

YOUROPE and IQ Magazine release first joint European Festival Report

How can festivals become resilient, responsible, and relevant? Answers to this question can be found in the European Festival Report that the European Festival Association YOUROPE and IQ Magazine just co-released for the first time. The report isn't the only thing the association has created this year to make the entire festival sector fit for the challenges of the future.

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Bonn. The past years have clearly shown that festivals operate on shaky ground. The COVID-19 pandemic threatened their livelihood, and climate change increasingly puts events with a high environmental impact under the pressure to adapt. Further challenges like exploding production costs, a lack of qualified staff, and rising energy prices arose recently. To make the entire festival sector fit for the future, YOUROPE – The European Festival has been granted funds by the EU for the first time in its history. “3F – Future-Fit Festivals” is the name of the three-year project under which the association summarizes its efforts to achieve this goal. After the first 12 project months, the association can already look back on major contributions:

YOUROPE and IQ Magazine collaborated to release the first joint edition of **the [European Festival Report \(EFR\)](#)**, a free-to-access publication that will be released annually from now on. On 30+ pages, the report summarises the festival year in Europe; showcases the most creative events; highlights the latest trends, innovations and ideas; and reflects on the role of festivals and their communities as a vital part of the cultural landscape.

A central part of the EFR is a **survey** on the state of the festival sector in Europe that was answered by 157 festivals from 29 countries across the continent. It delivers valuable data and gives a rare insight into a sector that remains little investigated to this day.

Knowledge exchange has always been one of YOUROPE's central objectives. Its working groups YOUROPE Event Safety (YES) Group and GO Group (Green Operations Europe), known for their **annual training events**. This year, they opened up their usually closed workshops to an even broader audience by collaborating with different live events conferences. The groups presented panels at Green Events and Innovations (GEI) in London (UK), IBIT Event Security (DE), and Festival Playground (DE). Since YOUROPE recognizes how important it is to take care of the people who realize events, the festival crews, a new training stream was dedicated to Human Resources and Wellbeing. The group launched with a workshop at Future of Festivals (DE).

YOUROPE sent even more speakers to events inside and also outside of the music industry to share knowledge and talk about the challenges the sector faces. In total, YOUROPE supported more than **30 panels** with speakers and content at at least **17**



conferences and conventions in 2022. The association is especially proud to support its network members from Ukraine in their humanitarian efforts that started immediately after the Russian attack. With the association's help, several support projects at European festivals were launched as well as an ambassador from Kyiv based Atlas Festival and Music Saves UA, a non-profit fundraising initiative created by Ukrainian Association of Music Events, could travel to numerous events in many European countries to present their cause and raise awareness

This year also marked YOUROPE's first-ever cooperation with the European Festivals Association (EFA). Together, they created the **campaign [#ImpossibleWithoutYouth](#)**. In a video message and on the International Day of Youth (August 12), more than 70 festivals and associated organizations from 25 European countries expressed the important role of young people for the sector and thanked them for their sacrifices during the pandemic. Being a contribution to the European Year Of Youth (EYY), YOUROPE general Secretary Holger Jan Schmidt was invited to present the initiative at the legacy session at closing conference of the EYY at the European parliament in Brussels on December 6.

What do the remaining two project years hold? The year will start with the **[European Festival Awards](#) 2022** ceremony at the opening night of ESNS in Groningen (NL) closing the past festival season in style. YOUROPE will present more than 120 nominees and winners in 16 different categories acknowledging the success and achievements of the European festival sector.

3F's central publications on the focus topics of safety/reliability, climate/environment, and diversity/inclusion are yet to come also. The **Green Festival Roadmap 2030**, a guideline on sustainable festivals linked to the goals of the European Green Deal, will be published in spring 2023, while 2024 will see a comprehensive report on event safety as well as the publication of a toolset on diversity and inclusion. In early 2023, YOUROPE will furthermore launch the **YOUROPE Hub**, a public knowledge hub with guidelines, best-practice cases, and other documents helping festivals become fit for the future.

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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:

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