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ID&T shout out to combine forces for a sustainable dance industry

ID&T and ADE initiative 'ADE Green' wake up call for EDM

When dance-festivals join forces they can make a difference when it comes to sustainability. That is the conclusion of ADE Green, a conference organized on the 16th of October by ID&T and the Amsterdam Dance Event (ADE) at the Chicago Social Club in Amsterdam. Experts in the international dance scene spent the day debating on improvements of a more sustainable dance industry. Burning Man (US), Mysteryland (NL), Boom (PT), Sensation (NL) and Julie's Bicycle (GB) were some of the top music events that were represented at the event, chaired by Jacob Bilabel, the founder of the Green Music Initiative. ID&T and ADE, in cooperation with the Green Music Initiative and Go Group, hope that ADE Green represents a kick-off of a worldwide green dance movement.

Challenges for pioneers

During ADE Green international pioneers discussed on how they integrate sustainability in their businesses. Lyke Poortvliet, Sustainability Manager at Mysteryland: "Mysteryland wants to close the plastic cycle. We accomplish that by working together in the whole chain with partners such as Coca Cola, social organizations like Nederland Schoon - a foundation that fights street waste - and our waste processor. Hopefully in the future we can see festival cups as the start of a new product, instead of waste." The participants at ADE Green inspired each other by discussing the challenges they face and how they tackle them.

Kick-off collaboration ADE

The artist panel, with DJ's such as Gregor Salto and Headhunterz, focused on how DJ's can inspire their fans to participate in sustainable activities. Bilabel concluded that the artists want to be involved in sustainable initiatives, but at the same time find it difficult where to start. "That's why it is so important to come together, to share knowledge and inspire each other," states Carlijn Lindemulder, Sustainability Director ID&T. "Today was a kick-off of a valuable collaboration with ADE. The next few years we will join forces to put the topic 'sustainability' on the agenda of the day."

Wake up call

ID&T CEO Duncan Stutterheim and Carlijn Lindemulder hosted the afternoon's closing presentation and talked about ID&T's approach on sustainability. Lindemulder: "We got together with ADE early this year, to discuss what we could do to raise awareness on this topic. We hope that the conference today has inspired all visitors to continue incorporating sustainability in their businesses. Given the enormous reach all these organizations have together, we can mobilize a huge number of people!"

About ID&T

ID&T is the leading pioneer in the field of electronic music events and the brains behind national and international events such as Sensation, Mysteryland and Welcome to the Future. ID&T works with the world's most talented and innovative DJ's, musicians and creatives to organize dance events that bring people together in the most extraordinary locations. Since a group of friends founded the company in 1992, ID&T has grown into an organization with successful operations right across the globe. For more information: www.id-t.com

About the Amsterdam Dance Event

Over the past 18 years, the Amsterdam Dance Event (ADE) has become the world's leading electronic music platform. The annual five-day event attracts a global audience with its extensive conference and festival program. And the ADE, with 300,000 festival goers and 4,000 conference visitors each year, is still growing strongly. The last edition reflected the global success of the dance industry, with performances by 2,000 national and international artists and abroad, leading Dutch and international speakers, 350 events and a record number of 80 stages right across Amsterdam.

The Amsterdam Dance Event is organized by Amsterdam Dance Event Foundation, an initiative of Buma. Official ADE partner: Samsung

NOTE FOR THE EDITOR / NOT FOR PUBLICATION:

For more information on the program and HD images, please contact het PR Bureau or ID&T:

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