

**TRADE FAIR
& FESTIVAL**

24-26
APRIL 2025

**DON'T MISS
GRAND OPENING
ON 23 APRIL
WEDNESDAY EVENING**

jazzahead!

RE

CONNECT

with
**SPAIN 2012
FRANCE 2015
SWITZERLAND 2016**

Green Touring Network Infosheet

In our continued efforts to **support environmentally friendly touring**, we are encouraging **clubs, venues and festivals around Europe** to take part in our (still) handpicked **Green Touring Network**. We search for institutions that still have some **open slots** in their programme especially around the jazzahead! dates in **April or May 2025**. If you are interested in **book one or more of the selected 38 outstanding showcasing artists**, here is our offer for you.

Our aim is to generally help develop **sustainable and efficient tours** - not only during the period of jazzahead! - but also throughout the year.

Free registration

You get a free registration to jazzahead! 2025 with all services included. You will get the free registration as soon as you will confirm the free slot for the dates around jazzahead! and you immediately will be able to start networking with peers and other participants via our event platform "Talque".

Branding

We have designed a signet or quality seal that all partners of the "network" can use to promote their programme, indicating that the band is a jury-selected band/artist of jazzahead! 2025. It also shows that the venue/location belongs to that Green Touring Network.



PR Campaign

We are offering support in communication via our different communications channels:

We will use our Newsletter with its Partner News Section, the Don't Miss section for Reminders and Announcements, the new Ad spaces we have just included as well as the Green Touring Section that will be included in due time.

We will use Social Media to publish Stories & Collab Posts, so it will be all about sharing our stories, impressions and video material.

We will use our different online banners on our homepage to promote the Green Touring Network.

Green Touring Tool

In our efforts to support eco-friendly touring/booking, we are working with our French partner Zone Franche (LE RÉSEAU DES MUSIQUES DU MONDE) to develop a digital tool that will help clubs, venues and festivals across Europe to organise collaborative and sustainable tours. As soon as our tool is developed it will help the members of the network to do the booking process and to put up collaborative projects very easily and of course not only with bands selected at jazzahead!. But until it comes into existence, we are working together on a more exclusive and handpicked way.

Contact

You want to become part or want to know more about the handling process, please get in contact with [Jakob](#).



Jakob Fraisse

Partner Country & CLUBNIGHT

+49 (0)421 3505 583

✉ fraisse@jazzahead.de

Further information on background and process

Background

- Organization of tours that are ecologically and economically sustainable for the artists and promoters by raising the number of concerts and reducing the number of flights
- Make touring more comfortable by booking concerts that are closer to each other and including venues in rural areas
- Make also middle sized and small promoters being able to participate in international touring activities
- Reduce CO2 emissions per concert through longer continuous tours with more dates
- Foster bilateral / multilateral artistic exchange between neighbouring regions / countries
- To foster cooperative booking activities / strategies to motivate long term collaborations between promoters
- Enable artists to get the most out of their jazzahead! participation

Process

1. Festival / Location / Promoter communicates interest
2. jazzahead! sends infosheet
3. Festival / Location / Promoter reserves one or several spots in program on concrete dates around jazzahead! 2025 and communicates these to jazzahead!
4. jazzahead! sends Green Touring Network logo to Festival / Location / Promoter for promotion as well as a free registration link to jazzahead! 2025 - also applicable in 2026 (promoters can wait with their communication until the official announcement on 19th of November or announce it before that date as a “surprise” or “special act”)
5. After 7th of November jazzahead! sends names of showcase selection, official announcement will only be on 19th of November (**name of artist should not be published before that date**)
6. Festival / Location / Promoter communicates interest for concrete band(s) / artists and reconfirms open dates to jazzahead!
7. jazzahead! connects promoters interested in same band(s) / artists to coordinate the tour and conclude the deals
8. Festival / Location / Promoter communicates to jazzahead! the confirmed concert(s)
9. jazzahead! starts to help promoting the concert(s) via different channels