



Eco-friendly Oktoberfest

(September 9, 2023) A lot has happened since 1991, when the first regulations on waste reduction were introduced into the Oktoberfest operating guidelines. In close cooperation with various municipal departments, strategies have been developed to stage the world's largest folk festival as ecologically conscious as possible.

Approaches to achieve this include reduction of waste and water consumption, the introduction of organic delicacies and locally-sourced products, as well as the implementation of an "eco points" rating system for admission to the Wiesn (Oktoberfest fairground) Furthermore, a switch to green electricity and green natural gas is also part of the effort. All this makes Oktoberfest a role model for other major events.

Eco-points at the Oktoberfest

Since 1995, applicants for a spot at the Wiesn (Oktoberfest fairground) can earn points for "ecological compatibility" as part of the admission process. In the assessment, various factors are taken into account, including the use of biologically degradable hydraulic oil, the sale of regional and ecologically sustainable products an energy-saving measures, like solar installations and the use of electric vehicles. Additionally, companies receive





points for achieving overall CO₂ neutral status in general or – in case of the rides – for CO₂-neutral transportation.

ÖKOPROFIT München

In 2021, 43 Oktoberfest businesses took part in the ÖKOPROFIT München environmental consulting and climate protection programme. In 2022, seven additional businesses completed the programme, while in 2023, 21 take part in the next ÖKOPROFIT round. Together with the participants, ÖKOPROFIT München establishes technical and organisational measures to conserve resources, water and energy, avoid waste and reduce emissions through professional environmental consulting. This initiative also raises awareness of environmental issues among the employees of the participating companies and involves them in the company's environmental management. Measures include offsetting on-site CO₂ emissions, implementing water-saving solutions like waterless urinals, using electric vehicles, as well as composting fruit waste or avoiding paper towels in toilets and aluminium bags in street vending. ÖKOPROFIT München is a cooperation of Munich companies, the Department of Labour and Economic Affairs, the Department of Climate and Environmental Protection, the Munich Waste Management Company, the Chamber of Industry and Commerce for Munich and Upper Bavaria, Munich municipal utility, as well as Munich University of Applied Sciences (Hochschule München).

Info: www.muenchen.de/oekoprofit




Climate-neutral Oktoberfest businesses

The chicken and duck grill *Ammer Hühner und Entenbraterei* has been the first climate-neutral marquee at the Wiesn in 2016. They compensate for non-avoidable CO₂-emissions through projects in Nigeria (efficient cooking systems for families), India (power generation from mustard harvest residues) and Kenia (construction of biogas plants). In 2018, “*Zum Stiftl*” chicken grill followed suit by offsetting their CO₂ emissions with a mountain forest project in the Oberallgäu region and a forest conservation project in Papua New Guinea. *Kufflers Weinzelt* (wine tent) joined in 2019 with its certification as a “climate-neutral marquee operation”. They offset all CO₂ emissions through climate protection projects, such as a reforestation project in the Oberallgäu region, a forest conservation project in Papua New Guinea, as well as the “Clean Cooking Stoves Project” in Peru. Furthermore, Oktoberfest beer from Hofbräu München, along with its transportation to the Wiesn and all marquees and fairground operations tapping Hofbräu beer, is climate-neutral. This is achieved through moorland renaturation in the Chiemgau region and a concept for binding climate gases in humus, which is implemented in Thann near Zolling. The Marstall fairground marquee and the *Poschner Hühnerbraterei* (chicken grill), which actively support forest protection efforts in Brazil, have now also attained climate neutral status.

Power supply

Since 2012, all Oktoberfest businesses have been supplied with green electricity, known as M-Ökostrom. Facilities using renewable energy sources, like hydropower, generate electricity that corresponds to the consumption of their customers, which is fed into the European power grid.

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Stadtwerke München SWM (Munich municipal utility) proves this by means of guarantees of origin as required in Directive 2009/28/EC of the European Parliament. This way, the use of M-Ökostrom reduces CO₂ emissions. According to SWM, the guarantees of origin can be precisely assigned to the respective electricity supply and can be taken into account in the electricity labelling in accordance with § 42 EnWG (German Energy Industry Law).


Natural gas supply

In addition to M-Ökostrom, all catering establishments receive natural gas, known as M-Ökogas. By supplying all operations with M-Ökostrom and M-Ökogas, a CO₂ reduction of 1,000 tonnes can be achieved. To supply the festival marquees and businesses with environmentally friendly natural gas, the Theresienwiese (Oktoberfest fairground) has its own network of pipelines spanning a length of around five kilometres. M-Ökogas, offered by SWM, is a climate-neutral, CO₂-free natural gas. The CO₂ emissions are offset through the purchase of reduction certificates. The funds from these certificates are mostly used to support climate protection projects, that also have social elements. Without the funds from the certificates, these projects would not exist. This saves CO₂ emissions equivalent to those caused by the consumption of natural gas.

Waste reduction

The waste reduction concept relies on two pillars: the ban on disposable tableware and rigorous waste separation.

Since 1991, only reusable crockery and cutlery has been permitted at the Oktoberfest. Soft drinks are sold exclusively in returnable bottles at a



minimum deposit of one euro, while the sale of drinks in cans is prohibited. Reusable transport containers are employed for delivering food and beer mugs. All waste is sorted and recyclable materials are collected in the designated collection containers, while large catering establishments dispose of waste glass in their own containers. Kitchen and food waste are collected separately and recycled.

The municipal street cleaning service, which uses electric vehicles and a small sweeper for their daily mobile clean-up of waste and rubbish deposits, reported a reduction in cleaning and waste disposal from 247 tonnes (2008) to 88 tonnes (2022).

Water recycling

Since 1998, water has been conserved at the Wiesn through a recycling project: Some festival tents, including Pschorrbräuf Festhalle, Bräurosl, Hacker Festzelt, Hofbräu, Löwenbräu, Schottenhamel and Paulaner Festzelt, have implemented resource-saving greywater recycling systems. This cascade system uses rinse water from the beer mug washers for marquee toilets instead of channelling it directly to the sewage system.

Organic delicacies

For Oktoberfest 2023, numerous businesses have been certified according to the EU Organic Regulation No. 834/2007 and offer a wide range of Volksfest specialities in organic quality: From the classic Wiesn grilled chicken to roasted almonds, bratwurst and steak rolls, chocolate bananas and waffles. This year, the *Paulaner Festzelt* and the *Hühner- und Entenbraterei Ammer* (chicken and duck grill) offer exclusively organic chicken. Many products bear the “Geprüfte Qualität



Bayern" label or the "Bayerische Bio-Siegel" seal. Also, the sale of CO₂-neutral products, such as ginger bread hearts from the company "Zuckersucht" has a positive rating. In addition, there will be diverse selection of vegan products available at the Wiesn this year.

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Oktoberfest – das Fest der Landeshauptstadt München