



ENVIRONMENT

Music, Local Beer, and Dry Toilets. What else?©

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Retrouvez la traduction de certains mots à droite du texte

Les syllabes accentuées sont en gras et soulignées*

Hello everyone and welcome to this week's **episode** of 10 Minutes for the Planet. The hot days of June also mean the **opening** of music **festival** season around the country, such as: We Love Green, Les Vieilles Charrues, and Cabaret Vert, etc. A growing number of these festivals are also **marketing themselves** as "eco-festivals."

When one thinks of music festivals, you may **imagine** vast fields of **mud**, **trashed** with plastic cups, plates and beer bottles, long queues in front of **chemical** toilets, and vast parking lots with old buses. Today, some of them have "**transitioned**" to dry toilets, eco-**materials**, local beers, and **carpooling** – **offering** an **alternative** to the high **environmental footprint**, which is the **trademark** of such **events**.

We Love Green - a **flagship** for eco music festivals - took place on the second weekend of June in Paris' Bois de Vincennes. For this 6th edition, they **announced** they would be running 100% on **renewable energy**. **Organisers** relied on solar energy as well as a recycled food oil-**power generator**.

One **current obstacle** to further **increasing sustainability** is the sponsors. Music festivals are highly **dependent** on large **commercial** sponsors who don't **necessarily** share the same goals towards **environmental sustainability**. Festivals can only **negotiate** so much year-after-year to **implement** new ideas and **constraints**, while keeping the necessary sponsors **in the loop**. For example: at Les Vieilles Charrues, the team was able to negotiate with Kronenbourg to allow a local beer stand, instead of Kronenbourg having a 100% **exclusivity**. With fast-growing **demand** for **sustainable products**, it seems like it might become easier to negotiate such small changes.

to market oneself (vb.) se vendre, se présenter

mud (n.) boue, gadoue

to trash (vb.) saccager

to transition to (vb.) passer à

to carpool (vb.) faire du covoiturage

environmental footprint (exp.) empreinte écologique

trademark (n.) marque de fabrique, spécificité

flagship (n.) fleuron, vedette

power generator (n.) groupe électrogène

current (adj.) actuel

sustainability (n.) durabilité

to implement (vb.) mettre en œuvre, appliquer

in the loop (exp.) au courant

However, at Les Vieilles Charrues there is only so much local beer production to feed the thirsty 250,000 **visitors** over a couple of days, so Kronenbourg still has a few **glorious** days **ahead of** them, but maybe not for long.

At the Cabaret Vert festival, which **welcomes** 100,000 visitors **annually**, the organisers **decided** to refuse a **partnership** with Heineken, choosing instead to make it work with local **producers**. It does **require** a lot more work and **logistics**, but they wish to offer a **complete** alternative to the low-**quality**, **mainstream** products and **services**, present in large events. **On top of** **reducing** the environmental **impact** of the festival, working locally also has the **advantage** of **insuring maximum** economic **benefits** for the region. Their **stance** allowed Cabaret Vert to become the first French festival to receive the **highly regarded** “A Greener Festival” **label**. Last year the prize was also **awarded** to the **Parisian** We Love Green, as well as Heart of Glass Heart of Gold, in Aveyron.

Participants might not all be environmentally **conscious**, but all can enjoy good food, good drinks, un-chemical toilets, and cleaner sites. Some eco-festivals even go further by organising discussions or **conferences** on **particular** themes. We Love Green has a “**Think Tank**” stage where they welcome **personalities** such as **micro-credit pioneer**, Muhammad Yunus or Cyril Dion, one of the creators of the movie “Demain”.

Because they welcome people for a few days, festivals are a wonderful place to **heighten awareness** through **concrete** experimentation as well as discussions. Let’s hope we see more and more festivals make the transition! See you next for a new episode of 10 Minutes for the Planet!

ahead of (prep.) devant, qui (les) attend

to require (vb.) exiger, réclamer

mainstream (adj.) grand public

on top of (exp.) en plus de

stance (n.) position, attitude

highly regarded (exp.) très apprécié

think tank (n.) groupe de réflexion

to heighten (vb.) augmenter, intensifier

awareness (n.) conscience, sensibilisation

* Aide à la prononciation

Les noms se terminant par **-ity** sont accentués sur l’antépénultième, c’est-à-dire la troisième syllabe en partant de la fin du mot :

exclusity, personality, quality, sustainability