

3F Quotes:

“3F is a milestone in the history of our Association because it greatly strengthens the foundation on which our very active members have done great things on an entirely voluntary basis to date. We are now able to develop an even larger reach, fulfil our role as a representative for the European festival sector and use the results of 3F to expand the resilience, responsibility and relevance of festivals all over Europe.”

Christof Huber

YOUROPE chairman / Director Festivals at Gadget ABC Entertainment representing YOUROPE member OpenAir St.Gallen et.al)

“3F is a great opportunity to show the uniqueness and creativity of our European festivals as well as the social commitment and responsibility. Moreover, it certainly leads to a stronger connection within Europe at different levels - within the Commission, with our colleagues in other cultural sectors and between the festivals themselves.”

Fruzsina Szép

YOUROPE board member / Festival director of YOUROPE member Superbloom Festival

“3F offers us the possibility of an even stronger anchoring in the European festival landscape. Through our role within the project, we can contribute our knowledge and experience to improve the international industry as well as benefit from the expertise and achievements of our colleagues from all over Europe to take our own events and operations to a new level.”

Martin Wacker

Managing Director of KME – Karlsruhe Marketing und Event GmbH & festival director of YOUROPE member Das Fest / KME is lead organisation of the 3F project

“The work on 3F once again shows the potential and power of our network. Be it the expertise of our network members in a wide variety of areas such as event security, sustainability, or communication. It's a good feeling to see great results in all the sub-projects being created, whether they are publications, surveys, events, campaigns, or seminars - just to name a few. And the willingness of the contributors and supporters despite a very demanding time in the past year is also worth noting.

Holger Jan Schmidt

YOUROPE General Secretary & 3F project lead



“It is exciting to work on the Green Festival Roadmap 2030 as part of 3F. Already the development process shows how input from experts from different parts of Europe leads to new and useful results. We have the unique opportunity to create something in this project that will make it easier for large parts of the industry to translate the European Green Deal for themselves and to plan the necessary steps towards the upcoming deadlines.”

Linnéa E. Svensson

GO Group (Green Operations Europe) co-founder

About YOUROPE

Since 1998, YOUROPE – The European Festival Association has evolved into the most important association for popular music festivals in Europe. As of December 2022, YOUROPE counts more than 120 festivals and associated organizations from 30 European countries among its members. The overall aim of the association is to strengthen and improve the European festival scene as a whole, and promoting arts and music while connecting different cultures.

In its working groups YOUROPE focuses on different topics at the heart of festivals: sustainability, climate action and environmental protection in the GO Group (Green Operations Europe), security and crowded spaces management in the YOUROPE Event Safety (YES) Group, communication in the European Marketing and Communication (EMAC) Group, and staffing issues and mental health in the Human Resources and Wellbeing (HR) Group.

Further, YOUROPE hosts the biannual European Festival Conference (EFC) and organizes the annual European Festival Awards (EFA).

For more info, please contact:

YOUROPE
THE EUROPEAN FESTIVAL ASSOCIATION

Holger Jan Schmidt (YOUROPE General Secretary)

Auguststr. 18 | 53229 Bonn | Germany

Phone: +49 (0) 228 20 70 80 5

Email: office@yourope.org

<https://yourope.org/>

3F – Future-Fit Festivals project lead:

KARLSRUHE
MARKETING | EVENT GMBH

