

# EDN Atelier: "Equity in Dance: What are the Challenges?"

## Communication Toolkit



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

# Rationale

La briqueterie CDCN du Val-de-Marne organises an EDN Atelier “Equity in Dance: What Challenges?” on 22 & 23 March 2023, as part of the 22nd edition of the Biennale de danse du Val-de-Marne. The closing date for those applying for EDN travel support is 15 February 2023, while the registration deadline for participants not applying for EDN travel support is 15 March 2023.

For more information on how to participate as an EDN or non-EDN member, practical information and the link to register, please visit the EDN website [here](#).



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

# Communication Goals and Strategy

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

1. To raise awareness within your dancehouses and to fill in all available places for the EDN members.
2. To raise awareness about the Atelier within your networks.

Below are several examples of social media campaigns and invitations.

## Summary of the basic information

1. The Atelier "Equity in Dance: What are the Challenges?" is part of the EDNext 2023 programme/theme Equity.
2. The registration is open to both EDN and non-EDN members.
3. Registration deadline is 15 February & 15 March 2023 via Google Form, available on the EDN website.

## Communication plan

1. EDN's first announcement: January 2023 (EDN website, EDN social media, newsletters)
2. Dissemination of the Atelier report and accompanying materials: mid or end of April 2023



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

## Expectations

1. EDN members announce the Atelier through their communication channels (website, social media, newsletters)
2. EDN members help disseminate the outcomes of the Atelier (report, other accompanying materials)

## Links and social media handles

EDN website: <https://www.ednetwork.eu/activities/atelierfrance2023>

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

[OK3FaLv0E6uTY4FeA4QX48qI8GD1KAlbFI7pcKJT9pilP9ZPaT](https://bo.ednetwork.eu/download-attached/OK3FaLv0E6uTY4FeA4QX48qI8GD1KAlbFI7pcKJT9pilP9ZPaT)

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

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

[jub0jdiBYk8CuGalXt02ImQ7J0z3173B3RYQ4LEq3Pp14BjNSS](https://bo.ednetwork.eu/download-attached/jub0jdiBYk8CuGalXt02ImQ7J0z3173B3RYQ4LEq3Pp14BjNSS)

EU logo:

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

[2Fs07jfkBTCp0v0ujUUO8hLnJlJeStxDw7oWmOxtHoq3uacyiH](https://bo.ednetwork.eu/download-attached/2Fs07jfkBTCp0v0ujUUO8hLnJlJeStxDw7oWmOxtHoq3uacyiH)



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

# 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 ...,

As members of the European Dancehouse Network, we would like to inform you about the open call for registration for the EDN Atelier "Equity in Dance: What are the Challenges?".

The atelier is organised by EDN members La Briqueterie and will take place on 22 and 23 March 2023 as part of the 22nd edition of the Biennale de danse du Val-de-Marne.

Common in the international cultural sector, yet still hard to grasp for many working in the field, the notion of equity encompasses important issues: representativeness, cultural rights, solidarity...

How can artists and professionals seize the principle of equity in creation, in their relations with the public and in international collaborations? The two-day Atelier, open to artists and cultural professionals, offers a space for discussion, practice and collaborative learning on issues of fairness and solidarity.

The closing date for those applying for EDN travel support is 15 February 2023, while the registration deadline for participants not applying for EDN travel support is 15 March 2023.



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

## Social media items

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

Facebook

Visuals available [here](#).

👉 **When:** 22 & 23 March 2023

👉 **Where:** la briqueterie CDCN du Val-de-Marne

👉 **Participant's profile:** artists, dance field professionals

👉 **Registration deadline:** 15 February 2023 (if requesting EDN travel support) & 15 March 2023 (if not requesting EDN travel support)

👉 **Info & registration:** <https://www.ednetwork.eu/activities/atelierfrance2023>

La briqueterie CDCN du Val-de-Marne organises an EDN Atelier “Equity in Dance: What Challenges?” on 22 & 23 March 2023, as part of the 22nd edition of the Biennale de danse du Val-de-Marne. Common in the international cultural sector, yet still hard to grasp for many working in the field, the notion of equity encompasses important issues: representativeness, cultural rights, solidarity... How can artists and professionals seize the principle of equity in creation, in their relations with the public and in international collaborations? The two-day Atelier, open to artists and cultural professionals, offers a space for discussion, practice and collaborative learning on issues of fairness and solidarity. The closing date for those applying for EDN travel support is 15 February 2023, while the registration deadline for participants not applying for EDN travel support is 15 March 2023.



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

## Instagram

The European Dancehouse Network and @labriqueteriecdcn announce the EDN Atelier “Equity in Dance: What Challenges?” on 22 & 23 March 2023, as part of the 22nd edition of the Biennale de danse du Val-de-Marne. The two-day Atelier, open to artists and cultural professionals, offers a space for discussion, practice and collaborative learning on issues of fairness and solidarity. The closing date for those applying for EDN travel support is 15 February 2023, while the registration deadline for participants not applying for EDN travel support is 15 March 2023.

👉 **When:** 22 & 23 March 2023

👉 **Where:** la briqueterie CDCN du Val-de-Marne

👉 **Participant's profile:** artists, dance field professionals

👉 **Registration deadline:** 15 February 2023 (if requesting EDN travel support) & 15 March 2023 (if not requesting EDN travel support)

👉 **Info & registration:** <https://www.ednetwork.eu/activities/atelierfrance2023>

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

## Twitter

EDN and la briqueterie CDCN du Val-de-Marne announce EDN Atelier “Equity in Dance: What Challenges?” within the 22nd edition of the Biennale de danse du Val-de-Marne on 22 & 23 March 2023.

👉 **Info & registration:** <https://www.ednetwork.eu/activities/atelierfrance2023>



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.