

Good practices in Hungary

27/2020

Title: Sziget Festival - Green Sziget
Owner: Sziget Fesztival (Island Festival)
Contact: <https://www.euronews.com/living/2019/03/29/green-festival-partying-consciously-at-sziget-festival> ; <https://xpatloop.com/channels/2019/08/sziget-festival-launch-green-sziget-sustainability-programme.html>

Good practice for: Promoting new ideas, facilitating behavioural change, direct involvement of citizens, recycling campaigns

Description: Sziget Festival is one of the biggest summer events of Budapest, attracting hundreds of thousands of people from all around the World with different background and age. It is a colourful music festival, which won several awards. But it never was only an opportunity for entertainment and to have fun and leisure, Sziget Festival has always been open to promote cultural differences, solidarity, civil engagement and green values. Since 2003, Sziget Festival started to work to be more sustainable and not only established an environmentally friendly waste management system but also began to develop a wider range of green activities, directly involving visitors of the Festival. They established Green Sziget, an island in the island which is committed to promote green values with offering a great variety of activities for visitors.

The management also realised that the biggest negative effect of the festival is waste, so they started to focus reducing and recycling waste. Through the years, they focused mostly on recycling, but in 2018 a huge step been made towards to actually reducing the waste produced during the Festival. They don't allow plastic bags to be sold at the festival and the food vendors cannot provide plastic plates or cutlery (it must be made of biodegradable material). Last year they launched a new campaign to reduce the number of straws and managed to cut use by 50%. They also focus on protecting the ground and soil of the festival by covering 10,000sq. meters with special materials and re-cultivate the soil after the festival. They are also constantly experimenting and implementing water saving techniques such as vacuum toilets which can save 85% of water use (i.e. 1.5 liters of water per flush instead of 10 liters). In 2018 they run a "guerrilla" awareness campaign and found that through some light communication measures they were able to encourage visitors to use the shower facilities of the Festival more efficiently.

For those visitors who like to camp at festivals they established a section called EcoCamp, a specialized campsite that uses solar power and a slow food bar that encourages people to live a slow and sustainable life.

It is known that Festivals have a huge impact on youth, so that there is a great opportunity to offer innovative ideas for visitors and help them to experience new, mind opening things/solutions and generally increase environmental awareness.