



TOMORROWLAND

**SUSTAINABILITY  
JOURNEY**





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**1**

**WEAREONE.WORLD  
AS A COMPANY**







## FROM FESTIVAL TO A GLOBAL ENTERTAINMENT BRAND

What started with 15 employees and the festival Tomorrowland in 2005, has evolved into a global entertainment brand and media powerhouse with over 300 employees spread over three continents and a broader mission beyond just entertainment. WEAREONE.world, the company behind it all, actively works on a better tomorrow and is dedicated to creating a world where people respect each other and the planet, functioning as a catalyst for positive transformation. Starting with the global community of the People of Tomorrow, ultimately everyone is invited to join on the journey towards a more diverse, inclusive and sustainable future, where everyone can enjoy life to the fullest.

Born from a vision for a harmonious world, conscious and future-focused decisions and goals are established for every piece of the bigger brand. The sustainability platform Love Tomorrow and the Tomorrowland Foundation are at the forefront of its social and sustainable focus. But as a large-scale festival, it is a must to recognise and acknowledge the local environmental impact as well as the global environmental footprint. Functioning to a temporary city, an event of this size necessitates extensive infrastructure, including provisions for electricity, water, safety measures, and facilitating (inter)national travel.





Rooted in a belief that life itself and a shared planet are worth celebrating, WEAREONE.world is committed to sustained introspection and with that, an unwavering dedication to the future. With the ongoing objective to minimise the environmental impact, the importance of joy and celebrating together should not be ignored. That is why it was decided to add to the five P's of sustainability; in addition to **people – prosperity – planet – purpose and partnership**, the ambition is to bring **pleasure**, too. WEAREONE.world aims to inspire and connect people globally through unique experiences that bring magic and positivity, with the ultimate mission of bringing together the four P's harmoniously.

In this first sustainability journey map, the focus lies on the impact of Tomorrowland Belgium and related activities.

“ people – prosperity – planet  
- purpose and partnership, the  
ambition is to bring pleasure too ”



## KEY VALUES

WEAREONE.world lives to bring magic and togetherness to the world by connecting people globally through unique experiences, uniting a 'people of tomorrow' community. Respecting each other and the planet, the aim is to create a world where everyone feels free to be their true selves.



Tomorrowland performed and showed two of its brand values to the world

### LIVE TODAY

QUALITY  
ENJOYMENT  
HAPPINESS  
MAGIC  
DANCE  
MADNESS

THE BENCHMARK IN LIVE ENTERTAINMENT.

The most exciting physical immersive experience with attention to the smallest details. Making sure the people of tomorrow enjoy the best time of their life.

### LOVE TOMORROW

RESPECT  
NATURE  
INNOVATION  
HEALTH  
RESPONSIBILITY

TAKING CARE OF THE GENERATION OF TOMORROW.

Step-by step evolving ourselves, taking care of each other and the world around us. Inspiring the People of Tomorrow to create a positive impact on our society and environment.

### UNITE-FOREVER

UNITY  
FRIENDSHIP  
BELONGING  
PURITY  
HONESTY  
LOVE

A SYMBOL OF GLOBAL UNITY.

Our vision is a united world where the People of Tomorrow live as one, feel free and be nobody but themselves, while enjoying life to the fullest.



# COMPANY VALUES

## DREAM | WE DARE TO DREAM

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We are creative. Use imagination to inspire people. Dreaming helps us to create new perspectives and new insights. It builds curiosity and ignites energy for change. For ourselves and everyone around us. Our dreams come true if we pursue them.

## DRIVE | WE GO THE EXTRA MILE

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We are ambitious. Motivated and enthusiastic. We can make a difference. Changethingsforthebetter.Pushboundaries.Challengingourselvesandothers. We make an impact with our knowledge, experience, and dedication.

## DO | WE GET THE JOB DONE

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We take ownership. Feel accountable for the quality and timelines of our work. Operate with a professional hands-on, can-do mentality. We act responsible with respect for each other and our planet.

## CELEBRATE | WE ENJOY OUR WORK

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We are passionate. Take pride in the things we do. We entertain. Bring happiness to the world and ourselves.Work hard and play hard in an open-minded close-knit team. We cherish successes together.



## WHY, MISSION & VISION

### WHY

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We love to bring magic and togetherness to the world.

### MISSION

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We are on a mission to connect people all over the world with unique experiences. Creating a global 'People of Tomorrow' community by letting them discover the magic of togetherness through the highest level of entertainment. Exciting all their senses and exceeding expectations. With utmost respect for each other and our planet.

### VISION

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Our vision is one world where the People of Tomorrow unite, feel free and be nobody but themselves, while enjoying life to the fullest.



## GOVERNANCE

The founders and owners of WEAREONE.world are the two brothers: Manu and Michiel Beers. Alongside them, WEAREONE.world's Board of Directors consists of

- Jan Boone; one of Belgium's top entrepreneurs and shareholder + CEO of Lotus Bakeries Group, a Belgian brand that is globally active.
- Ludwig Criel; started his career in shipping with natural gas shipping company EXMAR and maritime group CMB. He later worked at private bank Degroof Petercam and now serves as chairman of DPG Media Group.
- Paul Depuydt; Chief Financial Officer of the global player Ravago.
- David Ryckaert; lawyer from the law firm Laurius.
- Bruno Vanwelsenaers; CEO of WEAREONE.world

All these individuals became part of the board based on their knowledge, experience and motivation. The Board of Directors meets every four months with a comprehensive agenda of relevant topics. The directors act independently with the sole aim of advancing the company, without holding any shares. In addition to the Board of Directors, a Council and Club20 have been established within the organisation. Club20 is a working group comprising employees under the age of 27. The Council holds meetings to discuss and scrutinise current policies and strategies.







**2.**

**LOVE TOMORROW**





## ABOUT LOVE TOMORROW

Love Tomorrow has been an integral part of WEAREONE.world's DNA since 2013, its values seeping through to all levels and sub-parts. Before, Tomorrowland performed and showed mainly two of its brand values to the world: live today and unite forever. Having received multiple 'Best Festival of the World' awards, a deeper search started.

What truly makes a great festival the best? The conclusion was that there had to be more to it than just 'the moment', expanding the momentum by giving back something to the community and environment. To continue to live today and unite forever, it was crucial that love and respect for tomorrow must not be overlooked. This led to the birth of Love Tomorrow and completing the famous company's tagline 'live today, love tomorrow and unite forever'.





## FOUNDATIONAL PILLARS

Love Tomorrow has become more than just a word in a slogan, it functions as its own entity, and is also fully integrated into all facets of WEAREONE.world. Love Tomorrow serves as a platform to bring out more love to the world by focusing on meaningful stories and solutions shaping a future everyone can fall in love with. This platform stands on two foundational pillars.

### 1. DIRECT IMPACT

Direct impact, achieved by launching and owning projects and initiatives aimed at transforming the Tomorrowland festival into a beacon of sustainability and purpose.

### 2. INSPIRATION

Community building and partnerships are crucial for achieving long-term Inspiration and unity, facilitated through a range of events and a vibrant community.

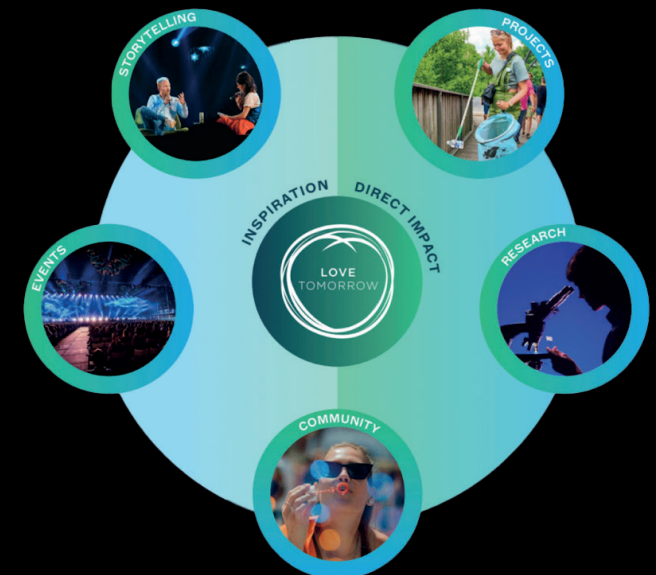
Sustainability challenges, such as climate change, biodiversity loss, and resource depletion are complex and interconnected, requiring collaborative and collective efforts to address effectively. By investing in community building

and partnerships, sustainability organisations can harness diverse perspectives, resources, and expertise to create a more significant impact.

Sustainability is not just about technological solutions; it also requires changes in behaviour and lifestyle. Community building fosters a culture of sustainability, where shared values and practices can lead to lasting behavioural change.

Tomorrowland, as one of the world's largest and most influential music festivals, has a unique opportunity to leverage its strong voice to influence sustainability behaviour both within its community and beyond. Therefore, the Love Tomorrow conference was born.

## BRAND UNIVERSE



## LOVE TOMORROW'S BELIEFS

Love Tomorrow believes in uniting individuals passionate about crafting a beautiful world. This unity serves as a catalyst, inspiring people and making them aware of the tools available for meaningful change. Love Tomorrow is driven by the belief that combining direct impact with meaningful stories and solutions can create a tomorrow that captivates and inspires everyone.

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## LOVE TOMORROW VALUES



### RESPONSIBILITY

Embracing the duty to positively influence tomorrow by championing sustainable and ethical actions in every endeavour.



### NATURE

Valuing, protecting and respecting the natural world, and understanding that its health, and therefore sustainable and harmonious future, depends on actions now.



### INNOVATION

Constantly seeking out and embracing new ideas and technologies that can pave the way for a smarter, more efficient future.



### HEALTH

Prioritising physical and mental well-being, recognising it as essential for a balanced, fulfilling and thriving community.



### RESPECT

Upholding a deep respect for all individuals, cultures and viewpoints, fostering an inclusive environment where diversity is celebrated and every voice matters.

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These values have already been there since 2013 and after evaluation in 2023, they are still very relevant. Over the past year, the sustainability focus partially went to tailoring Love Tomorrow's sustainability strategy to align with eight key SDGs. Aligning the strategy to these international standards creates a clear foundation for Love Tomorrow's sustainable focus, ambitions and related projects.

# LOVE TOMORROW'S JOURNEY

The evolution of Love Tomorrow has been profound. Initially centred on ecological concerns only, particularly on waste management and treating waste as resources, it has since expanded its scope to also incorporate a robust social focus and sustainability as a whole. For instance, there is a solid engagement in impactful community work and local initiatives to maintain a healthy relationship with the 'Holy Grounds' of the Schorre and its neighbours. Furthermore, it has broadened its horizons to inspire individuals through the annual Love Tomorrow Conference and the Love Tomorrow Campus, fostering a culture of positive change and collective empowerment for a better tomorrow. Through the Tomorrowland Foundation, vulnerable children and youngsters get the chance to express themselves creatively.

For now, Love Tomorrow is focused on its roadmap to 2030, where it aims for Tomorrowland to be not just the best but also the **festival holding the highest standards of environmental friendliness and sustainability, while creating a positive impact by 2030.**

## KEY MILESTONES



**3.**  
**SUSTAINABILITY GOALS**  
**IN PRACTICE**





RELAX



RECYCLE SHOP



CAMP 2 CAMP

CAMP 2 CAMP



Tomorrow starts with today's choices







## SYNERGY BETWEEN LOVE TOMORROW AND INTERNATIONAL STANDARDS

In the realm of global sustainability efforts, Tomorrowland, as part of WEAREONE.world, aims to become the festival holding the highest standards of environmental friendliness and sustainability by 2030. Without losing touch with its DNA of positivity and innovation, the idea is to achieve this status by focusing on four dimensions:

- Maximise sustainability on five Love Tomorrow values.
- Smart data management.
- Creating awareness and stimulating conscious behaviour.
- Increase Tomorrowland's positive footprint.

Tomorrowland's 2030 ambition aligns with The United Nations' Agenda 2030 for Sustainable Development timeline, which covers a wide range of interconnected goals known as Sustainable Development Goals (SDGs). It merges two major global agendas: sustainable development and development cooperation. The agenda emphasises universality, meaning its goals apply to all countries and policies, whether domestic or international.

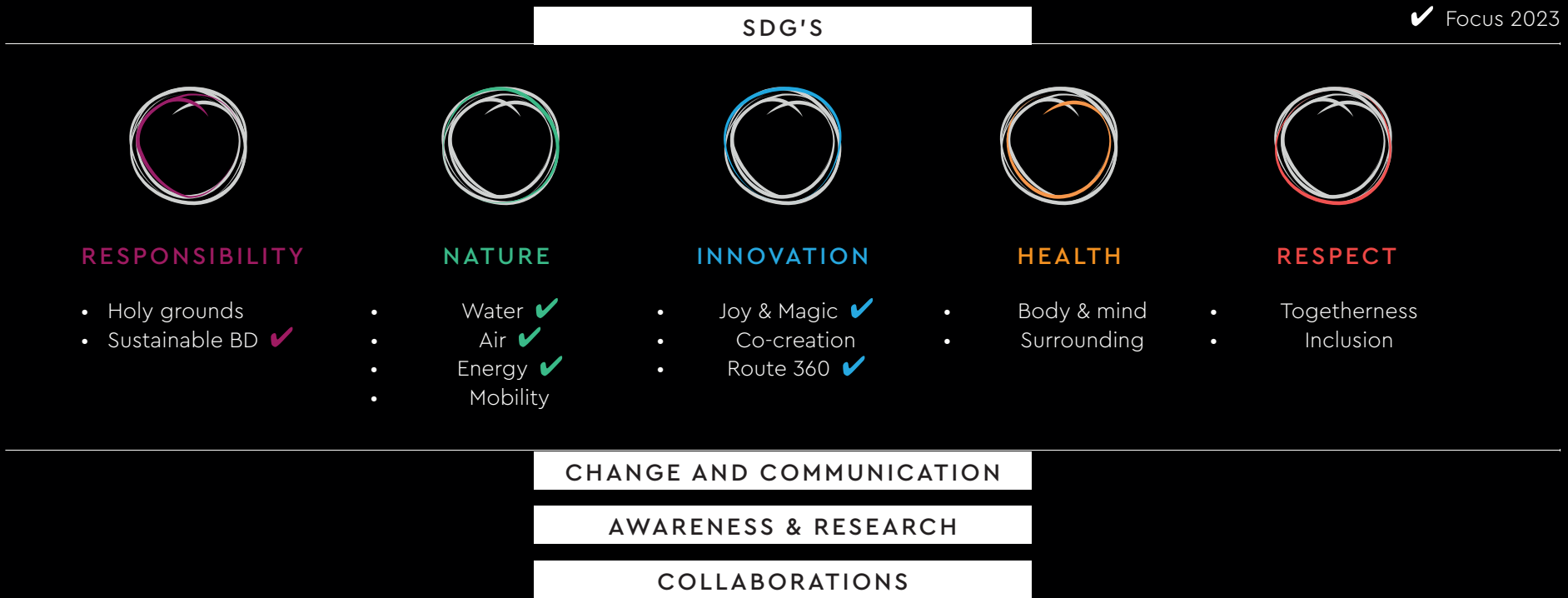
WEAREONE.world at large, and Love Tomorrow specifically, understand the importance and universality of Agenda 2030, integrating sustainability into all aspects of its operations, aiming not only to reduce its environmental impact but also to generate positive social and economic outcomes. With this in mind, sustainable development should meet today's needs without sacrificing the needs of future generations. This concept emphasises two crucial aspects of WEAREONE.world's workings: addressing the immediate needs of disadvantaged groups (Tomorrowland Foundation) and recognising the importance of limiting environmental harm caused by its activities (Love Tomorrow).

By embracing the interconnected nature of sustainable development goals and fostering collaboration across sectors, Tomorrowland seeks to redefine large-scale events as a model of sustainability. Through its efforts, it hopes to create a future where celebrations coexist harmoniously with the imperative to protect the planet for future generations.



# LOVE TOMORROW STRATEGY

## STRATEGIC PLAN 2023-2030: WORK FIELDS

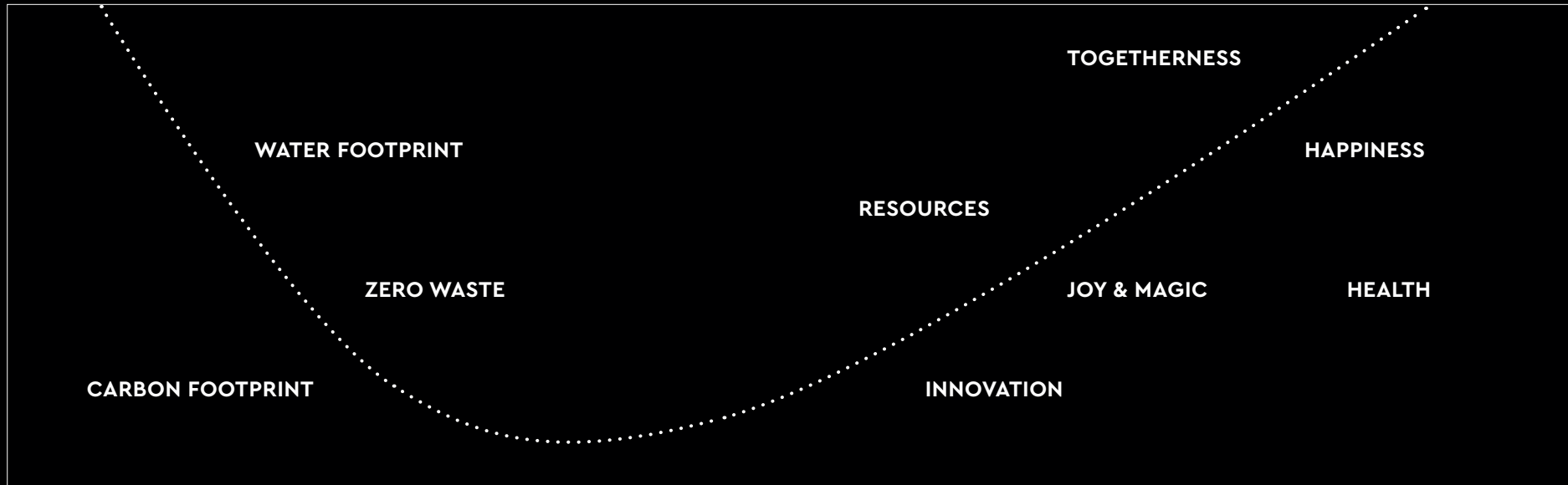


Love Tomorrow's five core values were each intricately linked to relevant SDGs. By aligning sustainability efforts and corresponding values with these SDGs, the aim is to celebrate life but also champion a sustainable and equitable future for all. But it doesn't stop with alignment; in an attempt to stay close to its 'Festival DNA', an 18th SDG was added to Love Tomorrow's sustainability programme: footprint increase. This is not a conflicting term,

though sustainability today is often solely about 'reduction' and 'elimination'. Being a festival, which by default should stress positive, social and innovative aspects of life in a joyful setting, increasing a positive footprint is a better match. This is also reflected in the sixth and additional P of sustainability; as in addition to people – planet – purpose – partnerships and prosperity, the ambition is to bring pleasure, too.

## SDG 18 - FOOTPRINT INCREASE














Creating a positive footprint from Tomorrowland to every land.



Combined with SDG-streamlining, data was gathered, change management within the larger organisation commenced, and common projects within departments were defined in 2023. As a result of these efforts, a first timeline was drafted, serving as an overview of Love Tomorrow's strategic programme.

Love Tomorrow's values, the interlinked SDGs and the broader strategic programme, which forms the foundation for its sustainable focus, ambitions and related projects, are as below.



	  	 		
 <p style="text-align: center;"><b>RESPONSIBILITY</b></p>	 <p style="text-align: center;"><b>NATURE</b></p>	 <p style="text-align: center;"><b>INNOVATION</b></p>	 <p style="text-align: center;"><b>HEALTH</b></p>	 <p style="text-align: center;"><b>RESPECT</b></p>
<p>All materials and waste are treated as resources in terms of the material hierarchy matrix. Currently our recycling rate is 32% in total, including waste from DreamVille such as tents etc. Our ambition towards 2030 is to more than double this percentage and strive towards 70% recycling rate.</p>	<p>50 % decrease of direct water impact (focus on blue water).</p>	<p>Ambition to give the most exciting psychical immersive experience with attention to the smallest details combined with creating a positive impact on our society and environment.</p>	<p>Ambition is to provide our people of tomorrow all tools to be in their best mental and physical condition and be an enabler to do so.</p>	<p>Ambition is to have a global people of tomorrow community and make it the best experience for everyone surrounded by our experiences.</p>
<p>Sustainable behaviour and business development is the standard. To do so we focus on 3 areas:</p> <ol style="list-style-type: none"> <li>Each year, every department will have at least 1 target to become more sustainable.</li> <li>In 2030, 100% of crew and artists will sign the Love Tomorrow Pledge.</li> <li>And as our supply chain has the biggest ecological impact, onboarding on climatecamp will be a standard, which means 100% of our suppliers and Love Tomorrow will act as an enabler of it.</li> </ol>	<p>Reduction of 50% carbon emissions with 2023 as baseline.</p>	<p>Ambition is to function as an open-source beacon for impactful entrepreneurs.</p>		<p>Ambition is to ensure equal opportunities, make our experiences accessible and enjoyable for everyone.</p>
	<p>100% green energy by 2030.</p>	<p>Ambition is to maximise the circular use of resources through all our experiences, with an aim of 30% reuse.</p>		
	<p>For our direct scope (Global Journey) we aim towards a 50% more sustainable alternatives (SAF, HVO, Trains, electrical). For our indirect scope we focus on less cars for national transport.</p>			









## A TEMPORARY CITY THAT UNITES PEOPLE ALL OVER THE WORLD

In essence, Tomorrowland is more than just a music festival; it is a temporary city that comes to life each summer, offering an immersive and unforgettable experience. The festival grounds at De Schorre park are meticulously designed to resemble a fantastical city, with elaborate stages that often take on fairytale or futuristic themes, immersive art installations, and intricate decorations. Within this temporary city, visitors can find a wide range of amenities, including diverse food and drink options, fashion stores, and various recreational activities.

It is important to stress, without denying the ecological footprint of the festival, that visitors

would also consume water, energy, travel and do other recreational activities when they would not be united at Tomorrowland. Functioning as a temporary city gives us the opportunity to reduce and manage the footprint of this temporarily built city. Therefore investing in new technologies and solutions, such as extending the grid system to get rid of generators, to reduce the consumption of this magical city is one of the main goals. Reducing the footprint of the visitors to a lower standard than they would have when not attending Tomorrowland will always be the goal.

## VALUE 1: RESPONSIBILITY

Do the right thing and act responsibly.

Linked SDG #12 = responsible consumption and production

### ROUTE TO 2030

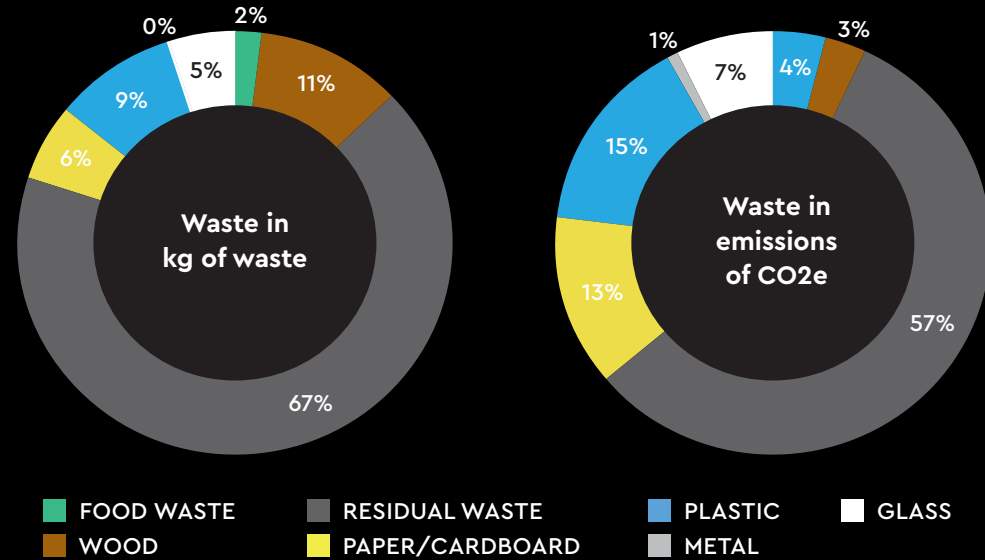
#### HOLY GROUNDS

Focused on responsible consumption and production, this value reflects a commitment to the steadfast dedication of doing what is right and acting responsibly in all WEAREONE.world's endeavours. The aim is to take care of all materials and treat waste as resources in terms of the material hierarchy matrix.



## WASTE

Recycling rate: 32%



### AMBITIONS

- Currently, the waste recycling rate is 32%. At Tomorrowland, the recycling rate is 38% and at DreamVille it is 29%. at DreamVille there are a lot more challenges because of left behind tents and other camping materials.
- The goal is to more than double that current percentage by 2030 to a total recycling rate of 70%, though the underlying ambition is to reduce residual waste to 0%.
- However, a realistic vision with a realistic goal is more appropriate since at this moment the industry is not ready yet to have 0% residual waste and this all comes together with behavioural change amongst people in general. A change in materials (where possible and wanted) and an increase of its recycling rate can only be fully successful if everyone takes responsibility for taking care of their materials. Therefore, with a community such as Tomorrowland's, awareness and remain a top priority.



## SUSTAINABLE BUSINESS DEVELOPMENT

The largest percentage of emissions in the event and festival space comes from scope 3 emissions with number 1 emissions coming from transport. These emissions are often not controlled by Tomorrowland (except Global Journey). Essentially, real change in this matter can only be achieved through close collaboration between the festival and the suppliers.

### AMBITIONS

It is important to be aware that the Responsibility value stretches far beyond the festival weekends. That is why sustainable behaviour and business development are the standard for WEAREONE.world, as well as how it collaborates with other platforms and organisations. On the Route to 2030, this is done with a focus on three areas:

- Starting in 2025, every department has at least 1 target per year in becoming more sustainable.
- In 2030, 100% of the crew and artists will sign the Love Tomorrow Pledge. A charter where they formally commit to adopt practices and behaviors that support environmental, social, and economic sustainability.
- The supply chain has the biggest ecological impact, which is why collaborating with those who share WEAREONE.world's sustainable vision is key. Love Tomorrow has already started onboarding suppliers on ClimateCamp, a platform that allows Love Tomorrow to connect with suppliers to collaborate on sustainability efforts. Continuing this in 2024, the onboarding on ClimateCamp will become the new standard. This allows insights into everyone's sustainability efforts, enabling informed decision-making in reducing the environmental footprint for companies and their suppliers.





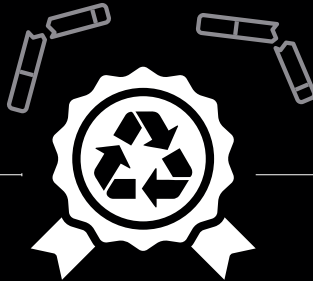
## IN 2023, 'RESPONSIBILITY' LOOKED LIKE THIS

AT THE HOLY GROUNDS:

### Recycle:

- The current 14 waste flows were made possible by the 900 specially designed CALYX sorting bins around the festival grounds; around 300 ashtrays, specific cigarette butts disposal facilities; more than 1,300 single bins at the festival grounds, more than 1,000 backstage and over 1,800 on DreamVille; over 3,000 bins per weekend around neighbourhood & car parks and the distribution of 10.000 pocket ashtrays.
- It goes without saying that there is more to recycling than waste bins. On the Holy Grounds, you could find the Recycle Teams, counting 590 volunteers this year – an increasingly coveted job. They walked around with 70 mobile recycle backpacks and distributed 23.000 recycle kits both at DreamVille as well as at the crew campsite.
- The continuation of the Recycle Club at DreamVille, with the mission to create awareness amongst visitors around sustainability and taking care of materials. The Recycle Club is more than a place to recycle, it is also a place to come together and get to know new people. This turns recycling into something pleasant and joyful.
- This was done by extending 1 recycle token to visitors for every correctly sorted PMD (plastic, metal and drinking cartons) bag. The recycle tokens could be used to buy goodies such as Loop earplugs, recycled Tomorrowland socks, the Official Tomorrowland flag and water bottles. A total of 3.000 PMD bags were turned in.
- On Monday, the leaving day for most campsite guests, a superintendent did rounds and supervised the Recycle Team stewards to help minimise waste being left behind, whilst making sure bins were emptied regularly. This helped in keeping 1.2 km<sup>2</sup> of terrain clean.
- A team of 20 people from 'Vlotter', a local bespoke, social employment company, took on the entire offsite.

CERTIFICATE



CIGARETTE  
RECYCLING

25

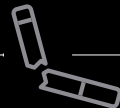
CIGARETTE  
DISPOSAL  
PILARS

118.763

CIGARETTE  
RECYCLED

1187

ITEMS PRODUCED FROM CIGARETTES



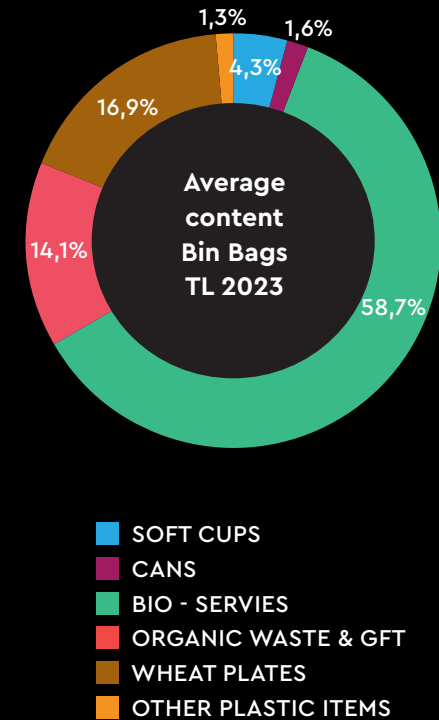


- Compostable plates for all food stands throughout the festival grounds. In 2023, compostable, 100% wheat plates were introduced. After finishing a meal, the plate and food remnants can all go into the same bin, as both can be processed of waste production and management in events across the world, investigated whether the introduction of compostable plates made a difference. Seavents, a company for responsible event solutions manually took and sorted the contents of biowaste samples over both festival weekends to discover the extent of waste contamination. The results were impressive: 90% of biowaste was sorted correctly, meaning the waste was suitable to be composted.



**Reuse:**

- In 2023, a first test was run around reusable cups at DreamVille and the festival comfort sections. Unfortunately, there was still an 18% loss rate of cups, despite all efforts in communication. The preliminary takeaway is that Tomorrowland Festival has too many operational, practical and logistical challenges to effectively use reusable cups. But more importantly, it also has no environmental benefits.
- Reusable cups require up to 6 times more virgin plastic, take up to 6 times more stock space and require 6 times more transport and a lot more crew is needed to do the logistics handling.
- Note that the production of recyclable rPET cups only totals 0,00003% of the total CO<sub>2</sub> consumption of Tomorrowland Festival. You may find more information about CO<sub>2</sub> footprint results in chapter 'Nature'.
- Tomorrowlands takes full responsibility for the PMD stream by working together with Indaver. Since 2019, they have treaded and sorted Tomorrowland's waste separately. Which means that Indaver does not handle any other waste streams in their sorting flows during the operational period of the festival.
- Smaller festivals such as Tomorrowland Winter have shown a much higher recycling success rate, with a loss rate of cups at 8,9%. For that reason, reusable cups will be deployed at DreamVille again this year. As an objective for 2025, work is being done on an even smarter and more sustainable solution for the loss of reusable cups at Tomorrowland festival.
- By 2023, a 93% recycling rate was achieved for beverage containers. For 2024, the aim is a recycling rate of over 98%. Additional efforts and investments will be made to achieve this.
- For all WEAREONE.world events, cups made from recycled plastics (rPET) are the minimum standard, virgin plastic cups are not used.
- See more information about reuse of items at chapter 'innovation – route 360'



**WASTE = RESOURCES**

**Production  
RPET Recyclable cups**



**0,00003% of total  
CO<sub>2</sub>e footprint**



**1,4 ton CO<sub>2</sub>e on total of  
47.961 ton CO<sub>2</sub>e**



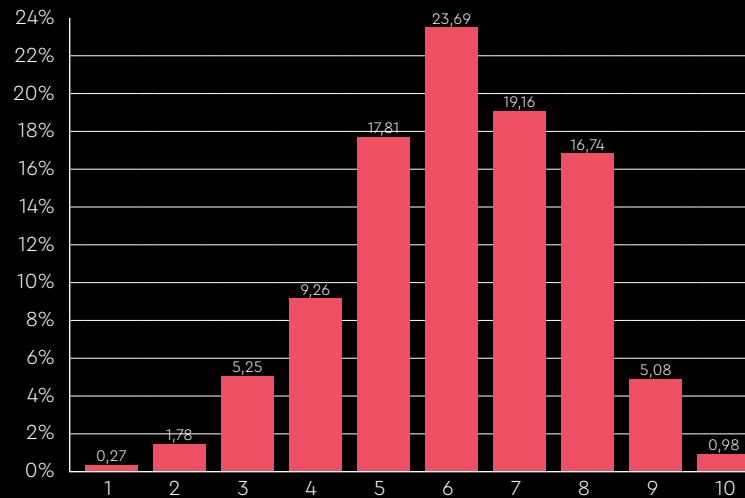
**Rethink:**

- In 2023, a collaboration with River Cleanup was launched, a global network organisation on a mission to clean rivers. The campaign was focused on 'leaving a positive footprint' rather than leaving no trace, to stress leaving something positive behind, aligning with DG #18. The collaboration aims to create a community-feeling amongst crew to increase their sense of responsibility and accountability around sustainability; reduce single-use plastics; and analyse their drivers and barriers in sustainability efforts. Crew functions as ambassadors for a good and sustainable festival experience, so they need to be educated to lead by example in a positive way. For instance, every crew member to enter the campsite signed a larger-than-life sustainability charter (1150 crew signatures) and there was a 'mayor' at the crew campsite who performed magic tricks to raise awareness around cleaning up waste.
- After the project, 50 plastic sources at the festival were identified –from crew cards to cups. This outcome will form the foundation for extending the 'reduction strategy' in terms of future waste management.
- In September, a River Cleanup and site cleanup day was organised at De Schorre, aiming to leave the grounds cleaner than before the festival was set up. With 50 other colleagues, a total of 402,61 kilos of rubbish was collected, –including mostly things that had nothing to do with the two festival weekends such as a bathtub, wheels and a bicycle.

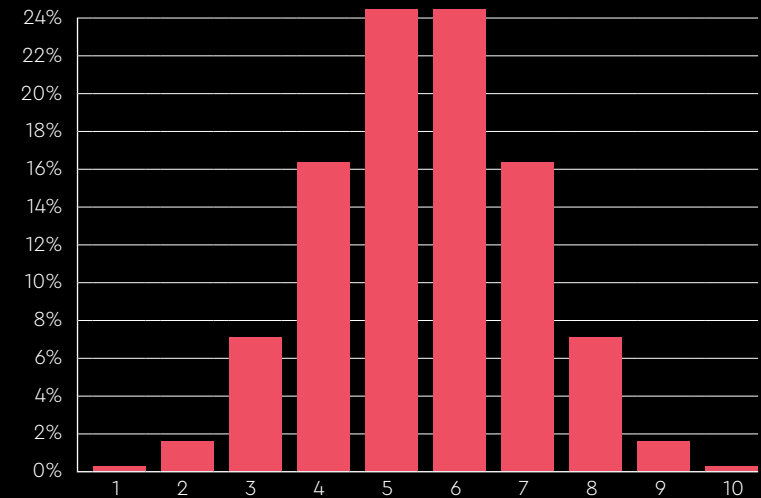
**SUSTAINABLE BUSINESS DEVELOPMENT:**

- In 2023, a partnership was formed with Graydon, which resulted in an analysis of the supplier landscape. The ambition was not to shame and exclude suppliers, but to reward them for positive and sustainable behaviour. This is an ongoing initiative, aimed at pulling the supplier ecosystem towards an even more sustainable future, even though the supplier network is already more sustainable than average.

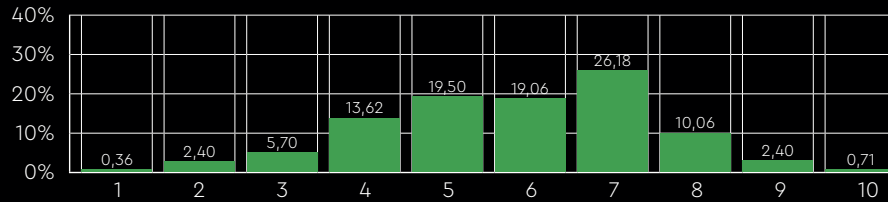
**SAMPLE PORTFOLIO(BELGIAN SUPPLIERS WEAREONE.WORLD)**



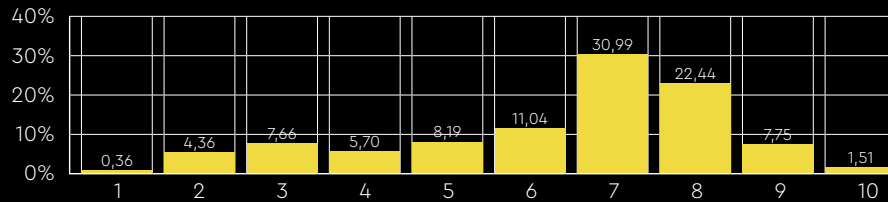
**STANDARD POPULATION**



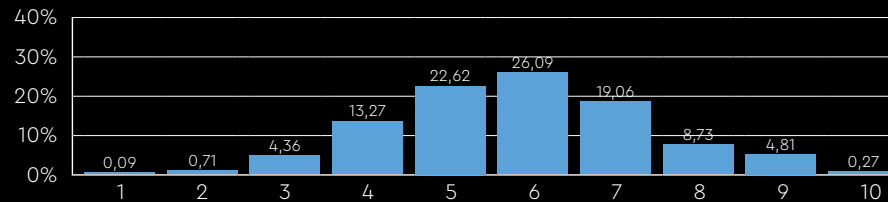
### E SCORE



### S SCORE



### G SCORE



- Continuing with supplier sustainability, a major piece of the footprint puzzle, is initiating suppliers to ClimateCamp to align efforts towards a more sustainable future. This process was started in 2023 with some suppliers, already giving insight into joint sustainability targets and carbon footprints. ClimateCamp data results in a seamless universal map that illustrates how suppliers' products and services contribute to the festival's carbon footprint, simplifying Scope 3 emissions management. <https://www.climatecamp.io/organization-details/tomorrowland>





## VALUE 2. NATURE

Everyone has a substantial impact on a sustainable future

Linked SDG #6 = clean water and sanitation

Linked SDG #7 = affordable and clean energy

Linked SDG #13 = climate action

## ROUTE TO 2030

All actions have a significant impact on the sustainability of the planet, and thus, it is imperative to foster a harmonious relationship with nature. That is why efforts to do so will be continued.

### WATER

A direct water footprint calculation has been done annually since 2019 and will be continued into the future. The aim is to decrease direct water impact by 50%, focusing on blue water specifically, meaning fresh surface water and groundwater. This is done through extending the footprint awareness campaign at DreamVille about water usage, as awareness amongst visitors remains a top priority. More focus will also be put on on-site wastewater treatment and purification, as well as on extending the greywater network using De Schorre's ponds.

### AIR

The aim is a reduction of 50% concerning carbon emissions. This means a reduction of 23.987,5 tons, equalling 50 return flights between Brussels and New York.

### ENERGY

The goal is to use 100% green energy by 2030. This can be a mix of green energy grid systems, HVO, batteries, hydrogen-, solar-, wind- and kinetic energy.

### MOBILITY

For Tomorrowland's direct scope, the aim is to work towards 50% CO<sub>2</sub> reduction by implementing a bigger focus on SAF, HVO, attractive (night/party) trains, and electric transportation. For its indirect scope, a focus is put on reducing the number of cars for national transport (50%) as today still 40% of local transport consists of cars.

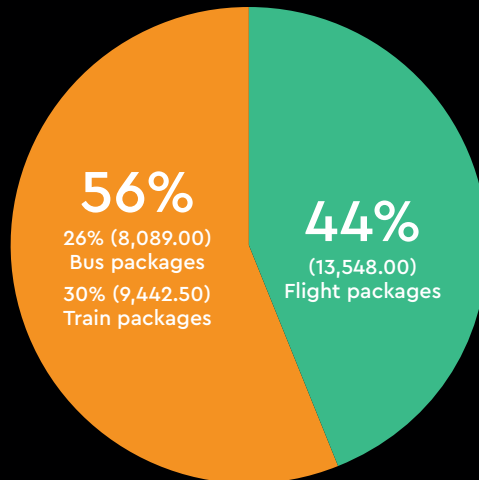


Currently, Global Journey transport consists of 30% trains, 26% buses and 44% planes, with a total emission of Global Journey at 3826 tonnes of CO<sub>2</sub>e. In this distribution, flights make up 80% of the carbon footprint, which is why in 2023 the main focus was on reducing this. This led to the introduction of SAF into the Global Journey packages.

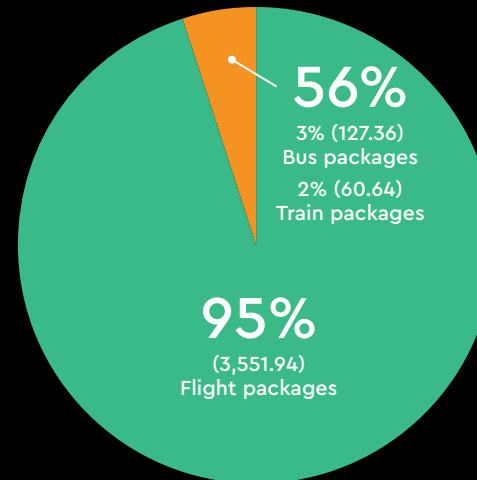
## CO<sub>2</sub> EMISSIONS GLOBAL JOURNEYS

Tomorrowland Global journeys 2023

Mobility division – global journeys (visitors)



CO<sub>2</sub>e division – global journeys (tons of CO<sub>2</sub>e)



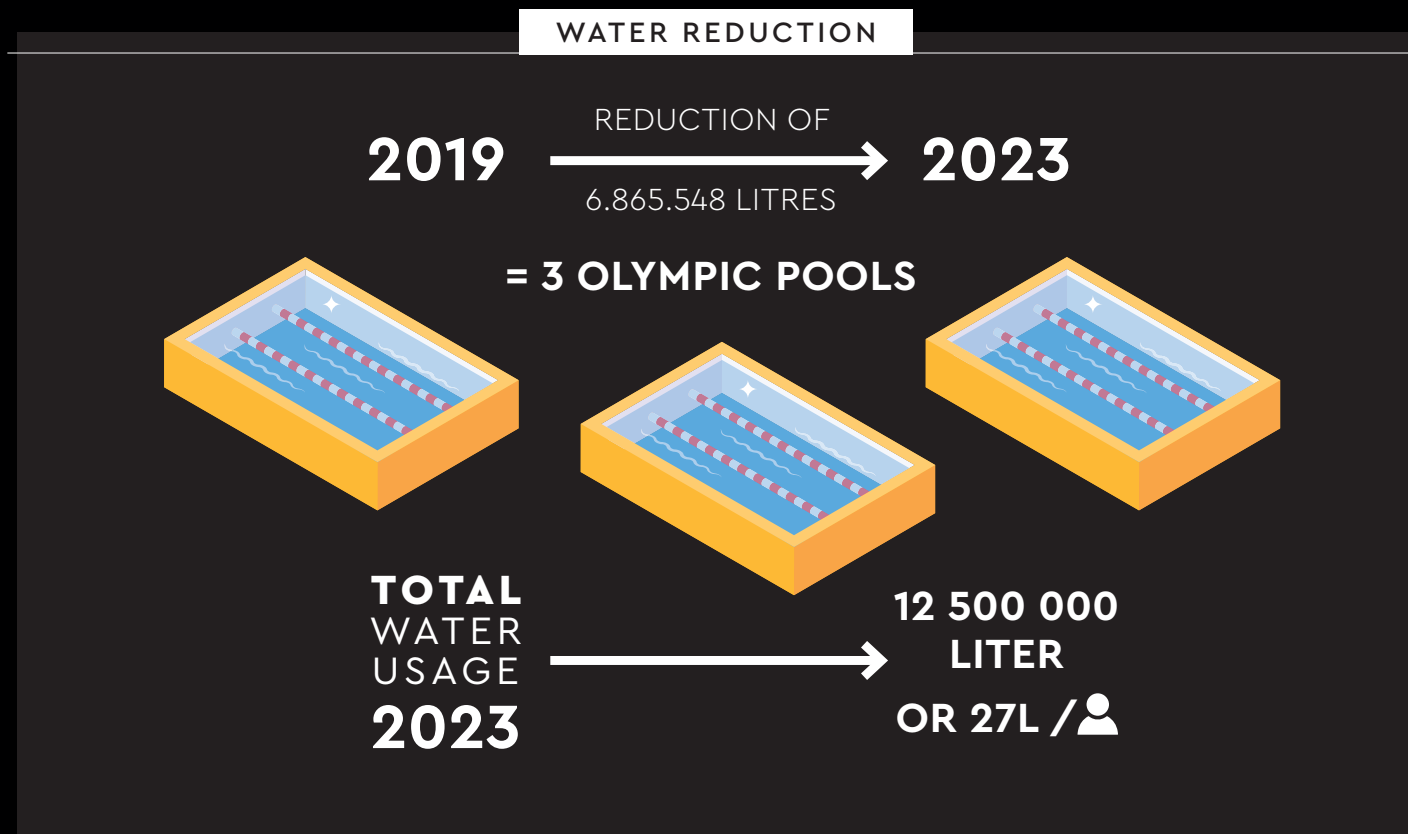
Global Journey packages = CO<sub>2</sub> emissions of ~437 yearly Belgian households



## IN 2023, 'NATURE' LOOKED LIKE THIS:

### WATER

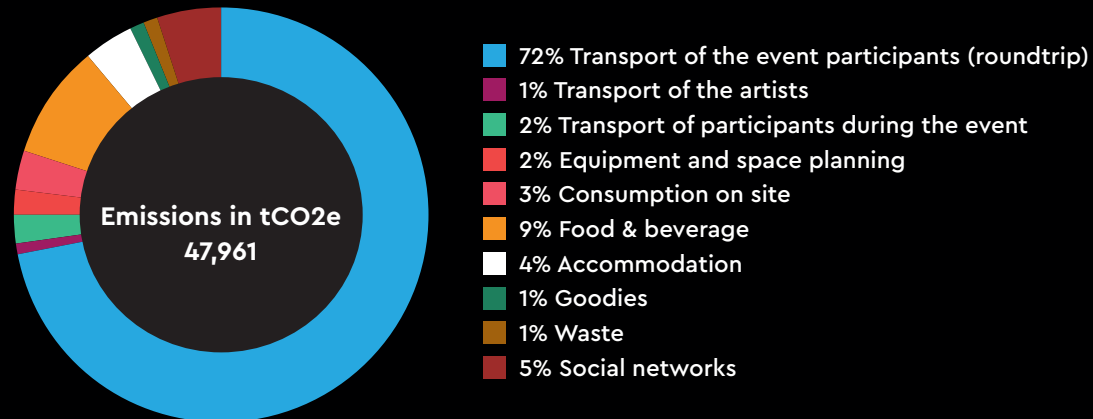
Water is the gold of the 21st century. In 2019, a first water footprint calculation was done together with BOSAQ, a circular water technology company. Since then, big changes were made; vacuum toilets were installed rather than flush toilets; smart water metres were installed; Aquafin aided in water purifying and DSSV in transport; and grey water, pond water in this case, was used for sanitary purposes at the festival.



## AIR

- In 2023, a preliminary carbon footprint calculation was done in collaboration with Green Événements, a platform for a sustainable and social event industry. An annual recalculation will be done to make sustainability efforts more tangible. For 2023, all 650.000 people (including crew (12,5k everyday), DreamVille guests (37 500) and festival visitors over both weekends – 75k everyday) caused a total carbon footprint of 47.975 tonnes of CO<sub>2</sub>, totalling 74 kg per person. This includes the biggest CO<sub>2</sub> cause; national and international transport.
- Main target is to reduce 50% of Tomorrowland's emissions. At the moment this is mainly done by investing and rethinking the biggest emission topics such as energy grid systems, sustainable mobility alternatives such as the implementation of Sustainable Aviation Fuel, investing in night trains, less impactful materials for clothing and event stages, investing in a close loop and working together with suppliers.

### TOTAL CARBON FOOTPRINT





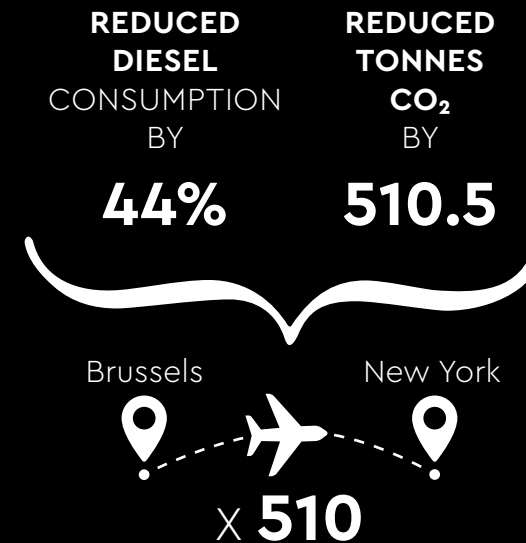
- Compensation is not a goal in itself for Love Tomorrow, but rather a way to create something positive with others. That is why a partnership was formed with Claire, a CO<sub>2</sub>-compensation method within Belgium. Compensating for Global Journey emissions, as it implies a direct impact, was done by supporting four local projects through Claire. The compensation projects + realisations are:
  - Kruisberghoeve, a vegetable farm with organic matter in the sand soils. Here, by means of carbon farming.
  - Sheela Farm, a biological farm for which compensation has meant that 1,16 ha of arable land was converted to permanent grassland, over 2,52 ha of monocultures will be changed to a broader variety of crops with raw farmyard manure to increase soil carbon and 5,68 ha green bonnet is sown to make it long-lasting and deep rooting.
  - Onze Lieve Vrouwinstituut, a local school in Boom, where compensation will allow the renovation of its buildings and playground with CO<sub>2</sub>-reducing actions. In 2024, 1500 m<sup>2</sup> of roofing surface will be covered with solar panels and in 2025, a 560 m<sup>2</sup> climate playground with a wadi will be created, amongst other things.
  - Artevelde University of Applied Sciences in the city of Ghent has 12 campuses and multiple student housings, and they only want to use renewable energy. Next to their already-existing photovoltaic panels, they will place 1.386 extra solar panels on their roofs.



## ENERGY

Without energy, Tomorrowland (or any other festival) would not exist. From the breathtaking stages to the state-of-the-art speakers and everything in between, it relies on large amounts of power to continue to delight and inspire guests year after year. There is a strong commitment to using 100% green energy by 2030.

That's why a switch was made from separate generators, the most common way to power festivals, to power plants, as a single flow of energy is more efficient. A second optimisation, by means of an investment of €500,000, allowed the expansion of a fixed power network.



This measure has reduced diesel consumption by 44% and CO<sub>2</sub> by 510.5 tonnes – the equivalent of 510 flights from Brussels to New York. After employing batteries in 2023, it became clear that they are not scalable for a festival of this size. For now, their use is in absorbing peaks, as the fixed network continues to be expanded. By extending the grid system, the use of mazut was reduced by 160.000 litres at the festival; a reduction of 44%, lowering carbon use by 150 tonnes. The grid system and integrating data systems for smart measuring, will be expanded, and the search for combinations with other renewable energy sources will continue. A smart energy plan for the coming years is set-up (combination solar panels, batteries, grid system, ...) and will be implemented a bit more each year.



## MOBILITY

Uniting people from across the globe has always been a fundamental part of Tomorrowland and for over 20 years, people have travelled to meet at this magical place. Global Journey, the official travel program of the festival that seeks to take care of festival-goers' journeys from start to finish, has played a fundamental part in enabling this. To make travel more compatible with caring for the earth, a modal shift is needed and Global Journey will be undertaking this shift in pursuit of a better tomorrow.

Sustainable aviation fuel (SAF) is a more eco-conscious alternative when not flying isn't really an option. The most common form of SAF is HEFA, which is derived from used cooking oil and requires no new raw materials to produce. In 2023, everything was ready to implement SAF into the Global Journey packages, lowering CO<sub>2</sub> by 916 tonnes. This is 24% of Global Journey's total amount of CO<sub>2</sub>-emissions.

In cooperation with Brussels Airlines, who uses HEFA, Tomorrowland will be applying a fixed amount of Sustainable Aviation Fuel (SAF) to reduce flight-related carbon emissions by 20% in Global Journey packages. Considering the travel industry has a goal of implementing 2% SAF in 2025, this is significantly higher than industry standards. The remaining % will be offset through local projects. Along with this initiative, 100% SAF will also be implemented across Tomorrowland's party flights.

For those that travel further, planes are often the only option. The introduction of SAF in the Global Journey packages creates a lifecycle reduction, rather than a tailpipe reduction, of up to 80%.

**Want to know more about this initiative?**

**More information here:** [www.lovetomorrow.com](http://www.lovetomorrow.com)





## VALUE 3. INNOVATION

Without innovation, a sustainable story has no future.  
Linked SDG #9 = industry, innovation and infrastructure  
Linked SDG #17 = partnership for the goals.

### ROUTE TO 2030:

Recognising that innovation is crucial for paving the way toward a sustainable future, these are some of the goals and ambitions.

**Joy & Magic:** The ambition to give the most exciting physical immersive experience with attention to the smallest details, combined with creating a positive impact on society and environment. This includes more conscious use of (eco-conscious alternatives for) special effects such as CO<sub>2</sub>-free special effect jets.

**Co-Creation:** The ambition is to create and function as a beacon for impactful entrepreneurs.

**Route 360:** The ambition is to maximise the circular use of resources through all WEAREONE.world experiences, with an aim of 30% direct reuse. This goes hand-in-hand with the targets and ambitions of reducing, reusing and recycling.



## IN 2023, 'INNOVATION' LOOKED LIKE THIS:

### JOY & MAGIC

Integrating a sustainability focus with entertainment through the launch of Love Tomorrow Campus and the continuation of the Love Tomorrow Conference.



#### About Love Tomorrow Campus:

On May 5th 2023, the Love Tomorrow Campus welcomed over 450 students at the Bourla Theatre in Antwerp for a transformative day focused on sustainability. This unique event, aimed at students and young adults, provided a platform for the exchange of innovative ideas about how to interact with the planet in a more positive and sustainable way. Speakers, including well-known Belgians such as Lieven Scheire and Radio MNM's Dorianne Aussems, delivered insights into making sustainability an accessible and actionable concept. The day was filled with educational sessions interspersed with entertainment, embodying Love Tomorrow's ethos of blending learning with fun. The event concluded with an evening of music by top DJs, turning educational engagement into a celebration of future possibilities. Love Tomorrow Campus was a collaborative effort with partners such as VITO, Gstic, Tomorrowland and De Morgen, highlighting the power of collective action in fostering a sustainable future.



#### About Love Tomorrow Conference:

Launched in 2022, Love Tomorrow Conference has quickly become a cornerstone event that encapsulates the spirit of Tomorrowland, merging innovation, consciousness, and entertainment. It is a platform dedicated to pioneering a sustainable future through engaging conversations and actionable insights. 2023's conference was a resounding success, with over 4,500 participants braving the rain to join forces at De Schorre in Boom. The speakers, including notable figures like Rutger Bregman and Louie Schwartzberg, shared transformative ideas across over 35 sessions. The event was not just a series of talks, but a holistic experience with music, interactive sessions, and a unique job fair organised with VDAB, offering 217 opportunities at forward-thinking companies. This community-driven gathering was made possible thanks to the profound support of foundational partners such as Tomorrowland, VITO and local collaborators, making every moment memorable and impactful.



## JOY & MAGIC

Working with Areal Technologies, a new sound system that innovatively creates the same sound experience using less dB, allows location-specific and pre-programmed sound processing. In 2023, Areal processing made a great difference for local residents. It allowed a better sound experience in the audience zone with 3 dB less than before and 26 dBA and dBC (treble and bass) less behind the stage.

Though still special, special effects are becoming more environmentally conscious, such as biodegradable confetti.

## CO-CREATION

Also in September 2023, Startup.Flanders, the start-up department of Flanders Investment & Trade, and Tomorrowland launched their very first EntertainmentLAB, an interactive competition in which three startups had to tackle a challenge within the entertainment industry, including sustainability challenges. To complete this task, they collaborated with a corporate partner within this industry to find a solution to a real problem. The proofs of concepts created will be tested at Tomorrowland festival this summer. For instance, the winning project in the 'Circularity' category commits two Belgian startups to collaborate with Brussels Airport to create an advanced waste management system.

Tomorrowland recently joined the international Green Deal Circular Festivals (GDCF). This pact of European pioneers and frontrunners in sustainability kicked-off in 2019, and now brings together 52 festivals from 17 countries. The GDCF stands for a future-proof, circular and climate neutral festival sector. Together with the other participating festivals, Tomorrowland committed to strive to become circular and climate neutral, inspire visitors and set an example for other festivals, other sectors and cities. As a reduction of carbon emissions and circularity have an unmistakable interaction, the GDCF focuses on a broad interpretation of circularity, aiming to reduce the use of materials and waste and reduce the impact on the climate.

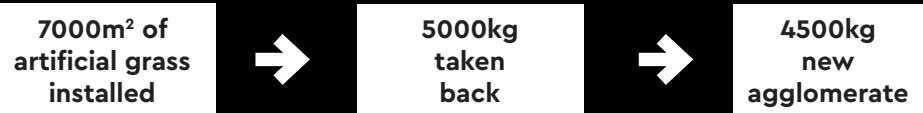




## ROUTE 360

To grow the circular use of resources, Camp2Camp is an ongoing project. In 2023, about 11,000 pieces of camping equipment were rented through Camp2Camp. Launched in 2016 as an activity of The Value Factory, a separate legal entity in which WAOW and Ecoso each own half, Camp2Camp aims to reduce the amount of tents, mattresses and other camping gear left behind at DreamVille with the compelling objective to transform the festival camping experience into a circular, ecological and socially uplifting story. The Value Factory offers learning opportunities and trajectories to apprentices, job students from underprivileged circumstances and asylum seekers in the event sector as well as activities with a circular focus. In 2023, it offered ten young people a student job and gave six apprentices the chance to work with Tomorrowland.

Tomorrowland introduced a pioneering type of artificial grass, produced in a closed loop. This grass is made of HDPE only, making it a 100% recyclable mono material product collected after the event, ground down to flakes and reshaped into artificial grass for a next event. Previously, the artificial grass used at the event would be discarded as general waste, which is no longer the case.



With a strong hold on fashion, the socks in the 2023 festival collection contained recycled festival plastics.



## VALUE 4. HEALTH

Living a healthy and balanced life  
Linked SDG #3 = good health and well-being.

### ROUTE TO 2030:

The aim is to create environments that support healthy and balanced living for all, providing the People of Tomorrow with tools to get in optimal mental and physical shape. Some goals:

- Growing a thriving community around DreamVille Health Zone.
- Serving at least one vegetarian dish per person on average. However, still 38% of food is red meat. Tomorrowland continues to lower this, but the aim is not to be fully vegetarian or vegan, as food is more than carbon production. Instead, we try to focus on a combination of vegan, vegetarian and meat but locally and sourced well. Local farmers and suppliers deserve support for their quality in products.





## IN 2023, 'HEALTH' LOOKED LIKE THIS:

### BODY & MIND

Tomorrowland's food stands always have a vegetarian option available. This totals to 34% of available food options on-site being vegetarian.

Recovery is key for any festival experience and with the global shift towards health consciousness, Tomorrowland introduced a new way of restoration back in 2017: Move to Happiness. The fitness and wellness hub has seen huge popularity over the years, with thousands of visitors connecting through movement. Since 2017, the physical space has grown to keep up with demand, flourishing into a 1000m<sup>2</sup> space by 2023. The first year saw 1500 visitors across the weekend, but the number has rapidly grown. In 2023, over 6300 visitors joined in.



### BODY & MIND

The wellbeing of the employees, both physical and mental, is always a priority. Therefore many initiatives have been taken in 2023; some of the initiatives are:

- The WAOW employees have an osteopath available every two weeks.
- WAOW college: open offering of training and workshops with a first focus on giving feedback.
- Vacation days to support work-life balance (unlimited Madness Days).
- Personal coaching.
- Mensura for psychological support.
- Encouraging physical activity: discount on fitness subscription, discount on vitamins, ...



## VALUE 5. RESPECT

Support each other and each other's rights and values.

Linked SDG #10 = reduced inequalities.

### ROUTE TO 2030:

The aim is to acknowledge and support each individual's rights and values, fostering an inclusive and equitable community. All in all, Love Tomorrow's strategies aim to highlight the positive aspects of sustainability, fitting with its DNA as an organisation and aligning with how SDG #18 came into existence. Bringing people together this way creates an incredibly strong community, leaving a positive impact on mutual respect and togetherness.

**Togetherness:** The global People of Tomorrow community will continue to be grown and fostered, and make it the best experience for everyone surrounded (including neighbours).

**Inclusion:** The ambition is to ensure equal opportunities and to make experiences accessible and enjoyable for everyone.





## IN 2023, 'RESPECT' LOOKED LIKE THIS:

### TOGETHERNESS:

- Togetherness is part of Tomorrowland's DNA. This becomes clear from its relationship with the local community through the 'Love The Neighbours' initiative in Boom and through 'We Care A Lot', an NGO programme focusing on preventive care at major events.
- We Care A Lot creates a safe space for festival visitors looking for non-medical care. The specific aid team has a team of psychologists available on-site during festivals, works closely with security and first aid on site, and with the Care Centre after Sexual Violence in both Belgium and Brazil.
- Love The Neighbours came into existence in 2012, to connect the local community with the festival. A community centre was established for neighbours to drop by with questions or complaints, now manned by a team of nine. Other neighbourhood initiatives include an open, ongoing mailbox; an annual newspaper for locals with festival info; a free hotline during festival weeks; free festival tickets for direct neighbours and ticket discounts for residents of Boom and Rumst; a locals-only party, offering the chance to discover the festival setting in a low-key way for locals of all ages; community meetings and evaluations; a senior afterparty in three local homes; (permanent) initiatives at the Schorre such as the One World Bridge, the Magical Troll Forest and the Stairway To Unity.

- Throughout 2023, and every other year, WEAREONE.world employees contribute to numerous local initiatives. For example, they provide financial and logistical support as well as Marketing & Communication support to Buitenbeenpop, an inclusive music festival for people with disabilities. They also support the Light Festival, Kom op Tegen Kanker, Theater aan het water and the Pulderbos organisation. Additionally, the most athletic employees give their best during the 10-mile race to raise funds for charity.





## DIVERSITY & INCLUSION

Inclusion is part of Tomorrowland's DNA. Everyone is welcome regardless of origin, gender, sexual orientation or religion. For instance, Palestinian as well as Israeli artists are booked, because nobody gets excluded based on politics. People with disabilities can get to and experience Tomorrowland comfortably, and even stay at DreamVille.

### 450.000 VISITORS

2 WEEKENDS / 218 NATIONALITIES

 BELGIUM	50,1%	 NORWAY	0,61%
 NETHERLANDS	9,23%	 PORTUGAL	0,57%
 GERMANY	7,68%	 BRAZIL	0,57%
 FRANCE	4,54%	 DENMARK	0,49%
 SPAIN	3,9%	 SWEDEN	0,48%
 UK	3,63%	 NEW ZEALAND	0,47%
 USA	2,88%	 FINLAND	0,43%
 AUSTRALIA	2,34%	 CROATIA	0,42%
 SWITZERLAND	1,94%	 IRELAND	0,42%
 MEXICO	1,26%	 SIGNAPORE	0,41%
 ITALY	1,13%	 CZECH	0,29%
 ISRAEL	1%	 COLOMBIA	0,26%
 CANADA	0,99%	 INDIA	0,25%
 POLAND	0,74%	 OTHER	2,33%
 AUSTRIA	0,64%		





WEAREONE.world cares about diversity & inclusivity; striving towards a world where everyone is accepted and feels like they can be their true selves is an important part of its core values. Diversity & inclusivity is therefore an important part of people management on all levels; from staff and crew to the artists booked and the visitors the festivals draw, everyone is welcome regardless of background.

Regarding the artists booked, the percentage of female artists has grown tremendously over the past years, currently totalling over 20%.

FESTIVAL	Total Acts	Female	% Female
Tomorrowland Belgium '18	/	/	7,5 %
Tomorrowland Belgium '19	/	/	7,2 %
Tomorrowland Belgium '20	/	/	6,3 %
Tomorrowland Belgium '22	/	/	15,0 %
Tomorrowland Winter '23	161	21	13,0 %
Tomorrowland Belgium '23	713	117	16,4 %
Tomorrowland Brasil '23	143	31	21,7 %
Tomorrowland Winter '24	153	24	15,7 %
Tomorrowland Belgium '24	463	94	20,3 %



Other examples of how diversity & inclusion is part of Tomorrowland's workings are:

#### TOMORROWLAND FOUNDATION

- The Tomorrowland Foundation collaborates with independent non-profit organisations that work with vulnerable children to establish Tomorrowland Foundation Music & Arts Schools. These schools give children the opportunity to attend music & art classes and discover and unlock their talents. The Tomorrowland Foundation is convinced that being able to express yourself creatively is important for the personal development of children, as well as to regain a positive self-image. In 2018, the doors to the first Tomorrowland Foundation Music & Arts School opened in Sekha, a small Nepalese village in the heart of the Himalayas. Professional teachers offer music, dance, art and theatre classes to over 400 children. In 2022, a second Music & Arts School opened in Kolkata, India. Together with Ek Tara, an independent organisation working with over 1.500 children and women from impoverished families, it aims to provide high-quality holistic education that enables community transformation. In 2023, the Tomorrowland Foundation teamed up with Tecendo Infâncias Institute to start a new Music & Arts School in Itu, the hometown of Tomorrowland Brasil. With the support of the People of Tomorrow, new instruments and educational materials were provided to EMIA (Escola Municipal de Iniciação Artística) and extra teachers were hired at C.E.L. (Centro de Experimentação em Linguagens).
- The Tomorrowland Foundation has a long-lasting collaboration with Mobile School, an organisation working with street children all over the world. Its 65 Mobile Schools in 34 countries give vulnerable (street) children and youngsters the opportunity to learn skills and get access to education.



- Join for Joy supports primary school teachers in rural Kenya, Uganda, Malawi, and Zambia by implementing playful learning as a teaching method. Through the specially designed training program, teachers learn how to create an inclusive and (gender) equal environment, act as positive role models, and use sports and play activities to address taboo subjects with children. Playful learning encourages children to come to and stay in school and helps them grow up as resilient boys and girls with a positive future perspective.

#### WE CARE A LOT

- Tomorrowland is a place where everyone should feel safe, welcome and comfortable. A place where no one should experience discrimination or harassment. Everyone should be able to be themselves, and all are welcome, regardless of sex, gender, orientation, culture, religion, ethnicity or disability. United Care, the first aid staff, is visible on site and there are several first aid stations at Tomorrowland and DreamVille. The United Care team and the Tomorrowland staff is alert to any problems and are there to help, not to judge. If things do go wrong, the emergency services are available. Always, no matter what. There are specialists in various fields and a confidential adviser on hand. Take care of yourself and your friends. Be your best self. Be yourself. We care a lot. [www.wecarealot.be](http://www.wecarealot.be)



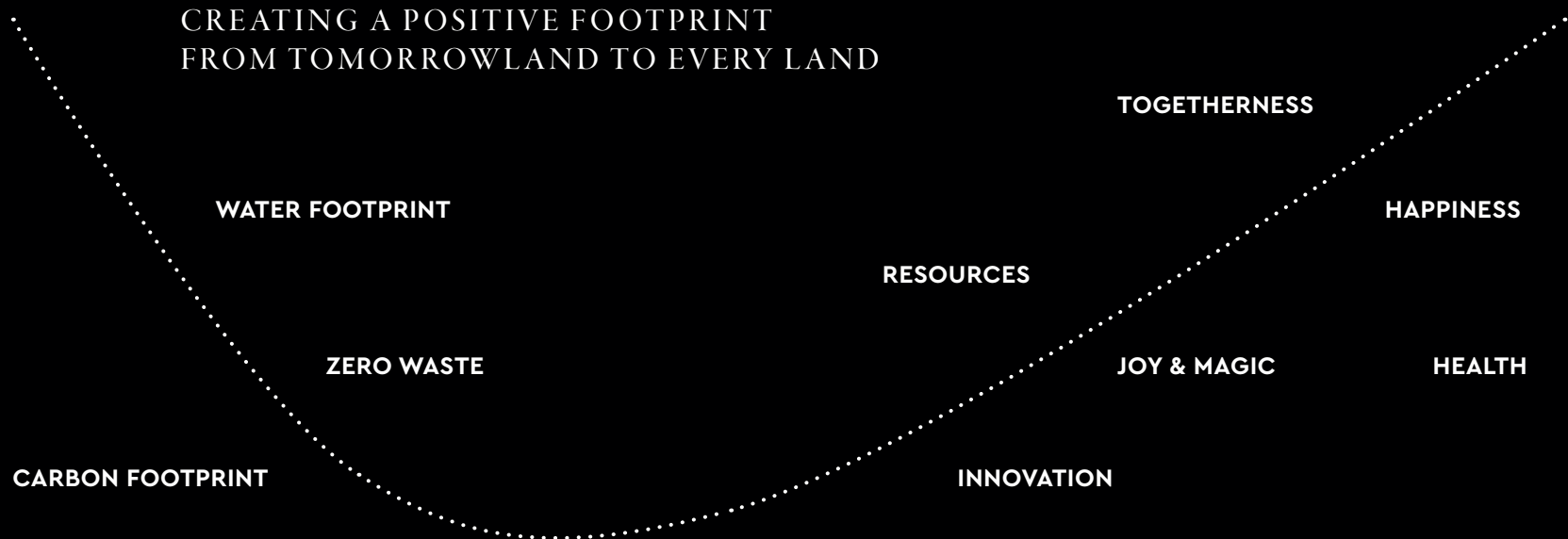






# WEAREONE.WORLD COMMITMENT

WEAREONE.world is committed to making a positive impact. Its six P's of sustainability, adding 'pleasure' to the well-known mix, shows its devotion to adding an element of fun to the world of eco-consciousness. Love Tomorrow is a separate, but fully interconnected entity, fully focussed on sustainability. Love Tomorrow is driven by the belief that combining direct impact with meaningful stories and solutions can create a tomorrow that captivates and inspires everyone. Love Tomorrow is committed to creating a positive footprint, from Tomorrowland to every land.



## PROJECTS

Sourcing as common challenge

### WHAT'S NEXT?

In an era marked by increasing environmental challenges, the importance of sustainability is undeniable. For a decade, Tomorrowland's 'Love Tomorrow' initiative has been at the forefront of this change, instilling values of Responsibility, Nature, Innovation, Health, and Respect into the DNA of its festival experience.

Building on the comprehensive vision and roadmap discussed in this report, Tomorrowland is not merely discussing sustainability; it is actively integrating it. With a plethora of ongoing initiatives, the festival is committed to becoming one of the most sustainable events by 2030.

For the year ahead, this means that Love Tomorrow will focus on its so-called 'HERO Projects', –an ever-evolving list of projects throughout the year that keeps everyone in the organisation involved. Its 'BASE projects' refer to efforts and innovations of projects with an annual environmental footprint decrease goal. And then, of course, dedicated projects, actions and efforts will continue to take place at WEAREONE.world's festivals.

### ■ HERO

- Global Journey – SAF
- Entertainment lab
- Circularity Challenge
- Material index Lifestyle
- Taste of the world
- x Love Tomorrow
- Material Flow Analysis Mainstage
- Love Tomorrow 2024

### ■ BASE

- CO2
- Water
- Energy
- Media
- Climatecamp
- ESG-scan
- Supplier management
- ...





## SUSTAINABLE AVIATION FUEL

### Part of Value #2 Nature – Mobility

Global Journey is Tomorrowland's programme bringing its People of Tomorrow together at the festivals. Currently, Global Journey's total emission is 3826 tonnes of CO<sub>2</sub>, of which flights make up 80% of the carbon footprint. In 2023, the use of Sustainable Aviation Fuel (SAF) was introduced into the Global Journey packages, as this is Tomorrowland's direct scope. This creates a lifecycle reduction, rather than a tailpipe reduction, of up to 80%. A fixed amount of SAF will be applied to reduce flight-related carbon emissions by 20% in Global Journey packages. Considering the travel industry has a goal of implementing 2% SAF in 2025, this is significantly higher than industry standards. The remaining % will be offset through local projects. When it comes to Tomorrowland's party flights, 100% SAF will also be implemented.

## ENTERTAINMENTLAB: CIRCULARITY CHALLENGE

### Part of Value #3 Innovation – Co-Creation

Startup.Flanders, the startup department of Flanders Investment & Trade, and Tomorrowland launched their very first EntertainmentLAB in 2023, an interactive competition in which three startups had to tackle a challenge within the entertainment industry, including sustainability challenges. To complete this task, they collaborated with a corporate partner within this industry to find a solution to a real problem. The proofs of concepts created will be tested at Tomorrowland festival this summer. For instance, the winning project in the 'Circularity' category commits two Belgian startups to collaborate with Brussels Airport to create an advanced waste management system.

## TASTE OF THE WORLD X LOVE TOMORROW

Part of Value Value #4 Health and #1 Responsibility – Sustainable Business Development

The second biggest contributor to Tomorrowland's carbon footprint is food & beverage, making it another key focus point in the coming years. The goal is not to become a fully vegetarian or vegan festival, but instead, the aim is to increase the percentage of vegan and vegetarian food products sold and the focus in general is on high-quality products and local suppliers.

In 2024, a study will be done to define how to increase the number of local suppliers, as often, they cannot match the demanded volumes (yet) for a festival of this size. Of course, this will all be done through onboarding them to ClimateCamp, the platform that allows Love Tomorrow to connect with suppliers to collaborate on sustainability efforts.

At the moment, Tomorrowlands food packaging is all compostable which makes it easy for visitors to recycle correctly. Every food waste (including packaging) can be thrown in the therefore foreseen organic waste bin. And last but not least, a program for leftovers will be set-up.





## MATERIAL INDEX LIFESTYLE

### Part of Value #1 Responsibility – Sustainable Business Development

Building tomorrow starts today. As the People of Tomorrow form a lively community, Tomorrowland's fashion and lifestyle department must be included in its sustainability efforts. In 2024, the aim is to make its own fashion process less impactful. Concerning material use an extensive analysis will be done into other materials currently used and GOTS certificates will be the standard. This will lead to the development of a Material Index, which serves as a guideline for the lifestyle department and a code of conduct. Which means we'll start reporting on overall collection and material usage, working on setting up a better data management system and tracking low impact materials and last but not least define targets to see an increase in better materials.

Using low impact and recycled materials will be the minimum standard, which already shows in the 20-Years Tomorrowland Flag which will be produced locally in Europe and 100% out of recycled festival plastics.

## LOVE TOMORROW CONFERENCE

### Part of Value 3 Innovation – Joy & Magic

Love Tomorrow Conference 2024 promises to be even more dynamic than previous editions. Scheduled between the two weekends of Tomorrowland and back at the picturesque De Schorre, it aims to draw 6.000 attendees into a world where ideas flourish and collective action is ignited. Attendees can expect a lineup of over 35 influential speakers and experts who will delve into critical topics such as sustainable entrepreneurship, technology, and community innovation. With enhanced features like a startup pitch platform and a sophisticated matchmaking tool, Love Tomorrow 2024 will not only inspire but also equip participants with the connections and insights needed to drive real-world change. This blend of thought leadership and practical innovation underscores the ongoing commitment to fostering a brighter, more sustainable future.

## PONCHO'S

### Part of Value #1 Responsibility – Sustainable Business Development & Holy Grounds

**2023: 126,000 units distributed | 2024:0.**

Own alternative made from recycled plastic instead of disposable product before.

**75000 pieces of which shell fabric is 100% rPET**



## LAB OF TOMORROW

### Part of Value 3 Innovation – Joy & Magic

Lab of Tomorrow (LoT) is committed to setting up an Entertainment Technology ecosystem from a Flanders-wide Entertainment Technology campus & accelerator – an ET 'valley' with international allure. This will focus on five dimensions:

- Ecological (via climate-positive site development and infrastructure).
- Cultural (via the organisation of (inter)national productions with an eye on diversity).
- Economic (development of the ET cluster and attracting foreign investors).
- Social (via job creation and talent development).
- Educational (via collaborations with the academic world, the business world and the government with a strong focus on training existing talent).

A shell building has already been purchased and is now being transformed into a business accelerator with space for 185 people for start-ups, scale-ups and (international) hubs of established companies active in or around the ET sector. Lab of Tomorrow will be a place where cross-fertilisation between ecosystem players is actively facilitated by unlocking expertise from every corner of Flanders. Beyond office space, Lab of Tomorrow will house 6 state-of-the-art lab environments open to the whole ET ecosystem to accelerate the development of new, innovative solutions that help transform the industry. Lab of Tomorrow plans to open its doors in the second half of 2024.

Through this layered approach, there will be impact on several SDGs. For instance, it will focus on:

- Reducing 'opportunity poverty' in Boom (SDG 1). Opportunity poverty differs from poverty as disadvantaged people are unable to break out of the poverty trap on their own, meaning that in the absence of external help, it is passed on to the next generation.
- Encouraging fair work and economic growth within the ET sector, enabling people to work in good working conditions (SDG 8).
- Providing innovation, training and open lab infrastructure (SDG 4, 9).
- Providing an ecologically sound shell building that facilitates innovation by providing solar panels, natural solar shading, rainwater flow back, and more (SDG 6, 7, 13, 15).
- Providing sufficient space for personal development within a tolerant environment with pay equity (SDG 5, 10).
- Setting up partnerships to promote sustainable development within the ET sector (SDG 17).





## EARTHWISE

### Part of Value #3 Innovation – Co-Creation

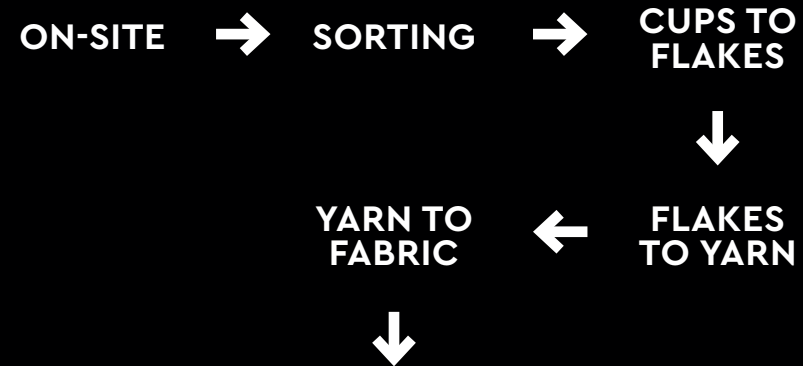
This summer, Love Tomorrow and VITO are launching Earthwise in collaboration with Startit X. This entrepreneurial platform, which will take place on the 25th of July, 2024 at the Love Tomorrow Conference, puts the spotlight on Belgian and international start-ups that have a positive impact on society and the environment. This programme full of innovative activities in the magical Tomorrowland atmosphere hosts renowned speakers and gives ambitious start-ups the chance to pitch their sustainable ideas on one of the Love Tomorrow Conference stages. The winners will get an actual spot at the main podium, a significant prize pool and essential research support from VITO. This support is designed to provide the winning start-ups with the necessary resources to contribute to a more sustainable future for the planet.

## 20Y TOMORROWLAND-FLAG

### Part of Value #3 Innovation – Route 360

In 2023, an extensive R&D pathway was created to a recycled flag. For Tomorrowland's 20th anniversary, a special flag will be made entirely of recycled festival plastics. That may sound like an easy step, but extensive development was required to create a flexible and qualitative flag. The result shows another step towards using more recycled polyester in the fashion range, the most sustainable alternative for items such as flags as those can't be fabricated using cotton and such.

## FLOW PRODUCTION



## MATERIAL FLOW ANALYSIS MAINSTAGE

### Part of Value #1 Responsibility – Sustainable Business Development

In 2024, an analysis will be conducted into the materials used for Tomorrowland's Mainstage. This, being the festival's showpiece, can serve as an example for other stages and festivals.

As a highly creative company making magical showpieces, stage designs involve a lot of different materials. Currently, common materials still include EPS, coating and paints. Though the Mainstage was reused for the Brazilian festival, already an effort into consciously (re)using materials, it is time to push further on ecodesign and the use of sustainable materials. Therefore:

- An analysis will be done of current materials, and an eco-design decision grid will be created for commonly used materials to help identify what feasible strategies are per material. The plan is to go from sustainable procurement – optimal use – sustainable use – to lifetime and recycling.
- Research will be done into new, more sustainable, materials that can be incorporated into the designs from 2025 and onwards.
- Quick wins such as circular use of wood etc. will be implemented.









**4.**

**CREATING MEMORIES FOR  
GENERATIONS TO COME**







As we look to the future, Tomorrowland will continue to innovate and evolve its sustainability strategies, striving to create an even more environmentally conscious festival experience. We are committed to making each edition less environmentally impactful than the last, but also increasing the positive footprint and ensuring that the magic of Tomorrowland can be enjoyed by generations to come without compromising the health of our planet.

Together, we can embrace the spirit of "Live Today, Love Tomorrow, Unite Forever" not just in our celebration of music and culture, but in our shared journey towards a sustainable future. Thank you for being a part of this extraordinary adventure and for contributing to a magical Tomorrowland.







TOMORROWLAND

**SUSTAINABILITY  
JOURNEY**