

GREENSTART PILOT PROJECT

The world's first biodegradable festival tent - where ESG meets innovation.

Purpose

This pilot demonstrates the environmental benefit and communication potential of Greenstart biodegradable festival tents as a concrete sustainability measure.

The festival or company will be able to:

- Document a measurable reduction in plastic waste and CO₂e vs conventional tents
- Align the initiative with CSRD / ESRS reporting frameworks (E1-E5)
- Communicate a visible, tangible, and credible green action
- Use real-world pilot data as input to their own ESG reporting

About the Pilot Project

- ⇒ Volume agreed with the partner - typically starting at 50 tents
- ⇒ 3 festival designs available: Tipi, Iglo, Space
- ⇒ Shelter design available on request for humanitarian use
- ⇒ Material weight: ~6-10 kg per tent depending on size
- ⇒ Made from kraft paper and PHA bioplastic coating
- ⇒ Customized with festival or company logo and colors
- ⇒ Delivered with material documentation and communication assets

Timeline

- 1-2 wks ● Agreement and design confirmation
- 4-6 wks ● Production and quality control
- 6-8 wks ● Delivery and implementation
- Post event ● Material impact summary
- After eval ● Option for scale-up

Total duration: Approx. 3 months from agreement to delivery.

Material Documentation Included

- ⇒ Indicative climate data: ~12-20 kg CO₂e saved per tent vs conventional (pre-LCA estimate)
- ⇒ Product specifications and biodegradability documentation
- ⇒ Brand and communication assets for internal and external use
- ⇒ Summary suitable for integration into your own ESG reporting

Note: full ESG reporting and CSRD compliance is the responsibility of the partner, based on the data provided. All figures are indicative pending LCA/EPD validation.

Indicative Environmental Impact

The table below shows estimated savings for a pilot of 50 tents. The key metric is the saving vs conventional tents - not Greenstart's absolute footprint, which will be validated through LCA/EPD work.

Metric	Per tent	50-tent pilot	Note
CO ₂ e saved vs conventional	~12-20 kg	~0.6-1.0 tonnes	Greenstart ~10-18 kg vs conventional ~30 kg CO ₂ e
Plastic waste eliminated	~5-12 kg	~250-600 kg	No synthetic tent materials left on site
Material weight	~6-10 kg	~300-500 kg total	100% biodegrades within 6-12 months
Biodegradability	100%	100%	No collection, no landfill, no microplastics

All figures are indicative estimates based on emissions factors for kraft paper (1.2-1.6 kg CO₂e/kg) and industry benchmarks for conventional tents (~30 kg CO₂e). To be validated through supplier data and LCA/EPD work.

Communication Value

Greenstart provides a tangible sustainability action - connecting measurable environmental benefit with brand experience across the entire festival.

- Custom-branded tents with your logo and color palette
- Visible, concrete proof of circular innovation - seen by all festival guests
- Integrate into marketing campaigns and CSR activations
- Strengthens brand perception among customers and partners
- Option for co-branding (Company x Greenstart) and shared PR

Why It Makes Sense

- ⇒ No plastic waste left on site
- ⇒ ~12-20 kg CO₂e saved per tent
- ⇒ Real data supports your ESG reporting
- ⇒ Scalable from small pilot to full rollout
- ⇒ Combines sustainability, innovation & branding

Next Steps

- **Define the scope** - number of tents, festival, and timing
- **Confirm tent designs** and branding
- **Agree on delivery timeline** and logistics

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