

**1st GO Group Workshop for Sustainable Festivals & Events
on Energy and Audience Communication
Amsterdam, 23-24 May 2011**

The transformation is accelerating. Public awareness towards sustainability has shifted significantly. And it's time to run our operations greener and smarter.

GO stands for **Green Operations**. GO Group is an independent, pan European and cross industry think-tank to inspire people in the music festival and event industry to run their operations greener and smarter. GO Group meetings are open to stakeholders interested in actively pushing the Green Agenda.

Bucks University, GreenEvents Conference, Green Music Initiative (GMI) and Yourope initiated GO Group at the 1st International GreenEvents Conference in Bonn on 3-4 November 2010. Two preparatory meetings in February and March identified key issues for the first GO Group Workshop on 23-24 May 2011.

The first 2-day GO Group workshop for **Sustainable Festivals & Events** will focus on **energy** related issues (day 1) and effective **audience communication** tools (day 2). Find the **detailed programme** on the next page.

The GO Group discussions will be open and frank. Anyone can join, contribute and speak. There will be presentations to stimulate the discussions and we will run open space sessions to cater for individual needs. You are actively invited to share yours personal concerns, daily challenges and obstacles, valuable experiences, best and worst practices, green dreams and pioneering ideas.

Best regards,

Teresa Moore
Linnéa Svensson
Jacob Bilabel
Christof Huber
Holger Jan Schmidt

Detailed Programme

Day 1, 23 May 2011 - Energy

On Day1, we will discuss best practise cases on how to overcome dirty and expensive generators, how to apply renewable energy sources practically and how to run operations more efficiently and thereby reduce costs and CO₂ emissions.

Chairs: **Teresa Moore**, Bucks University, UK and **Jacob Bilabel**, Green Music Initiative, DE.

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|---------------|---|
| 11:00 – 12:00 | Introduction
by Teresa Moore, Bucks University, UK
and Jacob Bilabel, Green Music Initiative, DE |
| 12:00 – 13:00 | The road to energy efficiency
Linnéa Svensson, Øya Festival NO |
| 13:00 – 14:00 | Lunch at the ID&T Bar |
| 14:00 – 16:00 | Overcoming dirty generators:
Connecting to the power grid
by Emma Barfod, Hafslund, NO
Greener generators
by Artur Mendes, Boom Festival, PT
and Rob Hutchinson, Innovation Power, UK |
| 16:00 – 16:15 | Coffee Break |
| 16:15 – 18:00 | Festivals unplugged: renewable energies on site
by Julia Gudzent, Melt! Festival DE
and Eric van Eerdenburg, Lowlands Festival, NL |
| 19:00 – 22:00 | Dinner at Brasserie Harkema |

Day 2, 24 May 2011 - Audience Communication

On Day 2, we will discuss effective communication tools looking at ways; - to involve the audience in your green efforts and how to communicate sustainability to your visitors before, during and after the event. We will share ideas on how the audience can be informed, guided, encouraged and stimulated investigating what works and what doesn't.

Chairs: **Linnéa Svensson**, Øya Festival, NO and **Holger Jan Schmidt**, Rheinkultur Festival & GreenEvents Conference, DE.

- | | |
|---------------|---|
| 09:00 – 10:45 | Different countries, different systems, different people?
Introduction, measures, tools, examples and presentation of experiences from Øya and RheINKULTUR
by Linnéa Svensson, Øya Festival, NO
and Holger Jan Schmidt, Rheinkultur Festival, DE |
| 10:45 – 11:00 | Coffee Break |
| 11:00 – 12:00 | Case Study - Roskilde Green Footsteps: Best practise and the success of the Roskilde sustainability programme
by Marie Rogvi, Roskilde Festival, DK |
| 12:00 – 13:00 | Lunch at the ID&T Bar |
| 13:00 – 15:00 | Workshop - Audience communication, best and worst practise, success and failure, audience behaviour, guidance and involvement |

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List of Participants

first name	last name	affiliation	origin	23	24	dinner
Imke	Allendorf	NaturWatt	DE	1	1	1
Emma	Barfod	Hafslund	NO	1	0	0
Lucile	Barras	Green Music Initiative	DE	1	1	1
Friederike	Behr	Ecocontrolling	DE	1	1	1
Jacob	Bilabel	Green Music Initiative	DE	1	1	1
Paul	Brouwer	Mysteryland	NL	1	1	1
Marcel	Elbertse	Core Production	NL	1	0	0
Thomas	Franken	Q-Cells	DE	1	1	1
Julia	Gudzent	Melt! Festival	DE	1	1	1
Silke	Hahn	WWF	DE	1	1	1
Christoph	Heiliger	Rheinkultur Festival	DE	1	1	1
Christof	Huber	Yourope	CH	1	1	1
Reka	Hunyadi	Gödör Klub	HU	1	1	1
Rob	Hutchinson	Innovation Power	UK	1	1	1
Ina	Kahle	FKP Scorpio	DE	0	1	0
Karin	Karlsson	Malmöfestivalen	SE	1	1	1
John	Koenders	Core production	NL	1	0	0
Carlijn	Lindemulder	ID&T	NL	1	1	1
Havard	Lundberg	Oya Festival	NO	1	0	0
Artur	Mendes	Boom Festival	PT	1	1	1
Teresa	Moore	Bucks University	UK	1	1	1
Ibo	Orgut	Defqon.1	NL	1	1	1
Laura	Pando	Festival Republic	UK	1	1	1
Cindy	Pielstroom	Extrema	NL	1	1	1
Dannie	Quilitzsch	GoodEvents	DE	1	1	1
Stefan	Remen	Oya Festival	NO	1	1	1
Marie	Rogvi	Roskilde Festival	DK	1	1	1
Holger Jan	Schmidt	Rheinkultur Festival	DE	1	1	1
Patty	Schünemann	Booking Agent	DE	1	1	1
Jurre	Slijberman	ID&T	NL	1	1	1
Linnéa	Svensson	Oya Festival	NO	1	1	1
Michaela	Tanner	OpenAir St Gallen	CH	1	1	1
Ulrike	Trenz	University Potsdam	DE	1	1	1
Eric	van Eerdenburg	Lowlands Festival	NL	1	0	1
Ritty	van Straalen	ID&T	NL	0	1	0
Alfredo	Vasconcelos	Boom Festival	PT	1	1	1
Louise	Voerke	University Potsdam	DE	1	1	1
Evelien	Wilting	Mysteryland	NL	0	1	1
Susanna	Winblad	City of Malmö	SE	1	1	1
				36	34	33

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Practical information

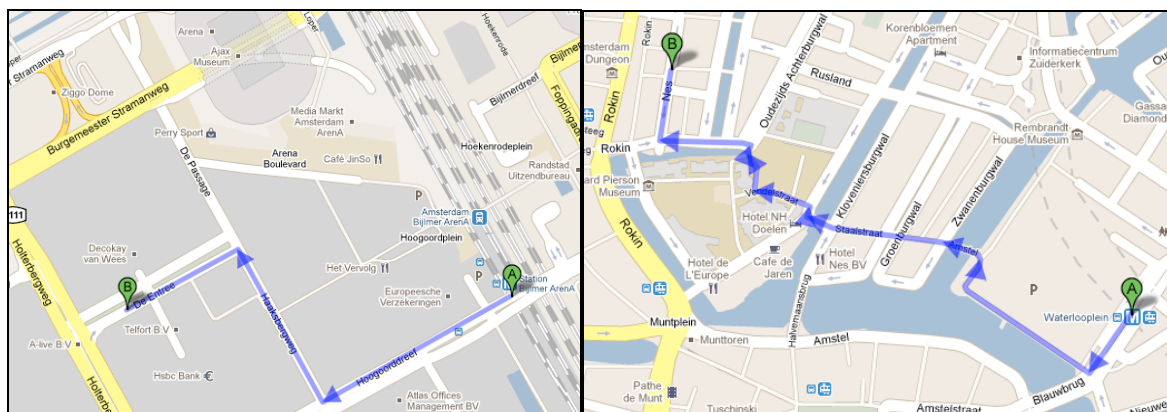
Date: From: 23 May 2011, 11:00 To: 24 May 2011, 15:00

Venue: ID&T Headquarters, De Entree 300, 1101 EE Amsterdam Zuidoost, Nederland
Train/Metro station: Amsterdam Bijlmer Arena (M54)

Dinner: Brasserie Harkema, Nes 67, 1012 KD Amsterdam
Metro station: Waterlooplein (M54)

Fee: EUR 150 (+VAT). Fee includes lunch on both days.
Yourope members get EUR 50 discount for 1 participant.

Kindly co-hosted by: ID&T (Thank you very much!)



How to get from Bijlmer Arena to ID&T

and from Waterlooplein to Harkema

About GO Group

GO stands for **Green Operations**. GO Group is an independent, pan European and cross industry think-tank to inspire people in the music festival and events industry to run their operations greener and smarter.

GO Group will:

- 1) Identify international best practices in sustainable innovations for the music festival and event industry
- 2) Build a Sustainability Training Curriculum for festival and event promoters in collaboration with Bucks University
- 3) Aggregate, communicate and share the collective knowledge with interested stakeholders from all over Europe
- 4) Establish working relationships between different industry groups to enable practical and spontaneous exchange of personal experiences

GO Group was initiated at the 1st International GreenEvents Conference in Bonn on 3/4 November 2010 by Bucks University, GreenEvents Conference, Green Music Initiative (GMI) and Yourope. Two preparatory meetings in February and March identified key issues for the 1st GO Europe Seminar on 23-24 May 2011.

Coming soon: www.go-group.org

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