

**7th GO Group Workshop
Festival and Event Sustainability
Alte Münze, Berlin
16 & 17 April 2018**

Responsibility – this is the GO Group leitmotif. After implementing green issues as a core value in the festival and events branch in the past years GO Group now adds a strong focus on social topics and the responsibility for ourselves to its agenda. Like no other institution our pan-european think-tank is bringing together hundreds of festivals, scientists, initiatives and suppliers involved in festival and event organisation to foster exchange on an international basis.

We are happy to once again present our interactive, open and communicative format known as the „GO Group workshop“ with international guests from all over Europe.

It's time for the 7th international GO Group workshop in Berlin.

We kindly invite you to this 2-day seminar at **Alte Münze**, on April 16 and 17 2018. The workshop is **kindly hosted by Festival Kombinat** and **Alte Münze**.

The 7th GO Group workshop for **sustainable festivals and events** will focus on these two topics: „**Values, Credibility & Attitude**“ (day 1) and „**Work, Life & Us**“ (day 2). We have arranged an exciting mix of presentations, case studies, talks, creative workshops, roundtable discussions and networking events on both days. We are looking forward to speakers from major events and initiatives such as Lollapalooza Berlin, PXP Festival, Viva con Agua de St. Pauli, Offene Gesellschaft (open society) and 10,000 Hours as well as innovative experts from Intrapreneur (human centered consulting), Woowai (The liberating Company), Good Life Academy and Torchlight System. We will dive deep into creativity with our friends from Fuxblau (user driven innovation). This workshop will be one to remember forever!

All the best & see you all in Berlin,
Holger Jan Schmidt & Jacob Bilabel

[Register here](#)

Practical information

- All info online:** Please follow [this link](#).
- Kindly co-hosted by:** Spreewerkstätten Berlin & Festival Kombinat
(Thank you very much!)
- Date:** From: Mon 16 April 2018, 10:00h
To: Tue 17 April 2018, 16:00h
Get-together & warm-up: Sun 15 April, 19.00h
- Venue:** Eventloft @ Alte Münze, Molkenmarkt 2, 10179 Berlin
- Hotels close to venue:**
- | | |
|--|-----------------|
| Holiday Inn Express Alexanderplatz
Stralauer Str. 45, 10179 Berlin
Online Booking | (250m to venue) |
| Novotel Berlin Mitte
Fischerinsel 12, 10179 Berlin
Online Booking | (450m to venue) |
| Motel One Spittelmarkt
Leipziger Str. 50, 10117 Berlin
Online Booking | (750m to venue) |

Registration: 238,00€ regular fee incl. all fees, 19% VAT and lunch on both days.
178,50€ special rate incl. all fees, 19% VAT and lunch on both days
for Yourope & Festival Kombinat members only

Register here NOW! www.krasserstoff.de/gogroup

For further workshop info please contact

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Program:

(subject to change / more tba)

The workshop language will be English.

Day 1, Mon 16 April 2017, 10h - 18h

incl. lunch & Coffee Break

Main topic: „Values, Credibility & Attitude“

We bring music to society. We put a smile on thousands of people's faces. Festivals and concerts are spaces for freedom, celebration and letting go. The question is: can we also provide ideas and examples beyond entertainment in order to create dedicated citizens, more inclusive communities and better living spaces for all? We want to discuss whether and how festivals, artists and events can be socially relevant and what they can contribute to civil engagement. Should promotion of positive change be as normal nowadays as putting an artist on stage?

Let's GO!

The opening to the 7th international workshop setting the tone and giving all necessary info for two exciting days. The first round-up with your hosts for the event:

- Holger Jan Schmidt | [GO Group](#), [Yourope Festival Association](#), DE
- Jacob Bilabel | [Green Music Initiative](#) & [Good Life Academy](#), DE

Berlin with a heart

Let's talk with festival managers about motivation, purpose and attitude with

- Fruzsina Szép | [Lollapooza Berlin](#), HUN/DE
- Fetsum Seboth | [PXP Festival](#), ERI/DE
- Jacob Bilabel | [Green Music Initiative](#), DE (host)

Cooperation is gold... and water

The incredible success story of Viva con Agua & Goldeimer & Millertor Gallery

- Patrick Köhn | [Viva Con Agua de St. Pauli](#), DE

From festivals to politics & from politics to festivals

An open discussion about what our sector can contribute to social change with

- Martha Bißmann | [member of the Austrian parliament](#), AT
- Max Bohm | [Intiative Offene Gesellschaft](#), DE
- Linnéa Svensson | [by:Larm](#), NO (host)

Take A Stand - Bringing attitude to life

a creative group workshop with

- Maya McBeath | [Fuxblau](#), DE
- Manuel Großmann | [Fuxblau](#), DE
- Holger Jan Schmidt | [GO Group](#), [Yourope](#), DE

Day 2, Tue 17 April 2016, 9h - 16h

incl. Coffee Break & lunch

Main topic: „Work, Life & Us“

We think about sustainable approaches and eco-friendly solutions for events, the safety level for concerts has never been higher than today. But while we make an incredible effort to professionalize and improve our events and to please our customers and fans, we are very likely to forget ourselves on this journey. We want to start talking about this - because issues like responsibility, pressure and burnout are just as much a part of our business as sex, drugs and rock'n'roll. For a whole day we want to devote ourselves to ourselves. This day is about experiences and expectations, about who can help when needed and how. About new, smart and contemporary approaches on working conditions, accessibility, motivation and appreciation.

Survival Tools for Serenity

An introduction into challenges faced, tools used and people met while trying to find your very own true north. A personal story.

- Jacob Bilabel | Good Life Academy, DE

A Greek Recipe for Happiness in the Hyper Digital Age,

With every new digital device speeding up our felt need for virtual interaction, where and when is the right point of just saying „No“?

- Christian Baechler & Philipp Baerfuss | Woowai - The liberating Company, CH

Choosing between life and work?

How to find the missing link and translate cultural concepts of life and work

- Gregor Kalchthaler | Intraprenör, DE

Mental Health and Mindfulness

A no bullshit introduction into the science behind the connection between attention, breathing and a good life.

- Dr. Cecile Cayla | Happy Panda Project, FR

5 things I have learned about life - in an industry that never sleeps.

A talk between two friends. And how they got to where they are now.

- Carlijn Lindemulder | Founder 10.000 Hours, ex-ID&T, NL
- Jacob Bilabel | Good Life Academy, DE

How to survive and thrive in the music industry (and the real world)

An interactive workshop session on how to ask for help, tell your very own story and a card game.

- Kevin Braddock | Torchlight Systems, UK

Confirmed GO Group speakers:

- Christian Baechler | [Woowai - The liberating Company](#), CH
- Philipp Baerfuss | [Woowai - The liberating Company](#), CH
- Jacob Bilabel | [Green Music Initiative](#) & Good Life Academy, DE
- Martha Bißmann | [member of the Austrian parliament](#), AT
- Max Bohm | [Intiative Offene Gesellschaft](#), DE
- Kevin Braddock | [Torchlight Systems](#), UK
- Cecile Cayla | [Happy Panda Project](#), FR
- Manuel Großmann | [Fuxblau](#), DE
- Gregor Kalchthaler | [Intraprenör](#), DE
- Patrick Köhn | [Viva Con Agua de St. Pauli](#), DE
- Carlijn Lindemulder | Founder [10.000 Hours](#), ex-ID&T, NL
- Maya McBeath | [Fuxblau](#), DE
- Holger Jan Schmidt | GO Group, [Yourope](#), DE
- Fetsum Sebath | [PXP Festival](#), ERI/DE
- Linnéa Svensson | [by:Larm](#), NOR
- Fruzsina Szép | [Lollapooza Berlin](#), , [Yourope](#), HUN/DE

Networking events & Specials:

Sun 15 April 2018, 19h

GO Group get-together

There will be a casual get-together on the pre-workshop evening at a nice restaurant close to the venue. (on everyone's own expenses)

Mon 16 April 2017, 20h

The GO Group Dinner

The official workshop networking dinner is the secret star of the event. Follow up the day's hot topics, get to know each other more, start a friendship... everything can happen here!

The dinner is kindly hosted by [Yourope](#) (the European Festival Association)

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, more sustainable and responsible. 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

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

GO Group successfully carries out international workshops as well as field trips to festivals in all of Europe. It also provides major contributions to the leading conferences and conventions of the events and live music industry such as Eurosonic/Noorderslag (NL), GEI/ILMC (UK), ADE Green (NL), MaMa Paris (FRA), by:Larm (NO), Nouvelle Prague (CZ).



**GO Group @ 6th international workshop in april 2016
35 participants at Hochschule Fresenius Cologne**

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