

Sustainable Best Practices for All Audiences

Sustainable Regulation – 001 – CBSAS

CARNAVAL
SOSTENIBLE



Document addressed to all internal and external audiences of the Barranquilla Carnival. Folkloric groups and carnival costumes, musicians, carnival monarchy, media, workers of Carnaval de Barranquilla SAS, artisans, artists, brand activators, suppliers, producers, sponsors, civil society, and responsible tourism.

In short, these are good practices that will lead us to become sustainable beings and will allow us to carry the Barranquilla Carnival together on a path toward sustainability.

**CARNAVAL
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To achieve recognition as the world's first sustainable carnival, Carnaval de Barranquilla S.A.S, alongside Ecoexplora, is working on meeting all legal requirements necessary to obtain the Colombian Sectoral Technical Certification 006-1. This certification will allow us to become a company certified in the Sustainability Management System, driving changes in environmental, economic, and socio-cultural sustainability.


Therefore, this document includes a proposal for best practices as part of the compliance process. By working together and contributing our strengths, we aim to obtain this certification by 2025, benefiting all Barranquilla residents and turning the organization into a sustainability-certified entity. This would not only be a historic milestone for Barranquilla but also an inspiration for festivals worldwide.

The constant pursuit of excellence and innovation has led us to implement environmental regulations aimed at all audiences involved in the festival, including you as active participants in the carnival, playing a fundamental role in this iconic celebration.

The incorporation of these regulations represents a responsibility towards the company, the environment, and a message of goodwill towards the significant project undertaken by the organization. This project benefits both the natural surroundings and the community, making attention and support for these regulations essential to advancing together towards the sustainability of the festival. We aim to provide a detailed vision of this ambitious initiative. The journey towards certification as the world's first sustainable carnival is an exciting and bold challenge, but Barranquilla is ready to embrace it with enthusiasm and determination. This endeavor is not only a call to action for carnival participants and the community but also an invitation to join a journey towards a brighter future, where culture, entertainment, and sustainability intertwine to create an unforgettable legacy.



Main Short-Term Goals



Awareness and Good Environmental Practices

- *Awareness at all levels*
- *Development of sustainable habits*
- *Good environmental practices for festival allies*

Promoting the Sustainable Development Goals

- *Waste management (initial approach)*
- *Promotion of the circular economy and Extended Producer Responsibility (environmental and economic aspects)*
- *Carnival as an opportunity for green businesses (recyclers, creators, vendors, and stakeholders)*

Carbon Footprint Measurement and Certification of Carnaval S.A.S as a Generator of Sustainable Events

- *Implement actions that allow the certification of the Barranquilla Carnival as a sustainable carnival*
- *Be a global example for other festivals, carnivals, and celebrations in terms of sustainability*

The goal of the Sustainable Carnival initiative is to carry out the operations of Carnaval de Barranquilla S.A.S. BIC with excellence and value generation, respecting Human Rights, the Sustainable Development Goals (SDGs), and the trust of stakeholders.

Strategic Approaches



1. Waste Management and Recycling

This strategy aims to reduce the amount of waste generated during the Barranquilla Carnival, promote recycling, and encourage the reuse of recyclable materials.



A. Recycling System

This strategy involves the implementation of recycling containers and educating attendees on how to properly separate waste. Recyclable materials such as plastic, paper, cardboard, and glass should be collected.

B. Reduction of Single-Use Plastics *The aim is to reduce the consumption of disposable plastics, such as water bottles and plastic utensils, by promoting reusable alternatives and the availability of hydration and water refill stations.*

C. Collaboration with Recycling Companies *Agreements can be established with local recycling companies to ensure that recycled materials are properly processed and given a new use.*



2. Local and Responsible Economy - Community Development

This strategy aims to promote social transformation and improve the living conditions of cultural actors and contributors to the Barranquilla Carnival.

A. Purchase of Local Products

Promote the purchase of local food, products, and crafts to support businesses and boost the regional economy.

B. Investment in the Community

Allocate part of the revenue generated by the carnival to sustainable community development projects, such as infrastructure improvements, educational programs, or environmental initiatives.

C. Partnerships with Local Businesses

Collaborate with local businesses for services and supplies, contributing to the local economy and reducing the environmental footprint associated with long-distance transportation.



3. Sustainable Mobility

A. Public and Non-Motorized Transport

Promote the use of public transportation and encourage sustainable transport options such as bicycles and walking as preferred ways to move during the event. Safe bike routes and designated parking areas can be established.

B. Incentives for Carpooling

Offer incentives, such as parking discounts, to encourage people to share vehicles and reduce the number of cars on the road.

C. Pedestrian Accessibility

Design the carnival in a way that makes it easy for attendees to walk between different event areas, reducing the need for car travel.





4. Community Participation

A. Local Involvement

Work closely with the local community in the planning and execution of the carnival. This may include the participation of local cultural groups and collaboration with community leaders.

B. Environmental and Cultural Education

Organize educational activities that highlight the importance of local culture and environmental sustainability. This may include workshops, talks, and exhibitions.

C. Support for Social Projects

Allocate part of the carnival's revenue to local social projects that benefit the community, such as building educational infrastructure or supporting health programs.

5. Energy Efficiency

A. Renewable Energy Sources

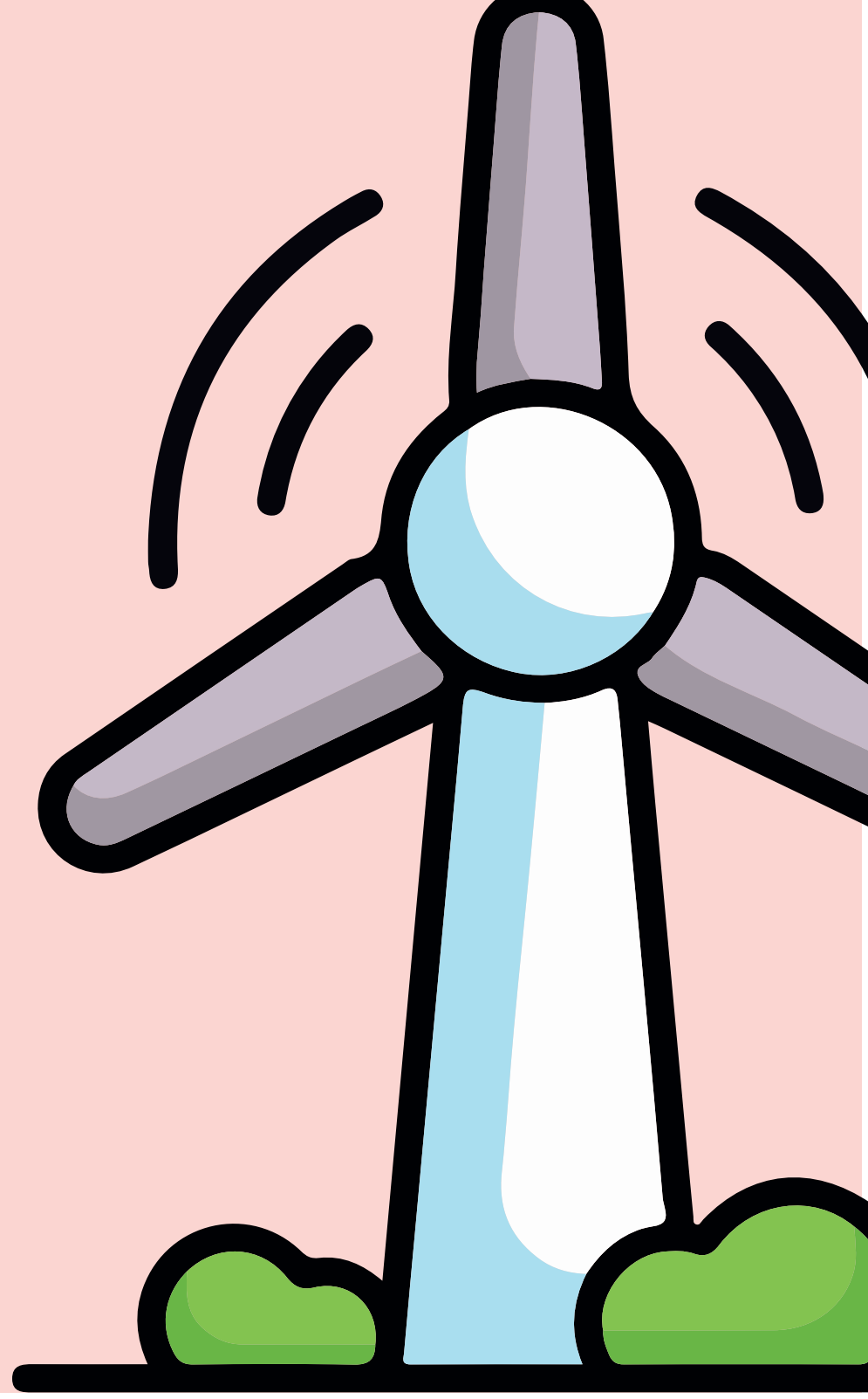
Use renewable energy sources, such as solar panels or wind generators, to power the carnival's energy needs, thus reducing carbon emissions.

B. Efficient Energy Management

Implement technologies and practices that reduce energy consumption, such as efficient LED lighting systems and smart energy management for event stages.

C. Awareness of Energy Conservation

Promote the importance of energy conservation among participants, encouraging the disconnection of unnecessary electronic devices and turning off unused lights.



Sustainable Carnival

The objective of the Sustainable Carnival program is to create environmental awareness among all audiences involved in the process and to generate best practices that allow us to carry out this cultural and entertainment festivity in a way that minimizes its environmental and social impact. It promotes responsible and conscious practices that enable us to celebrate while reducing our environmental footprint.

Justification

The Significance of the Barranquilla Carnival

The Barranquilla Carnival is much more than just a festival; it is a symbol of cultural richness, ethnic diversity, and the creativity of the Barranquilla people. Over the years, this carnival has captured hearts and souls, not only in Colombia but worldwide, becoming an international reference. It is an event that blends tradition, music, dance, color, and joy in an explosion of life that celebrates the African, Indigenous, and European heritage of the Caribbean region.



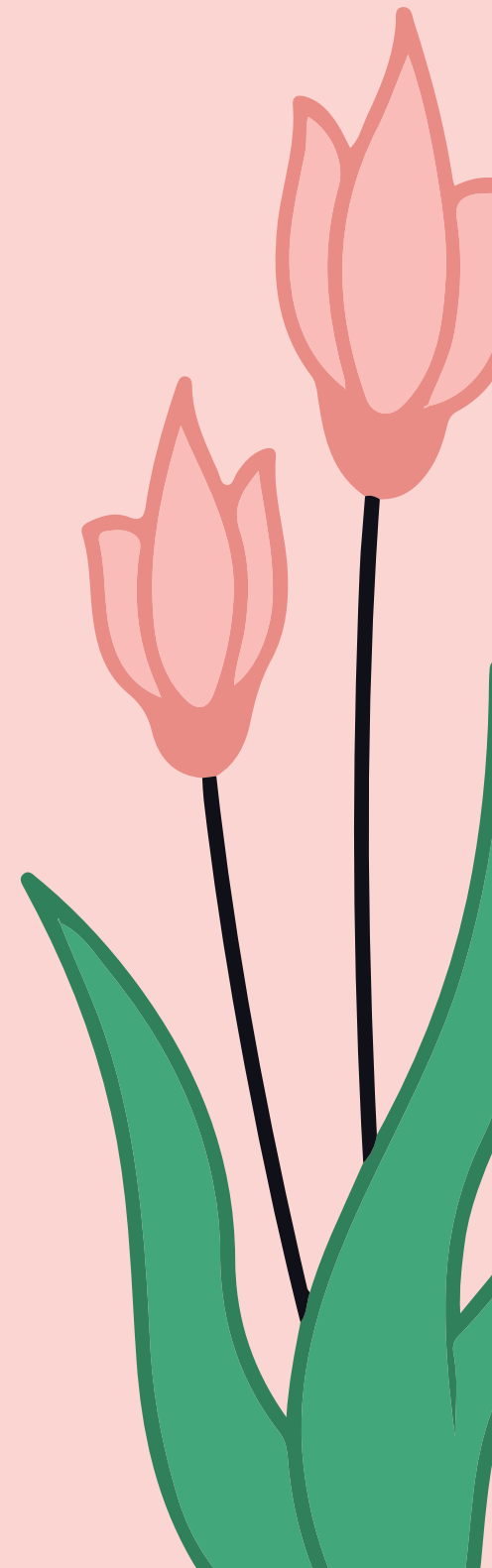
The Sustainability Challenge

However, the success and magnitude of the Barranquilla Carnival have also had negative impacts on the environment and the community. The increase in natural resource consumption, waste generation, air pollution, and the overexploitation of energy sources have posed significant challenges in terms of sustainability. This has led to the urgent need to comprehensively address these issues.



Colombian Sectoral Technical Certification 006-1

Obtaining the Colombian Sectoral Technical Certification 006-1 marks a historical and visionary milestone in the trajectory of the Barranquilla Carnival. This certification, focused on sustainability, will not only recognize the carnival's commitment and that of its stakeholders to environmental care but will also position it as a global leader in sustainable cultural events. To achieve this recognition, it is essential to address environmental aspects, and this is where the relevance of the environmental best practices manual comes into play.



Importance of the Environmental Best Practices Manual

- *Preservation of the Natural Environment:*
 - *The incorporation of appropriate environmental practices in the Barranquilla Carnival will contribute to the preservation of local natural resources, such as flora and fauna, as well as the protection of vital ecosystems for the Caribbean region.*
- *Community Responsibility:*
 - *By promoting sustainable practices, a culture of environmental responsibility is fostered among the organizers of the carnival and the community in general, creating a positive impact at the local level.*
- *Global Example:*
 - *The carnival can become a model to follow for similar events worldwide, inspiring other cultural celebrations to adopt sustainable practices.*
- *Resource Savings:*
 - *The implementation of environmental best practices can lead to a more efficient use of resources, which in turn can translate into significant economic savings for folkloric groups.*



- *Commitment to Culture and Tradition:*
 - *Sustainability should not come into conflict with culture and tradition.*
 - *The manual can demonstrate that it is possible to maintain cultural roots intact while protecting the natural environment.*
 - *Just as we have a special safeguard plan to protect and preserve our traditions, we must also take care of this festive anthropological space where they manifest.*
- *Attracting Sponsors and Tourists:*
 - *Sustainable certification can increase the attractiveness of the Barranquilla Carnival for environmentally conscious sponsors and tourists, generating a positive economic impact on the festival and sustainable tourism.*



A stylized illustration on the left side of the page. It features a large, bright yellow sun with several horizontal yellow bars representing rays. In front of the sun are three green, triangular trees of varying heights, each with a brown trunk. The background is a gradient of orange and yellow.

Suggestions for Sustainable Best Practices Waste Management and Recycling

- 1. Source Classification: Promote waste separation at the source, meaning at the place where it is generated. This involves providing suitable containers or bins for the segregation of organic waste, recyclables (paper, cardboard, plastic), and non-recyclable waste. These can be placed in locations where rehearsals, presentations, and other activities occur, or at the end of each major parade, so that dancers and artists can properly dispose of their waste.*
- 2. Promotion of Reuse: Encourage the reuse of decorative elements and costume accessories, as well as the reuse of costumes in different editions of the Carnival and the creation of sustainable paraphernalia from reusable waste.*
- 3. Organic Waste Management: Implement composting of organic waste generated during the event, which can later be converted into fertilizer for future use.*



4. Train staff, suppliers, and stakeholders on the importance of source separation and how to do it correctly.

5. Color-coded waste bins: Using different colored bins for waste classification is a common practice in waste management.



The colors are:

- **White color:** Used to deposit recyclable waste such as plastic, glass, metals, paper, and cardboard.
- **Black color:** Used to deposit non-recyclable waste such as toilet paper, napkins, and paper or cardboard contaminated with food; metallic papers, among others.
- **Green color:** Used to deposit organic waste such as food scraps and agricultural waste.

This color code should be adopted by municipalities or districts that implement recycling programs in accordance with their Solid Waste Management Plans (PGIRS). It will simplify source separation, preparing the country for the development and implementation of new recycling schemes, where efforts among all stakeholders in the chain are unified.



This strategy facilitates the separation and recycling of waste at home and in rehearsal spaces.

- *Trash bags for the purse: Encouraging the use of reusable bags or small trash bags for the purse is an excellent way to reduce the need for disposable plastic bags. These bags are practical for collecting waste on the street and can be reused.*
- *Opt for recyclable or reusable containers instead of single-use plastics.*
- *Promote the use of biodegradable packaging.*
- *Limit the use of aluminum foil; when necessary, use recyclable aluminum foil.*
- *Offer recycled paper napkins or washable and reusable fabric napkins.*
- *Eliminate the use of plastic straws and opt for alternatives such as paper, bamboo, or stainless steel.*
- *Replace Styrofoam containers with more sustainable options, such as cardboard plates and containers.*

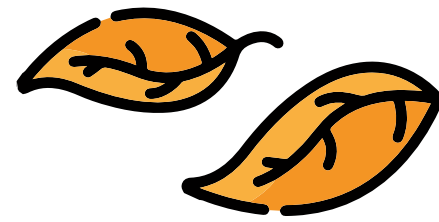
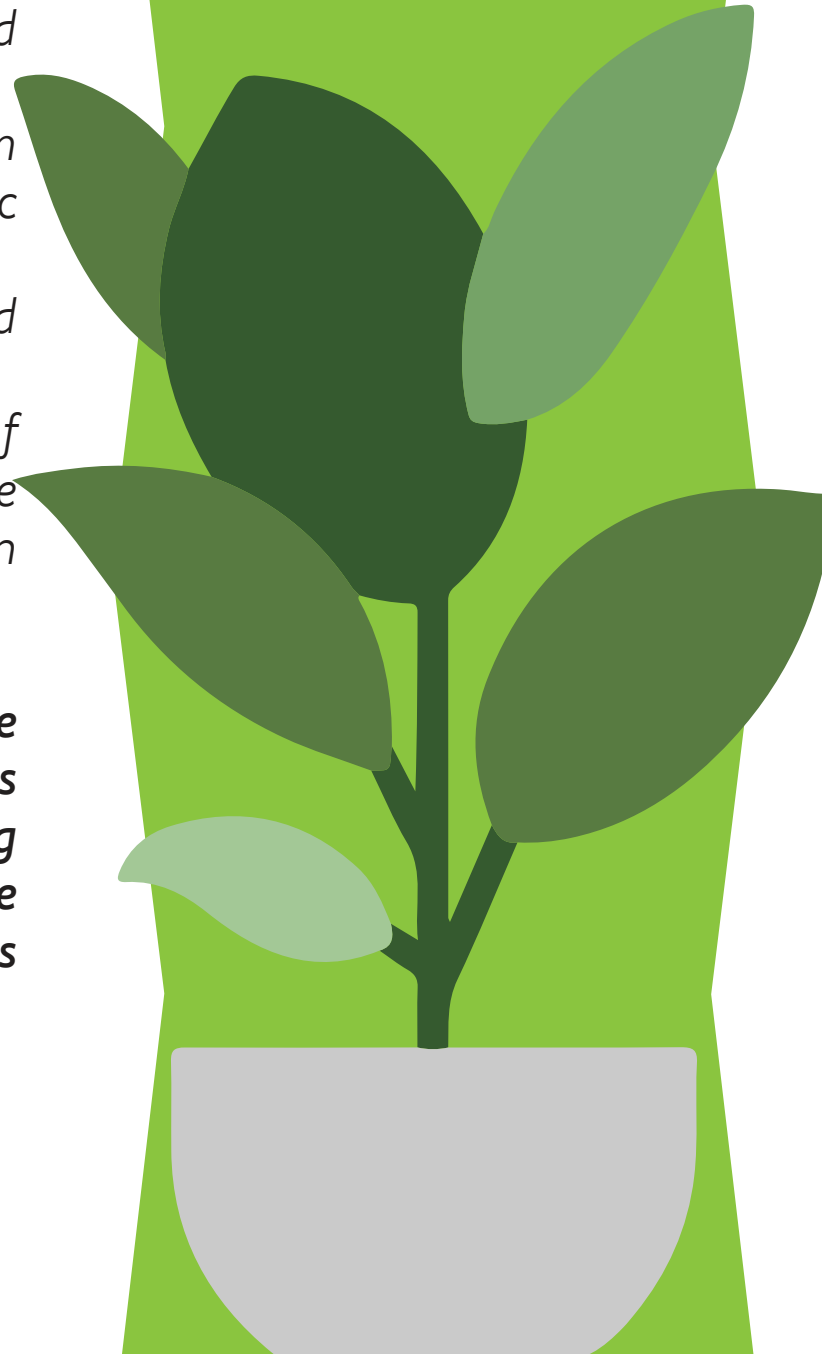




- Offer recycled paper bags instead of plastic bags for carrying food.
- Promote the sale of water in biodegradable plastic bottles or encourage attendees to bring their own reusable bottles.
- Ensure that the cleaning products used are biodegradable and do not harm the environment.
- Promote the creation of decorations, art, and advertisements for the event made from recycled or reused materials.
- Promote sustainable actions through social media, websites, and other communication channels to inspire others.
- Implement care and maintenance practices to prevent material loss during the parade so they can be used in future opportunities.
- Opt for reuse in all aspects.
- Use umbrellas, masks, fans, and all types of props made from environmentally friendly materials.
- Minimize the use of non-biodegradable decorative elements.
- Provide information on the location of collection points and the proper way to dispose of waste.

- Participate in thermofusion workshops and the use of PET as raw material for flowers, earrings, and Carnival accessories.
- Use buttons made from thermofusion (using plastic bags with heat).
- Use sustainable and eco-friendly fabrics.
- Promote the use of Carnival costumes that are durable and can be reused in future celebrations.

With these actions, the sustainable Carnival is committed to collaborating with SDG number 12, as we are working towards responsible consumption.



Local and Responsible Economy

- Awareness about the Origin of Food: Educate both external and internal audiences, as well as participants, about the provenance of food and the importance of choosing options that promote sustainable agricultural practices and fair trade. Prioritize the purchase of locally produced and seasonal foods.
- Encouraging the promotion and consumption of local culture is essential to preserving and valuing the traditions of the Barranquilla Carnival.



- *Waste Minimization: Raise awareness among all audiences about the importance of minimizing food waste. Provide tips on how to store and utilize leftovers and how to prevent waste during food preparation.*
- *Create special menus for carnival events that include plant-based dishes, reducing the carbon footprint associated with meat consumption.*
- *Implement water-saving practices in kitchens and restrooms, such as repairing leaks and using efficient faucets.*
- *Promotion of Sustainable Products: Highlight and promote food and products with sustainability certifications, such as organic or fair-trade labels.*

In this way, we are contributing to SDG number 8, which focuses on decent work and economic growth.



Sustainable Mobility – Actions

- *Promoting Shared Transportation: Encourage and organize shared transport systems for carnival participants, either through shared private vehicles or public transportation. This will reduce the number of vehicles on the road and, therefore, greenhouse gas emissions.*
- *Use of Efficient Vehicles: Promote the use of fuel-efficient or electric vehicles when private transportation is necessary. Folkloric groups can be encouraged to rent or use more sustainable vehicles. Promote the use of bicycles and walking as transportation methods for rehearsals and local events whenever possible.*



- *Reducing Unnecessary Travel: Carefully plan activities and rehearsals to avoid unnecessary travel, thus reducing the carbon footprint associated with mobility and transportation.*
- *Awareness of Environmental Impact: Educate all carnival attendees about the environmental impact of transportation and how their choices can contribute to the event's sustainability and the protection of the natural environment.*
- *Accessible Transportation: Ensure the event is accessible to people with disabilities by providing adapted transport services and accessible parking areas.*
- *Emission Monitoring: Evaluate and reduce vehicle emissions used during the event and promote the use of cleaner and more efficient vehicles.*

The implementation of these actions will not only reduce the environmental impact of carnival participants' transportation but also generate significant cost savings related to fuel and vehicle maintenance. Additionally, it will promote a culture of sustainable mobility among participants and contribute to SDG 13: Climate Action.



Community Participation – Actions

- **Providing Information and Resources:** Support members of folklore groups in adopting sustainable practices, as well as engaging civil society.
- **Promoting Education and Training:** Encourage training in sustainable practices that can create entrepreneurship opportunities for participants.
- **Exploring Recycling Initiatives:** Develop sustainable projects linked to the Carnival, such as eco-friendly costume and accessory production.
- **Educating Audiences and Staff:** Promote sustainable practices through organized workshops and training sessions, fostering knowledge-sharing between community members.
- **Upcycling:** Transform old materials and items into new and

valuable products. Within the Carnival, this could involve reusing and improving old costumes instead of discarding them, contributing to a circular economy and revitalizing traditional designs.

- **Donating Costumes and Accessories:** Organize donation campaigns for costumes and Carnival-related materials to extend their lifecycle and prevent excessive waste of resources.

By implementing these actions, we are contributing to two Sustainable Development Goals (SDGs): Goal 4 (Quality Education) and Goal 5 (Gender Equality).



Energy Efficiency – Actions

- *Efficient Lighting Use: Promote low-energy LED lighting for costumes and stage designs of folklore groups. Provide specific recommendations on designing and using lighting systems that consume less energy.*
- *Renewable Energy Generation: Encourage the use of renewable energy sources, such as portable solar panels or wind generators, to power sound systems and other electrical devices during Carnival performances.*

- *Electronic Equipment Control: Establish guidelines for turning off or setting electronic devices (such as speakers and sound systems) to low-power mode when not in use. Promote the recharging of electronic devices like mobile phones and radios with programmed schedules and energy-efficient chargers to prevent overload and energy waste.*
- *Minimizing Generator Use: Reduce diesel or gasoline generator usage by connecting to the electrical grid whenever possible. When generators are necessary, opt for more efficient and less polluting models*



- *Energy Demand Management: Implement energy demand management systems to optimize electricity consumption during peak hours, such as scheduling energy-intensive activities outside of peak demand times.*
- *Minimize Generator Use: Reduce the use of diesel or gasoline generators as much as possible by connecting to the electrical grid whenever possible. When generators are necessary, opt for more efficient and less polluting models.*
- *Energy Demand Management: Implement energy demand management systems to optimize electricity consumption during peak usage times, such as scheduling intensive energy activities.*

These actions will not only help reduce the environmental impact of the Carnival but can also generate significant energy cost savings for folkloric groups, contributing to their long-term economic sustainability. By following these best practices, they will take an important step toward hosting a cultural event that blends tradition with respect for the natural environment. This initiative supports SDG 13: Climate Action.

OTHER SUSTAINABLE ACTIONS

Makeup

Environmental makeup refers to the use of cosmetic products that are environmentally friendly. These products are typically biodegradable and do not contain harmful ingredients for nature. They offer a sustainable alternative to conventional makeup.

- Use ecological and biodegradable makeup.*
- Avoid cosmetic products with microplastics or ingredients harmful to the environment.*
- Avoid using makeup derived from animal products.*

Animal Protection

- Use feathers of non-animal and sustainable origin in the making of costumes and accessories for carnival attire and headpieces. Feathers shed naturally by animals can be used.*
- If animal-origin feathers are already owned, their reuse in future designs is encouraged, or they should be donated to organizations working on conservation projects. The commitment is to stop using new animal feathers.*
- Avoid using feathers from endangered species for natural reasons.*
- Do not use live animals in carnival performances to prevent stress and mistreatment.*
- Promote artistic representations and animal allegories instead of using live animals.*

Allegory to Nature with Costumes Representing Biodiversity

- *Design and present allegories that highlight the importance of nature and environmental conservation, showcasing the flora and fauna of Barranquilla and its rich biodiversity.*
 - *Include educational messages on sustainability and environmental protection in performances.*
 - *Educate participants and the public on the importance of conserving and protecting local biodiversity through costumes and performances.*
- With these actions, we contribute to supporting the previously mentioned SDGs (Sustainable Development Goals) and specifically contribute to SDG 11 (Sustainable Cities and Communities) and SDG 17 (Partnerships for the Goals).***



Sustainability refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

In other words, it is about balancing economic, social, and environmental development to ensure that current actions do not deplete resources or cause irreversible damage to the environment.

By gradually applying good practices, we are moving toward sustainability.

Barranquilla Carnival, on the path to sustainability.





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