

Case Study

Tollwood Festival of Culture
Munich, Germany

GO Group Cologne April 2016

Markus Wörl, Programming Director Theatre

Tollwood Festival





Who's Tollwood?

- Festival of Culture
- founded in 1988
- located in Munich
- two festivals per year, winter/summer
- very diverse audience

Tollwood in numbers...

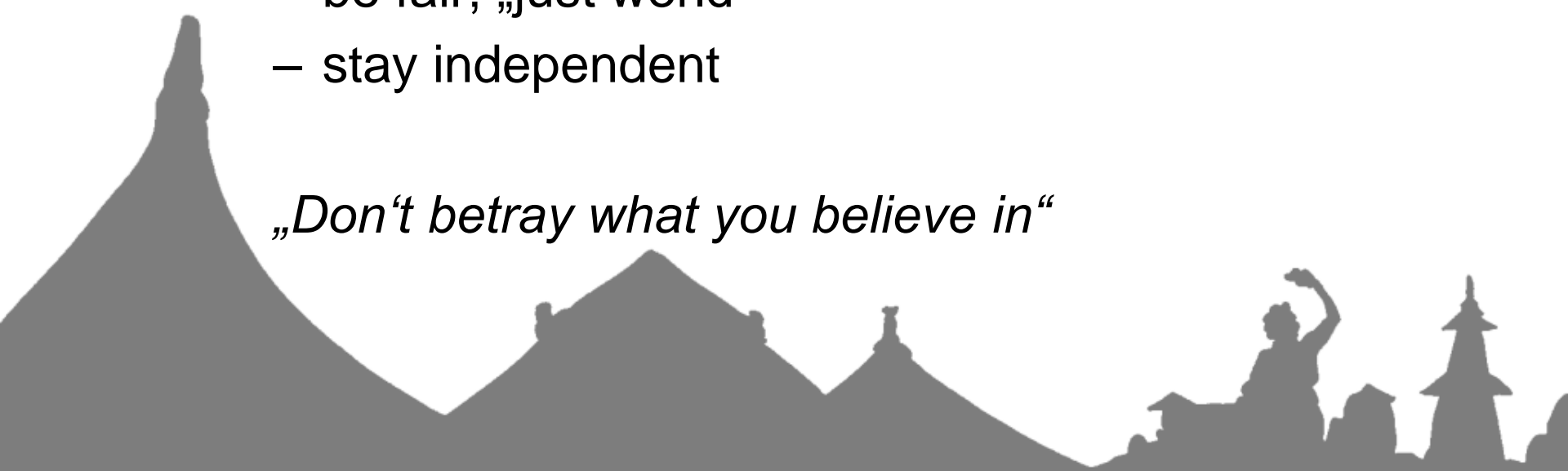
- 55 festival days each year (summer / winter)
- 1.5 million visitors
- 900 events per year
- 2.500 artists per year
- 50 food caterers serving 1.3 million dishes
- 200 non-food stalls (handicraft, textiles etc.)



Who we are – our philosophy

- „Culture for everyone“: free entry, 70% of the cultural programme is free
- bring the world together, open your mind : international, multicultural
- be sustainable / ecological
- be fair, „just world“
- stay independent

„Don't betray what you believe in“



Stay independent - Financing

- Privately run company
- No public subsidies in order to stay independent
- Two branches: for-profit branch and non-profit branch



What shapes our cultural and arts programm

- music
- theatre
- performance
- ...
- ...
- ...



Tollwood – The cultural programm



Theatre, performances and walk-acts from all over the world



Tollwood – The cultural programm



International Performances

As the world tipped



Arts and Installation Art



Weltsalon:

Ecological and societal issues on stage



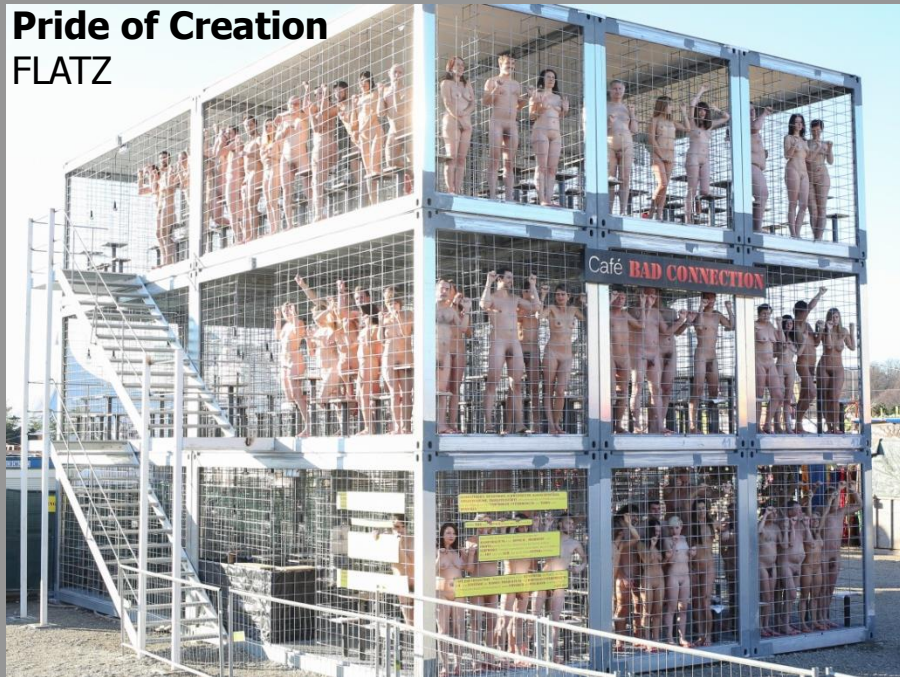
Café Bad Connection
FLATZ



Poor Pig
Gabor Miklos Szoke



Pride of Creation
FLATZ



© Bernd Wackerbauer

Wir – das Tier
HA Schult



„Market of Ideas“



Be green, be fair –
Fields of Action...



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, „Animal
friendly Munich“

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

Others...

RC paper, green procurement policy,
water saving measures

100 small steps

= 850 t CO₂ / year



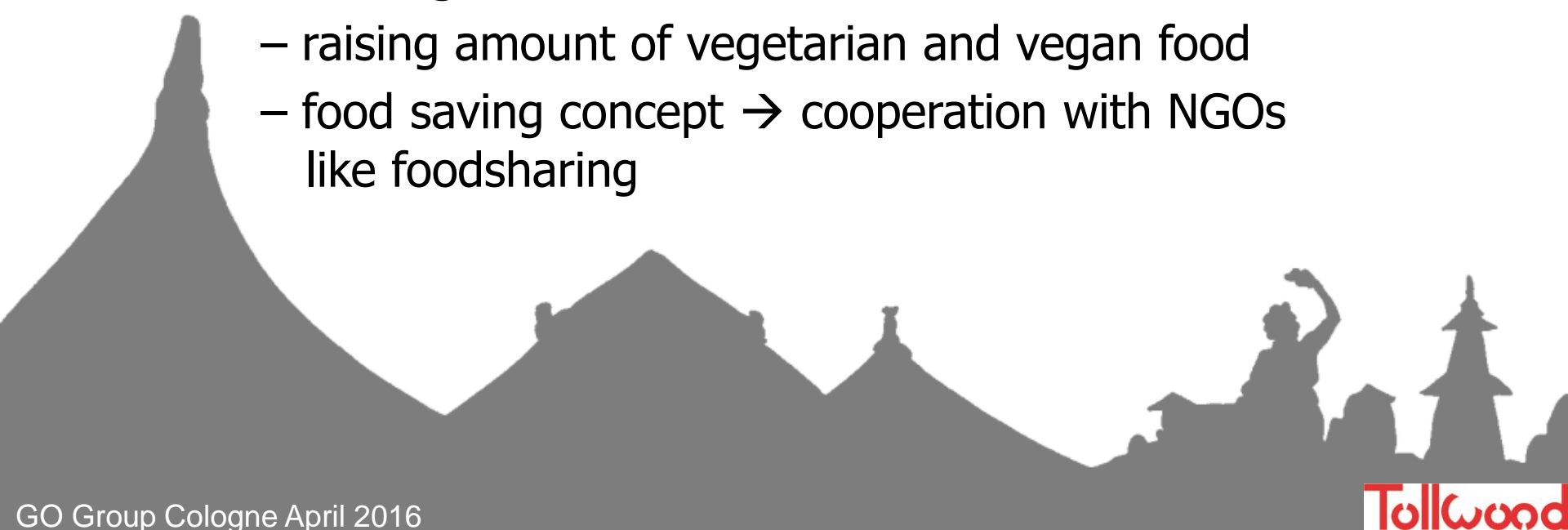
Tollwood – Environmental protection



- Since the very first festival in 1988, ecological thinking has determined the work and programming of the Tollwood Festival
- What began with the demonstration of a small solar cell has grown over the years into an **essential part of the festivals**
- At every Festival, Tollwood organizes **several activities to promote environmental protection and further ecological awareness**

Green Catering at Tollwood

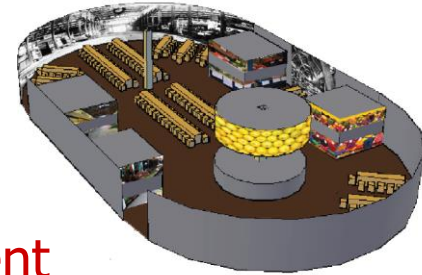
- **50 Food Caterers** offering international specialties
- **Eco-certified** since 2003, first major event in Germany
- **Status today:**
 - 100% organic food, „on our way“ re beverages
 - tea, coffee, wine, rice, tropical fruit, chocolate products are organic + fair trade
 - raising amount of vegetarian and vegan food
 - food saving concept → cooperation with NGOs like foodsharing



Be smart, be brave...

And in some cases: Don't tell anyone 😊

EssZimmer – a 100 % vegetarian / vegan catering tent



Climate Protection

- **Green Energy:** 620 t CO₂ savings/year
- **Technical Equipping:** green stage „state-of-the-art“, energy efficient stage equipment
- **Mobility concept:** successful shuttle bus system, theater tickets combined with public transport voucher → 73 % arrive climate-friendly
- **And the rest?** Transport of goods/tents, travel artists/musicians → CO₂ compensation via atmosfair

nachdenken • klimabewusst reisen



Waste management: 50% recyclable

- **Avoid:** no single-use tableware, no plastic bags allowed
- **Recycle:** fully equipped recycling yard on site, enforced rules and controls
- **Follow your audience:** successful waste separation system for visitors' waste (incl. re-sorting)



Go beyond the festivals' borders



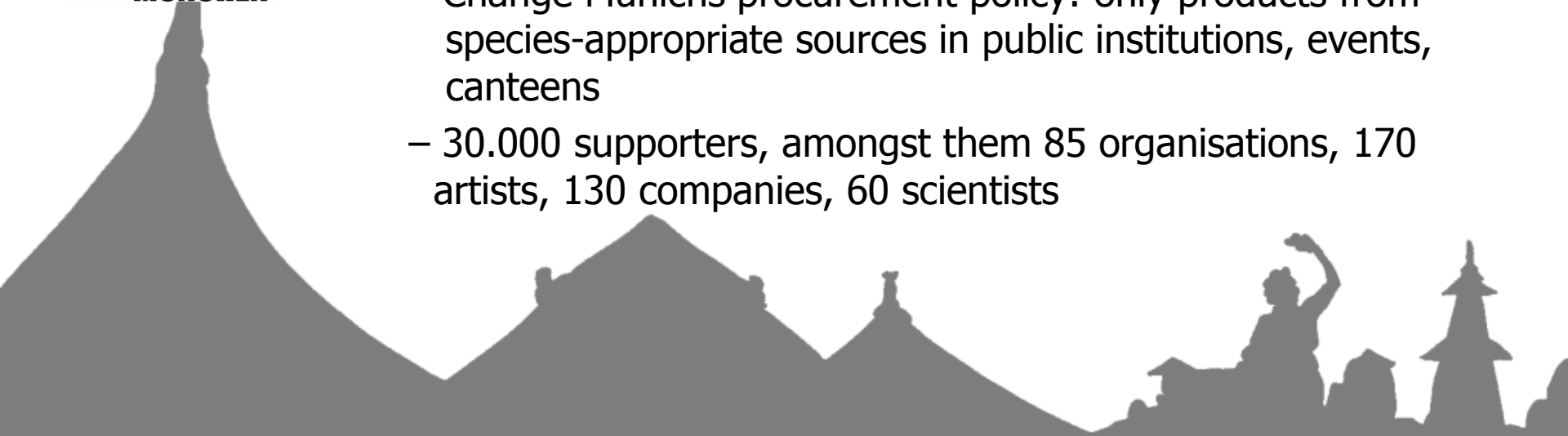
- Organic food for Kids:

- 100% organic food in Munich's public schools and kindergartens
- Pilot project from 2006-2013 with over 650.000 organic dishes served
- success in 2013: compulsory organic food target: 50% organic, and for animal products: 90%)



- Animal friendly Munich

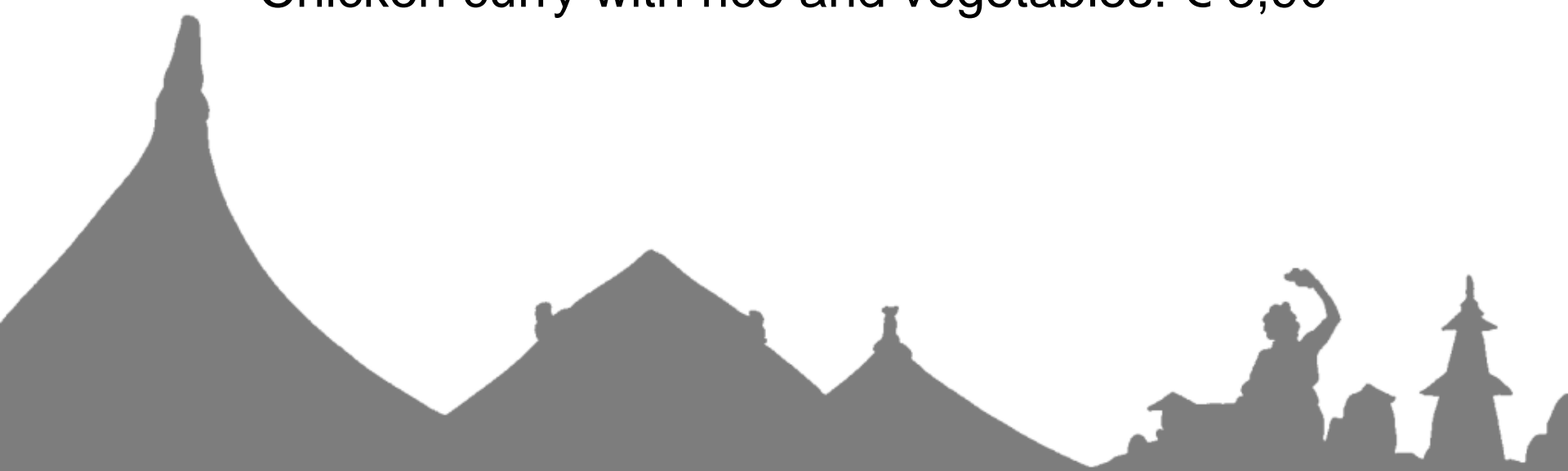
- Change Munich's procurement policy: only products from species-appropriate sources in public institutions, events, canteens
- 30.000 supporters, amongst them 85 organisations, 170 artists, 130 companies, 60 scientists



The costs: Not affordable?

Some Tollwood price examples
(100% organic)

- Sausage with bread roll: € 3,50
- French fries: € 3,00
- Chicken curry with rice and vegetables: € 8,90





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