



GREENSTAGE

REPORT 2° LPH – MANTOVA

- **DATE:** 25/09/2025 September 25, 2025
- **TIME:** 10:00–13:00 – Networking lunch – 14:00–16:00
- **VENURE:** SALA DELLE CAPRIATE - Piazza Leon Battista Alberti, 10, Mantova

SPEAKERS AND SESSIONS

Welcome remarks and opening of the event

The second edition of the **Local Policy Hub (LPH)** of Greenstage took place within the framework of the **Fatti di Cultura Festival**, a format created and promoted by the cooperative **Pantacon**.

The event was opened by **Matteo Rebecchi**, President of Pantacon, who emphasized that this meeting represents a concrete space for dialogue among cultural, artistic, and institutional stakeholders of the territory, with the aim of building shared sustainability practices in the cultural sector.

Introduction to the Greenstage project

Emanuele Salmin, representing the **Municipality of Mantua**, introduced the **Greenstage project**, outlining its main goals and outputs achieved so far. Greenstage promotes tools and actions to support the performing arts and cultural sectors in the ecological transition, experimenting with models of sustainable management, environmental impact indicators, and shared best practices.

Workshop “Green Domino”

After a short round of introductions, participants took part in the first collaborative session, titled “**Green Domino**.”

Participants – including representatives from theatres, festival organizers, and public administration – were divided into four mixed groups.

Each group was randomly assigned a topic to work on, with the goal of developing long-term, concrete, and sustainable ideas and solutions.

Their reflections were then represented on symbolic “domino tiles,” illustrating the steps required to address each issue.

1. How to draft a contract with specific clauses for hosting artists

The group identified the creation of an **ethical charter** as the starting point for building sustainable and transparent relationships between artists and organizers. This charter should result from a shared process, defining common values and negotiation criteria between artistic, economic, and environmental needs.

Key themes emerged:

- staff management and inclusion policies;
- sustainable mobility and hospitality;
- economic sustainability and payment timelines;
- simplicity and essentiality in stage design and setups;
- accessibility for audiences (e.g. translation, tools for visually impaired audiences).

Participants recognized the need to **rethink artistic production from the design phase**, integrating sustainability principles from the outset. Some raised concerns about an excessive “stripping down” of artistic proposals, but there was general agreement that this process of awareness and experimentation is both **urgent and necessary**.



2. How to design a sustainability section on a website

The group discussed the importance of **transparent communication** to avoid greenwashing.

Proposals included:

- creating a **statement of intent** in video form, featuring the voice of the artistic director;
- showcasing **real, ongoing practices** rather than perfect results;

- developing a **content index** inspired by European sustainability categories;
- adding a **Call to Action** addressed to partners and suppliers: *“Here’s what I’m doing—help me do more”*;
- differentiating tone and tools between website (institutional) and social media (more immediate for the public).

3. How to manage a shared storage space among multiple organizations

The group envisioned a model for a **shared warehouse** for sets, costumes, and technical equipment, featuring:

- division by thematic area (lighting, props, costumes) and by organization;
- a **digital inventory** and **shared booking system**;
- a **code of conduct and management guidelines**;
- a **designated contact person** for each organization, or a central manager;
- a **common area for repair and recycling**, where technical expertise could also be shared.

4. How to share human resources such as a Green Manager

The group developed two parallel approaches:

1. each organization should identify its internal needs and designate a contact person to liaise with the Green Manager;
2. the **shared Green Manager role** should be clearly defined, specifying duties, competencies, working times, and proportional costs.

The proposal included creating **shared tools**, such as a **presence calendar** and **periodic evaluation meetings** to assess the effectiveness of the collaboration.

Presentation: “CIRCOLARE – A Virtuous Platform Toward Zero Waste”



Marta Lovato, Green Manager of **Santarcangelo Festival**, presented **Circolare**, a digital platform designed to foster cooperation among cultural organizations around sustainability issues.

Marta outlined the long-standing sustainability strategy of **Santarcangelo Festival**, which since 2013 has been based on four pillars:

- **Reduction, Reuse, and Recycling** of materials and waste;
- **Conscious purchasing** (food, mobility, energy, supplies);

Presentation of the SAPA Tool

To close the day, **Kati Gerola** from **Teatro Magro** presented the **SAPA Tool**, one of the main outputs of the Greenstage project.

Through practical examples, she demonstrated:

- the **SAPA Radar** and **SAPA Plan** developed by Teatro Magro;
- the use of the **greenstage.eu** website as a reference resource.

The tool aims to provide **concrete instruments** for assessing and improving sustainability practices.

The session concluded with a **collective reflection**, where each participant shared a personal “commitment” or *takeaway* to carry forward after the event.



Conclusioni

The **2nd Local Policy Hub** served as a constructive platform for dialogue among public institutions, cultural operators, and performing arts professionals.

The discussions generated **actionable ideas, collaborative networks**, and a shared commitment toward building a **more sustainable, accessible, and conscious cultural ecosystem**.