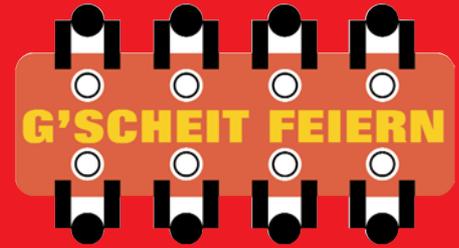


G'SCHEIT FEIERN! "CLEVER FEASTING!"



"The New Styrian Festival's Culture"

By the use of regional power on the way to sustainability!!

Starting position:

Festivals are regional centers of communication with tradition, they are the main part of our culture and have great economical importance. Environmentally conscious Styria needs a festival-culture based on sustainability – less waste – regional products of superior quality – alternative solutions for arrival and departure with passenger car.

The brand "G'SCHEIT FEIERN" was established as an institutional independent quality feature within the scope of a pilot project accompanying the country's exhibition 2001 in Weiz and was realised all over Styria in the years from 2002 to 2005 by the support of the Styrian waste management-associations and many other partners.

The contents of "G'SCHEIT FEIERN":

Superior priority is given to waste avoidance, beginning with the planning up to the execution of events. Therefore one-way products like one-way tableware, -cutlery, -beakers are not used, but porcelain tableware (Arcopal-tableware), drinking glasses, metallic cutlery are generally applied and preferably washed on site. By application of locally produced and manufactured products (treated ecologically in ideal case) added value remains in the region and environment is discharged by the lapse of long distance transportation and needless packaging. For this reason waste accumulation is reduced about 90%.



In order to decrease environmental stress induced by traffic of arrival and departure, alternative solutions to private car use, such as public means of transport, shuttle services, taxi and the like are provided.

By changing over to reusable plastic-beakers with refund in Liebenauer stadium and startup of the central beaker-washing-plant financially supported by department 19D in the year 2000, the cornerstone for application of reusable plastic-beakers was laid.

Under the motto "BEWUSST BECHERN" (conscious drinking) the application of reusable plastic-beakers instead of one-way-beakers was successfully initialised all over Styria by establishing regional outposts and transport logistics.

data/facts:

year	events	visitors
2001	76	150.000
2002	157	220.000
2003	202	270.000
2004	197	230.000
2005	220	200.000
sum	852	1,070.000

Projected or rather in comparison to the performance of conventional events with a total quantity of waste up to 0,95 kg per visitor, through 852 "G'SCHEIT FEIERN" events with 1.070.000 festival visitors held up to now the following reduction arises:

Waste avoidance of about 740.000 kg, these are approximately 150 to 250 saved truckings

Advantages for the "G'SCHEIT FEIERN" organiser:

Supporting the organisers, in addition to free of charge consulting and organisation benefits of regional project managers, "G'SCHEIT FEIERN" implements, like T-Shirts, lottery coupons and informative literature like booklets and posters were placed at the disposal.

Furthermore expenses for actions on infrastructure (tableware-vehicle, dishwashers, tables and benches, tablecloths, umbrellas) were financially supported up to 50%.

Disbursements for actions on public relations and marketing were subsidised up to 50% of the costs as well.

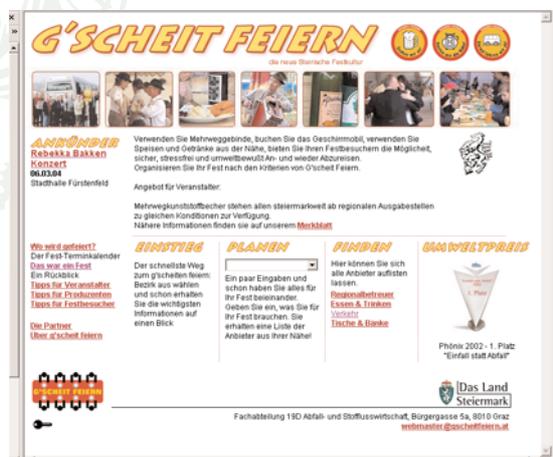
Moreover in the domain of alternative solutions for arrival and departure a share in the amount of €1,50 per provided seat was financed within the project.

www.gscheitfeiern.at

Installing the homepage: www.gscheitfeiern.at processing of "G'SCHEIT FEIERN" festivals is possible online, because:

- producers and their regional products of superior quality,
- party services,
- suppliers of infrastructure (tableware-vehicle, tables and benches...),
- transportation companies (bus companies, taxi services...),

are provided via this communication media.



future prospects:

In order to assure the previous achievements of the project (waste avoidance, regional added value, increased gastronomic culture, content festival visitors, sensitisation on topic of mobility), the project will be continued beyond the year 2005.