

ID&T and ADE present ADE Green

Top festivals take the lead in move towards a sustainable dance industry

ID&T and Amsterdam Dance Event (ADE) will be launching the ADE Green sustainability initiative on the first day of the ADE. On 16 October, experts from the dance scene will take the stage at the Chicago Social Club to debate what they can do to promote a more sustainable dance industry. Representatives from prominent festivals and dance events, such as Burning Man, Mysteryland, Boom, Sensation and Julie's Bicycle have already confirmed their presence at the debate. All participants hope that together they can launch a worldwide green dance movement.

Inspiring panel discussions

The ADE Green program will kick off at 12.00 and ends at 6.00 p.m. The panel discussions are targeted at event organizers, artists and their management. The discussions will focus on the challenges faced by the movement's international pioneers, and how they find ways to incorporate sustainability in their business. The artists' panel discussion will focus on the numerous opportunities for artists to get involved in social and sustainability initiatives, as well as what they can do to inspire their fans. The founder of the Green Music initiative, Jacob Bilabel, will be chairing the afternoon sessions. Representatives from Boom Festival, Mysteryland, Burning Man and more will be joining him on stage. Duncan Stutterheim (founder of ID&T) and Carlijn Lindemulder (Sustainability director ID&T) will close the discussions with a presentation on ID&T's approach to sustainability, which will be followed by an informal networking session with drinks and food. More information can be found on the ADE Green blog: <http://bit.ly/154HCWD>

"It promises to be a inspiring day and lots of sustainability leaders from the event industry are more than willing to participate," says Duncan Stutterheim. "Together we can take the lead in the move towards a sustainable dance scene."

Attending the event

The event is accessible with an ADE 1-Day Ticket, or 5-Day Ticket Conference Ticket. ADE Green is also accessible for non ticket holders. To apply for individual tickets, tell us why you want to get involved by sending a mail to: adegreen@amsterdam-dance-event.nl

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 DJs, musicians and creatives to organizes 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

The Amsterdam Dance Event (ADE) is the leading electronic music platform and the biggest club festival in the world for the whole spectrum of electronic sub-genres. The 2013 edition takes place from 16 - 20 October.

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