**EDN Campaign “How Can We Move?” Awareness #2**

**Communication Toolkit**

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# 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. Based on the data collected from the research and from EDN activities in 2022, the EDN is launching the campaign to advocate for a sustainable and inclusive dance sector.

Campaign consists of four elements;

1. research publication which builds on the findings by the commissioned researcher and the outcomes of EDN activities in 2022.
2. the online conference "How Can We Move? Ecological Perspectives on Contemporary Dance" on 14 November 2022 where the publication will be presented.
3. A full campaign document, a written document with six highlighted campaign themes and endorsement, which will later be used for local advocacy campaigns of the EDN members and others
4. resources list for further information and reading

EDN Campaign “How Can We Move” will be announced on 7 October 2022 with seven social media actions (announcement and six themes), with later dissemination of both research publication and a full campaign document.

# 

# Communication Goals and Strategy

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

1. to draw attention to the EDN campaign.
2. to disseminate elements of the campaign.

Below are several examples of social media campaigns and invitations.

## Summary of the basic information

1. The advocacy campaign draws the attention of stakeholders and dance professionals to six themes (identified as key issues based on EDNext activities in 2022 and the commissioned research publication).
2. The campaign and its content can be shared by anyone.
3. The campaign is directly linked to the EDN conference.
4. The social media communication campaign consists of seven different actions.
5. The materials will be available on the EDN website.

## Communication plan

1. announcement: 7 October 2022 (EDN website, EDN social media)
2. campaign visibility/awareness SM campaigns: 14, 21 & 28 October, 4, 8 & 11 November
3. dissemination of full campaign document and research publication: 15 November 2022

## 

## Expectations

1. EDN members announce the campaign through their communication channels (website, social media, newsletters) and participate in visibility/awareness campaigns SM
2. Campaign document: endorsement by EDN members (permission to use their logo in the document, send EDN your current logo for use in the latter).
3. EDN members can use the full campaign document for their advocacy efforts at the local level
4. EDN members contribute to EDN's shared mailing list of local and international journalists, stakeholders, and professionals they feel need to know about the campaign
5. EDN members help disseminate the research publication and campaign document
6. EDN members provide evidence (screenshots with links) for their (online) publicity

## Important dates

* 7 October 2022: announcement
* by 16 October 2022: Google Spreadsheet finalised
* 14, 21 & 28 October, 4, 8 & 11 November: campaign visibility/awareness SM campaigns
* 14 November: participation at the conference
* 15 November: dissemination of campaign document and research publication
* 10 December: send proofs (screenshots with links) of (online) promotion & EDN + EU logo on their websites

## Links and social media handles

EDN website (active on 7 October): <https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign>

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

Google Spreadsheet: <https://docs.google.com/spreadsheets/d/11wMEvM-IJhLxVnxRzn0auXQsSV7T8AUx4koRrHWcR9I/edit#gid=0>

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>

## EDN Campaign Landing Site

EDN Campaign Landing Site: <https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign>

Here the EDN will publish each of six themes:

1. We Can Dance. (narratives)
2. We Can Do Less and Do It Together. (production)
3. We Can Travel Slow and Stay Longer. (mobility)
4. We Can Be Sufficient. (organisations)
5. We Can Become Many. (community)
6. Towards a Sustainable Future… (policy)

Social media campaigns on 14, 21 & 28 October, 4, 8 & 11 November will consist of posts on social media with link to the EDN Campaign Landing Site.

The themes will follow the intro (in process) and together will form a campaign document that will be available for download later.

## 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 …,

This week we would like to draw your attention to the EDN Campaign 2022. The latter presents concrete actions and ideas to engage the contemporary dance sector in Europe, its advocates, funders and stakeholders, in a shared movement towards a sustainable future.

EDN devised the campaign based on outcomes of EDN’s workshops, meetings and exchanges in 2022, that gathered ideas, actions and good practices contributed by a diverse pool of participants; artists, thinkers, leaders and producers from the field of contemporary dance and beyond.

EDN Campaign “How Can We Move” started on 6 October 2022 and consists of seven social media actions (announcement and presentation of six highlighted themes), the EDN Conference 2022 on 14 November and later dissemination of both research publication and full campaign document.

Today EDN launched the second of six presentations of highlighted campaign themes titled “We Can Do Less and Do It Together”. With this theme the EDN stresses the importance to start thinking outside the paradigm of production, embrace ‘de-growth’ and find a new balance between the production of new works and the circulation and presentation of that which already exists, as well as the impact of the works presented. We propose nine ways to reduce funding-related requirements for the number of productions and presentations, specifically the number of new productions.

More information about the campaign can be found on EDN’s website [**here**](https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign).

More updates regarding the conference programme and campaign will be shared with you in the following weeks.

## Social media items

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

#### Facebook - Campaign Awareness #2

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

𝗘𝗗𝗡 𝗖𝗮𝗺𝗽𝗮𝗶𝗴𝗻 𝟮𝟬𝟮𝟮 𝗧𝗵𝗲𝗺𝗲 #𝟮: "𝗪𝗲 𝗖𝗮𝗻 𝗗𝗼 𝗟𝗲𝘀𝘀 𝗮𝗻𝗱 𝗗𝗼 𝗜𝘁 𝗧𝗼𝗴𝗲𝘁𝗵𝗲𝗿."

📌 "𝗪𝗲 𝗖𝗮𝗻 𝗗𝗼 𝗟𝗲𝘀𝘀 𝗮𝗻𝗱 𝗗𝗼 𝗜𝘁 𝗧𝗼𝗴𝗲𝘁𝗵𝗲𝗿."

How can we move and contribute to environmental sustainability? We can do less and do it together. With the second theme of the EDN Campaign 2022 we stress the importance to start thinking outside the paradigm of production, embrace ‘de-growth’ and find a new balance between the production of new works and the circulation and presentation of that which already exists. We propose nine ways to reduce funding-related requirements for the number of productions and presentations, specifically the number of new productions.

This challenge will certainly be discussed during the URL EDN Conference on 14 November.

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

Interested in the sustainable dance sector? Join us for the online EDN Conference 2022: "How Can We Move? Ecological Perspectives in Contemporary Dance'' on 14 November.

👉 Read more about EDN Conference and register: <https://www.ednetwork.eu/activities/edn-conference2022>

#### Instagram

📌 𝗘𝗗𝗡 𝗖𝗮𝗺𝗽𝗮𝗶𝗴𝗻 𝟮𝟬𝟮𝟮 𝗧𝗵𝗲𝗺𝗲 #𝟮: "𝗪𝗲 𝗖𝗮𝗻 𝗗𝗼 𝗟𝗲𝘀𝘀 𝗮𝗻𝗱 𝗗𝗼 𝗜𝘁 𝗧𝗼𝗴𝗲𝘁𝗵𝗲𝗿."

👉 𝐈𝐧𝐟𝐨 & 𝐫𝐞𝐠𝐢𝐬𝐭𝐫𝐚𝐭𝐢𝐨𝐧 𝗳𝗼𝗿 𝘁𝗵𝗲 𝗘𝗗𝗡 𝗖𝗼𝗻𝗳𝗲𝗿𝗲𝗻𝗰𝗲: 𝗹𝗶𝗻𝗸 𝗶𝗻 𝗯𝗶𝗼

How can we move and contribute to environmental sustainability? We can do less and do it together. With the second theme of the EDN Campaign 2022 we stress the importance to start thinking outside the paradigm of production, embrace ‘de-growth’ and find a new balance between the production of new works and the circulation and presentation of that which already exists. We propose nine ways to reduce funding-related requirements for the number of productions and presentations, specifically the number of new productions. This challenge will certainly be discussed during the EDN Conference on 14 November.

👉 Read more about EDN Campaign “How Can We Move”: link in bio

👉 Interested in the sustainable dance sector? Join us for the online EDN Conference 2022: "How Can We Move? Ecological Perspectives in Contemporary Dance'' on 14 November (link in bio), register by 10 November 2022!

@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

With the second of six campaign themes, EDN presents 9 way to reduce funding-related requirements for the number of productions and presentations, specifically the number of new productions.

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