



The Arena Resilience Alliance Manifesto

“Rationale for a Resilient Return”

In order to meet the current crisis being faced by the live events sector and to help articulate and manage what needs to be done to bring back live music and sporting events, the Arenas Resilience Alliance has prepared a manifesto titled “Rationale for a Resilient Return” which centres on four core concepts:

1. Creation of an advisory body

The ARA proposes the creation of an advisory body that will work in tandem with European political interest groups to guide and instruct on the workings of the live events ecosystem and maximise resource for an effective return.

2. A hub for return and for change

The ARA through its extensive network of large-capacity arenas across Europe can offer its venues as a hub for the renewal of the music and sporting industries. The venue provides the physical space for all the different elements that make up the live events ecosystem: a space for practice, for collaboration, for communities, for medically conditioned tests that will measure the feasibility and act as a catalyst for the return of fan-attended events.

3. Adapting for the future of live events

ARA is ready to lead the discussion on the need for arenas to provide the physical space for the development of new environmentally sustainable and digital practices within the context of the provision of community-based and fan-based group gatherings.

4. A safe and sustainable post-COVID 19 Ecosystem

The “Rationale for a Resilient Return’ manifesto has been prepared to face a critical moment for the events industry. We must embrace the opportunity to get arenas back to working for our communities. We must preserve the key elements of Europe’s cultural identity by bringing back live music and sporting events. We must bring the different parts of the ecosystem together to create safer, greener and more efficient environments where European citizens can meet to relax, socialise and enjoy themselves.



About the Arena Resilience Alliance

In times of adversity, the principal goal of any organisation is to define its purpose in society. **The Arena Resilience Alliance (ARA)** is a special purpose vehicle created by the European Arenas Association to demonstrate solidarity, and the need for concerted action in relation to the existence of arenas as a societal hub in the provision of indoor live music and sports events. The ARA is fully supported by **Euroleague Basketball, the European Hockey Clubs Alliance, the members of the European Arenas Association** and other European large-capacity multi-event venues.

Arenas acting a hub for society

While there is public awareness of the devastating impact COVID-19 is having on the live events industry and there has also been lobbying activity from various players from the music and sports industries, there is very little institutional awareness or evidence of collaborative thinking around the current plight of arenas or any comprehension of the positive role arenas play in society. **Arenas are the hub of the indoor live music and sports events ecosystem.** If arenas cannot reopen there will be no live events and no space for fans and communities to gather together, no opportunities for performers and players, no employment for the vast numbers of freelancers that contribute to the live event talent pool.

A collective effort

As part of its lobbying activity the ARA has sent a petition to relevant contacts at the European Parliament, Commission and Council. As a result of the outreach, a meeting was held on Thursday, October 1 with MEP and member of the Culture Committee, **Tomasz Frankowski**. A further meeting took place in November 2020 with **Mariya Gabriel, the European Commissioner for Innovation, Research, Culture, Education and Youth**.

Resilience actions

An immediate action after the meeting with the Commissioner was the planning of a series of webinars aimed at bringing together leading representatives from the live event ecosystems, **High level European policymakers** in order to focus on two unilateral motions: a pan-European approach and health and wellbeing for European citizens. Two webinars “**A Game of Two Halves**”, and “**The Return Leg**” have taken place. The events focused on understanding of why it is important to create unified conditions that will allow music, culture and sports to return to arenas, how arenas are getting ready for the return of fan-attended events, and what needs to be done for this to happen. Both events featured senior officers from the **European Commission, The European Parliament and a Government Minister from a leading EU member state**.

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