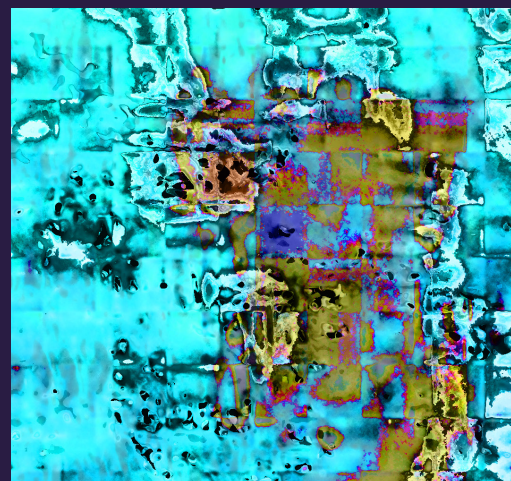
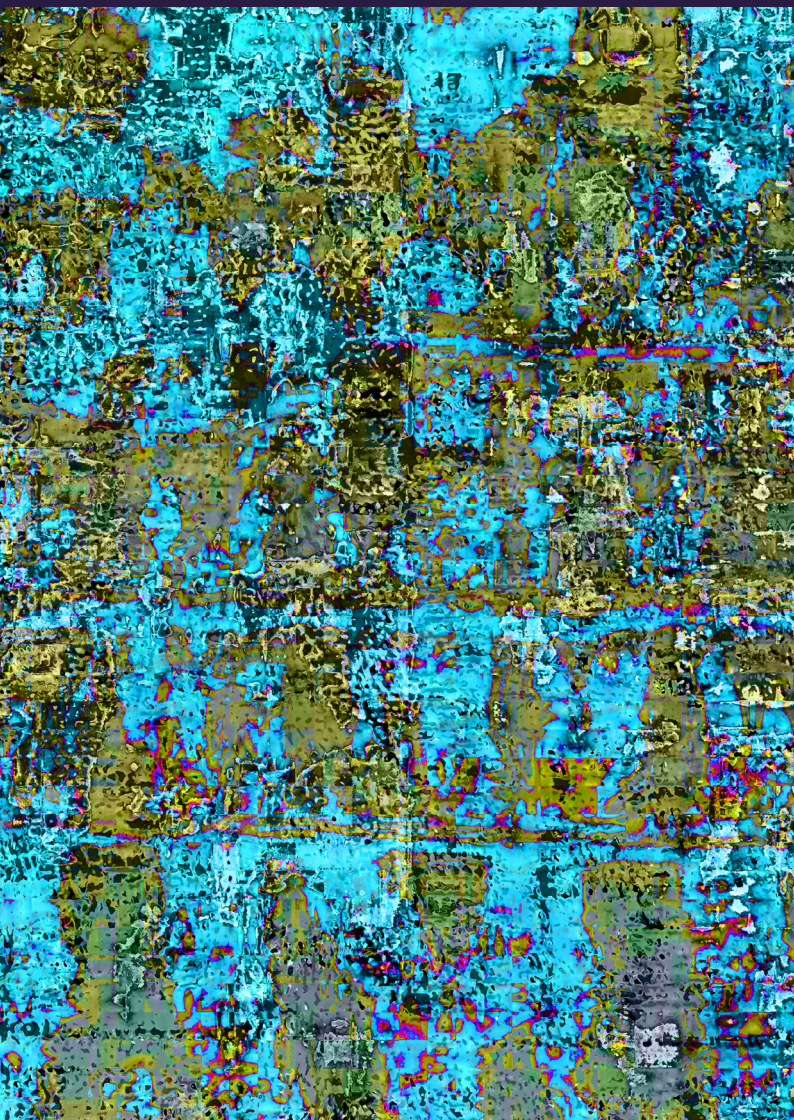


# H HELSINKI

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H 18.8.2022 NIGHT OF THE ARTS

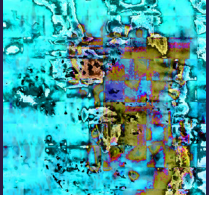


Instructions for  
event organisers

18.8.2022 NIGHT OF THE ARTS H

# FESTIVAL

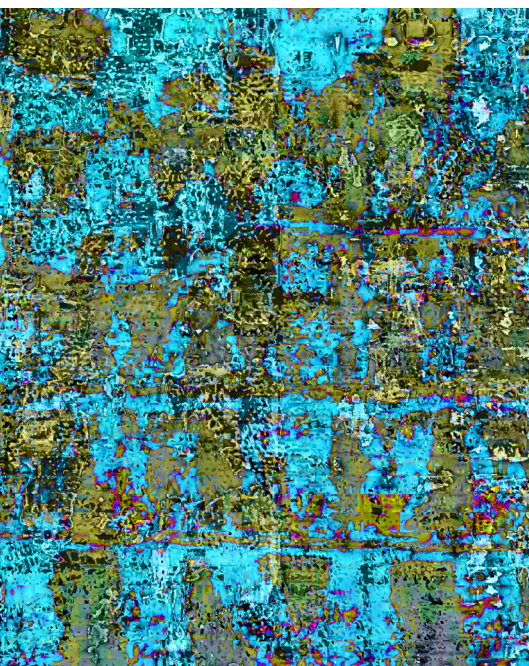




## ABOUT THE NIGHT OF THE ARTS

The Night of the Arts once again fills the city streets, blocks, parks and boutiques with hundreds of free art events on Thursday, 18 August. A part of Helsinki Festival, the Night of the Arts has been celebrated in Helsinki since 1989.

The realisation of the Night of the Arts is co-ordinated by the Helsinki Events Foundation, who organises Helsinki Festival and other events in Helsinki. The programme of the Night of the Arts, which takes place all over Helsinki, is always built together with the residents of Helsinki, and anyone can register their own art event to be part of the programme.



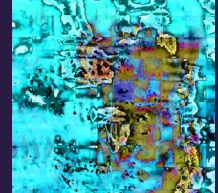
## DO YOU WANT TO BE PART OF THE NIGHT OF THE ARTS?

All types of large and small events and performances are once again welcome to join the Night of the Arts programme. The Night of the Arts event programme will be realised in compliance with any valid coronavirus restrictions. You should account for the possibility of changes in the planning of the event and favour, for example, outdoor events or opportunities that would enable you to limit access to smaller audience groups. Virtual and hybrid events can also be registered.

The Night of the Arts programme accepts free art and cultural events that are neither ideological nor commercial. Please note that the person who registers the event is responsible for the realisation of the event in its entirety, including health security and possible permits and notifications to authorities.

Even if no other restrictions concerning public events are valid during the Night of the Arts, the [requirements](#) of section 58 c of the Communicable Diseases Act concerning measures to control the epidemic may still be in force. The requirements state that those responsible for the operation of events or spaces open to the public shall ensure that

1. customers and participants have the opportunity to clean their hands;
2. customers and participants are given instructions concerning safe distances, hand hygiene and other measures to control the spread of infections; and
3. the sanitation of facilities and surfaces is increased beyond the sanitation requirements of these activities stipulated elsewhere.



## CALL FOR EVENTS AND REGISTRATION

Events can be registered with the programme using the electronic form on the [Night of the Arts website](#). Event registration will be open until 16 August. Event information already registered can be updated later using the same online form, but this should be done as early as possible to ensure that the changes can be processed in time.

## RESPONSIBILITY AND ECOCOMPASS

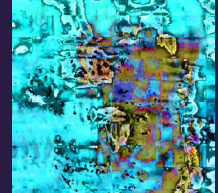
The environmental impacts of the Night of the Arts are monitored using the EcoCompass certificate. Event organisers who register with the programme through the call for events shall commit to compliance with responsible measures in their own event. So please take note of the following principles as they apply to your event:

1. If waste is generated during the event, it shall be sorted and the amount of mixed waste minimised. Helsinki Events Foundation will provide sorting instructions if necessary.
2. The event should always only use materials that can be recycled.
3. The event shall primarily use only renewable electricity if possible.
4. If food or drinks are served or sold at the event and disposable tableware is used, the tableware and utensils shall be biodegradable.
5. A vegetarian option shall be available, and we encourage using organic and local food whenever possible.
6. Attention shall be paid to minimising transports and traffic related to the event. The audience shall be encouraged to come to the event on foot, by bike or using public transport.

### Instructions for responsible event organisation

- [Siisti tapahtuma!](#) environmental event guide (in Finnish)
- [Roskat riiviin!](#) waste management guide (in Finnish)
- [Helsinki Events Foundation's commitment to sustainability and social responsibility](#)
- [City of Helsinki instructions for event organisers](#) (in Finnish)
- [Tapahtumia kaikille!](#) guide for organising accessible events (in Finnish)





## MARKETING AND COMMUNICATIONS

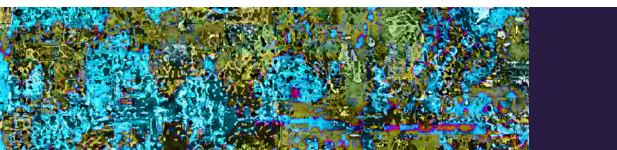
Helsinki Events Foundation is responsible for the Night of the Arts upper level marketing and communications as part of Helsinki Festival. The Night of the Arts event organisers are also encouraged to communicate the contents to their stakeholders. Helsinki Events Foundation realises the joint marketing and communications for the Night of the Arts, for example, in the following ways:

- the website [helsinkifestival.fi/taiteidenyo](https://helsinkifestival.fi/taiteidenyo) (in Finnish, Swedish and English)
- social media channels and social media marketing
- Facebook: [Taiteiden yö / The Night of the Arts](#)
- Instagram: [@taiteidenyo](#)
- Twitter: [@Taiteiden\\_yo](#)
- marketing communications (for example, outdoor advertising)
- media releases and stakeholder communications

The Night of the Arts is also present in the City of Helsinki channels, including websites and social media.

### A Night of the Arts event organiser commits to:

- clearly stating in all their own content texts that the event is a part of the Night of the Arts
- directing visitors from their own pages to the Night of the Arts website ([helsinkifestival.fi/taiteidenyo](https://helsinkifestival.fi/taiteidenyo))
- using the hashtag #TaiteidenYö
- communicating the event through their own networks and channels to the extent possible



### Contact information

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Helsinki Events Foundation  
Kaasutehtaankatu 1 / 19  
FI-00540 Helsinki  
[info@eventshelsinki.fi](mailto:info@eventshelsinki.fi)

## FEEDBACK AND REPORTING

In order for Helsinki Events Foundation to respond to the needs of the realising parties as comprehensively as possible and to develop the Night of the Arts, all feedback is extremely important to us. We require that each party realising an event for the Night of the Arts responds to the feedback survey sent after the event and reports on the success of their event and estimated number of visitors they received.