



## Communication Report 2

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In a change of strategy, and responding to perceived challenges in promoting elements of the STAGES programme in 2022, STAGES social media channels were set up at the start of 2023. This aimed to give STAGES partners, artists involved in the project and audiences a place to find regular updates about project activities. STAGES social media channels generated reach to 3500 people, and engagement from 462 people, in the first half of 2023.

In the first half of 2023 STAGES also partnered with the Theatre Times International Online Theatre Festival (IOTF) 2023 to showcase 5 productions of 'A Play for the Living in a Time of Extinction', one of the two plays being restaged by partners during STAGES. In addition, the festival included the promotion of a 'supercut' video and a special panel discussion on the overlap between art and science, which was jointly promoted by STAGES partners. This event was also promoted with a major newsletter.

From a media / publishing perspective, 15 stories were published across Europe from 4 countries, in publications and TV channels with a reach of 13 million people from these countries.





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Image 1: Overview of STAGES Instagram channel at launch in February 2023

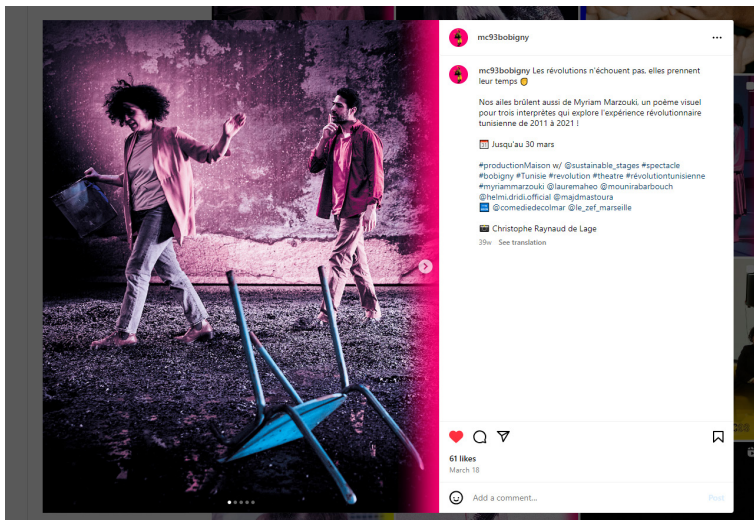


Image 2: Project Partner MC93 tags STAGES instagram in post about local production, March 2023, with 61 likes





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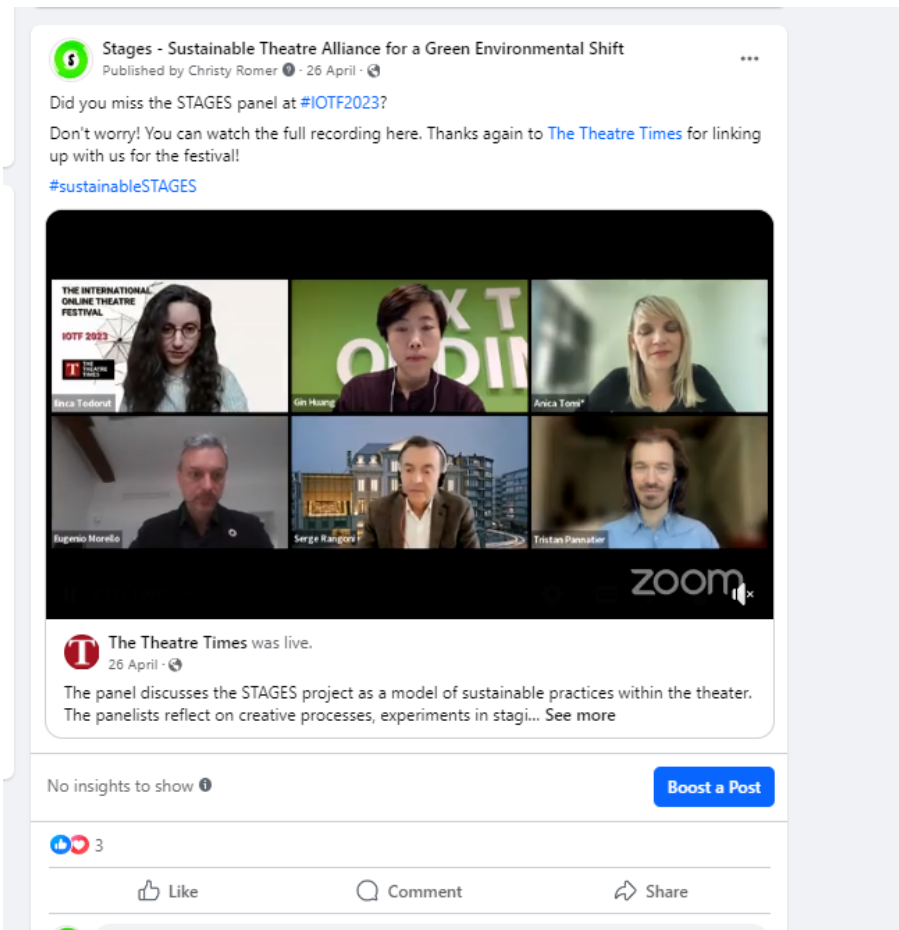


Image 3: Facebook post linking to the recording of the STAGES panel, during the Theate Times International Online Theatre Festival (IOTF) in April 2023





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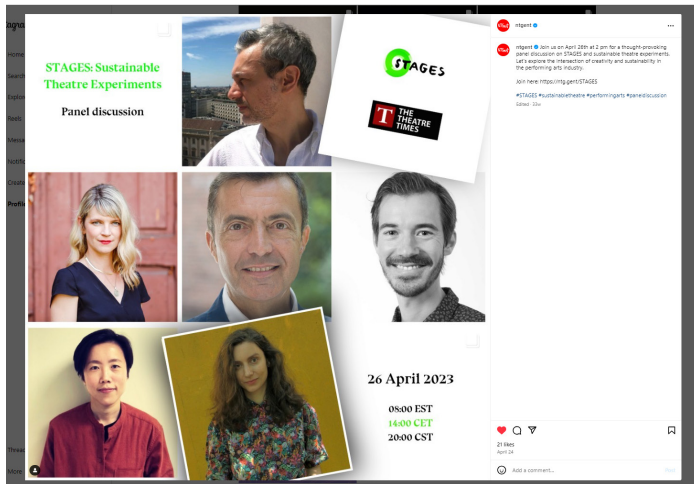


Image 4: STAGES partner NTGent tags STAGES instagram account, promoting the STAGES panel during IOTF 2023

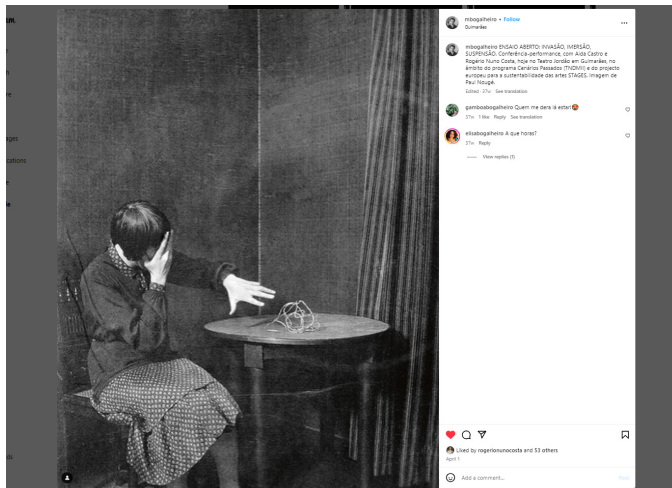


Image 5: Artist connected to STAGES partner Teatro Nacional D. Maria II tags STAGES on instagram with 54 likes





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The screenshot shows a newsletter insert with the following content:

- Header: **STAGES: Sustainable Theatre Experiments** and **Panel discussion**
- Visuals: A collage of photos including a man in a white shirt, a woman in a black top, a man in a blue suit, a man with a beard, a woman in a red top, and a woman in a floral top. There is also a logo for 'STAGES' and 'THE THEATRE TIMES'.
- Date and Time: **26 April 2023**, **08:00 EST**, **14:00 CET**, **20:00 CST**
- Section Header: **STAGES Panel Discussion at IOTF2023**
- Date: **26 April 14:00 CET**
- Text: "What role does theatre have in addressing the climate crisis? How can scientists work with artists? Can touring be sustainable?"
- Text: "5 of our partners in the STAGES - Sustainable Theatre Alliance for a Green Environmental Shift project will be sharing their thoughts – and what they have learned – at an upcoming panel discussion, part of The Theatre Times' International Online Theatre Festival (IOTF) 2023."
- Call to Action: A red button labeled **Register to Attend**

Image 6: Newsletter insert in European Theatre Convention (ETC) mailing, sent to 1750 contacts in April 2023, promoting the STAGES panel at IOTF 2023





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Image 7: Article published in American Theater magazine (US), about STAGES collaboration with IOTF2023



Image 8: Article published in La Repubblica (IT), 9,5 million reach on social media, about Piccolo Teatro's work during STAGES



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# Communication Report 3

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There were two key communication moments for STAGES partners in the second half of 2023. The first was the launch of the STAGES Doughnut Workshop, the auto-analysis tool developed and used by partners to assess where and how to make sustainable change in their organisations. This was released in September 2023 and accompanied by a social media and press campaign. A link to the tool can be found [here](#). This event was promoted by a major newsletter.

The second communication event was the annual STAGES Forum, which brought together representatives from all STAGES partners for project meetings, performances and sustainability discussions from 21-22 November 2023 at Croatian National Theatre in Zagreb. A link to the programme can be found [here](#).

The STAGES social media channels continued to grow and be featured by STAGES partners and audiences. The official channel reached just under 200 followers on Instagram, more than doubling its reach and engagement from the first half of 2023 to the second. Just as importantly, there was a definite increase in engagement with STAGES partners posts about the project, from 244 engagements in the first half of 2023 to 1152 engagements in the second half of 2023.

From a media / publishing perspective, 8 stories were published across Europe + Asia from 5 countries, with a reach of over 4 million people from these countries.



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# Communication Report 3



Image 9: STAGES Instagram feed, snapshot from December 2023 when 190 followers were achieved

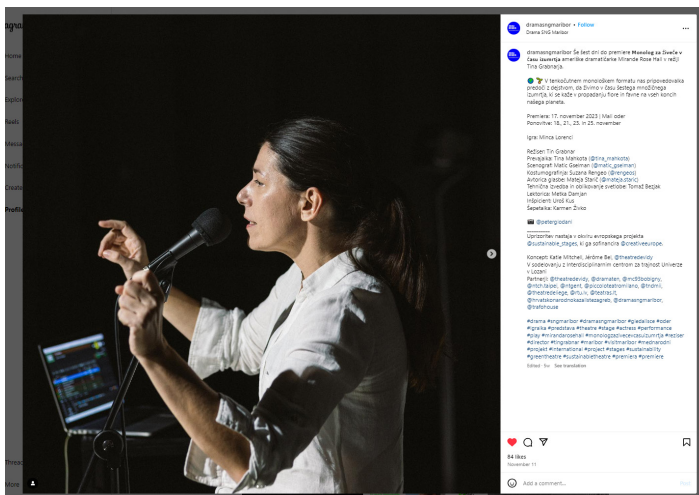


Image 10: STAGES Partner SNG Maribor tags STAGES on Instagram in November 2023, post has 84 likes



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Image 11: STAGES Partner Trafó House tags STAGES on instagram in December 2023, post has over 100 likes





# Communication Report 3

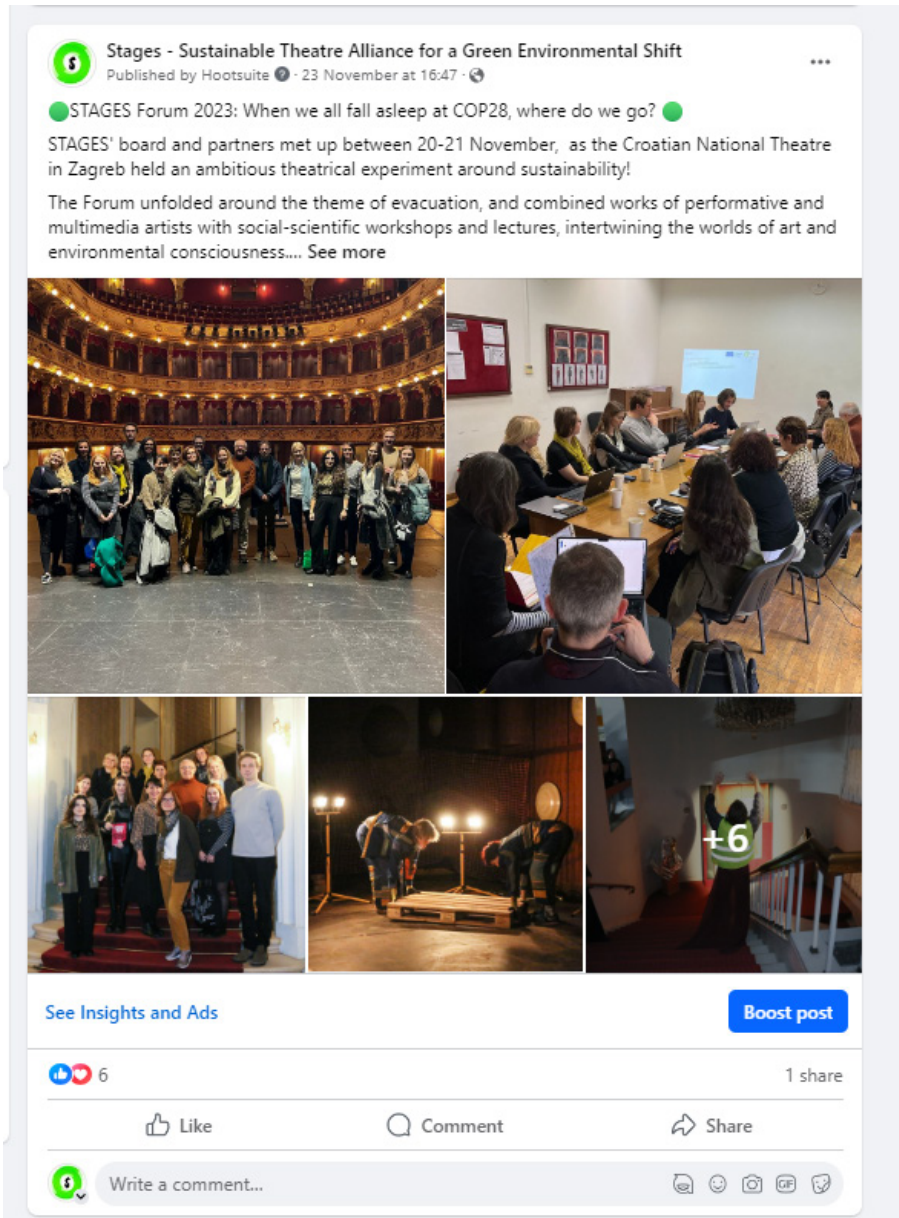


Image 12: STAGES Facebook post about Forum event in Zagreb, hosted by Croatian National Theatre in Zargreb, November 2023





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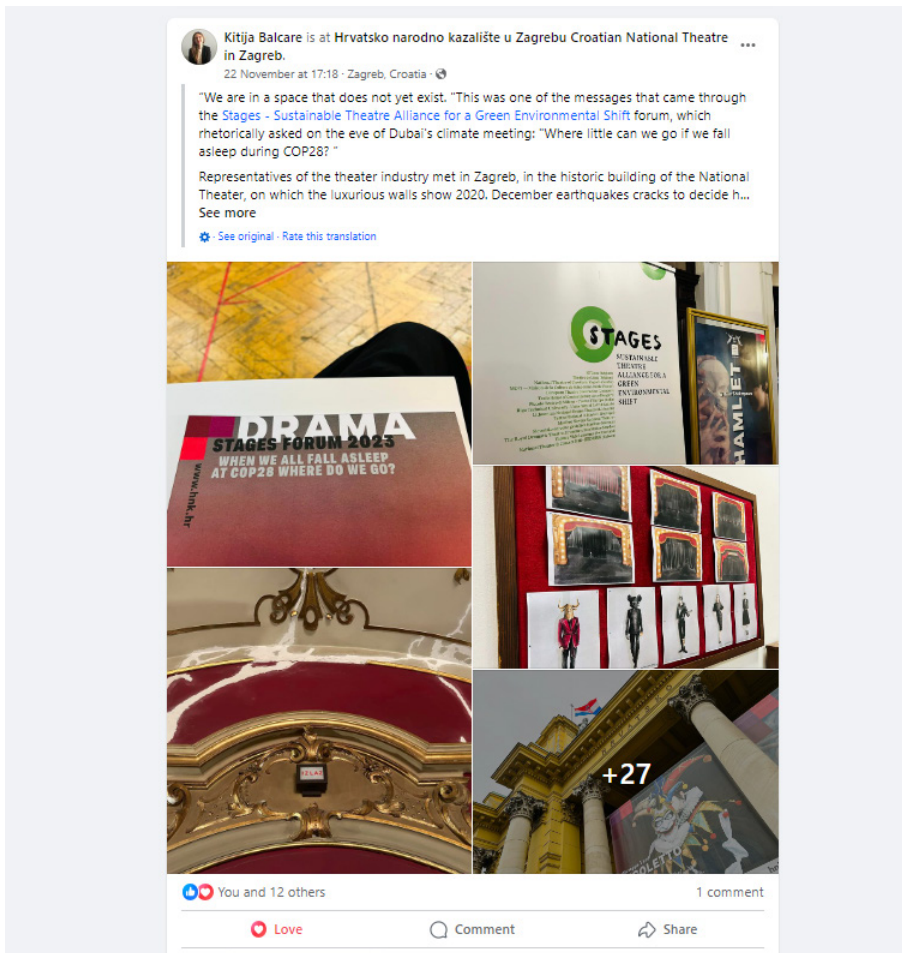


Image 13: Audience member at STAGES Forum 2023 tags STAGES account on Facebook





# Communication Report 3

PRESS RELEASE /  
For immediate release



## Introducing the 'STAGES Doughnut Workshop': A Holistic Sustainability Tool for Theatres Worldwide

The new tool combines social and environmental factors and brings a theatre's entire staff together to work towards sustainable transformation.



In a move to drive sustainability within the theatre industry, the [STAGES – Sustainable Theatre Alliance for a Green Environmental Shift project](#) today releases the transformative ['STAGES Doughnut Workshop'](#).

This innovative tool was devised by STAGES partner Theatre Vidy-Lausanne and the Competence Centre for Sustainability at the University of Lausanne (Switzerland) in the context of *Sustainable theatre?*, an artistic project developed with British theatre director Katie Mitchell and French choreographer Jérôme Bel. It offers a deep and fundamentally participatory approach to developing and managing sustainable theatres.

As the Workshop is inspired by economist Kate Raworth's groundbreaking concept of 'Doughnut Economics', it is focused on both environmental and social aspects of sustainability.

Over the course of 10-12 participatory sessions, conducted across several months, theatre staff from all departments are invited to auto-analyse their organisation's current work on issues ranging from local biodiversity and waste to staff wellbeing, diversity and accessibility – and envision the most useful steps to address these concerns.

[Access the STAGES Doughnut Workshop](#)

### Free to access

Once users agree to the relevant terms and conditions, any theatre around the world can access and use the STAGES Doughnut Workshop, which consists of:

- Documents with scientific content about ecology
- An agenda, overview, and all the editable materials to use in each of the participatory workshop sessions

**Image 14: Newsletter insert in European Theatre Convention (ETC) mailing, announcing the launch of the STAGES Doughnut Workshop, sent to 1727 contacts with 8.2% open rate**



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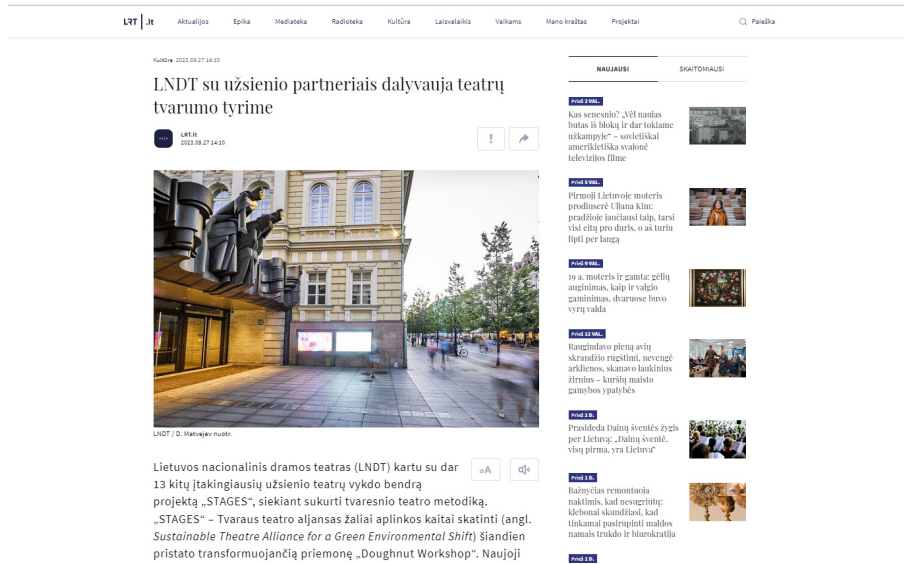


Image 15: Article published in September 2023 in LRT (LT), 750.000 followers on social media, about the Lithuanian National Drama Theatre and the release of the STAGES Doughnut Workshop

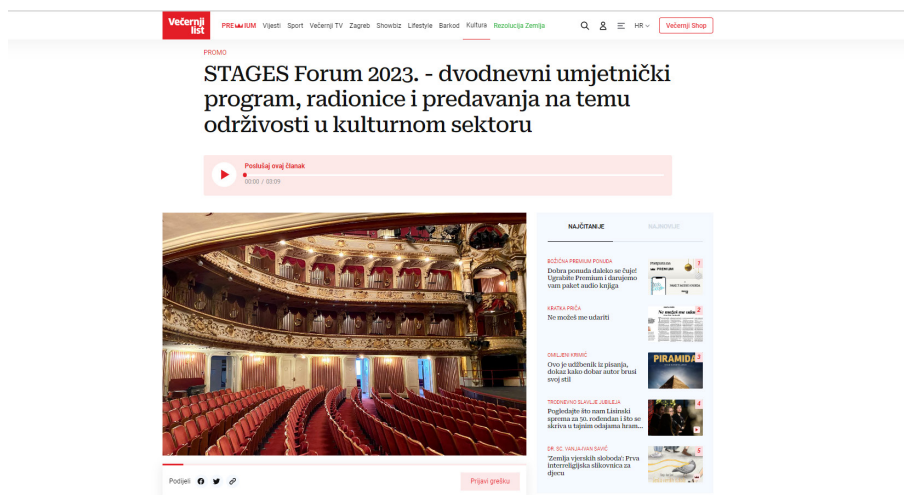


Image 16: Article published in November 2023 in Vecernji (HR), 1 million followers on social media, about the STAGES Forum

