

YOUROPE

THE EUROPEAN FESTIVAL ASSOCIATION



Hello there!

Have you just joined YOUROPE? Welcome to the association!
Are you interested in joining us? Learn more about our activities [here](#).
Or are you just interested in what we do? Then keep on reading, please!



What is YOUROPE?

YOUROPE – The European Festival Association is the most important Europe-wide association for popular music festivals. It was founded in London on March 24th, 1998, by 21 festivals. Today, it represents ca. 120 festivals and associated members from about 30 countries.

What makes YOUROPE special?

In YOUROPE, many different festivals come together: 5,000 to more than 100,000-capacity festivals, outdoor, but also indoor festivals, one-day and multiple-day festivals, independent and corporation-owned festivals, presenting all kinds of popular music genres as well as arts. Despite the differences, festival makers meet at eye level in our association. Here, it is possible to exchange knowledge and experiences in an informal, yet open and constructive framework.

What are YOUROPE's goals?



- **Establish an international network of music festivals.**
- **Apply public resources and a joint approach to cooperate and strengthen common values and the positive impact of our cultural field.**
- **Facilitate an exchange of experiences, knowledge and information (through meetings, conferences and workshops).**
- **Improve the quality of the events of our members and of the whole sector, for our visitors and for the benefit of society.**
- **Foster event operations that are safe, responsible, fair, future-fit, and on all levels sustainable.**
- **Build capacity, provide education, share best-practice examples.**
- **Create synergies with other networks active in culture policy.**
- **Represent the festival scene in matters of mutual and public interest.**
- **Lead international dialogue and cultural exchange within and beyond our sector.**
- **Promote cross-border exchange of musical talent.**
- **Initiate and support cooperation in European projects.**



Photo: Pukkelpop, by Steel

What do we do?



To fulfill these objectives, YOUROPE has established dedicated working groups and created continuing projects:



YES Group (YOUROPE Event Safety Group), a think tank for event safety, security and crowded spaces management, influences and promotes best practices in this field across Europe. YES Group has organised meetings and seminars for more than 20 years to encourage knowledge exchange and to enhance learning, e.g., their famous annual seminar at ESNS (NL). These are usually exclusive to YOUROPE members, but interested festival makers can apply to become an associated member of YES Group to be able to join the seminars.

Having expertise in both academic theory and practice in the field, YES Group members and associates are regularly invited as speakers to public conferences, panel sessions and professional conventions at national and international levels to share their knowledge.

The YES Group leadership is looking for the next generation of YES Group leaders. Get in touch with us to become involved.



GO Group – Green Operations Europe is an independent, pan-European, cross-industry think tank to inspire event organizers to run their operations greener, smarter and more sustainable. GO Group:

- identifies international best practices in sustainable innovations for the music festival and event industry.
- collects, communicates and shares accumulated knowledge with interested stakeholders from all over Europe.
- establishes working relationships between different industry groups to enable practical and spontaneous exchange of personal experiences.
- supports initiatives and takes part in projects related to GO Group's fields of action.

Once a year, GO Group organizes a stand-alone workshop for anyone interested in sustainable production. It takes place in a different European city each time.

Experts from GO Group's network often serve as speakers in conferences across the continent. Since its foundation in 2011, GO Group has helped put green issues on the map by hosting 5 international conferences, 11 international two-day workshops and festival field trips, and by contributing to more than 50 conferences in 15 European countries. It is involved in EU-funded projects like Everywh2ere (hydrogen power at festivals), GEX Green Europe Experience (sustainable scenography and catering), and Future Festival Tools (green competency for event professionals).

Get in touch with us to learn how to get involved and when the next GO Group workshop will take place.

YOUROPE is involved in a number of EU-funded projects to develop knowledge resources and activities for the enhancement of the entire festival industry.



YOUROPE's very own programme **3F – Future-Fit Festivals** deals with the resilience, responsibility and relevance of festivals. 3F encompasses all of the association's activities. Besides the projects listed on these pages, this includes special publications. For example, the **European Festival Report**, an analysis of the festival season which has been published together with IQ Magazine annually since 2022. In April 2023, YOUROPE released the **“European Green Festival Roadmap 2030”**, a detailed guideline for festivals with suggestions on how to cut carbon emissions and other harmful environmental impacts. A comprehensive publication on event safety as well as a Diversity & Inclusion Toolset will be released in 2024.



In the now finished project **Future Festival Tools**, YOUROPE supported the development of free and convenient tools to help event professionals learn about and implement sustainable production solutions. These are: **a self-assessment tool, a good-practice guide, an e-learning course, and a trainers handbook for educators and teachers**. Some resources are also available in French and German.



In the likewise finished project **FUSION**, YOUROPE helped bring social innovation to festivals by supporting the development of a an **inspirational guide of creative social projects** at festivals as well as a **toolbox** on how to come up with and implement such projects. The resources are available in English, Spanish, Danish, German and Turkish.



To facilitate knowledge exchange, YOUROPE hosts the **European Festival Conference**, an intimate conference fully dedicated to festival topics open to members and non-members. It has taken place in a changing location to cover all corners of the continent every two years since 2015. Besides talks and workshops, there is plenty of opportunity to network, e. g., in excursions exploring the culture of the host country. Take a look at the **reports** of the past editions to get a better impression.



Since 2009, the **European Festival Awards** have honoured festivals' achievements in more than a dozen categories. YOUROPE facilitates the determination of the winners, which are selected in one of three ways: 1. in a public voting with thousands of individual votes from all over Europe, 2. by an extensive pan-European jury club of industry professionals, who also selects some of the nominees, or 3. by expert juries deciding in specialist categories such as the Event Safety Award and the Green Operations Award. The awards are handed out at a ceremony at ESNS, Groningen, NL, every year.

TAKE A STAND

Take A Stand was initiated in 2017 and is the most important independent pan-European social awareness initiative for the music and creative sector. Over the years, YOUROPE launched several campaigns on topics like tolerance, cooperation and peace under the banner of Take a Stand. In addition, every member festival is invited to realize their own vision of Take a Stand in the form of activities at their respective events.

ESNS Exchange

ESNS Exchange (formerly European Talent Exchange Programme, ETEP) is an initiative of the ESNS Foundation to stimulate the circulation of European talent on festivals, radio, and in the media in Europe. For more than 20 years, the programme has helped help emerging European artists to cross borders in Europe and build international careers. Since day one, YOUROPE has been an organizing partner of ESNS Exchange.

Every year, festival makers can watch dozens of shows of upcoming artists at the showcase at ESNS in Groningen, making it easy for festivals to book them for their own events. Over the years, more than 5000 shows were played by well over 2000 European artists from almost every European country at more than 120 participating festivals.

YOUROPE Hub

In July 2023, YOUROPE launched the YOUROPE Hub. The online platform is supposed to become the place to go for festival knowledge, especially for information on topics such as sustainable operations, event safety, and inclusion and diversity at live events. The Hub leads to resources like best-practice case studies, guides, scientific publications, reports, and tools. It will constantly be updated with new resources by the experts from the YOUROPE network.



WHY JOIN?



- Get in touch with your colleagues from some of the leading festivals in Europe. Talk to them at eye level in the informal yet constructive setting of our network.
- Benefit from the exchange of experiences and knowledge in our three annual, curated members meetings and networking dinners.
- Get easy access to the events of other member festivals to learn about their production standards.
- Join seminars and workshops of our working groups as well as the association's European Festival Conference. Use the special member discounts.
- Get discounts for international music business events in Europe such as ESNS (NL), Reeperbahn Festival (DE), MaMA Festival and Convention (FR), IFF – International Festival Forum (UK), BIME Pro (ES) and more.
- Get access to legal terms negotiated with some of the major international artist agencies.
- Join programmes like ESNS Exchange (formerly ETEP) to book upcoming European artists for your event.
- Become part of YOUROPE's publications by bringing in your expertise for the enhancement of the whole festival sector, e. g. in EU-funded projects.

HOW TO JOIN?



**Music festivals can join as festival members.
Other organizations related to the live music industry
can join as associated members.**

To join, you need to fulfil some [criteria](#) and pay a yearly membership fee. Find out more about membership [here](#).

APPLY HERE ←

We are proud to call leading European festivals among our members like:



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