

How to Organise

DIGITAL SAFARIS

on sustainability

For Live DMA members



About the Digital Safaris

The **Digital Safaris on Sustainability** give live music professionals the opportunity to meet and exchange with live music scenes which work in an ecological and socially just way.

From catering to sustainable building, up to the mobility of the audience and artists or the way they manage anti-discrimination and inclusion, professionals benefit from concrete tips and first-hand experience from their peers. They also have the chance to share the actions they (want to) put in place or the challenges they face.

The Digital Safaris on Sustainability take place via Zoom, and can take various formats: guided tours, presentations, exchange sessions in breakout rooms... It's all about what organisers **want** to do and **can** do.

Organise a Digital Safari in your own language!

In order to reach a larger number of people and try to facilitate access to organising or attending a Digital Safari, we give the opportunity to interested members to organise their own Safari, at national or regional level, in their language. Live DMA will find a solution to translate these into English (subtitles, written reports in English...).

Live DMA can support you in:

- Organising the Safari
- Registrations (easy-to-translate template form)
- Translation (subtitles / short reports...)
- Dissemination after the Safari

How to organise a Safari

A STEP-BY-STEP METHODOLOGY

STEP 1

Find a venue, club or festival that has interesting things to share with regards to ecology and/or social-equity (accessibility of people with disabilities, projects with refugees, projects with people with low-income, projects against discrimination for the staff or audience...).

Tip: You can find a Digital Safari host through an open call among your members or by contacting directly one of your members that you think have great projects, infrastructure and philosophy!

STEP 2

Set-up a meeting with them to define what they want to present (= the theme), how they want to present it (= the format) and when they want to do it (=the date). It's all about what the venue or festival wants to do and can do.

Tip: Sometimes, it is best to have a very narrowed-down and specific theme that rings a bell in the ears of some of your other members. For example: having a Safari dedicated to what it's like to organise sustainable live events in a rural area may interest other members of your network from a rural area.

Or, having a Safari which goes into detail of how the festival does to invite only artists who do not take the plane can be more appealing than a general Safari which goes on the surface of all the sustainable actions this festival does.

STEP 3

Once you know what the Safari will be about, how it will be presented and when, it is time to prepare the communication around it. You can translate this [ready-made form](#) into your language and spread it to your members and partners.

The Digital Safari host can also spread it to their partners and whomever they want to invite. We advise to launch the registrations one month before D-Day. During this month, you can also do social media posts, and ask Live DMA to spread the word to members and/or partners.

We also advise to do a rehearsal Safari with the hosting organisation 2 weeks before D-Day, so as to be sure that everyone is prepared and adjust things if needed.

STEP 4

It's D-Day! Relax and enjoy the Safari. Please, record it so that Live DMA can then translate it (subtitles or written summary). Make sure to introduce yourself and the Digital Safari concept at the beginning.

STEP 5

After the Safari, send the recording to Live DMA so we can translate it and disseminate its contents to a larger scale in Europe.

Please contact Juliette Olivares for any question regarding the Digital Safaris at juliette.olivares@live-dma.eu