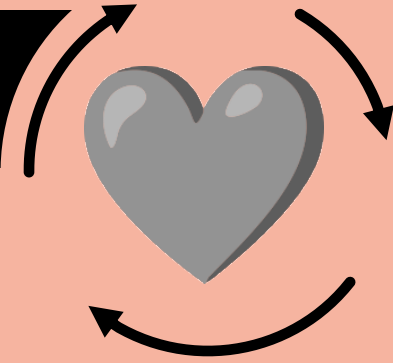


# Socially Fair Event Concepts



Events are unique places to engage in social responsibility and foster participation. Accessibility, diversity, awareness and social justice are crucial for inclusive design - for the audience, employees and artists. They connect people and create spaces that not only inspire, but also initiate positive change.

## Implementing awareness concepts

An awareness concept helps to create a safe and respectful environment. For example, an awareness info point on site, trained staff and clearly communicated values can be used to prevent discrimination. Important: Awareness involves everyone involved - the audience, employees and service providers alike.

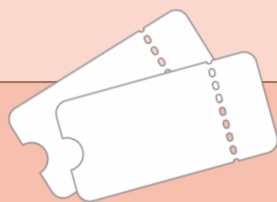
## A comprehensive approach to accessibility

Accessibility means more than just ramps and elevators: It starts with planning and includes everything from barrier-free websites and parking spaces to trained staff. It is important that people with disabilities are actively involved in the design.



## Social tickets

Culture should be accessible to everyone - regardless of their own financial means. Social tickets enable people on low incomes to participate. At the Labor Tempelhof, for example, social tickets cost €19.90 instead of €83.00. As for Germany, a nationwide standardized verification regulation does not yet exist; it is currently advisable to use the federal government's education and participation package as a basis for verification, at least in most larger German cities.



## Free drinking water

Free drinking water stations are a simple measure with a big impact. They not only promote environmental protection, but also make an important contribution to the health and well-being of the audience. At the same time, you are sending a strong message: water is a fundamental human right and should be freely accessible to all.

## Involving non-profit organizations

Events create space for socially relevant topics. The involvement and presence of NGOs on site provides an opportunity to sensitize the audience to social and ecological issues.

## Implementing neighborhood projects

Respect for local residents and the event environment is crucial. A well thought-out concept, e.g. with direct communication, letters to residents or an appropriate compensation programme, promotes dialogue and minimizes conflicts.

## Promoting diversity on stage and backstage

Artists and staff can reflect the diversity by consciously selecting a diverse line-up and by inclusion of marginalized groups, we can set visible signs for equality.

## Planning long-term changes

Measures such as training for staff, better inclusion strategies and raising awareness of accessibility are important steps for integrating social sustainability in the long term.

