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GREENER AND MORE INCLUSIVE PERFORMATIVE ARTS FESTIVALS

*Guidelines and best practices for dance and
theatre Festivals to augment their social impact
and reduce their carbon footprint*

DELIVERABLE N. 2.2



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Executive Summary

In recent years, the role of performative arts festivals in Europe has evolved significantly, moving beyond mere entertainment to become instrumental in pioneering social, ecological, and cultural transformations. This development responds to a growing recognition, both by the European Commission and by citizens across the continent, of the need to **harness the potential of performative arts in driving progress towards a more sustainable and inclusive society.**

European institutions actively support this transition, as evidenced by policies and funding programmes that encourage the integration of green practices and social cohesion in cultural events. Such initiatives are a testament to the commitment at the highest levels to shift the paradigm of how festivals operate within the European Union.

Simultaneously, this transformation is fueled by bottom-up movements where communities and individuals advocate for meaningful experiences that align with their values of environmental stewardship and social justice.

Festivals are uniquely poised to meet these demands due to their ability to convene large audiences and to facilitate a shared sense of purpose. **As attendees become more conscious of the impact of their choices,** they increasingly seek events that not only offer entertainment but also contribute to the collective well-being and reflect a respectful interaction with our planet. As places of convergence for ideas and cultures, festivals have become platforms for initiating dialogue, inspiring action, and demonstrating how shared cultural experiences can pave the way towards a greener and more inclusive Europe.

The visionary leadership of the European Commission and the passionate engagement of citizens converge in redefining the essence of our festivals: this synergy amplifies the transformative power of the performative arts as a vehicle for change, embedding sustainability and inclusivity into the core of European culture.

Executive Summary

By focusing on community engagement, environmental responsibility, and inclusion, we really can spearhead the evolution towards a future that honors our collective cultural heritage while preserving the environment for generations to come.

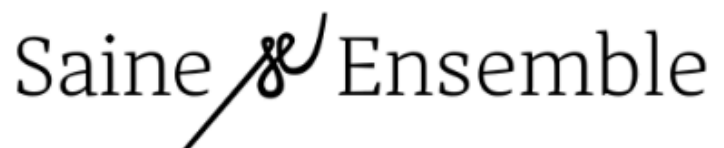
We need, we want, we can become much more than just temporal artistic showcases;

we can breed grounds for innovative practices and thought leadership in the quest for a more conscientious European society.

It is within this vibrant cultural tapestry that our project, Creative Resilience Shapers – CREARE, finds its purpose.

CREARE represents our shared commitment to advancing the dance and theatre festivals throughout Europe by embedding principles of social inclusion and environmental care. With crucial support from the European Union's Creative Europe Programme, our aim is to enhance opportunities for young artists who are often marginalized due to challenges such as disabilities or socio-economic backgrounds.

Our consortium comprises **ASD Ijshaamanka** from Italy, **Sala Fènix** from Spain, **Saine Ensemble** from Finland, and **AORCA** from Portugal.



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The Festivals



ALTER ART FESTIVAL

ALTER ART FESTIVAL, organised in Pergola, a small village (5000 inhabitants) in the inner areas of Marche Region, is building its audience between the citizens of the village and of the surrounding areas, with the support of local authorities, schools and many local small organisations and associations. Performances, shows and events are offered totally free of charge.



TENN FRIDAY

TeenFriday is a theater program that has the goal to involve teenagers from 14 to 18 years old with theatre activities in their territory. TeenFriday develops through different activities such as theatre workshops, free rehearsals and theater performances from January to March and from October to December, always on Fridays (12 Fridays for year, since 2017).



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The Festivals



DANCING METEORITE

The dancing meteorite is a new forum for performing arts and discussion designed by Saine Ensemble in Fiskars (Finland) and choreographer-dancer Annatuuli Saine. The event brings together authors of dance, performing arts and visual arts combined with current scientific research and thinking. 2021 will be the pilot year for the Biennale, from which an international forum for performing arts will be built in 2023. The event allows for a multidisciplinary platform and discussion around different working methods. From what point of view, why and how do we work? What are the goals and how do we create new meanings in our art? How do art and science meet in the social debate of our time? What is contemporaneity, a time common to us?



PRIMAVERA DANÇA

A PRIMAVERA DANÇA 2024 is a dance and performing arts festival with the main objective to encourage young people to recognise the essential role of the arts in society. The festival is dedicated to young people and children, valuing inclusion in order to bring more social cohesion, giving space and value to difference. In essence, the carefully designed programme seeks to broaden the horizons of young people, and this year we intend to give a special focus to integrate people with physical disabilities. The festival features a variety of formats for active participation: shows, concerts, workshops, talks, site-specific installations, DJ-sets, workshops, art with the community and cultural mediation actions (in schools and other spaces). It aims to make an active and visible contribution to community participation.



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Each of us contributes our expertise and local experiences to the project's overarching goals. In Italy, with the **ALTER-ART FESTIVAL**, we are expanding inclusive dance and theatre opportunities through our festival. In Spain, with the **TEENFRIDAY**, we focus on engaging youths in the arts for fostering wider social inclusion. In Finland, with **DANCING METEORITE**, we try to intertwine arts with scientific discourse, and in Portugal, with **SPRING DANCE**, we try to integrate the arts into sustainable development and global citizenship initiatives.

Our Handbook starts from our joint exploration and collective capacity building, and seeks to guide and support other festival organizers and stakeholders by providing tools and insights across **six essential areas for improvement**: youth involvement, marketing, gender equality, environmental actions, disability inclusion, and wider social participation.

During the first year of our project, we have carefully researched good practices across Europe and beyond for each of these focus areas, validating these through exchanges with our partners and stakeholders, and peer reviews conducted during our transnational meetings. In selecting the top practices (“best practices”) to be included in the Handbook, we aimed not just for quality and effectiveness but also for adaptability and scalability. But our Handbook is not just about theory—it's about **action and evidence**. Each of our four festivals has embraced the principles of the best practices we selected, knitting them into the fabric of their events: the outcomes of such experimentations, based on action plans we produced and followed during the last year, are shared in each section as “case studies”. They illustrate not only what is possible but, at least in our intentions, could also provide a pathway for others to follow, with concrete examples from our experience, in which we tried to report not only about the achievements, but also about struggles, problems, obstacles we encountered.

We believe that both the best practices we presented, and our small reports about our tested actions can be an inspiration and blueprint for implementation for other Festivals, providing proof of concept that practices work when applied thoughtfully.

Hence, in presenting you this Handbook, our intention is to offer a resource that will inspire a movement towards more inclusive and environmentally conscious festivals. We envision the arts as a fertile ground for sowing the seeds of change, where every festival can thrive on the values of diversity and sustainability, creating a ripple effect that resonates across society and the natural environment.







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What's happening in Europe

The EU has long recognized the vital role of culture as a cornerstone of societal development and European identity, acknowledging the importance of engaging young people in artistic endeavors. Funding programs such as ERASMUS+ and Creative Europe are significant in supporting projects that aim to increase youth participation in cultural activities, as they provide platforms for exchange, training, and co-creation.

However, disparities in cultural accessibility and engagement still exist. In some regions, economic constraints, a lack of targeted funding, and/or educational systems that place lesser emphasis on the arts impede youth involvement; additionally, cultural offerings do not always align with the diverse interests of the youth, and there can be preconceptions and barriers that prevent youngsters from engaging with the arts.

Cultural institutions themselves struggle to adjust their traditional formats and content to the dynamic nature of youth culture, which calls for a reflection on cultural policies and practices, ensuring they are adaptive and responsive to their evolving trends and preferences.

Youth involvement is often achieved when performative arts festivals and organizations craft strategies that resonate with young audiences' interests and realities: participatory approaches, where young people are not just spectators but also active contributors to the creative process; workshops, interactive performances, and educational programs, designed to make arts more relatable, inclusive, and appealing; digital engagement through social media and online platforms, a key tool that plays to the connectivity and tech-savviness of the younger generations.

What we do at local level

In the Raval neighborhood of Barcelona, Sala Fènix's **TeenFriday** festival sees the active role of adolescents in not only building their performances but also in spearheading promotion and communication efforts. Rather than bystanders, these adolescents are integral to the fabric of the production — a transformative experience that challenges entrenched stereotypes about their character and interests.

At IJSHAAMANKA's **ALTER ART FESTIVAL**, in Pergola (Italy), youth involvement is achieved through significant engagement with volunteers and youth leaders: over 50 youngsters from 4 high schools are involved in managing festival activities, which provides students with value-added experiences and school credits for their volunteer work. Additionally, IJSHAAMANKA collaborates with social cooperatives and associations focused on disability, allowing for the active participation of disabled young artists and health.

SAINE ENSAMBLE, behind the Finnish **Dancing Methorite**, while not being highly skilled in this realm, adopts measures to ensure equality, non-discrimination, and well-being among its creative teams, promoting inclusive values that span across demographics such as age, gender, health status, disability, and ethnicity. Lastly, AORCA's **SPRING DANCE FESTIVAL** engages young communicators in Lisbon in the creation of promotional content as well as youth from local artistic groups, schools, and environmental organizations.



1# Theatre for Development Festival

Save the Children UK

(<https://www.comminit.com/unicef/content/theatre-development-tfd>)

What's been done

Theatre for Development festivals are organized as platforms where youth can amplify their voices on national issues. By bringing together diverse groups of young people, the festival garners media attention and attracts key stakeholders' presence. The festivals are designed to enable youth to engage in performative art, both to showcase their talents and to facilitate dialogue on social issues. They are given the stage to perform in front of large audiences, thereby enhancing their public speaking and artistic skills. Additionally, the festival format encourages direct interaction between youth and prominent people, enabling young participants to ask questions and engage in meaningful exchanges.

Why it's a best practice

The impact of these festivals extends far beyond the event itself, manifesting in tangible outcomes that reverberate throughout society.

One such outcome is the heightened national awareness of the issues raised by youth, facilitated by the increased media coverage garnered by these festivals. By shining a spotlight on the concerns and perspectives of young people, this heightened visibility has the potential to catalyze broader discussions and actions at the national level.

This increased attention can serve as a powerful catalyst for change, drawing the focus of decision-makers and policymakers toward the pressing issues highlighted by youth. As these topics are brought to the forefront of national discourse, there is a greater likelihood of them being incorporated into policy discussions and development agendas, leading to a more youth-oriented approach in governance and decision-making processes.

Best Practices

Why it's a best practice

Moreover, the experience gained by participating youth extends beyond the confines of the festival grounds, contributing to their personal and professional development in multifaceted ways. Engaging in artistic expression and creative endeavors fosters invaluable skills such as critical thinking, communication, and collaboration, which are essential for success in any field. Beyond skill acquisition, the empowerment experienced by youth through active participation instills a sense of agency and confidence, equipping them to assume leadership roles not only within the arts but also in broader community initiatives.

As these young individuals continue to grow and evolve, their experiences at these festivals serve as a springboard for future endeavors, empowering them to become catalysts for positive change in their communities and beyond. By nurturing a generation of informed, empowered, and engaged young leaders, these festivals leave a lasting legacy that extends far beyond their duration, shaping the trajectory of society for years to come.



2# Designing Engagement around Expressive Activities

Office of the Children's Commissioner

(<https://www.manamokopuna.org.nz/documents/35/2018-Feb-Culture-case-study-formatted-FINAL.pdf>)



What's been done

Polyfest went above and beyond in creating an environment where young people felt not only welcomed but truly empowered to express their views and engage in meaningful dialogue. The festival organizers meticulously designed a range of activities within the festival stall, each crafted to encourage participation and foster dialogue among attendees. One innovative approach was the use of voting polls adorned with colored sticker dots. This simple yet effective method allowed participants to quickly and visually indicate their agreement with various statements, providing instant feedback on the issues that resonated most with them. Additionally, the postcard writing station provided a more reflective avenue for expression, with questions similar to those posed in the voting polls prompting deeper thought and personal insights.

Recognizing the importance of fostering connections and facilitating discussions, Polyfest also featured a dedicated 'hang-out' space within the stall. Here, attendees could engage in group conversations, participate in games designed to spark meaningful interactions, or simply relax in the shade, creating an inviting atmosphere conducive to open dialogue and camaraderie. To further incentivize participation and recognize the contributions of attendees, Polyfest introduced a reward system dubbed 'Kai Tokens.' These tokens served as tangible symbols of appreciation, rewarding individuals for their engagement and involvement throughout the festival. Whether earned through active participation in discussions or simply for being present and engaged, Kai Tokens reinforced the value placed on each attendee's voice and contribution.

Best Practices



Why it's a best practice

The results of the efforts put into designing inclusive and engaging activities at Polyfest were nothing short of remarkable. With over 600 children and young people visiting the stall, it's evident that the approach taken to foster participatory involvement was a resounding success. This significant turnout speaks volumes about the effectiveness of creating spaces where young attendees feel not just included but genuinely valued and heard. The fact that such a large number of individuals actively engaged in the activities provided underscores the importance of offering diverse and accessible avenues for self-expression. By tailoring the activities to be both comfortable and enjoyable for young participants, Polyfest ensured that every individual felt empowered to share their thoughts and perspectives freely.

This high level of participatory involvement is a testament to the success of Polyfest in creating an environment where young people felt not only welcomed but truly empowered to make their voices heard. It reflects a shift towards more inclusive and democratic approaches to engagement, where the diversity of voices is not just acknowledged but actively sought out and celebrated.

Moving forward, the impressive turnout and enthusiastic participation at Polyfest serve as a compelling example of the impact that intentional and inclusive programming can have in empowering young people and fostering a culture of engagement and participation. By prioritizing the voices and experiences of young attendees, Polyfest has set a standard for other events and initiatives looking to create spaces where all individuals feel valued, respected, and empowered to contribute.

3# Co-creating the Wellbeing Festival with the Youth Advisory Board

REBOOT NOW (<https://cesie.org/en/resources/reboot-now-wellbeing-festival-guidelines/>)



The REBOOT NOW project set out with a bold vision to not just host a Wellbeing Festival, but to fundamentally redefine the way such events are conceived, planned, and executed. Recognizing the invaluable perspectives and energy that young people bring to the table, the project embraced a comprehensive youth participation methodology. This approach aimed not just for token representation but a genuine partnership, where young individuals were empowered to contribute as equals in every aspect of the festival's journey.

What's been done

From the initial brainstorming sessions to the meticulous planning stages, from the vibrant implementation phase to the reflective evaluation process, youth were not merely passive recipients of decisions made by others. Instead, they were active collaborators, their voices heard and their ideas valued at every turn. This level of involvement was not just symbolic; it was substantive, with young participants wielding significant influence over the direction and outcomes of the festival.

By embedding youth perspectives into the very fabric of the event, the REBOOT NOW project ensured that the Wellbeing Festival truly resonated with its target audience. It wasn't just an event for young people; it was an event by and for them. This approach not only fostered a sense of ownership and pride among the youth participants but also led to a more inclusive and impactful festival experience for all attendees. From the choice of activities to the design of promotional materials, from the selection of speakers to the evaluation metrics used, the fingerprints of youth involvement were evident throughout, enriching the festival with fresh ideas, diverse viewpoints, and boundless creativity.

Best Practices

The collaborative partnership between the REBOOT NOW project and young people went beyond surface-level involvement; it delved into the very essence of decision-making processes. With their active participation, youth had the unique opportunity to influence and challenge both the strategic vision and the nitty-gritty practicalities of the festival.

Their input wasn't merely acknowledged; it was sought after, valued, and integrated into the fabric of the event. Whether it was debating strategic directions, brainstorming innovative programming ideas, or discussing logistical challenges, young participants were at the forefront, driving discussions and decisions forward.

Why it's a best practice

This approach not only served to validate the perspectives and contributions of young individuals but also bestowed upon them a powerful sense of agency. They weren't just passive recipients of decisions made by older generations; they were active architects of their own experiences, shaping the festival in a manner that authentically reflected their interests, passions, and concerns.

By fostering this sense of shared ownership, the REBOOT NOW project laid a solid foundation for future youth-led initiatives. The empowerment experienced by young participants during the Wellbeing Festival catalyzed further engagement and leadership in their communities. It instilled in them a belief in their capacity to effect meaningful change and provided them with the skills, confidence, and networks necessary to turn their ideas into reality. In doing so, the project didn't just create a successful event; it nurtured a generation of empowered changemakers poised to shape the world around them.



Expanding TEENFRIDAY's Reach and Impact

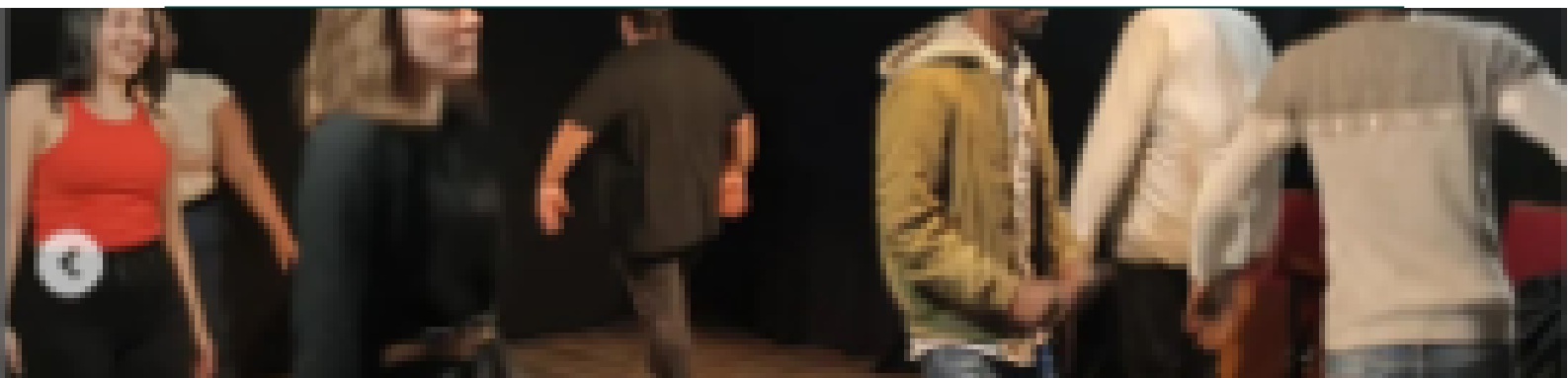
SALA FENIX, an association that operates a theatre in the heart of Barcelona, successfully implements the TEENFRIDAY initiative, targeting the engagement of adolescents between the ages of 14 and 18. Through workshops, complimentary rehearsal access, and theatrical performances, **TEENFRIDAY** draws in the youth on Fridays, spanning from January through March and resuming from October to December.

What we did

In the pursuit of its objectives for 2024, i.e. to increase youth participation and engagement, SALA FENIX leveraged the opportunities presented by the CREARE Project to implement progressive measures.

The festival's invitation extended far and wide, echoing through collaborations and interactive programs with local schools, academic bodies, and neighborhood associations, rounding up a diverse collective from Raval and its surrounds.

This multi-faceted approach was grounded in thorough research, ensuring the initiatives resonated and sparked widespread interest.



How it went

The wide-reaching outreach facilitated greater involvement of young people from varied spheres, expanding beyond the Raval neighborhood's key focus areas to include more general youth gathering spots.

Additionally, SALA FÈNIX's programming was diversified, offering activities in the mornings in addition to evenings, providing the youth with opportunities to play active roles in the creation and production of performances. As a result, the number of participatory activities and network contacts both increased, leading to a sustained rise in youth participation and a move away from one-off engagements

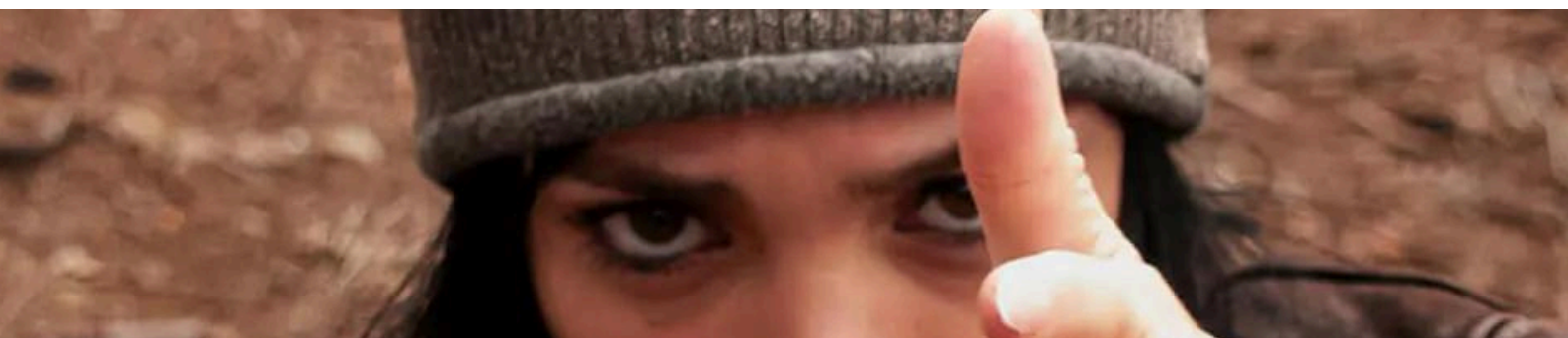


Challenges and obstacles

One of the challenges faced by SALA FENIX in this process was the experience non-committal attitude towards free activities, particularly observed among social collectives at higher risk of exclusion, youths, and partnering associations.

Without any financial commitment required to attend the activities, prospective participants frequently defaulted on their reservations without informing the team. To counteract the casual disregard of reserved spots, considering the institution of a minimal fee is being explored as a solution to instill a sense of value for the bookings and encourage more dependable attendance.

This case study showcases SALA FENIX's dedication to integrating effective youth engagement strategies into its cultural endeavors. Through the TEENFRIDAY Festival, it exemplifies how youth participation and artistic innovation can thrive simultaneously.







MARKETING AND PROMOTION OF EUROPEAN FESTIVALS



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What's happening in Europe

The EU's internal heterogeneity presents both opportunities and challenges for marketing performative arts. European festivals have been breaking away from traditional advertising methods and are increasingly harnessing the power of interactive and digital marketing, incorporating elements such as virtual reality previews, behind-the-scenes content, and influencer partnerships to create buzz and anticipation.

However, effective marketing comes with its obstacles.

Limited budgets, especially for smaller festivals or those in regions with lower economic resources, restrict promotional activities. Cultural funding at the EU, national, and regional levels, while available, is often highly competitive, which can impact the scale and reach of marketing efforts.

Another challenge is the need for cultural sensitivity and the accommodation of different tastes and expectations within a varied audience base, as Festivals must navigate the delicate balance of presenting innovative and challenging content while also resonating with traditional expectations and preferences. Festivals must also contend with the ever-shifting landscape of digital marketing, where algorithms and data privacy regulations affect the reach and effectiveness of online campaigns.

Accessibility and inclusion are often at the forefront of promotional campaigns: many EU festivals offer tiered ticketing with discounts or free entry for certain groups to encourage broader participation. Others host community workshops and educational initiatives to deepen local engagement and nurture future audiences.



What we do at local level

In Fiskars, Finland, SAINÉ ENSAMBLE forges a unique path in the marketing and promotion of its performative arts festival, the Dancing Meteorite. Crafted to resonate with diverse audiences, from the conventional followers of theatre and concerts to the intellectually curious in scientific realms, it offers free events and leverages the cross-pollination of dance, theatre, visual arts, and scientific inquiry. This aligns with their core principles of excellence, engagement, and ethics, which guide the festival's marketing ethos.

For IJSHAAMANKA, focused on youth involvement and with partnerships with educational institutions and disability organizations in the Marche Region of Italy, marketing and promotion include outreach through schools and community networks. It also benefits from word-of-mouth promotion due to its strong volunteer base and uses social media channels to engage with a younger audience. SALA FENIX, operating in the urban setting of Barcelona and aiming to engage young people at risk of social exclusion, opts for grassroots marketing tactics: street-level outreach, collaboration with community organizations and local businesses, and social media channels.

AORCA's strategy for marketing and promotion relies on professional networking and collaborations in the dynamic landscape of Lisbon, drawing upon the creative skills of professionals and communicators; additionally, their involvement with cultural and environmental initiatives stimulates a marketing approach that encompasses event partnerships, cross-promotions with eco-friendly organizations, and tapping into environmentally conscious audience segments.



1# Theatre Marketing Guide for Audience Development

Mira Radmilovich, Yirra Yaakin – Marketing Manager
(<https://www.studocu.com/vn/document/british-university-vietnam/heroku-tai-li-eu/theatre-marketing-guide-for-audience-development-final/64100496>)



The guide underscores the paramount importance of developing a comprehensive social media marketing strategy that transcends the confines of the marketing team, encompassing collaboration with production teams and artists alike. It advocates for a meticulously crafted campaign comprising a sequence of approximately 12 to 13 posts strategically disseminated across various social media platforms, each post intricately woven to narrate the captivating story of the production throughout the campaign's duration.

Moreover, the guide accentuates the profound impact of directly engaging artists in the social media sphere, emphasizing the pivotal role of platforms such as Facebook and Instagram. It goes beyond mere promotion, advocating for immersive involvement by facilitating direct connections between artists and their audiences. This involvement may even extend to the extent of granting artists temporary stewardship over the company's social media accounts, enabling them to co-host or manage the platform for a designated period. Such initiatives not only foster a deeper sense of connection between artists and fans but also infuse authenticity and creativity into the brand's online presence. Furthermore, the guide underscores the importance of diversifying content creation efforts beyond traditional posts. It recommends leveraging various mediums such as podcasts, vox pops following performances, and digital content on platforms like YouTube.

This multifaceted approach serves not only to promote individual shows but also to cultivate broader brand awareness and convey the venue's unique identity in a positive light to potential audiences. By consistently delivering engaging and diverse content across multiple channels, organizations can effectively amplify their reach and solidify their presence in the competitive landscape of social media marketing.

What's been done



Best Practices

By implementing a dynamic and immersive social media campaign that actively engages multiple stakeholders and incorporates a diverse range of content, there exists a considerable opportunity to elevate brand visibility and depict the venue experience in a compelling light. This strategic approach has the potential to resonate with audiences on a deeper level, fostering a sense of anticipation and excitement that could ultimately translate into heightened interest and amplified ticket sales.

Why it's a best practice

By leveraging the power of social media platforms to tell captivating stories, showcase behind-the-scenes moments, and facilitate direct interactions between artists and fans, organizations can cultivate a vibrant online community that actively participates in and advocates for the brand. This heightened level of engagement not only strengthens existing connections but also cultivates new relationships, expanding the reach and impact of the venue's marketing efforts.

Moreover, by consistently delivering high-quality content that resonates with target audiences and aligns with the venue's brand identity, organizations can establish themselves as authoritative voices within their respective industries. This, in turn, enhances credibility and fosters trust among potential attendees, increasing the likelihood of conversion from casual followers to enthusiastic patrons.



2# Social Media Marketing Plan for Festivals

Stage Pass European project (<https://ec.europa.eu/programmes/erasmus-plus/project-result-content/e8af0fce-3046-4c5b-a9de-e3595ecf9ec5/StagePass - Module 1.pdf>)



In an immersive classroom project, students were challenged to craft a comprehensive social media marketing blueprint tailored for a fictional musician, with potential applicability to festival promotion strategies. This multifaceted plan entailed a meticulous examination of various elements, from pinpointing the target demographic to selecting the most effective social media platforms for outreach, all the way to devising engaging content strategies and delineating a strategic timeline for content dissemination and promotion.

Central to the endeavor was the meticulous identification of the target audience, a critical step in tailoring the marketing efforts to resonate with the intended demographic. Through extensive research and analysis, students delved into the psychographic and demographic characteristics of the audience, gaining insights into their preferences, interests, and online behavior. Building upon this foundation, students then embarked on the task of selecting the most appropriate social media platforms to amplify the musician's or festival's presence. Whether it be the visual allure of Instagram, the real-time engagement of Twitter, or the community-driven ethos of Facebook, each platform was carefully evaluated based on its compatibility with the target audience and its potential to foster meaningful connections. With the platforms identified, the students shifted their focus towards devising strategies to cultivate follower and fan engagement. This involved brainstorming innovative ways to spark conversations, encourage user-generated content, and foster a sense of community around the artist or event. From interactive Q&A sessions to behind-the-scenes glimpses and exclusive content offerings, the aim was to cultivate an immersive and interactive online experience that resonated with fans on a personal level.

What's been done

What's been done

Furthermore, students meticulously crafted tailored content strategies optimized for each platform, ensuring that the messaging remained cohesive while capitalizing on the unique strengths and nuances of each medium. Whether it be visually stunning images on Instagram, thought-provoking tweets on Twitter, or longer-form narratives on Facebook, the content was meticulously crafted to captivate and engage the audience across diverse channels.

Finally, students established a strategic timeline for content posting and promotion, taking into account factors such as peak engagement times, key milestones, and promotional events. By mapping out a detailed schedule for content dissemination and leveraging tools such as scheduling platforms and analytics tools, students aimed to maximize the reach and impact of their marketing efforts.



Best Practices

This assignment serves as a testament to the pivotal role of meticulous social media marketing strategies in the promotion of festivals. By delving deep into the intricacies of audience segmentation and content customization across various platforms, festivals can unlock a myriad of opportunities to amplify their marketing endeavors and forge lasting connections with their fan base.

Why it's a best practice

One of the key outcomes of this exercise lies in the heightened understanding of the target audience. By conducting thorough research and analysis, festivals gain invaluable insights into the preferences, behaviors, and aspirations of their audience segments. Armed with this knowledge, they can tailor their messaging and content strategies to resonate with the specific interests and tastes of their followers, thereby fostering a deeper sense of affinity and resonance. Moreover, the emphasis on crafting tailored content for different social media platforms enables festivals to leverage the unique strengths and nuances of each channel to maximum effect. Whether it be captivating visuals on Instagram, engaging conversations on Twitter, or immersive storytelling on Facebook, the strategic deployment of content across diverse platforms ensures a multifaceted and compelling online presence that captivates audiences and drives engagement.



3# Integration of Email List Development in Offline Marketing

Americans for the Arts, Arts & Business Council

(https://s3.amazonaws.com/external_clips/2683545/NAMP_ExpertsGdMarketingIII-FINAL.compressed.pdf?1519269471)



The strategic integration of email list development with offline marketing initiatives represents a pivotal approach for festival producers seeking to maximize their outreach and engagement.

This holistic practice underscores the recognition of the immense value in cultivating direct connections with festival attendees, transcending the confines of traditional online avenues.

Producers are not merely advised but actively encouraged to leverage every interaction at live events as a prime opportunity to organically grow their email lists. By proactively engaging with patrons on-site, they can harness the enthusiasm and energy of the festival atmosphere to gather crucial contact information and preferences. This concerted effort transcends the digital realm, emphasizing the importance of personal connection and tangible engagement.

Various innovative offline methods serve as the conduits for this exchange of information. Surveys strategically positioned throughout event spaces prompt attendees to share their email addresses and provide valuable insights into their preferences and interests. Postcards distributed at entry points or within festival programs offer a nostalgic yet effective means of capturing attendee data. Similarly, flyers strategically placed in high-traffic areas serve as subtle reminders for patrons to join the festival's email list, fostering a seamless transition from the offline to the online sphere.

What's been done

Best Practices

The integration of offline email list development with online data collection represents a strategic alignment that empowers festival organizers with a comprehensive reservoir of patron information. This harmonized approach ensures that the data collected from face-to-face interactions at events seamlessly complements the digital profiles amassed through website sign-ups.

By amalgamating these datasets, festival organizers not only consolidate their understanding of their audience but also gain valuable insights into their preferences, behaviors, and engagement patterns across multiple touchpoints. This unified database serves as a robust foundation for refining communication strategies, enabling organizers to craft targeted and personalized messages that resonate deeply with their diverse audience segments. Furthermore, this holistic approach facilitates the seamless coordination of marketing campaigns across offline and online channels.

Why it's a best practice

Armed with a nuanced understanding of their patrons, organizers can deploy multi-faceted campaigns that leverage the strengths of each medium, whether it be through email newsletters, social media promotions, or experiential activations at live events. Such synchronized efforts amplify the impact of marketing initiatives, enhancing brand visibility and driving meaningful interactions with the audience.

Beyond the realm of marketing, the synthesis of offline and online data fosters a deeper sense of connection and engagement with patrons. By tailoring communications to align with individual preferences and interests, organizers cultivate a community-driven ethos that transcends mere transactional relationships. This, in turn, fosters a more loyal and invested audience base, laying the groundwork for sustained growth and success in the dynamic landscape of festival organization.



Connect to Impact: SAINE ENSAMBLE's Marketing approach

What we did

SAINE ENSAMBLE, a collective active in dance, writing, music, theatre, site-specific performance, visual- and audiovisual arts and dance short films, successfully implements THE DANCING METEORITE, a forum for performing arts and discussion in Fiskars (Finland), coordinated by the choreographer-dancer Annatuuli Saine.

The event brings together authors of dance, performing arts, and visual arts combined with current scientific research and thinking.

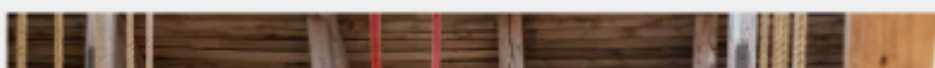
In the pursuit of its objectives for 2024, i.e. to increase the participation rate among festival attendees, SAINE ENSAMBLE leveraged the opportunities presented by the CREARE Project to implement progressive measures.

The enhancement of the ensemble's website, www.saineensemble.fi, facilitated its outreach efforts, stimulating the birth of a network with fellow festivals, crafting a fellowship of creativity with the Fiskars Village Art & Design Biennale, Onoma Summer Exhibitions, and aletheiafest.fi – spheres where ideas and audiences could freely rise.

Saine Ensemble

In its productions, Saine Ensemble collaborates with professionals from various fields of art and science. The starting point in Ensemble's work is that every factor participates in the implementation from the idea to the end result. The projects are implemented in a multidisciplinary, committed and ethically sustainable manner.

The works, which combine dance, music and sound art, visual arts and film, are often placed in cultural environments where both people and nature have left their mark through interaction with each other and through their mutual dependence.



The narrative of artistic collaboration gained momentum as Saine Ensemble's Dancing Meteorite Satellite found synergy with Finnish collaborators: with Aletheia Fest in Gumnäs, Pohja, and Onoma—the cooperative of artisans based in Fiskars—the ensemble championed its forthcoming performance, "4POWER OF FRAGILITY".

Earmarked to grace Onoma's milestone 30th summer exhibition HAURAS – FRAGILE, the ensemble's involvement promised to enliven the Copper Smithy's halls and grounds from mid-June until the cusp of September 2024.

How it went

This cooperation with Onoma and Aletheia Fest went beyond mere partnership, turning into a vital conduit for expansive visibility and keenly calibrated marketing. The anticipation for Onoma's program would begin at the cusp of spring, while Aletheia Fest's artistic revelations and the promotional surge would paint the summer social media landscape, all culminating in a one-day celebratory festival on the 3rd of August, 2024.

Transversally, Saine Ensemble constantly updated its own website and social media, especially YouTube and Instagram, ensuring a constant stream of engagement and excitement among its target audience.



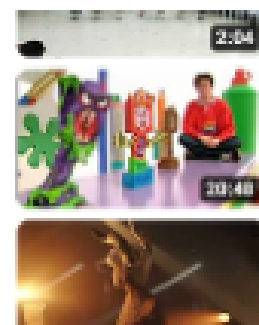
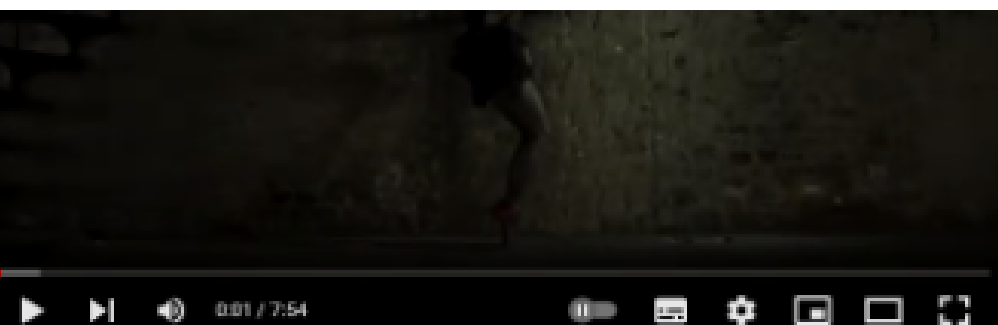
Challenges and obstacles

Yet, beyond the success, the ensemble grappled with the practicalities shadowing artistic endeavors.

The perennial quest for funding is still a challenge, with the organization's pursuit often catalyzing time and creative energy into the paperwork maze of grant applications, leaving less for the pure pursuit of art. Bearing the dual mantle of artistic leader and producer, the weight of financial strain and temporal scarcity bore down, layering stress upon the logistical ballet required to sustain the vitality of the company's work.

It is here, in the quiet duel with administration and the longing for support, that the ensemble's resilience is tested, as they strive to ensure the dance goes on.

This case study exemplifies SAINE ENSAMBLE's commitment to embedding robust marketing and promotional tactics within its artistic ventures. With the integration of new promotional measures into THE DANCING METEORITE Festival, the ensemble demonstrates the seamless fusion of marketing, and artistic creativity.



11.607 visualizzazioni · 5 anni fa

Art Attack - Sa15 - Gessetto su lavagna
Art Attack Italiano
422.138 visualizzazioni · 6 anni fa

Minotauro trailer
Margherita Saltameocchia - LaTâche
331 visualizzazioni · 12 giorni fa



GENDER MAINSTREAMING IN EUROPEAN FESTIVALS



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What's happening in Europe

The EU has laid a comprehensive policy framework to promote gender mainstreaming, with the Council of Europe's Gender Equality Strategy and various directives advocating for balanced participation in cultural and artistic sectors. Nevertheless, the success of gender mainstreaming across the EU is not uniform.

Societal attitudes toward gender roles can significantly impact the level of mainstreaming achieved, as can the availability of gender-disaggregated data to inform policy and decision-making. Resistance also comes from within the arts sector, where traditional hierarchies and established power dynamics may slow down the adoption of egalitarian practices; while efforts are made towards on-stage representation, the same progress is not always mirrored off-stage in technical and production roles.

At the same time, in many EU countries, performative arts festivals are increasingly aware of gender representation: actions taken include programming diverse voices, ensuring equal opportunities for women and non-binary groups in leadership and decision-making roles, and implementing anti-harassment policies.

Moreover, EU funding mechanisms, such as the Creative Europe program, often include criteria that incentivize gender balance, awarding grants to projects demonstrating commitment to gender equality and pushing festivals to critically engage with gender mainstreaming in their hiring, programming, and outreach activities.



What we do at local level

Sala Fènix, located at the cultural heart of Barcelona, actively integrates gender perspectives into every aspect of its **TeenFriday's** programming and organizational structure. It curates a schedule featuring works by a diverse array of playwrights, directors, and performers, spotlighting female and non-binary voices that have historically been underrepresented. Additionally, Sala Fènix ensures that gender equality extends to all layers of its festival operations, from leadership roles to technical teams.

IJSHAAMANKA pursues gender mainstreaming by actively recruiting and showcasing a diverse range of volunteers and young leaders for its Festival **ALTER ART**, fostering a culture where all genders are given equal opportunities to learn, contribute, and lead, thus cultivating a festival environment reflective of a broad spectrum of perspectives.

SAINE ENSAMBLE's dedication to equality and non-discriminatory practices is reflected in the adoption of specific protocols for **THE DANCING METEORITE**, which aim to maintain gender balance in hiring, fair remuneration practices, and casting decisions that promote gender diversity. Their value-driven approach also extends to the content of their production, challenging traditional gender narratives and embracing progressive gender representations.

Similarly, AORCA's **SPRING DANCE FESTIVAL** employs an inclusive lens in selecting collaborators, actively seeking to balance gender representation in their promotional materials and ensuring gender-inclusive messaging and branding.





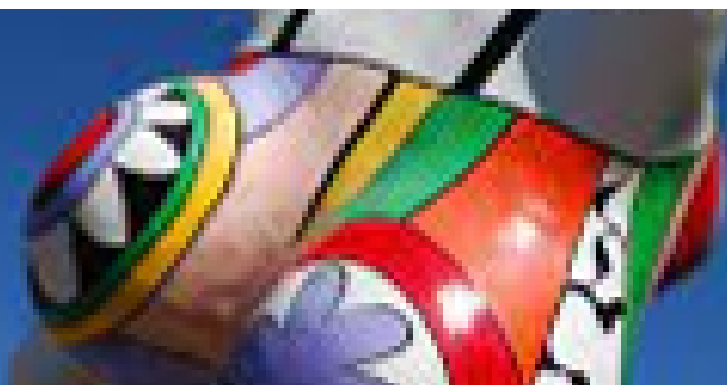
What's been done

The implementation of gender balance training within cultural institutions, particularly in the context of performative arts festivals, represents a significant step towards fostering inclusivity and diversity within these creative spaces. This multifaceted approach entails the establishment of dedicated gender balance officers tasked with spearheading educational initiatives aimed at eradicating stereotypes, combatting sexism, and promoting gender equality throughout all facets of festival operations. Central to this initiative is the provision of comprehensive training programs designed to equip festival staff with the knowledge and tools necessary to challenge and dismantle ingrained biases and discriminatory practices. These workshops go beyond mere awareness-raising, delving into the underlying mechanisms of stereotyping behaviors and offering practical strategies for mitigating their impact. By fostering a deeper understanding of the nuances surrounding gender dynamics, these sessions empower individuals to foster more inclusive and equitable environments within their respective roles. Moreover, the training extends beyond frontline staff to encompass HR and management personnel, recognizing their pivotal role in driving systemic change within the organization. These tailored sessions focus on enhancing recruitment practices to facilitate the entry of women into leadership positions and traditionally male-dominated roles, thereby fostering greater gender diversity at all levels of festival management.

What's been done

In addition to educational initiatives, the implementation of gender balance policies entails the integration of stereotyping behaviors into existing codes of conduct, thereby setting clear expectations regarding acceptable behavior and attitudes within the festival community. This proactive measure serves to reinforce the organization's commitment to fostering a culture of respect and inclusivity while providing a framework for addressing instances of discrimination or bias as they arise.

Furthermore, transparency surrounding the implementation of gender balance policies is paramount to their effectiveness.



Best Practices

The integration of gender balance training and the appointment of dedicated officers within cultural institutions represent pivotal steps toward fostering a more inclusive and equitable workforce within the realm of arts and culture. This proactive approach not only cultivates a more educated and aware workforce but also catalyzes meaningful change in addressing entrenched stereotypes and biases.

At its core, gender balance training serves as an educational platform aimed at raising awareness and dismantling harmful stereotypes that perpetuate gender inequality within cultural organizations.

Through targeted workshops and educational sessions, employees are equipped with the tools to recognize and challenge ingrained biases, fostering a more inclusive and respectful workplace culture.

Why it's a best practice

Central to this initiative is the role of specially trained gender balance officers who serve as catalysts for change within their respective organizations. These officers play a vital role in facilitating training sessions, providing guidance on gender equality policies, and fostering dialogue around issues of diversity and inclusion. By leveraging their expertise, they serve as advocates for gender equity, driving organizational change from within.

Moreover, the implementation of gender balance training extends beyond mere awareness-raising to tangible measures aimed at promoting gender diversity in leadership roles and traditionally male-dominated positions. HR and management staff undergo specialized sessions focused on recruitment strategies that actively promote gender parity and diversity. By removing barriers and biases in the recruitment process, organizations create pathways for women to ascend to leadership roles and break through traditional gender norms.





What's been done

Festival Territorio Violetta stands as a beacon of progress and inclusivity within the realm of multidisciplinary arts, steadfastly committed to advancing gender equality through the transformative power of the performing arts.

At the heart of their mission lies a resolute dedication to achieving a balanced representation of gender across all facets of their programming, with a targeted aim of attaining a 40/60% participation balance between women and men. Central to the festival's endeavors are a series of innovative initiatives designed to integrate gender perspectives into the fabric of the performing arts landscape. Foremost among these initiatives are masterclasses tailored for professionals in the performing arts, providing them with the tools and insights necessary to infuse their work with a nuanced understanding of gender dynamics. These masterclasses serve as incubators for creative exploration, fostering an environment where artists can harness their craft to challenge stereotypes and foster greater inclusivity on stage and behind the scenes. Moreover, Festival Territorio Violetta goes beyond mere advocacy to recognize and celebrate excellence in gender-balanced artistic expression. Through the establishment of awards and recognitions, the festival honors performances that embody the principles of equality and diversity, even if they do not explicitly address gender-related issues. These accolades serve to elevate the visibility of works that serve as contemporary social references, reflecting the richness and complexity of the human experience through gender-balanced characters and narratives. Crucially, the selection process for these awards is underpinned by a commitment to objectivity and scientific rigor, ensuring that recognition is bestowed upon works that demonstrably embody the festival's ethos of inclusivity and progress. By utilizing transparent and evidence-based criteria, Festival Territorio Violetta sets a precedent for excellence in gender-conscious programming, inspiring artists and audiences alike to engage with performances that reflect the diverse tapestry of human identity and experience.

Best Practices

Why it's a best practice

Festival Territorio Violetta's pioneering efforts in advancing gender equality within the performing arts yield significant results: it creates an environment that fosters gender balance in artistic projects, leading to increased representation of women and marginalized genders across its programming. Audiences are educated on gender perspectives through thought-provoking performances and educational initiatives, sparking critical conversations and fostering greater awareness of gender issues within communities. Recognizing and rewarding gender-conscious performances, the Festival also celebrates artistic excellence while promoting inclusive storytelling, thus driving forward the narrative of gender equality in the arts. Its leadership sets a precedent for excellence in gender-conscious programming, inspiring other festivals and arts initiatives to follow suit in creating gender-balanced and inclusive environments, catalyzing broader societal change.

Through its commitment to gender mainstreaming, Festival Territorio Violetta shapes the discourse in performative arts, encouraging both the industry and the audience to challenge and redefine gender roles and representation in arts and culture.

LA TRIBU VIOLETA

Somos un equipo con muchas inquietudes y una visión compartida: cambiar la narrativa de las mujeres a través de la Historia. Somos narradoras, formadoras de cultura y creadoras de cambios que buscan a través de la conexión, el trabajo en red y el humor un cambio duradero.



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3# Women in the Creative Industries Day: Overcoming Gender Inequality



Women of the World Festival (<https://thewowfoundation.com/>)

The Women in the Creative Industries Day, an integral component of the Women of the World Festival, stands as an annual beacon of change aimed at tackling gender inequality within the creative sector head-on. This pivotal event is meticulously crafted to convene artists, art managers, and policymakers, offering a dynamic platform for candid discussions and collective action on the pervasive issue of gender bias in the arts.

What's been done

At its core, Women in the Creative Industries Day serves as a nexus of collaboration and networking, fostering meaningful connections among creative professionals who share a common commitment to advancing gender equity. Through a diverse array of panels, workshops, and interactive sessions, participants engage in thought-provoking dialogue, unpacking the root causes of gender inequality while exploring innovative strategies for effecting positive change. By amplifying the voices of women and marginalized genders within the creative sphere, the event not only sheds light on the myriad challenges they face but also celebrates their resilience, creativity, and contributions to the cultural landscape. Moreover, it catalyzes collective advocacy efforts, empowering participants to leverage their collective influence to shape policy, dismantle systemic barriers, and foster a more inclusive and equitable creative ecosystem.

Crucially, the Women in the Creative Industries Day transcends mere discourse, catalyzing tangible action and transformative change within the sector.

From grassroots initiatives to high-level policy interventions, participants are inspired to channel their passion and expertise into concrete efforts aimed at dismantling entrenched norms and fostering a more diverse, equitable, and inclusive creative industry.

Best Practices

Why it's a best practice

The impact of Women in the Creative Industries Day extends far beyond mere discussions, catalyzing a self-organized movement among creative professionals that reverberates throughout the broader landscape of gender advocacy. By providing a platform to amplify women's voices in the arts, this initiative serves as a powerful catalyst for shedding light on the unique challenges inherent in gender inequality within the creative sector.

Through candid conversations and collaborative exchanges, the event illuminates the nuanced intricacies of gender bias in the arts, underscoring the urgent need for substantive and lasting change. Importantly, it serves as a linchpin in driving forward policy-making that is attuned to the needs and aspirations of female artists, resonating with broader efforts aimed at eradicating gender bias across industries.

Beyond its impact on policy, the Women in the Creative Industries Day fosters a profound sense of solidarity and collective action among women in the creative sector. By fostering connections and nurturing a supportive community, the event empowers participants to harness their collective strength and advocate for meaningful change within their respective spheres of influence.



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Staging Equality on TEENFRIDAY

SALA FENIX, an association that operates a quaint theatre in the heart of Barcelona, successfully implements the TEENFRIDAY theater initiative, targeting the engagement of adolescents between the ages of 14 and 18. Through workshops, complimentary rehearsal access, and theatrical performances, TEENFRIDAY consistently draws in the youth on Fridays, spanning from January through March and resuming from October to December.

What we did

In the pursuit of its objectives for 2024, i.e. to cultivate a hospitable environment that actively opposes gender stereotypes, SALA FENIX leveraged the opportunities presented by the CREARE Project to implement progressive measures.

To begin with, a novel programming component under the banner of “feminismus” was inaugurated at TEENFRIDAY, which illuminated various aspects of gender politics and identity, with gender equality at the forefront. Post-performance discussions were organized to facilitate a deeper discourse on this pressing societal concern. Ensuring gender representation was a priority throughout the whole Festival's programming, evident in the commitment to equilibrate the number of male and female performers in each show. Moreover, any content featuring male dominance was presented from a critical perspective to spark introspective conversations.

What we did

Another significant stride was hosting roundtable discussions where the thoughts and perspectives of young participants on revolutionary theatre that mirrors the paradigm shifts of a progressive society were given a stage. Complementing these efforts, all of SALA FENIX's communication strategies involved the adoption of inclusive language, such as "bienvenidE", to recognize and embrace all gender expressions.

How it went

The engagement of the youth demographic in our gender-centric programs was noteworthy, showcasing an augmented awareness and readiness to partake in substantive dialogues around these themes.

The enthusiasm displayed by the younger participants was palpable, with many expressing a continued interest in contributing to the social conversation on gender topics beyond the program. Interestingly, participation in regular activities saw a noticeable uptick compared to preceding years.

Although attendees with more set opinions tended to frequent the evening events, it was during the daytime activities that we witnessed a significant resonance, particularly among the younger demographics.



Challenges and obstacles

Continuously championing a balanced programme that fulfills SALA FENIX's pledge to gender parity remains an arduous endeavor for its team members. Crafting this intricate 'puzzle' often involves navigating a complex set of variables, and the quest for the perfect alignment with gender equality aspirations is a constant labor. Nonetheless, the association's unwavering dedication to surmount these challenges is a testament to its conscious decision to welcome such intricacies.

Furthermore, SALA FENIX acknowledges a prevailing industry challenge: the underrepresentation of women in prominent roles within the sector (such as directorship, playwriting, and lead acting roles), as well as a scarcity of content created by women.

This case study is a testament to SALA FENIX's dedication to integrating effective gender mainstreaming into the tapestry of cultural creation. It exemplifies, via the TEENFRIDAY Festival, that the principles of gender equality and respect can indeed thrive in unison.







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What's happening in Europe

Despite growing awareness and an increasing number of initiatives aimed at reducing the environmental impact, the performative arts sector still faces significant challenges.

Many festivals are held in temporary spaces and often rely on infrastructure that is not designed with sustainability in mind, leading to issues such as energy inefficiency, waste generation, and carbon-intensive transportation for both audience and performers. Furthermore, there is a lack of unified regulations and standards across EU Member States, which can result in inconsistencies in the adoption and implementation of eco-friendly practices. Financial constraints also hinder the full potential of sustainability measures, as more ecologically sound options are frequently more expensive and may not be feasible for smaller organizations with limited budgets.

However, with the EU's Green Deal and the increasing priority given to climate actions within policies and funding mechanisms, there is an emerging opportunity to reshape the sector: by strengthening collaborations between festival organizers, artists, policymakers, and environmental experts, combined with education, training, and audience engagement, the performative arts can move towards more sustainable futures.



What we do at local level

IJSHAAMANKA approaches environmental sustainability by integrating eco-friendly practices into their **ALTER ART** Festival's operations: it involves reducing waste through recycling programs, encouraging the use of digital media over physical promotional materials to lower their carbon footprint, and incorporating educational components regarding environmentalism into their youth volunteer programs.

SALA FENIX, which works with at-risk teenagers in urban settings, implements sustainability in its **TeenFriday** festival by leveraging local resources and talents, thereby reducing transportation emissions typically associated with festivals. Additionally, they promote sustainability through the thematic content of the performances and workshops focused on environmental education.

SAINE ENSAMBLE's approach to equality and non-discrimination extends to environmental consciousness, as they choose sustainable materials for set design, eco-friendly lighting solutions, and promote a 'leave no trace' ethic for their **THE DANCING METEORITE** festival venues.

With its emphasis on gender mainstreaming and environmental awareness, AORCA's **SPRING DANCE FESTIVAL** facilitates environmental sustainability through the use of sustainable materials and the promotion of local environmental initiatives. Additionally, their connection with a network of artists and environmental organizations is reflected in programming that highlights ecological themes and educates festival-goers on sustainability.



1# Environmental Sustainability Strategies at Glastonbury Festival

Anindya Kenyo Larasti

(<https://www.glastonburyfestivals.co.uk/information/sustainability/impactsummary/#:~:text=The%20Festival%20prioritises%20the%20use,reuse%20and%20recycling%20wherever%20possible>)

The Glastonbury Festival, renowned for its electrifying music lineup and vibrant atmosphere, has also garnered acclaim for its unwavering commitment to environmental sustainability. In the face of mounting concerns over the festival's carbon footprint, exacerbated by the convergence of tens of thousands of attendees in a single location, the organizers have risen to the challenge with a multifaceted approach aimed at mitigating environmental impact.

What's been done

At the forefront of Glastonbury's green initiative lies a comprehensive strategy that tackles energy consumption, waste generation, and transportation emissions head-on. Embracing innovation, the festival has implemented pioneering energy solutions, leveraging the power of renewable sources such as solar and wind to meet its substantial energy demands. Additionally, the adoption of biodiesel and the conversion of recycled vegetable oil waste into usable energy have further bolstered its eco-friendly energy portfolio. Through concerted efforts, the festival has significantly curtailed the use of single-use plastic bottles, opting instead for sustainable alternatives and promoting responsible recycling practices throughout the event grounds. Moreover, attendees are actively encouraged to embrace the 'leave no trace' ethos, taking responsibility for their belongings and ensuring minimal impact on the surrounding environment. Transportation, another major contributor to carbon emissions, has not been overlooked in Glastonbury's sustainability endeavors.

REMEMBER
YOUR GREEN
PLEDGE



REUSE.
REDUCE.
RESPECT

What's been done

The festival has implemented measures to incentivize greener modes of transportation, such as carpooling and public transit, while also exploring innovative solutions to offset the environmental impact of travel to and from the event. Glastonbury's commitment to sustainability resonates deeply with its ethos of inclusivity and social responsibility. By championing environmental stewardship and embracing sustainable practices, the festival serves as a beacon of inspiration, demonstrating the transformative power of collective action in the fight against climate change.

Why it's a best practice



Through a series of innovative initiatives, the festival has made significant strides in mitigating the environmental impact associated with energy consumption and waste generation. These efforts have not only resulted in tangible reductions in carbon emissions but have also set a precedent for responsible event management in the face of growing environmental concerns.

One of the cornerstones of Glastonbury's sustainability efforts lies in its approach to energy management: the festival has significantly decreased its reliance on fossil fuels, thereby curbing greenhouse gas emissions; moreover, initiatives like the utilization of biodiesel and the conversion of recycled vegetable oil waste into energy further underscore the festival's commitment to sustainable energy practices. Glastonbury has also implemented comprehensive waste management strategies aimed at minimizing waste generation and promoting recycling, reducing the usage of disposable plastics, encouraging the use of reusable containers, and implementing effective recycling programs throughout the festival grounds, making substantial progress in reducing the festival's environmental footprint. Additionally, educational campaigns and onsite initiatives have fostered a culture of environmental responsibility among attendees, empowering them to actively participate in waste reduction efforts.

What's been done

UK Festival Vision: 2025 stands as a unifying force within the realm of music festivals and outdoor events across the United Kingdom, heralding a new era of collective action towards environmental sustainability. This groundbreaking initiative brings together a diverse array of festivals, all bound by a shared commitment to enact meaningful environmental change.

Participating festivals aim for a minimum reduction of 50% by the year 2025. This ambitious goal reflects a collective recognition of the urgent need to address the environmental impact of large-scale events and underscores the industry's determination to lead by example in the fight against climate change.

Central to the success of UK Festival Vision: 2025 is its emphasis on collaboration and knowledge sharing. By fostering a collaborative network, the initiative facilitates the exchange of ideas, experiences, and best practices among participating festivals. This collaborative approach enables festivals to learn from one another's successes and challenges, driving innovation and fostering continuous improvement in sustainable event management practices.



What's been done

Through UK Festival Vision: 2025, participating festivals not only commit to reducing their environmental footprint but also to serving as catalysts for positive change within their respective communities. By embracing sustainability as a core value and actively engaging with stakeholders, festivals have the opportunity to inspire and educate attendees, vendors, and partners about the importance of environmental stewardship



Best Practices

The Festival Vision: 2025 initiative has ignited a transformative movement within the festival industry, uniting events under a collective commitment to drive progressive environmental change. By banding together in this shared endeavor, participating festivals are not only demonstrating their individual dedication to sustainability but are also harnessing the power of collaboration to effect meaningful impact on a larger scale. At the heart of this initiative lies a spirit of mutual cooperation and knowledge-sharing, wherein festivals exchange insights, strategies, and best practices to advance their shared goal of emissions reduction. Through this collaborative approach, festivals are making tangible strides towards minimizing their environmental footprint, with a clear focus on achieving substantial reductions in emissions by the year 2025.

Why it's a best practice

The significance of this collective commitment extends beyond the festival grounds, resonating with global sustainability objectives and underscoring the capacity for collective action to address climate challenges within the performative arts domain. By aligning their ambitions with broader environmental goals, participating festivals are not only demonstrating leadership within their industry but are also contributing to a larger movement towards a more sustainable future for all.



3# Reducing Carbon Footprint in the Entertainment Industry - Paléo Festival de Nyon

Paléo Arts & Spectacles association
(<https://yeah.paleo.ch/en/about>)

What's been done

Since its inception, the Paléo Festival de Nyon has stood as a beacon of environmental stewardship, pioneering sustainable practices within the realm of open-air festivals. With an annual attendance of 250,000 spectators, this iconic event in Switzerland recognized early on the importance of monitoring its environmental impact and took proactive steps to mitigate its carbon footprint.

In a groundbreaking move in 1990, the festival implemented an environmental scoreboard, a pioneering initiative aimed at tracking and assessing its environmental performance. This forward-thinking approach not only demonstrated the festival's commitment to sustainability but also laid the foundation for a structured approach to reducing its ecological footprint.

Central to the festival's sustainability efforts was its commitment to understanding and addressing its emissions comprehensively. Through partnerships with initiatives like dss+ ZenCO2, the festival committee embarked on a journey of self-assessment, conducting rigorous energy audits and analyses to gain insights into its carbon emissions profile.



Reducing carbon footprint in the entertainment industry

Paléo Festival de Nyon



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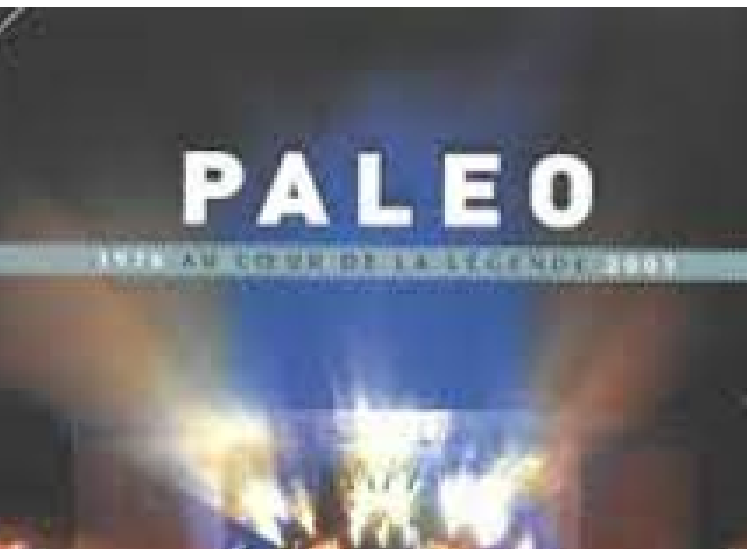


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Armed with this knowledge, the festival devised a comprehensive decarbonization roadmap, outlining targeted measures across various facets of its operations. From waste recycling initiatives to the efficient use of catering equipment, energy management strategies, water treatment measures, and innovative mobility solutions, the festival left no stone unturned in its quest for sustainability.

What's been done

By integrating sustainability considerations into every aspect of its planning and execution, the Paléo Festival de Nyon has not only reduced its environmental impact but has also set a precedent for responsible event management. Through continuous innovation and collaboration, the festival continues to push the boundaries of what is possible, demonstrating that large-scale events can coexist harmoniously with the natural environment.



Best Practices

The comprehensive energy audit and subsequent decarbonization plan have provided invaluable insights into the Paléo Festival de Nyon's carbon footprint, paving the way for targeted sustainability initiatives aimed at reducing environmental impact. With specific targets set for electricity and fuel oil savings, the festival is poised to make significant strides in mitigating its greenhouse gas emissions in the coming years.

These sustainability efforts not only underscore the festival's commitment to environmental stewardship but also serve to inspire and mobilize both attendees and partners to actively participate in the pursuit of these environmental goals. By engaging festival-goers and stakeholders in the journey towards greater sustainability, the festival cultivates a culture of collective responsibility and environmental consciousness, fostering a sense of shared ownership over the planet's well-being.

Why it's a best practice

Furthermore, the initiative exemplifies a proactive response to the climate emergency, demonstrating a willingness to adapt and implement practical measures to reduce environmental impact. In a world increasingly grappling with the effects of climate change, initiatives like those undertaken by the Paléo Festival de Nyon serve as beacons of hope, illustrating the transformative power of concerted action in addressing environmental challenges.



A YURT IN THE WOODS: "A.R.Y.A"

Artist Residence Yurt Appennin

The cultural organization ASD IJSHAAMANKA, based in Pergola (Marche Region, Italy), thanks to the CREARE Project has undertaken **an action aimed at integrating environmental sustainability within their Festival, ALTER-ART.**

In the pursuit of its objectives for 2024, i.e. **raising greater awareness among festival attendees about sustainability and the fight against climate change and proposing a shift in performance production**, addressing the theme of economic degrowth, IJSHAAMANKA leveraged the opportunities presented by the **CREARE Project** to implement progressive measures.

What we did

The organisation purchased 100 sqm yurt, to make it the nucleus for a range of activities underpinned by European project initiatives.

Fully immersed in the natural landscape of the Appennins (Marche Region), it is a low-impact structure that blends harmoniously with the natural surroundings (hills, mountains, and valleys) that emphasizes themes of nature and sustainability. Its circular shape and traditional materials evoke a sense of timeless connection to the land, encouraging artists to explore and integrate eco-friendly practices into their work.



WHAT IS A YURT

A yurt is a portable, circular tent traditionally used by nomadic people in Central Asia, particularly in regions like Mongolia, Kazakhstan, and Kyrgyzstan. It consists of a collapsible wooden frame covered with felt or canvas, often decorated with colorful patterns. Yurts are designed to be easily assembled and disassembled, making them ideal for nomadic lifestyles. They typically have a central skylight at the top to allow natural light in and a stove or fireplace for heating and cooking. Yurts are still used today for recreational camping, as well as for eco-tourism and glamping experiences.

What we did

This decision to opt for **ARIA, an eco-friendly yurt** owned by the association and located in the Apennines of the Marche Region. Crafted by a local company in the spirit of sustainability and bolstering the rural economy, it reflects a deep commitment to eco-friendly practices: materials like hemp, emblematic of "San Lorenzo in Campo" where cord makers traditionally worked it, were chosen to underscore the festival's dedication to environmental consciousness and historical regional craftsmanship.



What we did

Beyond merely a space, the yurt facilitates a series of training programs and residencies located in the natural environs surrounding Pergola. These are not just limited to artistic pursuits but expand into national and international calls for dance and theater companies to engage with themes of environmental justice and social inclusion.

A distinctive focus is placed on entities interested in exploring the intersections of neuroscience and neurobiology with dance.

Additionally, in the yurt, the Festival cultivates a space for theoretical discourse, hosting sessions and talks by scientists, philosophers, environmental actors, and organic or biodynamic entrepreneurs, nurturing a unique symbiosis between performative art and scientific inquiry. To augment the accessibility and lessen the carbon footprint of attending the festival, **a 7-seater shuttle bus was also purchased, encouraging participants and attendees to the events to travel light and together**, and use local transport options (e.g. the train or the bus down in the Pergola village), aligning with the festival's overarching environmental philosophy.



How it went

In the framework of the 2024 edition of the Alter-art Festival, **the yurt has so far successfully hosted events in four weekends**, drawing in 15 participants per event (60 in total), with an additional turnout of 15 people on Sundays and an audience of 40 per show. This model of “proximity theater”, located in the yurt, has garnered interest from both locals and tourists, differing markedly from traditional venues in Pergola's center, which witnessed scant participation. Events are offered on a “free, voluntary donation” basis, removing financial barriers to artistic and cultural engagement.

One of the primary challenges faced by the Alter-art festival has been the spatial limitation of the yurt, which, despite its innovative use, has often proven too small to accommodate the growing interest in participating in the events. Plans are afoot to purchase an additional yurt to provide sleeping accommodations for attendees.

Furthermore, a significant obstacle has been the lack of support received from local institutions and entities towards the Alter-art festival's efforts to foster a sustainable community around the yurt activities.

Challenges and obstacles

This case study embodies IJSHAAMANKA's commitment to weaving environmental sustainability into the fabric of cultural production, demonstrating, through the ALTER ART Festival, that ecological responsibility and artistic innovation can indeed flourish hand in hand.





INCLUSION OF PEOPLE WITH DISABILITIES IN EUROPEAN FESTIVALS



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What's happening in Europe

Ensuring full accessibility to people with disabilities as both audience members and performers requires substantial investments in venue modifications and the provision of specialized services and equipment. The itinerant nature of many festivals adds complexity to maintaining consistent accessibility standards, and, in some cases, there is a lack of comprehensive policies aimed at fostering inclusion within cultural activities.

Legislation such as the European Accessibility Act aims to address these disparities, but its transposition into national laws and the practical implementation takes time.

Cultural attitudes and stigma can further impact the participation of people with disabilities, both in the audience and on stage, although these are progressively being challenged by advocacy and community-leader initiatives. As accessibility is not only a matter of physical infrastructure but also involves programming and outreach strategies that genuinely embrace diversity, engaging with disabled artists and audiences in the planning and execution of festivals is essential for informed and empathetic approaches to inclusion.

Many festivals now provide sign language interpretation, audio descriptions, and tactile tours, have improved physical accessibility to venues, and have designed their programs to be more accessible through the use of inclusive communication tools and marketing materials. This is complemented by the training for staff on disability awareness and the creation of relaxed performances, where the environment is adapted to reduce anxiety for those with sensory sensitivities.



What we do at local level

IJSHAAMANKA demonstrates a commitment to inclusivity through its **ALTER ART's** Danceability program, which targets people with and without disabilities, particularly nurturing young aspiring artists with mental and physical disabilities. Their cooperative efforts with organizations such as AGFI, an association of parents and children with disabilities based in Fano, and the "Papa Giovanni XIII" association, active in supporting disabled young individuals, have proven beneficial, as it led to the active inclusion of disabled members in the "Dance In" company, formed by dancers, teachers, and social workers.

SALA FENIX has a wealth of experience in working with young people at risk of social exclusion, engaged in its **TeenFriday** festival. Even though the company is not skilled yet in this realm, its inclusive practices are expected to translate into efforts to include people with disabilities, through accessible programming and engagement with support services in their community.

Similarly, SAINE ENSAMBLE's **THE DANCING METEORITE** and AORCA's **SPRING DANCE FESTIVAL**, dealing with equality and non-discrimination, will integrate a proactive approach to inclusivity, accommodating the needs of disabled participants in their professional productions and associated activities.



1# Inclusive Theatre Workshops for Marginalised Youth

Arts Access Victoria (<https://www.artsaccess.com.au/>)

What's been done

At the heart of the community lies a beacon of creativity and inclusivity—the local arts center. Here, nestled within its vibrant walls, lies a transformative haven tailored to empower marginalized young people. Through a groundbreaking initiative, funded by a generous philanthropic grant and supported by the unwavering dedication of the local council's youth department, this center offers drop-in theater workshops that cater specifically to those often overlooked by mainstream avenues—individuals with disabilities, mental health challenges, or who are Deaf. These workshops, crafted with meticulous care and empathy, are not just about honing theatrical skills; they represent a profound commitment to nurturing self-expression and fostering personal growth. Spearheaded by seasoned theater and production artists, each session is a journey of exploration and discovery, where participants are encouraged to unleash their creativity without restraint



ARTS ACCESS VICTORIA



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What's been done

But what sets this program apart is its unwavering dedication to inclusivity. Recognizing the diverse needs of its participants, the center has forged partnerships with local mental health services, ensuring that every individual receives the tailored support and mentorship they require. This collaborative approach extends beyond mere accessibility—it is a testament to the center's belief in the transformative power of the arts to heal and inspire.

Throughout the workshop series, participants engage in a myriad of skill development activities, from acting and stagecraft to scriptwriting and costume design. Yet, beyond the tangible outcomes lies something far more profound—an unwavering sense of belonging and purpose. Here, amidst the swirl of creativity and camaraderie, barriers dissolve, and voices once silenced find resonance.

The culmination of these workshops is a theatrical piece—a testament to the collective journey embarked upon by each participant. Yet, it is more than just a performance; it is a celebration of resilience, courage, and the boundless potential of the human spirit. With every line delivered, every note sung, and every stage set, the participants affirm their place in the world—not as marginalized individuals, but as artists whose voices reverberate with power and authenticity.



Best Practices

The impact of the program extends far beyond mere participation; it's a catalyst for profound transformation. By placing a strong emphasis on skills development and the creation of high-quality artistic projects, the workshops elevate participants' understanding and experience in theater. Each session becomes not just an opportunity for creative expression, but a stepping stone towards personal and artistic growth.

Why it's a best practice

Moreover, these workshops serve as a platform for addressing broader societal themes. By actively engaging marginalized groups, they contribute to fostering a more inclusive cultural community. Through the power of storytelling and performance, participants explore issues of identity, belonging, and social justice, sparking meaningful conversations and inspiring positive change. In doing so, this project exemplifies effective methodologies for ensuring the inclusion of people with disabilities within the arts. By providing equitable access to expressive opportunities, regardless of background or ability, it breaks down barriers and opens doors to a world of creativity and self-discovery.



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MSMME is devoted to fostering the artistic activities of individuals with disabilities. At its core, the organization is committed to elevating the quality of artistic work produced by this community while simultaneously disseminating specialized techniques that empower individuals to fully engage in their creative passions.

What's been done

Through a multitude of initiatives, MSMME provides a platform for individuals with intellectual disabilities to not only participate in artistic activities but also to showcase their talents on a public stage. By doing so, the organization champions self-expression and promotes social inclusion, recognizing the inherent value and unique perspectives that each individual brings to the artistic realm.

What's been done

Central to MSMME's mission are its coordinated efforts, which include organizing festivals, art camps, and professional training programs tailored specifically for disabled artists and professionals.

These endeavors serve as catalysts for empowerment, offering participants the tools and resources necessary to hone their craft and pursue their artistic aspirations with confidence and determination.

The spectrum of activities offered by MSMME is as diverse as the talents it seeks to nurture. From painting, drawing, and woodcarving to pottery, music, dance, acting, puppetry, and handicrafts, each workshop is thoughtfully designed to impart not only basic skills but also specialized techniques that unlock the full potential of artistic expression. As a testament to the organization's unwavering commitment, these efforts culminate annually in a vibrant festival that celebrates the achievements of individuals with disabilities in the arts.

Through screenings of films created by and for this community, the festival provides a platform for greater exposure and recognition, amplifying their voices and contributions within society at large.

Programmes

Events, programs from the MSMME calendar

FESTIVALS

CAMPS, TRAININGS



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Best Practices

The impact of the initiative on individuals with disabilities has been nothing short of transformative. Through their participation, they've not only gained new skills but also experienced a significant boost in self-confidence. These newfound abilities are more than just creative outlets; they serve as essential tools for integration into the workforce, opening doors to previously inaccessible opportunities and empowering individuals to pursue their professional aspirations with newfound vigor and determination.

Equally noteworthy is the impact on the professionals engaged in these activities. Through their involvement, they've experienced profound professional development, honing their skills and expanding their capacity for working with this specific community. This heightened adaptability and enhanced understanding translate not only to improved outcomes for participants but also to a broader ripple effect within their respective fields, fostering a culture of inclusivity and empathy that extends far beyond the confines of the workshop space. Indeed, the cumulative effect of these Best Practices has been a significant contribution to societal awareness regarding disability issues. By showcasing the talents and capabilities of individuals with disabilities in a public forum, the initiative has challenged stereotypes and shattered preconceived notions, paving the way for greater acceptance and inclusion within society at large. Crucially, this impact has been further amplified by media support, which has played a vital role in disseminating the message of empowerment and advocacy to a wider audience. Through thoughtful storytelling and impactful imagery, media coverage has helped to amplify the voices of individuals with disabilities, providing a platform for their stories to be heard and their achievements to be celebrated.

Why it's a best practice



3# Festival "Art4More"

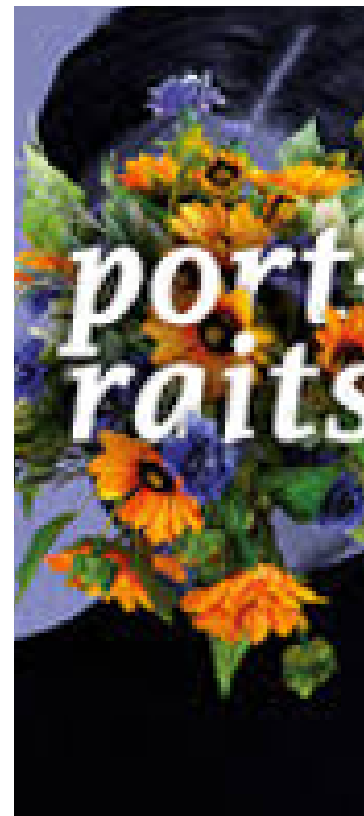
EDRA Social Cooperative Activities for Vulnerable Groups (K.S.D.E.O. EDRA) (<https://www.edra-coop.gr/en/>)

What's been done

For over two decades, K.S.D.E.O. EDRA has stood as a beacon of compassion and advocacy, championing the cause of mental health and tirelessly defending the rights of vulnerable populations. Since its establishment in 2001, the organization has implemented a multifaceted approach to support and service delivery, spanning various sectors and addressing diverse needs within the community.

At the core of EDRA's mission lies a commitment to providing holistic support to those grappling with mental health issues, offering assistance to families and children navigating learning difficulties, and delivering specialized education for individuals with intellectual or other disabilities. Through innovative programs and unwavering dedication, EDRA has emerged as a lifeline for countless individuals and families, providing hope, guidance, and a path towards healing and empowerment.

One of the crowning achievements of EDRA's artistic endeavors is the "Art4More" festival, a groundbreaking initiative that has left an indelible mark on the landscape of mental health services.



What's been done

Since its inception in 2007, this annual event has served as a powerful platform for merging contemporary art with mental health awareness, bridging the gap between creativity and healing.

"Art4More" brings together a diverse array of artists, from renowned professionals to local talents, including both seasoned practitioners and enthusiastic amateurs living with mental health conditions. Each year, the festival shines a spotlight on a different social thematic focus, leveraging the power of art to provoke thought, inspire dialogue, and foster positive change within society.

Crucially, the success of "Art4More" is underpinned by robust support from key stakeholders, including financing from the Ministry of Health, Ministry of Culture, and various European programs. This support not only ensures the sustainability of the festival but also underscores the government's recognition of the vital role that art plays in promoting mental well-being and social cohesion.

Complementing the festival is the "Art Residencies" program, a collaborative initiative between EDRA and the School of Fine Arts. This innovative undertaking invites artists into mental health facilities, where they engage in meaningful interactions and collaborate on collective artworks with individuals facing mental health challenges. These collaborative creations are then showcased during the festival, serving as a poignant reminder of the transformative power of creativity and human connection.

art4more
art & mental health festival

Best Practices

The "Art4More" festival stands as a beacon of creativity, compassion, and empowerment, showcasing the profound intersection between art and mental health. Since its inception, the festival has evolved into much more than a mere showcase of artistic talent—it has become a transformative platform where individuals with mental health conditions are not only included but celebrated for their unique perspectives and contributions.

Why it's a best practice At the heart of "Art4More" lies a commitment to integration and empowerment. By actively involving individuals with mental health conditions in the artistic process, from creation to exhibition, the festival fosters a sense of belonging and community that is often elusive for this traditionally marginalized group. Through artistic expression, participants find a voice, a means of self-expression, and a newfound sense of agency, challenging societal stereotypes and reclaiming their narratives in the process

Moreover, "Art4More" plays a crucial role in the de-stigmatization of mental health issues. By openly discussing and showcasing the experiences of individuals with mental health conditions, the festival confronts misconceptions and breaks down barriers, fostering greater understanding, empathy, and acceptance within society.

Through the power of art, it offers a tangible reminder that mental health is not something to be feared or hidden but rather embraced as an integral part of the human experience.

Beyond its immediate impact, "Art4More" contributes to a broader societal appreciation and understanding of mental health. By celebrating the therapeutic dimensions of creativity and highlighting the healing potential of artistic expression, the festival inspires individuals to explore their own creative outlets and seek support when needed. In doing so, it fosters a culture of openness, resilience, and mutual support—a culture where mental health is recognized as a vital component of overall well-being.



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Advancing Accessibility for All in European Festivals by AORCA ONG



What we did

AORCA seeks to foster bridges and meeting points in the area of culture with structures and institutions from the sector of environmental protection, nature, and ecological sports, sustainable and conservation tourism, social and inclusion sector, protection of human rights and gender equality, and valorization of cultural and artistic diversity. In spring 2020, they were supposed to launch the **SPRING DANCE FESTIVAL**, with a strong focus on crossing arts, outdoors/ nature, and sustainability awareness and education. This event was about to start from 27 March to 4th April 2020, when the first COVID-19 lockdown arrived in Portugal, on 13th March. Therefore, this first edition of the Festival didn't take place.

In the pursuit of its objectives for 2024, i.e. **implementing at least 3 accessibility improvements suggested by the disability advocacy groups**, AORCA leveraged the opportunities presented by the CREARE Project to implement progressive measures. The organization took proactive measures to ensure its Festival's performances were **accessible to those with sensory disabilities, especially D/deaf and hearing impaired**.

Understanding the importance of audience care, they prioritized making all performances inclusive and accommodating for individuals with sensory impairments. This involved implementing various accessibility measures, such as sign language interpretation, audio descriptions, and tactile experiences, to enhance the festival experience for everyone.

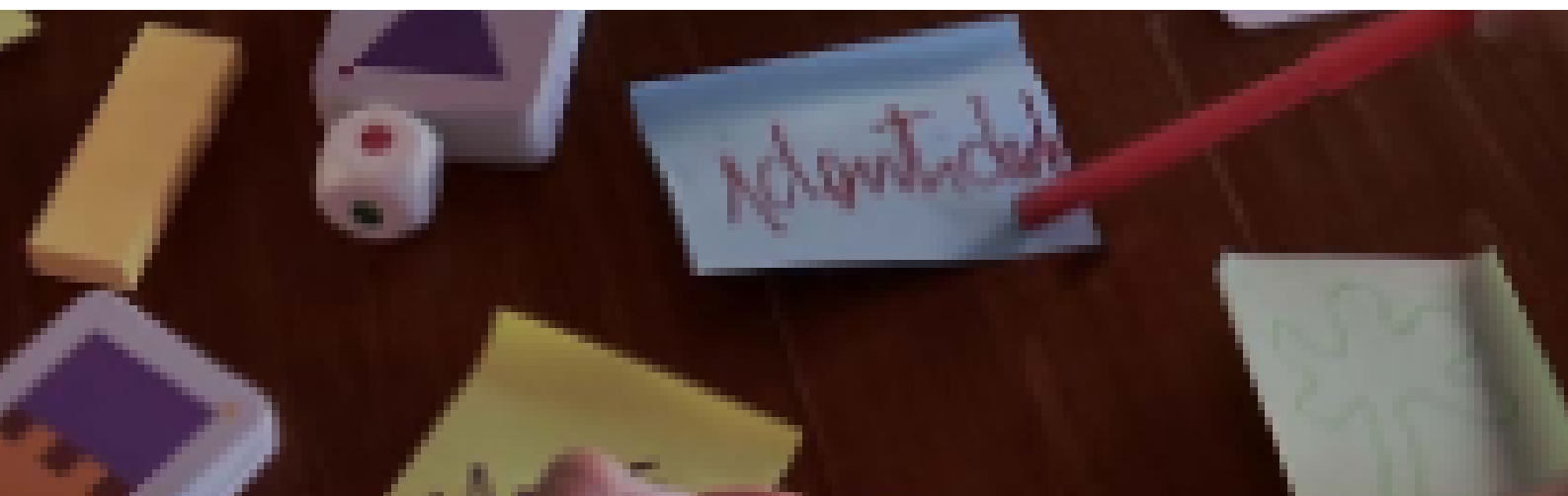


How it went

They have worked on making all performances accessible for individuals with sensory disabilities, forging **partnerships with local stakeholders**, including schools and centers for the D/deaf and hearing impaired.

By collaborating with these entities, they aim to integrate specialized associations focused on sensory disabilities into the festival's framework. They seek to bring the valuable work of these associations directly to the festival audience, fostering greater awareness and understanding of sensory disabilities.

Their ultimate goal is to fully integrate this program into the fabric of the festival, ensuring that inclusivity becomes a core value upheld in all future editions.





Challenges and obstacles

While they have made strides in promoting accessibility, financial constraints pose a significant obstacle to immediate implementation.

However, they remain undeterred, investing in a process of research and networking with artists experienced in performing accessible shows.

By actively seeking out opportunities for collaboration and resource-sharing, they aim to overcome these financial challenges and continue advancing their mission of inclusion.

Despite the obstacles, they are committed to ensuring that accessibility remains a top priority in their efforts to create truly inclusive and welcoming festival experiences for all attendees.

This case study illustrates AORCA's dedication to integrating the inclusion of people with disabilities into its cultural projects. The integration of new practices in SPRING DANCE FESTIVAL stands as a testament to the ensemble's ability to interweave inclusivity, recognition of diversity, and universal access, showcasing their combined capacity to thrive harmoniously.



INCLUSION OF MARGINALISED GROUPS IN EUROPEAN FESTIVALS



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Grant Agreement n°
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What's happening in Europe

Enhancing participation among people experiencing poverty, ethnic minorities, refugees, and the homeless is a growing concern in the EU.

Several are the factors impeding their comprehensive integration: a lack of awareness or interest in the arts among these communities, often rooted in a history of cultural disengagement or feelings of not being represented or welcome in mainstream cultural spaces; economic factors, as the cost of attending events, including tickets, transportation, and time off work, can be prohibitive for those with limited financial means; a lack of representation within the context of festivals that do not reflect the diverse realities and narratives of different communities; the geographic location of events, as festivals centered in more affluent urban areas may be less accessible to those in rural or economically disadvantaged regions; language barriers and a lack of culturally sensitive approaches.

Nevertheless, community-based festivals in the EU increasingly seek to engage with marginalized groups, fostering the development of new talents and providing a platform for underrepresented voices. Many festivals have adopted targeted outreach programs, offering workshops, free or discounted tickets, and transportation services to make cultural events more accessible. Additionally, collaborative projects with social organizations and educational institutions have sought to lower the barriers to participation.

To effectively create inclusive spaces, festival organizers not only offer translation and interpretation services but also actively engage with the communities they wish to include – understanding the cultural nuances and ensuring that the festival environment is welcoming and responsive to the needs of diverse participants.



What we do at local level

IJSHAAMANKA's focus is on involving young people from inner areas as volunteers for their **ALTER ART** Festival, creating opportunities for them to gain experience and make a difference within their community.

While the work of promoting disabled artists through dance and theatre has been rewarding, IJSHAAMANKA acknowledges the need to further enhance inclusion of diverse social groups.

SALA FENIX has identified opportunities to communicate with teenagers at risk of exclusion, working satisfactorily with them for their **TEENFRIDAY** events.

The SAINE ENSAMBLE's staff of **DANCING METEORITE** reports success in attracting and involving various actors, stakeholders, and local citizens.

However, acknowledging that their promotion, cooperation, and networking could be improved, they aim to collaborate with diverse social groups to learn new practices and elevate their work in social inclusion. Similarly, AORCA's staff share a desire to integrate their activities, reaching a broader level of inclusion by engaging with participants from diverse demographics.



1# Moroccan Tribute - Bridging Cultures Through Urban Art

Moroccan tribute (<https://m.facebook.com/moroccan.tribute.94>)



The Moroccan Tribute initiative stands as a beacon of cultural exchange and social cohesion, offering a vibrant platform for young Moroccans living in Spain to celebrate their heritage while addressing the challenges of social exclusion. Designed as an annual cultural event, this initiative serves a dual purpose: raising awareness among the broader Málaga population, particularly young people, about the hardships faced by youth in other parts of the world, and fostering integration and dialogue within the Moroccan immigrant community.

Central to the success of the Moroccan Tribute is its innovative approach, which seamlessly blends traditional Moroccan customs with contemporary urban art forms. Through this fusion, the event not only pays homage to the rich cultural tapestry of Morocco but also provides a creative outlet for young immigrants to express themselves and find common ground with their Spanish peers.

At the heart of the event is a diverse array of activities aimed at sparking dialogue, promoting understanding, and inspiring action. From thought-provoking discussions and talks addressing issues of poverty, violence, and lack of opportunities, to dynamic dance workshops, evening shows, and rap ciphers, the Moroccan Tribute offers something for everyone, regardless of background or experience.

Through these activities, participants are not only encouraged to engage with one another but also to brainstorm and propose initiatives aimed at addressing the root causes of social exclusion and inequality. By providing a space for open discourse and collaboration, the event empowers young Moroccans to take ownership of their narratives and work towards positive change within their communities.

What's been done

Best Practices

The impact of initiatives like the Moroccan Tribute extends far beyond the confines of a single event, leaving a lasting imprint on the fabric of society. At its core, these initiatives catalyze enhanced community cohesion, fostering a sense of belonging and solidarity among diverse groups. Through the power of cultural interaction, prejudices and stereotypes are dismantled, and replaced by mutual understanding and respect.

By showcasing Moroccan culture in a vibrant and contemporary manner, events like the Moroccan Tribute play a pivotal role in promoting positive recognition of immigrant communities. Rather than being viewed through a lens of otherness or difference, these communities are celebrated for their rich heritage and contributions to the cultural tapestry of their adopted homeland. In doing so, the event combats social exclusion and fosters a more inclusive society where diversity is not only accepted but embraced as a source of strength.

Why it's a best practice

Central to the success of this initiative is its participatory and inclusive nature, which empowers marginalized groups to take center stage and share their stories with the wider community. Through collaborative cultural events, individuals who may have once felt marginalized or excluded find a platform for self-expression and empowerment. This sense of agency not only enhances individual well-being but also contributes to a more equitable and just society where all voices are heard and valued.



Moreover, the initiative catalyzes broader social change, sparking conversations and inspiring action beyond the confines of the event itself. By highlighting the shared humanity that unites us all, these initiatives lay the groundwork for meaningful dialogue and collaboration aimed at addressing systemic inequalities and building a more inclusive future for all.

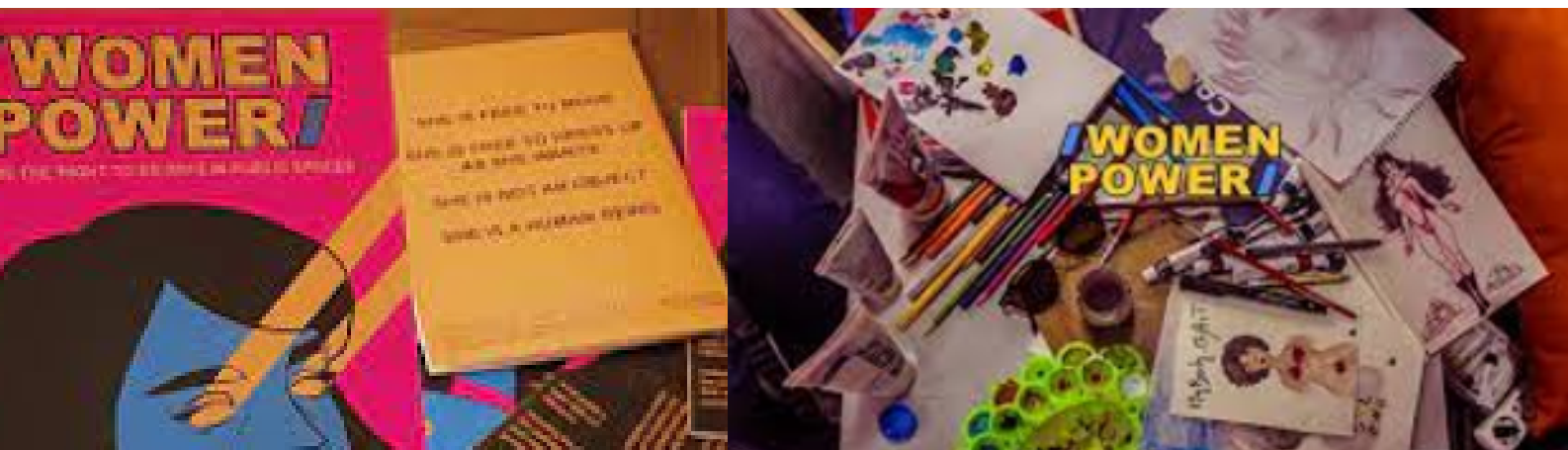
2# Empowerment through Dance

Womanpower collective and ECB with the collaboration of
Ríotpivas (<https://laecb.com/>)

At the forefront of empowerment and inclusivity lies a powerful initiative centered around hip-hop dance. This transformative practice is the result of a collaborative effort between the Womanpower collective and ECB, with the unwavering support of the collective Ríotpivas. Together, these entities have crafted a dynamic hip-hop jam that not only teaches the art of dance but also promotes the positive values inherent in hip-hop culture from a woman's perspective while shining a spotlight on women's roles within this vibrant community.

What's been done

The workshop itself is a journey of self-discovery and empowerment, designed to meet participants where they are and guide them toward unleashing their full potential. It begins with technique-based instructions, laying the foundation for mastery of the craft, before seamlessly transitioning into group formations and interactive dance games. What sets this practice apart is its learner-centric approach, grounded in the core principle of "learning how to learn." Rather than dictating rigid structures, the workshop encourages participants to explore their characteristics and abilities, embracing their individuality as a source of strength and creativity.





Through the medium of hip-hop dance, participants are not only taught a skill but are also empowered to express themselves authentically and unapologetically.

The workshop provides a safe space for women to reclaim their narratives and challenge societal norms, fostering a sense of confidence and agency that extends far beyond the dance floor.

What's been done

Moreover, this practice serves as a powerful tool for community building and social change. By making women's roles within hip-hop culture more visible, the workshop challenges stereotypes and fosters a more inclusive and equitable environment for all. It serves as a rallying cry for empowerment, inspiring women of all backgrounds to embrace their passions and pursue their dreams without fear or hesitation.

Why it's a best practice

Dedicated to breaking barriers and fostering inclusivity, this transformative workshop extends over three dynamic hours, welcoming individuals of all levels and genders to embark on a journey of self-discovery through the art of hip-hop dance. From beginners to seasoned performers, everyone is encouraged to step onto the dance floor and unleash their creativity, contributing to an atmosphere that celebrates individuality and diversity.



Best Practices

At its core, this hands-on session is more than just a dance workshop—it's a catalyst for change, promoting gender equality and diversity in the arts. By providing a platform for individuals from underrepresented groups to showcase their talents and express themselves authentically, the workshop serves as a beacon of empowerment and inclusivity. Throughout the session, participants not only refine their technical dance skills but also cultivate a deep sense of camaraderie and mutual respect. The inclusion of a video camera adds another layer of depth to the experience, allowing for the documentation of the event and providing valuable material for participants to reflect upon and evaluate their progress.

Why it's a best practice

Beyond the dance moves and choreography, this initiative has given rise to a supportive network that champions the growth of diverse talent within the hip-hop community. By fostering a culture of encouragement and mutual support, the workshop empowers individuals to break free from societal constraints and pursue their passion for dance with confidence and determination.

Moreover, the practical design and accessibility of the workshop make it an invaluable tool for combating social exclusion. By providing a welcoming space where individuals from all walks of life can come together and share their love for hip-hop dance, the workshop creates opportunities for meaningful connections and personal growth, ultimately contributing to a more inclusive and cohesive society.



3# Espressione Hip Hop – Social Inclusion through Urban Art

Espressione Hip Hop (Alba, Italy)
(<https://www.espressionehiphop.com/>)

Espressione Hip Hop stands as a shining beacon of diversity and inclusivity in the cultural landscape of Alba, Italy.

Founded in 2012 by the passionate members of the Freesteps Crew, this non-profit cultural association boasts a membership as diverse as the vibrant city it calls home, welcoming individuals of all ages, social classes, backgrounds, and cultures into its fold. At its core, Espressione Hip Hop is more than just an organization—it's a movement dedicated to harnessing the transformative power of hip-hop culture for communication, expression, and human development. With a keen understanding of the pivotal role that streets play as urban canvases where ideas and culture converge, the association actively reaches out to children and young people, particularly those at risk of social exclusion or from migrant backgrounds.

What's been done

Through a variety of innovative programs and initiatives, Espressione Hip Hop aims to empower its participants, fostering skill development, and goal attainment, and ultimately promoting the overarching goal of social inclusion. By embracing the universal language of hip-hop, the association creates a space where individuals can come together, regardless of background or experience, to share their stories, express themselves creatively, and forge connections that transcend boundaries.



What's been done

Through a variety of innovative programs and initiatives, Espressione Hip Hop aims to empower its participants, fostering skill development, and goal attainment, and ultimately promoting the overarching goal of social inclusion. By embracing the universal language of hip-hop, the association creates a space where individuals can come together, regardless of background or experience, to share their stories, express themselves creatively, and forge connections that transcend boundaries.



Since 2014, Espressione Hip Hop has also been instrumental in using urban art as a tool for inclusion and emancipation through various European projects centered around youth empowerment. By leveraging the power of creativity and collaboration, these projects empower young people to reclaim their narratives, challenge societal norms, and actively shape the world around them.

Best Practices

Why it's a best



Espressione Hip Hop's commitment to inclusivity has yielded tangible and transformative results, enriching the lives of participants and fostering a sense of community and empowerment. Through its innovative programs and initiatives, the association has created a nurturing environment where individuals from diverse backgrounds can thrive and grow. One of the key achievements of Espressione Hip Hop is the increase in skill levels and self-expression among participants. By providing access to training and mentorship in various aspects of hip-hop culture, including Breaking, graffiti, and DJing, the association has empowered at-risk youth and migrants to unlock their creative potential and express themselves authentically.

Moreover, Espressione Hip Hop has succeeded in creating a safe and inclusive space where participants not only develop their artistic skills but also receive vital mentorship and support from their peers and community members. This sense of belonging and camaraderie is essential for fostering resilience and self-confidence among marginalized youth, providing them with the tools they need to navigate life's challenges and pursue their dreams.

Through its holistic approach, which fuses education, social interaction, and the arts, Espressione Hip Hop contributes to the overall development of young individuals, leading to improved living conditions and prospects for its members and participants. By harnessing the power of urban art as a tool for social inclusion and transnational cooperation, the association not only transforms lives but also builds bridges between communities and fosters a more equitable and interconnected world.



Care homes turning into a **DANCING METEORITE**

SAINE ENSAMBLE, a collective active in dance, writing, music, theatre, site-specific performance, visual- and audiovisual arts and dance short films, successfully implements **THE DANCING METEORITE**, a forum for performing arts and discussion in Fiskars (Finland), coordinated by the choreographer-dancer Annatuuli Saine.

What we did

The event brings together authors of dance, performing arts, and visual arts combined with current scientific research and thinking.

In the pursuit of its objectives for 2024, i.e. **to foster inclusion for marginalized communities**, SAINE ENSAMBLE leveraged the opportunities presented by the **CREARE Project** to implement progressive measures.





Precisely, the ensemble reached out and intertwined its mission with the local community, engaging with entities like care homes and rehabilitation centers.

What we did

Together, they crafted interactive performances that were sensitive to people and groups with various conditions, like memory disorders and Parkinson's disease, thereby enriching the programming with diversity and understanding of usually marginalized communities.

Between November 2023 and January 2024, the Saine Ensemble embarked on a tour that touched the activities and programs within 15 local care homes and rehabilitation centers.

How it went

The response to this initiative resonated with overwhelming positivity, with audiences (e.g. people hosted in the centers and professionals working there) appreciating the blend of artistry and empathy. These endeavors were indeed more than just performances; they were exchanges of the human spirit, which granted SAINE ENSEMBLE invaluable insights into the art of connecting with, and uplifting, marginalized communities.

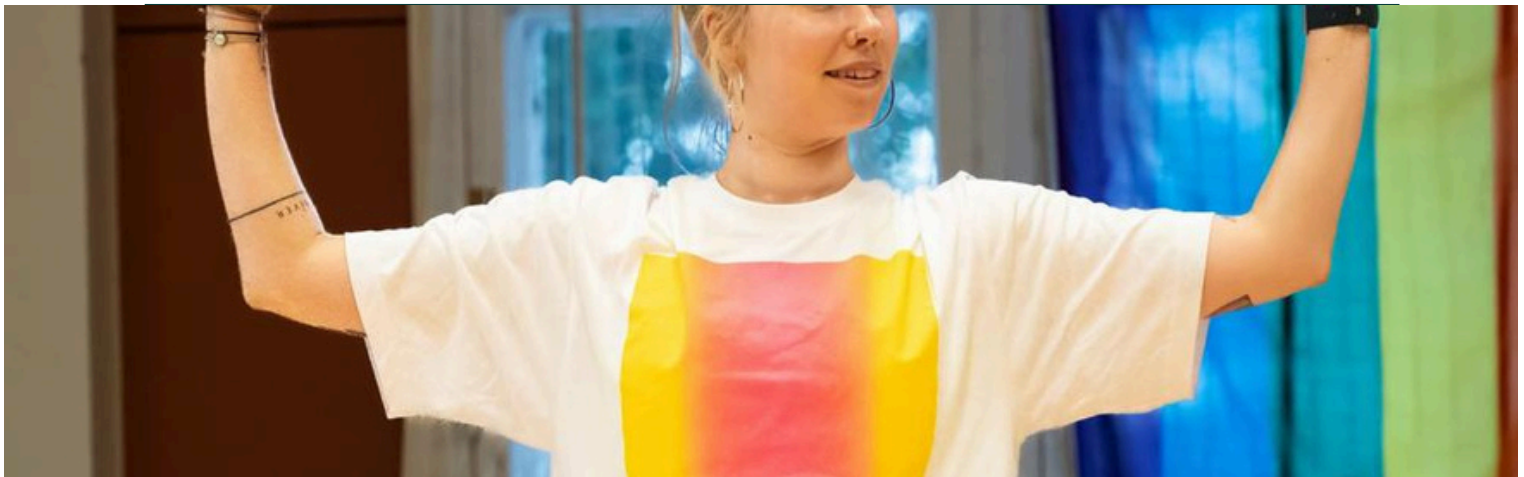
A noteworthy strength and a distinctive feature of the Saine Ensemble has been its linguistic versatility. Performances, in all centers, are conducted with a masterful fluency in both of Finland's official languages—Finnish and Swedish—while also incorporating French, Spanish, English, and German. This multilingual approach not only showcased the ensemble's range but also echoed the diverse voices of those they sought to represent, empower, and communicate with.



Challenges and obstacles

Securing the necessary funding to keep this mosaic of inclusion and culture alive remains an ongoing struggle. The ensemble finds itself locked in a perpetual balance act between the pursuit of artistic aspirations and navigating the labyrinth of grant applications and bureaucracy – with the latter often detracting from the essential creative process.

The ensemble hence faces the challenge head-on, undeterred in their quest to secure the means to continue their work of artistry and inclusion.



This case study illustrates SAINES ENSEMBLE's dedication to integrating the inclusion of marginalized groups into its cultural projects. The integration of new practices in THE DANCING METEORITE Festival stands as a testament to the ensemble's ability to interweave inclusivity, recognition of diversity, and universal access, showcasing their combined capacity to thrive harmoniously.



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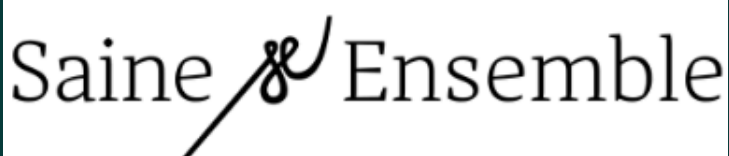
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