

## Symposium Cultural Festival Studies

**03.-05.05.2017**



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### Stephanie Weigel

Stephanie Weigel holds a Master Degree in Adult Education. Since 2006, Stephanie is head of the sustainability management of Munich's Tollwood Festival of Culture, founded in 1988 and attracting around 1.5 million visitors with two festivals a year. In this position, she's responsible for the festivals ecological footprint as well as for incorporating ecological and social issues into the festivals cultural programme. Before joining the Tollwood team, Stephanie worked as Mobilisation Manager at Greenpeace Germany, acting as an interface between campaigns, volunteers and the public, designing campaign strategies and co-ordinating national and international mobilisation projects.

### Festivals as environmental role models and agents for social change

Tollwood unites a zest for life, the enjoyment of culture and commitment for a tolerant, peaceful and sustainable world ([www.tollwood.de](http://www.tollwood.de)). Since its first festival edition, Tollwood strives to keep its ecological footprint as small as possible, not only within the festival ground but also beyond. The fields of action are as diverse as the festival itself – ranging from 100% organic catering, green energy and various climate protection measures to recycling, fair trade as well as making ecological and social issues part of the festival's cultural programme and thereby fostering public dialogue (for example [www.tollwood.de/mensch-und-umwelt/weltsalon](http://www.tollwood.de/mensch-und-umwelt/weltsalon)).

Encouraged by the positive experiences on site, Tollwood expanded its engagement beyond the festival grounds, into Munich's civil society. With campaigns like "Bio für Kinder" ("Organic food for Kids", [www.bio-fuer-kinder.de](http://www.bio-fuer-kinder.de)) or the coalition "Artgerechtes München" ([www.artgerechtes-muenchen.de](http://www.artgerechtes-muenchen.de)), Tollwood and its partners achieved initial successes in changing Munich's catering procurement policy towards an "organic policy".

The key note will focus on the responsibility of festivals to act as role models for environmental and social engagement and their potential to empower public engagement and local communities beyond the festivals grounds.