

STRATEGY OVERVIEW

OUR AMBITION

WE ARE A SUSTAINABLE COMMUNITY THAT MOVES PEOPLE, INSPIRES THE WORLD
 AROUND US, AND LEADS THE WAY IN MAKING A DIFFERENCE

We aim to create value that extends beyond ourselves

We want to be a catalyst for youth and new ideas

We aim to amplify the significance of art in the community

WE MEASURE OURSELVES AGAINST FOUR BOTTOM LINES

ART

Art is the innovation space of culture, which we cultivate and strengthen by facilitating interdisciplinary forums, championing high-quality artistic innovations, and nurturing emerging talent with drive and skill. We bring art into play in alternative ways and engage in experimental experiences and creative communities.

ENVIRONMENT

Our activities should be part of the circular economy and support the reduction of net CO2 emissions, so that by 2025 we are CO2 neutral. We must use resources more efficiently and apply environmental-friendly technologies and production. We will enhance our ecological footprint and promote biodiversity, both through our consumption and our physical presence.

SOCIAL

We strive for community and more diversity and equality in all our activities through increased accessibility and broad representation of gender and ethnicity. We develop inspiring spaces where we respect each other and the sense of community. We aim to strengthen volunteerism, activism, and young people's engagement in the sustainable communities of the future.

ECONOMIC

We aim to increase the proceeds in our charitable business to continue to be independent, have the opportunity to invest in our own development, make socially beneficial investments, and give more and larger donations.

OUR BUSINESS AREAS

ROSKILDE FESTIVAL

Roskilde Festival manifests a unique international and diverse festival community that inspires and moves people.

ADVISORY & KNOWLEDGE

We develop new sustainable products, explore new markets, and optimise earnings and knowledge feedback for the benefit of our overall charitable business.

ART & INNOVATION

We invest in art and innovation because the experimental approach and new perspectives constitute the foundation of the Roskilde Festival Group's operations and business development.

COLLABORATIVE PHILANTHROPY

We dare to explore new paths and support initiatives where we are among the first to contribute. Our philanthropy creates free spaces for the arts, for active participation, youth communities, and sustainability.

PRIORITY INTERNAL EFFORTS

One unified charitable organisation

New models for co-creation

Build – Test – Learn

Success through partnerships

Digitalisation