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Lansley, Andrew ORCID logoORCID: <https://orcid.org/0000-0002-8810-4263> (2024) Party In the Polycrisis! How music can (actually) save the world. In: Music4Change International Research School 2024, November 6-8 2024, Groningen, Netherlands.

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Party In the Polycrisis!
How music can (actually) save the world
Andrew Lansley



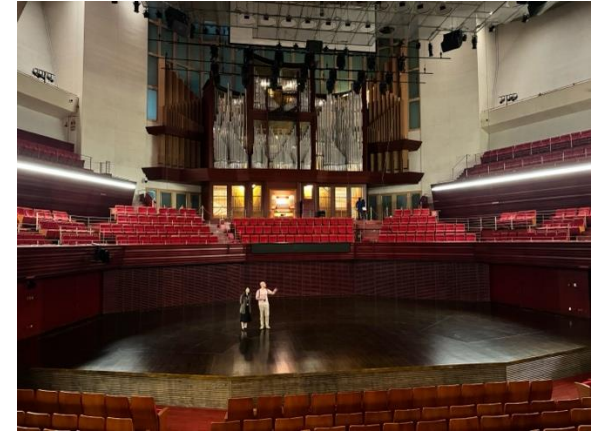
The GECOP Pilot



Emerging Themes: UK x NL



Final Report & Next Steps



Overview: Context

VISION 2025
Outdoor Events · Climate · Action

attitude
is everything

CHELTENHAM
Festivals

Advisory networks:
Cheltenham Culture Board
Economic Advisory Group
Sustainability Sub-Group

Local Stakeholders:

CH E L T
Z E R O

S
National Star

CHELTENHAM
BOROUGH COUNCIL

The DATE toolkit combines national community driven accessibility and sustainability standards into an assessment and advisory toolkit.

This has been made possible by the highly networked events research and practice ecosystem in Gloucestershire

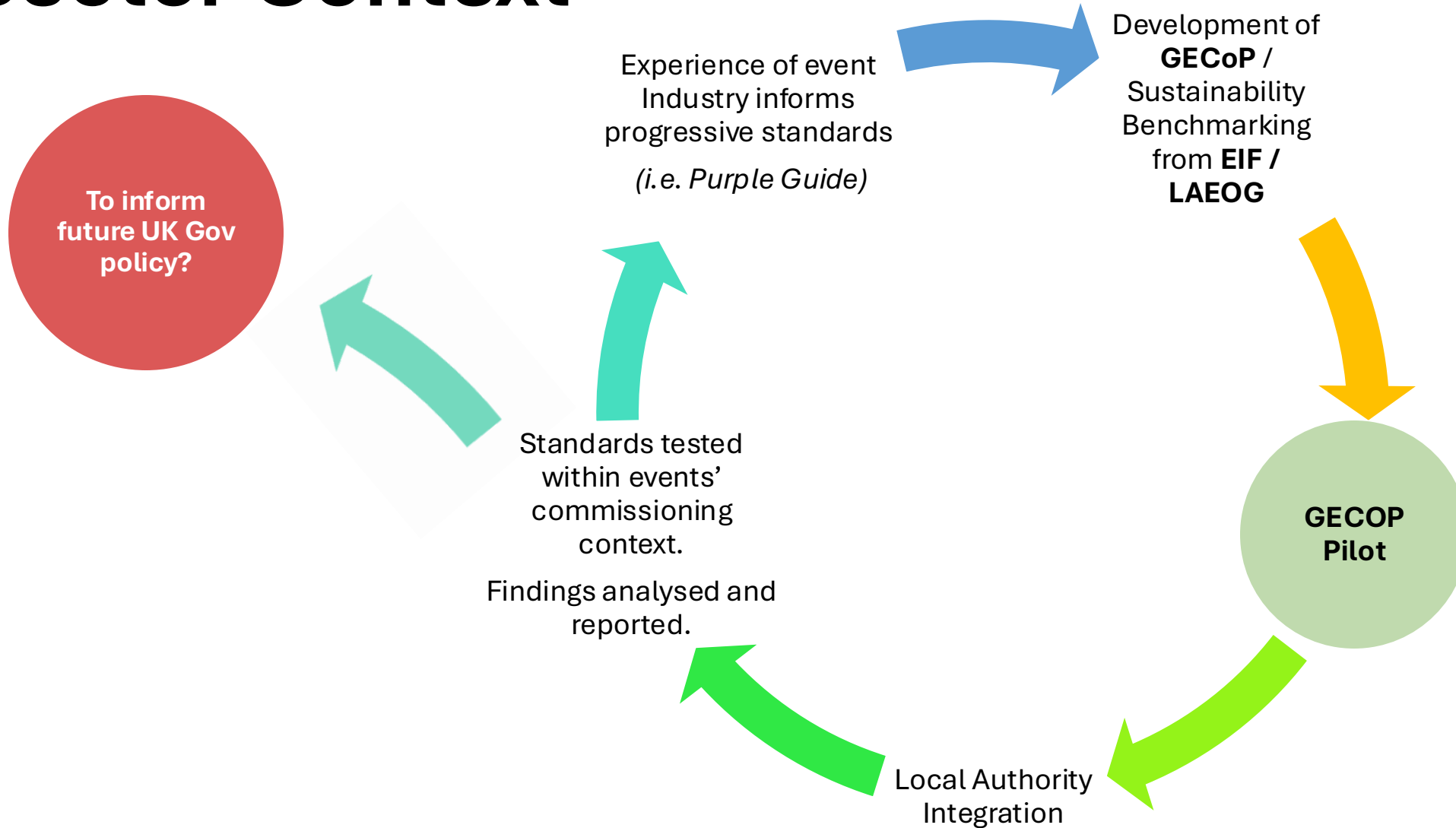
UNIVERSITY OF GLOUCESTERSHIRE



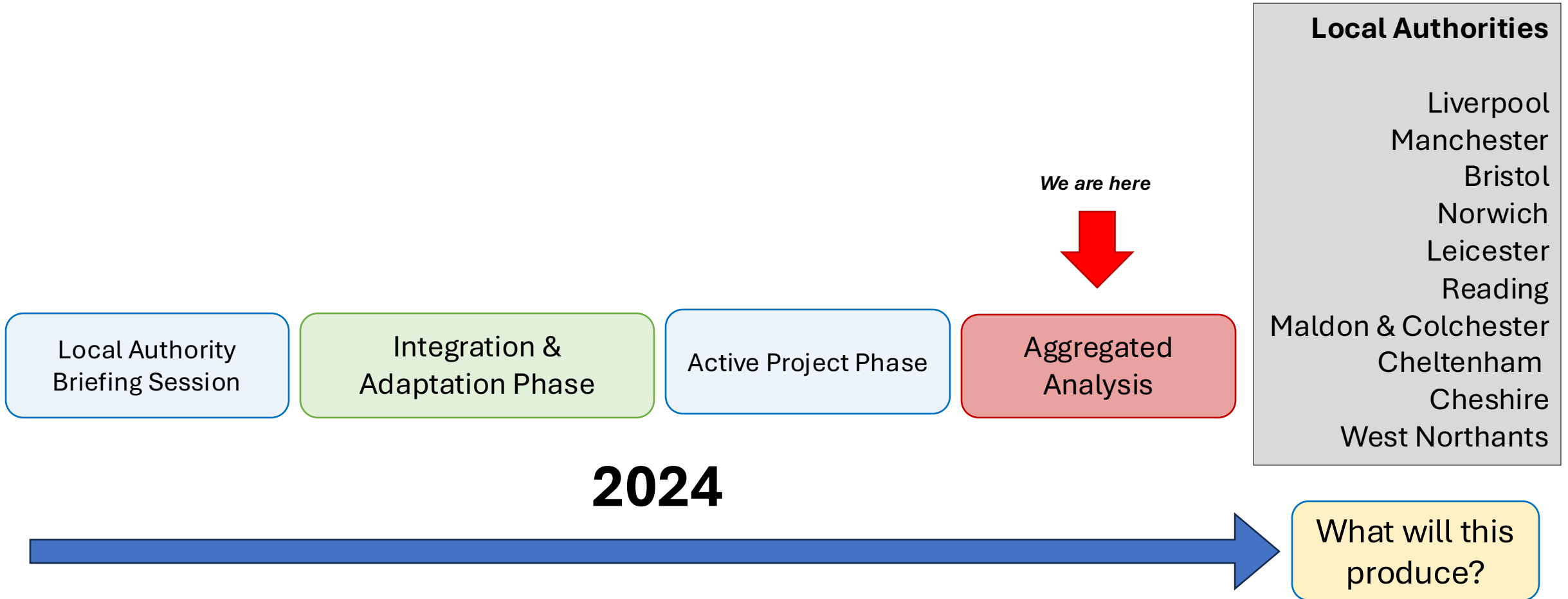
GECOP =

- Action
- Research
- Innovation
- Inclusion

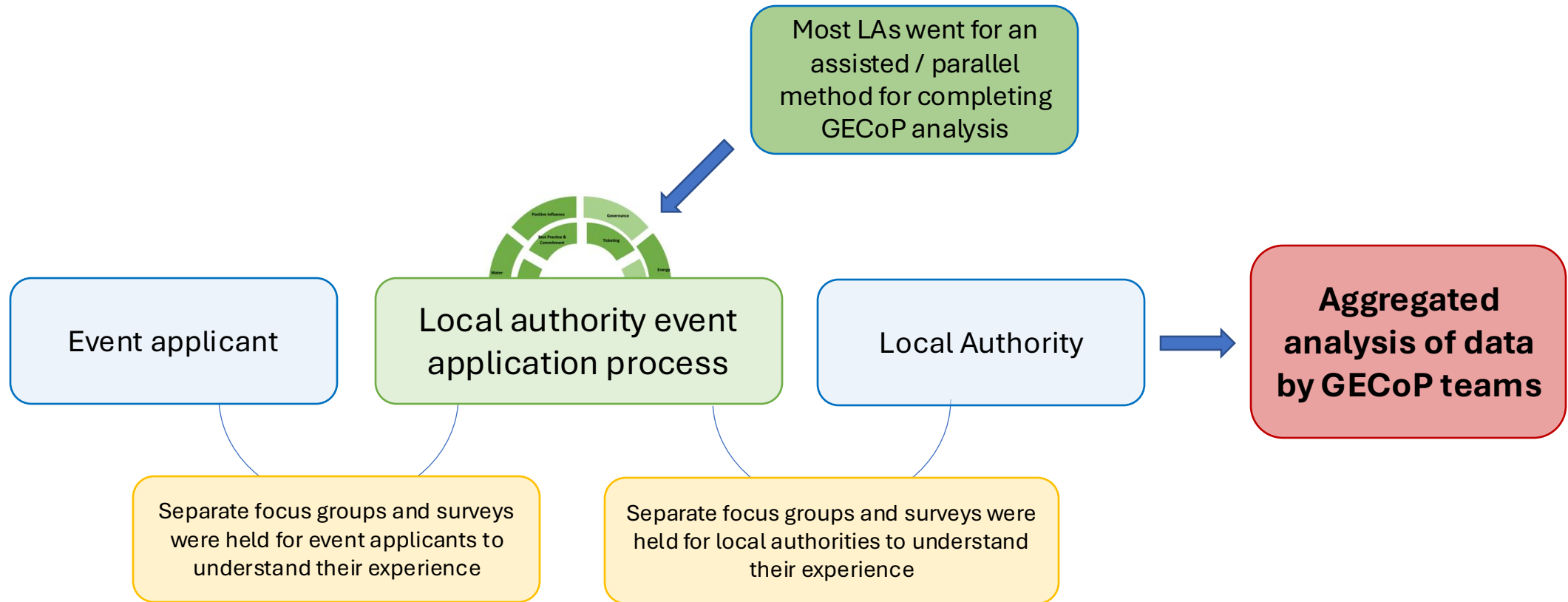
Sector Context



UK Local Authority Pilot: Update



Overview: How was GECOP integrated?



UK Local Authority Pilot: Update

Coordinated analysis

These are the key datasets as identified by local authorities:

DATASET 1

Event profiles: individuals
Event advisories: community
Benchmarking: national

What are the profiles of our events?

DATASET 2

Reporting disclosure for CO₂e for selected sample (WOMEX / Sound City)
CO₂e reduction tracking using a variety of carbon measuring frameworks

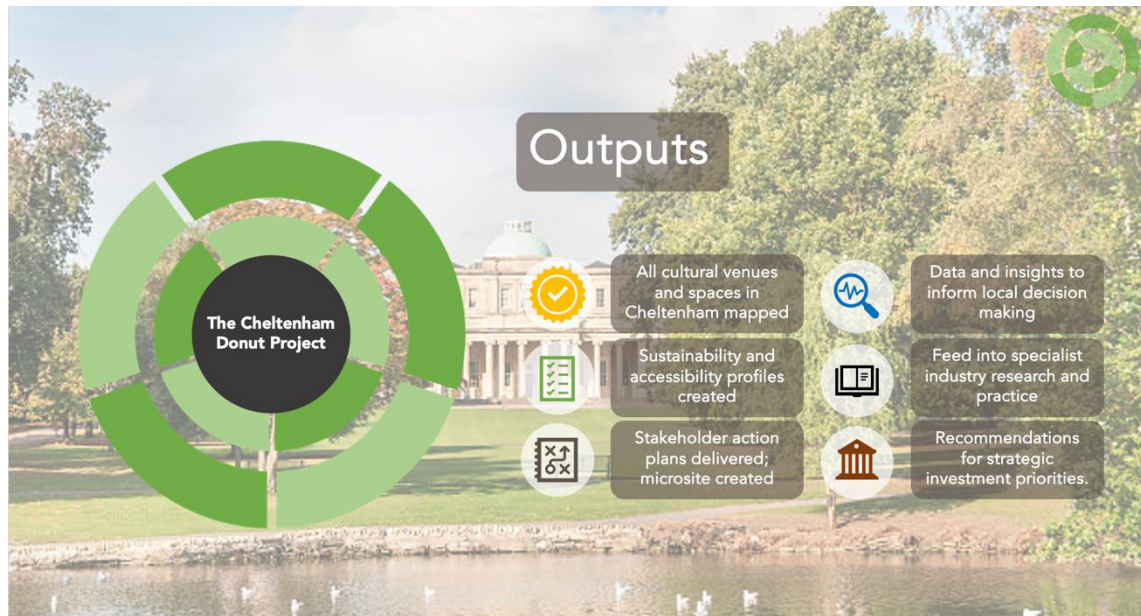
Does adherence to GECOP reduce CO₂e?

DATASET 3

Qualitative user data from event managers, local authorities and 3rd party / ALMOs etc

Can sustainability standards be integrated into LA event processes?

Emerging Themes: Impactful Projects



Phase II: Localised audit of venues

Toolkit is facilitating growth into **touring, leisure, tourism, hospitality & public spaces** (e.g. Manchester)

Venue & space audit to inform **policy reporting**

Expansion of toolkit use through a wider range of practice e.g. procurement, social value modelling, land use & more



Identifying quick wins & innovating

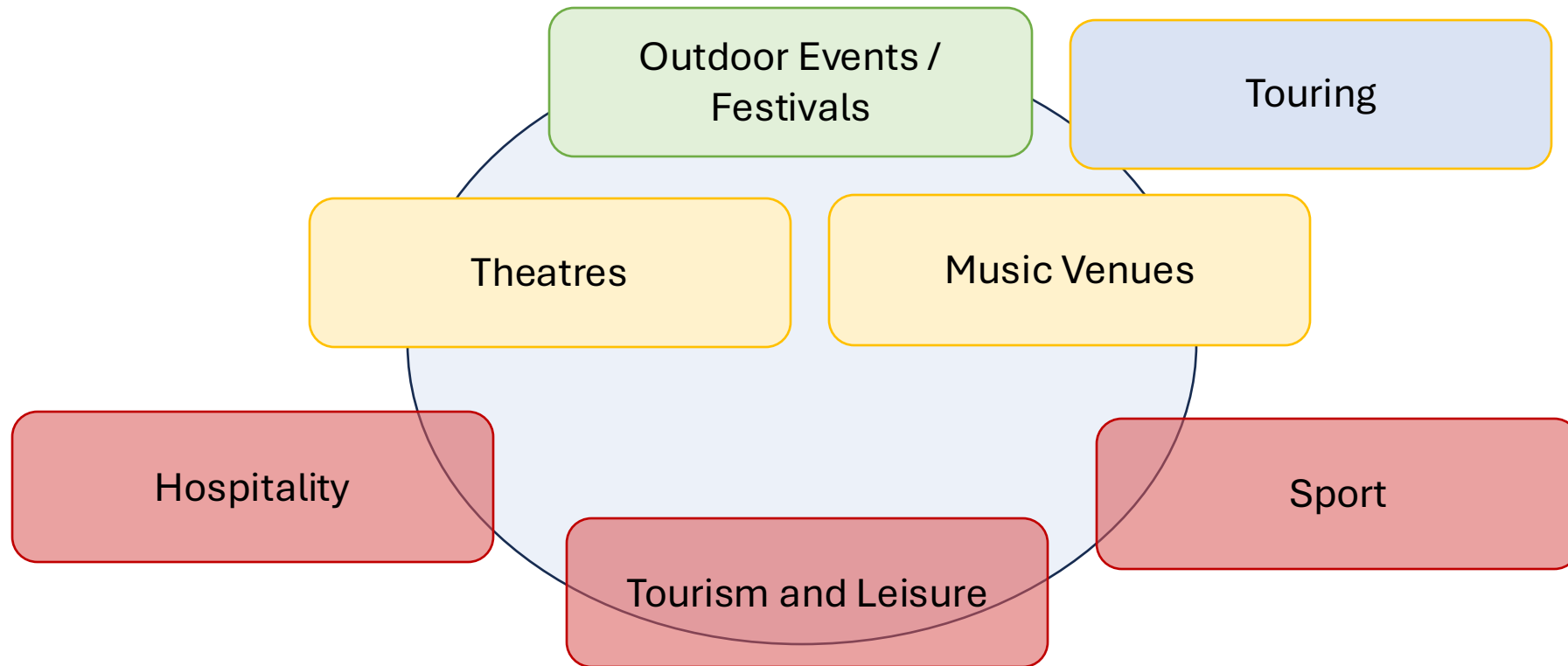
One product of initial research has been **AERI Shared library** of events access resources
The resource improves access, promotes sustainability, and **saves money**

Initial funding of £5K from GCC to explore in 2025

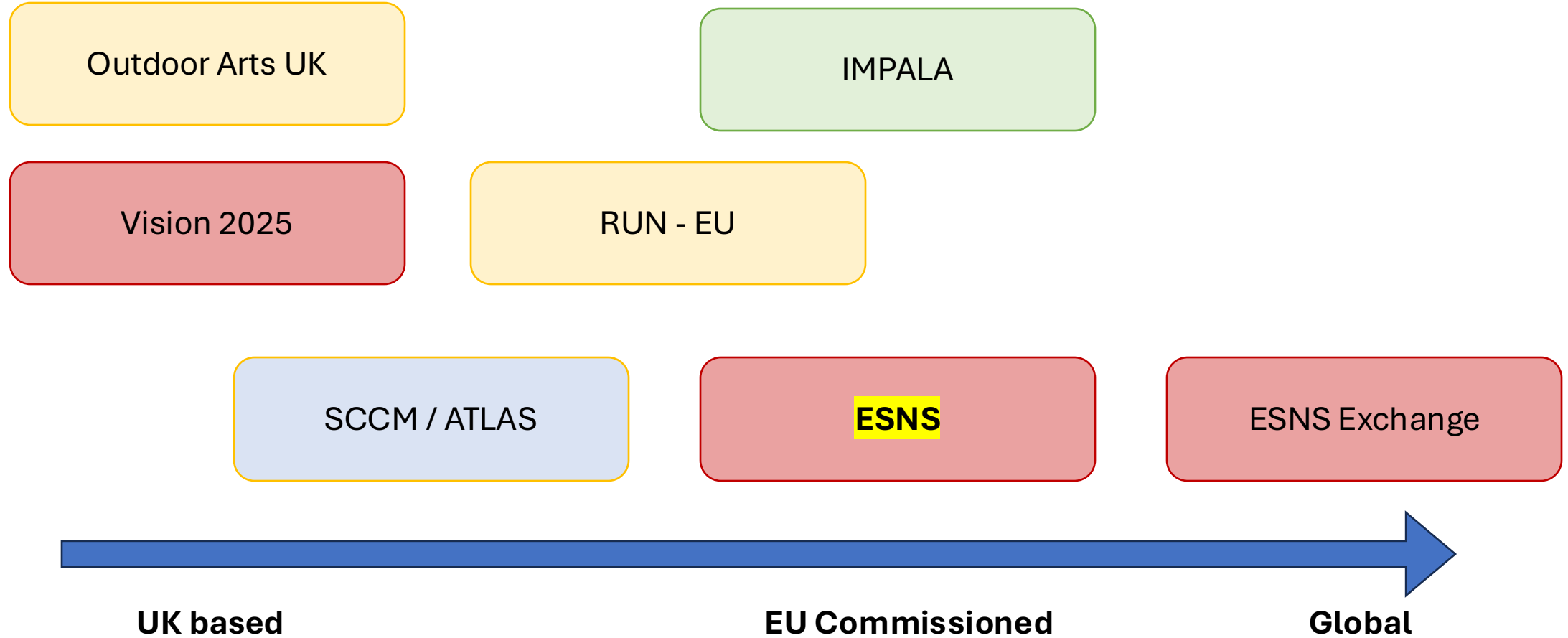
Emergent Themes: Economic Applications



Toolkit being diversified to address...



Emergent Themes: Growth



Emergent Themes: Initial learnings

Practice that promotes successful, progressive event strategies within regional cultural ecosystems

Communicate



- Connection with equivalent individuals and departments in other local authorities
- Consolidation of relationships with local music providers / event managers
- Build practice and progress into your comms strategy i.e. working together locally

Comprehensive Approach



- Consider a holistic approach that ties into existing cultural strategies within relevant departments (e.g. parks, licensing, sustainability etc for events)
- Consider a model that unites local civic, cultural and academic priorities
- Build something that creates less work: aim should be to reduce admin and improve cohesion

Local / Community Strategy



- Build it to last with your local community, all the specialist info is out there already
- Form a culture board or steering group; activate specialists within the local community
- Structuring a wider community approach reduces risk overall: avoid single points of failure and develop steering groups to incorporate a wide range of voices and lived experience

Case Study: Góbéfest Manchester

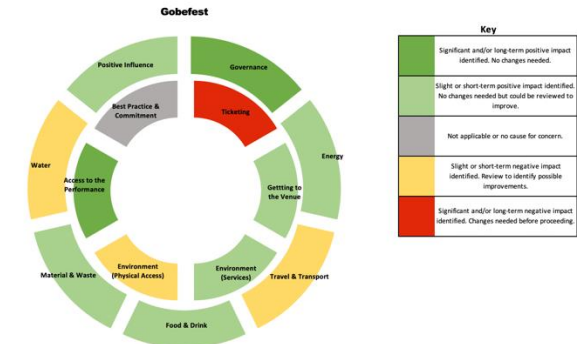


ABOUT GÓBÉfest

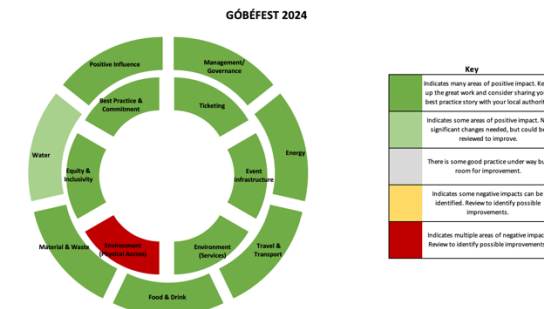
Góbéfest was established in 2017 to celebrate the little-known culture and traditions of the Szekler people – a group of ethnic Hungarians living in Transylvania, which is part of Romania. A Góbé is a friendly word for a 'crafty Székely'. With its roots firmly in Transylvania, Góbéfest will also showcase the practices and folklores of other cultures from across Europe and beyond.

Over the last 8 years, Góbéfest has grown to become an international folk and culture festival, drawing from across the Carpathian Basin, Eastern and Central Europe and beyond. In the family tent you can expect music, arts and crafts workshops for all ages.

[Read more](#)



2022: 93.09t of CO₂e



2024: 32.65t of CO₂e*

As part of the **GECOP Pilot** we have found working across areas of local government, academia and the events sector helps **to create a shared understanding** of accessibility and sustainability goals.

*data modelled using AGF reporting framework, reported by MCC Nov 24

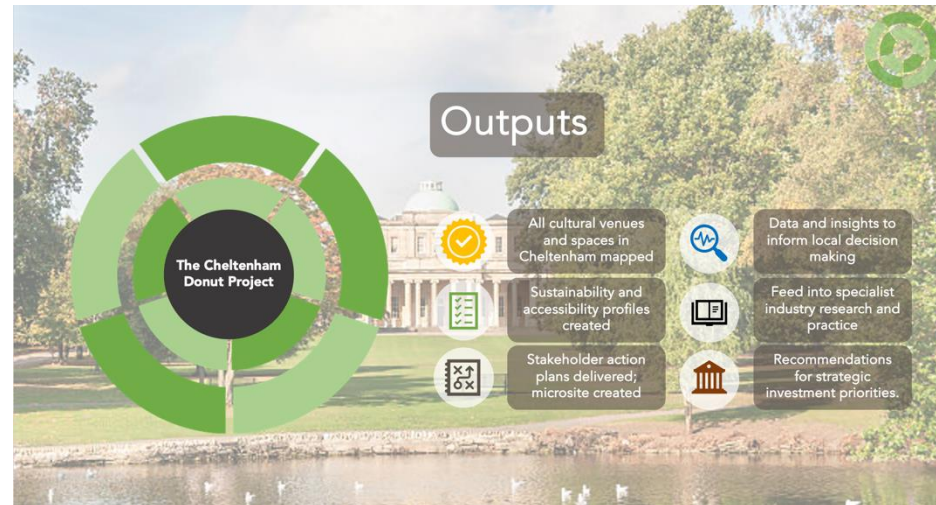
**material reduction of 65% GHG is subject to final reporting

Project Timeline / **Next Steps**



Data Analysis

Surveys, DATE toolkits, CC toolkit reporting
November



Project Write up

Richard, Chris and Andrew will collate and evaluate data/themes and begin writing the report. The report will be aimed at a variety of audiences, focusing on **policy makers, local authorities and event organisers**
December



Publication

Jan 10th 2025



Questions?



Follow ups:

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