

# SUSTAINABILITY- REPORT HANSE SAIL 2024



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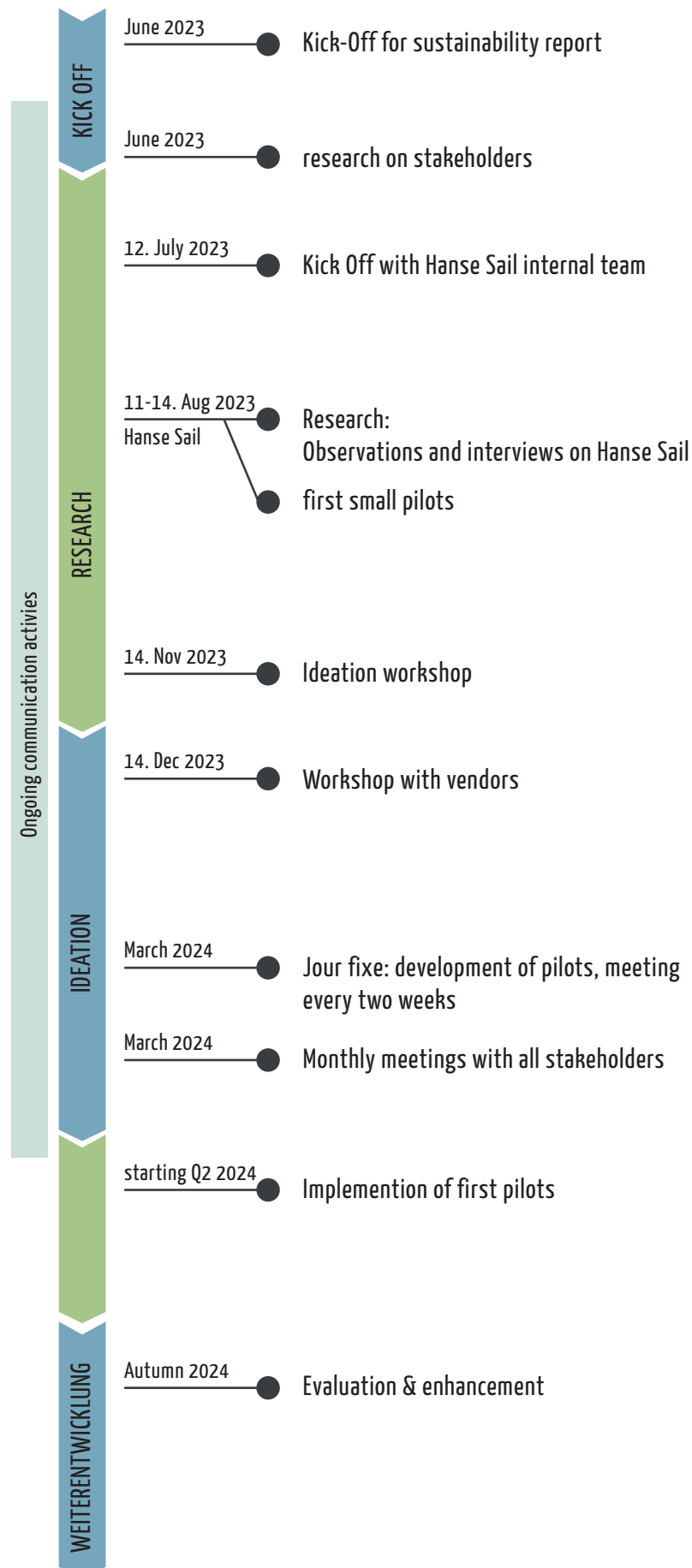


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2022 ● waste monitoring



## Sustainability Report Hanse Sail

# KICK-OFF

The Hanse Sail Rostock is one of the largest maritime festivals in Germany, attracting hundreds of thousands of visitors annually (as of 2019: 420,000 visitors). It therefore serves as a significant lever for implementing impactful sustainable concepts.

Since 2022, the event has embarked on the path toward a comprehensive sustainability strategy, starting with waste monitoring to establish a baseline. Since then, efforts have continuously evolved with the goal of developing a concept in the coming years that ensures the Hanse Sail is ecologically, economically, and socially sustainable. Proposed measures include reducing waste through reusable deposit cups, promoting separate waste collection, and introducing “2nd Life” soft toy prizes that have been collected regionally from daycare centers.

Additionally, visitors are to be engaged through educational and awareness-raising activities on the festival grounds. These initiatives involve educational partners such as the University of Rostock, the Leibniz Institute for Baltic Sea Research Warnemünde, and the Environmental Day on the Achterdeck to promote sustainability topics.

This report is intended to serve as a guideline and inspiration for other events and organizations. The initiative is supported

by KuBuS e.V. and fint e.V., which assist the Hanse Sail office and the Rostock & Warnemünde Tourist Office (TZRW). Together, we aim to make the Hanse Sail not only a highlight of maritime culture but also a role model in sustainability. Only through collective commitment and a willingness to change can we create a sustainable future while preserving what makes the Hanse Sail so unique: its connection to the sea, the ships, and the people.

### Achievements to Date:

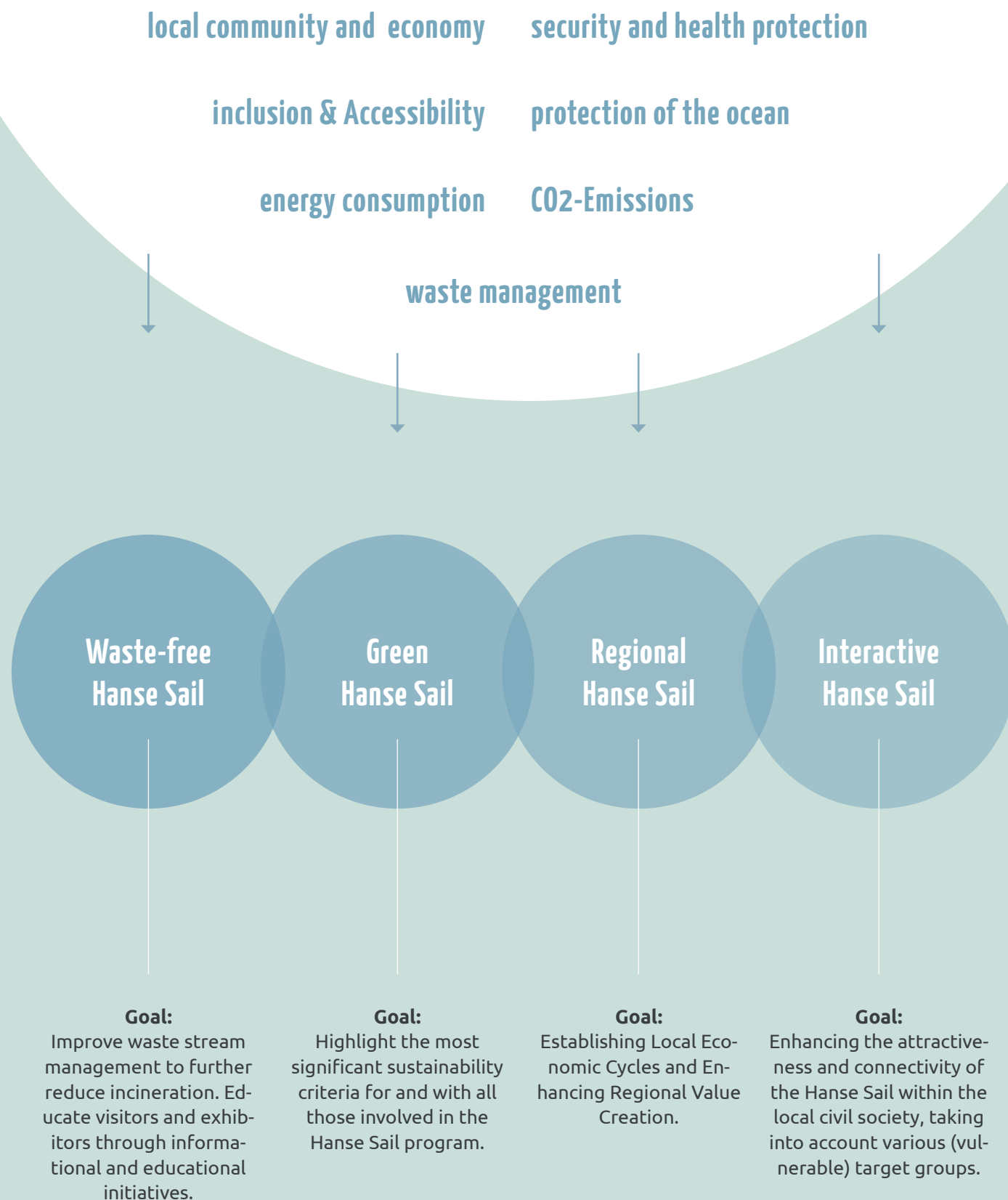
**Waste Reduction:** Waste generation has been significantly reduced by nearly 50% through measures such as the introduction of reusable cups, reusable cable ties, and fixed wastewater disposal stations for ships.

**Material Reuse:** Old banners, flags, and ropes are being reused.

**Sustainable Printing:** Print materials are produced climate-neutrally or according to FSC standards. There is a general effort to reduce printing, and when necessary, eco-friendly paper is used.

**Bicycle-Friendly Measures:** The number of bicycle stands at the Hanse Sail has been doubled.

**Tree Planting:** An annual tree-planting initiative has been launched as part of the Hanse Sail.



## DEVELOPMENT OF OPPORTUNITY FIELDS FOR HANSE SAIL

In alignment with the German Sustainability Code (DNK) report, a materiality analysis was conducted for the Hanse Sail to determine which action areas are most relevant for the sustainability strategy:

- Protection of the marine environment
- CO2 emissions
- Waste management
- Energy consumption
- Local community and economy
- Inclusion & accessibility
- Safety and health protection

Following an initial assessment through surveys, interviews, and analyses, working groups were formed with municipal partners to address these key areas:

- AG Müllfreie Hanse Sail (Waste-Free Hanse Sail)
- AG Grüne Hanse Sail (Green Hanse Sail)
- AG Regionale Hanse Sail (Regional Hanse Sail)
- AG Interaktive Hanse Sail (Interactive Hanse Sail)

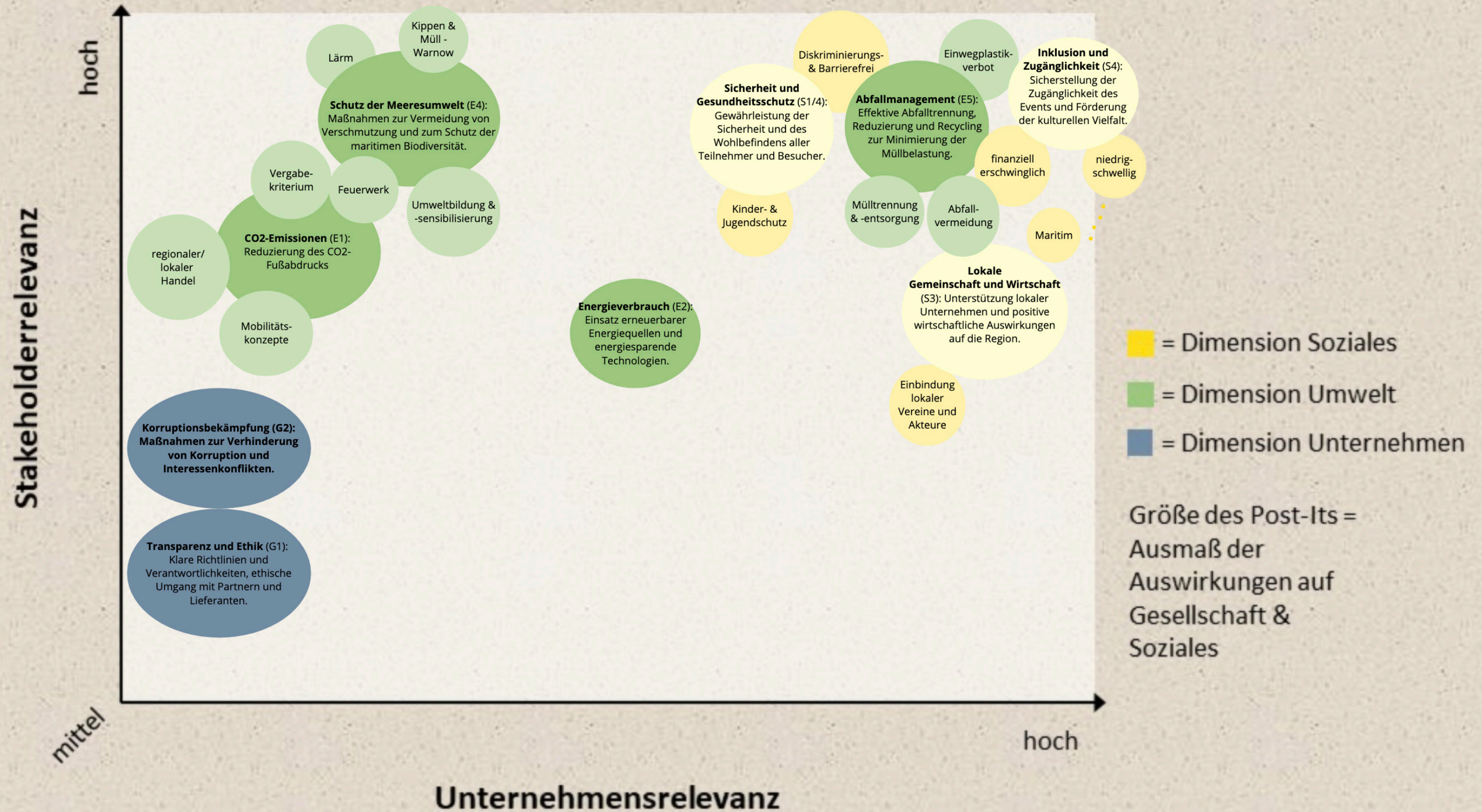
During regular meetings, these working groups developed measures aligned with their respective objectives. The sustainability strategy is designed to span three years and will be iteratively refined. Depending on the results of prototype measures and data monitoring, new initiatives will be developed in the coming years.

The process itself is also being critically evaluated: How effective is communication between the working groups? What working methods are required to ensure efficient and impactful collaboration on the sustainability strategy?

The following pages outline the planned measures for 2024 and provide a preview of goals for 2025.



# Wesentlichkeitsmatrix





# Group activities 2024

## Waste-free Hanse Sail

### Goal

Improve waste stream management to further reduce incineration. Educate visitors and exhibitors through informational and educational initiatives.

### Key Initiatives in 2024:

In the AG "Waste-Free Hanse Sail", various creative and informative installations were tested to raise awareness about environmental protection and sustainable resource use. The central question was: "How effective is waste separation at the Hanse Sail, and how can we promote it?"

**Two Floating Bins:** Two floating bins were placed in the Warnow River to highlight how events like the Hanse Sail can contribute to water pollution. This installation aimed to sensitize visitors to the importance of waste prevention and mindful disposal practices.

### Recycled Plastic Spinners:

As part of the "Environmental Kids' Day at the Hanse Sail," complementary activities were offered to educate children and adults about the impact of waste on our environment. In collaboration with the Clean River Project, spinners made from recycled plastic were created to provide a tangible demonstration of recycling's significance.

### 8 Pilot Recycling Islands:

Eight pilot recycling islands were installed to enable practical waste separation at the Hanse Sail. The goal was to assess the feasibility and effectiveness of waste sorting at a large-scale event like this.

### "Recycling Angler": Gamifying Waste Separation:

An interactive, artistic installation called the "Recycling Angler" allowed children to collect and sort recyclables in a playful manner. Functioning like a mechanical grabber, this device brought the concept of waste separation to life and sparked meaningful discussions.

### Material Flow Analysis: A Scientific Perspective on Waste, Water, and Energy

The University of Rostock conducted a comprehensive material flow analysis focusing on waste, water, and energy, with a particular emphasis on waste management. The findings from this analysis are intended to evaluate the effectiveness of the recycling islands and facilitate long-term improvements.

### Exhibition: How Biodegradable Are Biodegradable Packaging Materials?

Also organized by the University of Rostock, a poster exhibition showcased the results of a study on the biodegradability of food packaging labeled as biodegradable. The study was conducted in the Warnow estuary and an industrial composting facility. The results were sobering: only a few materials degraded in water, and just one material showed genuine biodegradability in the composting process. These findings highlight the critical importance of selecting and disposing of packaging responsibly.



## Intended Outcome

### Target Audience:

- **Visitors:** Visitors develop an understanding of the amount of waste generated by their own consumption at the Hanse Sail and are encouraged to actively participate in waste separation.
- **Exhibitors:** Exhibitors observe that visitors are capable of separating waste effectively and are inspired to implement waste separation practices themselves.
- **Hanse Sail Team:** Awareness within the Hanse Sail team increases regarding the importance and implementation of waste separation at the event.



# Group activities 2024

## Green Hanse Sail

### Goal:

Highlight the most significant sustainability criteria for and with all those involved in the Hanse Sail program.

As part of the Hanse Sail sustainability strategy, a concept is being developed to establish specific criteria for ships, gastronomy, and rides. The aim is to collaboratively implement these criteria with all stakeholders, thereby fostering a more sustainable approach to the entire event.

### Voluntary Self-Evaluation:

Exhibitors, stall operators, and food vendors are invited to engage with the sustainability criteria outlined in the "Green Fork" program. This initiative provides a framework for self-reflection on their business practices, encouraging the adoption of more sustainable methods.

The existing "Green Fork" concept, which has primarily focused on gastronomy, is being expanded to include the "Ships" category. This allows shipping companies and shipowners to access the sustainability criteria and develop measures for more environmentally friendly participation in the Hanse Sail.

By participating in this voluntary self-evaluation, all stakeholders are encouraged to actively reflect on their contributions to sustainability. The concept emphasizes close collaboration between organizers and participants to establish long-term sustainable standards for the Hanse Sail.



### Eine nachhaltige Hanse Sail? (A sustainable Hanse Sail?)

Die Hanse Sail möchte nachhaltiger werden! Lasst uns alle zusammen anpacken und Teil der Veränderung sein. Dafür möchten wir von euch wissen: Welche Bemühungen habt ihr schon ins Leben gerufen? Wie können wir euch unterstützen? Helft uns und füllt zunächst einmal diese Bestandsaufnahme aus:

deutsch:



english:



Eine Initiative des Nachhaltigkeit-Teams der HanseSail.  
Besuchen Sie unseren Dosenwerf-Stand (Stand 521) auf dem  
Achterdeck der HanseSail!

An initiative of the Hanse Sail sustainability team.  
Visit our can-throwing booth at the Hanse Sail „Achterdeck“ (booth  
521)



## Intended Outcome

- **Target Group Visitors:** Visitors can use available sustainability seals to guide their choices, selecting food stalls based on whether they display a sustainable seal.
- **Target Group Vendors:** Exhibitors engage in the self-evaluation process, reflect on their offerings, and inspire others through their commitment to sustainability.
- **Target Group Hanse Sail Team:** The Hanse Sail team gains a deeper understanding of the exhibitors' circumstances, enabling them to better support their sustainability efforts.

# Group activities 2024

## Regional Hanse Sail

### Goal:

Establishing Local Economic Cycles and Enhancing Regional Value Creation.

The working group aimed to make sustainable concepts like circular economy tangible for visitors. The initiative explored how well second-hand products are received by guests and whether the concept of circular economy is understood and positively embraced. Practical Examples of Circular Economy:

### Tin can toss in the Circular Economy:

The tin can toss booth serves not only as entertainment but also as an educational platform. It demonstrates to visitors that sustainable practices and circular economy principles are simple and effective ways to conserve resources while having fun.

### Recycled Plush Toys as Prizes:

The prizes for the tin toss are recycled plush toys, previously collected from sources like kindergartens. This initiative not only reduces waste but also highlights the value of reused items. The booth also encourages other exhibitors to source their prizes second-hand and, if necessary, collaborate with repair services to restore them.

### Discount Codes for Other Stalls:

Winners receive discount codes redeemable at other stalls. This initiative fosters collaboration among exhibitors, invigorates the market, and provides visitors with attractive incentives to choose sustainable alternatives. Instead of simply winning material goods, winners are encouraged to value experiences.



### Und was hat jetzt Dosenwerfen mit Kreislaufwirtschaft zu tun?

Die Kreislaufwirtschaft ist ein Wirtschaftsmodell, das darauf abzielt, Rohstoffe wiederzuverwenden und damit Abfall zu vermeiden.

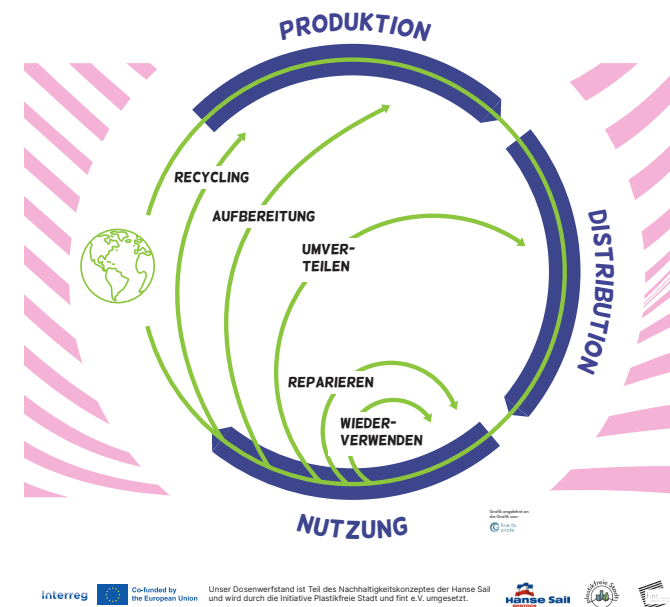
Durch Wiederverwenden, Reparieren, Umverteilen, Wiederaufbereiten und Recyceln schafft dieses Modell ein geschlossenes Kreislaufsystem, das die Menge der verwendeten Ressourcen minimiert.

Darüber hinaus reduziert die Kreislaufwirtschaft die Entstehung von Umweltverschmutzung und Kohlenstoffemissionen – eine der Hauptsachen für die Klimakrise.

Mit unserem Dosenwerfstand möchten wir zeigen, dass nachhaltiges Handeln im Sinne der Kreislaufwirtschaft funktioniert, kreativ ist und vor allem: Spaß macht.

**Wiederverwenden:** Unsere Gewinne sind Kuscheltiere, die wir in lokalen Kitas gesammelt und anschließend gewaschen haben.

**Reparieren:** Kuscheltiere, die einen Makel hatten, wurden in Zusammenarbeit mit dem Senior\*innenheim Renafen auf der Holzhalbinsel repariert.



## Intended Outcome

- **Target Group Visitors:** Visitors are sensitized to the idea that used products can also hold significant value.
- **Target Group Vendors:** Exhibitors are encouraged to network and collaborate economically. The alternative prizes are perceived positively, enhancing the event's sustainability appeal.
- **Target Group Hanse Sail Team:** The Hanse Sail team receives positive feedback, even from long-standing partners, for concepts incorporating circular economy principles.



# → Group activ- ities 2024

## Interactive Hanse Sail

### Goal:

Enhancing the attractiveness and connectivity of the Hanse Sail within the local civil society, taking into account various (vulnerable) target groups.

A central goal of the Hanse Sail is to make the event even more accessible and appealing to a wide range of interests and target groups – including vulnerable groups. The main focus is on the question of how to create an inclusive and diverse Hanse Sail that meets the needs of all visitors.

### Inclusive paper chase

To achieve this goal, a process of idea generation has been initiated. This process focuses on the following aspects:

#### Strengthening Interactivity

Consideration is being given to how an interactive Hanse Sail can be designed to actively engage visitors of all ages and interests. Existing offerings such as the “Kids Sail,” which appeals to both children and adults, serve as a foundation for further interactive experiences.

#### Involving Local Stakeholders

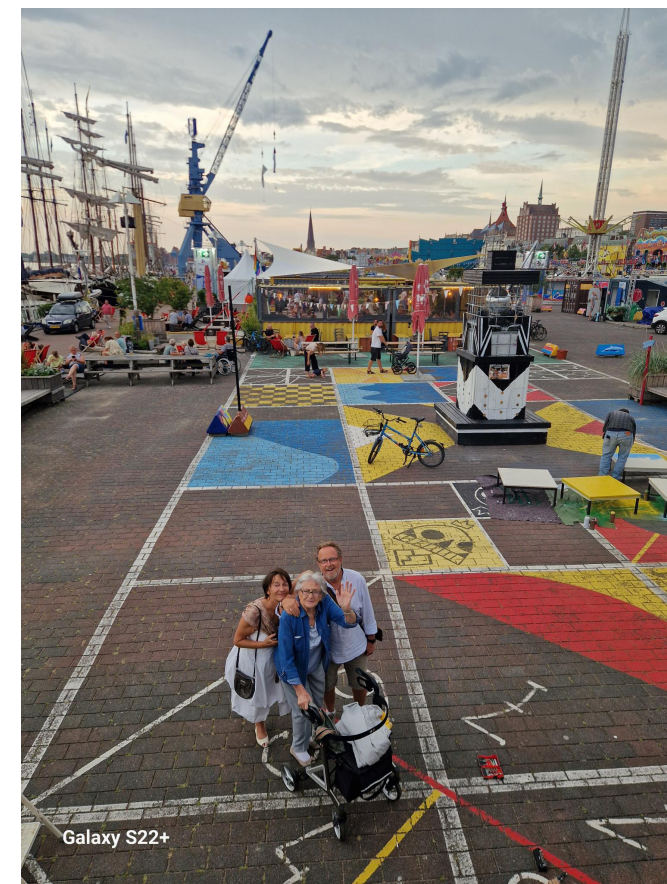
Another focus is on better integration of local stakeholders. The goal is to strengthen ties to the region and to highlight the maritime character of Hanse Sail through authentic and locally-inspired offerings.

#### Understanding Target Groups: Personas and Analyses

To better understand the needs and interests of various target groups, personas – fictional profiles representing different visitor types – have been developed. In addition, an inventory analysis was conducted to identify existing activities that already contribute to the interactivity and accessibility of Hanse Sail.

#### Identifying Relevant Stakeholders

As part of the process, local stakeholders have been identified who can contribute to shaping a more inclusive Hanse Sail. Their perspectives and expertise are intended to feed into the further development of the concept.



## Intended Outcome

- **Target Group Visitors:** The people of Rostock feel more strongly connected to the Hanse Sail, with vulnerable groups being more actively considered in the program.
- **Target Group Vendors:** Local stakeholders, cultural creators, and associations see themselves as part of the Hanse Sail.
- **Target Group Hanse Sail Team:** The Hanse Sail team gains a better understanding of the needs of vulnerable target groups.

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Prospect

# HANSE SAIL 2025

## **Waste-Free Hanse Sail**

Building on the previous year's experience, the following questions are explored further: "Where can we identify additional savings potential? How can material flows be closed into cycles?"

Expansion of the "Big Toss" Pilot: The initiative featuring second-hand plush toys as prizes will be expanded, encouraging other exhibitors to adopt second-hand plush toys as prizes. A logistics system for these material cycles will be established.

Material Flow Analysis: Insights from the material flow analysis will guide scaling efforts for 2025.

Improved Waste Separation Systems: In collaboration with Wismar University, new, user-friendly, and easy-to-understand systems for waste separation will be designed to enhance participation and efficiency.

## **Green Hanse Sail**

Targeted Sustainability Criteria: Tailored sustainability criteria will be developed for ships, gastronomy, and exhibitors. The self-evaluation process will continue, complemented by informational and communication events to raise awareness.

Visitor Evaluation: The evaluation process will extend to visitors, assessing their ac-

ceptance of and engagement with sustainability measures.

## **Regional Hanse Sail**

Regional Market: A central area in the city center will feature regional exhibitors showcasing products, food, crafts, and art. This market will demonstrate practical sustainable business practices and test demand and economic viability during the Hanse Sail.

Circular Tin Toss Booth: The tin toss booth will continue as a practical example of circular economy principles.

## **Interactive Hanse Sail**

Collaboration with Cultural Actors:

Local cultural stakeholders will coordinate efforts to utilize the event space collaboratively and inclusively.

Inclusive Experience Path: An inclusive experience path will be developed to guide individuals with lower incomes through the Hanse Sail, highlighting experiences beyond consumerism.

Awareness Concept Development: Work will begin on crafting an awareness concept to further emphasize inclusivity and sustainability.

tbc.