

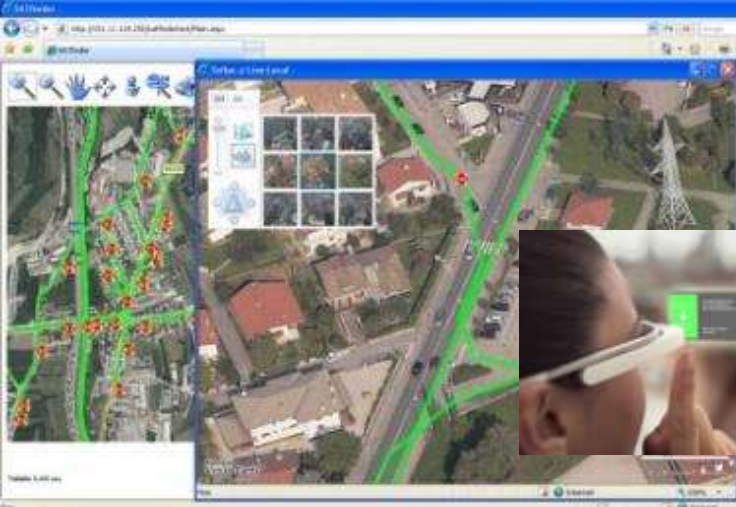
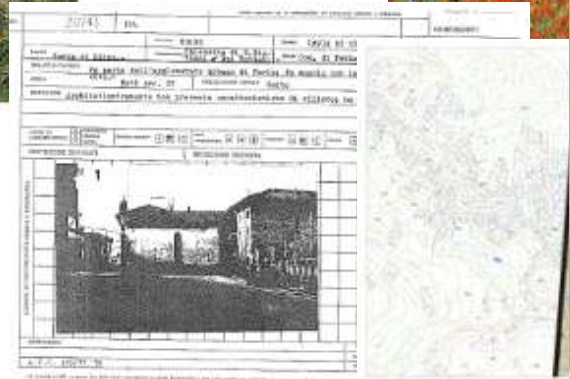
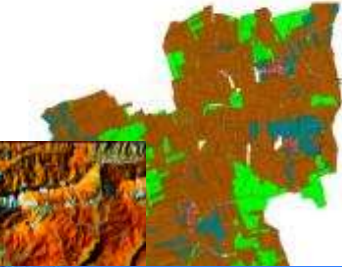
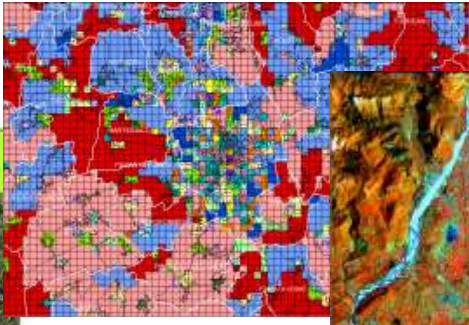
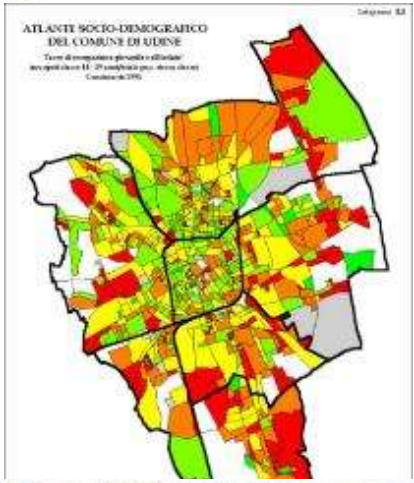
Sustainability in great events: greenwashing or reality? Analysis of the case study Jova Beach Party and of the social, economical and environmental impacts of the zero-date in Lignano Sabbiadoro

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Geomatic Lab, University of Udine (Italy)





BACKGROUND



The
Che

- A il
- il
- a
- A a

LUGLIO	AGOSTO	SETTEMBRE
2 LUGLIO LIGNANO SABBADIORO SPAGNOLA BELTALLA	5 AGOSTO LIDO DI FERMO LUNGOMARE FERRANDO	2 SETTEMBRE VIAREGGIO SPAGNOLA DEL MIRAGLIONE
3 LUGLIO LIGNANO SABBADIORO SPAGNOLA BELTALLA	6 AGOSTO LIDO DI FERMO LUNGOMARE FERRANDO	3 SETTEMBRE VIAREGGIO SPAGNOLA DEL MIRAGLIONE
8 LUGLIO MARINA DI RAVENNA LUNGOMARE	12 AGOSTO ROCCELLA JONICA AREA NATURA VILLAGE	10 SETTEMBRE MILANO BRESSO AEROPORTO
9 LUGLIO MARINA DI RAVENNA LUNGOMARE	13 AGOSTO ROCCELLA JONICA AREA NATURA VILLAGE	
13 LUGLIO AOSTA GRESSAN AREA VERDE	19 AGOSTO VASTO AREA EVENTI LUNGOMARE	
17 LUGLIO ALBENGA VILLANOVA TEC	20 AGOSTO VASTO AREA EVENTI LUNGOMARE	
23 LUGLIO MARINA DI CERVETERI LUNGOMARE DEI NAVIGATORI ETRUSCHI	26 AGOSTO CASTELVOLTURNO SPAGNOLA LIDO FIORE	
24 LUGLIO MARINA DI CERVETERI LUNGOMARE DEI NAVIGATORI ETRUSCHI	27 AGOSTO CASTELVOLTURNO SPAGNOLA LIDO FIORE	
30 LUGLIO BARILETTA LUNGOMARE DI VIENNA		
31 LUGLIO BARILETTA LUNGOMARE DI VIENNA		

ESTATE 2022
RI-PARTY-AMO

SPONSOR: TRIDENT MUSIC, TRENTITALIA, aza, ESTIME, MD, RAINO PARTY.

CON IL SOSTEGNO DI INTESA SANPAOLO

I 10 COMANDAMENTI

- 1. RISPETTA E DIFENDI LA SPIAGGIA E IL MARE**
RACCOLTA DIFFERENZIATA, NO PLASTICA,
NO CICHE PER TERRA
- 2. VIENI CON UN BUON MARE E VALERAI COME CHI TI PARE**
QUESTA PERSONA POTREBBE ANCHE CAMBIARE
- 3. BALLA COME SE**
NON TI STESSE A GUARDARE E GIUDICARE NESSUNO
- 4. AMA COME SE**
NON AVESSI MAI PRESO TRANVATE
- 5. GODITI QUESTA GIORNATA**
PENSERA' A TUTTO IL DJ



Goal of the research

1. *Was the tour conceived by Jovanotti merely the result of a well-executed communication campaign focused on highly interesting and appealing themes, falling into the realm of **greenwashing**? Or did the organizing entities and the artist genuinely hold a sincere interest in raising awareness about these issues, while upholding the core principles?*
2. *What were the social, environmental, and economic impacts that the Jova Beach Party had on Lignano Sabbiadoro, the city hosting the inaugural date of both tour editions?*
3. *What is the advantage of using TELCO GEOBigData to analyze events?*



BACKGROUND

Sustainable Development, Brundtland Report, 1987

"**Sustainable development** is that kind of development that meets the needs of the present generations (intragenerational equity) without compromising the ability of future generations to meet their own needs (intergenerational equity)"

Sustainable Events. In 2009, the United Nations Environment Programme (UNEP) defined a **sustainable event** as an event

"designed, planned, and executed in a way that minimizes negative impact on the environment and leaves a positive legacy for the hosting community"

The international standard ISO 20121 "**Sustainable event management systems** - Requirements and guidance for use"

- Minimize the impact on the hosting community and environment
- Implement a sustainable and balanced approach among economic activities, environmental responsibility, and social progress (Sobrero, 2019)



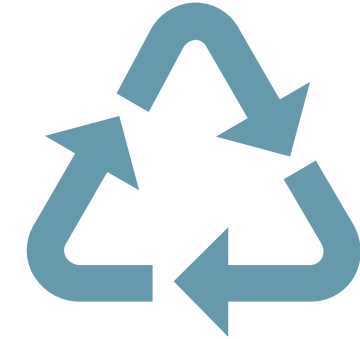
ASPECTS ANALYZED



Tourist flows



People's
satisfaction



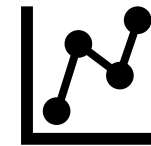
Waste
management
and collection



TELCO DATA



EMPIRICAL DATA



STATISTICAL DATA



Point of view of the local promoter and the local administration



TELCO DATA

Weekends of the event (July 1-2-3, 2022), the preceding one (June 24-25-26, 2022), and the following one (July 8-9-10, 2022)

PRESENCES

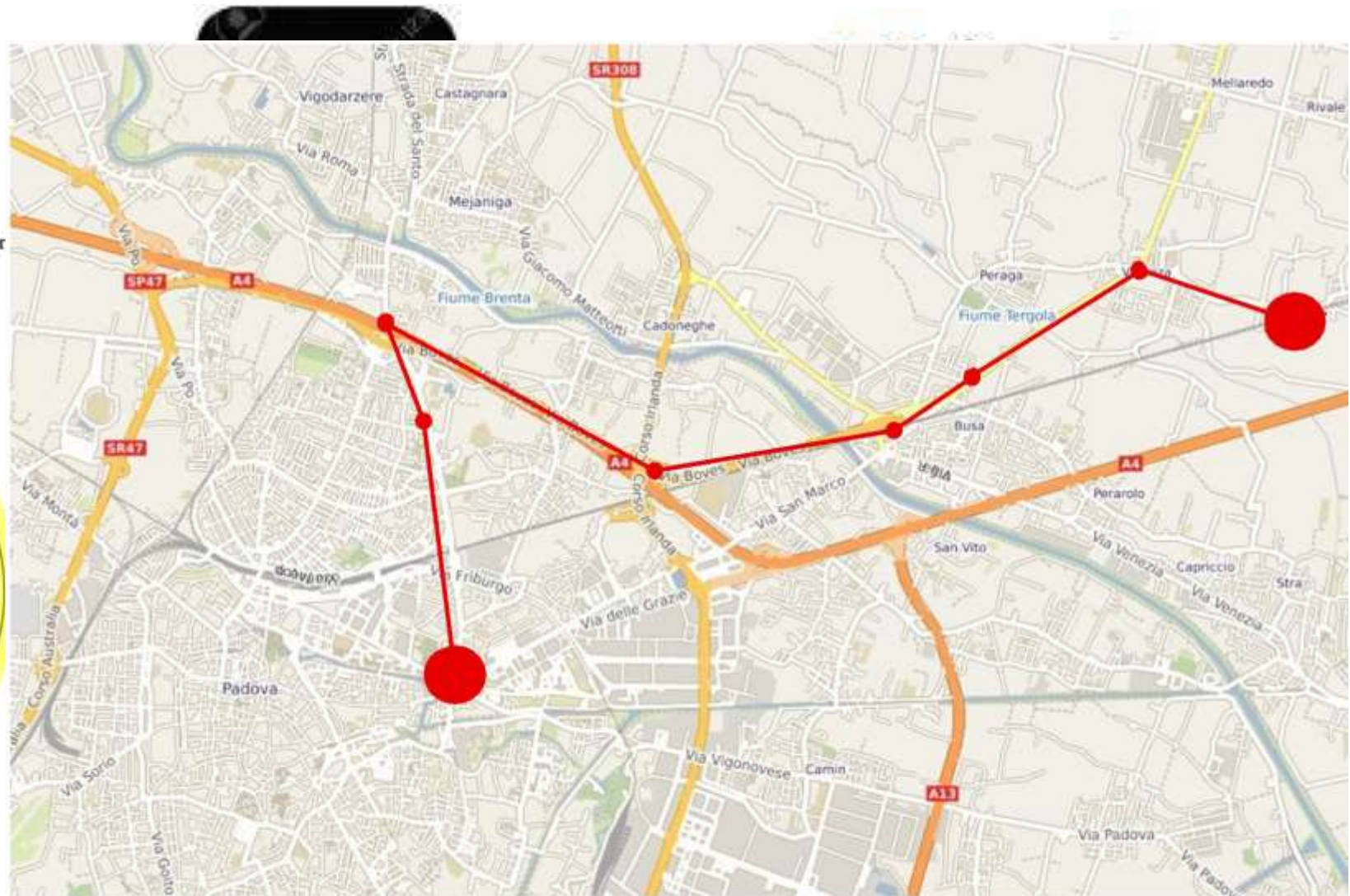
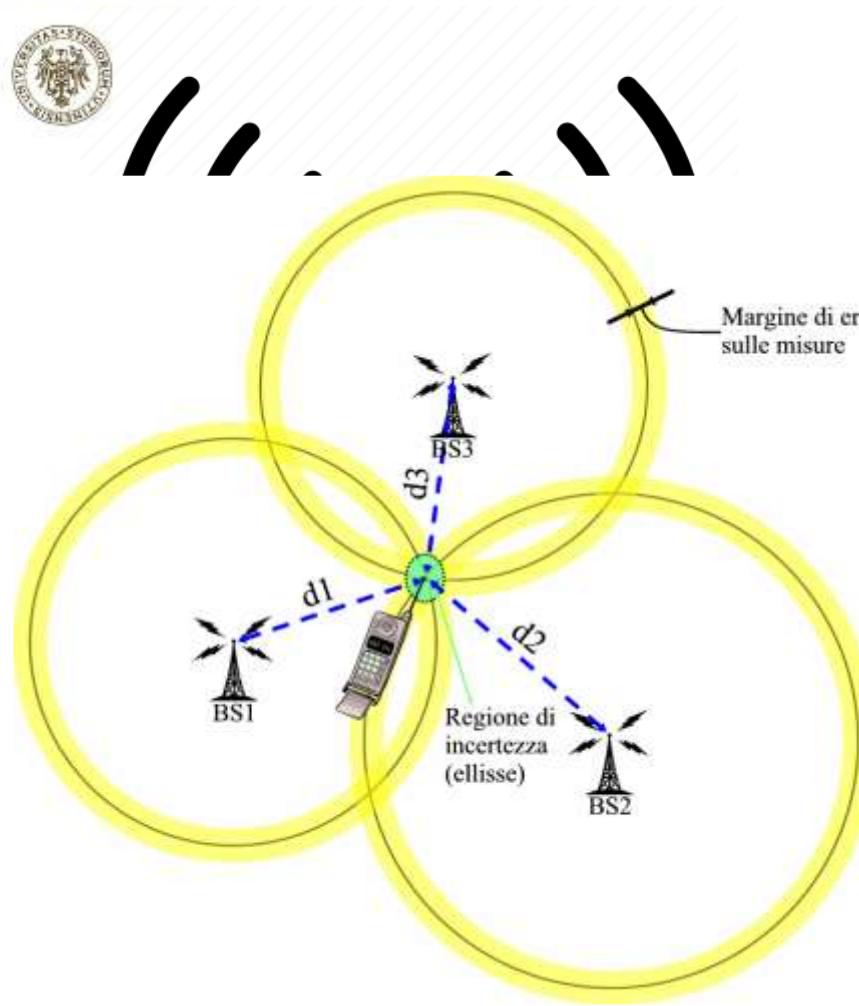
- ✓ Per day
- ✓ Per time slot
- ✓ Time slots by tourist type
- ✓ Per origin

PERCENTUAGE

- ✓ Tourist type
- ✓ Gender of tourists
- ✓ Age groups



TELCO DATA



1200 record/day
20Bil/day

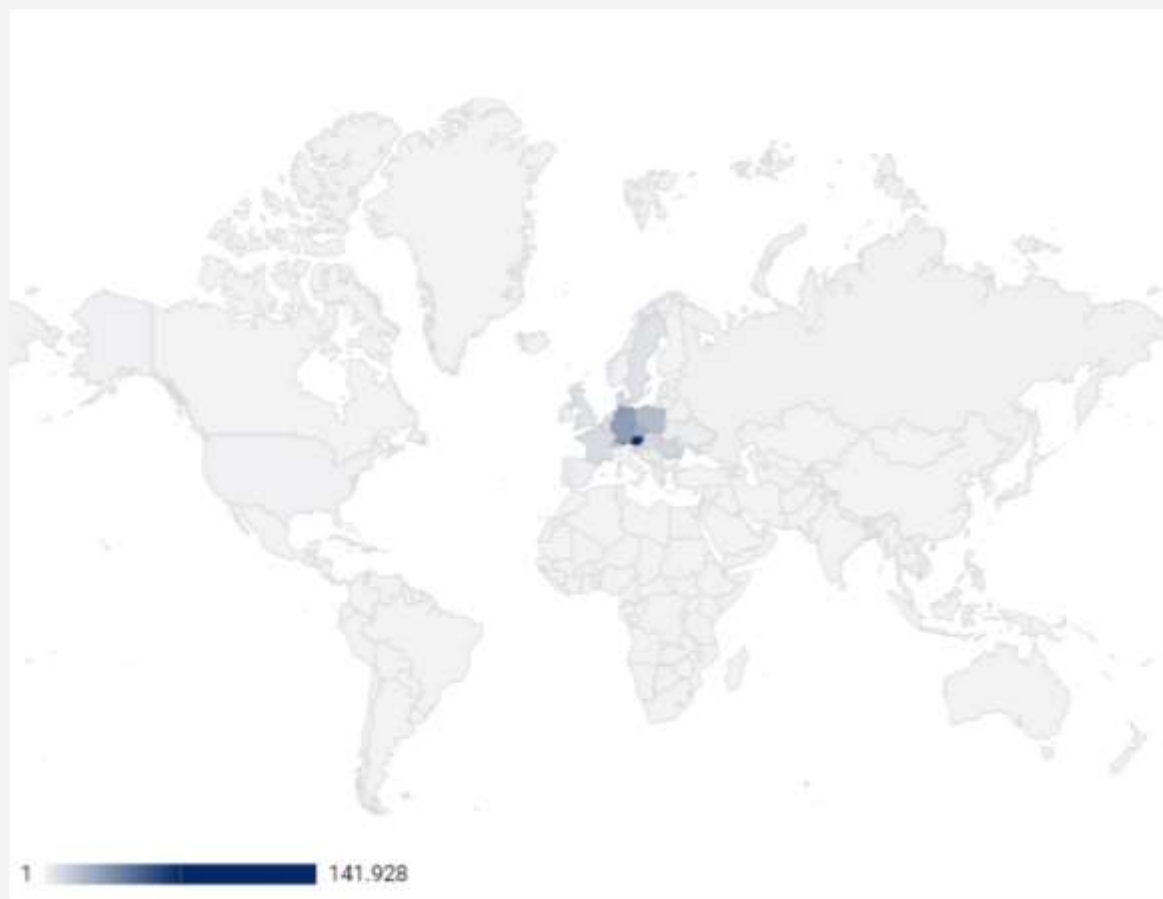
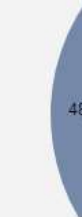


Provenienze turisti nazionali

Provenienza turisti internazionali



Fascia



Comune	Paese di origine	Visite	Visitatori unici	Visite %	Visitatori unici %
Lignano Sabbiadoro	Austria	141.928	47.939	46,44%	46,17%
Lignano Sabbiadoro	Germania	28.813	9.977	9,43%	9,61%
Lignano Sabbiadoro	Repubblica Ceca	24.409	6.960	7,99%	6,7%
Lignano Sabbiadoro	Svizzera	19.128	6.981	6,26%	6,72%
Lignano Sabbiadoro	Polonia	18.818	5.895	6,16%	5,68%
Lignano Sabbiadoro	Romania	9.659	2.887	3,16%	2,78%
Lignano Sabbiadoro	Slovenia	9.240	3.886	3,02%	3,74%
Lignano Sabbiadoro	Ungheria	8.362	3.056	2,74%	2,94%
Lignano Sabbiadoro	Francia	7.774	2.542	2,54%	2,45%
Lignano Sabbiadoro	Slovacchia	6.326	2.055	2,07%	1,98%



ANALISYS OF TELCO DATA

Variation in **tourist attendance** between the event weekend and reference weekends

WEEKEND OF THE EVENT

(July 1-2-3 2022)
288.000 presences



+ **25%** increase compared
with a normal period

**1st DAY of the
JOVA BEACH PARTY**
(Saturday 2° July 2022)
112.000 presences



+ **37%** iincrease
compared with a
normal period

**2nd DAY of the
JOVA BEACH PARTY**
(Sunday 3rd July 2022)
113.000 presences



+ **31%** increase
compared with a
normal period



ANALISYS OF TELCO DATA

Variation in **tourist attendance** for two specific time slots (3:00 PM - 5:59 PM and 9:00 PM - 11:59 PM)

**1st DAY of the
JOVA BEACH PARTY**
(Saturday 2nd July 2022)

1

15.00-17.59
86.000 presences

+ 50% increase
compared with a
normal period

21.00-23.59
84.000 presences

+ 58% increase
compared with a
normal period

**2nd DAY of the
JOVA BEACH PARTY**
(Sunday 3rd July 2022)

2

15.00-17.59
82.000 presences

+ 33% increase
compared with a
normal period

21.00-23.59
63.000 presences

+ 58% increase
compared with a
normal period



ANALISYS OF TELCO DATA

Age groups that recorded the highest increases and percentage variations between the event weekend and reference weekends

Z GENERATION (18-24)
7.000 presences



+ **43%** increase
compared with a normal
period

**MILLENNIALS
(25-34)**
20.000 presences



+ **71%** increase
compared with a
normal period

Y GENERATION (35-44)
24.000 presences



+ **28%** increase
compared with a normal
period



ANALISYS OF TELCO DATA



Variation in **national** tourist attendance between the event weekend and reference weekends

WEEKEND OF THE EVENT

(July 1-2-3 2022)
120.000 presences



+ 75% increase
compared with a
normal period

**1st DAY of the
JOVA BEACH PARTY**
(Saturday 2° July 2022)
50.000 presences



+ 106% increase
compared with a
normal period

**2nd DAY of the
JOVA BEACH PARTY**
(Sunday 3rd July 2022)
48.000 presences



+ 97% increase
compared with a
normal period

MAINLY ARRIVING FROM: Veneto, Lombardia, Trentino-Alto Adige



EMPIRICAL DATA

Online survey: "People's perception regarding the presence of Jova Beach Party in Lignano Sabbiadoro"



5 SECTIONS:

Sociodemographic Information

Analysis of Attendance in Lignano Sabbiadoro

Analysis of Participation in the Jova Beach Party

Perception Regarding the Organization of Large Events

Participant Perception Regarding the Event

In the last two sections, participants were required to indicate their level of agreement on a Likert scale from 1 to 5 (1 = "*strongly disagree*", 5 = "*strongly agree*")

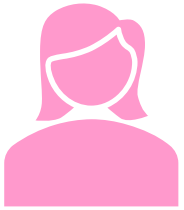
Attention check (out of 255 responses, 35 were eliminated)



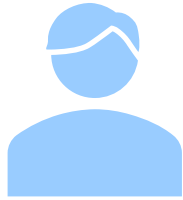
EMPIRICAL DATA ANALYSIS

Sociodemographic profile of respondents (220 in total)

GENDER

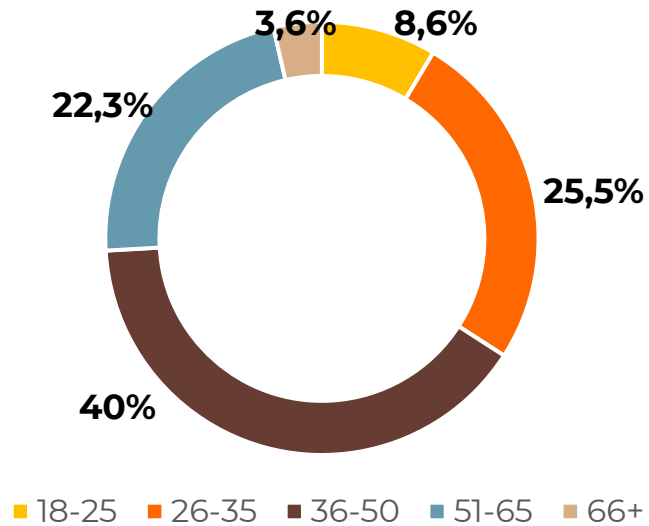


67,7%

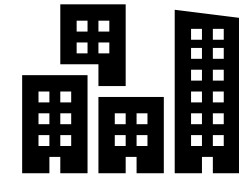


32,3%

AGE



PROVINCE



- 65% UDINE**
- 16% PRODENONE**
- 6% VENEZIA**
- 5% TRIESTE**
- 3% TREVISO**
- 5% ALTRO**



EMPIRICAL DATA ANALISYS

Sections 2 e 3 results

PRESENCES IN LIGNANO SABBIADORO



YES **87,7%** (193)
No **12,3%** (27)

PARTICIPANTS TO JOVA BEACH PARTY (193)



No **61,7%**
Yes, 2nd July **19,2%**
Yes, 3rd July **15,5%**
Both **3,6%**

REASONS



Who did NOT attended (146):
28,8% not interested
21,2% protest

Who attended (74):
31,1% wanted reexperience 2019
28,4% to party on the beach

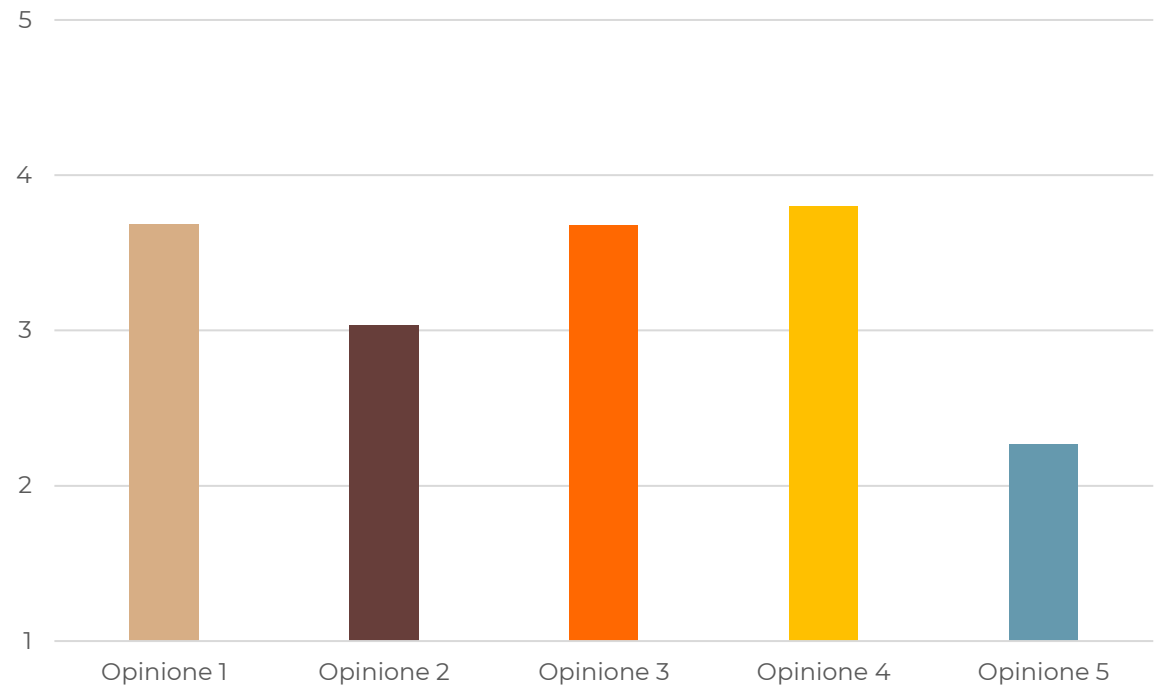


EMPIRICAL DATA ANALISYS

Section 4 "User Perception Regarding the Organization of Large Events"

- ① *The organization of large events in fragile ecosystems such as beaches should be prohibited for environmental preservation.*
- ② *I believe that, for a territory, the benefits arising from the presence of such an event are greater than the disadvantages.*
- ③ *I believe that large events are an opportunity for economic growth for the hosting territories.*
- ④ *Large-scale events, such as the Jova Beach Party, cannot be considered sustainable.*
- ⑤ *If they were to organize the Jova Beach Party again in Lignano Sabbiadoro, I would like to participate.*

Average of responses to questions in section 4

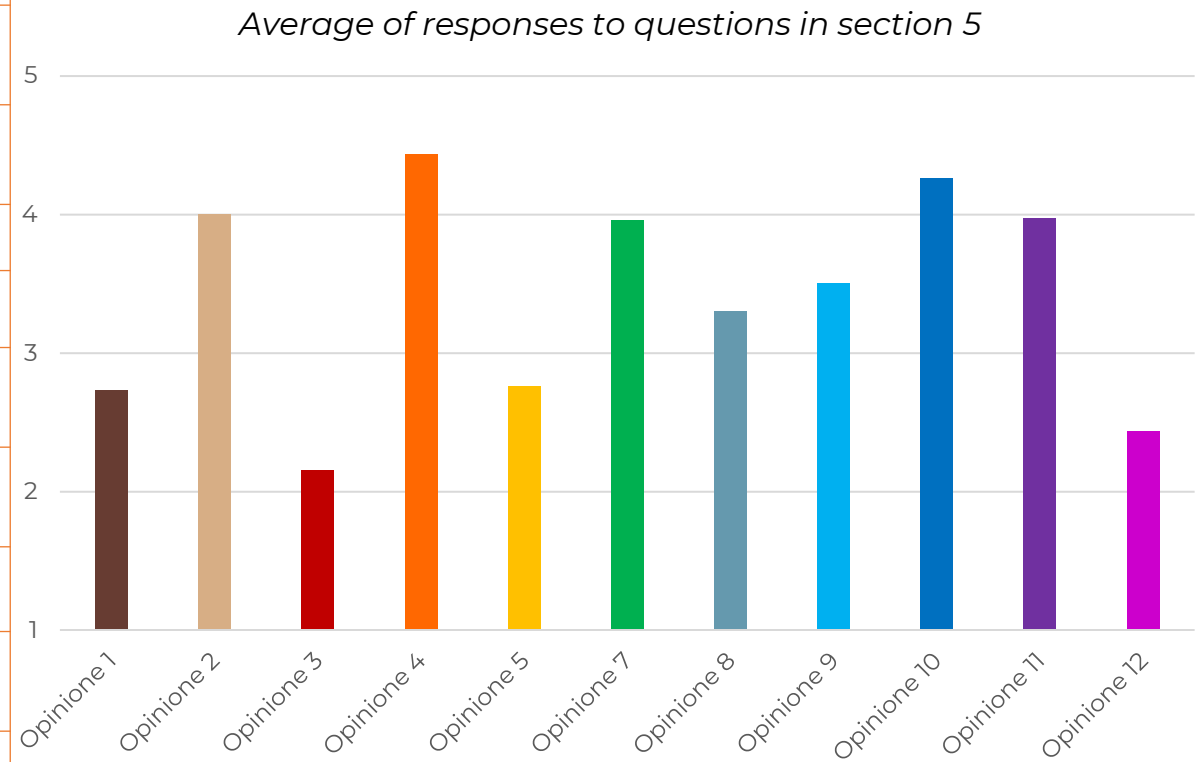


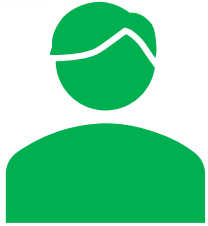


EMPIRICAL DATA ANALYSIS

Section 5 "Perception of Tourists, Residents, and Visitors Regarding the Jova Beach Party"

1	<i>During the two days of the event, there were many issues with traffic, security, etc</i>
2	<i>I believe that the benefits arising from the presence of such an event are greater than the disadvantages.</i>
3	<i>The Jova Beach Party has caused significant negative impacts on the environment</i>
4	<i>The Jova Beach Party has brought benefits to the local economy.</i>
5	<i>The Jova Beach Party has helped spread the principles of sustainability.</i>
7	<i>The Jova Beach Party was an opportunity to promote the location of Lignano Sabbiadoro to new tourist markets.</i>
8	<i>The closure of the bike path for about three weeks caused significant inconvenience.</i>
9	<i>The beach was left by the organizers "better than it was delivered to them."</i>
10	<i>Overall, I was satisfied with the presence of the event in Lignano Sabbiadoro.</i>
11	<i>I would be happy if they decided to organize the Jova Beach Party again in Lignano Sabbiadoro</i>
12	<i>If they were to have another edition, I wouldn't participate because it's an event that engages in greenwashing.</i>





INTERVIEWS

ALESSANDRO CORSO

FVG Music Live organizer of JBP

- Waste Recycling
- 2,000 activities
- Reconstruction of nature damaged by human activity
- Environmental education activities
 - Eight meetings at Italian **universities**
 - 20 scholarships
 - **WWF** Italy also initiated 4 formative volunteer experiences
 - Educational program for elementary and middle schools
 - For each concert, 30 minutes raising awareness
- **Acqua San Bernardo** provided mineral water in aluminum cans
- **Seda International Packaging Group** designed sustainable packaging
- **Trenitalia** offered discounts to JBP spectators
- **Eventi in BUS** provided bus transfers for participants
- **FIAB** (Italian Federation of Environment and Bicycle) GPX routes.
- **IN THE FUTURE, WE WILL DO BETTER**

LAURA GIORGI

Mayor of the Municipality of
Lignano Sabbiadoro



- Thousands of people in such a fragile environment pose a risk to the uncertain and unstable balance of the ecosystem
- Some of the chosen tour beaches hosted endangered endemic species
- Sand dunes were leveled
- Tourists couldn't find accommodation
- Local food and wine products were not used
- Waste collection didn't work well
- The bike paths were blocked for several days
- **Several dispersed events would be better than mega events**
- **IF IT WERE TO BE DONE AGAIN, CERTAINLY IN A STADIUM**



Positive aspects:

- Induced economic benefits
- Territory promotion
- Job opportunities for local suppliers
- Increase in national tourist flows

Negative aspects:

- Event portfolio to enhance the territory's attractiveness
- Some economic benefits limited to the event area

CONCLUSIONS



Positive aspects:

- Satisfied participants
- Perceived benefits

Negative aspects:

- Non-participants are not interested and don't want to take part
- Social inconveniences
- Limited sustainability awareness



Positive aspects:

- Initiatives taken to reduce waste, plastic production, etc. are good practices for the future

Negative aspects:

- Waste management
- Safety issues
- Inappropriate location (greenwashing)
- Environmental issues



SUGGESTIONS FOR THE FUTURE

Event Venue:

Reclaimed degraded anthropic sites left as a legacy to the community

Awareness:

Edutainment to educate the audience about the principles of sustainability (3P)

Involvement of the public in waste collection in exchange for discounts, giveaways, etc.

Mobility:

Partnership with companies providing carsharing and/or carpooling services

Promotion of local culture:

"I AM FRIULI VENEZIA GIULIA" booth for food and wine, and performances by local cultural associations for history and tradition



THANK YOU

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