

About 3F – Future-Fit Festivals

Resilient, responsible, relevant – how can festivals become exactly that and resist challenges like the pandemic, war in Europe or climate change? The European Festival Association YOUROPE is working on a game plan. With the help of its project “Future-Fit Festivals” (3F), co-funded by the European Union, the association will provide guidelines and answers. Today the 25-year-old YOUROPE network brings together 123 iconic music festivals and associated members from 30 European countries reaching more than 6.5 million people each year.

If you believe current surveys, music festivals are more popular than ever (e.g. European Commission survey on European Year of Youth). However, the past years have shown that festivals cannot be taken for granted: the pandemic keeps threatening their livelihoods, while goals to decrease carbon emissions to battle climate change put further strain on the resource-consuming creative industry. But how can the industry get – and be – better? With 3F, YOUROPE wants to spearhead the necessary transformation of the industry. The association’s festival and associated members will be at the heart of finding answers to three key questions:

- What makes European festivals **resilient** to meet the challenges of the future?
- What does the **responsible** festival of the future look like, and how do we achieve that?
- How do tomorrow’s festivals ensure that they continue to play the **relevant** role in popular culture and the lives of millions of young people?

3F is also consolidating YOUROPE’s approach to three focus areas: safety/reliability, climate/environment, diversity/inclusion through its cross-functional working groups. Although YOUROPE is the biggest association for music festivals in Europe, it cannot master this challenge alone. To include the entire industry in the process, the organization will establish systematic dialogue structures to encourage exchange between creative industry professionals, audiences, artists as well as public and private decision makers.

Among other activities YOUROPE provides capacity building through a row of training sessions and will guide festivals in Europe and beyond with three central publications: the Green Festival Roadmap 2030, a paper focusing on event safety and a Diversity & Inclusion Toolset. These together with lots of other resources can be found online at the YOUROPE Hub newly created and published in spring 2023. YOUROPE will advocate for the European music festivals. 3F features surveys to gather information on the sector in general and on the 3F focus topics in particular. The results are published in the annual European Festival Report. The achievements of European festivals are celebrated at the European Festival Awards (EFA) and pan-European communication campaigns created annually. YOUROPE experts will share their findings at the association’s European



Festival Conferences (EFC) and at creative industry summits and conventions in all of Europe and beyond.

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).

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