

EVALUATION

13 JUNE – 1 SEPTEMBER 2019

MAGI
PLAŽ





Opening day: 14 June 2019
Closing day: 1 September
2019
Full operation: 81 days
Closed: 0 days



Total number of visitors: 250 000
Average per day: 3 086
Kinematograf: 16 848
Cowork: 7 318



Number of sunny days: 44
Number of partially cloudy days: 29
Number of rainy days: 7
Max temperature: 35,4° C
Min temperature: 18° C

Green Magio beach is unique Slovak

Magio beach decreased its **environmental footprint**.

Magio beach showed that **free time can be spent responsibly**.

Magio beach inspired **thousands of people to more responsible behavior**.

Magio beach demonstrated that **from bio waste can arise a new energy**.

Magio beach except of fun, sport and relax brought also **education and high quality food**.

Magio beach with green future concept shifted the bar towards to sophisticated Europe.

News on Magio beach



New architecture

FOOD ZONE – well known street food brands

Drink zone – self service

Coworking – education – presentations, workshops

MONOCHROMATIC and GREEN VISUAL IDENTITY

VISUAL AND ADVERTISING SMOG DECREASING

MORE SPORT ACTIVITIES AND CULTURAL PROGRAM

Promotion zone



NEW CONCEPT of GREEN BEACH

NO DISPENSABLE PLASTICS

BACKUP CAPS INTRODUCTION

NO STRAWS IN DRINKS

COMPOSTABLE DISH

SEPARATION AND PROCESSING OF BIO WASTE

SUN COLLECTORS AND PHOTOVOLTAIC PANELS

ELECTRIC COMPOSTER



SPORT

LOCATED IN ONE PLACE

New sport activities for children and adults





CULTURE

Cinema seats capacity increased up to 500

New stage for concerts



Food and drink zone

More attractive place for drinks and food

High quality food

Self service concept – faster service

**By change of the concept and philosophy –
new target group**





New place - coworking

Living place.

Natural connection of smart city products and cowork content.

New coworking place is dedicated to summer office and education – workshops, presentations

New target group arised



chillout

Favourite place for relax, more books in the library, galleries with interesting content separated from crowdy part of the beach





PARTNERS

Every partner joined the
concept of the beach
Added value for the project



ACTIVITIES





More than 1635 people
worked in cowork



34 x presentation /
discussion



26 x workshops



11 x in english



4 x exhibition in gallery



89 x public event/promo



4 x childrens theatre



2 x autographing



500 hours sport training for public



Group exercise – more than 10 180
people



11 x run training
TELEKOM NIGHT RUN



150 people trained on Danube river
on kayak



1965 rented bikes on Magio beach
Max - wednesday
Max - 20:00.



1815 reservations of the beach playground
2 x beach tennis competition



WASTE



189 381

thanks to backup cups we saved 189
381 disposable plastic cups



19 600

Number of PET bottles decreased of 19 600
2018/2019



70 000

We saved 70 000 disposable straws by introducing
drinks free of straws

2018/2019



10

10 tonnes decrease of construction waste



2018 = 2,25 t

2019 = 2,08 t



2018 = 1,22 t

2019 = 1,34 t



2018 = 2,04 t

2019 = 4,48 t



2018 = 34,2 t

2019 = 17,2 t



2019 = 18,4 t



Total amount of waste 2018 = 39, 71 t

Total amount of waste 2019 = 43,5 t

Thanks to bio waste processing in biogas station it has been produced cca 9000 kwh electric energy.



By set up the biological processes by purchasing the raw materials and products we avoided waste creation. By increased care of separation we increased the amount of separated waste in comparison to previous years.

Media monitoring
390 outputs in media



ON-LINE 307 (78,7%)



PRINT 64 (16,4%)



TV 14 (3,6%)



RADIO 5 (1,3%)

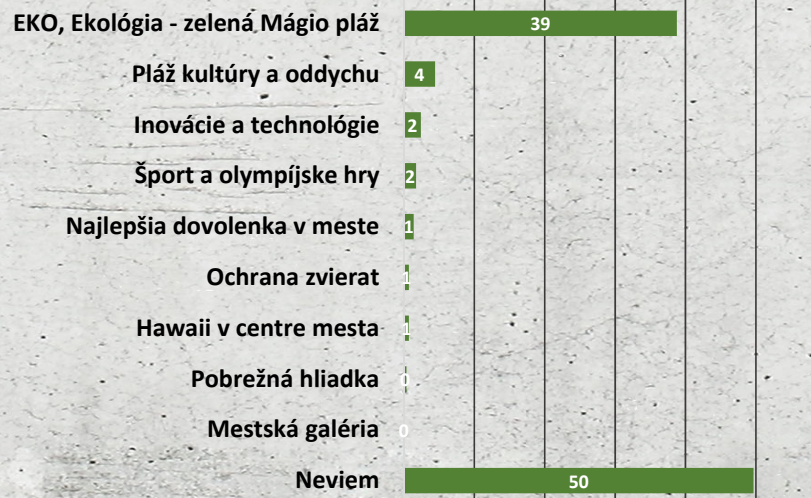
SURVEY

- Methodology: CASI - Online survey via Ipsos online panel – instant research
- Data collection: 30.9. – 1.10.2019
- Sample: Representative sample age 18 – 55 rokov, Bratislava region

DO YOU KNOW / DID YOU HEAR ABOUT MAGIO BEACH?

94% YES

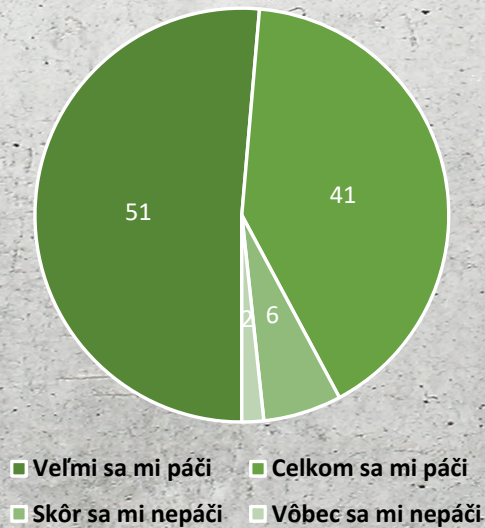
Every year is dedicated to specific topic on Magio beach. Do you know what was the topic of this year?



Survey

- Connection of Eco theme and Magio beach liked 9 from 10 requested
- Half of them declared possitive influence on their life and eco behavior

Tohtoročná téma Magio pláže bola EKO - Zelená pláž. Do akej miery sa vám páči spojenie tejto témy s Magio plážou?



Do akej miery súhlasíte s nasledujúcimi výrokmi?

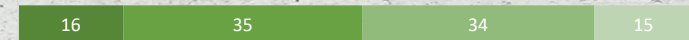
Magio pláž považujem za súčasť Bratislavy



EKO tému Magio pláže som si ani nevšimol/a



EKO téma Magio pláže ma pozitívne ovplyvnila aj v mojom živote



■ úplne súhlasím ■ skôr súhlasím ■ skôr nesúhlasím ■ vôbec nesúhlasím

SURVEY

■ Eco relevant topics are considered very important

To what extent do you consider following topics and problems important?

ECO



■ URČITE DŮLEŽITÁ ■ SKŮR DŮLEŽITÁ ■ SKŮR NEDŮLEŽITÁ ■ VŮBEC NIE JE DŮLEŽITÁ

WEB MAGIOPLAZ.SK

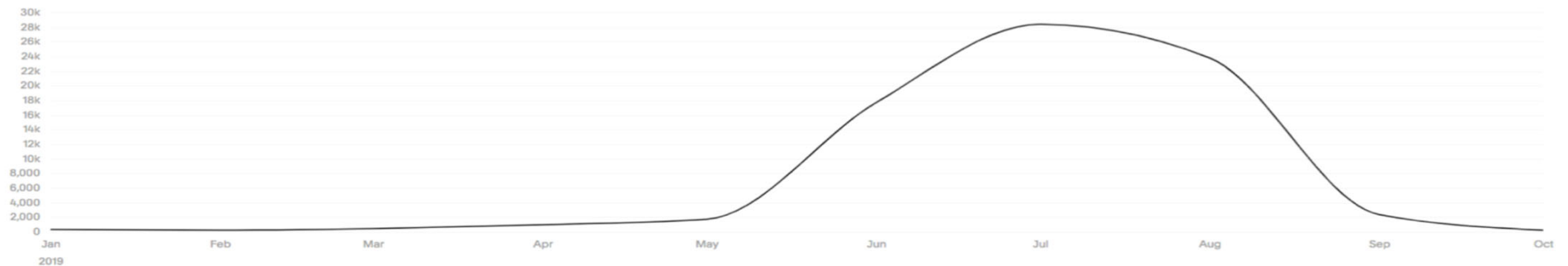
- UNIQUE VISITS INCREASED 20% - 2018/2019
- 62% from mobil devices.

101k UNIQUE VISITORS
+19,2% YR/YR

275k PAGEVIEWS
+4,0% YR/YR

Visits

Monthly



FEEDBACK



VISITORS REACTIONS ARE FOR US MOST IMPORTANT!



**SURVEY RESULTS - 97% OF RESPONDENTS THINK
MAGIO BEACH IS A PART OF BRATISLAVA**

**51% RESPONDENTS EXPRESSED ECO THEME OF THE
MAGIO BEACH HAD POSSITIVE INFLUENCE ON THEIR
LIFE**

AND THIS IS WHAT WE LIKE VERY MUCH!

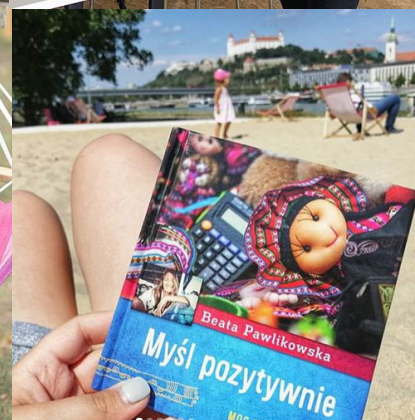


PHOTO GALLERY













THANK YOU

MAGI
PLAŽ