

SON Estrella Galicia Posidonia becomes the only festival in the world to achieve TRUE Platinum certification for Zero Waste

The event receives the highest recognition from GBCI after years working to promote positive impact and sustainable tourism.

The festival, taking place October 4th-6th on the paradise island of Formentera under the name "Chapter Eight Zero: Roots", will return to its origins in this eighth edition with a disruptive programme for those who flee from traditional festivals

SON Estrella Galicia Posidonia, the non-conformist festival for non-conformists, has just been recognized as the only festival in the world to achieve TRUE for Events Platinum certification for its zero waste efforts. The event's eagerness to keep improving year after year has taken a significant step forward after achieving zero emissions since its 2021 edition. Now, one of the leading waste certification programs has distinguished the festival with its Platinum level recognition, the most demanding level of achievement given to environmentally responsible events, efficient in the use of resources and in giving waste a new life.

TRUE® (Total Resource Use and Efficiency) certification for zero waste is owned and administered by Green Business Certification Inc.™ (GBCI®), the world's leading sustainability and health certification and accreditation body. TRUE certification is a leadership standard that helps facilities, organizations, and events measure, improve, and recognize zero waste performance by encouraging the adoption of sustainable resource management and reduction practices. TRUE projects must divert 90% or more of their waste from landfill, incineration (waste-to-energy), and the environment. SON Estrella Galicia Posidonia achieved an impressive 99.3% waste diversion rate.

How has this been achieved?

The festival reflects a global strategy of leadership in positive impact and Zero Waste policies from Hijos de Rivera, a certified B Corp company since 2024. This global movement of companies with high standards in social and environmental impact exemplifies the company's firm commitment to positive impact. SON Estrella Galicia Posidonia is definitively committed to the circular economy by optimizing the reduction and reuse of everything related to consumption during

the event: containers, plates, glasses, and other utensils; without ruling out recycling, but always as a last option. At the festival the only waste-containers are recycling stations that ensure that the low waste production is properly analyzed and separated: in 2023 only 25 kgs of waste were generated, with a recycling rate of 99.3%. As well as this, a key directive is the education on Zero Waste policies for all the people involved in one way or another: organization, collaborators, public and allies. The awareness of the attending public is promoted through communication channels such as whatsapp, and via actions and activations that are part of the festival program, such as guided walks around Formentera by environmental experts, or beach cleaning, which last year led to the new-life transformation of 26 kg of plastic objects such as vinyls or planters. Furthermore, many elements of the festival such as bars, branding materials or furniture have been redesigned in line with these Zero Waste policies. Finally, the event always bets on 0km – using the support of local institutions and partners to jointly achieve all these objectives linked to positive impact.

This milestone in SON Estrella Galicia Posidonia's commitment to be Zero Waste is the result of the work developed in collaboration with its allies: Sinsal, music promoter and producer of cultural events in charge of the curatorship, and WE Sustainability, a platform for activism and environmental awareness that has been assisting the beer music project for years. It's a fundamental task that concerns not only the event itself but also the conception and planning phase, and that would be unfeasible without the full involvement of the public, all suppliers and the team.

SON Estrella Galicia Posidonia: a festival with a positive impact

SON Estrella Galicia Posidonia was born in 2017 putting the generation of positive impact at the center of its proposal: a non-conformist festival for non-conformists in which a small group of people can (re)discover the magical landscapes of Formentera through the concerts from its trademark secret line-up, local gastronomy delivered by Michelin Star chefs and, of course, the best beer.

From the beginning, the event was committed to decarbonization –achieving zero emissions since 2021– and the circular economy, to adapt to the unique environment of the island and take care of Posidonia, the marine plant responsible for the oxygenation of the water and that serves as a reserve for fish, mollusks and crustaceans, as they are places of laying, shelter and food. In addition, the festival has collaborated with the Save Posidonia Project initiative



since its first edition, responsible for raising awareness and highlighting the importance of Posidonia and the need to promote sustainable tourism.

This year, SON Estrella Galicia Posidonia will be held from October 4th-6th under the name "Chapter Eight ~~Zero~~: Roots". Thus, the island of Formentera, a territory with incalculable ecological value, will witness a return to the festival's origins with more disruptive activities and activations for this eighth edition.

"For those of us who created SON Estrella Galicia Posidonia, it is a proud moment to be the only festival in the world to achieve TRUE for Events certification to date, a reflection of our non-conformist character. We know we are not perfect, but year after year we work to keep improving, offering a different model in which everything starts from positive impact. It is really comforting to see how our message resonates with the festival's audience, local partners and team, without whom it would be impossible to achieve it", says Víctor Mantiñán, festival director and global head of Music Sponsorships and Positive Impact Communications at Hijos de Rivera.

"Zero waste is a powerful part of any company's sustainability strategy", said Peter Templeton, President and CEO of U.S. Green Building Council and GBCI. *"Through their TRUE certification, SON Estrella Galicia Posidonia enhances their operations in a way that maximizes the lifecycle of every product to promote a fully circular economy within the festival grounds."*

About Green Business Certification Inc. (GBCI)

GBCI is the world's leading sustainability and health certification and credentialing body, independently recognizing excellence in performance and practice globally while promoting adoption of building and business practices that continually and measurably improve health, equity, resilience and environmental wellbeing for all. GBCI administers project certifications and professional credentials and certificates including, Leadership in Energy and Environmental Design (LEED) green building rating systems, as well as the PEER standard for power systems, the WELL Building Standard, the Sustainable SITES Initiative (SITES), EDGE (Excellence in Design for Greater Efficiencies), TRUE certification for zero waste and Investor Confidence Project (ICP) for energy efficiency retrofits.



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