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**MUSIC MEETING passes green mark:**

**Dutch festival Music Meeting wins UPBEAT Future Festival Award**

**UPBEAT Platform weighs in on the industry’s quest for the sustainable, future-proof festivals via its Future Festival Award, handed over each year to a contestant conforming most to the platform’s green criteria. Partly located in a leafy park it tends to; keeping its carbon-footprint low during production; mindful of sustainable transport; supporting diversity and making gender-conscious choices in programming as well as within its staff, Music Meeting Festival stands as a great example.**

**Vote for a greener industry**

Winning the highest vote of 16 UPBEAT members, [Music Meeting Festival](https://musicmeeting.nl/en) came first from among the 6 contestants nominated by industry experts and last year’s Best New Talent Award winner.

Music Meeting Festival, a vanguard post of global beats in Europe, hosting over 30 concerts in 3 days in Park Brakkenstein and De Lindenberg in the Dutch city of Nijmegen, has also pioneered several sustainable practices since its inception in 1985. Its founder Wim Westerveld has worked hard to establish a European network to make touring more sustainable; it has kept its merch-production, digital and carbon footprint low, only allowing recycled containers on-site; also minimizing artist- and staff travel wherever possible. The festival is engaged with local minority communities and keeps its lineup and staff balanced in terms of gender and background.

*"Being a festival in a park, inviting mostly unknown musicians from all over the world and wanting to present this to a diverse audience, is no small feat when it comes to sustainability and inclusivity. But then again, where there is a will, there is a way. Optimizing our green policy and raising our diversity goals every year are a priority for Music Meeting, but definitely not a one-festival-show. Becoming more sustainable and diverse is an absolute joint effort. And herewith we would like to dedicate the Future Festival Award for Music Meeting to all who are part of and have contributed to this beautiful recognition."*  - said Sophie Blussé, director of Music Meeting Festival.

**The Prize**

Two representatives of the winner are invited to this year’s WOMEX, the industry’s largest global gathering, where they will receive the prize. It entails associated partner membership, allowing to benefit from UPBEAT’s support and extending its professional network.

**UPBEAT Platform**

UPBEAT - The European Showcase Platform for World Music is an international platform project coordinated by Budapest-based Hangvető and co-funded by the European Union. UPBEAT is a quickly growing initiative, currently counting 29 prestigious members and associated partners from A to JazZ Festival, Tallinn Music Week, WOMEX or Budapest Ritmo. The platform acts as a quality label and professional network, supporting emerging artists via its members. UPBEAT members receive support for hosting upcoming acts, making way for heritage inspired, diverse and original language music sidelined by the mainstream.

More info:

UPBEAT Awards: [Upbeatawards.eu](https://upbeatawards.eu/)

UPBEAT Platform: [Upbeat-platform.eu](https://upbeat-platform.eu/)

[Facebook](https://www.facebook.com/upbeateu)

[Instagram](https://instagram.com/upbeatplatform?igshid=NTc4MTIwNjQ2YQ==)

[Youtube](https://www.youtube.com/channel/UCDGj0Yv1GSf5ERrHN0R5wxA)

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