

**Your personal invitation for**  
**5<sup>th</sup> GO Group Workshop**  
**Festival and Event Sustainability**  
**Umweltbundesamt, Vienna**  
**07 & 08 April 2014**

**Greener, smarter, more sustainable** – the GO Group motto is spreading all across the European events industry and we are finding more and more followers of the green events philosophy. Festivals from all over the continent have taken the lead on this journey and spearhead the movement, but still there's a long way to go. The last and very successful international GO Group workshop in Paris showed there is need for this interactive, open and communicative format we set up to stimulate exchange, cooperation and inspiration – between event organizers, suppliers and science.

**Now it's time for the 5th international GO Group workshop in Vienna.**

We kindly invite you to this 2-day seminar at the **Umweltbundesamt** (Federal Environmental Agency), on April 7 and 8 2014. The workshop is kindly **hosted by Beatpatrol Festival and Jump (Jugend-Umwelt-Plattform)**.

The GO Group workshop for **Sustainable Festivals and Events** will focus on „**challenges & solutions**“ (day 1) and „**communication & audience involvement**“ (day 2). Presentations, discussion and case studies from experts and major European festivals will show new perspectives and will be combined with group work and discussions on both days.

Find the **detailed program online** [here](#) soon.

**GO** stands for Green Operations. GO Group is an independent, pan-European and cross industry think-tank. GO Group workshops are open to stakeholders interested in actively pushing the Green Agenda. Bucks University, GreenEvents Europe Conference, Green Music Initiative (GMI) and Yourope (the European Festival Association) founded GO Group in early 2011 and made it an European institution for sustainable event management. (For more GO Group info see last page)

Best regards,

Teresa Moore  
Christof Huber

Angelika Rainer  
Jacob Bilabel

René Voak  
Holger Jan Schmidt

**Register now:**  
[Bucks University online store](#)

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**Program: (subject to change)**

**The workshop language will be English.**

We are looking forward to inspiring discussions and workshops as well as great input and interesting presentations by **our speakers:**

Andrej Balaz, [Charged Mind \(SLV\)](#)  
Jacob Bilabel, [Green Music Initiative \(GER\)](#)  
Josef Hackl, [Umweltbundesamt \(A\)](#)  
Felix Heckl, [Umweltbundesamt \(A\)](#)  
Harry Jenner, [Musicnet \(A\)](#)  
Dr. Karl Kienzl, [Umweltbundesamt \(A\)](#)  
Hendrik Landwehr, [Charged Mind](#), [Mach Dich Bunt \(GER\)](#)  
Teresa Moore, [Bucks New University \(UK\)](#)  
Angelika Rainer, [JUMP – young environmental platform \(A\)](#)  
Ruth Riehl, [Beatpatrol Festival](#), [VAZ St. Pölten \(A\)](#)  
Holger Jan Schmidt, [GreenEvents Europe](#), [Sounds For Nature Foundation e.V. \(GER\)](#)  
*more to be added soon*

**Schedule:**

**Sun 06 April 2013, 19h**

**GO Group get together** - a casual get-together on the pre-workshop evening at Restaurant "[Griechenbeis!](#)" (see next page for more info)

**Day 1,**

**Mon 07 April 2014, 10h**

**Main topic: challenges & solutions**

Day one of our 5<sup>th</sup> international GO Group workshop will deal with the approach towards challenges and problems. We will show how it's done in other fields and branches and will work out useful ways to find solutions, smart views on topics, designs and strategies for the festival and events industry. In the afternoon we will break out in groups and work on current tasks and challenges of the participants.

- 🕒 „A welcome to Vienna“ - Opening & first round-up
- 🕒 „INFUSE – the traces of cool & sustainable events“ by Josef Hackl & Felix Heckl
- 🕒 „FM4 Frequency Festival et al.“ case study by Harry Jenner
- 🕒 „Introduction into the management of cross sectoral multi-stakeholder processes: Zukunftswerkstätten, Energy Avantgarde visions and Sunplugged prototypes“ by Jacob Bilabel
- 🕒 incl. coffe break and lunch snack
- 🕒 group workshop / breakout sessions
- 🕒 *more to be added soon*

**GO Group dinner, 20h** at Restaurant "[EF16](#)" (see next page for more info) hosted by **Yourope** (the European Festival Association)

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**Day 2,**

**Tue 08 April 2014, 9h**

**Main topics: communication & audience involvement**

Day two will concentrate on the communication with the audience and (potential) visitors. We will show examples of good practice and alternative communication tools. Main issue will be the engagement of the visitor. Also included: environmental education and the stimulation of more sustainable lifestyles. We will split in groups at the end of the day again and work on questions and tasks related to the main topics of the day.

- 🕒 „JUMP – the young environmental platform“ by Angelica Rainer
- 🕒 „VAZ St. Pölten & Beatpatrol“ case study by Ruth Riehl
- 🕒 „Participative design and gamification for festivals“ by Andrej Balaz & Hendrik Landwehr
- 🕒 „Creating role models – a Green Team on tour“ by Holger Jan Schmidt
- 🕒 „Is there a glass ceiling to behaviour change?“ by Teresa Moore
- 🕒 incl. coffe break and lunch snack
- 🕒 group workshop / breakout sessions
- 🕒 more to be added soon

**Networking events:**

**Sunday evening Get-together, Sun 06 April 2014, 19h**

a casual get-together on the pre-workshop evening at  
Restaurant **“Griechenbeisl”** | Griechengasse 9 | 1010 Wien | [www.griechenbeisl.at](http://www.griechenbeisl.at)  
(This is for everybody travelling to Vienna on sunday. This event is on own expenses.)

**GO Group dinner hosted by Yourope, Mon 07 April 2014, 20h**

This is the famous networking dinner on the evening of day one at  
Restaurant **“EF16”** | Fleischmarkt 16 | 1010 Wien | [www.ef16.at](http://www.ef16.at)  
(food will be covered by [Yourope](http://www.yourope.org) (the European Festival Association) – thanks a lot!  
Drinks are on own expenses.)

*For both events we need a confirmation of your appearance for the reservation!*

**Contact:**

**For further workshop info please contact**

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**Practical information:**

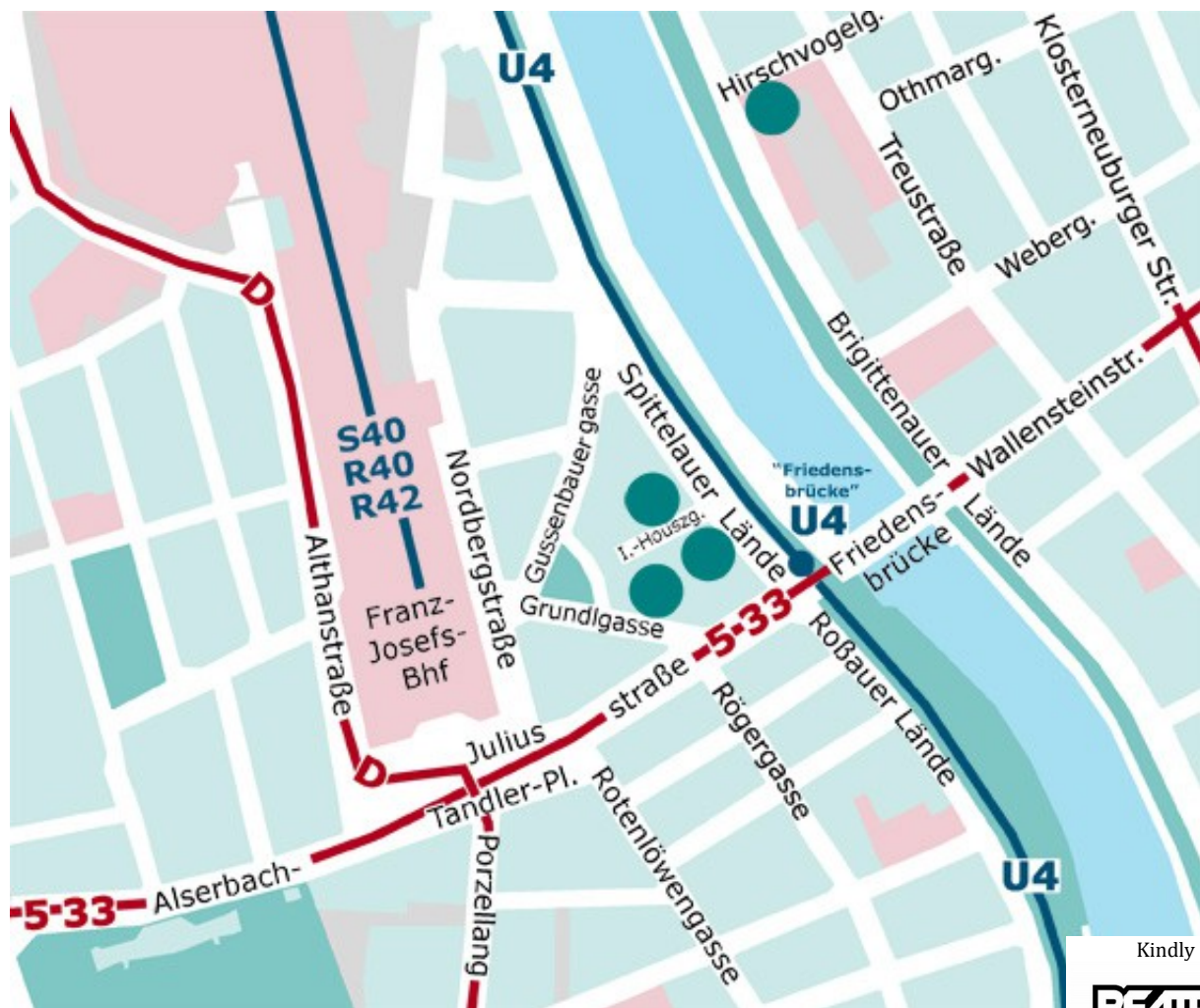
**Kindly hosted by: NXP & Jump**

**Date:** From: Mon 07 April 2014, 10:00  
To: Tue 08 April 2014, 16:00

**Fee:** GBP 200 – including all fees and lunch on both days.  
Yourope members get a GBP 50 discount for 1 participant.

**Register here:** [Bucks New University Online Store](#)

**Venue:** Umweltbundesamt  
(Federal environmental agency)  
Spittelauer Lände 5 | 1090 Vienna  
next metro station: *Friedensbrücke* (U4)



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**Hotel:** we have a special offer for the [IBIS Styles Hotel](#)

Döblinger Hauptstrasse 2 | 1190 Wien

next metro stations: *Nußdorfer Straße* (U6)

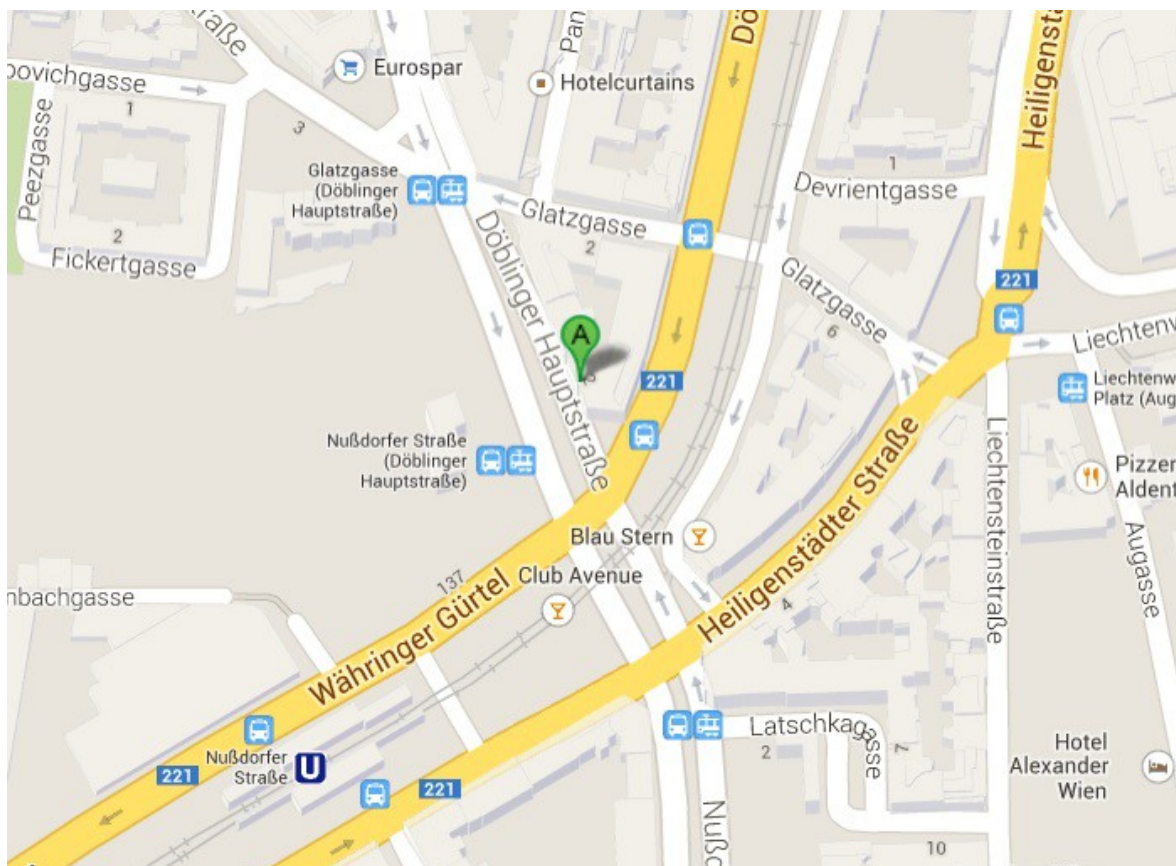
(offer is valid until march 3rd)

single rooms: 84 € (incl VAT, WiFi, breakfast)

double/twin rooms: 93 € (incl VAT, WiFi, breakfast)

The offer is valid for the pre-workshop weekend as well if you wish to stay longer

Please book [online here](#). The booking code is: *gogroupwien*



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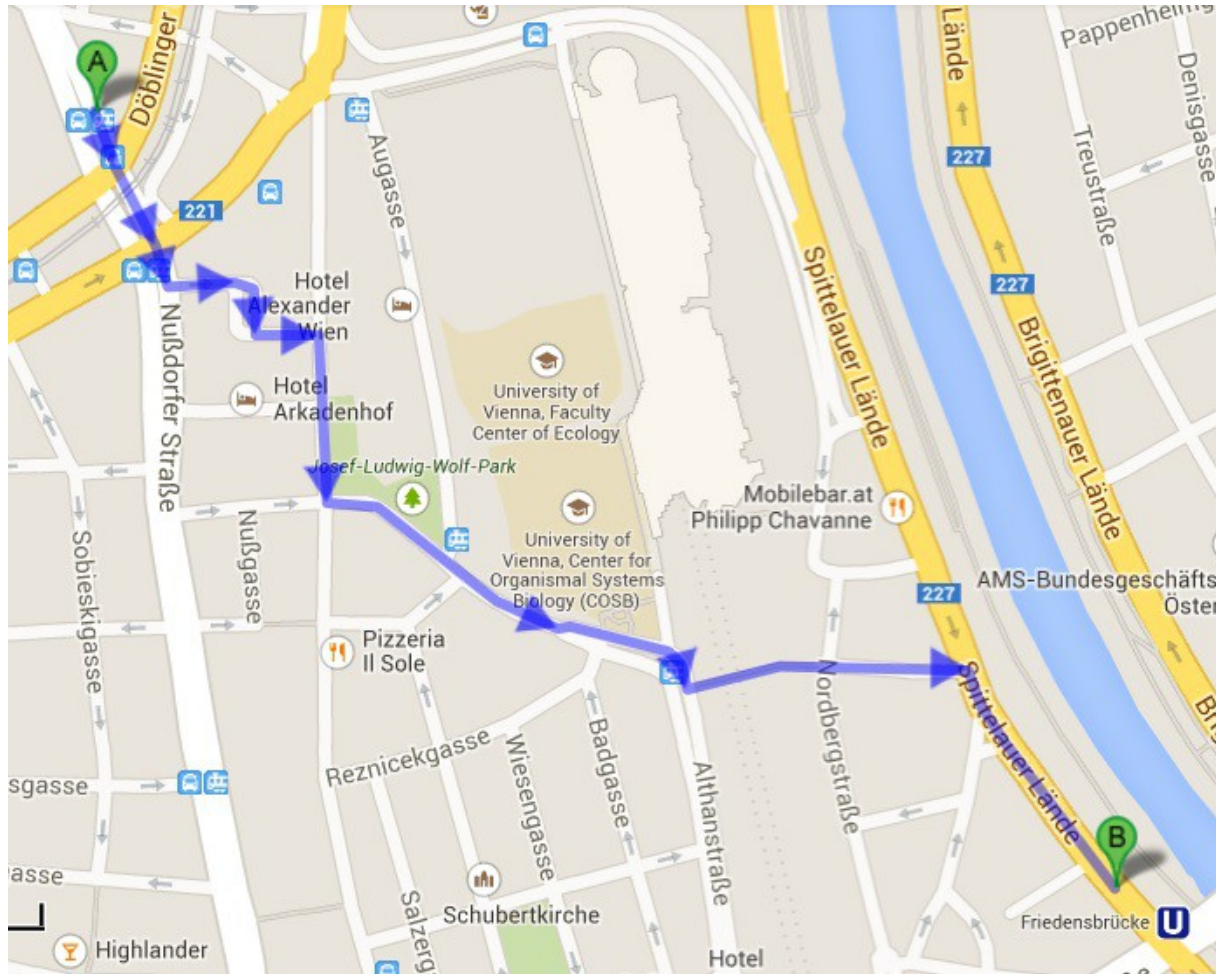


From the **hotel to the conference venue** it's a 15 minute walk along the Josef-Ludwig-Wolf-Park and the University of Vienna's COSB (see map).

Or a 5 minute trip by metro via „Spittelau“ station.

*Nußdorfer Straße* → U6 train to Spittelau (1 stop)

At Spittelau station → change to U4 → Friedensbrücke (1 stop)



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## **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) Aggregate, communicate and share the collective knowledge with interested stakeholders from all over Europe
- 3) Establish working relationships between different industry groups to enable practical and spontaneous exchange of personal experiences

Bucks New University, GreenEvents Europe Conference, Green Music Initiative (GMI) and Yourope (the European Festival Association) founded GO Group in early 2011 and made it an european institution for sustainable event management.

GO Group successfully carried out international workshops in Amsterdam (2011), Budapest (2012), Paris and Berlin (both 2013) as well as field trips to festivals such as Oya festivalen (NOR) and Exit (SER, both 2013). GO Group provided major contributions to GreenEvents Europe Conference (GER), Medimex (I), Nuits Sonores (FRA) and Eurosonic/Noorderslag (NL).



**GO Group @ 3<sup>rd</sup> international workshop in april 2013  
40 participants at Hôtel de Ville, Paris, France**

## **GO Group contact:**

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