

Festival Camping greener and cleaner

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Hurricane
Southside
M'era Luna
Highfield
Chiemsee Rocks
Chiemsee Reggae Summer
Hamburger Kultursommer
Elbjazz
Rolling Stone Weekender



Indian Summer
Best Kept Secret



Northside



Hultsfred
Bråvalla
Getaway Rock



Greenfield

400.000 visitors
300 ha camping ground
3.000 t garbage



Problem

massive waste on camping grounds caused by:

- ❖ long distances to next garbage bin
- ❖ Rock'n'Roll feeling
- ❖ It doesn't help to clean up if neighbours don't join it
- ❖ logistic problem (car is far away)



Part Solutions

- ✿ cans, bottles, cups
- ✿ unused grocery after the festival
- ✿ garbage on camping site

- deposit activity Viva con Agua
- “Tafel project”
- garbage deposit





- ✿ Grüner Wohnen
“green camping”



- ✿ Projekt 24/5 – Recycling



„Grüner Wohnen“ is:

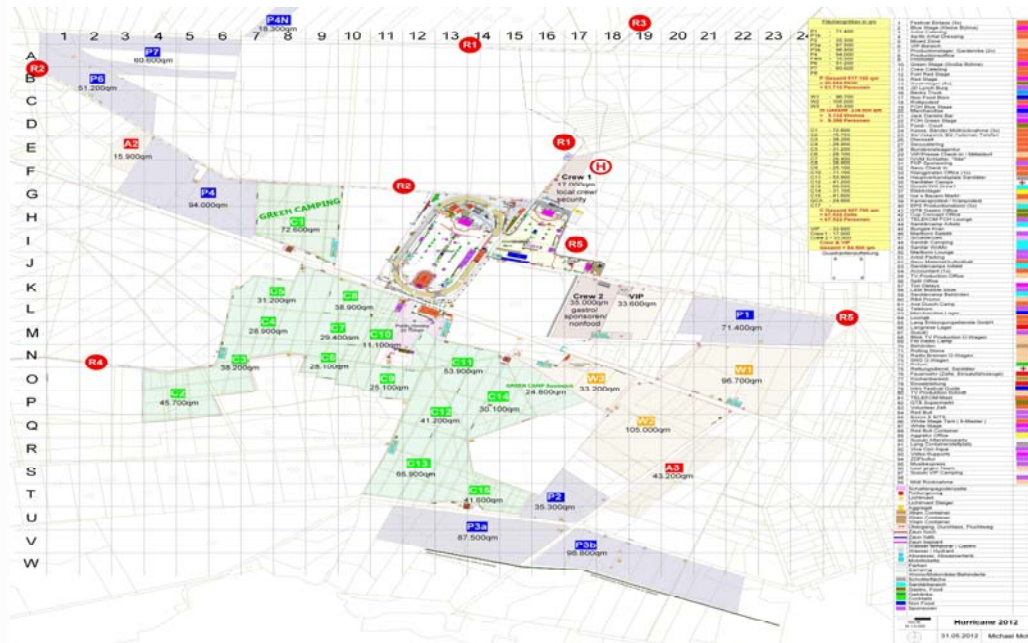
-  a separated camping area for visitors interested in a cleaner, greener and more quite camping atmosphere on the festival.
-  Self administrated by the participants.
-  Free of charge.
-  Visitors can register for the “Grüner Wohnen” by downloading a form from the festival website in advance.



This project was successfully introduced at Chiemsee Reggae Summer in 2010 and adapted to all German FKP Festivals in 2011 and 2012

Configuration of „Grüner Wohnen“ Areas

- best position (nearest camping ground to festival site or surrounded by woods...)
- more garbage bins on the camping ground
- separation from other campings
- entrances with wrist band control
- When ever possible separate sanitary stations



Development

Numbers of participants in 2011 2012

Hurricane (cap 70')	12,10 %	13,62 %
Southside (cap 55')	09,16 %	10,30 %
Hultsfred (cap 20')	09,50 %	12,30 %
Highfield (cap 25')	12,48 %	13,01 %
Area 4 (cap 25')	10,60 %	12,05 %
Chiemsee Reggae Summer (cap30')	09,98 %	10,51 %



Positive Feedback



- ✿ "Grüner Wohnen" community enjoyed their area
- ✿ statement security: "easy handling of visitors in this area"

Numbers and facts from disposal company:

- ✿ "Grüner Wohnen" community produces less than 1,5% from the waste appearance of the whole festival.
- ✿ no machine for deep cleaning at "Grüner Wohnen" was needed
- ✿ only half of the effort for cleaning this area was needed
- ✿ But: no applicable reduction of the per head waste rate in regards to the last years!!!



Negative Feedback

Participants

- 🌿 don't like being fenced in
- 🌿 friends without a "Grüner Wohnen" wristband couldn't visit the site
- 🌿 a few were intimidated of their "Grüner Wohnen" wristband on Festival site

Visitors not joining the „Grüner Wohnen“

- 👉 Rock'n'Roll needs to be dirty, free and loud!
- 👉 „Grüner Wohnen“ is bourgeois!
- 👉 little Demonstration on fences in 2011



Benefit / Motivation

Promoter

- ✿ cleaner Area
- ✿ less garbage to remove / cost deduction
- ✿ cleaner camping area to be demonstrated to public authorities and neighbours (sensible areas)
- ✿ less complaint from visitors wanting the camping ground to be more quite and cleaner

Visitors

- ✿ visitors feel understood by the promoter in taking care of their wishes
- ✿ gets possibility to behave greener on a festival
- ✿ more comfort
- ✿ direct success is obvious



Project 24/5

- 460 volunteers at Hurricane Festival
- Task: making the camping ground more comfortable for visitors
- Functions:
 - Entrance
 - Decoration
 - Traffic
 - **Recycling**



Recycling



☐ Fractions



- ☐ 20 recycling islands on camping side
- ☐ Garbage collection service
- ☐ Recycling Station



Collecting fractions



- ❑ Groups of approx. 10 volunteers were collecting garbage on side separated in single fractions
- ❑ Prominent support: The Subways



Trash Mob

- 4 hours on monday morning
- collecting food, glas, cans, metal
- putting the left behind tents on big clusters



Can deposit mashine



- ❑ Developement of can deposit machines for visitors
- ❑ Volunteers collecting cans with or without deposit
- ❑ We removed 191.078 cans from camping side at the Hurricane/Southside



Feedback

- ☐ 400 Participants for the trash mob on Monday morning at Hurricane.
- ☐ 80% of the participants want to take part in the project in 2013 again.
- ☐ participants organized parties and barbecues before and after the event.
- ☐ recycling project: we separated 35 tonnnnes of garbage at Hurricane/Southside into single fractions

Thank you
for your attention

