**EDN Conference “How Can We Move? Ecological Perspectives on Contemporary Dance” Special Announcement #2**

**Communication Toolkit**

# Rationale

Building on the success of the two previous European network projects, the European Dancehouse Network (EDN) will continue to expand the reach and impact of its network and activities with its new Creative Europe-funded project EDNext 2022 - 2024.

Through capacity building, networking, knowledge and skills exchange, research and advocacy, EDNext will contribute to the realisation of a more sustainable and inclusive European dance sector with positive impacts on contemporary dance practitioners and organisations, local communities and audiences, and wider society.

In 2022, the EDNext program will focus on sustainability in the contemporary dance sector, both in terms of environmental sustainability and sustainability for dance organisations and dance practitioners. The annual online closing event on November 14, 2022, titled "How Can We Move? Ecological Perspectives on Contemporary Dance," will bring together participants from within and outside the network and the sector, address burning issues for the sector and for society and culture more broadly, and present the results of all annual project activities. The conference is particularly focused on sharing knowledge and best practices with those outside the network and the sector, especially policy makers and stakeholders, which is crucial for raising awareness of the sector and its continued relevance.

EDN Conference “How Can We Move? Ecological Perspectives on Contemporary Dance" was announced on 7 October 2022.

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# Communication Goals and Strategy

The European Dancehouse Network invites and encourages its members to help us achieve two important communication goals:

1. Increase the visibility of the conference.
2. Invite artists, professionals in the field, local and international stakeholders.

Below are several examples of social media campaigns and invitations.

## Summary of the basic information

1. The conference will be held online on 14 November 2022 between 10 am and 1 pm CET.
2. The official language of the conference is English (without sign language).
3. The conference is open to all. EDN would like to see a large participation of artists, professionals in the field, local and international stakeholders.
4. Registration deadline 10 November 2022, on 11 November 2022, registered participants will receive a zoom link to their provided email address from info@ednetwork.eu on 11 November 2022.
5. The conference will be recorded (video with transcription in English will be published in early December 2022).

## Communication plan

1. announcement: 6 October 2022 (EDN website, EDN social media)
2. conference visibility/awareness SM campaigns: 13, 20 & 27 October, 3&7 November
3. dissemination of both video and report: early December 2022

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## Expectations

1. EDN members announce the campaign via their communication channels (website, social media, newsletters) and participate in Campaign Visibility/Awareness SM Campaigns
2. EDN members contribute to joint EDN mailing list of local and international journalists, stakeholders and professionals who in their opinion needs to be invited to the conference
3. EDN members help with dissemination of both conference video and report
4. EDN members provide proofs (screenshots with links) of their (online) promotion
5. EDN members provide proof of EDN’s logo next to the new EU programme logo.

## Important dates

* 6 October 2022: announcement (full programme)
* by 16 October 2022: Google Spreadsheet finalised
* 13, 20 & 27 October, 3&7 November: conference visibility/awareness SM campaigns (guest speakers & bios)
* 17-28 October: Special invitations to stakeholders, journalists & dance field professionals (based on mailing list)
* 14 November: participation at the conference
* beginning of December (1-3 Dec): dissemination of both conference video and report
* 10 December: send proofs (screenshots with links) of (online) promotion & EDN + EU logo on their websites

## Links and social media handles

EDN website: <https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign>

Communication Toolkit & Visuals: <https://www.ednetwork.eu/news/preview/170>

FB & IG EDN: @europeandancehousenetwork

TW EDN: @dancehouses

EDN logo: <https://bo.ednetwork.eu/download-attached/jub0jdiBYk8CuGalXt02ImQ7J0z3173B3RYQ4LEq3Pp14BjNSS>

EU logo:

<https://bo.ednetwork.eu/download-attached/2Fs07jfkBTCp0v0ujUUO8hLnJlJeStxDw7oWmOxtHoq3uacyiH>

## Examples

### Visuals

The visuals of the digital campaign in different formats are available on [EDN website](https://www.ednetwork.eu/news/preview/170). Please use them as you see fit in your communications.

### Newsletter Content

Dear …,

I hope this e-mail reaches you well. As you may already know, our dancehouse is a member of the European Dancehouse Network. The latter is expanding its reach and impact with its new Creative Europe funded project EDNext 2022 - 2024, which contributes to a more sustainable and inclusive European dance sector through a wide range of activities, capacity building, networking, knowledge exchange, and research and advocacy.

In 2022, the network's focus is on sustainability in the contemporary dance sector, both in terms of environmental sustainability and the sustainability of dance organisations and dance practitioners. The EDN's annual online closing event will take place on November 14, 2022, and is titled "How Can We Move? Ecological Perspectives in Contemporary Dance''. This will be a great opportunity for participants inside and outside the network and sector to engage in conversation with guest speakers (artists, policy makers, dance professionals) to address burning issues for the sector and for society and culture more broadly. During the conference, the EDN will also launch the research publication "Environmental Sustainability in Contemporary Dance."

The conference will be moderated by choreographer and researcher Mariela Nestora (moderator), while dance dramaturg, choreographer, musician and researcher tyroneisaacstuart will provide a choreographic framework for the event. Opening remarks will come from Barbara Gessler (Head of Unit Creative Europe - European Commission & Directorate General Education and Culture), EDN co-presidents Kerstin Evert (Artistic Director, K3 Tanzplan Hamburg, Germany) and Laurent Meheust (Director, Le Gymnase CDCN, France). We're pleased to have BIPoC artist Martha Hincapié Charry and independent researcher and curator Katarzyna Słoboda. Researcher and cultural policy consultant Jordi Baltá Portolés (Trànsit Projectes, Spain) will present the EDN-commissioned study "Environmental Sustainability in Contemporary Dance: Emerging Issues, Practises and Recommendations”.

For more information about the conference and program, as well as the link to register, please visit the EDN website (<https://www.ednetwork.eu/activities/edn-conference2022>).

## Social media items

You can also make your own posts using the posts below for inspiration:

#### Facebook

Visuals available [here](https://www.ednetwork.eu/news/preview/170).

🔊Announcing Special Guest Speaker of the @EDN Conference 2022: "How Can We Move? Ecological Perspectives in Contemporary Dance''

EDN announced a special guest at the EDN conference "How Can We Move? Ecological Perspectives of Contemporary Dance''. **Barbara Gessler**, Head of Unit Creative Europe - European Commission & Directorate General Education and Culture, has accepted the invitation of the European Dancehouse Network to open the conference together with EDN Co-Presidents **Kerstin Evert** (Artistic Director, K3 Tanzplan Hamburg, Germany) and **Laurent Meheust** (Director, Le Gymnase CDCN, France).

The current lineup of confirmed speakers include choreographer and researcher **Mariela Nestora** (moderator), dance dramaturg,choreographer, musician and researcher **tyroneisaacstuart,** BIPoC artist **Martha Hincapié Charry**, independent researcher and curator **Katarzyna Słoboda** and Researcher and cultural policy consultant **Jordi Baltá Portolés** (Trànsit Projectes, Spain).

Register by 10 November 2022!

👉 𝐈𝐧𝐟𝐨 & 𝐫𝐞𝐠𝐢𝐬𝐭𝐫𝐚𝐭𝐢𝐨𝐧: https://www.ednetwork.eu/activities/edn-conference2022

#### Instagram

🔊Special Guest Speaker of the EDN Conference 2022

👉 𝐈𝐧𝐟𝐨 & 𝐫𝐞𝐠𝐢𝐬𝐭𝐫𝐚𝐭𝐢𝐨𝐧: link in bio

EDN announced a special guest at the EDN conference "How Can We Move? Ecological Perspectives of Contemporary Dance''. **Barbara Gessler**, Head of Unit Creative Europe - European Commission & Directorate General Education and Culture, has accepted the invitation of the European Dancehouse Network to open the conference together with EDN Co-Presidents **Kerstin Evert** (Artistic Director, @k3.tanzplan.hamburg) and **Laurent Meheust** (Director, @legymnase\_cdcn).

The current lineup of confirmed speakers include choreographer and researcher @**yelpdanceco\_mariela.nestora** (moderator), dance dramaturg,choreographer, musician and researcher @**tyroneisaacstuart**, BIPoC artist @**lahincapiecharry** and independent researcher and curator **Katarzyna Słoboda** and researcher and cultural policy consultant **Jordi Baltá Portolés** (@transitprojectes, Spain). Register by 10 November 2022!

👉 𝐈𝐧𝐟𝐨 & 𝐫𝐞𝐠𝐢𝐬𝐭𝐫𝐚𝐭𝐢𝐨𝐧: link in bio

@areal\_colectiv @boraboradans @le\_cnd @operaestate @dampfzentrale\_bern @dancebase @dance\_city\_newcastle @dancehouse\_lefkosia @dancehouselemesos @DanceIreland\_DI @dancelimerick @danceeast @dansbrabant @dansateliers @dansehallerne @dansenshusstockholm @dansenshusoslo @derida\_dance @devir.capa @duncan.center @hellerau\_ @hip\_zagreb @ickamsterdam @k3.tanzplan.hamburg @kinosiska @klapkelemenis @korzotheater @labriqueteriecdcn @lavanderiaavapore @legymnase\_cdcn @lithuanian\_dance @maisondeladanse\_lyon @mercatflors @oespacodotempo @orienteoccidente @pavillon.adc @sadlers\_wells @stanica.station @stukleuven @ponec\_tanecpraha @tanssintalo @tanzhausnrw @tanzhauszuerich @tanzquartierwien @theplacelondon @trafohouse @troiscl

@trans\_europe\_halles @ietmnetwork

@performeurope @otm.network @culture\_action\_europe @europeanfestivalsassociation @circostradanetwork @european\_theatre\_convention @aerowaves\_europe @eunicglobal @eunic.brussels @encatc\_official

@\_dancewell @springbackmagazine @greenartlaballiance

@creative.eu

#### Twitter

@dancehouses announced Ms **Barbara Gessler**, Head of @Creative Europe to open the online EDN Conference “How Can We Move?” on 14 November 2022.

👉Read more about EDN Campaign “How Can We Move”: <https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign>