



# **GENERAL STRATEGY, THE ROSKILDE FESTIVAL-GROUP**

**UK VERSION**

## PURPOSE

**The Roskilde Festival Group is a non-profit organisation: We support social and cultural charities, particularly benefitting children and young people. This ethos is behind everything we do.**

## VALUES

We believe in people, and we believe in community

We believe that art connects us

We think that any real change for the community is created together

That is the foundation for the way we act and the way we wish to be perceived

It is the reason why compassion, trust and openness are essential values to us

It is the reason for our engagement and curiosity, the reason we challenge ourselves and the world

This is the reason art and culture are our guiding stars

This is the reason we are what we are

## **STRATEGIC AMBITION**

**The strategic ambition is our beacon and our guiding light. It's the reason behind everything we do. It's the core of our identity both now and in the future.**

**WE CREATE COMMUNITIES THAT ARE OPEN AND  
ENGAGED, MOVING PEOPLE THROUGH MUSIC, ART,  
SUSTAINABILITY AND ACTIVE PARTICIPATION.**

# THE FIVE STRATEGIC INITIATIVES

The strategic initiatives are our most crucial tool. They enable us to live up to our ambition. The initiatives are prioritised according to one another and defined as operational strategic objectives supported by an array of tangible strategic efforts. What they all have in common is unity and community.

From the overall ambition related to community (initiative #1)

## **1. WE CREATE SOCIALLY ENGAGED COMMUNITIES BASED ON THE ACTIVITIES THAT WE DEVELOP AND ARE INVOLVED WITH**

our main event Roskilde Festival where we set the community free (initiative #2)

## **2. WE IMPROVE ROSKILDE FESTIVAL AS AN INDEPENDENT AND PROGRESSIVE MUSIC AND CULTURE FESTIVAL, STRENGTHENING ITS POSITION INTERNATIONALLY**

To the way we actively strive to make a difference in and for the community (initiative #4)

## **3. WE COMMIT TO A SUSTAINABLE DEVELOPMENT AND LEAVE A LASTING MARK ON THE WORLD**

To our way of working, both with and within the community (initiative #4)

## **4. WE ARE A PLATFORM FOR KNOWLEDGE, EXPERIMENTS AND TALENT AS WELL AS AN OPEN ORGANISATION**

To the prerequisite to the realisation of our ambition and opportunity to create positive change – the financial foundation for the community (initiative #5)

## **5. WE DEVELOP NEW BUSINESSES AND INNOVATIVE SOLUTIONS THAT SUPPORT AND PUSH ROSKILDE FESTIVAL FURTHER**

# 1. WE CREATE SOCIALLY ENGAGED COMMUNITIES

- based on the activities that we develop and are involved with

This first initiative relates to the Roskilde Festival Group in its entirety. Roskilde Festival emerged out of a grassroots movement, and the Roskilde Festival Group is built on this foundation; it's a non-profit NGO, built on social engagement and a wish to be part of – and support – positive change in the world.

## EFFORTS:

1. We want to support and strengthen social engagement and active communities through our activities.
2. We want to develop a new framework for volunteering and active participation.
3. We will actively aim to develop new, inclusive communities and diversity among our participants.
4. We want to increase the number of international participants, including volunteers.
5. We want to strengthen the full story of the Roskilde Festival Group and our yearly activities.

## 2. WE IMPROVE ROSKILDE FESTIVAL AS AN INDEPENDENT AND PROGRESSIVE MUSIC AND CULTURE FESTIVAL

### - strengthening its position internationally

This initiative shows the vision of our main event Roskilde Festival, underlining the festival's status as the core and epicentre for our activities and the development of the Roskilde Festival Group. The initiative is not solely about music and arts, but rather the connection between the arts and debates, it's about the community and the alternative space where you can feel free, it's about the temporary city and the overall story; the grassroots movement, the volunteer spirit and the non-profit ethos. Independent, without comparison, impossible to copy.

### EFFORTS:

1. We want to make sure that Roskilde Festival remains independent and unique in its programming, integrating arts and music.
2. We will ensure that Roskilde Festival continues to set an example internationally, from production and management to trade and artistic quality.
3. We will make sure that Roskilde Festival keeps setting standards for active participation and volunteering as well as developing the framework – and possibilities – for the engagement of all participants.
4. We want to set new standards in terms of sustainability and social responsibility for festivals and use it actively to stay unique as a festival.
5. We will be actively engaged in giving the festival an architectural quality and distinctiveness.

### **3. WE COMMIT TO SUSTAINABLE DEVELOPMENT**

#### **- and leave a lasting mark on the world**

The initiative takes us to the next level where we make a difference together for the community through our activities and donations. This is where we step up as a cultural, political manifestation trying out something new, showing alternative solutions through shared engagement and based on art, culture and the sense of unity. It's where we show that we have a holistic understanding of sustainability and work accordingly, embracing both the environment and social responsibility, art and culture. We believe that's what it takes to make an actual difference.

#### **EFFORTS:**

- 1.** We want to develop new alliances within art/culture and sustainability, both strategically and professionally.
- 2.** We want to both develop and be an active partner with Roskilde Højskole (folk high school).
- 3.** We want to develop new models for non-profit society collaboration.
- 4.** We want to develop a new non-profit event/movement in relation to environmental sustainability.
- 5.** We want to test limits and create new spaces for cultural and sustainable expression with our donations.

## 4. WE ARE A PLATFORM FOR KNOWLEDGE, EXPERIMENTS AND TALENTS

**- as well as an open organisation**

The initiative takes us from the overall ambitions related to the community and arts to our organisation and way of working, the way we develop talents, competences, making full use of our knowledge both internally and externally – remaining transparent and with a strong relationship with our central stakeholders. It's about working with and within networks, about having an agile organisation that incorporates – and relates to – the world around us, always able to adjust to it on all organisational levels.

### **EFFORTS:**

- 1.** We want to actively support and be engaged in sustainable development, talents and innovative projects related to education and research, companies, artists and organisers – nationally and internationally.
- 2.** We want to secure the flow of new knowledge and develop networks by including partners, donation recipients and participants, bringing them all together.
- 3.** We want to develop new standards and models for partnerships, both strategic and commercial.
- 4.** We want to ensure the anchoring and methodical development of the knowledge and competences we have gained through decades of projects and solutions.



## **5. WE DEVELOP NEW BUSINESSES AND INNOVATIVE SOLUTIONS**

**- that support and push Roskilde Festival further**

Initiative number five relates to the business foundation of the community – it's what helps us realise our ambition of creating togetherness, development and change. The initiative forms the very canvas for the active participation; problem-solving, organisation, competences and economy. It's about organisational development throughout the entire Roskilde Festival Group, about securing and supporting the volunteer engagement and keeping RFG attractive – it's the foundation for our success.

### **EFFORTS:**

- 1.** We want to sharpen our day-to-day business and work smarter across the entire Roskilde Festival Group.
- 2.** We will continue to prioritise the development of both management and organisation.
- 3.** We will work systematically with competence and talent development of both volunteers and RFG employees.
- 4.** We want to create the space and resources to work innovatively with the development of new solutions and business areas within the RFG.
- 5.** We will work actively and strategically with partnerships that support RFG on an operational level and in terms of projects.