



# Sustainability Report

2022



## Sziget - Sustainability Report

Written by Amaia de Roode Jauregi

### Intro.

Major music festivals are increasing in popularity and number and along with this shift, the concern for their impact on the environment, the economy, and society/culture also increases. The current impact seems more negative as festivals tend to have an enormous ecological footprint, are losing cultural value due to commercialization, and can cause over-consumption and increased criminality in host communities. Fortunately, however, festivals have an enormous potential to positively influence the overall sustainability of their respective regions, audiences, suppliers, and employees; music festivals are excellent opportunities for transformative learning because they are sources of powerful, soulful, and sometimes mystifying experiences.

Each year, Sziget hosts over 1,000 shows across sixty stages for 6 days straight representing over 100 nationalities within an audience of 171,000 people (number of individual visitors). The festival is held on Sziget, an Island in Budapest that is utilized as a public park throughout the year. While music is an important part of Sziget, art is also a core element with, namely, circus, theater, and dance acts showcased.

This sustainability report analyzes Sziget's social, economic, and environmental sustainability in 2022 using a selection of the United Nation's Sustainable Development Goals (SDGs) that are relevant to festivals.

### Methodology.

The data for this sustainability report has been gathered from:

- **Interviews** with Sziget employees, caterers, and the audience
- **Surveys** filled in by Sziget's stakeholders
- **Observations** during the festival

### Disclaimers.

- **2022 was an unusual year due to Covid**, which meant budget cuts and a short preparation period starting in March 2022 instead of September 2021. Several Sziget employees mentioned that the festival's 2022 primary focus was surviving.

- **The sustainability reports' preparation started in May and focuses on scope 1 due to a lack of data.** The late start meant all contracts were signed and the majority of the festival preparation was done. This led to a lack of sustainability data and cooperation. In the following years, the sustainability report should include scopes 2 and 3.

### SDG 3. Good Health and Well-Being

*This SDG applied to festivals' focus on the good health and well-being of the festival audience and employees through safety and cleanliness, hygiene, avoiding agglomerations, and mental health.*

**Sanitary infrastructure.** Sziget's sanitary infrastructure is robust and is put in place before the festival starts to assure good and safe working conditions during pre-festival production (more at pg. 5).

**Agglomerations.** To avoid agglomerations, Sziget has a traffic management plan. The entrance and exit locations have been changed to stretch the time to public transport. The stages are located

strategically and artists with divergent audiences are scheduled to perform at the same time to divide the crowd. During peak hours, the municipality doubles public transport offerings. In case it gets too

crowded, Sziget closes the entrance temporarily. There are areas around the main stage where they can accommodate people and use the screens and lights to communicate with the audience.

**Safety.** Sziget has a big control room with police, firemen, and cameras as well as a safety manager who gives suppliers two notices when breaking safety protocols before they take action.

The Budapest police arrested six people on suspicion of drug trafficking, seventeen people on suspicion of drug possession, six suspects for theft, five for disorderly conduct, and one for serious bodily harm. Criminal proceedings were initiated against them.

**Mental health.** Sziget does not have any mental health initiatives for its employees, but makes sure there is onsite accommodation for everyone, a calm work environment, and meals. At the end of the festival, they go away for a weekend and discuss their experience.

For the audience, Sziget offers the 'Everness Chill Garden' in which they host lectures, discussions, concerts, and workshops to raise awareness on environmental sustainability, intimacy, sexuality, relationships, and spirituality. They also have community spaces where people can relax and connect. It is a very popular place within the festival and people interact a lot. Programs run 24/7 and the primary challenge is over-consumption of alcohol.

#### **Points of improvement & recommendations.**

- Internal: provide contact details of a mental health professional to employees. Even better if this professional is specialized in the music industry.
- External: organize more talks about mental health, including the effects of the over-consumption of alcohol and drug use.
- External: have a drug-testing point where audience members can learn more about the impact of drugs; recommend the 'Everness Chill Garden' for patrons in need of a safe space to wind down.

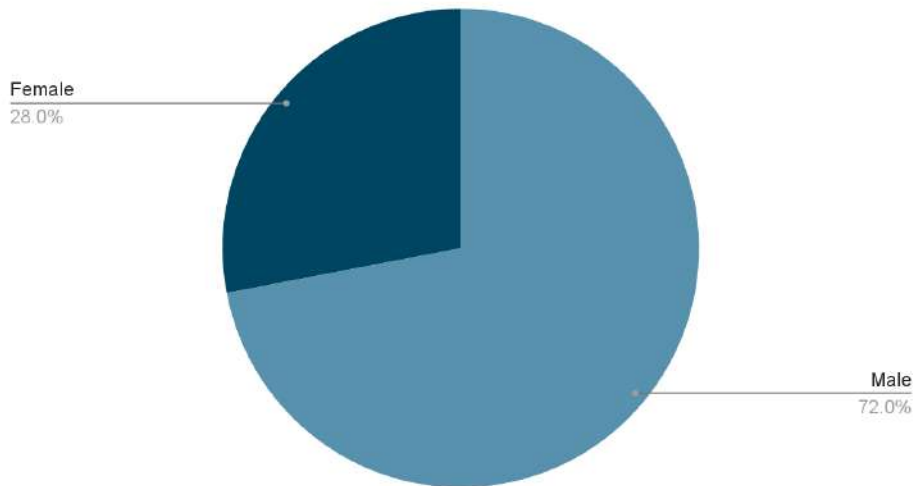
**Grade:** 9/10

### **SDG 5. Gender Equality**

*This SDG applied to festivals' focus on fighting against underrepresented gender identities/women in the cultural sector, gender equality for employees, artist line-up & audience, closing the wage gap, anti-aggression protocols, and avoiding aggressions, abuse situations, and violations.*

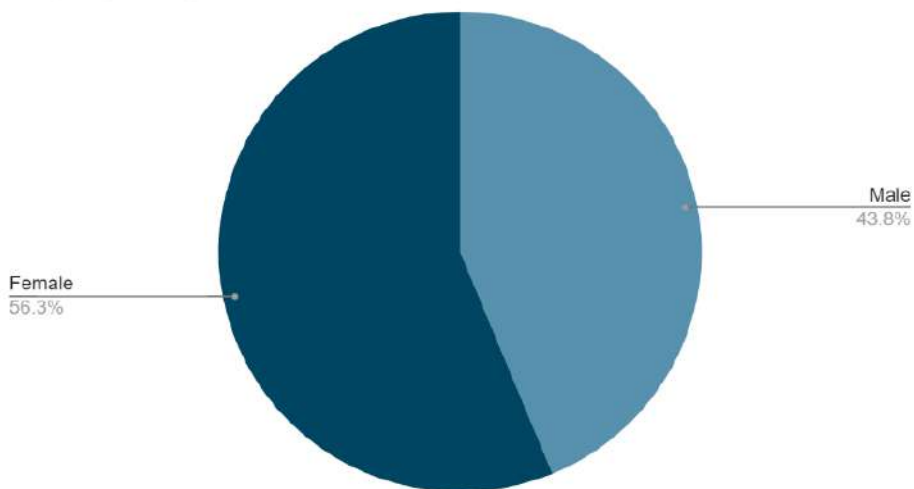
**Line-up.** In 2022, 72% of artists in the main line-up were male and 28% were female. The line-up is decided based on commercial success over (gender) equality. When it is possible, they try to move towards a more equal line-up and admit that there is room for improvement. There are no specific quotas in place nor will they implement such policies, as they believe doing so will stand in the way of the line-up's quality and commercial success. Sziget does not measure any data when it comes to the equality of the line-up.

## Line-up Sziget: gender (2022)

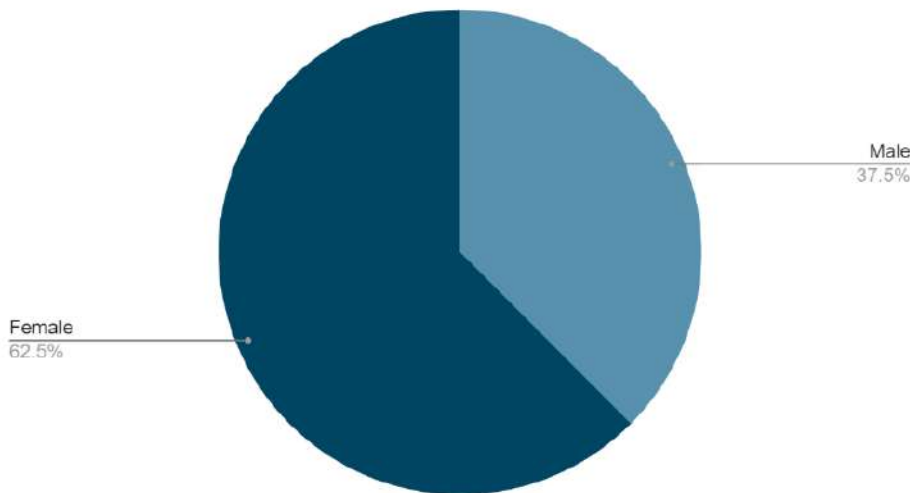


**Employees.** Overall, more women (56%) than men (44%) work at Sziget, and the same salaries are paid for the same positions. Middle management positions are filled by more women (62.5%) than men (37.5%). The senior management positions are all filled by men. There are no initiatives in place to improve gender equality internally, as Sziget believes they are doing well.

## Employees: gender (2022)



Middle management positions: gender (2022)



**Audience.** 51% of the audience is male, and 48% is female. 1% did not specify.

**Sexual abuse.** There is no training within the company to detect and act upon sexual abuse situations. At the festival, victims can be taken care of at the medical center by security or volunteers who walk around looking for any potentially suspicious situations. Sziget has no data on sexual aggressions and violations. The police have a record of this information, but do not share it with Sziget.

**Points of improvement & recommendations.**

- Raise awareness amongst employees and educate them on the importance of gender equality and unconscious bias by organizing engaging workshops.
- Train employees on how to detect sexual abuse and how to act upon it.
- Start initiatives geared towards filling higher management positions with female candidates (eg. a coaching program for promising women, reviewing the hiring process, etc.)
- Offer a designated place at the festival site dedicated to gender-based aggression, raising visibility/awareness, providing information, and assisting victims. This provides victims with a perhaps less intimidating alternative to going to security, the police, or the hospital first. This would also mean Sziget will have more visibility on the number of sexual aggressions and violations.
- Start an anti-aggression campaign during the festival. First of all, there should be a dedicated number for people to call when they see/are in a suspicious situation. Secondly, awareness should be raised by organizing engaging talks and activities (eg. a role-play scenario on flirting with participation from the audience).
- Data provision: assessing gender equality of the line-up, incidences of sexual abuse, aggressions, and violations during the festival.

**Grade:** 6/10

**SDG 6. Clean water and sanitation**

*This SDG applied to festivals' focus on drinking water at the festival, sanitation, hygiene, residual waters, and the efficient use of water.*

**Water.** Sziget's technical production consumed a total of 13.411.000 liters of fresh water and 185.000 liters of rainwater / open spring water (which includes water from the Danube river).

There are 20 water points at the festival, which is 13 more than the previous year. The goal is to have 40 water points in 2023. Each year, Sziget wants to increase the water points. Sziget sold 298.000 water bottles during the festival.

2022 was a year with extreme droughts in Budapest, which caused a lot of dust during the festival. There were a lot of customer complaints. To mitigate the impact, Sziget sprayed water from the Danube river.

**Toilets.** In 2022 Sziget had 50% non-chemical toilets and 50% chemical toilets. The non-chemical toilets are public toilets built in cooperation with the municipality in the park and are connected to the sewage system. In the past, it was 70% non-chemical and 30% chemical and the aim is to get to 80%-20%. This year they had fewer non-chemical toilets due to a capacity problem in Europe preventing them from finding enough sustainable toilets. By increasing the non-chemical toilets, Sziget automatically increases the drinking points. Some Hungarian legislation is against certain types of sustainable toilets, which poses another challenge.

#### **Points of improvement & recommendations.**

- Become a plastic-free festival. At least ban all the water bottles and tell people to bring their own water bottles.
- More drinking water points (also backstage) and clearly communicating when water is potable/intended for drinking.
- Look into more sustainable toilet options like compost or dry toilets.
- Look into converting urine into gray water and feces into compost.
- Data provision: assessing water used per stakeholder, exact materials used for the toilets, and water used by the toilets.

Grade: 6/10

### **SDG 7. Affordable and clean energy**

*This SDG applied to festivals' focus on limiting the necessary energetic consumption and moving towards renewable energy sources.*

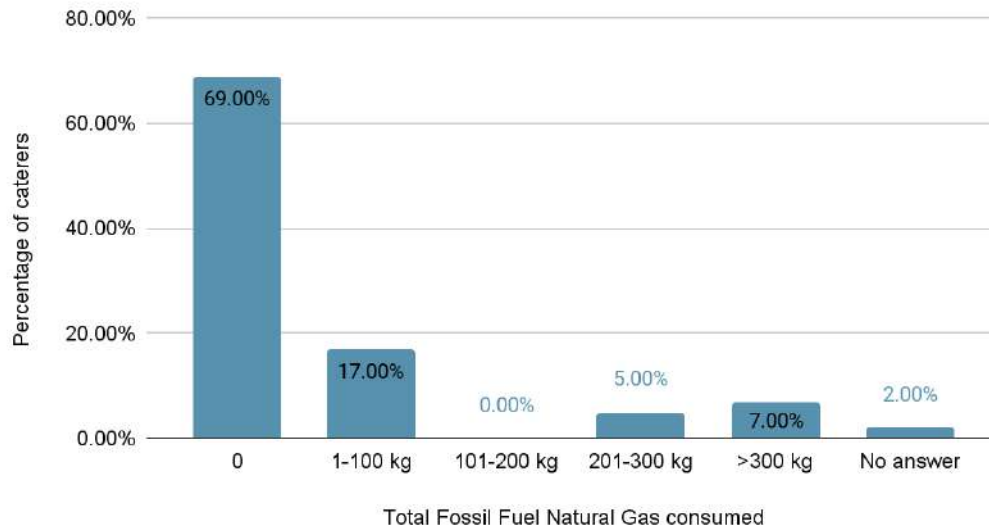
**Energy source.** 100% of Sziget's energy comes from the grid and the technical production used a total of 379.960 kWh. As it gets all its energy from the grid, Sziget is not too worried about its energy consumption and does not have many energy-saving initiatives. Sziget has some generators as a backup.

**Energy saving initiatives.** Sziget stopped air-conditioning the office and switched to LED lighting. Caterers get a basic energy supply and are required to pay extra if they need to use more.

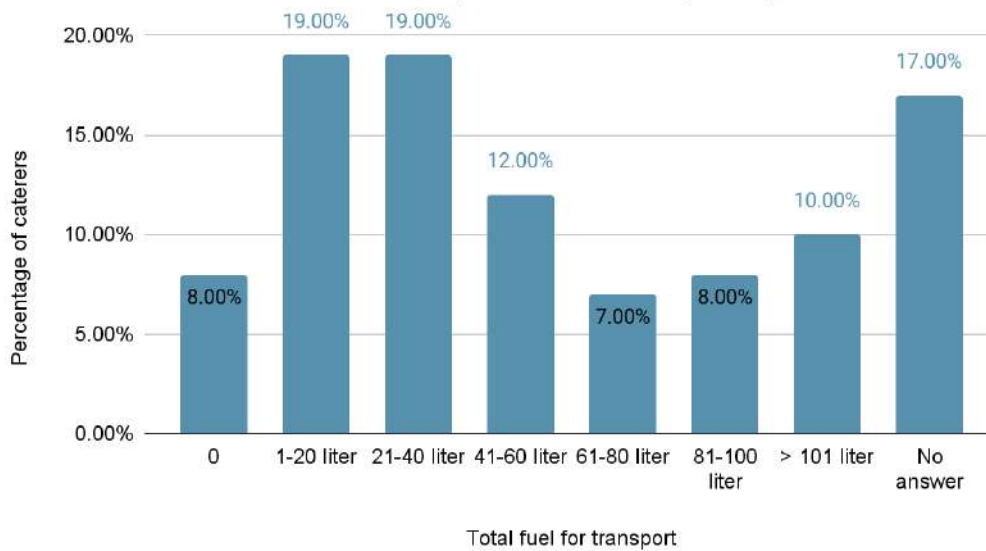
**Fuel (Sziget).** Technical production used 30.000 liters of diesel and 1500 liters of petrol.

**Fuel (caterers).** Caterers estimate that they consumed 3394 kg of fossil fuel natural gas during the festival. The majority of the caterers (69%) do not consume any fossil fuel natural gas. Almost 40% of caterers use between 1 and 40 liters of fuel for transport. Caterers estimate that, in total, they used 3559 liters of fuel for transport.

### Total Fossil Fuel Natural Gas consumed - caterers (2022)

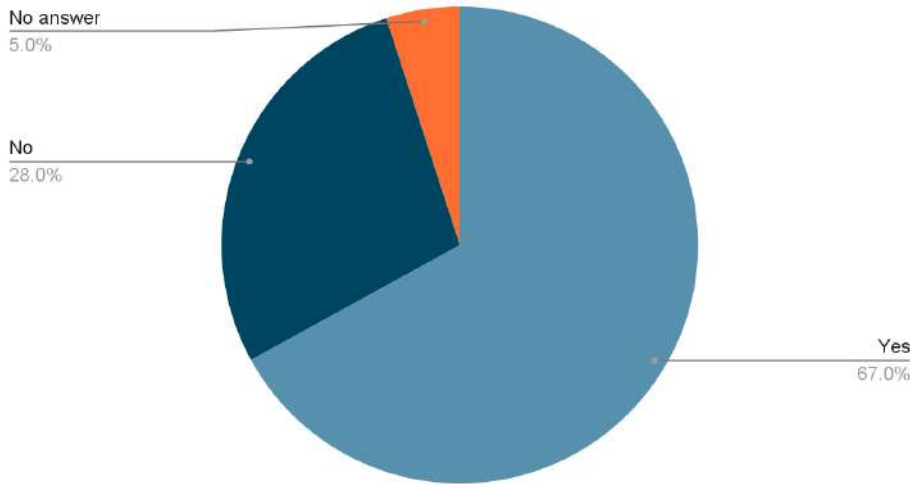


### Total fuel consumed for transport - caterers (2022)

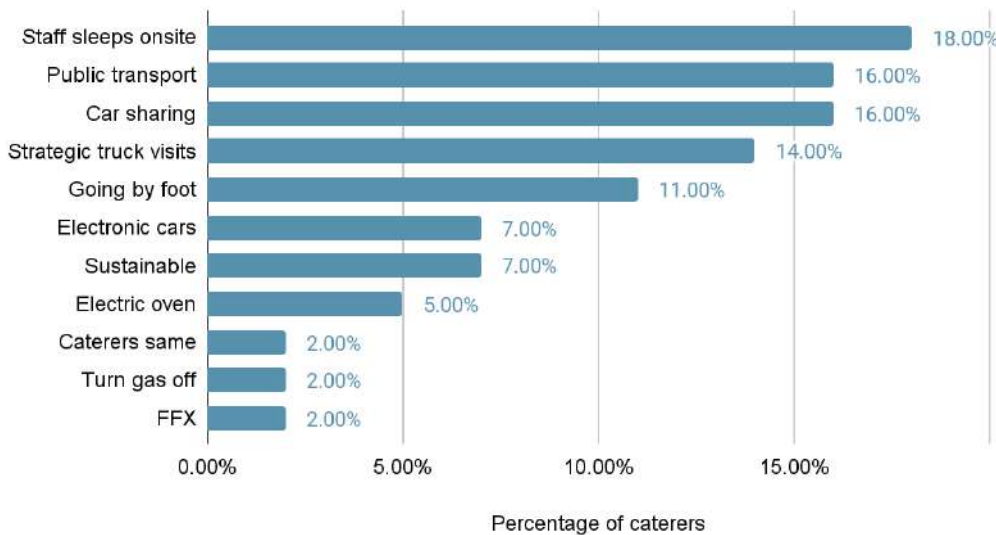


The majority of caterers (67%) have initiatives in place to reduce their gas consumption. Most of these initiatives look into switching to more sustainable travel options, such as using public transport (16%), car sharing (16%), electric cars (7%), going by foot (11%), and altogether reducing the need to commute by having staff sleep onsite (18%). For onsite transport, caterers try to use bicycles, electric scooters and go by foot (7%). They try to strategically organize truck visits (14%) and minimize these visits by using the same suppliers (2%). On top of that, some caterers try to reduce their gas consumption by having an electric oven (5%), turning the gas down when they do not need it (2%), and using comprehensive fuel treatment (FFX) (2%).

### Initiatives to reduce gas consumption - caterers (2022)



### Current initiatives to reduce gas consumption - caterers (2022)



**Vehicles used.** There are not enough electric vehicles available in Hungary and bordering countries to move entirely to electric vehicles. They currently have 60 electric scooters and 60 normal scooters. Sziget is also looking into better organizing the vehicles onsite to use less.

#### Points of improvement & recommendations.

- Start energy reduction initiatives by switching to the most energy-efficient systems and turning off lighting, etc. as much as possible.
- Communicate the importance of energy reduction to all stakeholders, give recommendations, and establish objectives.
  - Find a sponsor for renewable energy initiatives.
  - Measure and communicate the festival's carbon footprint.
  - Data provision: contractually obligate all stakeholders to provide detailed data on their energy consumption (internal, suppliers, partners, sponsors, caterers, etc.), the different kinds of vehicles used at the festival, and the total fuel used.



Grade: 7/10

### **SDG 8. Decent and economic growth**

*This SDG applied to festivals' focus on the festival's working conditions, social & economic & environmental impact on the region, sustainable tourism, and the promotion of local artists.*

**Economic & Tourism impact on the region.** Sziget is the top touristic event in Hungary, with the biggest economic and tourism impact on the region. 38% of its audience sleeps outside of the festival grounds. Sziget works closely with the national tourism agency to create a Budapest Card that the audience can buy. This card offers free public transportation, a one-time free bathhouse or beach ticket, free airport shuttles, and discounts on car rentals and sightseeing. Sziget also organizes some shows in the city center. Sziget's audience, on average, stays 1.5 days in Hungary before the festival and 1.3 days after. 20% plan to visit other cities in Hungary.

**Social & Cultural impact on the region.** Artists see Sziget as a top opportunity to perform. Sziget influences other festivals in the region. Sziget stands for social issues with which the local government might not agree. For example, the festival has taken a clear stance on LGBTQ+ rights and immigration, which has had a positive impact on Hungarians' overall perception of these matters.

**Environmental impact on the region.** Part of the island on which the festival is held is a natural reserve. The natural reserve area has become bigger over the years.

**Island.** During the festival, due to the number of people, trucks, the camping, etc., nature suffers. The dryness this year also contributed to the need to re-grass the island. It normally takes a couple of months for the island to look good again. This year, Sziget spent almost 50.000 euros on weeding approximately 30.000 square meters of the island. This area will be fenced off and not accessible to park visitors for months.

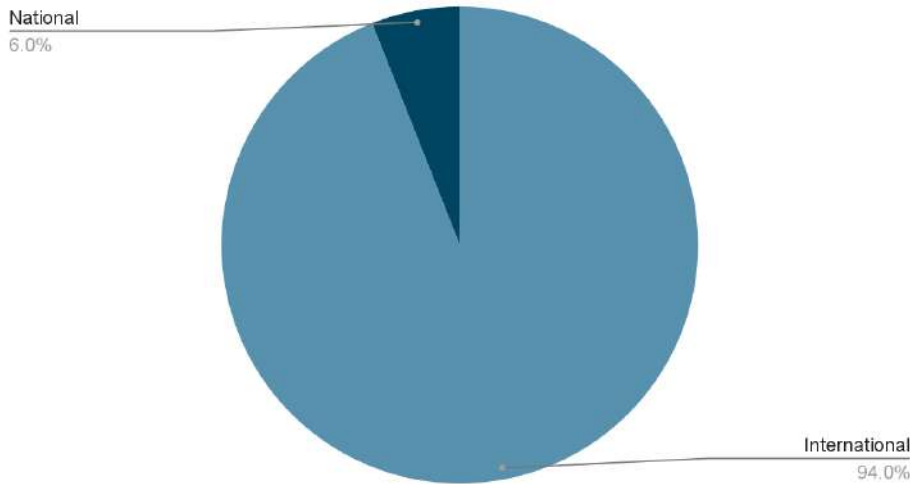
In past years, Sziget cleaned the island shores, although the majority of this waste did not come from the festival. Last year, this was not possible due to budgetary constraints.

Sziget would like to make joint investments with the municipality to improve the infrastructure of the island (water, electricity, toilets).

**Noise.** The noise during the festival bothers neighbors and animals. There is a noise-controlling team that measures the noise in the city and tries to manage it as well as possible.

**Local & emerging artists.** Sziget not only focuses on music, but provides opportunities to all kinds of artists. There is a specific stage for emerging musicians. However, only 6% of musicians come from Hungary. The majority come from the UK, US, and France. The festival does not aim to have more local artists in their line-up because they have a very international audience that expects international artists, according to Sziget.

Line-up Sziget: nationality (2022)



**Points of improvement + recommendations.**

- Involve more local venues during the festival. Perhaps they could provide more opportunities for local and emerging artists.
- Continue cleaning the island shores.
- Data provisions: measure the economic & tourism impact on the region, in addition to quantifying/measuring the social & cultural impact, the environmental impact, and the number of local and emerging artists performing at Sziget.

Grade: 7/10

**SDG 10. Reduced inequalities**

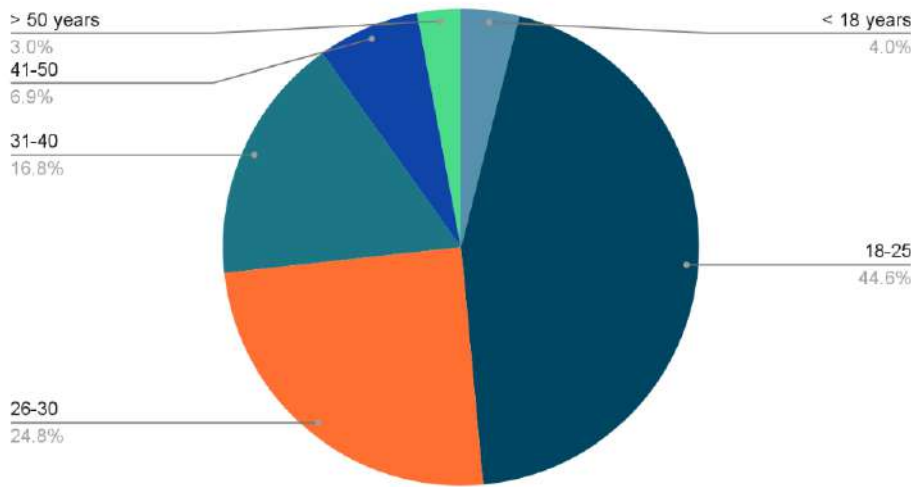
*This SDG applied to festivals' focus on promoting the reduction of inequalities caused by gender, disabilities, race, poverty, religion, or sexual orientation by making the festival accessible and enjoyable for all.*

**Line-up.** The line-up reflects Sziget's audience. It is international, with artists from 60 different countries and representing minority groups. However, Sziget does not actively look into the artists' ethnic background when selecting the line-up and focuses more on commercial success.

**Employees.** Sziget does not measure/take into consideration the ethnic background of their employees. According to Sziget's employees, this is not an accepted and prioritized enough topic around which to hold educational sessions.

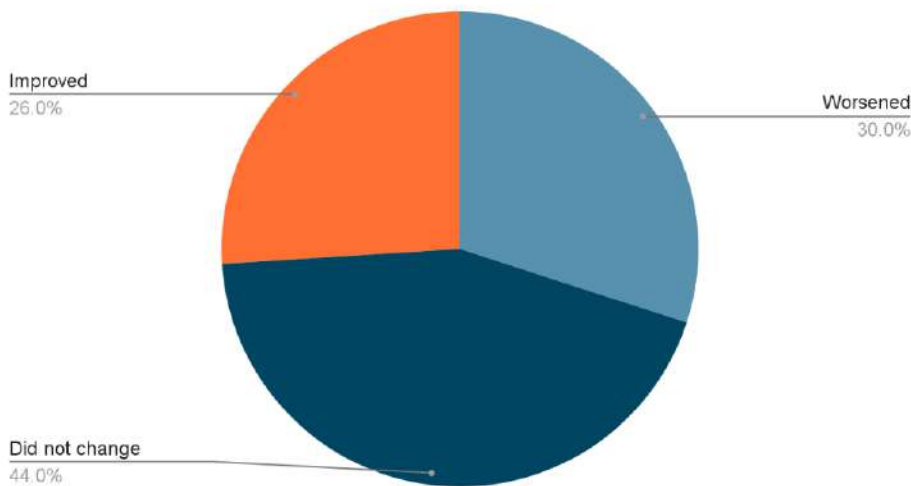
**Audience.** A total of 171.000 individuals from over 100 different countries were at Sziget. 45% came from Hungary, 8% from The Netherlands, 6% from the UK and other countries. A large proportion of the audience is between 18 and 25 years old (45%). 25% of audience members are between 26 and 30 years old, 17% are between 31 and 40 years old, 7% are between 41 and 50 years old, 3% are over 50 years old and 4% are under 18 years old.

### Audience age (2022)

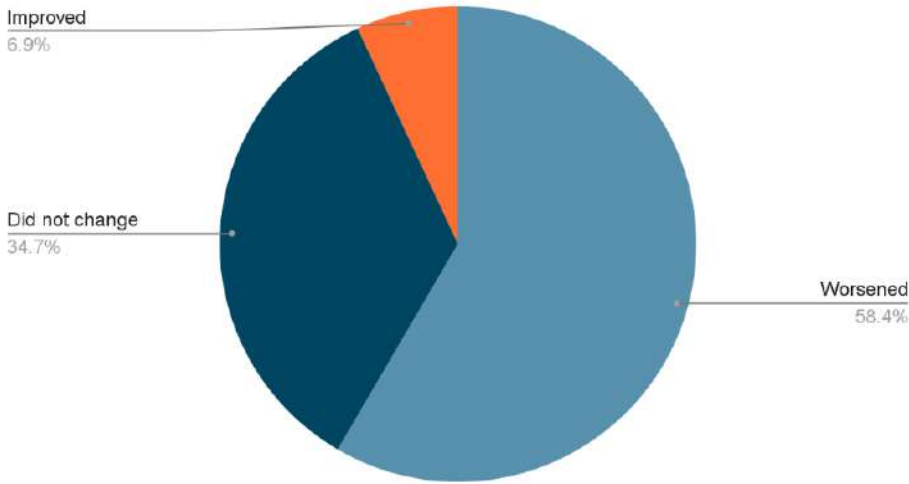


The day passes are mostly bought by Hungarians as the price is based around Hungarian concert prices. Hungarian students are offered a discount. The festival pass price is based on European festival prices and is mostly bought by foreigners. A large proportion of returning visitors mention their overall perception of the festival did not change compared to past years (44%), whereas 30% said their overall perception worsened and 26% said it improved. The majority of returning visitors (59%) said the price of food and beverages increased compared to last year, particularly for the Hungarians. 35% feel food/beverage prices stayed the same and 7% feel they improved.

### Returning visitors: overall perception of Sziget (2022)



Returning visitors: food and beverage prices at Sziget (2022)



Sziget ensures that the festival is accessible for all. A ramp is provided so that people with disabilities have more visibility. Sziget works with a company that assists people with visual disabilities, and provides insulin holders for people with diabetes. The medical crew offers to help attendees by storing medicines and providing reminders on when to take them. Sziget also has a family camping area with sanitary solutions for babies and ear protection.

**Volunteers.** Of the total 650 volunteers, one-third come from abroad. There is a diverse range of ages and backgrounds (eg, studies and/or professions).

**Tent without Borders.** The Tent without Borders space at the festival addresses topics like migration, human rights, and equality. They organize talks, exhibitions, films, documentaries, games, and workshops to raise awareness on these topics. Facilitating audience interaction is fairly difficult, but once attendees arrive at the tent, they tend to be interested. It is a challenge to promote engaging activities at a festival where the majority of attendees come to party.

**Love Revolution.** Love Revolution events are held on the main stage in between the big acts. This series is used to raise awareness on topics such as global warming, human rights, war, homophobia, xenophobia, and racism, amongst others. The speakers/performers are diverse.

**Global Village.** The Global Village presents a diversity of cultures and music with a top-notch world music line-up. The goal is to have young people discover new music. Sziget’s communication about the Global Village mostly focuses on the performing arts and barely mentions the existence of a music stage. Global Village socials are not tagged either. The interaction is strong, but the turnout was minimal, perhaps due to the communication approach.

**Magic Mirror.** Magic Mirror is the hetero-friendly queer venue at Sziget which started in 2001. It was then faced with political opposition and in the current political climate, its social message has become even more important. Its social message is to speak to the queer community while simultaneously growing tolerance for and understanding of different kinds of people and dissolving stereotypes. It is one of the few European festivals that consciously integrates the LGBTQ community into its programming. When selecting the artists, their proximity is taken into consideration, and they are encouraged to take the train. About 30% are Hungarian and 70% are international. Magic Mirror’s programming is multi-disciplinary with movie screenings, round table discussions, contemporary dance, music, cabaret,

and drag shows. Although it has the reputation of holding the best parties at Sziget, Magic Mirror also wants to shed light on important topics such as the lack of LGBTQ+ rights in certain countries. The goal for next year is to have greater representation of the trans community.

#### **Points of improvement & recommendations.**

- Improve the public communication of different initiatives (eg, Tent without Borders, Global Village, Magic Mirror, etc.) so that line-ups & activities can be adapted.
- Focus more on the diversity of the overall programming as opposed to just the big headliner names. The diversity of cultures, music, and art constitutes the DNA of Sziget.
- Appoint a diversity & inclusion ambassador within Sziget.
- Raise awareness regarding the importance of equality and seeing diversity on the stages.
- All information should be provided in English.
- Communicate the Global Village program correctly, with more emphasis placed on the music stage.
- Offer less expensive food & beverage options that are more affordable, particularly for the locals.
- Consider discounts that could be offered to Hungarians to make the festival pass more affordable.
- Adapt the hiring process to hire more diversely.
- Data provisions: measure the diversity of the line-up & employees in terms of gender, ethnicity, sexual orientation, etc.

Grade: 8/10

#### **SDG 11. Sustainable cities and communities**

*This SDG applied to festivals' focus on using the festival to promote a more sustainable city, giving back to the region, and helping in the creation of music venues.*

**Suppliers.** 70-80% of Sziget's suppliers are local. Sustainability is stated in the contract with the suppliers, but the majority of suppliers do not understand the sustainability issue. The challenge is finding sustainable companies in Hungary or bordering countries. There might be more sustainable companies in the Western-European countries, but Sziget takes transport into consideration. When choosing suppliers, proximity should be prioritized first and foremost, but the festival could attempt to educate suppliers on becoming more sustainable.

**Caterers and bars.** There are approximately 85 caterers and 85 bars. They are not evaluated in terms of sustainability. When choosing partners, Sziget mostly tries to offer variety. They work more with smaller, local companies than big multinationals.

**Sponsors.** When selecting the sponsors, Sziget looks for companies that have sustainability initiatives, but are not necessarily sustainable companies. For example, Coca-Cola started a recycling initiative picking up PET waste daily. All sponsors are contractually obligated to recycle their waste and all promotional activities that use single-use materials need to be approved by the sponsorship team and will only be approved if they offer something useful for the audience. The sponsorship team gets guidelines from Sziget's sustainability manager when selecting new sponsors and also discusses new sustainability initiatives for which the sponsorship team should find relevant sponsors. Some sponsors are putting a lot of pressure on sustainability efforts as these companies are unsustainable. There seems to be an overall willingness to bring in sustainable sponsors, but a lack of knowledge when evaluating their sustainability. The festival should try to avoid commonly known unsustainable companies and at least not initially approach them for sponsorship negotiations.

**Points of improvement & recommendations.**

- Evaluate all stakeholders in terms of sustainability.
- Educate suppliers, caterers/bars, and sponsors on the importance of sustainability.
- Include sustainability obligations in contracts with stakeholders.
- Establish a task force with stakeholders to create a music city strategy.
- Educate the sponsorship team on what to look for/avoid when reaching out to new sponsors.
- Do not reach out to unsustainable companies.
- If Sziget can't break ties with its current unsustainable sponsors, their financial offerings could be utilized to sponsor sustainability initiatives.
- Data provision: evaluate the percentage of local vs. non-local partner companies.

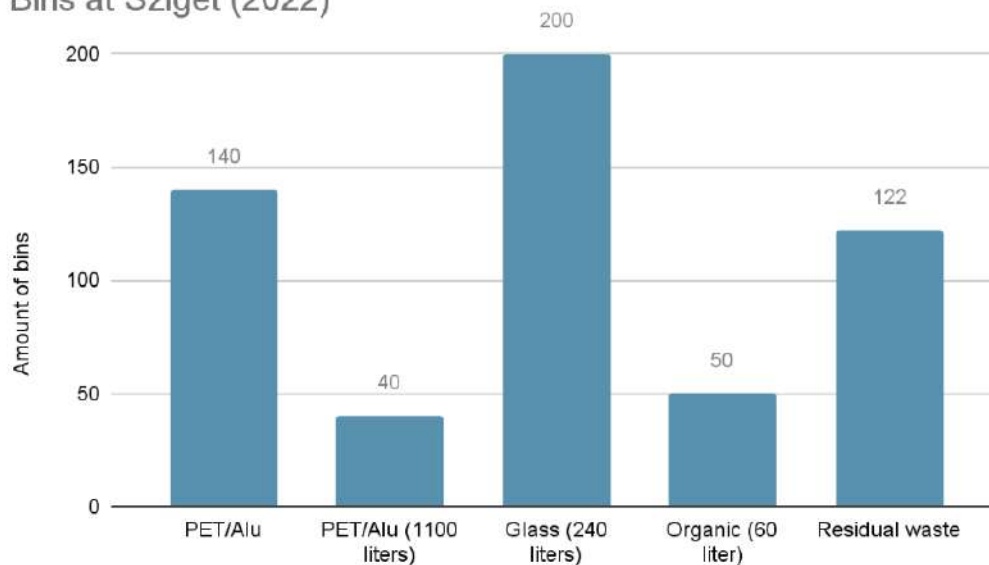
Grade: 8/10

**SDG 12. Responsible consumption and production**

*This SDG applied to festivals' focus on sustainable suppliers, waste management, and circular economy principles.*

**Waste.** Sziget works with three waste management companies and separates waste into PET/Aluminium, glass, compost, and carton. In total, they had 50 bins for organic waste, 200 bins for glass, 140 bins for PET/Aluminium, and 40 bigger PET/Aluminium containers at the camping entrances and recycling centers. Sziget does not intend to increase the number of bins.

**Bins at Sziget (2022)**



The first company, Fővárosi Közterületfenntartó Zrt (FKF), takes waste from the food courts and designated areas. The second company, Multisync Kft, deals with contaminated mixed packaging waste. The last company, Hamburger Recycling, deals with clean selective waste. Multisync Kft dumps the waste from Sziget at a waste separation company and has no data on different materials. Multisync Kft collected 221 tonnes of mixed packaging waste. FKF collected 125 tonnes of residual waste, 0.54 tonnes of PET/Alu waste and 11.6 tonnes of glass waste. Hamburger Recycling collected 11.4 tonnes of waste, which resulted in 9.7 tonnes of PET/Aluminum waste and 0.75 tonnes of cardboard after separation.

**Bar waste.** The bars receive big garbage bags for their PET waste and a 240-liter bin for glass bottles. Glass is picked up every other day. The total amount of bars' glass waste was 11 tonnes. The bars are required to put their PET waste next to PET bins, which will then be picked up by the waste management company.

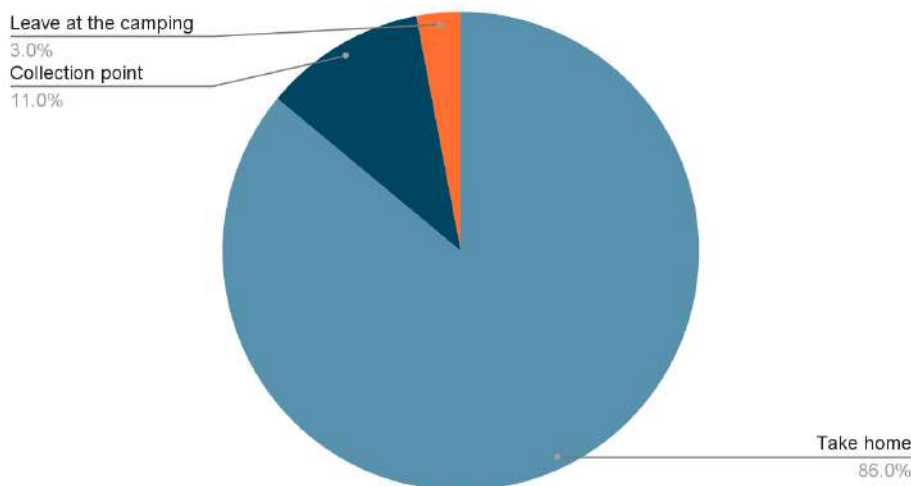
**Caterer waste.** Caterers get a green bin for glass, one cubic meter bag for cardboard, and another for plastic. There is some complication regarding the protocol for where to leave the cubic meter bags when full. Volunteers are responsible for giving caterers the bins and bags. This is challenging to coordinate, as all caterers start at different times. The volunteers also pick up the full bags and provide them with new ones. Caterers are obligated to use compostable tableware, which they must order from one designated supplier. Caterers and bars pay a deposit that Sziget can hold onto if they don't comply.

**Organic waste.** Sziget piloted an organic waste program in 2022 to deal with food waste and compostable plates and cutlery. There were 50 compost bins in total and the aim was to get 150 cubic meters of compost, but they only ended up with 15 cubic meters due to the waste not being separated correctly. This is partly due to lack of audience awareness and partly because the cleaning company mixed other kinds of waste with organic waste. The organic waste was grounded in a waste grinder, put in a container, and transported to a special site for the composting process. The compost company used the composted waste.

**Camping waste.** The majority of Sziget's audience (62%) sleeps in the festival's campsites. Sziget offers campsites for which you have to buy an additional camping ticket, as well as camping areas where everyone can camp without an additional ticket. Depending on the type of camping ticket you buy, you either bring your own tent or sleep in the accommodation provided by Sziget, such as igloos and wooden houses. 14% stayed at a VIP campsite.

Through emails and communication onsite, Sziget communicates the importance of taking the camping gear home and leaving the campsites clean. For people who do not want to take (all of) their camping gear back home, there are charity donation checkpoints at the camping reception and at the exit of the festival. The majority of festival goers that camp take their camping gear home (86%). 11% leave it at a charity donation checkpoint and 3% leave their camping gear at the campsite. There seems to be more camping waste at the more expensive campsites.

What does the audience do with their camping gear? (2022)



Everyone with a camping ticket receives an email with information regarding the charity donation checkpoints. This information is also communicated at the camping receptions and by volunteers. Sziget is making camping tickets more affordable to facilitate better communication with more campers.

The camping waste that is left on the festival ground is first picked up by charities who take around 60-70%, then homeless people, and lastly collectors.

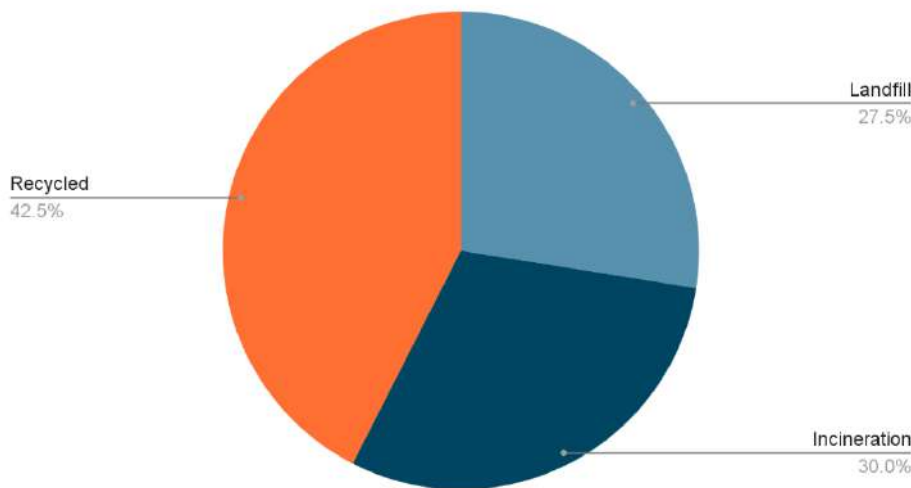
In order to reduce the camping waste, Sziget increased the number of its pre-built accommodations by 60-70% and started the 'Tidy camping pledges' campaign, for which Sziget asked 600 campers what they do for the environment/to keep the campsite clean and asked them to take a pledge to clean their campsite. These videos were shown on the main stage in between concerts. Sziget also has a partnership with WizzAir that enables festival attendees to take their tents back for free.

**Recycling.** In total, approximately 27.5% of the waste goes to landfill, 30% is incinerated, and 42.5% is recycled. FKF does not recycle, whereas Multisync Kft and Hamburger Recycling do. Hungarian legislation encourages recycling over reducing waste and this is reflected in Sziget's initiatives, which focus more on recycling.

**PET/Aluminium collection.** Each night, a group of 20 people picked up the PET/Alu waste. Half of the group were volunteers and the other half was paid by Coca-Cola. On top of that, PET/Alu waste was collected by 10 volunteers in the afternoon and 8 volunteers in the morning.

At the green center, attendees could get PET/Alu garbage bags and by turning in a full one, they received last year's merchandise. In total, 1000 merchandise items were given away, meaning an estimated 500 visitors participated.

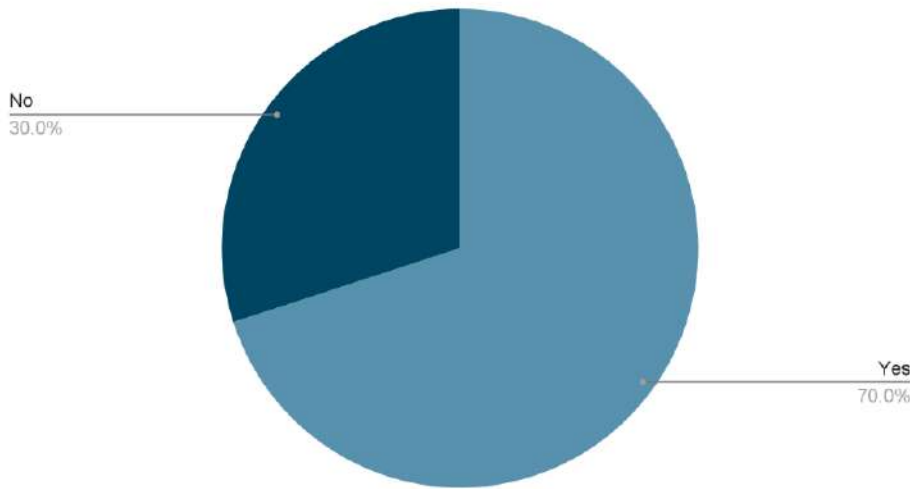
Waste at Sziget (2022)



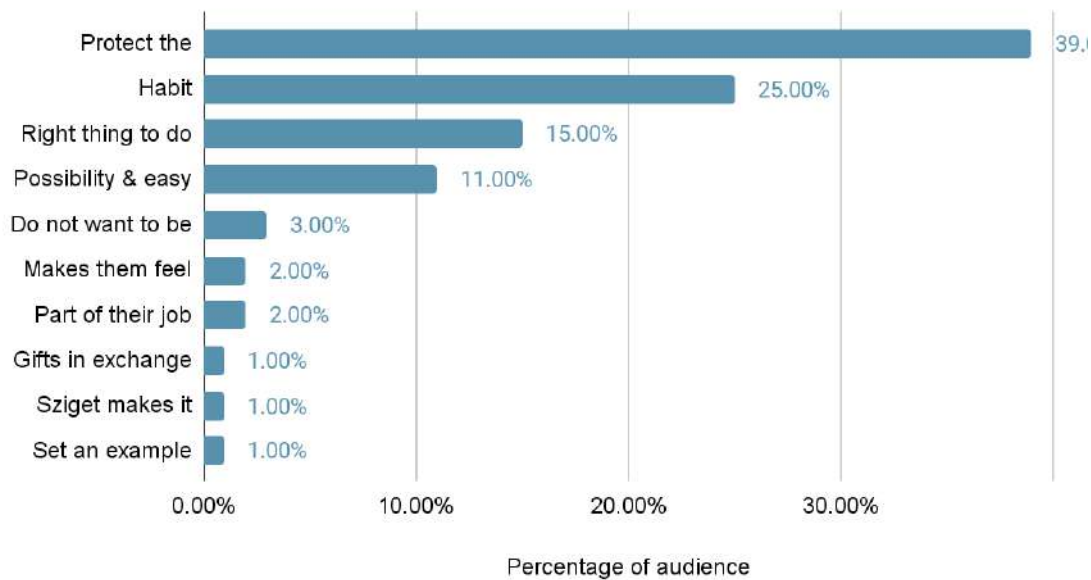
**Audience recycling.** 70% of the audience indicated that they recycle at the festival and 30% do not. Most people do not recycle at the campsites and throw their trash away in the morning at the nearest bin. The audience's main motivations to recycle are "protecting the environment" (39%) and "because they are used to it and have been taught to do so" (25%). Others recycle "because it is the right thing to do" (15%), "there is the possibility and it is easy" (11%), "they don't want to be around garbage" (3%), "it makes them feel good" (2%) or "because it is their job" (2%).



### Recycle waste during Sziget - audience (2022)

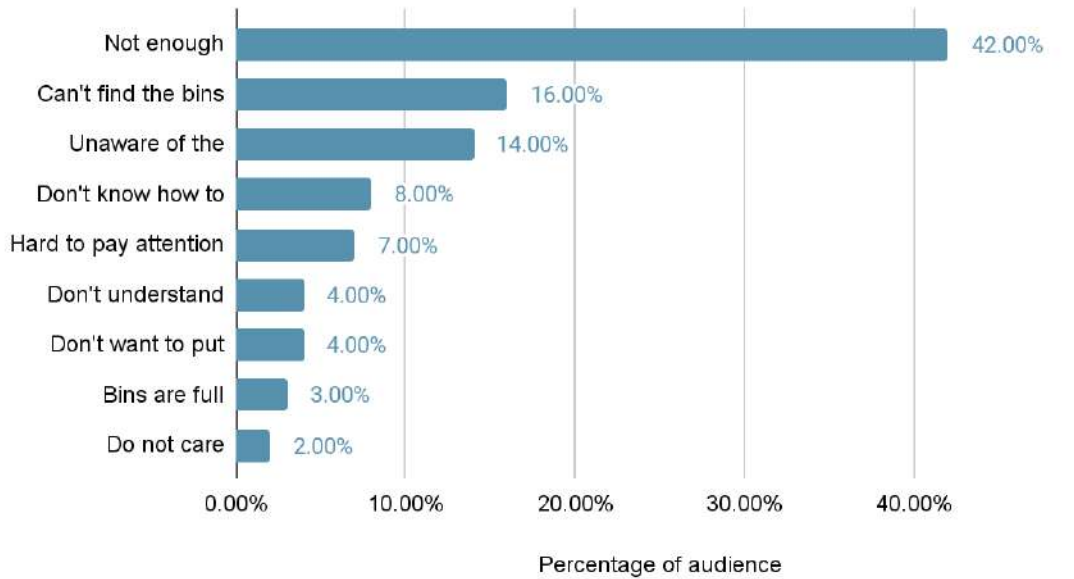


### Reasons to recycle - audience (2022)



The main reasons not to recycle have to do with Sziget's recycling system and lack of knowledge. The audience mentions there are not enough (selective) bins at the festival and camping (42%), they can't find the bins (16%), they are unaware of the recycling possibilities (14%), they don't know how to (8%), they don't understand the signs on the bins (4%) and the bins were full (3%). There is also a segment of the audience that believes it is difficult to pay attention to this during the festival (7%), they don't want to put their time and energy into this (4%) or they simply do not care (2%). In order to improve Sziget's recycling, the audience recommends having more selective bins that are more visible, with clearer signs, and educating the audience about thinking green.

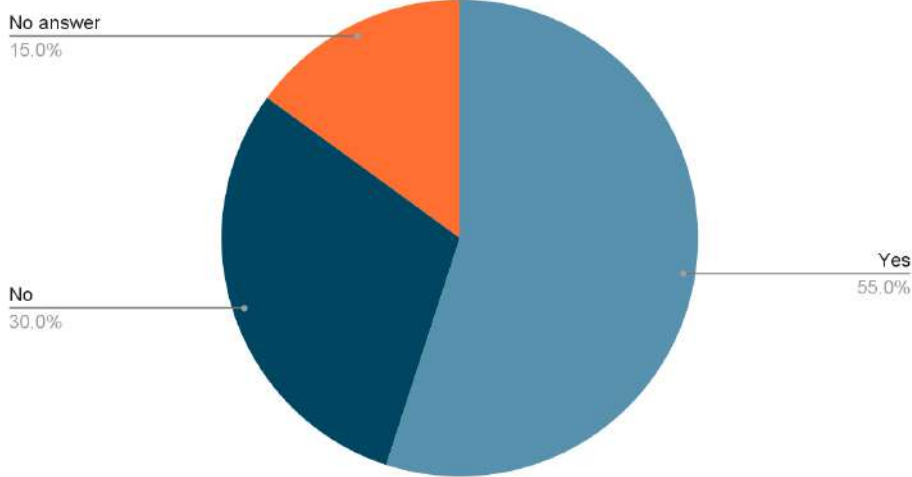
### Reasons not to recycle - audience (2022)



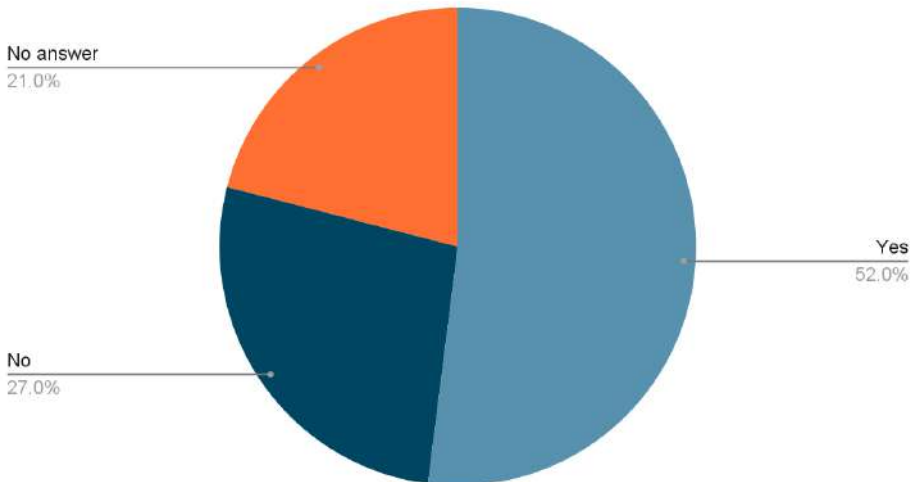
**Bar recycling.** It is mandatory for the bars to recycle PET and aluminum waste and glass. They are obligated to use reusable cups and comply with the 'don't suck policy' (see below). They are informed about the importance of recycling in an informative session before the festival. During the festival, volunteers check if they are recycling properly.

**Caterer recycling.** 55% of caterers mention they recycle, 30% do not and 15% did not answer. These numbers remain similar when looking into recycling Paper & PMD & Mixed Packaging (Yes 52%, No 17%, No answer 21%, respectively) and Plastic & Aluminium (Yes 49%, No 27%, No answer 24%, respectively). The majority of caterers do not have glass waste. 30% of the caterers compost organic waste, 52% do not, and 18% did not answer.

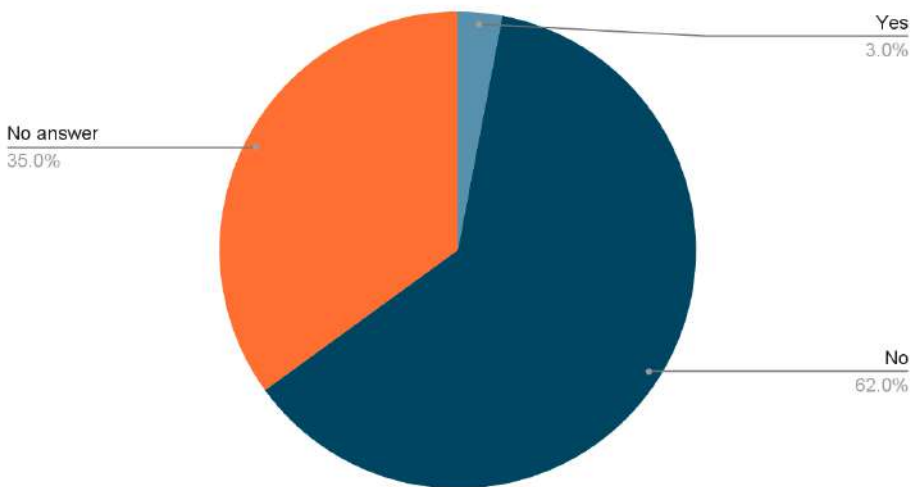
### Recycling - caterers (2022)



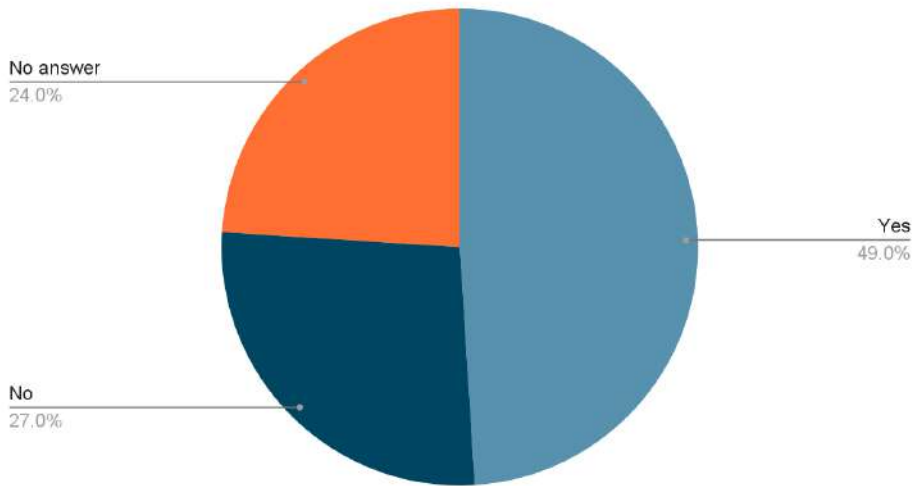
### Recycling paper / pmd / mixed packaging - caterers (2022)



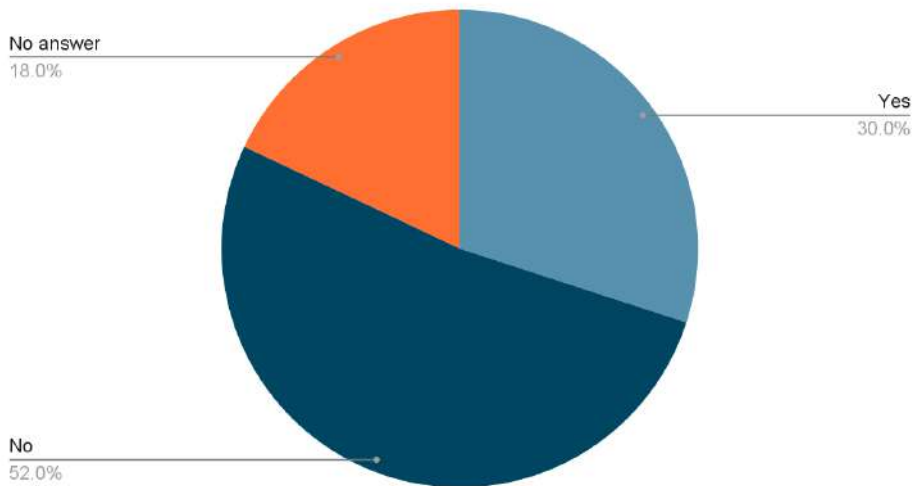
### Recycling glass - caterers (2022)



### Recycling plastic / aluminium - caterers (2022)

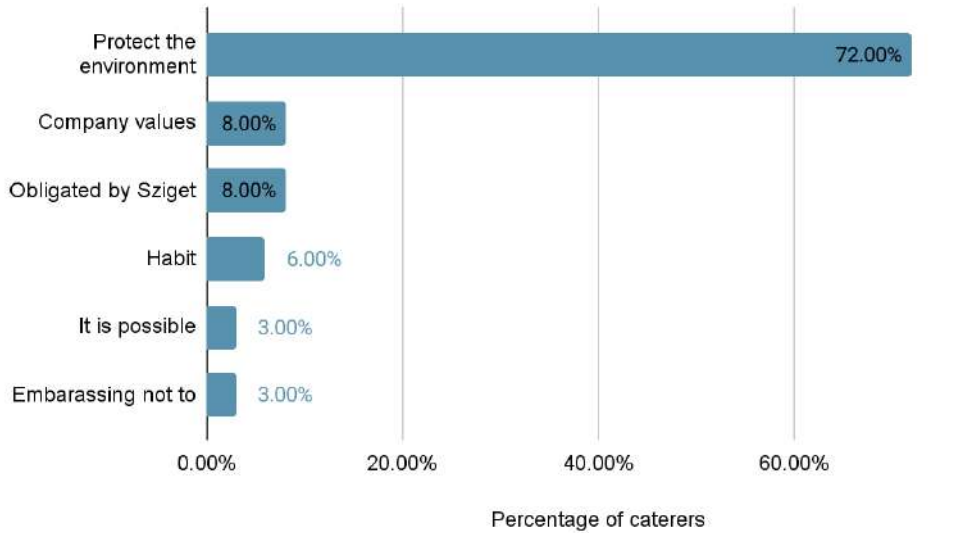


### Compost food waste - caterers (2022)

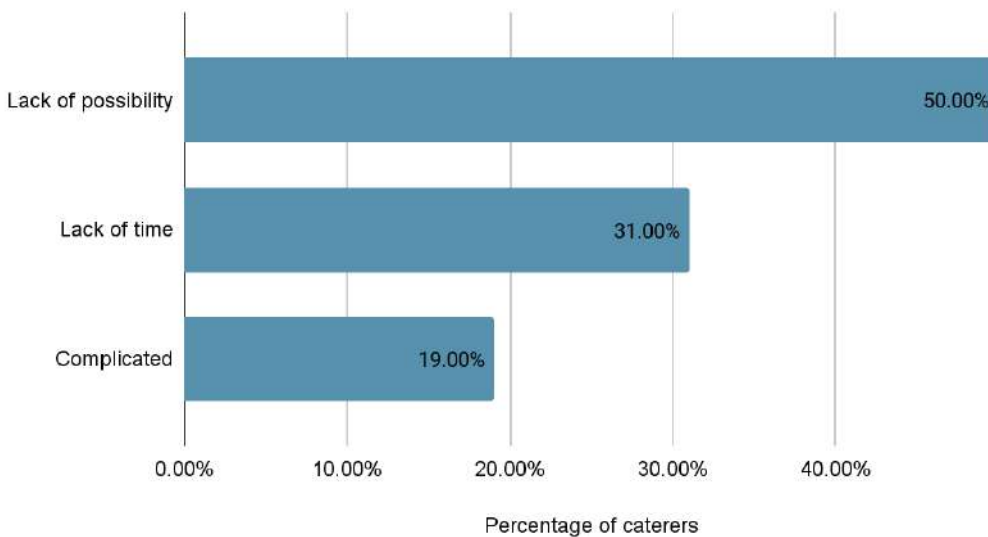


72% of caterers recycle to take care of the environment. Some of the other reasons to recycle are that it aligns with the company values (8%) and that Sziget requires them to do it (8%). The main reason not to recycle is the lack of possibility (46%). Some caterers mention that the selective waste does not get collected, that they do not have enough bins, and that the ones they have are far away. Some other reasons not to recycle are the lack of time (31%) and the fact that they find recycling complicated (19%).

### Reasons to recycle - caterers (2022)



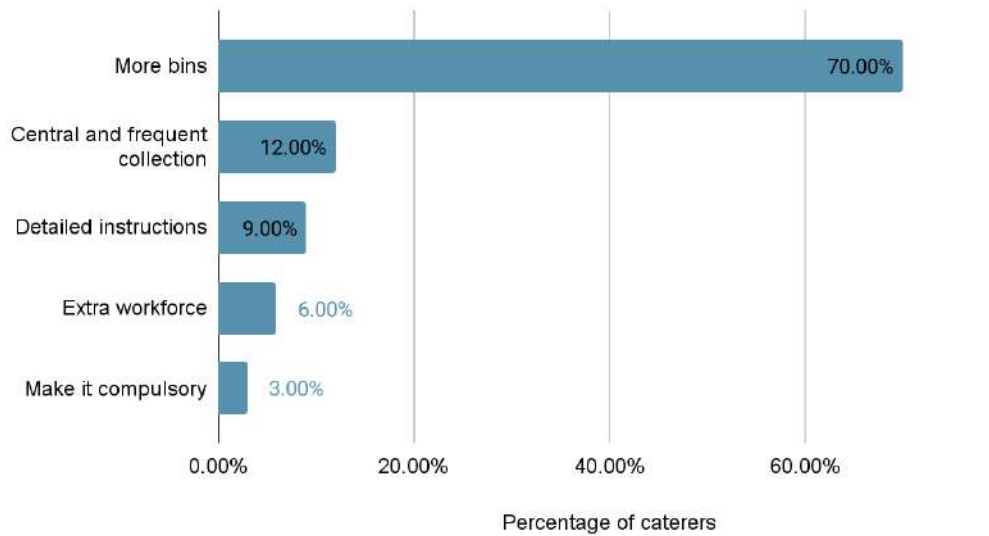
### Reasons to not recycle - caterers (2022)



Caterers mention that to recycle more, Sziget should have a better recycling infrastructure in place with more bins nearby (70%), either at one strategic place in close proximity to the caterers, or provide bins to all caterers so that they all have their own selective bins. They should collect the waste frequently and centrally (12%). They also mention the need for more information and more detailed instructions (9%). To be more time efficient, Sziget should have a person responsible for collecting the different waste types or caterers should come with a bigger team (6%). Other caterers suggest making recycling compulsory (3%).

There are volunteers who check whether the caterers separate their waste correctly and determine whether they use biodegradable plates and cutlery, as stated per their contract.

### Ideas to recycle more - caterers (2022)



**Cleaning.** The cleaning company does not understand Sziget's waste separation and uses bins incorrectly. There were overflowing waste bins. There is a lack of labor and knowledge in several sectors, which makes it difficult to find the right people.

**Plastic-free festival.** Sziget does not have the infrastructure in place to go completely plastic-free, as they rely too much on certain sponsors who want plastic bottles with their name and there are not enough beverage machines in central Europe. They were trying to negotiate this on a European level, with little success. 83% of Sziget's audience finds it important that the festival takes measures against plastic waste. This number decreased from 2019 when it was 90%.

**Re-cup system.** At Sziget, you buy a reusable cup and when you return it, you receive a coin with which you can get a new cup. There is no incentive to return cups, as you never get your money back. This means numerous cups end up in the waste system. On top of that, it is cheaper to buy canned beer than beer with a cup. By introducing the reusable cup, Sziget estimates it saved 3.500.000 single-use cups since 2017. In 2019, 71% of the audience said the reusable cups improved their perception of Sziget; in 2022 this number went down to 45%.

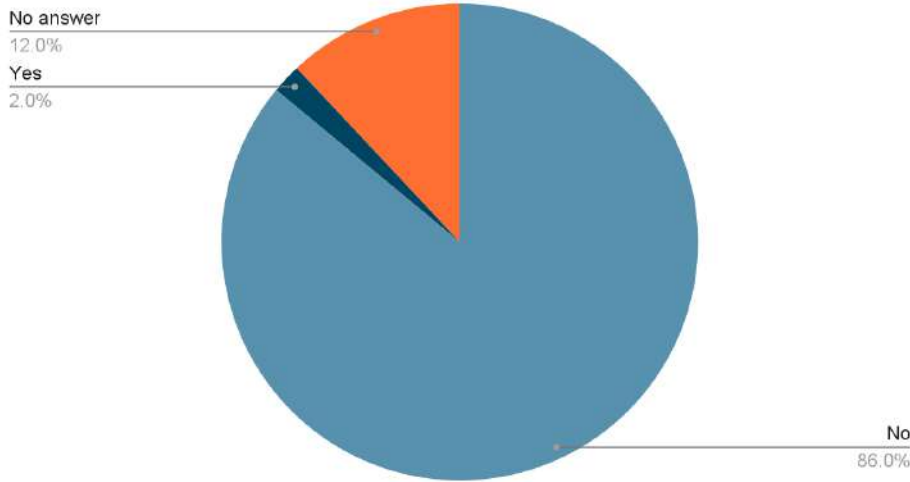
**Don't suck campaign.** The don't suck campaign prohibits bars from automatically putting straws in drinks, instead requiring people to ask for straws and only granting them upon request. Before the campaign started, Sziget estimates they used around 1.200.000 straws, in 2022 they used 29.500. The straws used are paper straws.

**Single-use items.** Sziget's technical production used 400kg of foil packaging material, 65.000 pieces of cable-tie, and 58.750 square meters of geotextile to cover fences.

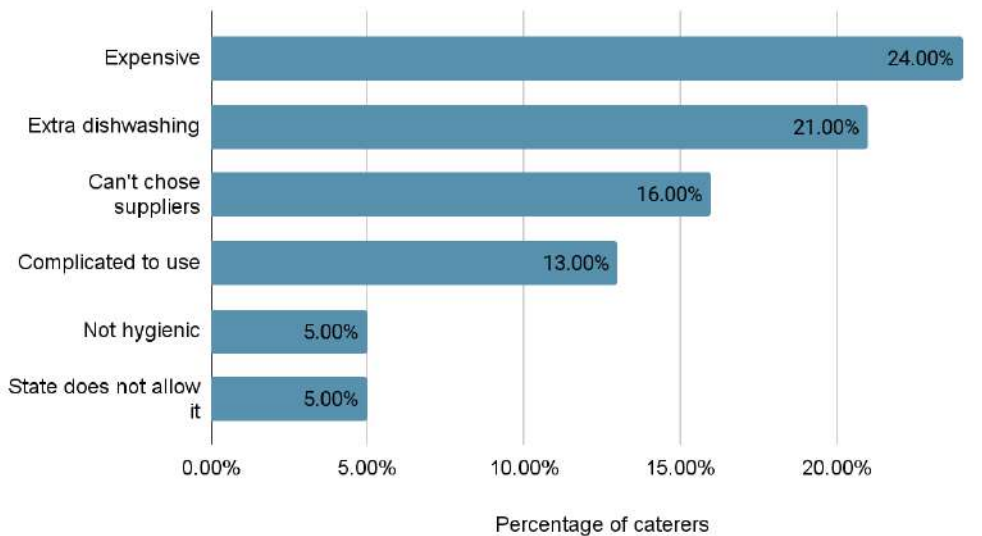
**Food packaging.** The great majority of the caterers do not use reusable food packaging (86%). They prefer to recycle and use the mandatory compostable plates and cutlery. The main obstacles of reusable food packaging pertain to the price, especially taking into consideration that a big percentage does not return it (24%), they have no place or workforce for the extra dishwashing, the extra water needed makes it less sustainable (21%), and it is complicated to use (eg., not heat resistant, can't fold it) (13%). There are some caterers that do not want to have reusable packaging because they say it is unhygienic (5%) and say the National Public Health Service does not allow it (5%), which is not true. 16% of

caterers confuse reusable food packaging with compostable and state that Sziget makes them buy from one place.

### Use reusable food packaging - caterers (2022)



### Obstacles of using reusable food packaging - caterers (2022)



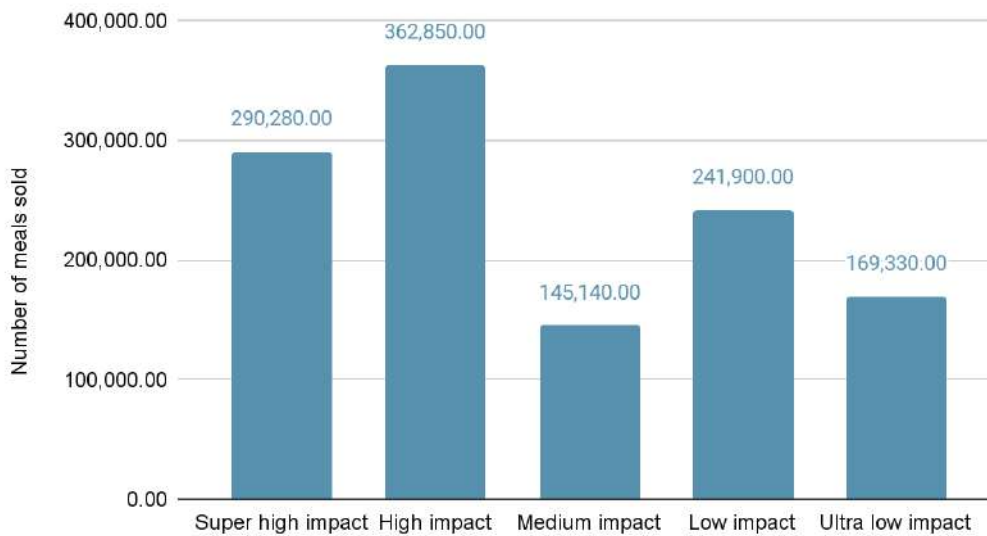
The caterers mentioned that it would be easier to start using reusable packaging if Sziget would provide the packaging. If not, Sziget should raise awareness and recommend a specific brand to use, but offer financial support and allow them to order from different companies. There should also be a better system in place to assure the exchange and cleaning of food packaging. However, several caterers mention that they do not think this would be a good idea.

**Meals.** An estimated 1.209.500 meals have been sold over the duration of the festival. The distinction has been made between super high-impact, high-impact, medium-impact, low-impact, and ultra-low-impact meals.

Super high-impact meals	Meals that have beef-herd cow, lamb, mutton as a large component of the dish.
High-impact meals	Meals that have pork, poultry, or cheese as a large component of the dish.
Medium impact meals	Meals that have fish, egg, prawns as a large component of the dish.
Low-impact meals	Meals that have wheat, rye, groundnuts, tomatoes, milk as a large component and almost no animal products.
Ultra low-impact meals	Meals that have vegetables, root vegetables, fruits, soy, peas, corn, cassava as a large component of the dish and almost no animal products.

On average, 29% of meals offered by the caterers are super high-impact meals, 20% are high-impact meals, 8% are medium-impact meals, 25% are low-impact meals, and 18% are ultra low-impact meals. 14 caterers (22%) only offer (super) high-impact meals and 13 caterers (21%) only offer (ultra) low-impact meals. The caterers sold an estimated 290,280 super high-impact meals, 362,850 high-impact meals, 145,140 medium-impact meals, 241,900 low-impact meals, and 169,330 ultra low-impact meals.

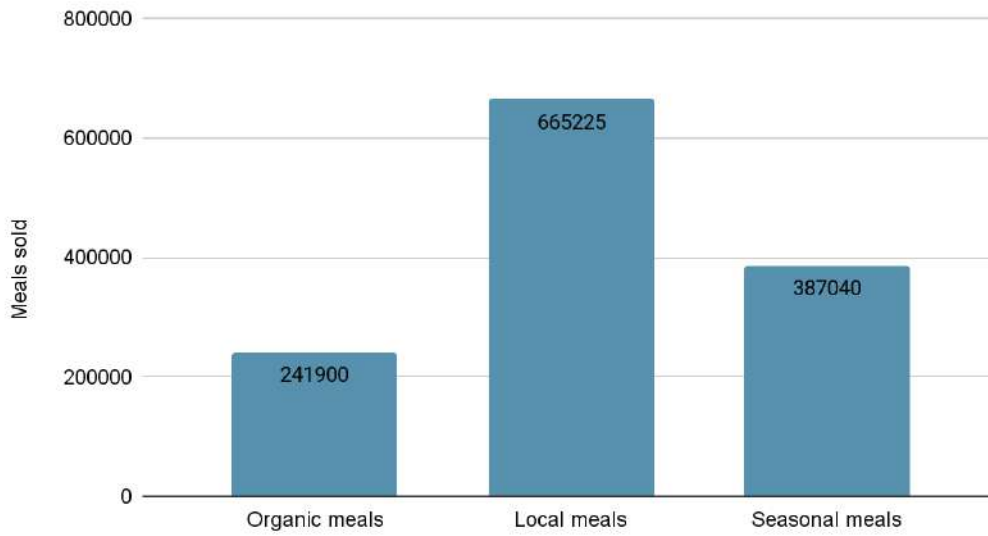
Types of meals sold (estimated) (2022)



On average, 20% of meals offered are made with mostly organic ingredients, and 40% of caterers do not offer any organic meals. On average, 55% of meals offered are made with mostly local ingredients. The number of caterers with zero local meals and exclusively local meals is equal (15%). On average, 32% of meals are made with mostly seasonal ingredients. 29% of caterers do not offer any seasonal meals.

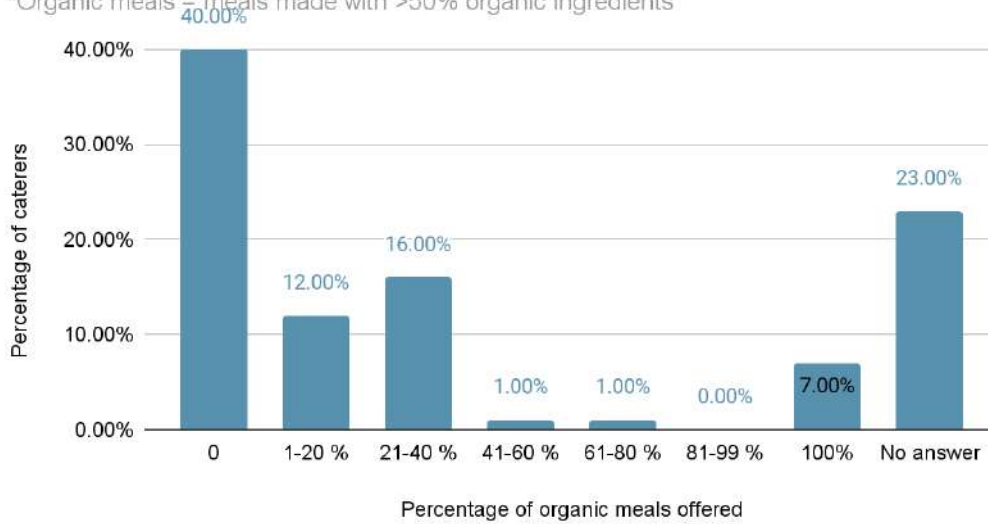


### Types of meals sold (estimated) (2022)



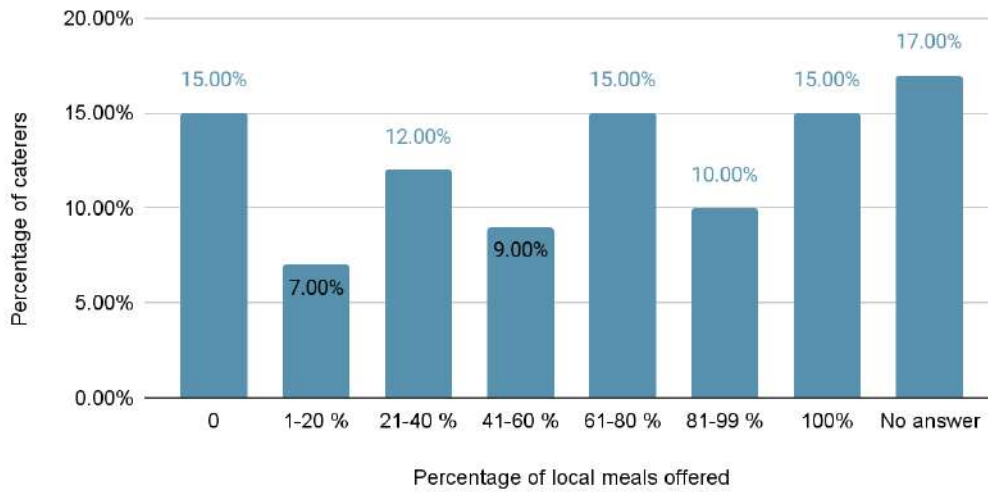
### Percentage of organic meals offered by caterers

\*Organic meals = meals made with >50% organic ingredients



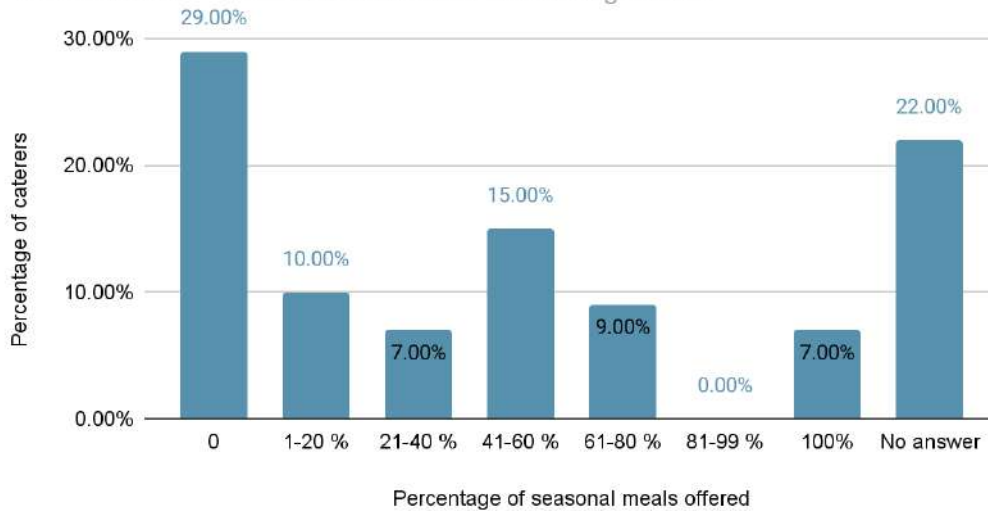
### Percentage of local meals offered by caterers (2022)

\*Local meals = meals made with >50% local ingredients



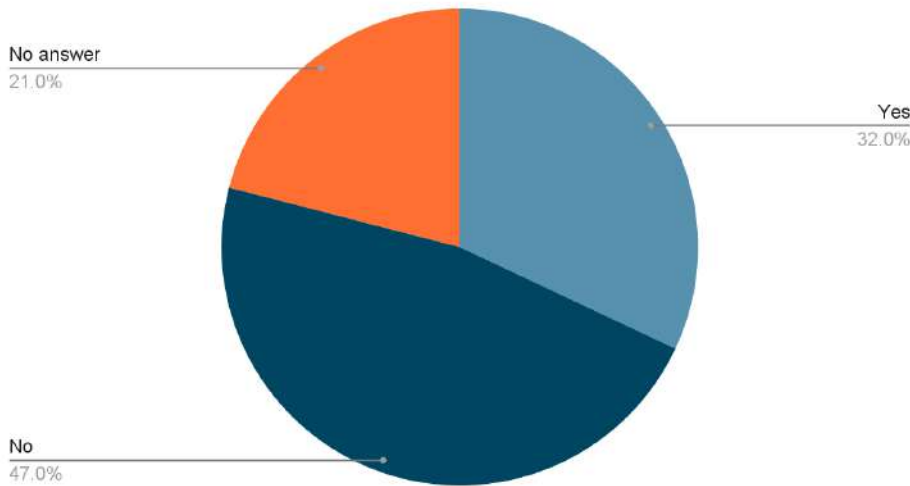
### Percentage of seasonal meals offered by caterers (2022)

\*Seasonal meals = meals made with >50% seasonal ingredients

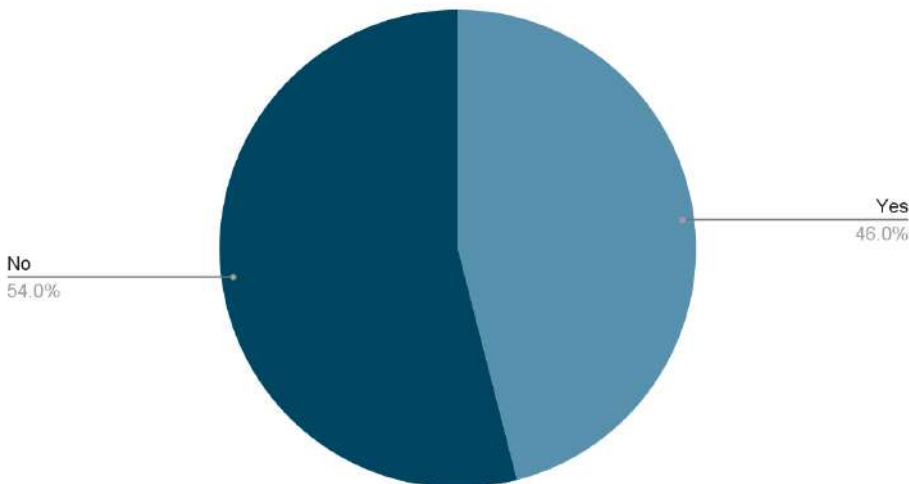


Only 32% of caterers try to promote vegetarian or vegan meals. As for the audience, 46% try to eat more vegetarian and vegan foods.

Promote vegetarian / vegan meals - caterers (2022)



Try to eat more vegetarian / vegan meals - audience (2022)



In order to promote more sustainable caterers, Sziget started the Mama Earth Eatery project. In 2022, an email was sent to all caterers; 6 caterers wanted to take part in the project and 5 were selected based on their meals' carbon footprint. These 5 received a Mama Earth Eatery mark. The problem was that the caterers did not understand what the Mama Earth Eatery qualification entailed and are generally unaware of the impact food has on sustainability.

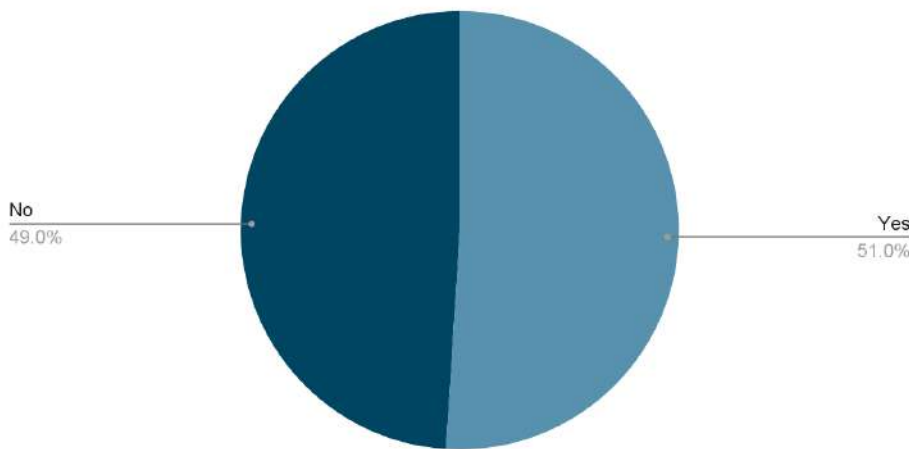
**Artist riders.** Year after year, the artists' riders get greener. When the festival receives an unsustainable rider, they consult with artists to make the rider more sustainable. For artist catering, Sziget does not offer plastic cups, plates, or straws, avoids plastic food packaging, and replaces water bottles with water-filling machines'. Artists have indicated that they would like to have more drinking water backstage.

Sziget tries to avoid special effects as much as possible and, if necessary, they look for the most sustainable options, such as biodegradable confetti, and try to convince the artists to make that switch. In 2022, the artists were limitedly cooperative. In total, Sziget used 280kg of 'Super Blaster confetti shot', 1120 kg of CO2 for the Super Blaster confetti shot, 140 kg of Stadium shot (confetti), and 560 kg of CO2 for the Stadium shot, and 10.087,50kg of CO2 jet (a device that blows clouds).

**Festival infrastructure.** Most of the accommodation comes from Hungary or bordering countries. However, there are some types of accommodation that come from further away. For example, mobile lockers come from Belgium, and power bank services come from the UK, as these things do not exist locally/supply levels are insufficient nearby. Sziget tries to get as much as possible within Hungary.

**Decoration & Merchandise.** The banners displayed on the fences are re-used. This year, Sziget moved to more sustainable textiles for their merchandise. Merchandise that isn't sold one year is gifted in the recycling center the following year in exchange for recycling help. Merch is done through a third party and Sziget does not have any data. 51% of the audience would consider spending more on merchandise if it is ethical and sustainable, and 49% would not.

Audience that considers paying more for ethical and sustainable merch (2022)



**Sziget passport.** The Sziget passport is a passport-like booklet with information regarding Sziget's program and different initiatives. It is made out of recycled paper and seen as a souvenir for the audience, which is why they don't want to move to an online version. In 2022, Sziget made 130.000 passports. Instead of giving the passport away, there is a place where the audience can pick it up if they are interested to avoid them being thrown away.

**Points of improvement & recommendations.**

- Negotiate with the waste management companies to make data provisions mandatory.
- Get daily feedback from the waste management companies. Ideally, identify where waste is picked up to better assess where people are recycling correctly and where people are not. In the areas where people are not, send a group of volunteers to educate people on proper recycling and its importance.
- Provide waste management education to the cleaning company & waste pickers; organize educational sessions so that they learn to separate waste correctly.
- Educate caterers on the importance of waste reduction and recycling and contractually require them to recycle. The caterers should communicate to patrons how to separate their waste when they buy their food/drink (eg. the plates are biodegradable).
- Volunteers for waste management should receive instructions with pictures before the festival and have a checklist with daily to-dos.
- Establish a volunteer green team that educates festival attendees on recycling.

- Make bins (for audience, caterers, and bars) more visible at the festival and create a bins map to show the audience where bins are located.
- Distribute the bins more effectively so that all types of bins are available in each area.
- Provide clearer signage identifying each type of waste bin.
- Educate all stakeholders on the importance of reducing waste; share best practices and agree upon objectives.
- Bring in fast beer & soda taps to move away from cans and bottles.
- Alter re-cup system to give money back upon cup returns to incentivize returning cups and encourage attendees to bring their own cups/bottles.
- Move away from a physical Sziget passport to an app version.
- Make someone on the festival team responsible for going through artist riders and considering how they can be more sustainable and investigating more sustainable special effects alternatives.
- Focus more on experiences, offering fewer retail shops that sell auxiliary (unnecessary) items.
- Ban super high and high-impact meals (if Sziget is not ready to become a vegetarian festival).
- Educate caterers on food's impact on sustainability and the importance of using as many local, seasonal and organic ingredients as possible.
- The Mama Earth Eatery should be in one place, marked on the map. Sziget should provide clearer participation guidelines (eg, local ingredients, no palm oil, etc.) and offer clearly outlined benefits for caterers who are part of the Mama Earth Eatery.
- Display the carbon footprint of meals. Volunteers could calculate this before the festival.
- Data provisions: evaluate waste per material in the same measurement (make mandatory per contract), single-use items (material and weight), ingredients of meals sold, types of ingredients (organic/seasonal/local), camping waste, and reusable cups sold and returned.

Grade: 5/10

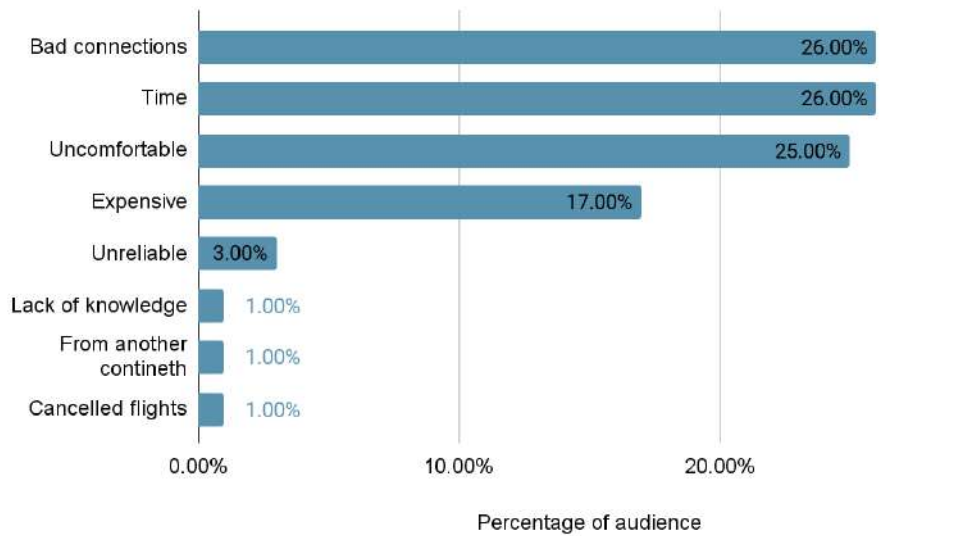
### SDG 13. Climate Action

*This SDG applied to festivals' focus on reducing greenhouse gas emissions, calculating the carbon footprint, and offsetting the emissions.*

**Travel.** For international travel, Sziget tries to organize dedicated public transport from certain cities. This is done with promoters in the respective countries. In 2022, Sziget and the local promoters organized the Sziget Express from Amsterdam, which was used by roughly 2000 people, and daily buses from Bratislava for roughly 400 people. In total, 13% of Sziget's audience came by organized transportation. 25% came by plane, 20% by car, 17% by train, and 4% by foot or bike.

The main obstacles for the audience to travel more sustainably are the inconvenient, infrequent connections with a lot of transfers (26%) and the duration (26%). On top of that, a sizable proportion of the audience mentions that the more sustainable options are more uncomfortable, especially when traveling with a lot of luggage (25%). Other obstacles mentioned are that public transportation is more expensive (17%), unreliable (3%), they have a lack of knowledge (1%), they are coming from another continent (1%), and they risk the possibility of canceled flights, meaning more layovers (1%).

### Obstacles sustainable travel (audience) - 2022



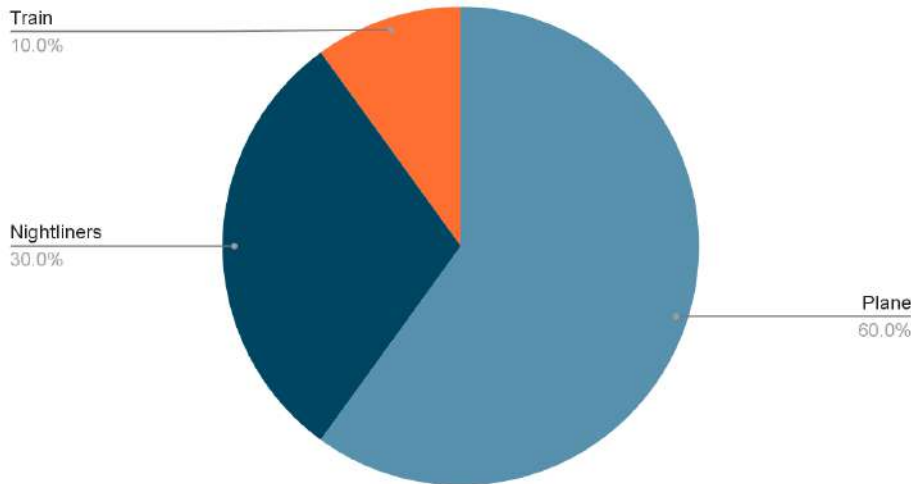
When it comes to local travel, Sziget’s onsite parking cannot accommodate any visitor cars. They have partnered up with micro-mobility companies. Sziget is a bike-friendly festival and they explain on their webpage how to get to the festival by bike, enjoy free bike storage, utilize a quick repair facility, and access rental services. Around 500 people came to Sziget by bike daily and 18 people cycled over 500 km, receiving a camping upgrade as a prize for their efforts.

**Artists travel.** There is no specific data on artist travel. When organizing travel for the artists, Sziget selects the cheapest travel option and only looks into more sustainable options if the artist specifically asks for it. Usually, the artists come by plane and their team (which goes up to 60-100 people for the biggest artists) comes by nightliner. An estimated 60% of artists and crew fly by plane, 30% come by nightliners/cars, and 10% take the train. The festival tries to be more sustainable by choosing overseas artists that are already touring in Europe.

Goal for 2024 (outdated)	Situation 2022
Eliminate PET bottles	Not done.
Increase the recycling rate of recyclable resources to 75-80%	Not done. The recycling rate is around 42.5%.
Decrease camping waste from 10% to 2-3%	Not done. There are initiatives in place to make this happen in 2023.
Compost 80% of the biodegradable cutlery and plates	Partly done; 100% of cutlery and plates are biodegradable. A small percentage was composted due to waste management problems.
Reduce single-use items used by the employees to more sustainable options	Not done. Employees received training about the importance of reducing single-use items. Sziget is negotiating with partners to reduce single-use items.

Phase out single-use cups entirely from the festival (employees, volunteers, etc)	Done.
Introduce annual and ongoing data recording of the different department's waste production	Not done.
30% vegan/vegetarian meals	Done. 43% vegan/vegetarian meals.
Cut confetti and fireworks by 50%	No data.
Integration of a carbon calculator on Sziget's website	Not done.
Stabilize visitor flights between 25-30%	Done. 25% in 2022.
Increase visitors' bus journeys by 3%	Not done. Decreased 2% from last year.
Stabilize train journeys on 23%	Not done. 17% in 2022.
Increase the number of car ride shares	Not done. Decreased from 24% to 16%.
Change the entire scooter stock to electric	Partly done; 50% of the scooter stock is electric.
Restrict the use of vehicles with combustion engines	Not done.
Use only environmentally friendly cleaning products	Not done. In negotiations with a partner.
Investigate the development of greywater solutions	Not done. Aiming for 2023.
Produce a Sustainability Report every year from now on and monitor all of our impacts	Done.

Artist & crew travel (2022)



**Volunteers.** Out of the 650 volunteers, 90 volunteers worked on sustainability projects, including waste collection, handing out recycled cigarette stub collectors to guests, revising caterers' waste collection, collecting data from caterers and attendees, encouraging people to collect recyclable materials, and participating in the tidy camping pledges.

**Carbon compensation.** In 2022, Sziget started 'Sziget Forest', a carbon compensation project. During the ticket-buying process, the forest ticket appeared as an add-on to compensate for flight emissions. Sziget sold 122 forest tickets, which means Sziget promised to plant 122 trees. An additional 180 forest trees were planted as part of an Earth Day Quick Sale campaign, therefore Sziget planted a total of 302 trees in the village of Bedepuszta, with the professional cooperation of the Forest Service in Nograd County.

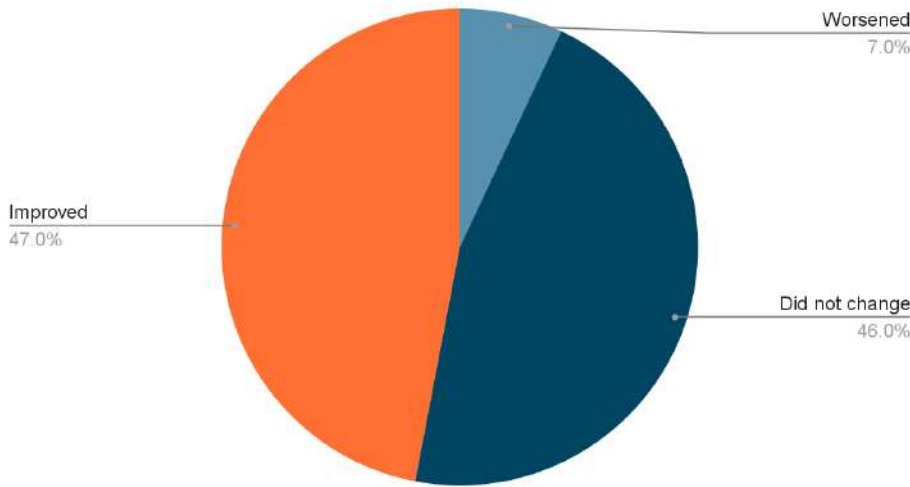
**Sustainability Report.** 2022 is the first year that Sziget publishes a sustainability report. Sziget started one in 2019 but was not satisfied with the results due to an overall lack of data. The main goal of this report is to have greater visibility on the status quo, to be transparent, and to fulfill external demands for a sustainability report.

**5-year sustainability plan.** In 2019, Sziget created a 5-year sustainability plan, which became outdated due to the COVID-19 pandemic. Sziget hopes to present a new 5-year sustainability plan in 2023, which will mostly focus on improving the festival's circularity.

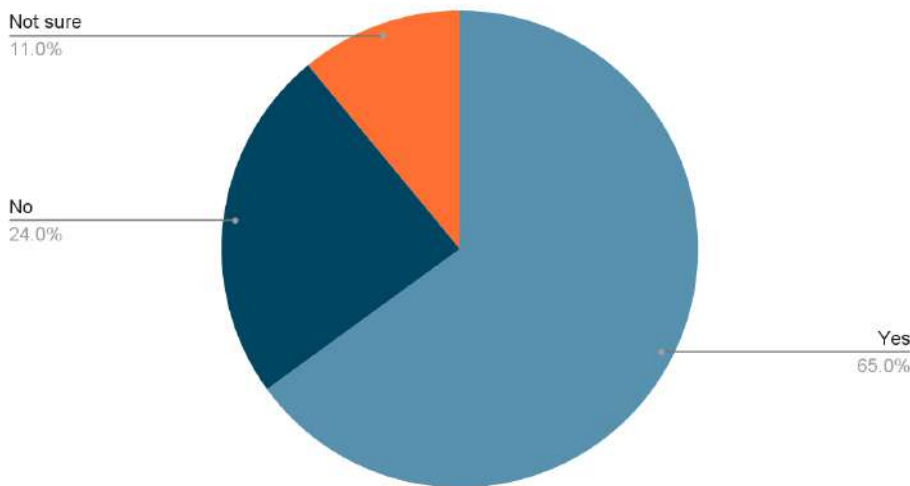
**Communication with the audience.** Sziget's communication not only focuses on music, but also on other topics such as sustainability initiatives, and understands the impact it can have by educating its audience. A big part of the audience, however, is not aware of Sziget's sustainability initiatives. 47% of returning visitors feel like Sziget's environmental consciousness has improved compared to last year, 46% feel it stayed the same and 7% feel it worsened. 65% of the audience find a festival more appealing if it has green initiatives, 24% do not, and the remainder are unsure.



Returning visitors: Sziget's environmental consciousness (2022)



Green initiatives make Sziget more appealing (2022)



**Points of improvement & recommendations.**

- Harmonize sustainability communication and improve it in foreign media.
- Establish and communicate short-term and long-term goals to reduce greenhouse gas emissions.
- Calculate the festival's carbon footprint and share it publicly.
- Communicate the importance of using public transport/carpooling on the Sziget website/social media pages and offer these options during the ticketing process.
  - Give incentives to visitors who come by public transport/carpooling.
  - Encourage local promoters to organize direct transport from the main cities.
  - Designate a dedicated person responsible for investigating more sustainable travel options.
  - Encourage artists and their crews to choose more sustainable travel options.
  - Require festival employees and other stakeholders to travel as CO2-neutral as possible.
- Make Green Sziget more visible by establishing a dedicated on-site area similar to Tent Without Borders, in which the festival could organize educational sessions on important sustainability topics, and also have artists who feel strongly about environmental matters perform.

- Use social media to communicate green initiatives and motivate the audience.
- Data provisions: assess greenhouse gas emissions (Sziget + stakeholders), how many km the audience and artists traveled, offsetting data, and the average number of people per car.

Grade: 6/10

### **SDG 17. Partnerships for the goals**

*This SDG applied to festivals' focus on encouraging companies to work together with sustainability experts to reach their goals and share their best practices.*

**Sustainability organizations.** This year, Sziget joined the Green Deal Circular Festival. This means Sziget will need to invest in new measures. The focus will be on the circular economy. Sziget is also part of A Greener Festival, for which it gets audited, attends conferences, and exchanges knowledge with other festivals on how to become more sustainable.

**Caterers.** 37% of caterers would like to work more closely together with Sziget to improve their sustainability.

**NGO Island/Civil Sziget.** Civil Sziget is one of Sziget's program venues, where NGOs present themselves to Sziget's target audience on topics such as human and minority rights, environmental protection, sustainability, EU, learning and employment opportunities, and drug prevention. The goal is to deliver messaging to young people that will help them to foster a more liveable and sustainable world by providing key information and offering hands-on assistance. The NGOs are selected based on their programming, which must be relevant for the audience, multilingual and interactive.

#### **Points of improvement & recommendations.**

- Civil Sziget: create a community space onsite for hosting interesting discussions, workshops, and film screenings.
- Share more sustainability data. Sziget should be more transparent about its own sustainability initiatives, challenges, and best practices. Doing so could initiate a wider discussion.
- Help the stakeholders advance on their sustainability journey through education and establishing clear objectives.

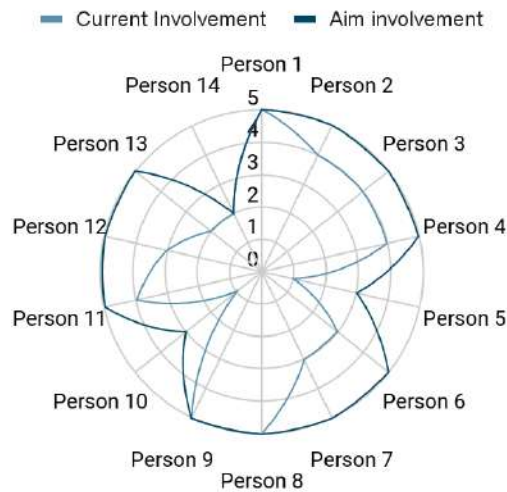
Grade: 8/10

### **Conclusion.**

Sziget's main sustainability challenges are waste management, audience travel, camping waste, the festival's circularity, unsustainable sponsors, and data provisions. The main external challenges are the lack of labor and knowledge, inflation, and the lack of sustainable partners in close proximity.

**Internal Communication.** The majority of Sziget's departments are not closely involved with the festival's actions toward sustainability and do not always understand what sustainability entails. This lack of knowledge can lead to greenwashing initiatives. Based on interview data collected, almost everyone wants to be more involved in the sustainability strategy (this includes the people heading the different spaces like Tent without Borders, Global Village, etc).

## Current involvement and aim involvement Sziget employees (2022)



**To do:**

- Get everyone together and start from zero thinking about the festival's sustainability.
- Facilitate brainstorming sessions across departments to discuss how the festival can become more sustainable.
  - All departments should work collaboratively with regard to creating and implementing sustainability initiatives. First of all, all departments should receive comprehensive sustainability training and relevant information from each department to help them consider sustainability throughout each step they take.
    - Improve cross-departmental communication so that everyone has the right information they need at the right time to improve sustainability.
    - Start an internal monthly sustainability newsletter to educate the employees. An idea would be to make a different team responsible for a section each month so that everyone has to investigate sustainability topics at least once per month.

**Communication with all stakeholders.** Explain to all stakeholders the importance of sustainability and how they can work together to become more sustainable.

- Educate the audience on how they can help make the festival as sustainable as possible. The majority of audience members were not aware of Sziget's existing sustainability initiatives. They can do a lot more when it comes to communication through newsletters, the webpage, and social media outlets. Someone should be specifically responsible for sustainability communication.
  - Host informative sessions with all stakeholders present, in which Sziget explains the importance of sustainability, requests certain data, and enables stakeholder groups/the festival to agree upon goals together.

**Sustainability communication strategy.** Sustainability communication is currently scattered and not prioritized due to a lack of resources. The whole Sziget team should get together and brainstorm ideas on Sziget's sustainability messaging. Sziget gets a lot of engagement from its emails and should include a sustainability section in each newsletter. On Sziget's social media, they should start a sustainability campaign as well. It should be fun, engaging, and educational, as opposed to listing restrictions on what attendees cannot do. Sziget's current social media communication almost exclusively focuses on its line-up.

Sziget should communicate the following on its social media and webpage:

- The importance of each SDG
- The status quo of each SDG
- Festival initiatives per SDG
- Recommendations for the visitors per SDG
- [During the festival] talks and workshops available

**Budget.** Sustainability should be prioritized. Budget cuts should not affect sustainability initiatives disproportionately. In order to have a bigger sustainability budget, Sziget could:

- Find sponsors to sponsor specific sustainability initiatives.
- Include an environmental tax in the tickets to protect the local environment.
- Understand costs now as long-term investments.
- Focus on low-cost, high-impact initiatives such as partnerships, communication, and education.

**Data collection.**

- Internal: before the festival starts Sziget should establish which data are needed from each department and by which date. The next step would be to sit down with each team and establish clear goals and subsequently, measure the success of those goals. With each initiative that Sziget implements, they should consider how they are going to measure success.
- External: Data provisions should be incorporated into all contracts; exact data that should be provided should be established/communicated before the festival starts.

**Artist involvement.** Sziget should try to involve artists in sustainability initiatives by leveraging artists who feel strongly about sustainability. This could be done through online content emphasizing the importance of behaving sustainably at festivals (shared by both artists and the festival) or asking artists if they would be willing to get involved in any other capacity (eg, via workshops, talks, etc).

**Sziget's sustainability initiatives for 2023:**

- If Budapest faces similar droughts next year, Sziget is in discussions with the municipalities to water the island during the summer to avoid a similar dust situation.
- Re-organize the site and have a smaller footprint on the public park.
- Partner with a water filtration company to have more drinking water.
- Camping waste solution: people who bring their own tents pay a deposit which they will get back if they take their camping gear with them when leaving the festival site.
- Discussions with partners/sponsors to reduce the amount of PET they bring into the festival and otherwise require them to pick up their own waste.
- Make merch offerings more sustainable by using materials from past years to create merch.
- Reorganize the festival's waste management strategy and choose more sustainable partners.
- Compost to rehabilitate the island.
- Improve the customer's buying journey. When people buy a ticket they should receive a follow-up email outlining accommodations and more sustainable transport alternatives.