

# EVENT CARBON FOOTPRINT REPORT

*Analysis of the climate impacts of events in Veszprém-Balaton 2020*



**Veszprém-Balaton 2023**  
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## Background

Veszprém is due to take its well-earned place as the European Capital of Culture in 2023. The European Capitals of Culture initiative is designed to:

- Highlight the richness and diversity of cultures in Europe
- Celebrate the cultural features Europeans share
- Increase European citizens' sense of belonging to a common cultural area
- Foster the contribution of culture to the development of cities

As such, the initiative celebrates common European values, and the cultural heritage of its cities. Increasingly however European citizens look into the future with uncertainty due to the changing climate and environment, global pandemics, and political division.

Therefore, it is becoming increasingly important to construct and fund initiatives that focus on long-term resilience, and the protection of cultural heritage. Sustainability, climate action and circular economy, as described in the European Green Deal, are the pillars in not only protecting the ecosystem, but the future health of the economy and European culture as well. Nothing exists in a vacuum, and it is thus of great importance for the European Capitals of Culture to invest in measuring, analysing and understanding their sustainability through the 2020s as well.

Increased focus in sustainability will only further the objectives of the European Capital of Culture, and its opportunities for the city of Veszprém:

- Regenerating cities
- Raising the international profile of cities
- Enhancing the image of cities in the eyes of their own inhabitants
- Breathing new life into a city's culture
- Boosting tourism

Fulfilling these multi-complex goals is no small feat, and it is therefore necessary to put in place initiatives gathering sustainability knowledge, climate impacts data and analytics on events and activities in Veszprém.

To that end, this work was commissioned by the Veszprém-Balaton 2023 Zrt; and completed by “Lehtonen - Sustainability Consulting”, with the strong cooperation of the organisers of Utcazene Fesztivál, Filmpiknik and Kőfesz.

Here, acknowledgement and gratitude is also extended to the numerous enthusiastic volunteers who participated in the collection of the data, and to the staff of the University of Pannonia for providing professional support for the process.

## Aims & Objectives

The **Aim** of this work is to estimate the climate impacts of three pilot events organised in the Veszprém-Balaton area in the autumn of 2020.

The **Objectives** of this work are:

- Collect, aggregate and analyse activity data from:
  - Event Organisers, with a dedicated web-tool: *Szervezői CO<sub>2</sub> kibocsátási adatlap*
  - Suppliers, with a dedicated Typeform-tool: *Rendezvényszállítói felmérés*
  - Attendees, with a dedicated paper survey in each participating event
- Establish the total event carbon footprints of three events:
  - Utcazene Fesztivál
  - Filmpiknik
  - Kőfesz
- Create a dedicated tool for visual analysis:
  - Explore the *Event Carbon Footprint* results of the four pilot events
- Report on findings and list recommendations for emissions reductions

## Method

In order to establish an accurate picture of an event's climate impact, the biggest challenge is to gather and aggregate all sufficient data. Therefore much of the project time was spent in developing the data collection methods. As described in the Objectives above, three separate methods were used to gather the data from the Event Organisers, Suppliers and Attendees. All of the surveys required a different approach and survey type.

### Event organisers

A dedicated *web tool* was developed for the event organisers to record the activities and materials necessary to complete the event. These were then divided into eight categories:

1. Site Energy
2. Travel
3. Transport
4. Accommodation
5. Catering
6. Water
7. Material Use
8. Waste

The above categories were decided on upon reviewing multiple other Event Footprinting tools found online<sup>1</sup>. However, the tool built surpasses most available tools in its detail.

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<sup>1</sup> One of the more complete and attractive tools is one created by myclimate.org, accessible [here](#)

## Suppliers

A *Typeform* survey was created to gather data on the activity and material use of the suppliers connected to the event. These were divided into six categories:

1. Raw Materials
2. Products
3. Energy
4. Fuel Use
5. Shipping
6. Travel

Due to the unknown number of total suppliers, it was assumed that the respondents, and the carbon footprints derived from their activity data, were representative of all of the suppliers. This is a significant assumption, and likely to overall underestimate the events' footprints. This is further discussed in the [Limitations](#) section.

## Attendees

A survey was conducted by the Faculty of Business and Economics of the University of Pannonia in three pilot events, to gather information on attendee activity during the events, split to four categories:

1. Travel
2. Accommodation
3. Diet
4. Water

Unlike the Supplier data, the Attendee data was extrapolated to represent the total number of attendees as reported by the Event Organiser. As the number of responses by Visitors at each event was known, it was possible to establish an average carbon footprint of each attendee, which then could be multiplied by the reported number of visitors (see: [Appendix 2](#) for details). This approach equally has its [limitations](#), and should be taken into account when making decisions based on the results.

## Emission Factors

The activity data from each of the three surveys was then analysed against emissions data, principally using the [Greenhouse gas conversion factors 2020](#) by the [UK Department for Business, Energy & Industrial Strategy](#), and the [Idemat2021 open source LCA database](#).

To request specific emission factors or calculation methods, please contact the author, Santeri Lehtonen, for details.

## Establishing Footprints

Activity data from the Surveys was validated, cleaned, standardised, and entered into a spreadsheet, where unit data was multiplied with the corresponding [Emission Factors](#). These datatables were then organised to be readable by the [Event Carbon Footprint Tool](#), graphically showing the individual Carbon Footprints of different categories and surveys.

## Results

As all three data collection methods were completed *only for two* events, “Utcazene Fesztivál” and “Filmpiknik”, the tables below show their results only. Results are divided to three ‘segments’: the *Event Organiser Survey*, the *Supplier Survey* and the *Attendee Survey*. Finally the total emissions and relative impact of each segment is shown by *Total event impacts*.

### Event Organiser Survey

EVENT			
HU	EN	Utcazene Fesztivál	Filmpiknik
KATEGÓRIA	CATEGORY	IMPACT kgCO2e	
HELYSZÍNI ENERGIA	SITE ENERGY	1,358.2	1,041.6
UTAZÁS	TRAVEL	4,217.4	4,452.1
SZÁLLÍTÁS	TRANSPORT	1.0	0.0
SZÁLLÁS	ACCOMMODATION	6,068.1	5,524.3
VENDEGLÁTÁS	CATERING	1,689.0	7,547.3
VÍZ	WATER	11.3	9.6
ANYAGHASZNÁLAT	MATERIAL USE	22.2	2,375.2
HULLADÉK	WASTE	2,953.8	530.0
	TOTAL (kgCO2e)	<b>16,321.1</b>	<b>21,480.0</b>
	Per employee (kgCO2e)	2,720.2	2,685.0

## Supplier Survey

SUPPLIERS			
HU	EN	Utcazene Fesztivál	Filmpiknik
KATEGÓRIA	CATEGORY	IMPACT kgCO2e	
ANYAGHASZNÁLÁST	RAW MATERIALS	130.5	90.2
TERMÉKEK	PRODUCTS	194.7	753.2
ENERGIA	ENERGY	65.6	8.6
ÜZEMANYAG	FUEL USE	0.0	0.0
SZÁLLÍTÁS	SHIPPING	495.8	2,229.3
UTAZÁS	TRAVEL	78.8	284.1
	TOTAL (kgCO2e)	965.4	3,365.5
	Per employee (kgCO2e)	160.9	420.7

## Attendee Survey

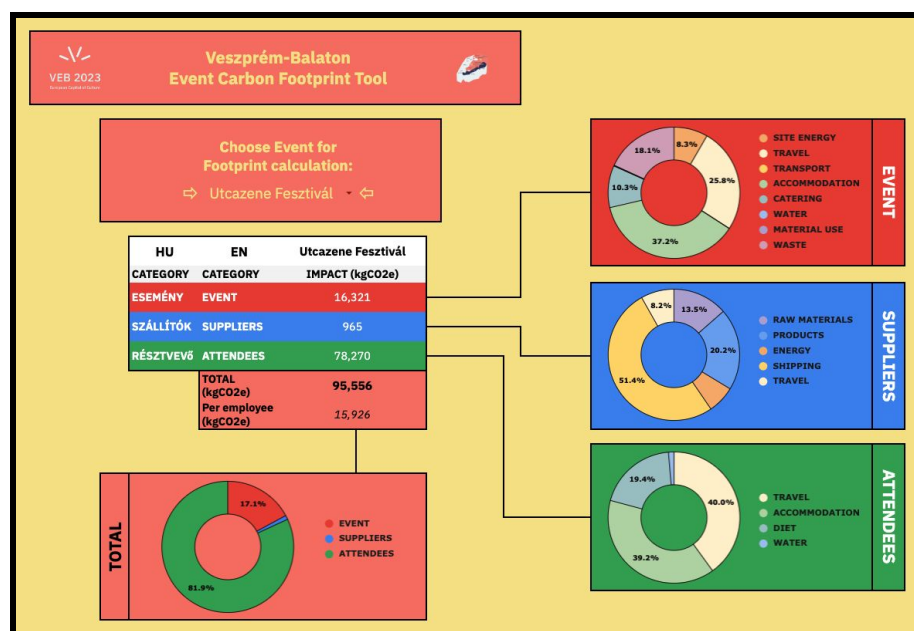
ATTENDEES			
HU	EN	Utcazene Fesztivál	Filmpiknik
KATEGÓRIA	CATEGORY	IMPACT kgCO2e	
UTAZÁS	TRAVEL	31,339.7	31,385.8
SZÁLLÁS	ACCOMMODATION	30,657.4	39,495.0
VENDÉGLÁTÁS	DIET	15,221.6	7,925.3
VÍZ	WATER	1,051.1	663.4
	TOTAL (kgCO2e)	78,269.8	79,469.6
	Per employee (kgCO2e)	13,045.0	9,933.7

## Total event impacts

TOTAL			
HU	EN	Utcazene Fesztivál	Filmpiknik
CATEGORY	CATEGORY	IMPACT (kgCO2e)	IMPACT (kgCO2e)
ESEMÉNY	EVENT	16,321	21,480
SZÁLLÍTÓK	SUPPLIERS	965	3,365
RÉSZTVEVŐ	ATTENDEES	78,270	79,470
TOTAL (kgCO2e)		95,556	104,315
Per employee (kgCO2e)		15,926	13,039

## Event Carbon Footprint Tool

To explore the event footprints as charts, and in more detail, one can use the Event Carbon Footprint Tool. As a measure of data security, a request for access has to be granted first by the author. You can make an access request by contacting the author by email. The below screenshot shows the results for “Utcazene Fesztivál”.



## Recommendations

It is valuable in itself to measure and report on the impacts of events, but the data is at its most useful when supporting decision-making. Redesigning events to reduce their negative climate impacts will be the most effective when targeting ‘emission hotspots’, evident from the footprint analysis.

Recommendations are given based on where most emissions are arising. However, the most efficient emissions reduction strategies exist in the nexus of feasibility, cost and impact. The following lists are not in any particular order of importance. The recommendations are also given to both study events (Filmpiknik and Utcazene Fesztivál) simultaneously, but the appropriate strategies should be applied according to the main source of the emissions.

### Event Organisers

- The large share of emissions for both Filmpiknik and Utcazene Fesztivál comes from Travel. For both event organisers, private car trips are often very necessary of course and many of them occur due to unexpected circumstances. Electric car, and biofuel use is encouraged where possible, but the most fuel is conserved when employees of the festival share rides or use public transport for routine trips.
- Employee accommodation emissions are considerable for both events. Nights spent at hotels, especially over extended periods of time can be a significant source of emissions. Choosing accommodations based on their sustainability is possible however, but more complicated if the companies do not advertise themselves as such. Choosing newer buildings with better shell efficiency and renewable energy use can be indicators of a green option. Calling each provider, asking about their sustainability strategies, and making a choice based on this can cut emissions considerably, and sends the message to the businesses that eco-friendly accommodation is sought after.
- Catering for the staff can be a big proportion of the event organiser’s emissions profile. However, the truth is that all people eat every day - if the organiser stops catering for the staff, this simply transfers the food related emissions elsewhere. Therefore the most effective strategy in cutting food-related emissions for the event, is to offer quality low-red meat, vegetarian, even vegan options. Cutting on the amount of beef or lamb on offer has a big impact.
- Material use and waste can also be major contributors. Reusing materials at different events or years, is a great way to reduce *both* virgin material and waste related emissions. Stages, booths, tents etc. should be designed to be collapsible, rearrangeable, modular and/or otherwise reusable / recyclable.

## Suppliers

- Shipping makes up the majority of Supplier-related emissions for both Filmpiknik and the Utcazene Fesztivál. Much of this is related to the transport of heavy items and equipment required for stagecraft. It can be difficult to cut these emissions, as stages are an integral part of events. Optimising logistics, and collaborating with other events for stagecraft may produce the biggest emissions reductions.
- Product and material use can also be major contributors, especially when a system is put in place where each Supplier submits their data. Reusing products and materials at different events or years, is a great way to reduce emissions coming from producing new products and materials. Stages, booths, tents etc. should be designed to be collapsible, rearrangeable, modular and/or otherwise reusable / recyclable. Sharing resources with other events and organisations can be considered ‘circular thinking’.

## Attendees

Note: only ‘visitor’ emissions are discussed here. The attendee survey also recorded answers from Workers, Volunteers and Artists. The emissions related to these ‘attendee types’ can be found in [Appendix 2](#).

- Attendee travel, accommodation and eating habits are overall the single largest contributors to any event’s footprint. It can be argued that the attendees are individuals, and therefore responsible for their own behaviour and emissions. However, event organisers can influence attendee-related emissions significantly by offering low-carbon alternatives, and designing the festival to nudge attendee behaviour.
- Prior to the event, attendees should be incentivised or encouraged to choose low-carbon mobility options: trains and coaches instead of planes, and carpooling instead of using several individual private cars.
  - Attention: *promotion*. The author, Santeri Lehtonen, is a cofounder of a climate-conscious travel booking startup, [vojo](#), whose travel carbon calculator can be customised and embedded onto an event’s website.
- During the event, information on event sustainability can be disseminated concurrently with the Attendee Survey. Details on the most sustainable food options, locations of the water refilling stations and other green tips can make a significant difference. If every attendee of both Filmpiknik and Utcazene Fesztivál substituted one of their current meals with a vegan one<sup>2</sup>, the savings would be 3 and 6 tonnes of CO<sub>2</sub>e respectively<sup>3</sup>.
- Like low-carbon travel, climate-conscious accommodation can be promoted on the event’s website prior to the event. Eco-accommodation initiatives can be developed in partnerships with local providers (green energy, vegetarian food, no single-items etc.)

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<sup>2</sup> Assuming vegetarians stay vegetarians, and vegans also have a vegetarian meal.

<sup>3</sup> Combined (9 tCO<sub>2</sub>e) is the equivalent to driving once around the Earth by a passenger car (40,000 km)

## Offsetting

After a critical, and ambitious, review of possible emissions reduction strategies, the events may consider offsetting their remaining emissions, or emissions from previous years' events:

1. Offsetting for events is a voluntary mechanism in which the organiser pays an offsetting project, or a mediator company, to engage in sequestrative or mitigative action. Examples include: planting trees, which sequester carbon from the atmosphere and lock it in their tissue, and 2. solar energy projects, which avoid the emissions from an alternative energy source like coal.
2. Offsetting projects come with very different levels of verification. Non-verified offsets may come cheaper, but are much more likely NOT to actually cut carbon emissions. It is of ultimate importance that the offsetting projects are verified by a third-party, to ensure the projects fulfil the requirements of:
  - a. Additionality: emissions reductions would have not taken place without the contribution of the offsetter
  - b. Permanence: emissions reductions are permanent. With forestry projects fire, natural disasters, disease and conflict can release all of the carbon locked in the trees if not monitored and safeguarded properly
  - c. Leakage: the occurrence of the emissions elsewhere due to the project. A forest protection project could lead to the deforestation of a similar sized area of forest somewhere else.
3. Most trusted offsetting standards are the [VCS](#), and [Gold Standard](#). Look for these certifications when comparing offsetting portfolios.
4. There are several organisations offering a host of offsetting services and user-tailored portfolios. An example portfolio of '[mindful mission](#)' is attached here as [Appendix 1](#).
5. The prices for 1 ton of carbon offset credits range normally from **\$15.00** to **\$50.00**. With the approximated total emissions of **103** and **94** tCO<sub>2</sub>e for the events Filmpiknik and Utcazene Fesztivál respectively, the prices for offsets would range from ~**\$1,500** to **\$5,000** total<sup>4</sup>.
6. It is also possible to establish one's own offsetting project. This is a long and rigorous process, and the legal pathway and verifying body differs from country to country. You can read of an *Austrian project* in the mindful mission [offsetting portfolio](#), or how the [Woodland Trust](#) in the UK is verifying several forest carbon offsetting projects per year.

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<sup>4</sup> NOTE: the total emissions from each festival can vary significantly depending on the assumptions taken. If for example not all attendee emissions are included, or supplier emissions are extrapolated, the reported Carbon Footprints can change even by order of magnitude

## Limitations

### Supplier Data

- Not all suppliers submitted replies. Number of replies by each event was relatively low; Utcazene Fesztivál (6), Filmpiknik (4), and Kőfesz (3).
- Furthermore, the type (lights, catering, stagebuild etc.) and total number of Suppliers are not known. Therefore it is very difficult to establish what the 'average' footprint per a single Supplier, or a Supplier Type would be.
- Supplier answers had quality differences. Many didn't report quantities. Some likely reported items that were not used exclusively only for the event, i.e. reused or resold afterwards. This makes the allocation of the amount of each resource that is 'expended' during the event difficult. In other words, it is hard to say which proportion of the embedded emissions in, say, a lighting equipment, is attributable to the event.
- It is suggested that the Event Organiser reports the number of Suppliers in each category (to be established)

### Attendee Data

- Average results extrapolated to represent a theoretical number of total visitors to the festival. This is not a critical limitation, but has to be kept closely in mind when working with the data.
- Worker, volunteer and performer data was not included in the graphing results stage, to avoid overlap with the other surveys. Performer data, especially as it related to the travel and accommodation emissions of 'talent' is a worthy consideration however for many events.

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## Treatment of Drinking Water in Bangladesh

WADI is a UV measuring device for water disinfection which was developed by an Austrian company. WADI was recommended by the World Health Organization as one of eight devices that are reliable technology for the treatment of drinking water.

WADI simply measures the UV radiation from the sun and shows the user when bacteria in drinking water have been killed by the UV radiation. By using WADI, drinking water does not have to be boiled in an energy-intensive manner. CO2 emissions are saved by the reduced amount of firewood and other biomass used.

The water is bottled and placed in the sun with the WADI UV measuring device. From the user's point of view, the concept is very simple: as soon as the smiley laughs on the small display, you can safely drink the water in the bottle.

WADI is already used a thousand times in countries where drinkable water is in short supply. (Mexico, India, Pakistan, Tanzania, Kenya, ...)

### The Project's Positive Impact

The following impact is achieved for every ton of CO2 that is compensated by the use of WADI (in relation to the WADI application area Bangladesh):

- 1 ton less wood deforested which means additional protection for biodiversity
- For families who cannot afford firewood, 100 hours working time saved due to the reduced wood search
- 7,000,000 liters of drinking water are disinfected per year in the entire project area

### Certification

The project is scientifically supported and ongoingly verified by the University of Natural Resources and Applied Life Sciences Vienna.

### Certified Sustainable Development Goals of this Project





# Small Scale Projects in Austria

In Austria, a selection of small scale projects are supported. We're proud to present three project that already have received funding from the sale of carbon credits and are ongoingly offsetting emissions.

## 1. Small hydropower plant to supply the "Gollinghütte"

The Gollinghütte of the Alpine Society Preintaler (1,643 m) is an important base on the Niedere Tauern high-altitude trail and has an average of 2,700 overnight stays per year. A hydropower plant was built on the Steinriesenbach for the environmentally friendly power supply of the hut, which achieves an annual saving of 21.26 tons of CO<sub>2</sub>.

## 2. Society "LebensGut Miteinander"

To heat their main building, LebensGut Miteinander was equipped with a wood heating system with a micro-grid for self-sufficiency. The project can save around 56,000 liters of heating oil annually, thereby avoiding 203 tons of CO<sub>2</sub> emissions per year.

## 3. Sports Union "Waldneukirchen"

The construction of a thermal solar system for hot water treatment with a collector area of approx. 25 m<sup>2</sup> helps to reduce energy costs and improve the environmental situation.

## Certification

When evaluating the Austrian climate protection projects, both the project evaluation and the monitoring use the criteria that correspond to the standard of environmental promotion in Austria of the Federal Ministry for Climate Protection, Environment, Energy, Mobility, Innovation and Technology (BMK). The projects are examined and assessed in accordance with the provisions of environmental support in Austria, which are set out in the Environmental Support Act, the guidelines for environmental support in Austria and the corresponding information sheets.

All supported project adhere to the following principles:

- The extent of the reduction can be clearly and comprehensibly attributed to the project.
- The support from the sale of emission reduction certificates is the decisive incentive to implement the project.
- The period in which emission reductions are achieved through the project is clearly defined.

The period for calculating the reduced or avoided greenhouse gas emissions depends on the technical useful life of the respective project measure.





# Wind Power in Turkey

The project activity is a wind power plant consisting of 20 wind turbines with a unit capacity of 3.3 MWm / 3.0 MWe each with a total installed capacity of 66 MWm / 60 MWe as confirmed through the Provisional Acceptance Certificates.

The generated electricity is fed to the national grid. The estimated net electricity production is 207,20 GWh per annum and the annual emission reductions are estimated to be 116,290 tCO2e per year as confirmed through the PDD.

The project activity aims to reduce the greenhouse gas emissions in Turkey by replacing fossil fuel power generation and contribute to the development of the wind energy sector in Turkey, as well as aims to support the local economy by creating local employment and providing equipment locally.

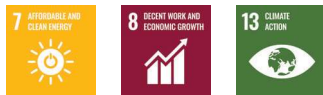
The project is located in the district of Lalapaşa, city of Edirne, Turkey. The nearest residential area is Haciler Village as confirmed through the registered PDD and Validation Report.

## Certification

This project is certified by the GoldStandard, one of the world's most rigorous standards in carbon offsetting.

Gold Standard for the Global Goals sets the standard for climate and development interventions to quantify, certify and maximise their impact -- creating value for people around the world and the planet we share.

## Certified Sustainable Development Goals of this Project





# Biomass in Bulgaria

The purpose of the project is to utilise the available renewable energy sources in the form of biomass residues received as a result from the preliminary treatment of wood for the production of bleached kraft pulp in Svilocell Pulp Mill. The biomass residues are combusted in a specially designed biomass boiler to generate thermal energy in the form of water steam that is necessary for the production of the pulp. The capacity of the biomass boiler is 19.732 MW (thermal).

The project helps Bulgaria to stimulate and commercialise the use of biomass energy technologies and markets. It demonstrates the viability of biomass plants which will support improved energy security, improved air quality, alternative sustainable energy futures, improved local livelihoods and sustainable renewable energy industry development. The specific goals of the project are:

- reducing greenhouse gas emissions in Bulgaria compared to business-as-usual scenario,
- helping to stimulate the growth of biomass projects in Bulgaria,
- reduce other pollutants resulting from fossil fuel dependent power generation industry in Bulgaria, compared to business-as-usual scenario.

The project is situated near the town of Svishtov on the right bank of the Danube River at the territory of Svilosa.

## Certification

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Gold Standard for the Global Goals sets the standard for climate and development interventions to quantify, certify and maximise their impact -- creating value for people around the world and the planet we share.

## Certified Sustainable Development Goals of this Project



## Appendix 2 - Attendee survey results

SUM is the total of the Attendee emissions in the given category for that Attendee 'TYPE'.

COUNT is the number of answers per the Attendee 'TYPE'.

AVERAGE is the arithmetic mean of the emissions per the Attendee 'TYPE', calculated as:

$\bar{x} = \frac{SUM}{COUNT}$  & total Attendee emissions are calculated by multiplying AVERAGE with total number of attendees as reported by the event organiser in their [input form](#).

EVENT	TYPE	TRAVEL	ACCOMMODATION	WATER	DIET	SUM	COUNT	AVERAGE
Filmpiknik	Visitor	553.2	696.1	11.7	139.7	1,400.7	141	9.9
	Working	127.2	147.6	0.6	11.9	287.3	12	23.9
	Voluntary	11.0	0.0	0.3	8.3	19.6	9	2.2
	Artist / Performing	36.9	198.0	0.0	4.6	239.5	3	79.8
Kőfeszti	Visitor	813.9	588.0	5.4	157.2	1,564.5	87	18.0
	Working	329.9	480.4	3.1	50.5	863.9	24	36.0
	Voluntary	37.7	17.6	0.8	12.1	68.2	11	6.2
	Artist / Performing	232.2	202.0	1.5	32.5	468.2	15	31.2
Utczene Fesztivál	Visitor	1,234.8	1,207.9	41.4	599.7	3,083.8	394	7.8
	Working	105.1	133.6	4.2	24.9	267.8	20	13.4
	Voluntary	3.8	0.0	0.3	14.1	18.2	7	2.6
	Artist / Performing	80.3	236.9	1.6	44.1	362.9	20	18.1