



| Biodiversity - Case Study

# Long table picnic

## Veszprém Biodiversity Festival

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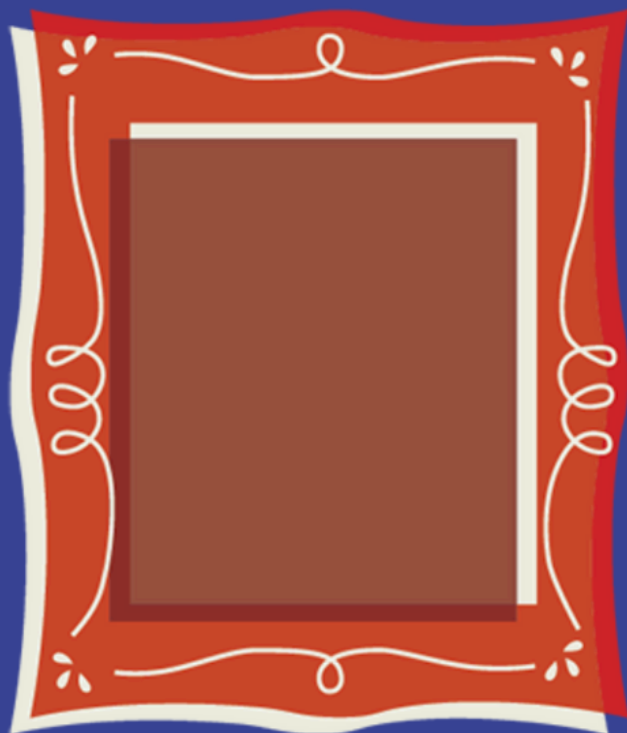
# Urban Festival

**Festival Date:**  
**13-15 June**  
**2025**

**LOCATION**  
**Veszprémvölgy - Valley of Cloisters and**  
**Gardens**

“Let’s rejoice for each other and for our local natural heritage, the preservation of which is our common cause!”

The Biodiversity Festival 2025 is the result of merging two existing events. One is the long-standing Sustainability Every Day event, organized annually since 2015 as an educational initiative involving 20–25 partners and welcoming 700–1,000 students for scheduled visits, under the motto “Responsible life, preserving our environment.” The other is the Long Table Picnic, first held in 2023 during the European Capital of Culture year as a community event centered on gastronomy and informal activities, with the motto “Togetherness is valuable—let’s rejoice for each other!” By combining these two events, the Biodiversity Festival 2025 will offer a vibrant mix of educational and community-focused activities, addressing the possibilities of urban biodiversity through diverse and engaging experiences.









# Outstanding approach of Veszprém

Properly understanding where the uniqueness of Veszprém lies within the scale of community festivals is key—and here's how they plan to get it just right.

## ELEMENTS

- 01** The embeddedness of the current event is supported by previous initiatives. A well-established programme serving as an umbrella event provides operational and communication expertise while allowing space for new content creation and experimentation. In addition, the venue has already been tested and proven successful.
- 02** Inviting NGOs as co-organizers to participate and offering them opportunities to showcase and promote their theme-curated activities—such as forest tasting, organic markets, and seed fairs—can be key to achieving broader outreach, a more streamlined structure of responsibilities and resources, and a stronger festival format.
- 03** Engaging local garden owners to open their gardens and serve as pilot sites for composting, raised beds, and wildlife-friendly gardening workshops can foster active participation, while activities like a community photo collection of 'personal' natural heritage help evoke memories and strengthen a sense of belonging.
- 04** A strong, high-quality biodiversity program featuring playful yet informative activities—such as a 15-minute map challenge to find your home and nearest park, and exploring the valley's biodiversity and the connection between water and forest in an urban setting—can create an engaging learning experience.

→ Ready to begin your activity? Find the worksheet in the menu.

# INSPIRATIONS



**Budapest100** is an architectural-cultural festival, a celebration of communities and the city, a weekend, that brings city dwellers and neighbors closer together and draws attention to the built values around us. The main goal of the festival is to encourage the residents to literally open their buildings' doors for the visitors, to team-up with neighbours, organise a program and share their stories and values. The weekend of open houses is about the current Budapest, initiates common discussion about revival, underlines the values of built environment and takes action against social isolation and inspires the establishment and strengthening of residential communities.

<https://budapest100.hu/en/>

## HOW IS THIS GOOD PRACTICE INSPIRATIONAL?

- Community activation tools and approaches
- Emotional attachment and curiosity to be build towards the urban green heritage
- Urban acupuncture and more-than-human placemaking as tools towards biodiversity



# INSPIRATIONS



Urban Tree Festival is an annual community celebration of trees, including their benefits, beauty, majesty, and magic, in cities, towns and all urban environments. Events, celebrations, walks, talks and storytelling are held across London and the UK, bringing all our communities together to educate, inspire and share their enjoyment of trees. The festival is organised by Community Interest Company which is run by a group of passionate volunteers and staff, working with event organisers who include artists, meditators, ecologists and urban planners, food growers.... and everyone who is inspired to love our trees!

<https://urbantreefestival.org>

## HOW IS THIS GOOD PRACTICE INSPIRATIONAL?

Easy concept to celebrate urban trees

Starting small then spreading across the country

Combination of art and ecology



# Budapest Tree Festival

Let's celebrate the city's trees together!

**Festival Date:**  
23 May 2025

**LOCATION**  
Budapest



The first Budapest Tree Festival will debut as part of the Friday walking day that has been organized for years within the framework of Budapest100. On the two dozen urban walks covering much of the city, the country's leading experts will explain why urban trees deserve to be celebrated—and, of course, protected. It may not be news that urban trees are incredibly good to us city dwellers, yet we're barely aware of this, and even less often do we show our gratitude. We take for granted what is sadly no longer guaranteed, even though urban green spaces are among our best tools for mitigating the impacts of global climate change. It's simply good to exist under and among the trees, as countless poets have sung. This too will be part of the conversation, but the main goal of the walks is to rethink our relationship with trees—something climate change urges us to do across all areas of life.



# CONNECTION



The Budapest Tree Festival is a living example of the concept presented to the Biodiversity partnership, aimed at potential adaptation as a simple yet remarkable way to promote biodiversity. Each partner embraced the notion of biodiversity differently, interpreting and applying it in unique ways. Among them, Veszprém adopted one of the most comprehensive approaches, bringing together community involvement, trees, and both natural and personal heritage in a single festival initiative. Drawing on Veszprém's experience and the organizational insights gained from the Budapest Tree Festival, several key recommendations have emerged for anyone dreaming of celebrating the trees and green spaces of their city.



# How to organise a Biodiversity Festival?

Framing your idea, finding the motivation and the partners is critical to the success. Here's how to do it just right.

## STEPS

- 01** "Map the city's most interesting green locations and include its most emblematic trees. Think outside the box by identifying unconventional green spaces, such as hidden courtyards or overlooked patches of nature. Explore the backyards of residential buildings or private gardens by launching an open call or using social media to engage the community."
- 02** Invite experts, NGOs, activists, ecologists, urban planners, biologists, and anyone interested in urban biodiversity who can contribute professional content to the festival. Collaborate with civic organizations or individuals experienced in participatory urban projects and community engagement.
- 03** Focus on storytelling and collective memory to reveal the city's green heritage. Launch a call to engage locals who can share their stories or participate as active partners and volunteers in the co-creation process. Enrich the program with artistic and design elements—such as music and photo exhibitions—while also drawing on the hidden talents of the community
- 04** Without going into specific operational details, it is essential to create a map covering all ongoing activities across different parts of the city. Aim to combine professional, research-based biodiversity content with historical and cultural elements to attract a broad local audience. Whenever possible, organize DIY activities and co-creation opportunities, such as collaborative gardening in public spaces