

A large red balloon is the central focus, held up by a man's head which is visible at the bottom right. The background is dark blue. The text is white and centered on the balloon.

Festivals as environmental role models and agents for social change

Tollwood Festival of Culture
Munich, Germany

Symposium Cultural Festival Studies

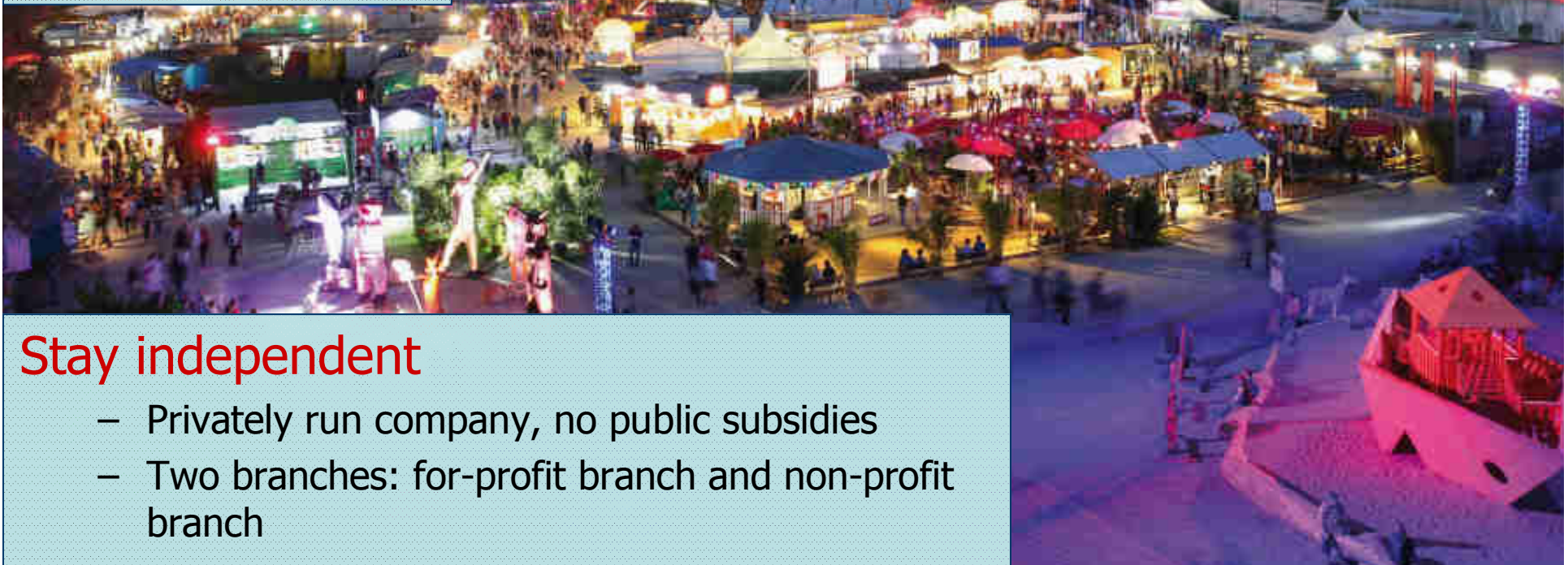
Stephanie Weigel, Head of Environment & Sustainability

Who we are

- Festival of Culture
- founded in 1988
- located in Munich
- 1.5 million visitors per year, very diverse audience
- two festivals per year winter & summer (4 weeks each)

Our Philosophy

- „Culture for everyone“: free entry to festival grounds, 70% of the cultural programme is free
- multicultural, sustainable, ecological, fair



Stay independent

- Privately run company, no public subsidies
- Two branches: for-profit branch and non-profit branch

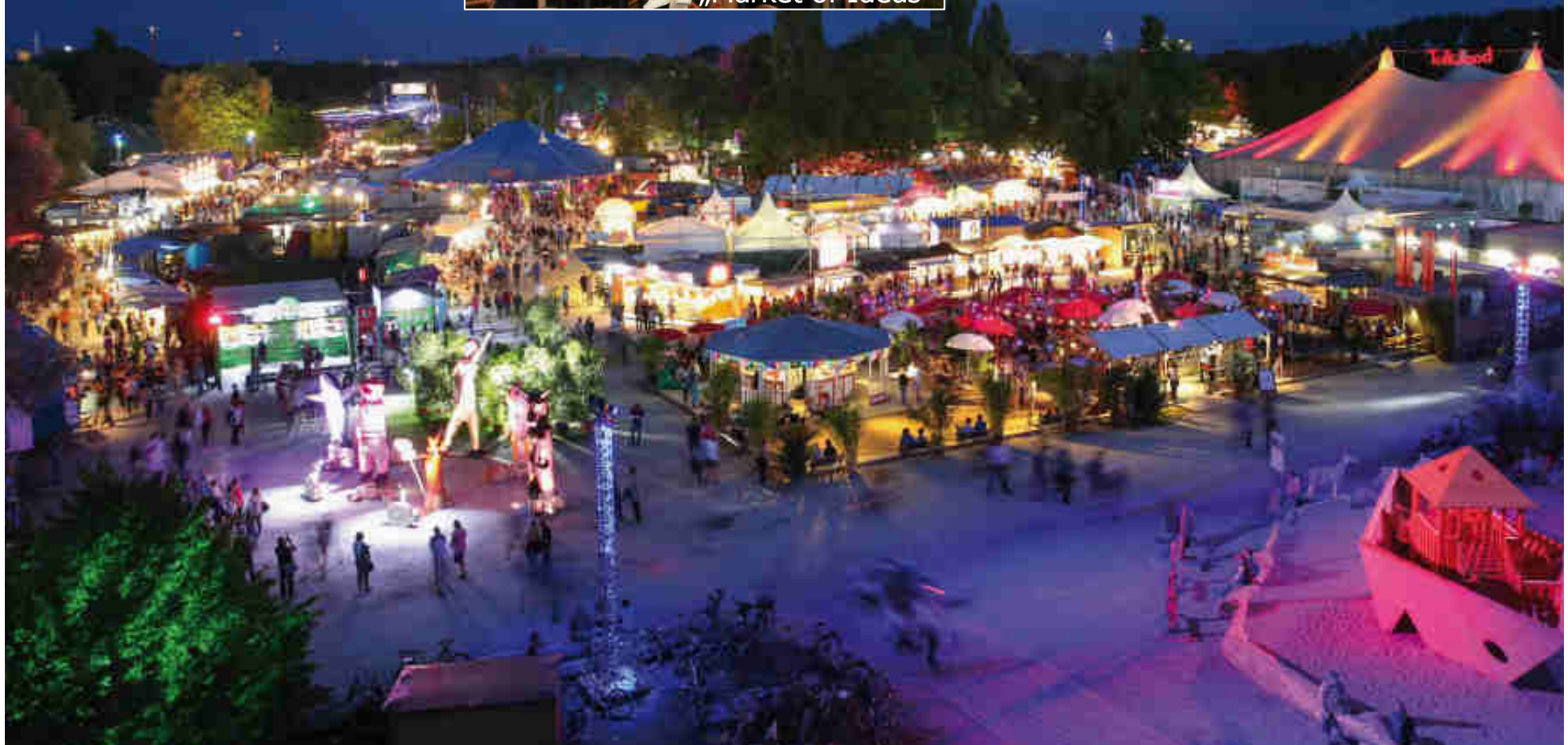
Cultural Programme



Environmental activities



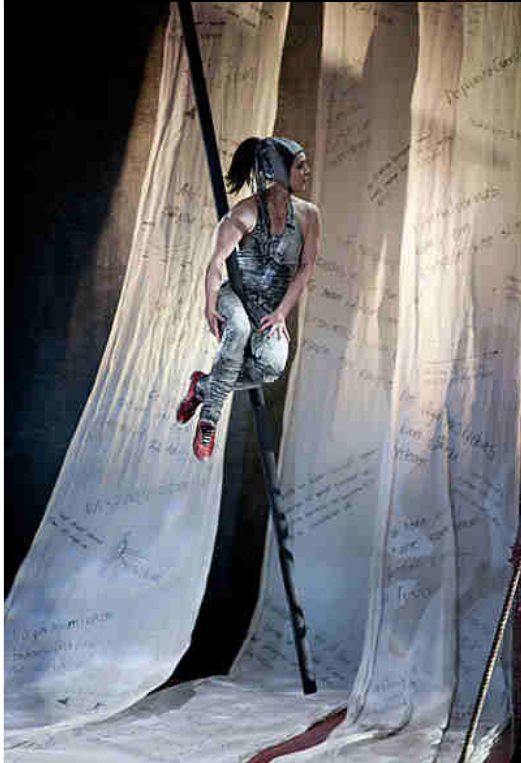
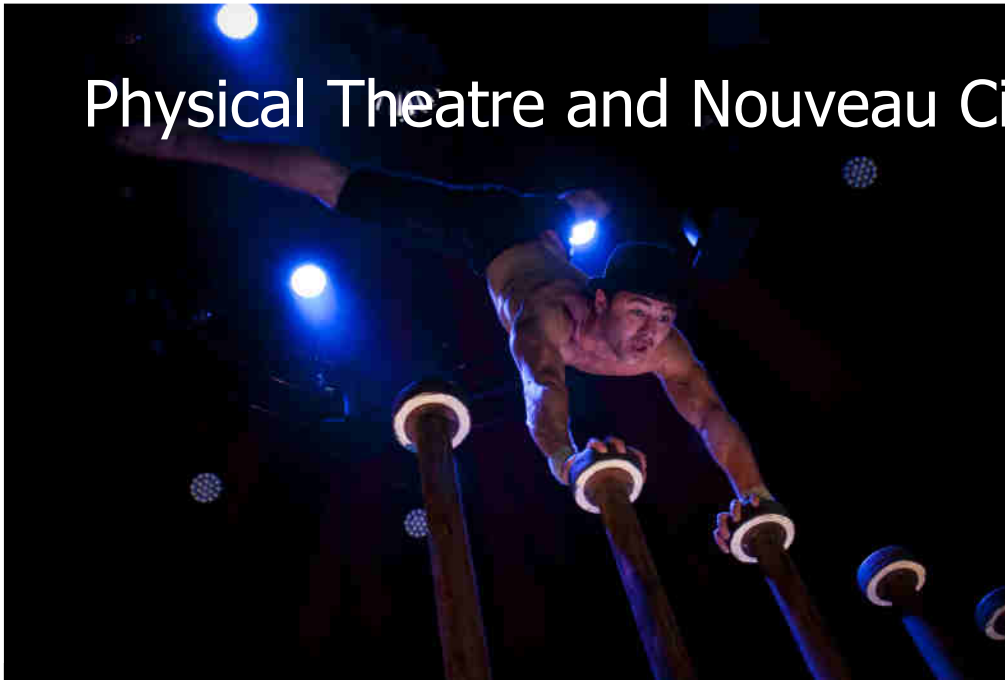
„Market of Ideas“

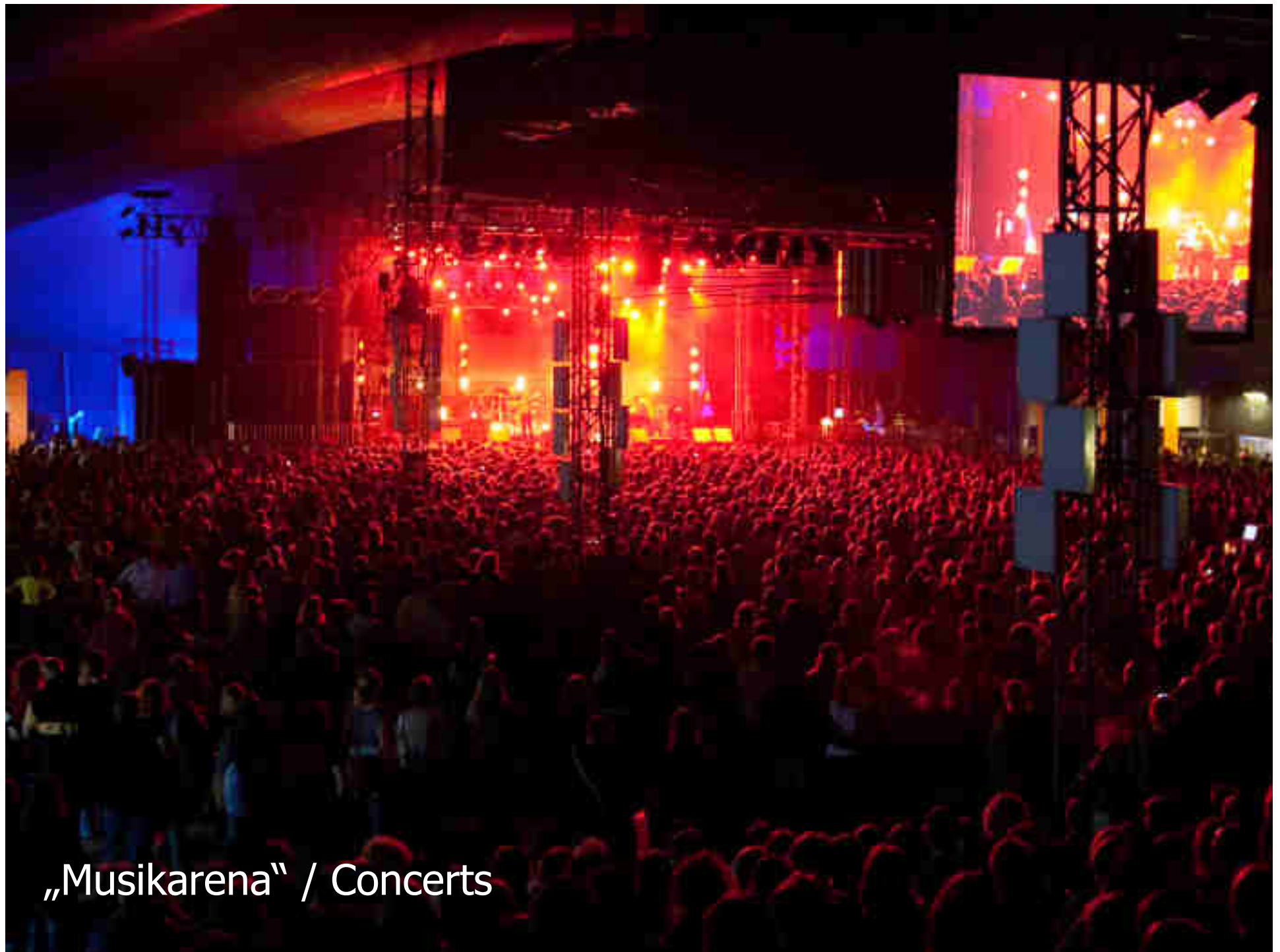




Focus of our Cultural Programme

Physical Theatre and Nouveau Cirque





„Musikarena“ / Concerts



International and national stars... as well as German and Bavarian musicians being connected with the Tollwood Festival since the early days.



From Bob Dylan to ZZ Top, Deep Purple to ZAZ, George Benson to Silbermond, Sarah Connor to Die Fantastischen Vier, Haindling to Schmidbauer & Kälberer, Konstantin Wecker and many more...



Culture for everyone...

70% of our cultural programme is free of entry

... large Open Air Productions



As the world tipped



Culture for everyone...

70% of our cultural programme is free of entry

... large Open Air Productions

... visual arts



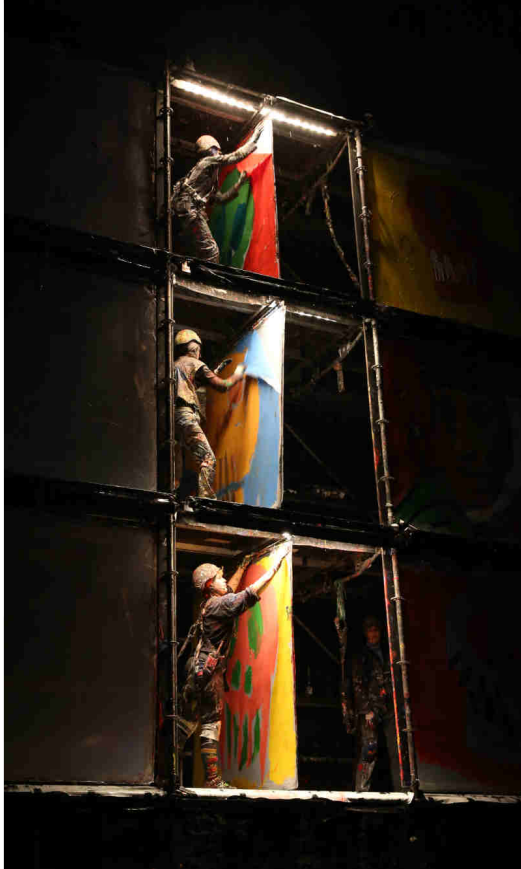


Culture for everyone...

70% of our cultural programme is free of entry

- ... large Open Air Productions
- ... visual arts
- ... Walk Acts, Street Theatre, Performances





Culture for everyone...

70% of our cultural programme is free of entry

- ... large Open Air Productions
- ... visual arts
- ... Walk Acts, Street Theatre, Performances
- ... and, of course: The „Weltsalon“



Weltsalon

Ecological and social issues on stage



The world on stage – political, fascinating, entertaining.

A Meeting place and call to rethink; about 100.000 visitors

Not helplessness but encouragement to get active

Creating
discourse!



Round table discussions



Lectures

PLANET ERDE

Geschichten aus dem All

Nils Sparwasser

Samstag, 30.11.2013

19:30 Uhr



Charity Concerts



Performances



Political Cabaret



Siggi Zimmerschied

Exhibitions

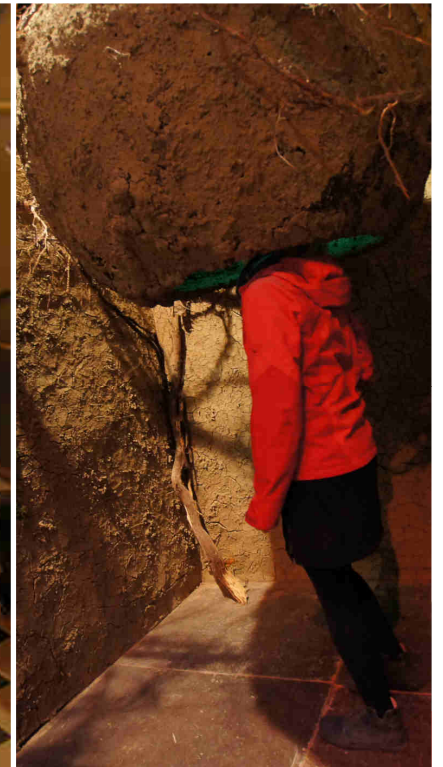
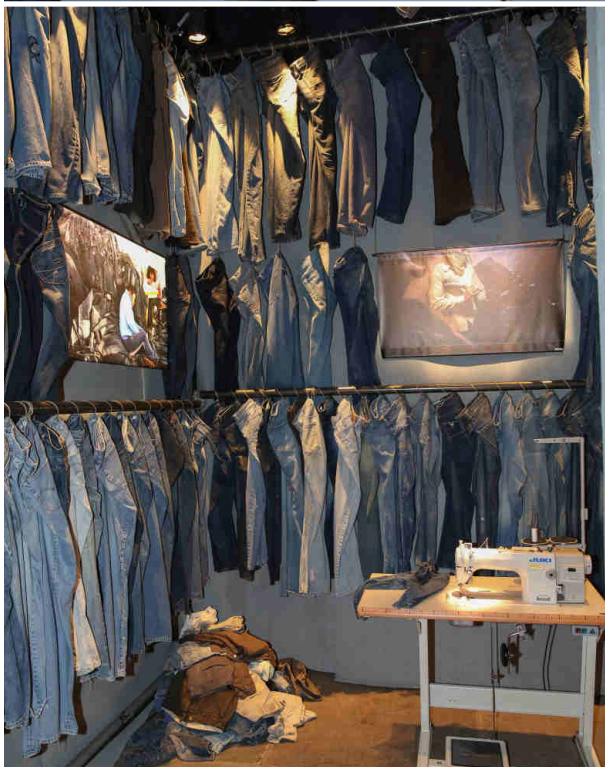
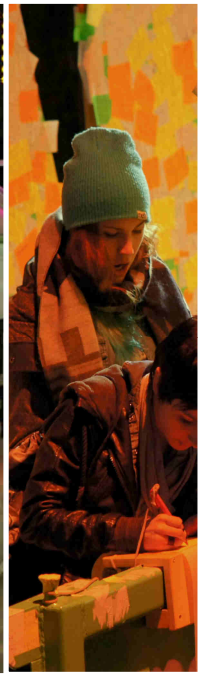


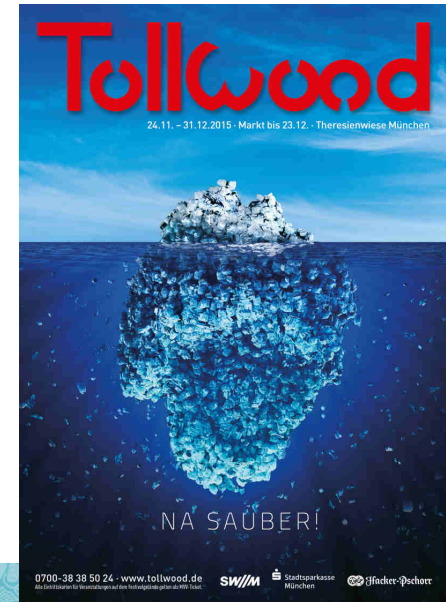
Interactive Installations



„BEVOR ICH STERBE, MÖCHTE ICH...“

Meine TRÄUME
wahr werden lassen
Reisen
Lachen
Liebe Liebe
1 Million Marktes
das Leben in all
Seiner Facetten
nicht haben
Lachmas
das Himmel auf
Erden erleben



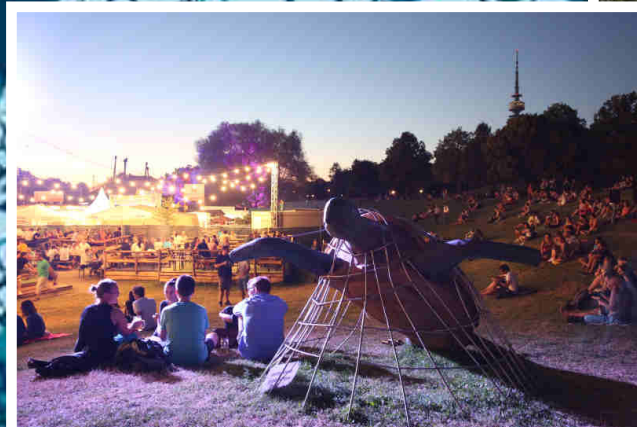


Every Festival has a motto

Tollwood



DEIN BLAUES WUNDER

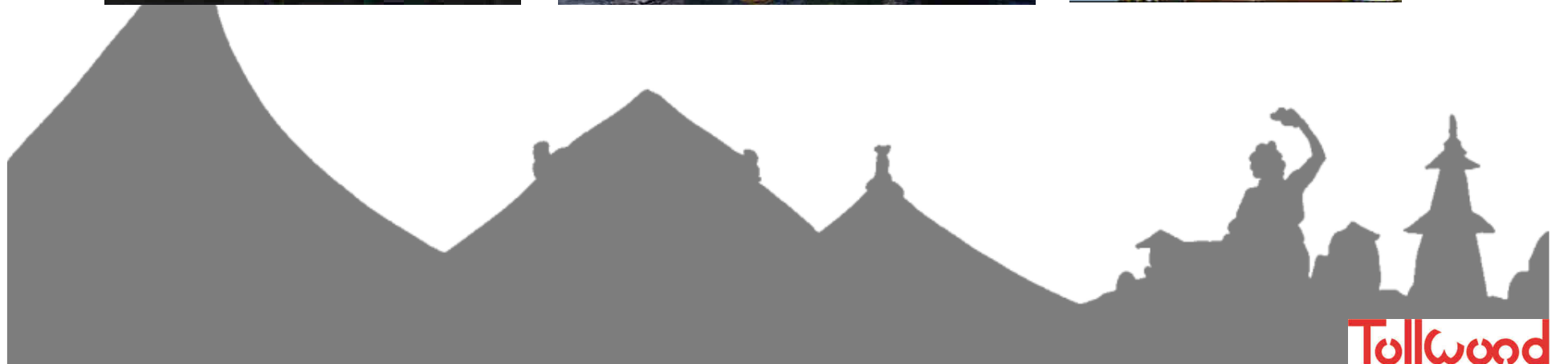


A photograph of a man from the chest up, holding a large, vibrant red balloon. The balloon is the central focus, filling most of the frame. The man is looking to the right. The background is a dark, solid color. The quote is centered over the balloon.

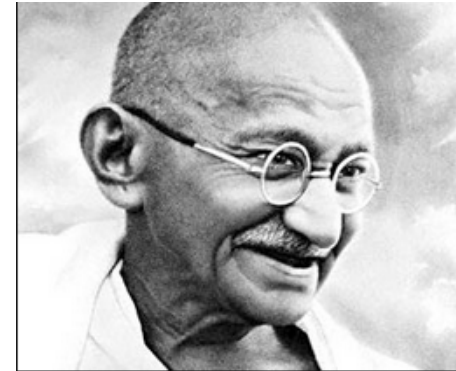
Be the change
you wish to see in the world.

Mahatma Gandhi

Environmental role model???



Agent of social change???



Making the „universe of change“ much smaller...



Climate protection:

Green energy, reduction goals,
green technology, mobility concept,
CO₂ compensation,

100% Green energy
75% arrive climate-friendly

„Weltsalon“

A call to rethink: panel discussions,
installations, exhibitions, charity concerts...

100.000 visitors

Social engagement:

Free NGO stalls, free
theater/music-hall
tickets for refugees +
deprived people,
charity events,
donations

Campaigns beyond festival borders:

Organic Food for Kids, „As Nature
Made Them“

Waste Management:

no single use tableware, recycling
yard, waste separation visitor's
area, no plastic bags

**50% of total waste
recycled**

Green Catering:

eco-certified since 2003, fair
trade, raising amount of
vegetarian/vegan food, food-
saving concept

100% organic

Fair trade:

Compulsory goals for Food and
Non-food products

80% proofs

Green Procurement Policy...

RC paper, own products, water
saving measures

100 small steps

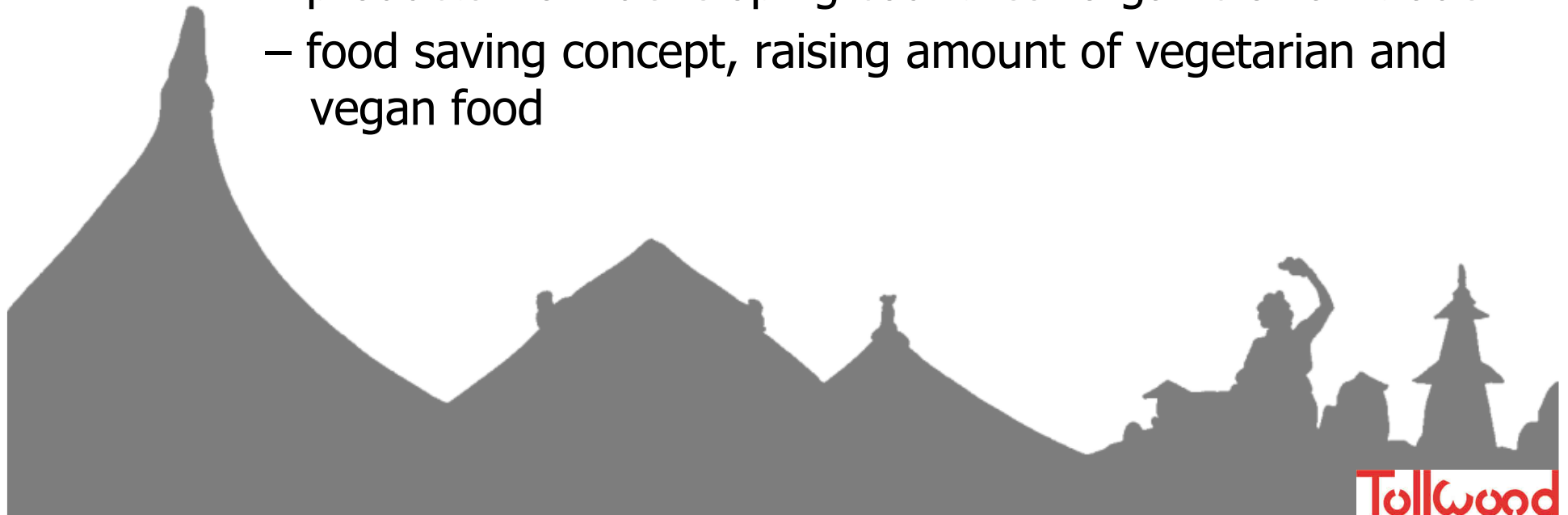
= 850 t CO₂ / year

For example: Green Catering at Tollwood



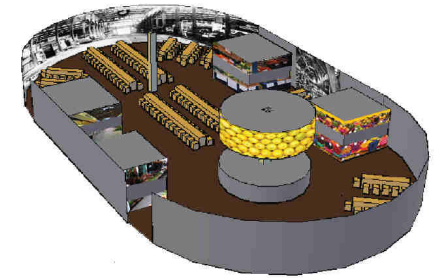
For example: Green Catering at Tollwood

- 50 Food Caterers offering international specialties
- 1.3 million meals per year
- Eco-certified since 2003, first major event in Germany
- Status today:
 - 100% organic food
 - products from developing countries: organic & fair trade
 - food saving concept, raising amount of vegetarian and vegan food



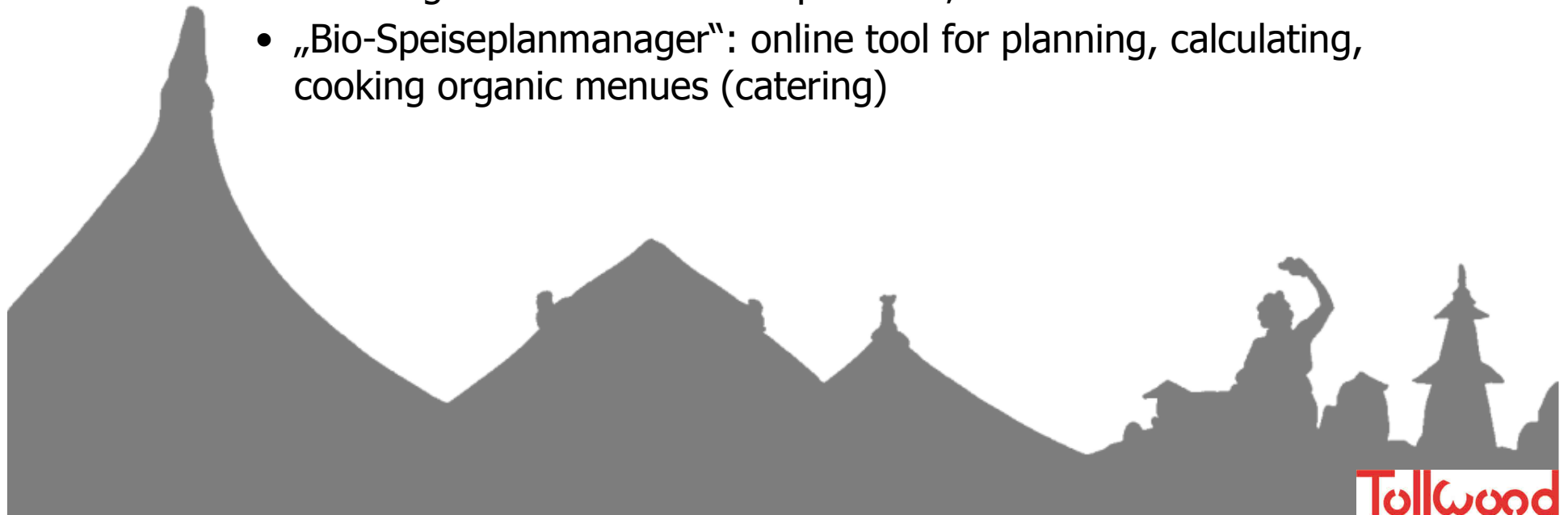
„EssZimmer“

100 % vegetarian / vegan catering tent



Help change others...

- Change Partners: Hacker Pschorr's organic festival beer, caterers going organic
- Change local legislative:
 - Ban on single-use tableware, also for Oktoberfest & Co
 - „Bio für Kinder“ (Organic Food for Kids):
 - 50% organic food in municipal kindergardens/schools,
 - 90% organic meat and meat products;
 - „Bio-Speiseplanmanager“: online tool for planning, calculating, cooking organic menus (catering)



Outside the festival's borders...

Example: Campaign „Artgerechtes München“ (As Nature Made Them)

- Started in 2015
- Goal: Ban on products stemming from industrial farming in municipal child care units, canteens, receptions, institutions and public events





aktionsbündnis ARTGERECHTES MÜNCHEN

Tollwood

Berufsgenossenschaft etc

DR BAYERN 2

Leben.
Eben!

Alles, was
Menschen bewegt.

Notizbuch

Montag im Fr...
19.03. Uhr auf...

aktionsbündnis ARTGERECHTES MÜNCHEN

Tollwood



aktionsbündnis ARTGERECHTES MÜNCHEN

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aktionsbündnis ARTGERECHTES MÜNCHEN

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Did we change anything?

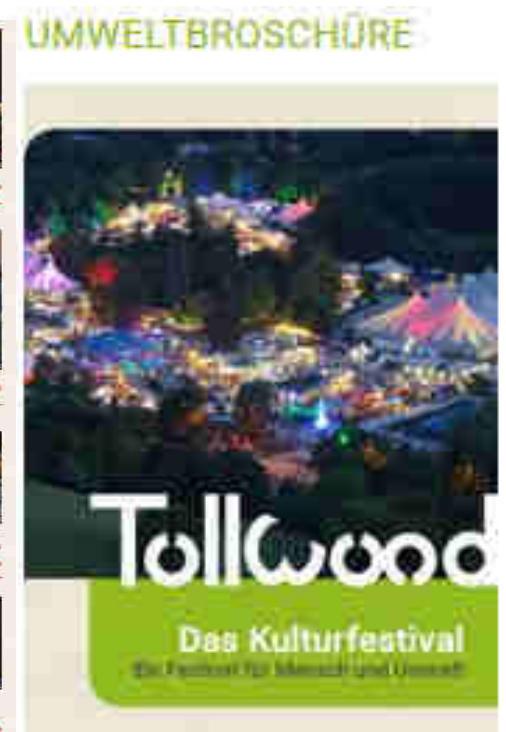
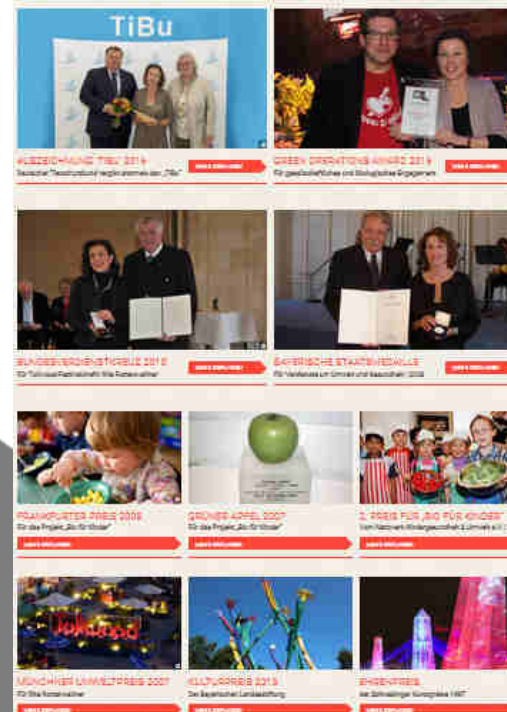
- What we achieved so far:
 - Receptions: 100% organic meat / meat products
 - kindergardens: 90 % organic meat / meat products
 - Schools, canteens, institutions: pilot runs (30%)
- What we are still fighting for:
 - Pilot runs at public events: Christmas markets, Auer Dulten... and



Share and inspire

Share what we believe in and proofed that it's possible

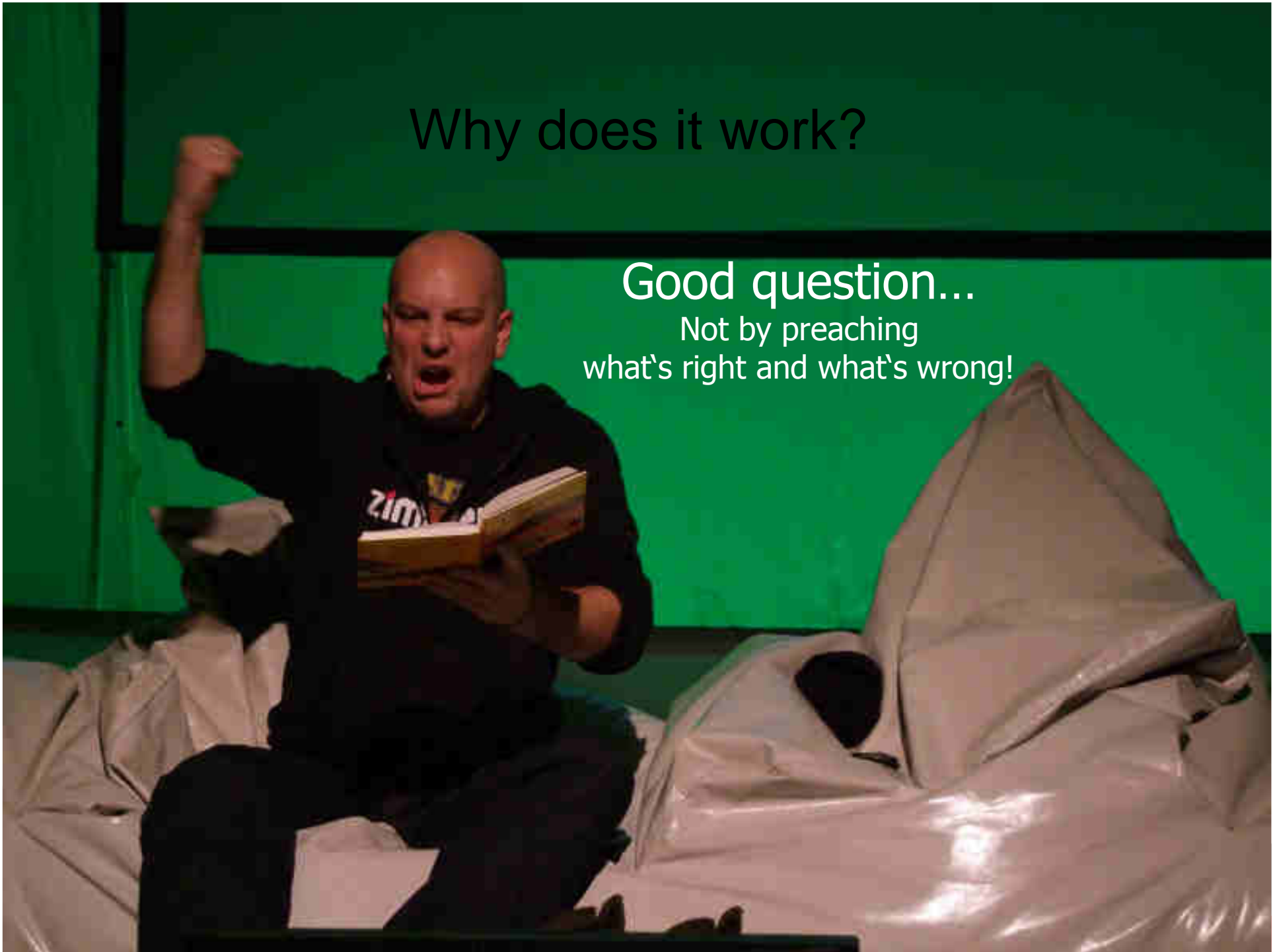
- ... coaching other festivals
- ... participating in conferences and think tanks
- ... sharing experiences and lessons learned in conferences
- ... hosting excursions
- ... doing media work



Why does it work?

Good question...

Not by preaching
what's right and what's wrong!



Why does it work?

- We „demand by example“: What we ask for is what we „live“ and proofed works
- We have a clear vision
- We are trying to reach people's hearts and minds, carrying the festival spirit to the outside world
- We built strong relationships within the city's society
- We're independent and we don't profit from what we do
- We are persistent and we have a strong agent of change on board...



Thank you for your attention!

Tollwood Festival
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