

GREEN MELT! DINNER



16 July 2011
Melt! Festival in Ferropolis

PROF. DR BIRGITTA WOLFF

Minister of Science and Economics of Saxony-Anhalt



Music meets solar energy - in no other than the «City of Steel»! Ferropolis is exactly the right spot for the Green Music Dinner

taking place in mid-July. The energy policy shift that has recently begun taking shape in Berlin has been happening in our state for a long time. Saxony-Anhalt decided early on to rely on renewable energy sources. This proved successful: in 2009, more than a third of the electricity in the area was generated from renewable energy sources - meaning that our state has already reached the national 2020 target. In addition, Saxony-Anhalt has also become a reference as an excellent location for manufacturing components for power generation. Besides Enercon, a leading German manufacturer of wind turbines employing several thousand people in Magdeburg, the Solar Valley and its flagship company Q-Cells stand for it.

The cooperation between major solar cell manufacturers and Ferropolis is all the more gratifying. By installing solar pannels on the roofs of the «City of Steel», an exciting bridge is being built between brown coal and solar energy, simultaneously addressing the ecological and sustainability dimensions of major events such as the Melt! Festival.

With its once again sold-out festival, Ferropolis shines as Saxony-Anhalt's most important event venue, as the highlight in the events calendar of the state.

Many thousands of visitors will travel again this year to one of the main electronic and independent music festivals in Europe. As Minister for Economic Affairs, I know about the outstanding significance of this major event that has become a flagship for the region and the entire state. Of course, tourism also benefits from it. Last but not least, the Melt! Festival is a good opportunity to introduce numerous young people to the various beautiful aspects of our state.

Wissenschafts- und Wirtschaftsministerin von Sachsen-Anhalt

Musik trifft Solar – und das in der «Stadt aus Eisen»! Wenn das «Green Music Dinner» Mitte Juli in Ferropolis Station macht, ist es genau am richtigen Ort. So hat die vor kurzem in Berlin beschlossene Energiewende in unserem Bundesland längst begonnen. Sachsen-Anhalt hat früh auf regenerative Energieträger gesetzt. Und das mit Erfolg: Bereits 2009 stammte mehr als ein Drittel des hierzulande erzeugten Stroms aus Erneuerbaren Energien – damit erreichte unser Land schon damals das bundesweit für 2020 angepeilte Ziel. Zudem hat sich Sachsen-Anhalt auch einen Namengemacht als ausgezeichnete Produktionsstandort für Komponenten zur Energieerzeugung. Dafür steht neben Enercon, der als deutscher Marktführer mit mehreren tausend Beschäftigten in Magdeburg Windräder produziert, auch das Solarvalley mit seinem Aushängeschild Q-Cells.

Umso erfreulicher ist die Kooperation zwischen dem großen Solarzellenhersteller und Ferropolis. So schlägt die Errichtung einer Solaranlage auf den Dächern der «Stadt aus Eisen» einen spannungsreichen Bogen von der Braunkohle zur Sonnenenergie und thematisiert gleichzeitig die ökologische Dimension und Nachhaltigkeit einer Großveranstaltung wie dem Melt! Festival.

Mit dem erneut restlos ausverkauften Festival setzt Ferropolis an Sachsen-Anhalts wichtigster Eventspielstätte einen Höhepunkt im Veranstaltungskalender des Landes.

Viele tausend Besucher werden auch in diesem Jahr zu einem der wichtigsten europäischen Festivals im Bereich der elektronischen und Independent-Musik pilgern. Als Wirtschaftsministerin weiß ich um die herausragende Bedeutung dieses Großereignisses, das zu einem Aushängeschild für die Region und das gesamte Land geworden ist. Denn davon profitiert natürlich auch der Tourismus. Zudem ist das Melt! Festival eine gute Gelegenheit, vor allen zahlreichen jungen Menschen die vielen schönen Seiten unseres Bundeslandes näher zu bringen.



SACHSEN-ANHALT

THIES SCHRÖDER

Managing Director of Ferropolis



Ferropolis - the «City of Steel» - is known like nowhere else as a location for brown coal, an icon of the age of fossil fuels. Here, 20 000 fans from all over Europe celebrate every year at the Melt! Festival. Year after year, 160 000 people visit the Ferropolis peninsula in Gremminer Lake, which 20 years ago was still the opencast coal mine of Golpa-Nord. There, they marvel at five giant mining excavators representing 7000 tons of steel, assembled together as engineered artworks and illuminated by extraordinary lights during the Melt! Festival.

The energy that radiates from this place today is musical energy. With this creative energy, Ferropolis will become a symbol of a changing region: a region rich with a history of Reformation, Enlightenment and modernity.

In Ferropolis as well, people have had the courage to realize their visions. The Melt! Festival itself is one such vision of the power of music. M!eco, its strategy for a sustainable festival, is the next vision that is coming to life.

Furthermore, Ferrosolar is now operational. For the past few days, the sun has been shining on Ferropolis not only to the delight of festival-goers, but also producing electricity. In partnership with Q-Cells and the Umweltbank, a photovoltaic system was installed on the

roofs of Ferropolis, providing on paper enough electricity to power several festivals. The technology of the future is now playing the music in Ferropolis.

And we still have many plans: How can we store this solar energy in order to use at night it brings the stage alive? How can we show the evolution of Saxony-Anhalt from a mining to a solar region? The right partners join forces in Ferropolis: the Melt! Festival, the state of Saxony-Anhalt, the district of Wittenberg and the city of Gräfenhainichen, Q-Cells, the Green Music Initiative, and many more, who know how important development and change are if we want to reach our goals in the future. We are proud and grateful for these many friends and their involvement in a new industrial culture. It was said in the opencast coal mine of Golpa-Nord that «mining is not the work of a single man». Together, musicians and engineers, miners and other creatives, solar companies and all those who would like to go beyond just having a good idea, will lead the history into the future here in Ferropolis.

Geschäftsführer von Ferropolis

Wie kein anderer Ort ist Ferropolis – die «Stadt aus Eisen» – gekennzeichnet als Ort der Braunkohle, eine Ikone des Zeitalters fossiler Energien. 20.000 Freunde aus ganz Europa feiern hier jährlich das Melt! Festival. 160.000 Gäste besuchen Jahr für Jahr die Halbinsel Ferropolis im Gremminer See, der noch vor 20 Jahren der Tagebau Golpa-Nord war. Sie staunen über fünf gigantische Tagebaubagger, 7000 Tonnen Stahl, gefügt zu Ingenieurskunstwerken und zum Melt! Festival in ganz besonderes Licht gesetzt.

Die Energie, die heute von diesem Standort ausstrahlt, ist die Energie der Musik. Und mit dieser kreativen Energie wird Ferropolis zum Symbol des Wandels einer Region: einer Region mit ihrer reichen Geschichte der Reformation, der Aufklärung, der Moderne.

Auch in Ferropolis haben Menschen den Mut gehabt, ihre Visionen umzusetzen. Das Melt! Festival selbst ist eine solche Vision der Kraft der Musik. M!eco, die Strategie für ein nachhaltiges Festival, ist die nächste Vision, die lebendig wird.

Ferrosolar kommt nun hinzu. Seit wenigen Tagen scheint die Sonne über Ferropolis nicht nur zur Freude der Festival-Besucher, sondern erzeugt auch unmittelbar Energie. Gemeinsam mit Q-Cells und der Umweltbank konnte eine Photovoltaik-Anlage auf den Dächern von Ferropolis errichtet werden, die rechnerisch mehrere Festivals wie das

Melt! mit Strom versorgt. Die Zukunftstechnologie spielt nun die Musik in Ferropolis.

Und wir haben noch viel vor: Wie speichern wir Sonnenenergie, damit wir damit nachts die Bühnen zum Leben erwecken? Wie zeigen wir die Entwicklung Sachsen-Anhalts von der Bergbau- zur Solarregion? In Ferropolis sind die richtigen Partner versammelt: das Melt! Festival, das Land Sachsen-Anhalt, der Landkreis Wittenberg, die Stadt Gräfenhainichen, die Green Music Initiative und viele weitere. Sie alle wissen, wie wichtig Entwicklung und Wandel sind, wenn man die Zukunft gestalten will. Wir sind stolz und dankbar für diese vielen Freunde und ihre Mitarbeit an einer neuen Industriekultur. Schon im Tagebau Golpa-Nord hieß es: «Bergbau ist nicht eines Mannes Werk.» Gemeinsam werden Musiker und Ingenieure, Bergleute und andere Kreative, Solarunternehmen und alle anderen, die für mehr als eine gute Idee zu haben sind, hier auf Ferropolis diesen so geschichtsträchtigen Ort in die Zukunft führen.



MATTHIAS HÖRSTMANN

Managing Director of Melt! Festival



Climate change and sustainability are key terms that play a central role in our lives today. The music industry and environmental protection have not always gone hand in hand. Musicians and artists in general analyse and reflect the state of the world we live in, confront the public at large with society's shortcomings and, in the best case, move people to rethink. On the other hand, the music and entertainment industry plays a considerable role towards the negative energy balance on our planet with their elaborate production and distribution activities. This is a double-edged sword.

As organiser of the Melt! Festival, we bear a great deal of responsibility in this respect. Recent scientific findings have shown that organising music festivals with the carbon footprint of a small town is by no means in line with the times we live in. That is why, in cooperation with the Green Music Initiative, we have launched our extensive ecological campaign M!Eco, in order to take on board our responsibility as the organiser of a large event of this kind. Last year, we focussed on the area of mobility. Together with various tour operators, we provided lucrative offers (among these, the Melt! hotel train), which were well-received by many visitors to the festival. It is thanks to the support of our visitors that we achieved a first success by reducing the volume of traffic

arriving at and leaving the festival. And it is also thanks to our visitors and the «Tafel Wittenberg» charity that around a ton of leftover - but intact - food and beverages could be donated to a good cause. By concentrating on local providers and complying with stricter requirements to avoid a build-up of refuse in the catering area, we were also able to draw a better balance with regards to CO₂ compared to the previous year.

In 2011, we continue to take our responsibility seriously and are making moves to establish Melt! as a CO₂-friendly festival on a sustainable basis. Another main focus this year will be reducing energy consumption and the switching to renewable energy. To achieve this end, Ferropolis began building a solar plant with 170,000 kW output in March 2011 and this went into operation at the end of June. With this plant, we hope to have taken another decisive step towards an environmentally friendly and responsible festival.

Geschäftsführer des Melt! Festivals

Klimawandel und Nachhaltigkeit sind zentrale Schlagwörter unserer Zeit. Musikindustrie und Umweltschutz gehen dabei nicht immer Hand in Hand. Zwar sind es Musiker und Künstler im Allgemeinen, die den Ist-Zustand unserer Gesellschaft analysieren und reflektieren, einer breiten Öffentlichkeit soziale Missstände vor Augen führen und im Bestfall zum Umdenken bewegen können. Andererseits ist es die Musik- und Entertainmentindustrie die per definitionem durch aufwändige Produktions- und Distributionsmaßnahmen einen nicht geringen Teil zur negativen Energiebilanz unseres Planeten beiträgt. Ein zweischneidiges Schwert.

Als Veranstalter des Melt! Festivals tragen wir dahingehend eine enorme Verantwortung. Musik-Festivals durchzuführen, die den CO₂-Fußabdruck einer Kleinstadt haben, ist mit unserem heutigen Wissensstand keineswegs mehr zeitgemäß. In Zusammenarbeit mit der Green Music Initiative haben wir deshalb 2010 unsere groß angelegte Umwelt-offensive M!Eco initiiert, um unserer Verantwortung als Veranstalter eines Großevents aktiv nachzukommen. Im letzten Jahr lag unser Schwerpunkt im Mobilitätsbereich. In Zusammenarbeit mit diversen Reiseveranstaltern stellten wir lukrative Angebote (u.a. den auch 2011 organisierten Melt! Hotelzug) bereit, die von den Festivalbesuchern zahlreich angenommen wurden. Gerade durch die

Unterstützung unserer Besucher erzielten wir mit der Reduzierung des An- und Abreiseverkehrs einen ersten Erfolg. Den Festivalbesuchern sowie der Tafel Wittenberg ist es ebenso zu verdanken, dass etwa eine Tonne übrig gebliebener, aber noch verwertbarer, Lebensmittel für einen guten gespendet werden konnten. Durch Konzentration auf lokale Anbieter und erweiterte Auflagen hinsichtlich der Müllvermeidung im Catering-Bereich konnten wir außerdem eine positivere CO₂-Bilanz als im Vorjahr ziehen.

Auch 2011 werden wir unserer Verantwortung nachkommen, das Melt! nachhaltig als CO₂-freundliches Festival zu etablieren. Ein weiterer Schwerpunkt in diesem Jahr: Reduktion des Energieverbrauchs und eine sukzessive Umstellung auf erneuerbare Energien. Zu diesem Zweck begann in Ferropolis im März 2011 der Bau einer Solaranlage mit 170.000 kW Leistung, die Ende Juni in Betrieb ging. Damit hoffen wir, den Weg in Richtung umweltfreundliches und verantwortungsbewusstes Festival einen Schritt weitergegangen zu sein.

MELT!

JACOB BILABEL

Founder of the Green Music Initiative

GROOVE TO SAVE THE WORLD?

The Role of the Culture Industry in the Fight against Climate Change



I still meet people who do not believe in climate change. The more of them I meet, the less I care about changing their minds. Instead I ask them:

do you dare to think of social change? How will we live in the future? What will it look like? How can we accelerate the transition of our societies towards more sustainable lifestyles?

I do not see a lack of science-based evidence and innovations. But the behavioural gap is becoming more and more of a behavioural valley as time goes by. How do we bridge the gap between what we know we should do and what we do for real?

The social change challenge is a complex one. It demands a thorough understanding and collaboration from science, politics, consumers, business and civil society alike. It is hence essential to build a common language around the challenges we face, the options we have and the life we want to live as individuals

and as a society. In this regard we should develop a new Low Carbon Culture.

To make this happen we need a big scale social experiment, an experiment with the power to produce role models, dreams and questions which can pave the way into a low carbon future. The music and entertainment industry has this global reach and can unleash imagination and passion like few other industries can. A festival is by definition a social experiment. Fans attend festivals to experiment with new forms of sound, visuals, stimulants and love. At best a celebration of life itself. Why not add sustainable innovations to that list? The wonderful people at Melt! festival decided to do this with their M!eco initiative. Smarter alternatives for energy production, mobility and waste reduction will be showcased instead of telling people what they should not do. Through positive examples and practical solutions they will guide their visitors towards a more climate-friendly future.

At this year's Green Melt! Dinner, 100 selected British, German, French, Italian, Norwegian and American representatives from music, arts, theater, design, science, renewables, politics, environmental associations and media will discuss how innovative approaches in the music and entertainment industry can lead to concrete reductions of carbon emissions. And they maybe help to form a new common vision for the required global transformation. Please be part of this amazing journey.

FERROPOLIS FERRO SOLAR

With 210 kWp output, the QSmart modules of the Q-Cells have been producing energy on the roofs of Ferropolis since 30 June 2011. The five enormous excavators which form the city of iron, are not only witnesses of almost 100 years of industrial heritage but nowadays also provide a breath-taking setting for all kinds of activities, events, festivals and much, much more.



Until 1991 brown coal was extracted around the peninsula. Then the open mines' giant equipment – monuments of the machine agethould have been scrapped. But former mine workers and visionaries associated with the Bauhaus Dessau, saved the steel colossuses and grouped them into an impressive ensemble. Today, Ferropolis is a museum, an industrial monument, a steel sculpture, an event location and a theme park all at the same time.

Towering over everything: the giant excavators that remain like dinosaurs from a past era. But the future has already begun. This is shown by the first settlements of smaller companies as well as numerous new projects: swimming baths for example, or currently a whole holiday village, supplied by the longest European solar power station. In Ferropolis, as it appears, the future is possible.

And the present is celebrated: international festivals as well as big concerts from Herbert Grönemeyer to Metallica have bestowed on Ferropolis a European-wide reputation as an unparalleled setting for both artists and audience.



M!ECO

MELT! GOES GREEN

Environmental and Climate Protection are key issues of our time. Festivals also have a responsibility to address these challenges and reduce their negative environmental impact. The promoters of the Melt! Festival are aware of this and launched the project M!eco in partnership with the Green Music Initiative. In several months of work, a comprehensive approach was developed, making the Melt! Festival a green pioneer in the entertainment and cultural sector.



M!eco Vision

The music and entertainment industry is energy intensive in all areas (production, distribution, staging). The British music industry emitted e.g. 540,000 tons of CO₂ in 2007. This corresponds to the annual emissions of a town with 54,000 inhabitants or the CO₂ emissions of 180,000 cars per year (Source: UK Music Industry Greenhouse Gas Emissions for 2007, University of Oxford). The German-speaking music and entertainment industry is even larger than the British one. Urgently necessary carbon reduction strategies are not yet implemented on a broad basis.

This is why the Melt! Festival wants to better fulfill its responsibility in the future. We started the large-scale environmental offensive M!eco in 2010 with the Green Music Initiative and other great partners.

On the way to a green festival - Concrete Measures for effective Environmental and Climate Protection

For Environmental and Climate Protection, there is, as in other areas, no panacea. In the frame of M!eco a bundle of measures have therefore been developed, aiming primarily at Climate Protection, but also going further and offering solutions for other aspects of environmental protection.

The Environmental Protection measures are designed to apply on the long term and to be developed step by step. Every year, we select an

area, look into it with special attention and elaborate solutions with our partners. In 2010, the focus was on the main cause of greenhouse gases at festivals: mobility. The focus was on the visitors' traffic to and from the festival. In 2011, we focus on energy.

Use of Renewable Energies

This year, Ferropolis acquired a solar plant that was installed on the roofs of buildings on the festival site. A total of 2901 m² are covered with solar cells. It is producing about 170,000 kW of electricity per year and can supply 50 households with electricity. The Melt! Festival consumes 73,000 kW of electricity in one weekend.

Mobility

Melt! Hotel Train

An innovative component of the mobility concept is the hotel train. This train, chartered specially for the festival and equipped with couchette compartments, enables a comfortable journey directly to the festival grounds. There, it stays for accommodation, as rain shed and as a safe place for valuables. With a flat rate of 99 Euro for the round-trip, it is also a real economic alternative to driving. The train rides between Cologne and Ferropolis with stops in ten other cities. With 700 tickets sold the train is fully booked this year again. A festival visitor who takes the hotel train instead of a car halves the carbon footprint of his journey from 64 kg to only 31 kg.

Deutsche Bahn

In cooperation with Deutsche Bahn, Melt! visitors are offered a ticket for only 79 Euro (round trip) from anywhere in Germany to the festival site.

Car Sharing

The more people in a car, the more climate-friendly the ride gets. Therefore, visitors can arrange car sharing at www.meltfestival.de/forum/ride.

Tax on Waste & Corporate Citizenship

With the presence of the Wittenberg Tafel on the festival site and the introduction of a waste deposit, waste production has been drastically reduced. Thanks to the festival audience and the Tafel, about a ton of leftover but still usable food could be donated to charity. We call this a remarkable achievement and hope that the donations will be at least the same this year.

Catering

From year to year, we, in cooperation with Gastrobüro make the catering more sustainable. It starts with a stronger cooperation with local caterers. This year we have 13 providers of regional, vegetarian and / or organic foods and only 16 regular suppliers. In addition to a wider range of environmentally friendly food, stricter requirements have been imposed on caterers, in particular regarding waste prevention.

Measures in cooperation with our Partners

Green Melt! Dinner

After the successful Green Music Dinners at the UN climate summit in Copenhagen, at the Echo

Awards in Berlin and the Reeperbahn Festival in Hamburg, this year the Green Melt! Dinner is taking place at the Melt! Festival for the first time this year.

100 selected international representatives from music, science, politics, environmental NGOs, industry and media are invited to the vegetarian gourmet dinner to discuss how innovative approaches can help the music industry to achieve concrete results in reducing CO₂ emissions. Input statements will lead through the evening (including Jacob Bilabel, founder of the Green Music Initiative, Matthias Hörstmann, promoter of the Melt! Festival and Dr Fritz Reusswig from the Potsdam Institute for Climate Impact Research). The discussions at the Green Music Dinners have already resulted in many concrete climate protection projects, e.g. the MorgenMelt!Rocks Tour.

MorgenMelt! Rocks Tour

Exactly one week before the start of the festival, MorgenMelt! Rockstour starts in Hamburg and rides along the Elbe river towards Ferropolis. Morgenwelt has organized everything, including accommodation and meals. During the day, the participants pedal vigorously, in the evening unplugged concerts and bike discos entirely powered by muscle power are being held. During the Melt! Festival the bikes are used for the bike disco on the camping site. Visitors have the opportunity to be the DJ for a while – whilst other visitors pedal, and thus generate the necessary power for the DJ.

CO₂online:

Electricity Checkers & Climate Clicker

To raise Melt! Visitors' awareness of their impact on climate change, the campaign «Climate Clicker» is held on site. In the M!eco area, the festival visitors will receive energy saving advices and the free of charge and ultimate «Rock and Roll Air-Guide», explaining how individuals can contribute to a climate-friendly festival. The «electricity-checkers» – armed with iPads – show festival goers their level of electricity consumption compared to the national average - and how they can easily reduce it. The program is also available online at www.klimaklicker.de and www.facebook.com/klima.sucht.schutz.

Furthermore, visitors can experience exciting climate protection actions at the M!eco area for the first time: For example, there is a bicycle powered cell phone charging station and each can transmit their climate messages to the world using fluorescent colors.

Viva con Agua

«Knowledge is power» was the motto of Sir Francis Bacon. To give our visitors the opportunity to be fully informed about the issues of environmental protection and sustainability and also to enable them to participate themselves, our longtime partner Viva con Agua is at the festival this year again:

Viva con Agua is an initiative that specializes in fundraising for drinking water and sanitation projects in developing countries. Together with various event promoters and location operators,

they organize charity events (concerts, fund-runs, charity football games, water days, etc.) and by doing this they collect donations for drinking water projects.

At Melt!, Viva con Agua is running its guestlist Euro campaign and a deposit cup campaign.

Contact

Finja Götz | Melt! Festival
finja@meltfestival.de
+49 (0)30 6003460-37

Julia Gudzent | Melt! Festival
julia@meltbooking.com
+49 (0)30 6003460-34

Green Music Initiative

c/o THEMA1
Jacob Bilabel
bilabel@thema1.de

CO₂online

Steffi Saueracker
steffi.saueracker@CO2online.de

Viva con Agua

Michael Fritz
m.fritz@vivaconagua.org

Morgenwelt

Bjoern Hansen
b.hansen@morgenwelt.de

SPEAKERS

THOMAS FRANKEN

Q-Cells



Thomas Franken is Senior Vice President Marketing of Q-Cells, a major manufacturer of photovoltaics situated only a few kilometers away from the Ferropolis. Thomas Franken represents the renewable industry partner of GMI. Since the beginning of his career at Q-Cells he fostered the company's commitment to a more sustainable appearance. In 2008, he launched the PR campaign «Sonne, Sonne, Sonne» together with Sharp Solar and MTV, to sensitize a younger and broader public for solar energy topics.

Thomas Franken already proved his dedication to energy efficiency topics as Head Marketing of WILO, the market leader for heating pumps and Atlas Copco Power Tools. He has also been working as Head of Marketing for Metro Group Asset Management.

www.q-cells.com



MATTHIAS HÖRSTMANN

Intro, Melt! Festival etc.

Matthias Hörstmann is an Editor, Event Promoter and Managing Director in the media and event sector for the hip and youngster scene. Since he founded the music magazin Intro in 1991, he has developed a broad range of over 20 brands

and 10 companies, all of which have reached a market and opinion leading position in Germany and abroad. Companies and brands he is heading include, amongst others: Intro edition and music magazine, SNEAKER FREAKER, FESTIVALGUIDE, 11 FREUNDE, 11 FREUNDINNEN, Melt!, SPLASH! and Berlin Festival, MELT! Booking, METROPOLIS and GEMEINSAME SACHE, PUTPAT.TV
www.matthias-hoerstmann.de

FINJA GOETZ

Melt! Festival



MELT! is Europe's largest indie and electro music festival, attracting 20,000 visitors to the Ferropolis festival site.

Finja is the Environmental Manager of the Melt! Festival and the Berlin Festival. Together with partners such as the Green Music Initiative, Finja has set up the M!ECO project, aiming at greening the festival through innovative activities. Last year, the cooperation focused on sustainable mobility management. As a result, 600 visitors of the Melt! Festival were offered the opportunity for the first time to travel by train from Cologne to the Ferropolis. This year, the focus was set on energy management, resulting in a spectacular new solar roof installed on the festival site.

www.meltfestival.de
www.berlinfestival.de

PROF. DR FRITZ REUSSWIG

Potsdam Institute for Climate Impact Research



Fritz Reusswig studied sociology and philosophy at the J.W. Goethe University in Frankfurt am Main. Among his academic teachers were Iring Fetscher, Alfred

Lorenzer and Jürgen Habermas. He wrote his diploma thesis in sociology on Adorno, and his philosophical dissertation on Hegel. At that time he started to work on the relation between modern lifestyles and the environment, documented in his study «Lifestyles and Ecology». In 1995, Fritz Reusswig joined the Potsdam Institute for Climate Impact Research (PIK). In his habilitation thesis «Consuming Nature. Modern Lifestyles and Their Environment» (2008) he expanded his view towards a comprehensive analysis of the history and present role of consumption in western societies. Fritz Reusswig is currently doing research in the domain of urban development and climate change. He is teaching at various universities and holds a professorship at the Hamburg University of Fine Arts (HFBK). Fritz is a well-known speaker for his positions on the need for a new Low-Carbon Culture.

www.pik-potsdam.de



LINNÉA SVENSSON

Øya Festival, Norway

The Øya Festival has won four industry awards for its

ecological approach to live music, including the title of Europe's Greenest Festival at last year's European Festival Awards. Linnéa Svensson was the Øya Festival's Manager of the organic food project launched in 2003 and has been the Environmental and Sponsorship Manager since 2008. During this whole period, she has worked with commercial sponsors and partners and has successfully integrated environmental measures in the commercial contracts. In addition she is the Co-Owner and Chairwoman of the venue BLÅ in Oslo, and is a board member of the «Norwegian Sponsor and Event Association» among others. This year, one of the Øya Festival's main environmental projects was to replace all diesel generators with landline power made of 100% renewable hydroelectricity. At the same time they focused on having as much organic and local food as possible, including a vegan alternative at every food stand, and introduced many further measures such as eco-driving, electric cars, public transport and material recycling.

www.oyafestivalen.com



JACOB BILABEL

Green Music Initiative

Jacob Bilabel is Founder of the Green Music Initiative.

Prior to that he worked in the management of Universal Music Germany. In the following years he set up MySpace's operations in Germany and became part of the social media advisory board of the Green Party. In the 2005 elections he was a personal consultant to Mr. Joschka Fischer, then Germany's Foreign Minister. Today, he is Managing Director of the Berlin based think-do-tank THEMA1 specialised in accelerating the transition to a low-carbon society. He is a mentor at the Akademie der Künste (University of the Arts) in Berlin and founding member of the ReDesign Deutschland initiative. Beside that he is board member of Berlin's Chamber of Commerce for Creative. Jacob Bilabel is also serving as a part of the German Technical mirror committee for the new ISO 20121 standard for Sustainability in Event Management.



THEMA1

The Green Music Initiative is a project of THEMA1, an independent Berlin-based think-do-tank specialized in accelerating the transition to a low-carbon society. With the aim of driving social change, THEMA1 develops, initiates and operates complex international multi-stakeholder processes.

www.thema1.de

Thema 1 Projects:

Carbon Film Quote

Carbon Film Quote is the world's first TV commercial budget estimator with an integrated carbon calculator. It helps BBDO proximity's production partners identify and evaluate low-emission and environmentally friendly production options when looking at initial cost estimates. Launch partners: BBDO Proximity, CMC. EU, Neue Sentimental Film, Markenfilm, Das Werk, Cobblestone, Twin Film, Vogelsänger Film, Schönheitsfarm, Studio Funk, Chamaeleon, Adstream

www.carbonproductionquote.com



Green Music Initiative

The Green Music Initiative acts as a platform coordinating the music and entertainment industry's effort to minimise their climate impact. Partners: British Council, Bucks New University, Club Commission, Goethe Institute, Julie's Bicycle, Melt! Festival, MTV Networks, Potsdam Institute for Climate Impact Research, Rheinkultur Festival, Berlin Music Week, Yourope

www.greenmusicinitiative.de



Klimapartner 2020

Klimapartner2020 is an alliance of small and medium size German enterprises supporting the national targets of a 40% reduction of GHG emissions by 2020. Launch partner: ReCarbon

www.klimapartner2020.de

PCF Project / Platform for Climate Compatible Consumption in Germany

The PCF (Product Carbon Footprint) Project provides a platform to promote sustainable consumption based on product carbon footprints. Launch partners: Öko-Institut, Potsdam-Institute for Climate Impact Research, WWF, BASF, dm drogerie-markt, DSM, FRoSTA, Henkel, Krombacher, Rewe, Tchibo, Telekom, Tengelmann, Tetra Pak

www.pcf-project.de



PCF World Forum

The PCF World Forum is a joint platform to foster and facilitate dialogue between international initiatives on how to assess, reduce and communicate the impact of goods and services on the climate. Over 450 representatives of business, retail, government, research, NGOs from over 30 countries attended the PCF World Summits.

www.pcf-world-forum.org



Renewables-Grid-Initiative

The Renewables-Grid-Initiative promotes the expansion of distributed and bulk renewable energy generation and transmission capacity in Europe. Members: WWF, RSPB, Natuur en Milieu, Germanwatch, 50Hertz Transmission, Elia, National Grid, RTE, Swissgrid, and TenneT.

www.renewables-grid.eu



GUESTS

80 selected American, British, German and Scandinavian representatives from music, theatre, art, science, politics, business, environmental associations and media



REINER ANDREAT
Financial Consultant at
Projectfinanz & Creditmanagement.
He is a financial consultant specialised in
renewable energies and social real estate.



LUCILE BARRAS
Project Manager of the Green Music
Initiative and the Renewables-Grid-
Initiative at THEMA1.
She has been a research assistant at the
Potsdam Institute for Climate Impact
Research and an advisor to the German
Federal Ministry for the Environment.



ANTONELLA BATTAGLINI
Executive Director of the
Renewables-Grid-Initiative.
Joining the forces of European
transmission system operators and
environmental NGOs, RGI promotes the
expansion of renewable energy generation
and transmission capacity in Europe.
Thousands of kilometres of new
transmission lines will need to be built
in the coming decades.



JAN HENDRIK BECKER
Presenter and Producer at NDR TV
and Poplitz Produktion Berlin.
Jan currently presents a travel-programme
for NDR TV with a focus on the new
EU members, reporting on pop culture,
politics and people. He has been
developing, hosting and producing various
formats for broadcast since ringtone-
advertisement killed music-tv in 2003.



WOLFGANG BERGMANN
Coordinator of ZDFkultur.
He is responsible for all theatre projects
at ZDF, especially 3sat; among others the
Theatre Meeting in Berlin. He has been
a (co-)initiator of a number of program
highlights, theatre movies, TV formats on
popular and classical music, the theatre
magazine FOYER, and adaptations of
stage performances.



JACOB BOGH
DJ, Musician and Consultant in the
Area of Digital Music and Marketing.
He holds a Master in media science and is
a passionate of technology. He believes
that information is king. It is the strongest,
cheapest and most durable commodity.
Information and technology have impro-
ved life on earth and will continue to do
so. It's our job to guide it into the right
direction.



BETTINA BRAMMER
Head of Product and
Channel Marketing at Q-Cells.
She is responsible for product positioning
and communication at Q-Cells, one of
the world's leading solar PV companies.
Previously, she has held marketing
positions at Ben Sherman Group in
New York and Asics in Japan.



MARTIN BRUECK
Architect and Project Developer at
the Bauhaus Dessau Foundation.
He holds a Master in carpentry. He is a
project developer for Ferropolis since 1992,
for city development in Addis Abeba in
2000/2001 and for the reconstruction of
the Bauhaus building in Dessau since 2003.



BENJAMIN BUDDE
Head of the Creative Department at
Budde Music Germany.
He started a small record company and
studio in a small Berlin «bunker» whilst
still at school. In 2008, upon completion of
his music business studies, he joined the
family music publishing business. He is
now responsible for business affairs and
the newly founded Budde Music USA.



RALPH H. CHRISTOPH
Head of Strategy of c/o pop.
He is a founding member, former
programme director and now head of
strategy of the festival c/o pop and the
C'n'B Creativity & Business Convention
in Cologne. One of the main issues of
both events is the Europeise, a network
of over 75 festivals from 25 countries.



ROMAN DASHUBER
Project Manager of the Green Music
Initiative at THEMA1.
Recently, he developed the Green Club
Index project. During his studies in
environmental psychology, he conducted
projects on solar power and energy con-
servation and organised a regular lecture
series on sustainable development.



ALEC EMPIRE
DJ, Remixer and Producer.
He is a founding member of Atari Teen-
ager Riot and the driving force behind the
creation of the digital hardcore subgenre
and the record labels Digital Hardcore
Recordings and Eat Your Heart Out.



KATRIN ERICHSEN
Co-Owner of Musique Couture.
Musique Couture develops custom-
tailored and comprehensive musical
concepts for strengthening corporate
identities. It advises clients in the
selection of suitable bands and DJs for
their events, and creates the right sound
for films, bars, hotels, restaurants,
concept stores, and showrooms.



J. HENRY FAIR
Photographer and Environmentalist.
He is best known for his Industrial Scars
series. He has been featured on The
TODAY Show, WDR TV, in The New York
Times and Vanity Fair, with an upcoming
piece in DIE ZEIT. His work travels the
globe in exhibitions at museums, galleries,
and educational institutions.



DANIEL FIEDLER
Head of Programme at ZDFkultur.
He joined ZDF in 2001, holding various
leading roles. Previously, he was a leading
dramaturge at the Felix Bloch Erben
edition.



SEBASTIAN FLEITER
Artist and Creator of THE ELECTRIC
HOTEL.
THE ELECTRIC HOTEL is a project about
voltage, art and rock 'n' roll, which brings
renewable energy to festival audiences.
He studied stage design in London and
fine arts and visual communication in
Kassel and is working as an international
media artist.



MATTHIAS GEBAUER
Chief Correspondent for Spiegel
Magazine.
His focus is on the global war on terrorism
and its side effects. He has also covered
natural disasters such as the tsunami in
South Asia and the hurricane Katrina in
New Orleans.

TORSTEN GERICKE

Marketing at Q-Cells.



KATIE GRIGGS

Campaign Director of 10:10 Germany. 10:10 has so far motivated over 100,000 people, businesses, schools and other organisations in 128 countries to reduce their carbon footprint by 10% within a year. Previously, Katie Griggs has worked in marketing and management at Virgin and BSKyB and ran her own marketing agency.



FREDDY PAUL GRUNERT

Curator of the ZKM Centre for Art and Media Karlsruhe.

He is an artist and intellectual focusing his trans-genre work on climate change issues. He founded the institutional interface for immaterial values selph2. In 2011, he will be co-curator of the exhibition and research platform «Climate Anomie. Climate Turn. Change It. 2011».



JULIA GUDZENT

Head of Artist Relations at Melt! Festival.

Apart from working on the festival's green issues, she also organises the artist areas at Melt! Festival, Berlin Festival and Splash Festival. Moreover, she takes care of several corporate events as well as the preproduction at Melt! Booking.



THORSTEN HABERMANN

Senior Brand Manager and Social Media at Telefónica Germany.

He is specialised in social media strategy and channel management as well as in brand communication, sponsoring, brand entertainment and brand experience.



BJOERN HANSEN

Initiator of Morgenwelt Project and Independent Film Producer.

Morgenwelt is a communication platform on renewable energy and sustainability issues. He owns Europe's first bicycle disco, called Morgenwelt Rocks. His challenge during the Melt! Festival 2011: Organising the first bicycle tour from Hamburg to Ferropolis.



ANTJE HARTUNG

Freelancer in Communicative Design.

She is a graduate in industrial design of the University of Art and Design Halle. From 2007 to 2009, she was also working with Schünemann Design Solutions in Berlin.



HANNAH HEBERLEIN

Graduate Environmental Scientist, M. A. in Sustainable Tourism Management.

She wrote her master thesis on music festivals and sustainability. Within the scope of her research festival visitors of five German music festivals in 2010 (MS Dockville, Haldern Pop Festival, Melt!, Taubertal Festival, Wacken Open Air) were asked for their perceptions regarding sustainability measures as well as their individual behaviour and their opinions.



MARKO HEGNER

Executive Director of Melt! Festival.

He is also executive director of the Splash! and the Berlin Festivals, the event agency Gemeinsame Sache and Gastrobüro.



DANIEL HIRES

Sustainability & Communications Consultant.

He is filming behind-the-scenes interviews for M!eco. He is the Germany representative for Moving Planet, organised the Silent Climate Parade Berlin, and is also a blogger. Past work includes booking/managing concert series, ad agency work, carbon market consulting, and the establishment of 10:10 Germany.



OLIVER ISAACS

Managing Director of This is Music.

Entertainment lawyer and artist/DJ manager, he is also the director of SPL Agency. He is representing Little Boots, Simian Mobile Disco, Tensnake, Blondes, Bicep etc.



HEIKO JAHNKE

Überjazz Festival Artistic Director & Head of Booking for Karsten Jahnke Konzertdirektion.

After over 20 years in various fields of the so-called music business (artist booking, concert promotion, club promotion, event promotion, radio, web radio, consulting etc.) he finally joined forces with his dad's company in 2009 to start the yearly Überjazz Festival at Kampnagel Hamburg.



ANJA KAPS

Promoter at Loft Concerts.

She joined Loft Concerts in 2007 after studying new German literature, publishing and policy science at the Free University of Berlin.



DR. HARALD KEGLER

Professor for Urban Design at Bauhaus University Weimar.

He is one of the developers of the Ferropolis. An architect and urban/regional planner, he has been working at the Bauhaus Dessau, contributing to EXPO 2000 and holding a guest professorship at the University of Miami. He also heads his own laboratory for regional planning.



TINA KOPPELIN

Product Manager for International Rock at Universal Music.

She is a caring rhino-godmother, proud rabbit-mom and product manager at Universal Music International for acts such as The Killers, White Lies, I Blame Coco.



HARALD KREMER

Advisory Board Member of Ferropolis.

An associate of the Martens & Prah insurance company, he is also vice state chairman of the economic association of the conservative party CDU/CSU.



LASSE KROLL

CEO of Lunatic Festival.

He studies economics and politics at the Leuphana University of Lüneburg. Beside his studies he is a member of the executive committee of the Lunatic Festival and organises the Seeburg OpenAir Festival in Kiel for the first time this year.



CHRISTIAN KROLL

CEO of Ecosia.

As a social entrepreneur, he is the founder and CEO of the eco-friendly search engine www.ecosia.org.



DR. SASCHA LAFELD

CEO of First Climate.

He is responsible for the coordination of First Climate's sales activities and business development in Australia. He currently acts as official advisor to the UNEP Financial Initiative and is co-chair of the International Carbon Reduction and Offset Alliance (ICROA).



STEFAN LÄUFER

Senior Vice President C&I at Q-Cells.

He is globally responsible for the C&I segment at Q-Cells. Previously, he worked for Grohe.



STEFAN LEHMKÜHL

Head of Booking of Melt! Festival.

He is also head of Booking for the agency Melt! Booking, the Melt! Club, the Berlin Festival, Intro Intim & Introducing and other event companies.



NORBERT LOEW
Marketing Manager at Bench.
He is a marketing manager communication for the UK based street wear brand Bench since 2005.



SARA LOSSIUS
Project Leader for Sponsorships and Events at Hafslund.
At Hafslund, a Norwegian power company, she is responsible for sponsorships and events, such as Hafslund's climate festival for children and the Oya Festival. She holds an MSc in social and public communication from the London School of Economics and has a background in PR.



CHRISTEL LÜCK
Locality Mayor of Gräfenhainichen.
She has been active in local politics since 1990 (in Gräfenhainichen's City Council) and, since April 2011, has been the first locality mayor of Gräfenhainichen. She has therefore been able to follow the development of Ferropolis closely and actively influence it.



HENDRYK MARTIN
Marketing Director of Melt! Festival.
He is thinking and working for clients in music, trend and strategy questions. He is also marketing director of the Splash! and Berlin Festivals. He also manages the Gemeinsame Sache agency in Cologne and consults for clients including Deutsche Telekom.



BRICK MEDAK
Head of Energy Policy at Lichtblick.
Before he joined Lichtblick recently, he was an officer for climate and energy policy at WWF and Germanwatch and a personal assistant to several MPs with a focus on climate and energy. He holds a M.A of law and political sciences from the Universities of Berlin and Hamburg.



SANDRINE MITTELSTÄDT
Actress, speaker and freelancer at PCH Berlin-Los Angeles.
She is also a research analyst for cradle-to-cradle material development. At the innovation agency for marketing, development and design PCH Berlin-Los Angeles, she is responsible for ethnographic assessment and consumer behaviour pattern, needs, and values.



TERESA MOORE
Head of Department for Music & Events Management at Bucks New University.
She has initiated the development of a series of conferences and short courses on sustainable event management at Bucks New University. She is a founder member on behalf of the University of the UN Music & Environment Initiative. She is also co-founder and CEO of MC9 Music, an independent music business.

FRANK HEINRICH MÜLLER
Photographer in Leipzig.

MICHAEL MÜLLER
Samsung.



TIM NEBEL
Managing Director at WBN: Büro für Kommunikation.
WBN: Büro für Kommunikation is a communications agency specialised in sustainability, renewable energies and clean tech. Previously, Tim Nebel was a consultant at the Axel Springer edition and a management supervisor at the KM Wolff Werbeagentur.



TOMMY NICK
Head of Communications at Berlin Music Week.
Berlin Music Week is a yearly a week of sector meetings, market place, conference and live music experience; all in one; across the whole of Berlin; for music fans and professionals alike.



LIZZY NEWTON
Booker at South By Southwest (SXSW).
The SXSW Music and Media Conference attracts thousands of stakeholders to do business at the SXSW Trade Show and attend panel discussions featuring some of the industry's key players. At night, SXSW showcases 2000 international musical acts on over eighty stages in downtown Austin.



WINFRIED OWTSCHARENKO
Segment Head C&I at Q-Cells.
He is responsible for the C&I segment at Q-Cells. Before Q-Cells, he worked for Ecostream.



MAX PAPROTH
Licensing and Business Affairs at Budde Music UK.
He founded both his own independent music publishing company and record label in 2000. In 2003, he joined Budde Music. He is currently responsible for the licensing and business affairs at both Budde Music Germany and Budde Music UK.



LEYLA PIEDAYESH
CEO of Lala Berlin.
A native of Tehran, she came to Berlin in 2001. She initially studied business administration, making fashion design her third career after her time at MTV. She debuted her Lala Berlin label in 2004, and instantly gained recognition throughout Germany as the go-to brand for a cool, feminine look.



RASMUS PRIESS
Project Leader at THEMA1.
He is leading the product carbon footprinting initiatives PCF Project, Platform for Climate Compatible Consumption Germany and the international PCF World Forum. His focus is on building positive market forces that lead to radical changes in the way products are manufactured, distributed and used.



HARRY RAUCH
Engineer at S.G.N. Projekt.
He develops solar plant projects from small roof systems up to big plants for open areas. An electrical engineer who has also absolved business studies, he designs and manages solar plants from the planning stage to completion.



JEAN REHDEES
Head of PR at Kopf & Steine and Founding Member of MS Dockville Festival.
Dockville is the idea of an alternative presentation of music, arts, culture and educational work, located in the harbour of Hamburg. Since 2007 Jean Rehders is responsible for festival development, public relations and fundraising.



MARIE ROCHE
Co-Founder of the Green Music Initiative France.
Building on her long experience as a manager in various French music labels and as a freelancer, she co-founded the Green Music Initiative France in 2011 together with Bruno Rebelle, a former Greenpeace director.



CHRISTIAN ROST
Deputy Project Manager of The German Federal Government's Centre of Excellence for the Cultural and Creative Industries.
His Project focuses on providing concrete assistance to businesses, self-employed professionals and freelancers in the cultural and creative sector.



YOKO ANNA RÜCKERL
Music and Fashion Author and Journalist at 1LIVE WDR.
1LIVE WDR is the public youth radio with the largest coverage in Europe. Her key activity is to interview celebrities of the music and film sectors and to work for «Plan B Reportagen», «Plan B Kassettendecks» and features. Previously, she was a journalist for various newspapers.



STEFFI SAUERACKER
Campaigning Manager at CO2online.
 CO2online, a non-profit company, carries out the campaign «Klima sucht Schutz» which provides information on climate protection and motivates private households to reduce CO₂-emissions. The campaign project «Klimaklicker» addresses young people to become actively involved in saving energy.



THOMAS SCHEPPLER
Credit Analyst and Account Executive at UmweltBank Nuremberg.
 He joined the UmweltBank Nuremberg in 2009 and is focussing on financing solar plants. He is a graduate in business administration at University of Mannheim, specialised in banking and finance. He wrote a thesis on the subprime-crisis.



FRANK SCHLIEDER
Production Manager at RTL Creation.
 Since 2002, he is highly involved in the production of commercial films for the broadcaster RTL. For shooting/lighting, a lot of energy is used. How can the ideas of climate-protection measures be implemented into our business?



THIES SCHRÖDER
Managing Director of Ferropolis.
 A landscape architect and journalist/author, he is also running his own interdisciplinary planning and communication agency for urban development and regional planning and researches as a guest researcher at Hannover University.



STEPHANIE SCHROPP
Junior Campaigning Manager at CO2online.
 CO2online, a non-profit company, carries out the campaign «Klima sucht Schutz» which provides information on climate protection and motivates private households to reduce CO₂-Emissions. The campaign project «Klimaklicker» addresses young people to become actively involved in saving energy.



DETLEF SCHWARTE
Managing Partner of the Reeperbahn Festival & Campus.
 The sociologist is co-founder of the Reeperbahn Festival, Germany's biggest club festival, and a partner and managing director of Inferno Events, a Hamburg public events agency. His current focus is on the realisation of the Reeperbahn Campus, an innovative conference and B2B networking platform for the music and live entertainment industry in Northern Europe.



MAX SCHWARZ
Intern at the Green Music Initiative / THEMA1.
 A psychology student in Berlin, he organised several congresses as a member of the managing committee of the German Initiative of Psychology for the Protection of the Environment (IPU).



ALEKSANDRA SKWARC
Owner of In Love With.
 Aka Bonnie, she is known for her stylish appearance, her eclectic endless mixes at the Scala Club and her dazzling «In Love With» nights at the Tausend Bar. With COOP she hosts the wildest parties in Berlin, featuring the crème de la crème of international DJ's from labels ranging from DFA to Kitsuné.



GREGOR STRAUBE
Freelancer as project manager, fundraiser, editor and youth trainer.
 He is specialising in ecology and sustainability, anti-racism and gender youth education, arts and culture, and festivals and exhibitions. His clients include Spedition Bremen, DenkRäume, Rosa Luxemburg Foundation, Arbeit und Leben, Heryn Fair etc.



CHARLOTTA SUNDIN
Recycling and Environment at Popaganda Festival.
 Working at Popaganda Festival in Stockholm, Sweden, she is currently responsible for recycling and environmental aspects. Previously, she has studied environmental science.



VERENA VEHLING
Managing Director of Exit Media Brand Entertainment She is also a founding member of the Green Music Initiative and worked in the music industry, amongst others for Universal Music Germany and EMI Music.



THOMAS VENKER
Editor in Chief at Intro Magazine.
 Intro Magazine is Germany's leading independent culture magazine, with a monthly publishing rate of 140,000 copies and a very active online community on www.intro.de. Thomas Venker is also the author of three books on pop culture and bohemian lifestyle.



MARCO VOIGT
CEO of Clean Tech Media - The green Carpet.
 He studied automotive engineering and started his career at Porsche. He was one of the founders of Germany's biggest private postal companies PIN. He worked as a consultant for politics. He is a co-founder of the Clean Tech Media Award. He is also a partner of the German Fair.



FALK WALTER
Founder and Managing Director of Arena Berlin.
 Arena is a major club in Berlin including a swimming pool in the Spree river. An entrepreneur and investor in the cultural scene of Berlin, Falk Walter also provided for the renovation and reopening of the Admiralspalast, a variety theatre from 1910 on the Friedrichstrasse.



STEPHANIE WEIGEL
Head of Environment at Tollwood.
 The free of entry Tollwood Festival of culture attracts more than 1.5 million visitors per year. Minimizing its ecological footprint is a major concern: The international food specialties are almost 100% organic, a high percentage of the international handicraft is fair trade, the festival is powered by green electricity, a very effective recycling system is in place, single-use dishes are forbidden and 73% of the visitors come by public transport or bike.



LOVIS WILLENBERG
DJ and CEO of Heldenmarkt and Forum Futura.
 A DJ by night, during the day, he organises Germany's biggest consumer fair for a sustainable lifestyle - eldenmarkt. The founder of two Berlin record stores puts all his energy to change the society towards a greener future. «Music is the healing force of the universe» (Albert Ayler).



LOUKIANOS ZAVOLAS
Project Manager at SEFEP.
 Smart Energy for Europe Platform stimulates cooperation and synergies among all European actors who aim to build a fully de-carbonised, predominantly renewable power sector. Previously, he worked at the European Climate Foundation and the European Commission's DG Energy.



HEIKO ZWIRNER
Editor in Chief of TIP Magazin in Berlin
 TIP is Berlin's biggest magazine, carefully selecting on a biweekly basis Berlin's most interesting cultural events. TIP runs comprehensive reviews on films, theatre, dance, concerts, exhibitions and records.

**IN THE
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PAUL SNOWDEN for  greenmusic
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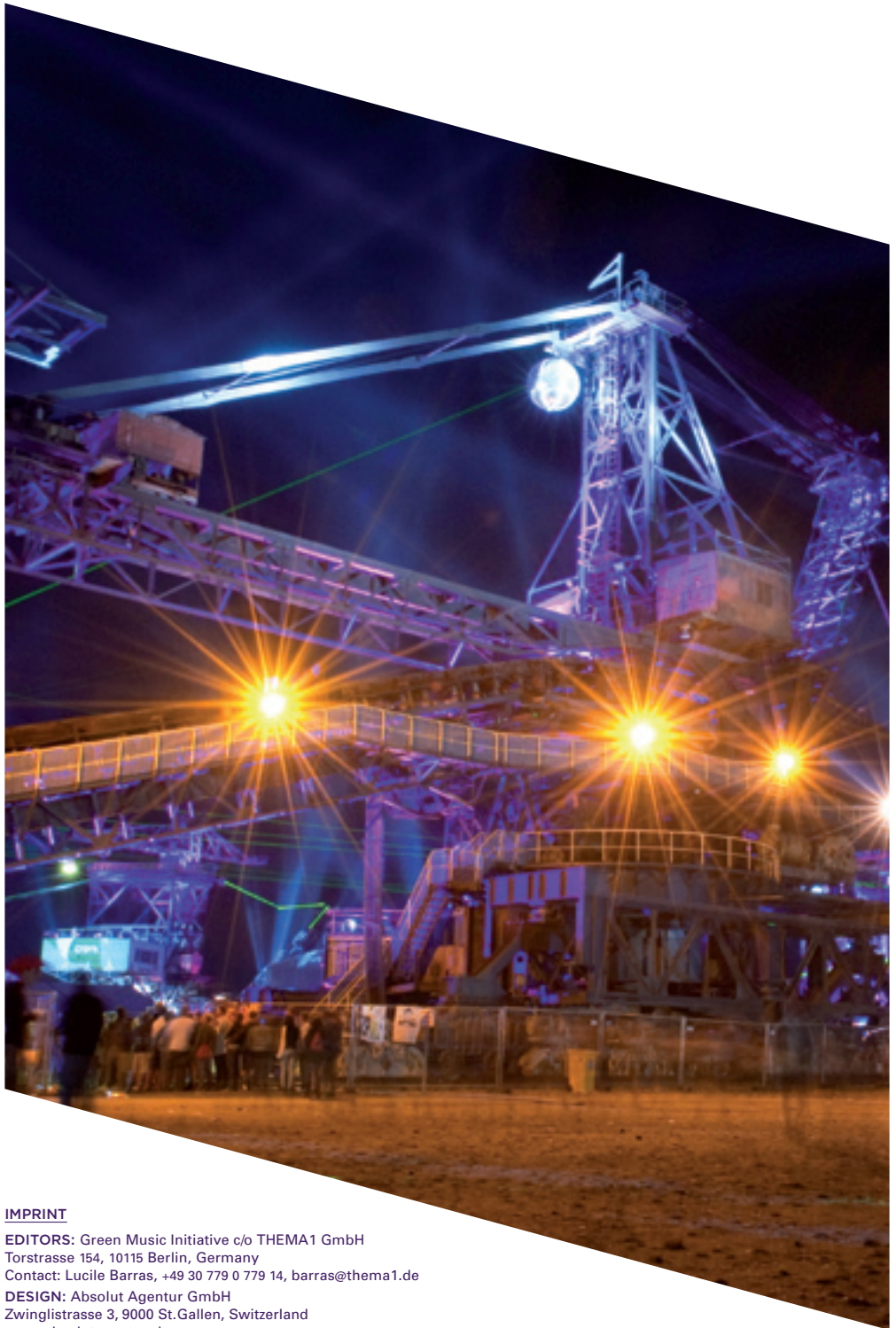


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