

MASTER CLASS

sustainable festival
and event production

by



If we want to solve the climate crisis and transform the society, we need many who can master sustainability. Events and festivals play a big role in this transformation as they have the power to inspire, unite, set new standards and show the way to a better future!

In **LiveGreen's Masterclass** you get practical knowledge and tools to work with ecological, social and economic sustainability as well as communication and change..

WELCOME TO LIVEGREEN'S MASTERCLASS 2022!

LiveGreen's Masterclass in sustainable festival and event production is an intensive online course for those who work with live music, culture, festivals and production of live events.

The Swedish edition premieres in January — April 2022 and consists of five parts: an introduction to sustainable development and four subsequent modules focused on specific pillars of sustainability.

In this document you can read more about the content, guests, materials, format and results.

You can register to the Masterclass in Swedish here:
www.livegreen.se/masterclass

ABOUT LIVEGREEN FESTIVALS & ACADEMY

LiveGreen started as a festival against climate anxiety in 2011. Over the past 10 years, we have gathered knowledge, tools and best practice examples of how we, festivals organisers and music and culture professionals, can take environmental and social responsibility in our event productions as well as how our industry can be a driver of positive change in society.

Now when the world is adjusting to the new reality of living with an ongoing pandemic and we all are re-thinking how we live and work, we have a unique opportunity to start over and plan our events in a smarter and more sustainable way. Through courage, curiosity, innovation and communication, festivals and cultural events can unite and inspire people, test and show the way to a more sustainable society.



WHO IS IT FOR?



**Festival- & event
organisers**



**Cultural sector –
public, private &
non-commercial**



**Artists & cultural
professionals**



**Students who
study music,
culture & events**

FORMAT

FILMS

Each module consists of a pre-recorded educational film where LiveGreen together with guests — organisers and experts from Sweden and around the world — goes through practical knowledge, examples of solutions and innovations in the industry, controversial topics, major challenges and current trends.

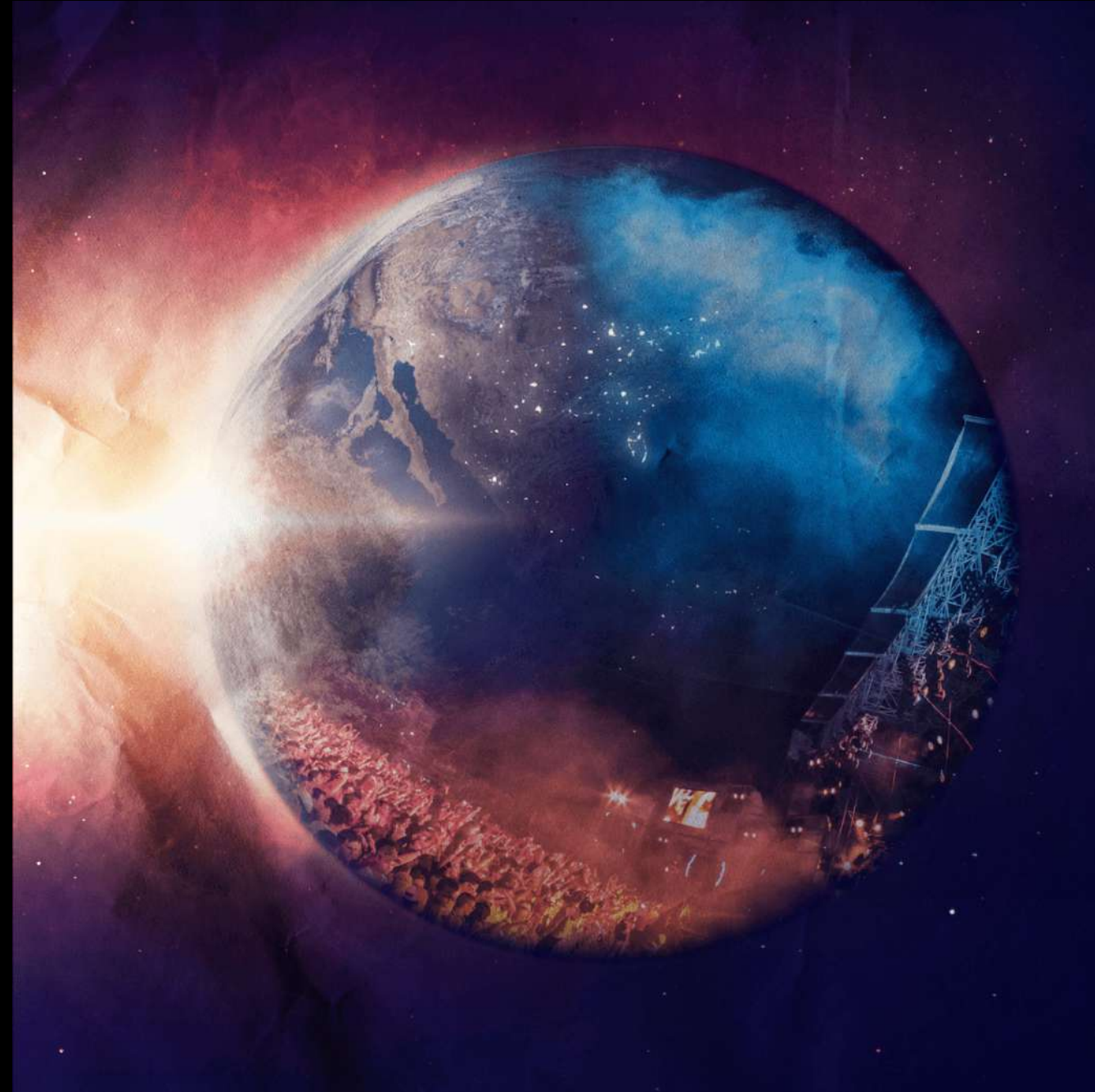
KNOWLEDGE PLATTFORM

All participants get access to a digital knowledge platform where we collect practical checklists, links and interviews in their full length. There are also templates for practical exercises, workshops and tools that you can use individually or together with your team.

LIVE EVENTS

We can not work with sustainability when working on our own. To encourage collaboration, networking and partnerships, we will organize digital sessions with Q&As and group discussions as part of the Masterclass.

CONTENT



Introduction. Why should we care?

In the introduction, we go through the history of sustainability, key concepts and reasons for sustainable transformation. You as a participant receive a basic course in sustainability and after that start to turn your focus inwards on your work — with a focus on visions, values and your own goals.



Module 1. Ecological sustainability

The first module is about the most important issue of our time - climate change - but also other environmental aspects. We go through renewable energy solutions, smart waste management, sustainable food and drink, travel and transport and consumption and production. We also take a closer look at climate compensation and circular events.



Module 2. Social sustainability

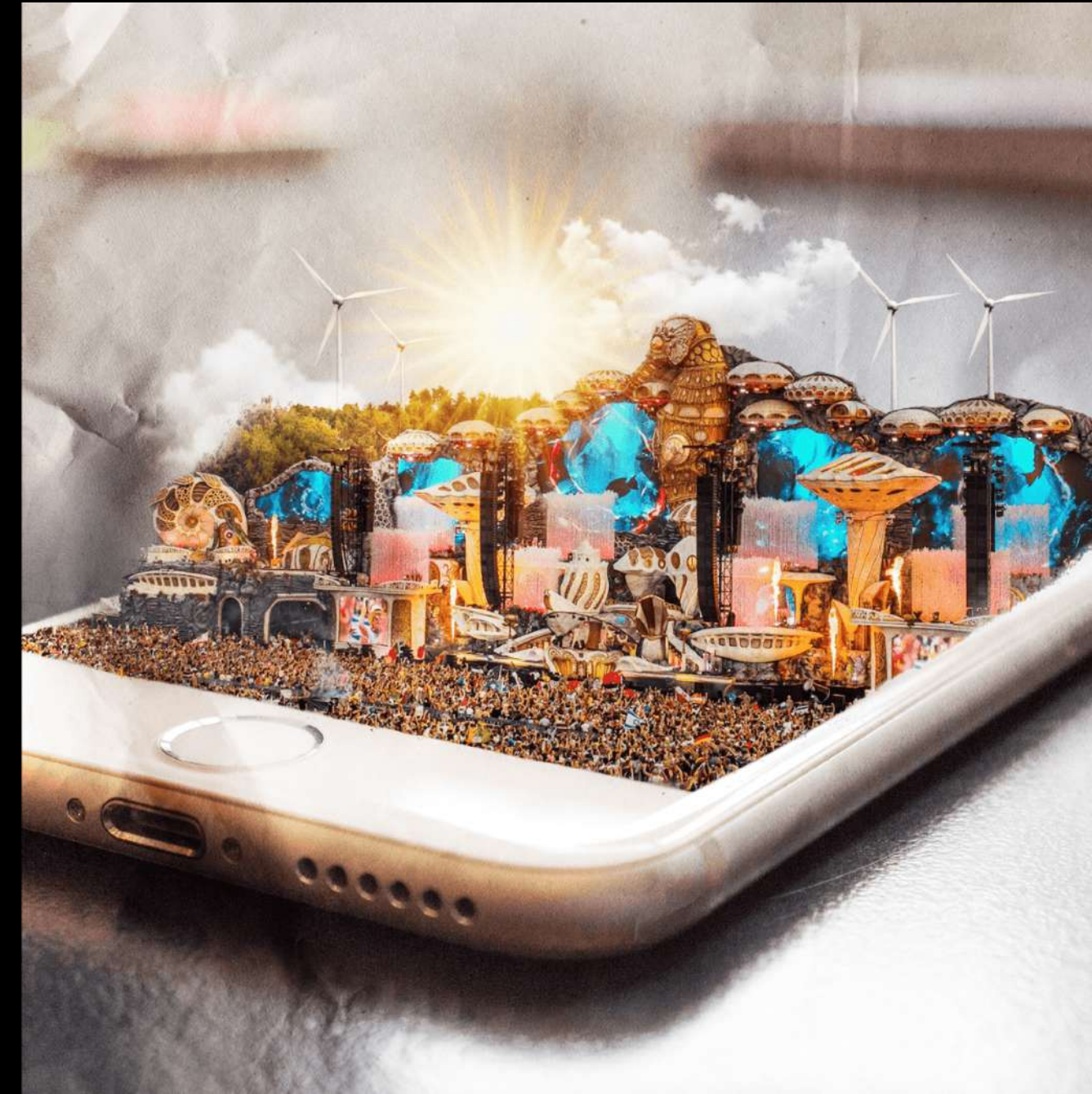
In this module we explore how we can create a festival society that is free from discrimination and inequality. How can we promote diversity, gender equality, inclusion and security? How can we prevent violence, health problems and harmful alcohol culture? How do we challenge destructive norms? We also explore the role of culture and events in democracy and sustainable development.

CONTENT



Module 3. Communication and creating change

Here we focus on how we can communicate various sustainability issues without losing the organisation's identity or “greenwashing”. We talk about events that have changed the world, artists as influencers, behaviour change, activism and gamification. We also learn to measure our impact.



Module 4. Innovation and economic sustainability

In the last module, we dive into innovation, green growth and business opportunities that sustainability brings. We talk about partnerships, how events can be a platform for social innovations and the concept of digital festivals. Finally, we look to the future together with Masterclass guests.

GUESTS

It is impossible to master all the aspects of event sustainability on your own. That is why we have invited guests — experts, researchers, festival producers and innovators — who have shared their experience, knowledge and their vision of the future in LiveGreen's Masterclass.



✿ What dates is the masterclasses held?

You can find the schedule for the year on LiveGreen's website. More dates and times may come, so stay tuned!

✿ Can several co-workers from my organization participate together?

Yes! If you work in a team, we recommend that you participate together. This will help to get a smoother and better start of sustainability work.

✿ How much should I pay?

Masterclass has voluntary admission, which means that you pay according to your ability. However, we have developed some guidelines you can follow:

NGO / individual organiser (young): 70 sek/module
Entrepreneur / organiser (adult): 120 sek/module
Private company / organisation: 360 sek/module

✿ How do I pay?

Right now you can pay via Swish (123 062 66 97) or via invoice. Mark the payment with "masterclass + [organization / name]". Contact us at masterclass@livegreen.se if you wish to pay via invoice.

✿ Do I need any prior knowledge about sustainability?

No. The introduction of the masterclass will provide basic knowledge on sustainable development. Some sections are more advanced and in-depth than others. On our knowledge platform, you can always get more information and explanations of different concepts.

✿ I can not participate at all sessions and events:(

No worries! It will be possible to study the masterclass at your own pace online in the future.

✿ Do I get a diploma?

Yes! As long as you have participated in all modules and have done all the assignments, you will receive a diploma at the end of the masterclass.

✿ Why should I participate in LiveGreen's Masterclass?

For several reasons!

- 1) Sustainability is not a trend — it is a vital necessity, and it will soon become the norm. To equip yourself and your events for the future, you need to learn about sustainability.
- 2) You get inspiration and concrete tips from leading innovators, festival producers and sustainability experts around the world who can help you with sustainable transition, communication and business development.
- 3) You get to meet and network with industry colleagues from all over Sweden and later on — the world.

REGISTER HERE

VOLUNTARY ADMISSION

We want to democratize the knowledge, so that
all can participate and take responsibility.
Pay what you can!



123 062 66 97

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LIVEGREEN MASTERCLASS

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