

# Día de la Música

Madrid, Spain



The music festival Día de la Música is celebrated each year in Madrid and includes in its program well-known international artists. As a result of its integral approach towards sustainability and the participation of ACCIONA as sustainable partner, the festival became in its 2012 edition the first Spanish musical event to be 'carbon neutral'.

ACCIONA Producciones y Diseño carried out the entire technical production of the festival and developed an integral plan for sustainable production. To do this, the event was designed with a plan to minimize environmental impact. Afterwards, the inevitable CO2 emissions were compensated for, achieving that all the emissions associated with the event would have a final balance equal to zero.

Distribution of guides for good practices, contracting local suppliers and fair trade catering, promotion of sustainable mobility, sales of eco products, promoting recycling and a large mechanism for management and selective collection of residues afforded Music Day international recognition for its commitment to the environment through prestigious European certificates such as the *Industry Green*, *Green&Clean Award*, *A Greener Festival Award* and the *Title of Compensation of Greenhouse Gas Emissions* awarded by the Town Hall of Madrid.

Date:

2012 and 2013

Client:

ACCIONA and Music2day

Awards:



**EuBea. European Best Event Awards 2013.**  
Golden Elephant for Best Sustainable Event



**Eventoplus Awards 2013.**  
Bronze Medal for Best Responsible Event

