

EDN Campaign 2022 Document Release

Communication Toolkit



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Rationale

As part of its EDNext 2022-2024 programme, the European Dancehouse Network has focused on the issue of environmental sustainability in its first year. The EDN Campaign was built on the conversations and outcomes of the EDN activities in 2022, together with the findings and recommendations of the EDN publication "Environmental Sustainability in Contemporary Dance: Emerging Issues, Practises and Recommendations".

On this basis, the EDN campaign document was drafted with six key themes, providing answers to the following questions: How are ecological concerns addressed by contemporary dance organisations? What're the biggest challenges in "greening" the way we design, produce and present contemporary dance artworks? What do we need to achieve greater ecological sustainability? And what needs to be considered given our different international circumstances?

The EDN campaign document presents concrete actions and ideas to engage the contemporary dance sector in Europe, its advocates, funders and stakeholders in a common movement for a sustainable future. The campaign was launched in collaboration with EDN members on 6 October 2022 with seven social media actions, including a general announcement and six awareness-raising activities through EDN and member communication channels.

As the final result of the campaign, the European Dancehouse Network has released the final campaign document which includes six themes:

1. We Can Dance. (highlighting the narratives)
2. We Can Do Less and Do It Together. (focusing on the question of production)
3. We Can Travel Slow and Stay Longer. (how can we think about mobility)
4. We Can Be Sufficient. (focusing on organisations)
5. We Can Be Many. (our relations with community)
6. Towards a Sustainable Future... (the policy recommendations)

The EDN Campaign document can be used by artists, advocates, funders and stakeholders to (re)think, (re)adapt and (re)invent their approach. We encourage you to use this document along with the EDN publication "Environmental Sustainability in Contemporary Dance: Emerging Issues, Practises and Recommendations" in your local, regional and national advocacy work.



Communication Goals and Strategy

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

1. To disseminate the EDN Campaign 2022 Document as part of your communication activities in 2022.
2. To use the EDN Campaign 2022 Document, together with the EDN publication "Environmental Sustainability in Contemporary Dance: Emerging Issues, Practises and Recommendations" in your local, regional and national advocacy work.

Key Messages

The European Dancehouse Network would like to stress the following messages:

1. The document presents concrete actions and ideas to engage the contemporary dance sector in Europe, its advocates, funders and stakeholders in a common movement for a sustainable future.
2. The document is endorsed by all 48 members of the European Dancehouse Network from 28 European countries.
3. The document can be used by artists, advocates, funders and stakeholders to (re)think, (re)adapt and (re)invent their approach.

Links

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

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

EDN Campaign 2022 Document (download): <https://bit.ly/EDNCampaignDoc2022>

EDN Publication 2022 (download): <https://bit.ly/EDN2022Publication>



Communication Examples

Visuals

The visuals of the digital campaign in different formats are available on [EDN website](#). Please use them as you see fit in your communications.

Newsletter Content

Dear ...,

I hope this email reaches you well. As you may already know, the European Dancehouse Network, together with its 48 members, has launched the advocacy campaign based on the conversations and outcomes of EDN's 2022 activities and the findings and recommendations of EDN's publication "Environmental Sustainability in Contemporary Dance: Emerging Issues, Practises and Recommendations".

With six key themes, the network underlined the importance of sustainable conditions for artists, sustainable production cycles, mobility, greening of dance organisations, community efforts and policy recommendations. The network compiled the final document, endorsed by all 48 Network members, for artists, advocates, funders and stakeholders to (re)think, (re)adapt and (re)invent their approach. We encourage you to use this document together with the EDN publication "Environmental Sustainability in Contemporary Dance: Emerging Issues, Practises and Recommendations" in your local, regional and national advocacy work.

For more information about the EDN Campaign is available on the EDN website.



Social media items (for inspiration)

Facebook

EDN Releases its Campaign 2022 Document

As a final outcome of its 2022 advocacy campaign, the European Dancehouse Network has published the campaign document with concrete actions and ideas to engage the contemporary dance sector in Europe, its supporters, funders and stakeholders in a common movement for a sustainable future. The document is endorsed by all 48 members from 28 European countries and is available for artists, advocates, funders and stakeholders to (re)think, (re)adapt and (re)invent their approach and advocate for the contemporary dance sector at local, regional and national levels.

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

Instagram

EDN Releases its Campaign 2022 Document

As a final outcome of its 2022 advocacy campaign, the European Dancehouse Network has published the campaign document with concrete actions and ideas to engage the contemporary dance sector in Europe, its supporters, funders and stakeholders in a common movement for a sustainable future. The document is endorsed by all 48 members from 28 European countries and is available for artists, advocates, funders and stakeholders to (re)think, (re)adapt and (re)invent their approach and advocate for the contemporary dance sector at local, regional and national levels.

👉 Read more about EDN Campaign: link in @europeandancehousenetwork bio or <https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign>



Twitter

EDN Releases its Campaign 2022 Document

Read EDN's #advocacy #document with concrete actions & ideas to help transition the dance sector to transition into environmentally sustainable practices.

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



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