



Invitation to the UN Music & Environment Initiative

Stakeholder Meeting 22-23 March, Arendal Norway

The United Nations Music and Environment (M&E) was initiated in 2009 with broad support from European festivals and research institutions. The M&E Initiative is led by the United Nations Environment Programme (UNEP) in collaboration with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and other partners.

The objective of the M&E Initiative is to use the popularity of music to promote environmental awareness and respect for the environment among the public, especially young people; and to assist in the process of "greening" the music and entertainment industry by bringing together leading regional and global partners in order to stimulate dialogue on environmental matters and to find solutions. The European festivals and research institutions are interested in being partners of UN M&E.

In Europe, festivals and research institutions have joined forces by establishing a European Network under the M&E Initiative, which aims to be a practical example of how the music industry can be "instrumental" in shaping environmental stewardship – to the benefit of the global community. Festivals present a tremendous opportunity for communicating messages and motivating a whole new generation. It is the perfect setting to deliver serious, and alternative environmental messages. Research institutions can also provide the "know how" of green solutions.

Today, twelve partners have joined the European network and are ready to test the potential that lies in cooperation amongst each other and with the wider UN system. On 22-23 March 2010, the European network will get together with representatives of the global Initiative to meet in Arendal, Norway to discuss the current status of the music industry in addressing sustainability issues and agree on the way forward. Some of the following questions will be addressed:

- How can the music industry share best practices and tools for acting sustainably?
- How can the music industry reduce its impacts on the environment?
- How can environmental messages be jointly communicated, and subsequently, how can we measure the impact of that communication?

The Arendal meeting will provide the launching pad for the M&E Initiative.

We would like to invite you to participate in these important discussions with representatives from the music industry. You will find the workshop agenda, practical information, and the draft communiqué to be discussed at the meeting attached.

We are looking forward to seeing you in Arendal!

Please see file called "Practical Information" for guidelines on how to register for the workshop.

Contact information for the UN Music and Environment Workshop:

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