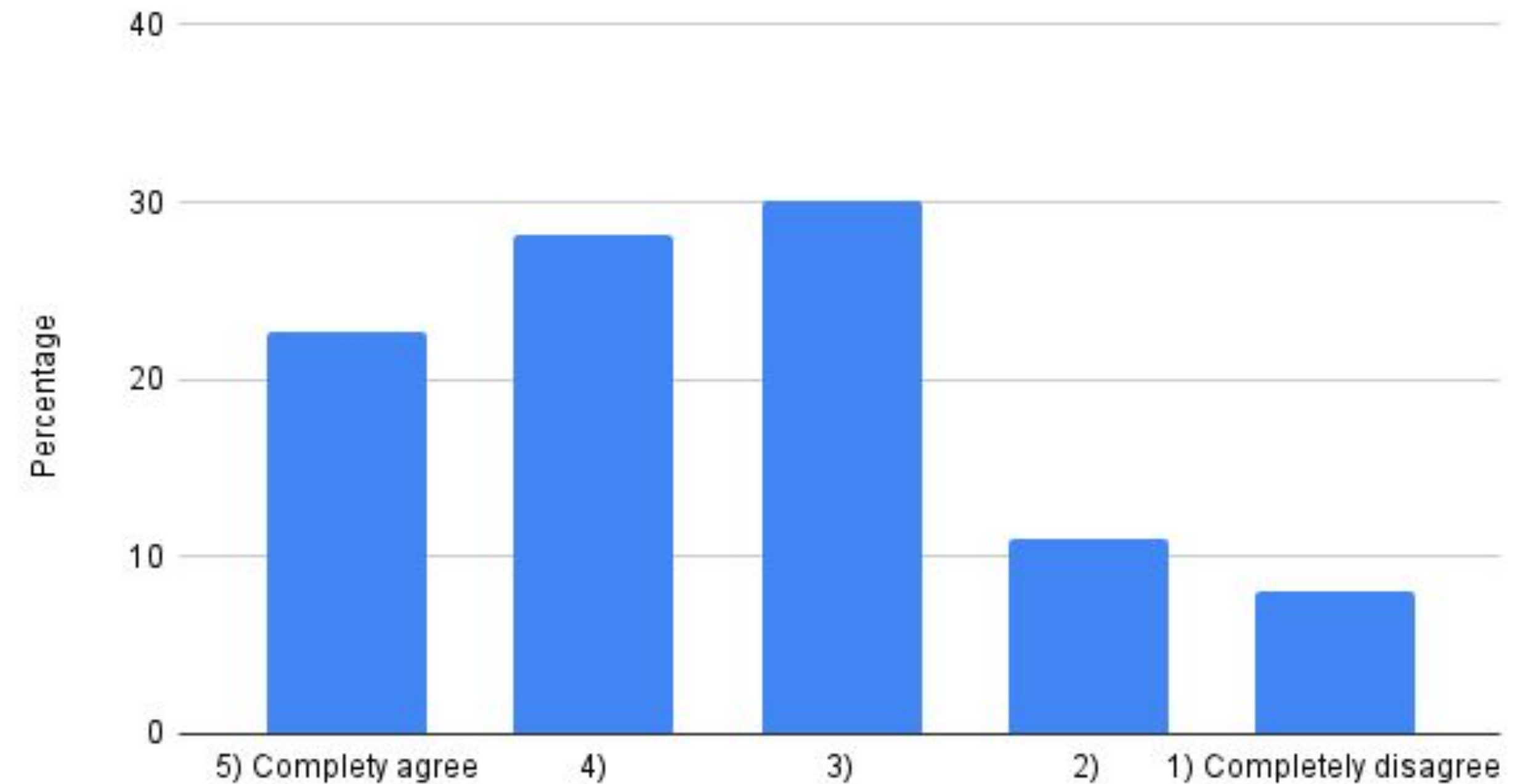
8800 visitors

Overarching obstacle identified by our participants to change? **habits**

42,8%

of the surveyed participants expressed that the: “CHANGE experiences made a significant positive difference on their festival experience”.

The festival made me want to act more sustainably



Tomorrow Festival Guests in 2021

Why did they come?

- 39 pct. of the visitors state music as their main reason for visiting Tomorrow Festival
- 35 pct. states sustainability as their main reason
- 8 pct. states talks as their main reason

How old were they?

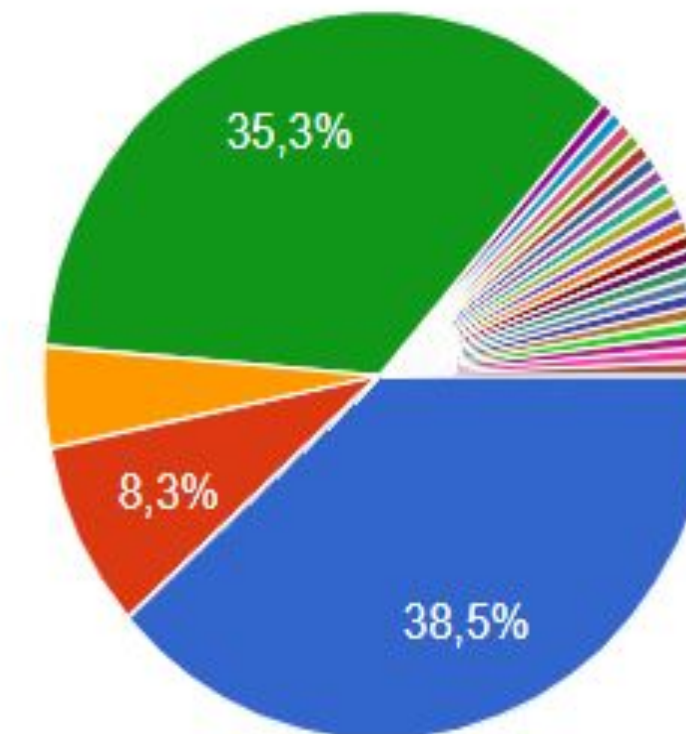
- 30 pct. of the visitors were 30-39 yrs old
- 23 pct. were 50-59 yrs old
- 17 pct. were below 30 yrs

How do they live?

- 44 pct. lives in a condominium/cooperative apartment
- 36 pct. lives in an owner-occupied house

Where do they live?

- 86 pct. came from Copenhagen and the surrounding municipalities



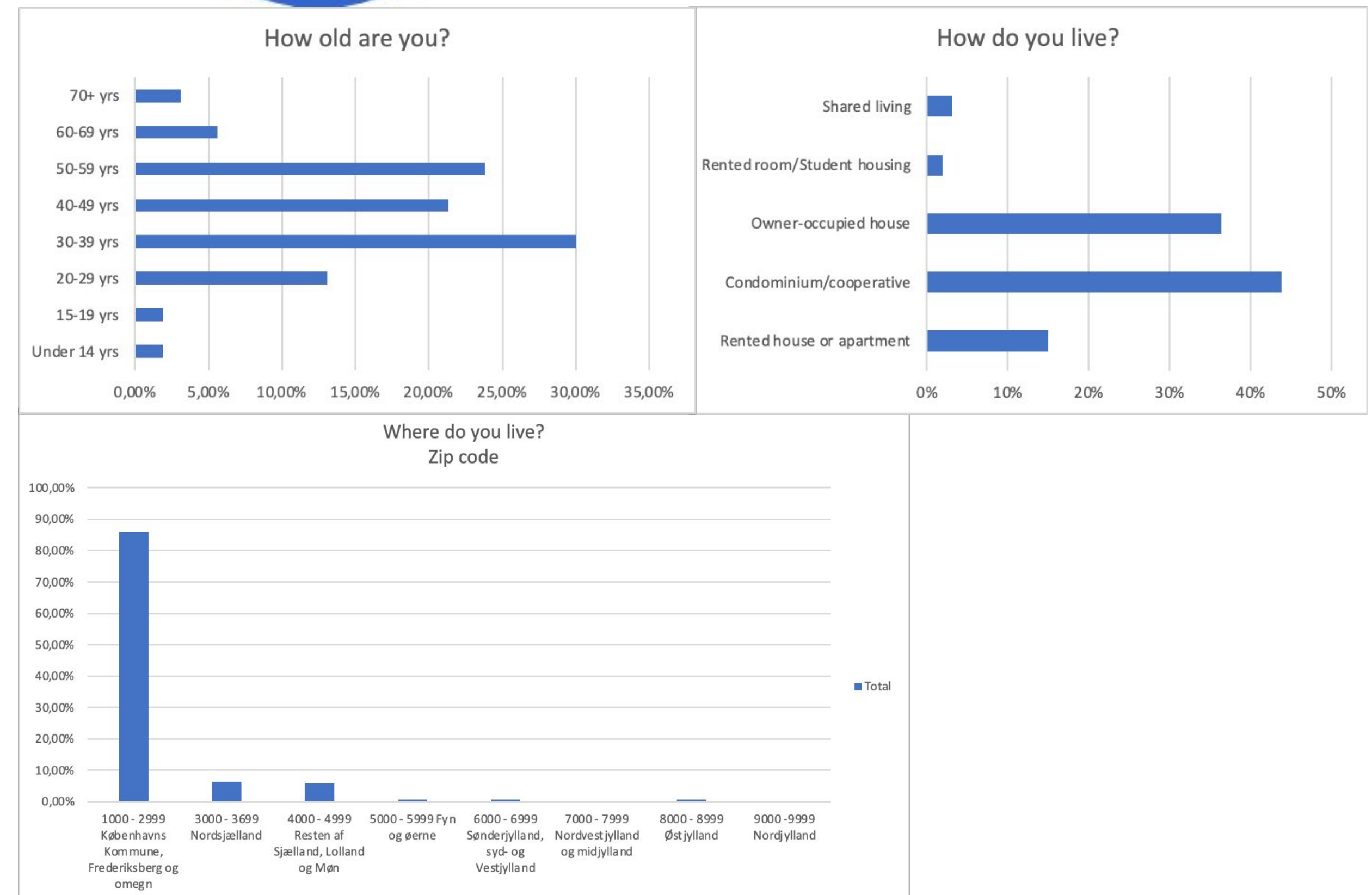
Reason for visiting Tomorrow Festival

Green: Sustainability

Blue: Music

Red: Talks

Orange: Food



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CHANGE FOOD

Survey results:

Which actions do you remember? (top 3)

84,6% Eat more plantbased and avoid meat and dairy

76,9% set requirements as to how your food has been transported. Avoid air transport.

61,5% Choose food based on how it has been produced and not where it has been produced.

What actions do you want to take now?

57,7% eat less meat and dairy

57,7% set requirements as to how your food has been transported. Avoid air transport.

50% Learn to make more plantbased meals

46,2% Choose my groceries on how they are made instead of distance

Did Change:Food inspire you to make more sustainable choices

48,1% yes

38,5% I am already doing a lot of what was recommended

9,6% yes, but it is too difficult and confusing to get started

3,8% no



Make A Move

An playful area informing about the role of transport.

The area included two installations where festival participant could discover how much transporting clothes means to our personal CO2 footprint.

Interactive installation with t-shirts: simulating a shopping situation for clothes + statements. F. ex.: *Use the bike, walk or take the bus to the store. One kilometer in a petrol car emits the same amount of CO2 as it takes to transport one pair of shoes from Asia to Europe.*

Visualization of the co2 emission of a sneaker into categories: Materials 4 kg CO2. Manufacturing 9.5 kg CO2. Transport 0.2 kg CO2. Use and disposal 0.3 kg CO2



Tomorrow Summit in 2021

- 275 guests
- 5 key notes with internationally acclaimed experts
- 9 break out sessions led by experts from frontrunning companies and organizations

"We are now kickstarting our serious process of transformation in all aspects. Inspired very much by the summit."

CEO Participant 2021

"Really impressed by the level of speakers and participants. The videos from the Summit will be shown at my next board meeting".

CEO, Participant 2021



Men Tomorrow Summit-scenen under et knaldrødt cirkustelt på en græsplæne midt i Valbyparken til et arrangement, hvor de øvrige oplægsholdere omfatter Greenpeace, kan ansues som en noget nær en perfekt pendant til den efterlyste ølkasse-tale.

Uddrag fra artikel om Robert Ugglå, bragt i Klimanonitor 10 sept. 2021



Tomorrow PR Results

Earned media

- 154 newspaper articles and mentions in newspapers and media like Politiken, Berlingske Tidende, Weekendavisen, BT and Her & NU as well as on websites like dr.dk, Soundvenue, POV International and others.*
- Period 4. may - 27. september 2021
- Reach 26,14 mio. readers
- Value 7,12 mio. kr.

Byens Bedste
Ifølge festivaldirektør og tidligere grevinde Caroline Søborg Ahlefeldt er der ét spørgsmål, der brænder over alle: »Det skal ikke være en kamp mod, det skal være en kamp med«
 Podcast - Byens Bedste: På den kommende Tomorrow Festival er bæredygtighed sat øverst på dagsordenen. Festivalen er langtfra ene om at ville ændre holdninger og adfærd hos publikum.

Klimamonitor
 For i værdsætter Caroline Søborg Ahlefeldt er det vigtigt at have rollemodeller at spejle sig i, for andres succes styrker hendes tro på, at hun kan realisere sine egne drømme. Selv startede hun sin første virksomhed som 23-årig og har siden da bl.a. givet liv til flere festivaler – senest Tomorrow, der har fokus på bæredygtighed

ELLE
Få ugens vigtigste artikler, direkte i din indboks

Politiken
København får ny stor festival samme dag som alle andre aflyser. »Vi følger selvfølgelig reglerne«, siger arrangøren
 Medstifter af Heartland Festival kommer med nyt skud på festivalstammen, Tomorrow Festival, der skal skabe øget fokus på bæredygtighed i hverdagen. Og de satser på at afholde deres debutfestival i år.

16 vilde handlingsforslag fra dansk klimatopmøde
 Fra kernekraftværk til grøn orken: 16 vilde handlingsforslag fra dansk klimatopmøde

Kæmpe festival indtager Valbyparken med musik, samtaler og meget mere
 Karrierer, nytårskunde, samtaler og oplevelsesoplevelser er bare nogle af de ting, du kan opleve, når Tomorrow Festival indtager Valbyparken.

Tomorrow PR Results

Communications - Tomorrow Festival, SoMe

Organic posts

Other people posting about Tomorrow Festival 3. - 5. Sept.

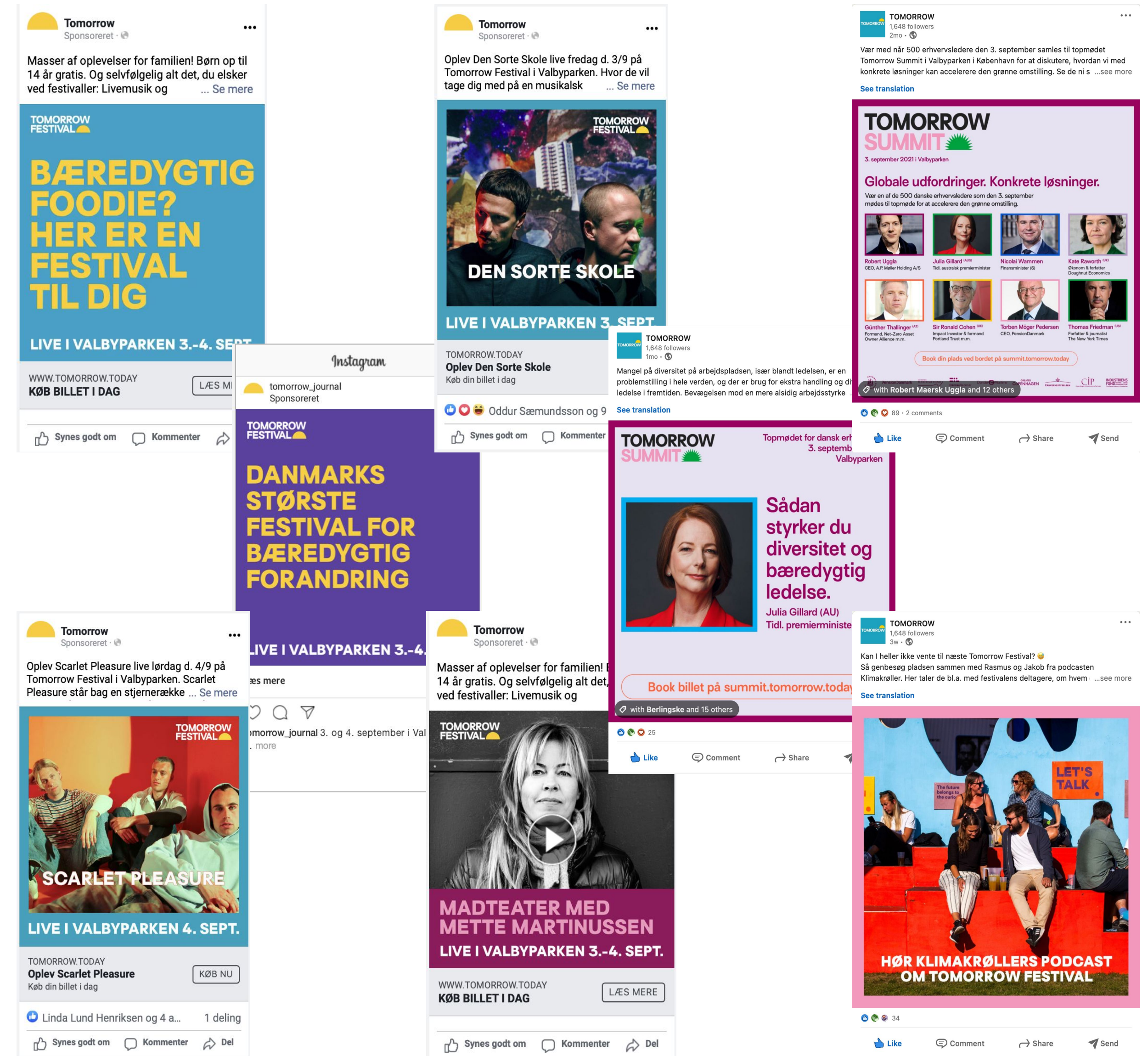
- 278 people
- Reach 1,665,858

Tomorrow posts

- Reach 200,668
- Exposure: 239,728 viewer impressions
- Period: 4. May - 5. September 2021

Paid ads

- Reach 389,166
- Exposure: 1,654,960 viewer impressions
- Period 4. May - 5. September 2021



Tomorrow PR Results

Paid media

Tomorrow Festival - Politiken campaign

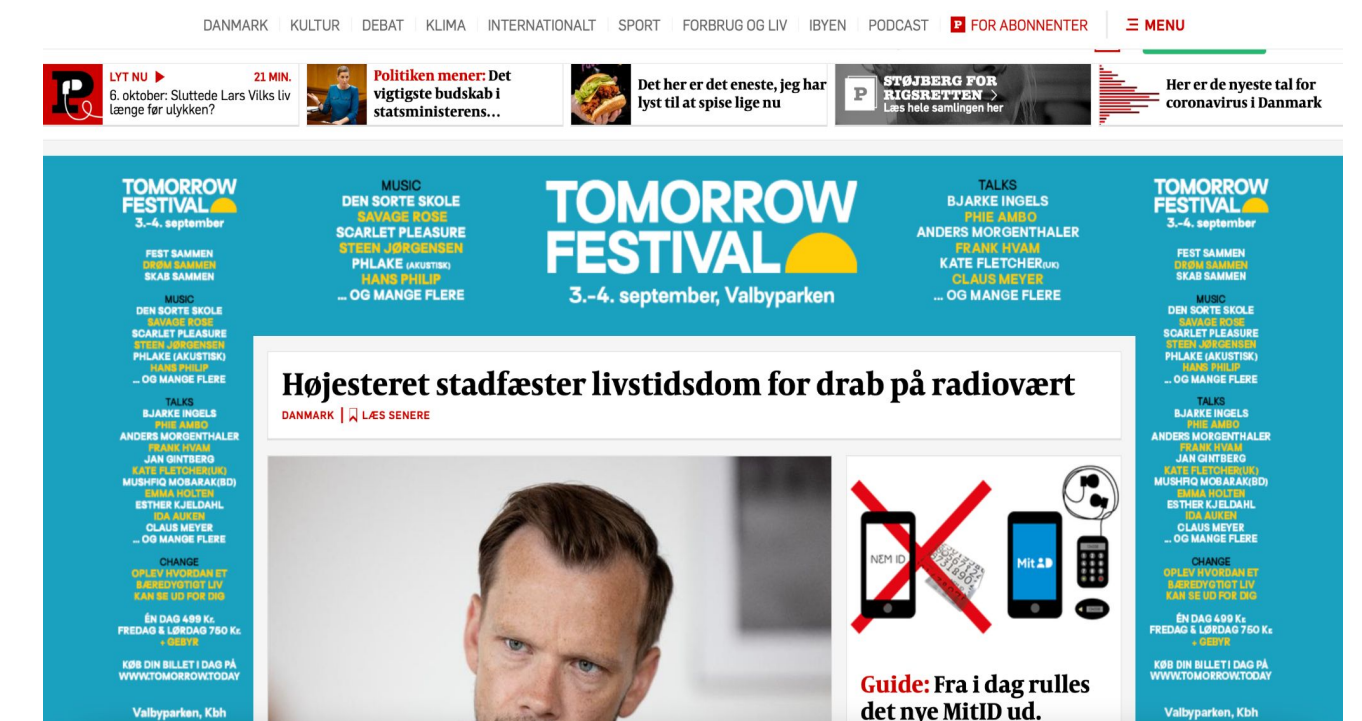
Print:

Print

- 13 placements in Politiken Kultur and Politiken Ibyen
- Period 17. July - 2. september 2021
- Reach 490,000 readers
- Exposure: 3,604,000 impressions

Online

- Digital campaign on politiken.dk across platforms (desktop, tablet and mobile)
- Reach 9,500,000 (monthly average)
- Exposure: 480,000 viewer impressions



Tomorrow PR Results

Tomorrow Summit

Paid media

Berlingske print

- 30 placements in Berlingske Tidende and 2 placements in Weekendavisen
- Period 29. June - 2. September 2021
- Reach 566,000 readers
- Exposure: 4,972,000 readers

Berlingske online

- Digital campaign on berlingske.dk and euroinvestor across platforms (desktop, tablet and mobile)
- Reach 435,000
- Exposure: 3,500,000 viewer impressions

Tomorrow Summit - own media Linked-in

- Followers: 1,648
- Exposure: 25,771 viewer impressions
- Period 27. May - 5. September 2021

TOMORROW SUMMIT
3. september 2021 i Valbyparken

Globale udfordringer. Konkrete løsninger.
Vær én af de 500 erhvervsledere, som samles til topmøde om 13 dage for at accelerere den bæredygtige omstilling.

 Robert Ugglas CEO, A.P. Møller Holding A/S	 Julia Gillard (AU) Tidl. australsk premierminister	 Nicolai Wammen Finansminister (S)
 Kate Raworth (UK) Økonom & forfatter 'Doughnut Economics'	 Günther Thallinger (AT) Formand, Net-Zero Asset Owner Alliance m.m.	 Sir Ronald Cohen (UK) Impact Investor & formand Portland Trust m.m.
 Torben Møger Pedersen CEO, PensionDanmark	 Thomas Friedman (US) Forfatter & journalist The New York Times	 Alexandra Mousavizadeh Partner, Tortoise Media

Book din billet på summit.tomorrow.today

PensionDanmark, WALTHAM FUND, Danmarks Radio, Dorte & Martine, COFENRAGEN, CIP, INDUSTRIENS FOND

TOMORROW SUMMIT
Topmødet for dansk erhvervsliv
3. september 2021
Valbyparken

Hør om Maersks bæredygtige omstilling.
Robert Ugglas
CEO, A.P. Møller Holding

Få 500 kr. i rabat med koden 'Berlingske'

Vær én af de 500 erhvervsledere, der samles til topmøde om 5 dage for at accelerere den bæredygtige omstilling.

 Robert Ugglas A.P. Møller Holding	 Kate Raworth (UK) 'Doughnut Economics'	 Nicolai Wammen Finansminister (S)	 Julia Gillard (AU) Tidl. premierminister
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Book din plads ved bordet på summit.tomorrow.today

PensionDanmark, WALTHAM FUND, Danmarks Radio, Dorte & Martine, COFENRAGEN, CIP, INDUSTRIENS FOND

Sådan styrker du diversitet og bæredygtig ledelse.

Julia Gillard (AU)
Tidl. premierminister



Få 500 kr. i rabat med koden 'Berlingske'

TOMORROW SUMMIT

Topmødet for dansk erhvervsliv
3. september 2021