

6th international GO Group workshop
11 & 12 april 2016 | Cologne

Welcome!

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11 & 12 april 2016 | Cologne

Kindly hosted by



What is GO Group?

GO stands for Green Operations Europe.

GO Group is an independent, pan-European and cross industry think-tank to inspire people in the festival and events industry to run their operations...

...greener, smarter, more sustainable.

What is GO Group?

Initiated at 1st GreenEvents Europe Conference in nov 2010 and founded in early 2011 by

- ❖ GreenEvents Europe Conference
- ❖ Green Music Initiative
- ❖ Yourope | The European Festival Association
- ❖ Buckinghamshire New University



What is GO Group?

identify international best practices

communicate and share

establish working relationships

5

YEARS

What did we do?

- international workshops & seminars
- international conference contributions
- Green Operations Award
- support and creation of international campaigns and projects

Workshops & Seminars & Conferences

- 2011 **Workshop in Amsterdam & ID&T** (NL)
- 2011 **GreenEvents Europe**, Bonn (GER)
- 2012 **Eurosonic Noorderslag**, Groningen (NL)
- 2012 **Green Events & Innovations**, London (UK)
- 2012 **Workshop in Budapest & Sziget** (HUN)
- 2012 **GreenEvents Europe**, Bonn (GER)
- 2012 **Medimex**, Bari (I)
- 2013 **Eurosonic Noorderslag**, Groningen (NL)
- 2013 **Green Events & Innovations**, London (UK)
- 2013 **Workshop in Paris & We Love Green** (FRA)
- 2013 **Seminar in Helsinki & Sibelius Institute** (FIN)
- 2013 **GreenEvents Austria**, Vienna (A)
- 2013 **Field trip to Exit Festival**, Novi Sad (SER)
- 2013 **Field trip to Øya Festival**, Oslo (NOR)
- 2013 **Workshop at Berlin Music Week** (GER)
- 2013 **ADE Green**, Amsterdam (NL)
- 2013 **GreenEvents Europe**, Bonn (GER)
- 2014 **Eurosonic Noorderslag**, Groningen (NL)
- 2014 **Green Events & Innovations**, London (UK)
- 2014 **Workshop in Vienna & JUMP!** (A)
- 2014 **Field trip to Exit Festival**, Novi Sad (SER)
- 2014 **ADE Green**, Amsterdam (NL)
- 2014 **MaMa**, Paris (FRA)
- 2014 **GreenEvents Europe**, Bonn (GER)
- 2015 **Eurosonic Noorderslag**, Groningen (NL)
- 2015 **Green Events & Innovations**, London (UK)
- 2015 **ADE Green**, Amsterdam (NL)
- 2015 **European Festival Conference**, Kals (A)
- 2016 **Eurosonic Noorderslag**, Groningen (NL)
- 2016 **Where's The Music?**, Norköpping (SWE)
- 2016 **Green Events & Innovations**, London (UK)
- 2016 **Workshop in Cologne & Hochschule Fresenius** (GER)



Amsterdam 2011



GreenEvents Europe 2011

Sziget Kulturális Szervezőiroda

Budapest 2012





Eurosonic 2013





Paris 2013



Øya Festival 2013

Berlin 2013



RAVE
TO SAVE
PLANET

If I can't **DANCE**
it's Not **MY**
REVOLUTION

HARDER
FASTER
GREENER







Vienna 2014

Exit 2013 & 2014





GreenEvents Europe 2014

Green Operations Award

Green category @ European Festival Awards

The GO Group jury awards festivals that have made a significant contribution to or achievement towards developing more sustainable events like practises and systems introduced at their own event, the development of good practices, which they have shared with other events, a specific innovation or continuous improvements over a number of years.



European Festival Awards Ceremony @ Eurosonic Noordeslag



2012 WE LOVE GREEN (FRA)



2013 WAY OUT WEST (SWE)



EUROSONIC
NOORDERSLAG

2014 ROSKILDE FESTIVAL & STOP SPILD AF MAD (DK)

VROLYKE
FRUIT

2015 TOLLWOOD FESTIVAL (GER)



EUROPEAN
FESTIVAL
AWARDS

GREEN OPERATIONS AWARD

TOLLWOOD FESTIVAL
GERMANY

IN ASSOCIATION WITH

Svetlana Harms



Monday april 11

Main topic: AUDIENCE PSYCHOLOGY

10.00 Welcome & first round-up

**Morning session: *On the social psychology of festival crowds:
Scientific findings for fostering responsible and sustainable behavior:***

10.40 Melting away in the mass: responsibility, group identity and deindividuation

Prof. Dr. Katja Mierke (Psychology School/Hochschule Fresenius)

11.20 Norms, role models and effective signposts: littering and sustainable behavior

Prof. Dr. Katja Mierke (Psychology School/Hochschule Fresenius)

12.00 Lunch @ *Maybach*



GO Group - "Opening" - Cologne, 11 & 12 april 2016

Monday april 11

Main topic: AUDIENCE PSYCHOLOGY

13.15 Roskilde case study | Christina Bilde (Roskilde Festival)

14.00 Communication Psychological Aspects of Individual and Group Behavior during Events | Daniel Brunsch (University of Cologne)

14.40 *Coffee break*

change to **Building 4b / 2nd floor / Room 6**

15.20 Group sessions | Hosted by Ina Kahle (FKP Scorpio/Leuphana University),
Svetlana Harms (Hochschule Fresenius) & Holger Jan Schmidt (GreenEvents Europe)

17.30 Results and Wrap-up

Mon 11 April 2016, 20h

GO Group Dinner @ Restaurant ECCO, Kartäuserwall 7-11, 50678 Köln

Meet at Motel One (lobby) 19.30h

by metro from U-Bahn Station „Christophstr./Mediapark“

to „Chlodwigplatz“ (20 minutes).





GO Group - "Opening" - Cologne, 11 & 12 april 2016

Tuesday april 12

Main topic: SOCIAL ASPECTS & RESPONSIBILITY

Building: 4c / 1st floor / Room 3

**09.00 Burned Out Activists - How the Social Change Revolution eats up its kids.
(And what to do about it) | Jacob Bilabel (Green Music Initiative)**

09.40 Tollwood Festival case study | Markus Wörl (Tollwood Festival)

10.20 Coffee Break

Tuesday april 12

Main topic: SOCIAL ASPECTS & RESPONSIBILITY

Building: 4c / 1st floor / Room 3

10.30 Values, ethics and the audience

Teresa Moore (A Greener Festival / former Bucks New University)

11.15 Integrating successful CSR Practices: What can we learn from business?

Amit Ray (INTEBUS/Hochschule Fresenius)

*12.00 Photo! and then Lunch @ **Maybach***

change to **Building 4c / 2nd floor / Room 5**

Tuesday april 12

Main topic: SOCIAL ASPECTS & RESPONSIBILITY

Building 4c / 2nd floor / Room 5

13.30 Group sessions | Hosted by Ina Kahle (FKP Scorpio/Leuphana University),
Svetlana Harms (Hochschule Fresenius) & Holger Jan Schmidt (GreenEvents Europe)

15.30 Results and Wrap-up

16.00 The End

Who Are
you?

GO Group - "Opening" - Cologne, 11 & 12 april 2016

Thanks a lot for your attention

Pls. visite us online

www.go-group.org

facebook.com/gogroupeurope

twitter.com/gogroupeurope

KEEP UP GOOD SPIRIT