

# Gen Z Fest /Green program

## What makes you green?

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### **Hello! We are glad you came.**

Take your time to arrive, take a seat in a bean bag, eat and drink and get hyped with us for an eventful afternoon.

### **About the Earth. About the Future.**

“It doesn’t depend on me.” - “There is no hope.” - “It’s all greenwashing.” - “I don’t care.” - “There is hope.” - “A little goes a long way.” - “We can, dare, and want to change.”

We often hear these sentences when talking about environmental protection and sustainability. But what is reality? Are we in trouble? How is the Earth doing now? What kind of a future should we prepare for? Will there be winter, will there

be summer? Throwing snowballs, hiking in the forest, bathing in Lake Balaton – will they be just a dream or reality in 10 years? Is environmental protection a joke or not? We will set the tone for Gen Z Fest - Green with these questions.

**Moderator: Gergő Bódy**, műsorvezető-riporter

### **14:25 - 14:30 Megnyitó**

Speaker:

**Emma Gombkötő**, Gen Z Fest project leader, photojournalist, Portfolio

### **14:30 - 14:50 How are you, Earth?**

**How is the Earth doing now? Is it really doing so bad? Should we worry? What can we do even tomorrow morning? WWF Hungary helps clarify the bases and overcome myths - straight from the experts, understandably for everyone.**

Speakers:

**Dr. Zoltán Fehér**, Conservation Manager, WWF Hungary

**Luca Papp**, Project Manager, Climate&Energy Programme, WWF Hungary

### **14:50 - 15:10 What kind of a future should we prepare for?**

Speaker:

**Dr. Árpád Rab**, Trend researcher, NKE EJKK ITKI research fellow, NMHH presidential advisor

### **15:10 - 15:30 It is hard to change**

**How, why, and what should we change?**

Speaker:

**Gergely Litkai**, Comedian, Production Manager, Dumaszínház

## **Coffee break & Networking**

**Lonely plants, books, and clothes seek their new owners. Be the saviour! Pick and choose, save it, take it home, love it and take care of it!**

It is important that we do not only talk about change. Let's change our habits starting at the event. Are you bored of looking at the cactus in your window? Are books you've read several times gathering dust in your cupboard? Then Gen Z Fest – Green is your place to be from this aspect, too. Bring it, put it down, and take home a weeping fig, a lonely copy of Journey by Moonlight.

## Everyday routines and what's behind them.

We get up, go to school, work, the supermarket. We eat, we drink, we unwind. We travel, we have fun, we relax. But how do we do all of this? The right way? The wrong way? Can we have fun the wrong way? Is it important to check where the tomatoes and pasta for our dinner came from? Is it embarrassing to go to a second-hand shop? What is an ecological footprint? Does everyone have it? And if so, what's my size? We might not ask these questions every day, even though we do them every day. The question is: How?

**Moderator: Gergő Bódy**, műsorvezető-riporter

### 15:50 - 16:10 Who or what will save us?

**No country on Earth can provide both the social conditions for a good life and not exceed the Earth's life-support capacity. While it is clear that systemic changes are needed, it is less clear who will take the first steps...**

Speaker:

**Alexandra Köves**, Ecological economist, Corvinus University of Budapest

### 16:10 - 17:00 What can I do, buy, eat?

Conversation participants:

**Csenge Adriány**, Sustainability Consultant, InnoTime Hungary Kft.

**Anita Korn**, content creator, RUHASTORY

**Rozina Wossala**,

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## **Interactive house party**

Interactive professional house party with exciting topics, ideas, opinions and, of course, popcorn. Here, you can not only listen to the speakers. Ask them, argue with them, tell them your personal story and opinion and let's look for possible solutions to the arising problems together.

hosted by HUB Design House

**Moderator: Tibor Remete**, Strategy and Creative Director, Super Channel

### **15:30 - 16:40 Our consumer dilemmas**

**“It’s all the same now.” - “Greta for president” - “My life is anxiety.” - “This is not our responsibility, it was that of our predecessors who f’d up our planet.” - “Everyone should plant, compost, bike and then everything will be okay.”**

**If you are concerned about such and similar thoughts, come to the Living Room, let us have a pleasant conversation, tell us your opinion so we can become conscious hedonists together.**

Conversation participants:

**Éva Buru**, Founder, Fabrik Budapest, specialty coffeeshop and creative community space

**Gergő Györgyi-Ambró**, Environmental Educator, WWF Magyarország Alapítvány

**Anna Rácz**, senior marketing specialist, Mastercard

**Andor Réti**, Co-founder, Respray

### **16:40 - 17:50 50 Shades of Green - In the world of work**

**Environmental protection and sustainability have become more and more important missions for every company, but what is behind it? How does this affect us, young people? What will be the green jobs of the future? Do we need a sustainability squad at every workplace? Home office or back to the office - Who is right? Big city vibe or the charm of the countryside - What will you choose?**

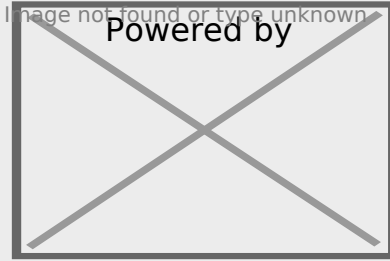
Conversation participants:

**Zita Erős**, Director of HR, KPMG

**Barbara Fränk**, lead producer, Compact TV

**Albert Wettstein**, Co-founder, Munch

## Interactive group workshop



### **17:50 - 18:30 Companies' interests and/or sustainability**

**Truly sustainable companies not only apply environmentally friendly solutions but must think about their role in the whole of society. In OTP Fáy Alapítvány's fun role-playing exercise, you can experience first-hand the relationship between corporate interests and sustainability.**

Speaker:

**tréner OTP Fáy Alapítvány**, Trainers, OTP Fáy Alapítvány

### **Two letters: AI, PR, HR - and sustainability.**

Artificial Intelligence, fake news, labour market challenges, climate anxiety. All of these are indispensable topics when discussing the future, a green future. But how can Artificial Intelligence help us exactly when it comes to environmental protection? Does it help or hold us back? What jobs and workplaces will the future need? Are all companies greenwashing, or is there a place where #greenworkplace is not just talk? Is there a way out of the labyrinth of climate anxiety? We hope there is; that is why we try to end Gen Z Fest - Green with presentations that make you feel that it was worth coming and that there is hope.

**Moderator: Gergő Bódy**, műsorvezető-riporter

### **17:00 - 17:40 Does sustainability start with people sustainability?**

Conversation participants:

**Debóra Blaumann**, Head of Marketing & PR, Erste Bank

**Zoltán Gazsi**, ügyvezető igazgató, Eisberg Hungary Kft.

**Dr. András Reith PhD**, CEO, ABUD Kft.

**17:40 - 18:10 Climate anxiety and future uncertainty - Z asks and the psychologist answers**

**A conversation with Boglárka Bagoly and Dániel Labancz, i.e., Z asks and the psychologist answers.**

**Do you ever think about what the future holds? Does this ever give you anxiety? I mean... the news is full of climate catastrophes: forests in flames in Greece, record hailfalls, the Mediterranean Sea has never been so warm, flash floods sweeping villages in Hungary. Some people are still in the phase of denial, but more and more of us are experiencing anxiety in the depression phase of climate grief. Many worry about the future of their children and others decide not to have children for the same reason. We are over a pandemic, there is a war on the periphery of Europe and in the East while we are witnessing the change of the world order that has been in place for decades. We have started to hear words and phrases every day, such as the world is being destroyed and there is nothing we can do about it. So? Are you feeling anxious yet? It is absolutely okay that you are worried about this whole issue. Me too!**

**You are not alone; most of us go through serious anxiety because of the uncertainty and the feeling of hopelessness in connection with the future. If you've already drenched yourself with lemongrass and lavender in your mind after hearing this news and still haven't calmed down, then come and join us for this half hour as I'm going to ask clinical psychologist Dániel Labancz about these topics as a member of Generation Z. We will talk about what we can do, how we can help ourselves and others in these situations, and whether we can adapt to an increasingly uncertain world.**

Conversation participants:

**Boglárka Bagoly**, Optometrist, Psychology student, volunteer at the Children's Bridge Foundation

**Dániel Labancz**, Clinical Psychologist, Expert of UNICEF Hungary