

EDN Research Publication 2022 Release

Communication Toolkit



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Rationale

Across Europe, dance organisations and the arts in general are increasingly concerned with environmental sustainability. As part of its EDNNext 2022-2024 programme, the European Dancehouse Network has focused on the issue of environmental sustainability in its first year. The research publication "Environmental Sustainability in Contemporary Dance: Emerging Issues, Practises and Recommendations" was commissioned to Jordi Baltà Portolés, who works as a consultant and researcher at Trànsit Projectes, a cultural management company based in L'Hospitalet de Llobregat, Barcelona.

The publication provides the context, references and examples of where and how dance intersects with environmental sustainability, and which set of actions can lead to effective action. Divided into four chapters, the publication first introduces the objectives of the report and the methodology used (1). In the second chapter, readers will familiarise with key terms and concepts of sustainability and the environment, and why the dance sector should (or should not) engage with environmental sustainability (2). The third chapter identifies six central thematic areas: sustainability narratives and themes in contemporary dance, approaches to creation, production and presentation, mobility; transforming organisations to respond to environmental sustainability, partnerships and community relations and policies and support (3). In its final, fourth chapter, the report provides a set of actions to be undertaken by EDN, some general guidelines for EDN members and other dance organisations, and a number of recommendations for public authorities and related bodies at EU, national, regional and local levels (4).

The publication, together with the EDN Conference 2022 is part of the EDN Campaign 2022 "Ecological Perspectives on Contemporary Dance: How Can We Move?", which 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. The European Dancehouse Network, with endorsement of its 48 members from 28 countries, has published the advocacy paper available for the international dance field to use in their local, regional and national advocacy work. More information about the conference and the campaign can be found on the EDN website.



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 Research Publication 2022 as part of your communication activities in 2022.
2. To use the EDN Research Publication 2022, together with the EDN Campaign 2022 Document in your local, regional and national advocacy work.

Key Messages

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

1. The publication provides the context, references and examples of where and how dance intersects with environmental sustainability, and which set of actions can lead to effective action.
2. The publication 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/news/edn-publication-2022>

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

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

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



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, in which our dance house is a member of, has focused on the issue of environmental sustainability in its first year of its EDNext 2022-2024 programme. The network commissioned the research and publication "Environmental Sustainability in Contemporary Dance: Emerging Issues, Practises and Recommendations" to Jordi Baltà Portolés, who works as a consultant and researcher at Trànsit Projectes.

On 15 November, the network released the publication that provides the context, references and examples of where and how dance intersects with environmental sustainability, and which set of actions can lead to effective action. This publication is especially relevant to contemporary dance because it focuses on the specifics of our sector and provides a set of actions to be undertaken by the dance field professionals, dance organisations, as well as a number of recommendations for public authorities and related bodies at EU, national, regional and local levels.

We invite you to read the research publication, available on the EDN website [here](#).



Social media items (for inspiration)

Facebook

EDN Releases Research Publication

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A-must read for artists, dance organizations and policy makers on the local, regional and national level!

👉 Full publication and executive summary available here: <https://www.ednetwork.eu/page/about/resources/edn-publications>

Instagram

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Twitter



 **EDN Releases Research Publication** commissioned to @jordibalta (@TransitCultura).

 Where and how dance intersects with environmental sustainability?

! Context, references, recommendations

 Download publication: <https://www.ednetwork.eu/page/about/resources/edn-publications>



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