

**2nd GO Group Workshop
on festival and event sustainability
Sziget Festival office
Budapest, 23-24 April 2012**

Program:

Day 1, 23 April 2012

Chairs: **Teresa Moore**, Bucks University, UK | **Lucile Barras**, Green Music Initiative, DE
Holger Jan Schmidt, GreenEvents Europe Conference, DE & Yourope

- 11:00 – 12:00 **Welcome & First round up**, introduction, collection of topics of interest etc.
- 12:00 – 13:00 **“Great examples & good practise”** by Holger Schmidt
- 13:00 – 14:00 *Lunch snack*
- 14:00 – 14:30 case study: **Sziget Festival** by Fruzsina Szép
- 14:30 – 15:00 Green'N'Clean Festival of the year: **Melt! Festival** by Lucile Barras
- 15:00 – 16:00 **communication & case study: RhEINKULTUR “GreenRocks”** by Holger Jan Schmidt
- 16:00 – 16:15 *Coffee Break*
- 16:15 – 17:00 case study: **Roskilde “Green Footsteps”** by Marie A. Rogvi
- 17:00 – 18:00 **Green international standards (ISO 20121 et al.)** by Lucile Barras
- 20:00 GO Group networking dinner (on own expense)

Day 2, 24 April 2012

Chairs: **Teresa Moore**, Bucks University, UK | **Lucile Barras**, Green Music Initiative, DE
Holger Jan Schmidt, GreenEvents Europe Conference, DE & Yourope

- 09:00 – 10:00 **Green catering solutions** by Lucile Barras
- 10:00 – 10:30 case study: **Exit Festival** by Vladimir Vodalov (Exit, SER)
- 10:30 – 10:45 *Coffee Break*
- 10:45 – 12:00 **Economic impact of major events** by Teresa Moore with Fruzsina Szép (Sziget, HUN) and Vladimir Vodalov (Exit, SER)
- 12:00 – 13:00 *Lunch snack*
- 13:00 – 14:30 **Group Workshop - best and worst practise exchange**
- 14:30 – 15:00 **GO Group wrap up**

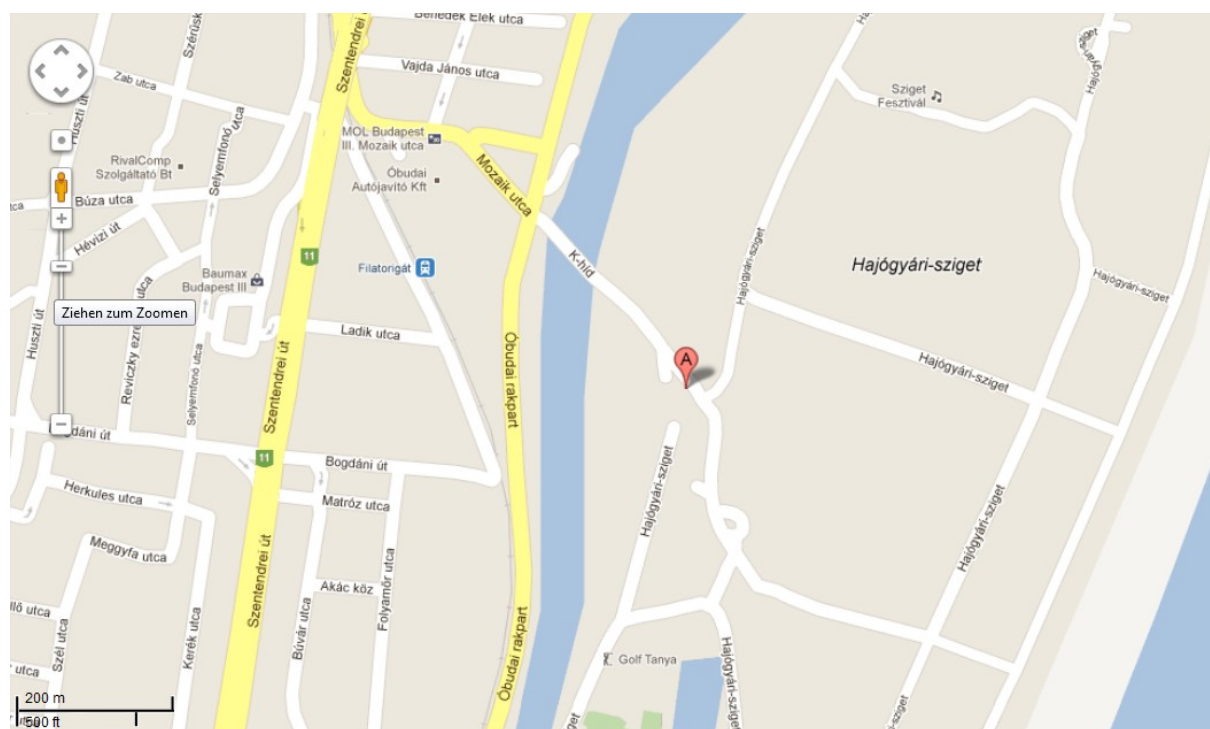
Please find short info regarding the speakers on the last pages of this document.

Practical information

Kindly co-hosted by: Sziget Festival (Thank you very much!)

Date: From: Mon 23 April 2012, 11:00
To: Tue 24 April 2012, 16:00

Venue: Sziget Festival Office
1033 Budapest, Óbudai-sziget, Május 9 Park
next train/metro station: Filatorigát
(Then walk to Óbudai island over K-híd/K-Bridge)



Fee: EUR 200 (+VAT). Fee includes lunch on both days.
Yourope members get EUR 50 discount for 1 participant.

Register here: Bucks University online store <http://goo.gl/hQPQ8>

Bus transfer Mon april 23, 10.00h – Hotel Mercure Korona → Sziget Office
Mon april 23, 18.15h – Sziget Office → Hotel Mercure Korona
Tue april 24, 08.15h – Hotel Mercure Korona → Sziget Office
Tue april 24, 16.00h – Sziget Office → Hotel Mercure Korona → Airport

Hotel: There is an offer for the Mercure Hotel Korona/Budapest valid for 20 to 25 April
single: 68€ (incl VAT, breakfast, WiFi),
double/twin: 78€ (incl VAT, breakfast, WiFi)

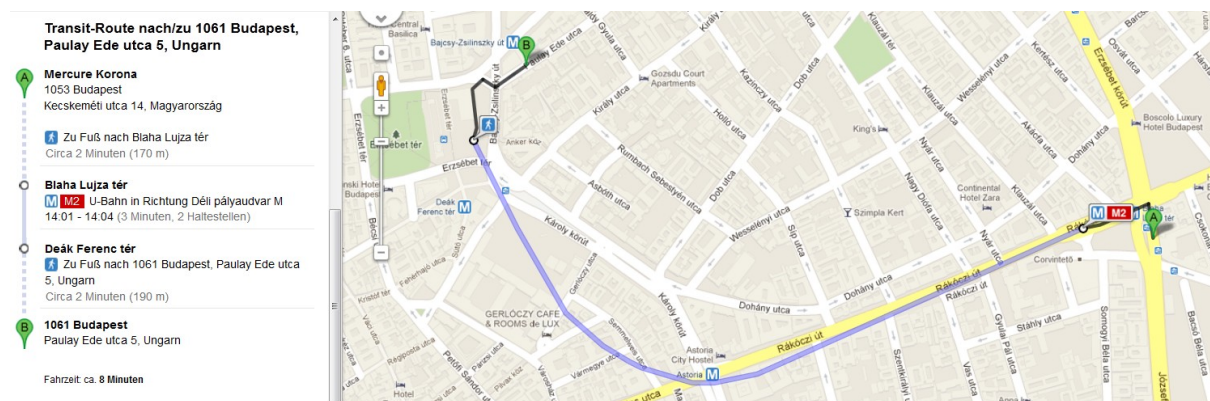
Book here pls.:

HBL Travel, Elica Winchester (code: "GO Group Sziget")

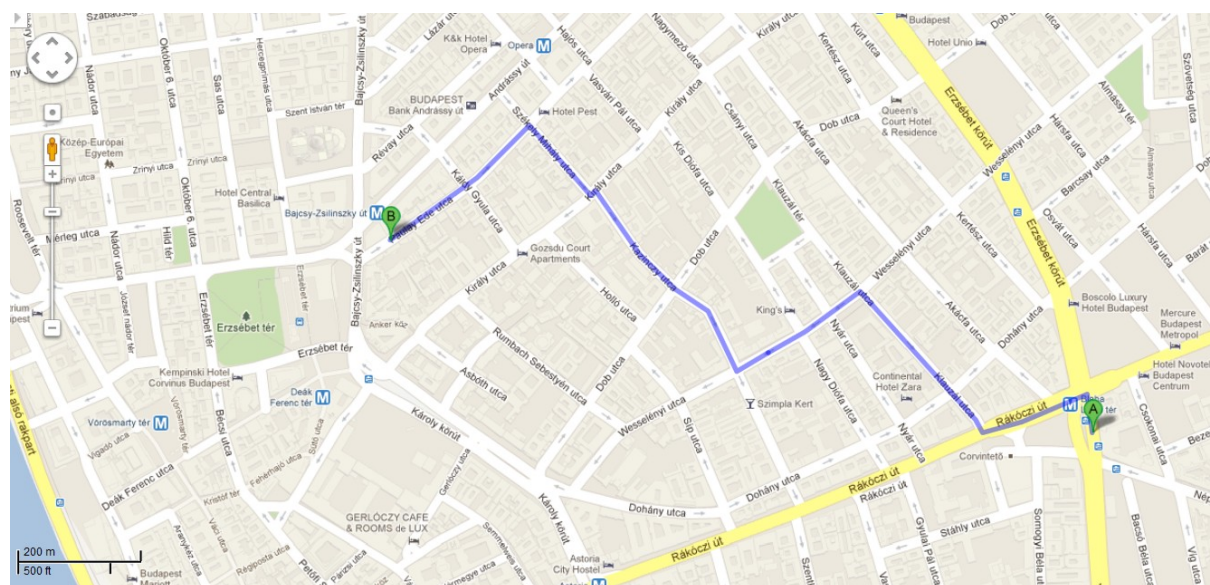
Tel: +36-1-299-0686 | E-mail: elica.winchester@hbl.t-online.hu

Dinner: there will be a networking dinner on 23 April at Restaurant "Vakvarjú"
5 Paulay Ede Str, Budapest, VI district | <http://pest.vakvarju.com>
(this will be covered by Yourope – the European Festival Association – thanks a lot!)

Hotel to restaurant by public transport (8 min)



Hotel to restaurant by foot (20 min)



Participants list

subject to change

sirname	first name	affiliation	origin
Barras	Lucile	Green Music Initiative	CH
Bilabel	Jacob	Green Music Initiative	DE
Cucheval	Christophe	Paleo Festival	CH
Fleiter	Sebastian	Electric Hotel	DE
Forchhammer	Julie	Øya Festival	NOR
Gerendai	Károly	Sziget	HUN
Hennig-Schmidt	Heike	GreenEvents Europe	DE
Hiller	Adrienn	Sziget	HUN
Huber	Christof	Yourope / OASG	CH
Hulshof	Martijn	Glevmo	DE
Klump	Marcus	Indyact	A
Lund	Ulla	Skanderborg	DK
Martin	Carl	Carl Martin	UK
Maughan	Christopher	De Montfort University	UK
Miazek	Piotr	Woodstock	POL
Milivojev	Ivan	Yourope / Exit	SER
Møller	Ingrid Kleiva	Øya Festival	NOR
Moore	Teresa	Bucks New University	UK
Munker	Mathilde	Skanderborg	DK
Pike	Paul	Intelligent Venues	UK
Riel	Ruth	NXP	A
Rogvi	Marie A.	Roskilde Festival	DK
Schmidt	Holger Jan	GreenEvents Europe	DE
Schüler	Rainer	ESPRIT arena	DE
Stolarek	Bartek	Woodstock	POL
Sundin	Charlotta	Popaganda/Way Out West	SWE
Szep	Fruszina	Sziget	HUN
Tanner	Michaela	OASG	CH
Thorup	Jakob	Skanderborg	DK
Vodalov	Vladimir	Exit Festival	SER

About GO Group

GO stands for **Green Operations**. GO Group is an independent, pan European and cross industry think-tank to inspire people in the music festival and events industry to run their operations greener and smarter.

GO Group will:

- 1) Identify international best practices in sustainable innovations for the music festival and event industry
- 2) Build a Sustainability Training Curriculum for festival and event promoters in collaboration with Bucks University
- 3) Aggregate, communicate and share the collective knowledge with interested stakeholders from all over Europe
- 4) Establish working relationships between different industry groups to enable practical and spontaneous exchange of personal experiences

GO Group was initiated at the 1st International GreenEvents Conference in Bonn on 3/4 November 2010 by Bucks University, GreenEvents Conference, Green Music Initiative (GMI) and Yourope. It was founded after two preparatory meetings in February and March 2011.



GO Group @ 1st international workshop in may 2011
35 participants at ID&T Headquarters and Amsterdam Arena

GO Group contact

Holger Jan Schmidt

@ GreenEvents Europe

tel: +49-(0)228-20 70 80 4

holger.schmidt@green-events-europe.eu

Lucile Barras

@ Green Music Initiative

tel: +49-(0)30-77 90 77 914

barras@thema1.de

Speakers:

Lucile Barras, Green Music Initiative (CH)

Lucile Barras is Project Manager at Thema1. She has organised and coordinated several multi-stakeholder events and projects for the Green Music Initiative, the Renewables-Grid-Initiative and the Product Carbon Footprint World Forum. Previously, she was scientific assistant at the Potsdam Institute for Climate Impact Research. She was part of the German EU presidency delegation at several EU and UN conferences as an Ecologic Institute advisor to the German Ministry for Environment. She organized an international conference on climate change policy for the European Climate Forum in 2007. She holds a Master of Arts in international relations from the Graduate Institute of International Studies of Geneva and another Master of Arts in environmental management from the Free University Berlin.

www.greenmusicinitiative.de



Teresa Moore, Bucks University (UK)

Teresa Moore is Head of Department for Music & Events Management at Buckinghamshire New University. She has worked closely with Live Music Industry promoters, environmental managers and organisers both here and in Europe to develop a range of networks, and conferences to share ideas, looking at industry and consumer expectations to help them to promote a more sustainable approach to the organisation and running of live music events. Teresa has been actively engaged in research having been commissioned to carry out a number of industry based research initiatives for A Greener Festival, Julie's Bicycle and Transport for London. She has also acted as consultant and advised city representatives, bidding for Cultural Capital status, from both Germany and Sweden on aspects of running a sustainable City festival. She sits on the UK mirror committee for the development of the International Standard in Sustainable Events Management ISO 20121 and is a founder member of a United Nations Environmental initiative to promote sustainability in the international music industry. She is Research Manager for and sits on the management board of the International Centre for Crowd Management and Security Studies and is a member of Senate at the University. Teresa is also a director of Music label MC9 Music Ltd.

www.bucks.ac.uk



Marie Rogvi, Roskilde Festival (DK)

Marie á Rogvi is a project manager at the Roskilde Festival in the Development Department. She works primarily on projects concerning the humanitarian work, the climate and environmental work as well as general assistance to the management. She is the former campaign manager at Roskilde Festival's climate campaign Green Footsteps. Roskilde Festival is the biggest festival in the Northern Europe with approx. 100,000 visitors a day, 8 days of camping and 170 bands. Roskilde Festival is a nonprofit association - created by several thousands of volunteers and 35 employees.

www.roskilde-festival.dk



Holger Jan Schmidt, Green Events Europe, RhEINKULTUR (D) is co-owner of the promoting agency of GreenEvents Europe Conference, Bonn Promotion Dept.. Schmidt had a career of more than twenty years with Germany's biggest admission-free festival RhEINKULTUR being in leading position since 1998. Together with his colleagues he invented the 'Green Rocks'-program that covered all sustainability and environmental issues of the festival, which was one of the greenest in Europe. Schmidt focuses on several major event sustainability related projects with a focus on environmental friendliness and communication. Schmidt holds a diploma in media economics from Rheinische Fachhochschule Köln: He is board member of the Sounds for Nature foundation, co-initiator of GO Group (Green Operations Europe) and anchorman for green issues of Yourope. www.green-events-europe.eu



Fruzsina Szép, Sziget Festival (HUN) Fruzsina Szép is the program director of the Sziget Festival. She has 13 years experience as an artistic and cultural manager. She started her career of being the manager of live events and of several Hungarian groups, but mainly of the Muzsikás Ensemble and Márta Sebestyén. She was the music curator in several Hungarian Cultural Seasons representing the country abroad. She established several national and international cultural projects such as the Hungarian Music Export Office, the Roots&Routes Talent Development program in Hungary, the RegiON live! CEE Showcase Club Festival and the RegiON Music Conference which was focused on to bring together Hungarian and European music acts and music professionals. She worked in Brussels as the director of the Hungarian Cultural Institute. Fruzsina grew up in Germany, lived in Australia, Canada and Guatemala. Her main goal is to help to build up a well structured link between the Eastern and the Western European Cultural Market and to exchange a high level of know-how and best practice between cultural and artistic workers. www.sziget.hu



Vladimir Vodalov, Exit Festival (Ser) Vladimir Vodalov is Executive Manager of AAA Production d.o.o., an event, booking and promotion company from Novi Sad. AAA Production is the production company in charge of Exit Festival program and production. He also is member of the Exit programme production team and assistant to the programme production manager since 2005, responsible for legal aspects, budget and artists contracts in the booking department. Before he managed Exit's press center. Vladimir studied English at "Radnički" University, worked for "Amiga Style" and "Playjoy" magazines, was co-founder of Student's Union of University of Natural Science in Novi Sad and its secretary. He was involved in "Wired - Unlimited Cultural Exchange Network" and organized two Reflex seminars in Novi Sad. He dealt talent exchange projects between Balkans and Scandinavia and co-realized the „Eco Bus Tour“ to support the World Summit on Sustainable Development in Johannesburg, South Africa. www.exitfest.org

