

NONFOOD AT ROSKILDE FESTIVAL 2025

After a successful Roskilde Festival 2024 filled with happy festival guests, we look forward to presenting yet another fantastic festival in 2025. An important part of the festival experience, beyond the music, art, food, and community, is the diversity of market stalls selling clothing, crafts, jewelry, and much more. These contribute to the unique Roskilde Festival atmosphere and form an essential part of the vibrant city that is Roskilde Festival.

Exciting business opportunities with a large customer base

- Counting guests, staff, artists, and media, more than 130,000 people participate in the festival, thus presenting a large customer base.
- The average festival goer (besides the ticket price) spends DKK 2.500 – 3,000 during the festival on food, drinks, and various non-food products.
- Roskilde Festival sells app. 50 non-food stalls with exciting opportunities for branding and good turnover.

Focus on Responsible Trade and the Throwaway Culture

Roskilde Festival strives for a marketplace that is diverse, unpredictable, and atmosphere-enhancing. Most importantly, we aim for a trade environment that reflects the festival's commitment to continuously moving towards greater sustainability - socially, environmentally, and economically.

We therefore place particular emphasis on inviting stalls that contribute to or specifically aim to address social and environmental challenges.

Regarding environmental sustainability, we focus each year on developing a circular festival. We aim to break away from single-use consumption and place special emphasis on stalls offering products made from high-quality, durable materials designed for long-term use.

Economic sustainability involves, among other things, sustainable consumption and finding a balance between human needs and the limitations of nature. In the coming years, we will focus on challenging the throwaway culture, placing particular emphasis on stalls that prioritize the reuse and recycling of materials and products.



In terms of social sustainability or social justice, the primary focus is on ensuring that the people who produce the items being traded are treated fairly and ethically. Therefore, we prioritize selecting stalls that work to ensure ethical and responsible practices throughout the entire production and supply chain of the products sold at Roskilde Festival. We also value stalls with a social-economic purpose or those that, in other ways, aim to address or fulfill a societal need, such as supporting and engaging vulnerable groups.

Product Range

Your brand(s) and product range must meet the following minimum sustainability requirements:

- Products must be of high quality, made from durable materials, and designed for long-term use.
- Products must not promote a "use-and-throw-away" culture.
- Products must adhere to sustainable standards, incorporating more environmentally friendly materials and production processes from a lifecycle perspective, such as recycled materials, GOTS-certified cotton, FSC-certified products, fair trade-certified items, deadstock, and similar options.
- Products within the hair/skin care category and similar areas must be allergy-friendly and environmentally friendly.

Examples of preferred products to promote sustainable consumption and production:

- Directly reused items.
- Jewelry made from recycled silver or gold.
- Upcycled materials that are re-sewn (e.g., from deadstock).
- Clothing/products made from GOTS-certified cotton.
- Clothing/products made from recycled polyester certified by GRS (or equivalent).
- Nordic Swan Ecolabel-certified hair/skin care products (or products with clear labeling indicating allergy-friendly and environmentally friendly ingredients).

Roskilde Festival reserves the right to request additional documentation regarding your sustainability profile as part of your application.

If you are applying for a stall at the **Do Good Market**, which is aimed at small, green entrepreneurs, we do not expect certifications or similar credentials. However, we do require alternative documentation to support your sustainability profile.



*Origins, 8 front meters
Photo Rasmus Kongsgaard*



Pleasant, 8 front meters

If you are interested in applying for a non-food stall at Roskilde Festival 2025, here is some useful information:

Sustainability in Your Stall's Product Range

Your application must include a description of how your products promote sustainable and socially responsible development.

Important date

1 February 2025: Deadline for applying.

Applications received after 1 February will be read and considered but with less chance of being offered a stall.

FORENINGEN ROSKILDE FESTIVAL

Rabalderstræde 7 · DK-4000 Roskilde · Denmark

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NONFOOD LOCATIONS AT CAMPING AND THE FESTIVAL SITE

Camping site (8 days: 28 June – 5 July):

East City	The service and trade area in East City have, in addition to non-food stalls with wide product selections, also a variety of food stalls, merchandise sales, beer sales, refund stall, etc., and is therefore very popular. In this area, the focus is on stalls offering product selections to activate the audience.
Central Park 8-dage	The service and trade area are centrally located and close to the main festival grounds. This area includes non-food stalls, various food stalls, a bar, merchandise sales, beer sales, a pharmacy, information, and more, making it highly frequented. The area also hosts two stages with a music program that begins on Sunday, June 29, and runs for 7 days.

The camping area opens for guests on Saturday 28 June, between 10:00 and 16:00. Non-food stalls in these areas must have their facades erected by Thursday 26 June, at the latest by 18:00.

Festival site (4 days: 2 – 5 July):

Eos	A smaller trade area with well-known brands, located close to the two 7-day stages, Eos, and Gaia, as well as food stalls and bars, experiencing a high flow of festivalgoers.
Bazar	A trade area with a central location on the western part of the festival site, situated southwest of the Orange Stage. The area has a particular focus on stalls with well-known fashion brands and is typically visited by festivalgoers to shop and get food and drinks.
Art Zone	A smaller, cozy, and popular trade area located near the large trade area by the Gloria Stage and Food Court. It offers a good selection of both food and non-food stalls with classic and colorful product ranges. The Art Zone is situated in the triangle between the festival's three largest stages and is filled with vibrant life and audience activities.

The Festival site opens for guests on Wednesday 2 July at 16:00 – and from this time on all service facilities including nonfood, food, beer, and refund stalls will be open. All non-food stalls in this area must have set-up their stall/tent on Tuesday 30 June at 12:00 noon.



Photo Christian Solgaard



Nonfood stalls with tent setups and a wide variety of styles.

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Prices for stalls and wristbands

Front meters	Camping (8 days)		The Festival site (4 days)	
	DKK	Wristbands included in the price	DKK	Wristbands included in the price
3	18,400.00	6	26,200.00	4
4	21,300.00	6	31,100.00	4
5	23,500.00	6	35,800.00	4
6	27,000.00	7	40,400.00	5
7	29,900.00	7	44,900.00	5
8	31,900.00	7	48,800.00	5
9	33,900.00	8	54,400.00	6
10	37,800.00	8	58,200.00	6
11	40,200.00	8	62,200.00	6
12	43,900.00	9	68,600.00	7

Included in the stall price:

- One cashless cash register with the possibility to rent more for DKK 3,125.
- Electric power supply with a maximum load of 3,000 watts. If a larger power load is needed, the stall holder can order a higher installation with a maximum load of 10,000 watts at a price of DKK 2,525.
- The depth of the stall is always 6 metres. An additional 3 metres behind the stall are available for storage. In front of the stall, you can use 1.5 metres to promote a smaller selection of the goods (though only within the width of the stall) – as far as the area allows.
- One driving permit and one parking permit is allocated per stall.

Night watch

For theft protection, the stall must be manned by 1-2 night watches all nights from closing time to opening time. Furthermore, the stall must be manned with 1–2-night watches from closing time on Saturday 5 July at 22:00 to Sunday 6 July at 09:00 (Festival site)/at 12:00 noon (Camping Site).

Establishing a stall

All expenses related to the establishment of the stall are the responsibility of the stallholders. Roskilde Festival does not provide materials, tents, or other equipment.

RF Experience can be contacted for solutions; check their website at <https://rfexperience.dk/da/> or contact them via email at info@rfexperience.dk.

Camping trailers or cars may not be placed behind the stall, nor can they be incorporated into the stall's structure.

Placement of stalls

If you are offered a stall at Roskilde Festival 2025, you will receive information about the area in which your stall is placed. You will receive the exact location of the stall a few weeks before the festival.

DO GOOD MARKET

Roskilde Festival aims with this project to support the development and interest in sustainable trade by creating a platform or "showcase" where new and smaller entrepreneurs, artists, and designers can present their stories and products to the festival's approximately 130,000 participants.

Do Good Market has been created with three key objectives for the setup:

- The stall will require a minimum of staff.
- The payment covers only Roskilde Festival's actual costs.
- The primary focus should be on presenting and telling the good story, with sales being secondary.

As a new feature in 2025, Do Good Market will be set up in a tent of 200-230 m². We have the ambition to establish Do Good Market in a tent that gives the atmosphere of a Bedouin tent.

The location of Do Good Market in 2025 will be close to the Avalon Stage on the eastern part of the festival grounds.

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As an applicant, you are welcome to collaborate with other entrepreneurs, artists, and designers if your product range is deemed too narrow for a stall space of approximately 12 m².



Do Good Market was established in a container setup in 2023 and 2024, but in 2025, it will be transformed into a large Bedouin tent-like setup.

Size	App. 12 m ²
Price	DKK 15,900.00
Cashless cash register	1
Power supply	Max. 3.000-watt load
Wrist bands	3
Driving and parking permit	1 of each
Access to the tent for construction from Monday 30 June	
Opening hours: Wednesday 17:00–23:00, Thursday-Friday-Saturday 10:30-23:00	
The packing up must be completed by Monday 7 July at 18:00 at the latest	

GENERAL

Cashless Festival

Roskilde Festival is cashless, and all stalls are required to be a part of the cashless solution. One cashless cash register is included in the stall payment. Stall holders are subsequently not allowed to use their own/a rented cashless cash register. All turnovers will be deposited in an account with Fonden Roskilde Festival and transferred 5-6 banking days after the festival when the remaining stall fee has been deducted.

Focus on copied goods

All trade that includes copied goods is illegal at Roskilde Festival, just as in Danish society in general. Any trader that deals in copied goods at Roskilde Festival's area will face an immediate suspension and shutdown of the stall, along with a notification to the police.

Foreign stall holders

Note that you must be a member of the EU or the Schengen countries to obtain a work permit in Denmark.

Toilets

Roskilde Festival refers to toilets close to each trade area or sets up toilets in the back areas exclusively for non-food stalls.

Payment for the stall and settlement

- 25% of the stall payment will be invoiced when the trade contract and invoice are sent in March/April.
- Remaining payment will be deducted from the stall's turnover.
- Credit card fee of 0.7% of the total turnover will be deducted from the turnover.
- Please note that Danish VAT cannot be deducted from the stall payment, as Roskilde Festival is VAT exempt.

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Placement of Non-Food trade areas



READY TO SUBMIT YOUR APPLICATION?

Remember to include the entire range of goods in the application.

Maybe we want to know more

If we think your application is interesting but want more information about your items, we will return with further questions. Thus, we have a better basis for processing your application.

Further questions?

Feel free to email nonfoodtrade@roskilde-festival.dk

Kind regards
Non-food Committee
Roskilde Festival

03-12-2024