

# EDN Campaign “How Can We Move?”

## 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 EDNNext 2022 - 2024.

Through capacity building, networking, knowledge and skills exchange, research and advocacy, EDNNext 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 EDNNext 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;

- I. research publication which builds on the findings by the commissioned researcher and the outcomes of EDN activities in 2022.
- II. the online conference "How Can We Move? Ecological Perspectives on Contemporary Dance" on 14 November 2022 where the publication will be presented.
- III. 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
- IV. 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 EDNNext 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-IJhLxVnxRznOauXQsSV7T8AUx4koRrHWcR9I/edit#gid=0>

FB & IG EDN: @europeandancehousenetwork

TW EDN: @dancehouses

EDN logo: <https://bo.ednetwork.eu/download-attached/jubOjdiBYk8CuGalXt02ImQ7J0z3173B3RYQ4LEq3Pp14BjNSS>

EU logo:

<https://bo.ednetwork.eu/download-attached/2Fs07jfkBTCpOv0ujUUO8hLnJIJeStxDw7oWmOxtHog3uacyiH>



# EDN Campaign Landing Site

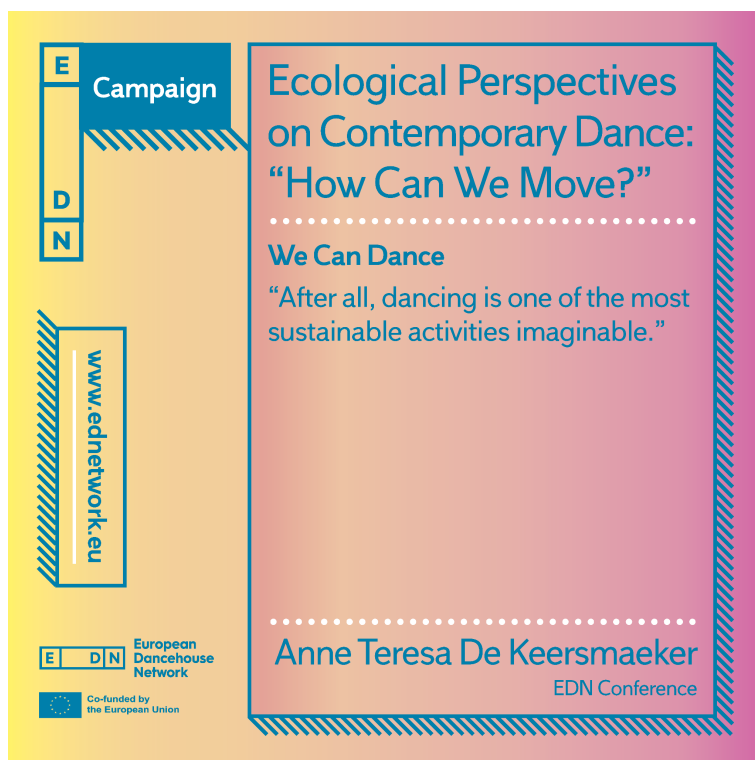
EDN Campaign Landing Site: <https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign>  
(online on 7 Oct)

Preview/unlisted version: <https://www.ednetwork.eu/activities/preview/113>

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.



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# 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.

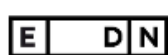
## Newsletter Content

Dear ...,

I hope this 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 EDNNext 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 organizations and dance practitioners. In addition to the EDN's annual conference "How Can We Move? Ecological Perspectives in Contemporary Dance" on November 14, the network has started a campaign, highlighting the importance of sustainable conditions for artists, sustainable production cycles, mobility, greening of the dance organisations, community efforts and policy recommendations.

Each week, EDN will reveal one of the challenges the sector is facing, together with the "how to act" proposals. As a final result, EDN will publish the full campaign document which you or your organisation can use when advocating for a more sustainable dance sector in your local environment. You can follow the EDN campaign on social media and read more about it on their website here (<https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign>).



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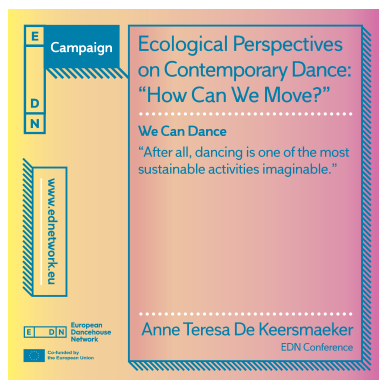
## Social media items

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

### Facebook - Announcement

We suggest EDN members share the original EDN Campaign announcement post on 7 October 2022.

### Facebook - Campaign Awareness



### **We Can Dance.**

How can we move and contribute to environmental sustainability? We can dance. And we can look for potential embodied knowledge in the genuine artistic interest of a dance piece and in the kind of process it involves. With the first of six campaign themes, EDN presents 9 different ways to develop assessment frameworks that address the qualitative contributions of dance and other art forms to adaptation and the transition to a more sustainable society.

Interested in the sustainable dance sector? Join us for the online @EDN Conference... on 14 November.

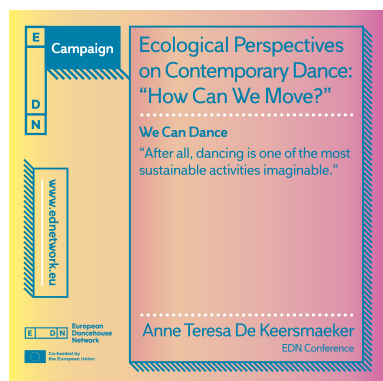
👉 Read more about EDN Campaign “How Can We Move”: <https://www.ednetwork.eu/activities/ednext-sustainabilitycampaign>



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## Instagram



With the first of six #campaign themes, EDN presents 9 different ways to develop assessment frameworks that address the qualitative contributions of #dance and other art forms to adaptation and the transition to a more #sustainable society.

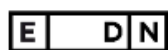
Interested in the sustainable dance sector? Join us for the online EDN Conference... on 14 November.

👉 Read more about EDN Campaign “How Can We Move” and register for the EDN Conference (link in bio)

## Twitter

With the first of six campaign themes, EDN presents 9 different ways to help cultural practitioners to adapt and the transition to a more sustainable society.

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



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