

## [PRESS RELEASE – BRUSSELS, 20 OCTOBER 2020]

### **New Partners to contribute to EU Project “FestivalFinder.eu (a)Live Now”**

FestivalFinder.eu is an online search tool for audiences to discover all arts festivals, from music to theatre, streets arts to dance, literature, etc. in 45 countries in Europe near and far.

***FestivalFinder.eu and its 2300 registered festivals today are embarking on a new partnership with the City of Bergen, Italiafestival, publiq, Summa Artium and EURACTIV Media Network. The EU supported project “FestivalFinder.eu (a)Live Now” brings together cities, tourism boards, press and academia under a shared objective: to bring local content on arts and arts festivals to the attention of audiences worldwide. “(a)Live” has the ambitious objective to create a centralised interaction channel between festivals and different stakeholders for all sorts of audiences to know what is going on in the festivals world European-wide thanks to the digital tool ‘FestivalFinder.eu’. It kicks off in October under the Creative Europe programme.***

FestivalFinder.eu offers information about arts festivals across 45 countries, highlighting one of Europe’s most important assets, its variety of cultures, languages and art forms. It guides international audiences, festival lovers, festival makers, artists, travellers, academics, journalists, bloggers, policy makers, city developers and all stakeholders through the world of Europe’s diverse cultural space. It is rooted in and steered by the festivals’ community with the support of the European Union.

The European Festivals Association together with its partners will invest the next 2 years to develop FestivalFinder.eu so that art lovers have the chance to access even more up-to-date, insightful, complete information on the immense strength and powerful force that festivals bring to local life, community building and sustainable tourism.

The partners of this new cooperation model include:

- the European Festivals Association
- the City of Bergen (Norway)
- the national festivals association Italiafestival
- the research observatory of Summa Artium
- the Pan-European media group EURACTIV Media Network
- the digital platform for culture and leisure participation publiq

*“Whether you are a festival lover, a festival maker, a traveller, a journalist, a policy maker... FestivalFinder.eu has something for you. We are glad to be able to work out examples of how cities and tourism officers can use and refer to this pan-European platform for arts festivals and bring its contents to the attention of arts lovers worldwide”,* Kathrin Deventer, Secretary General of the European Festivals Association.

*“Looking forward to develop this project together! Great potential, amazing partners.”* Bart Becks, President and Chairman of EURACTIV Media Network.

## Summary of the project

From October 2020 until July 2022, “FestivalFinder.eu (a)Live Now” will activate the digital tool FestivalFinder.eu with 6 partnering stakeholders from 6 different sectors: festivals, cities, national tourism boards, the press, academia and the technological world.

*(a)Live* sets a multi-sectorial stakeholder basis to transform FestivalFinder.eu as an interfaced dynamic portal for various targets to access and interact about festivals. By involving partners from different sectors as initiators, the project develops solutions for more audiences to be engaged in discovering artistic offers. It will increase access for audiences to the arts and information on festivals’ rich diversity in Europe and beyond. *(a)Live* has the ambition to turn these audiences into actors that bring the arts festivals to live.

The project will develop a new sustainable business model with all the arts festivals’ stakeholders by offering a European collaboration window to cities and national tourism boards, a contextualised digital platform for journalists to disseminate their content and a complete database of festivals to researchers.

*(a)Live* will provide various outputs: a unique, centralised, interfaced festivals portal in Europe; a new cities network investing into higher accessibility of festivals info; an increasing number of active festivals in a database for interaction with academics & policymakers; and a platform for press to disseminate content on arts.

The City of Bergen in Norway (on a local scale) and Italiafestival in Italy (on a national scale) will be the flagships. They will collaborate closely with EURACTIV Media Network, Summa Artium, publiq and EFA to experiment the various possibilities offered by the project. (a)Live will then follow up on several toolkits for the different actors to explain how to benefit from FestivalFinder.eu. Each toolkit will focus on a specific stakeholder to tell the story on how to promote festivals ‘state-of-the-art’ like European-wide and use FF.eu as reference.

## FestivalFinder.eu countries

FestivalFinder.eu includes arts festivals from 45 countries:

- **The EU member states:** Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Ireland, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Spain, Slovakia, Slovenia, Sweden, the United Kingdom (UK)
- **The Creative Europe countries:** Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Republic of Serbia, Georgia, Moldova, Ukraine, Tunisia, Armenia, Kosovo
- **Other included countries:** Switzerland, Russia, Turkey, Azerbaijan

Initiated by the European Festivals Association, FestivalFinder.eu finds its roots in the European funded project *Europe for Festivals, Festivals for Europe* (EFFE) and was launched in October 2018. Today it assembles more than 2300 arts festivals offering more than 18 different art disciplines and is still growing every day.

## Presentation of the partners

<p><b>European Festivals Association</b></p> 	<p>The European Festivals Association (EFA) is a community dedicated to the arts, the artists and the audiences. EFA's main role in the permanently developing world of digitisation and globalisation is to connect festival makers so to inform, inspire and enrich the festival landscape. In this perspective, EFA is a festivals' service, knowledge and training provider; the oldest cultural network of European festivals set up in 1952! It was established to bridge the distance between organisations and all kinds of stakeholders and to create connections internationally. All this in function of the enrichment of a festival's own artistic offer and its organisational opportunities.</p> <p>EFA is a trusted alliance of festival makers including: 80 EFA members; more than 2.300 festivals in 45 countries registered on the FestivalFinder.eu website; 700 alumni of The Festival Academy; and 40 cities contributing and participating in the Festival Cities Initiative.</p>
<p><b>The city of Bergen</b></p>  <p>CITY OF BERGEN</p>	<p>With a population of 240.000, Bergen is Norway's second largest city. Bergen is home to strong and growing industries within information and communication technology (ICT), media, the arts and education. The municipality also works hard to ensure that Bergen is an attractive location for new and existing companies.</p> <p>Bergen prides itself upon the name City of Culture. The Department of Culture, Diversity and Equality represents the municipal and urban interest in the project-democratic representation of the population of the political involvement in the cultural development and as a major financier of festival activities. Bergen has Norway's highest municipal allocation of funds to cultural affairs and actively supports both traditional and innovative arts. It is also a city of festivals.</p>
<p><b>Italiafestival</b></p> 	<p>Created in 1987, Italiafestival is a non-profit association representing more than 30 Italian festivals and 4 festival networks operating in the musical, theatrical, performing arts and dance, literature and other sectors throughout Italy. It represents a fair mix of structured festivals well known also internationally and others less known but presenting a strong international vocation and solid roots with the territories.</p> <p>Italiafestival aims at the promotion of its members at a local, national and international level also connecting the festivals' world with touristic and social issues.</p> <p>Italiafestival plays an active role within the European Festivals Association, being a member and one of EFA's Hub on the national level for activities towards festivals and tourism boards in Italy. Italy is the most successful country in inviting festivals to join FestivalFinder.eu and has a strong link to its ministry of culture and tourism.</p>

<p><b>Summa Artium</b></p> 	<p>Summa Artium was established with the aim of boosting sponsorship and support for the arts from the corporate and private sector; and to promote the cause of arts, business partnerships, and private support for the arts in general. Summa Artium bridges the business world and the arts. Its mission is to act as a catalyst in fundraising for the independent cultural life, in the meantime organising cultural experiences and offering business results to its corporate and individual partners.</p> <p>Summa Artium comprises the Budapest Cultural Observatory since 2015. The Observatory has been monitoring the cultural developments in the post-communist countries between the Baltic &amp; Adriatic seas.</p>
<p><b>EURACTIV Media Network</b></p> 	<p>EURACTIV Media Network is an independent pan-European media network specialised in European Affairs and policies, with 20 years' experience as a highly effective media multiplier at the same time.</p> <p>Its entire network includes 12 partners across Europe including Brussels, France, Germany, Spain, Italy, Poland, Czech Republic, Bulgaria, Greece, Romania, Croatia, Slovakia. Together with its media partners, EURACTIV reaches over 1.7 million users across Europe and beyond, every month.</p> <p>For over 10 years, EURACTIV has led, participated and successfully managed EU programmes and projects. EURACTIV has developed a rich portfolio of successful projects and has continued to develop innovative communication and dissemination tools to raise awareness of European values.</p>
<p><b>publiq</b></p> 	<p>publiq is a Belgian non profit organisation that is in charge of the digital platform carrying the same name. publiq facilitates partners by connecting and putting people and activities in touch. It focuses on leisure activities: youth, cultural and sports events in Flanders and Brussels, the Dutch speaking part of Belgium since 2002. publiq envisages a society in which leisure leads to encounter, initiative and shared experience, its core value unit are events. The core interactions on the platform are: creation, consumption, loyalty, subscription.</p> <p>publiq is the pioneer in Europe in audience reach and accessibility of cultural offers with a specific investment done in Smart technology and smart data analyses in the past 20 years.</p>

## Credits

*FestivalFinder.eu (a)Live Now* is a project implemented by the European Festivals Association in partnership with the City of Bergen, Italiafestival, Summa Artium, EURACTIV Media Network and publicq, and supported by the Creative Europe programme of the European Commission.



## Press kit pictures and video

Download the [press kit and pictures here](#)

View FestivalFinder.eu's: [promotional video](#)

Festivals can register here: [www.FestivalFinder.eu](http://www.FestivalFinder.eu)

## Contact

For more information about the project or to arrange an interview with one of the partners, please contact:

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