



supports



*Opera Europa and RESEO, coordinating the European Opera Days, have decided to support the campaign 'we are more'. While the theme 'Young Ears' and the promotion of opera remain of course the core of the European Opera Days, we would nonetheless like to provide you with more information and possible concrete actions should you wish to join us.*

We believe in the importance of arts and culture in society. We believe in creativity, freedom of expression, democracy and diversity. We believe culture brings a crucial contribution to social cohesion in each of our communities. We believe access to the arts and participation in cultural life is a fundamental right of every citizen. We therefore believe that arts and culture should receive public support at local, national, and European level. And we believe we, as opera professionals, members of the audience and European citizens, should mobilize to defend these values. That is why we invite participants to join forces with the campaign *we are more* during the European Opera Days.

Opera is more than an elitist art reserved to a happy few. It is more than a continuous repetition of centuries-old, ages-long works. We are more than opera professionals. We are more than cultural consumers.

Launched by **Culture Action Europe**, the European political platform for Arts and Culture, this campaign aims at a strengthened recognition of the role of arts and culture in Europe. It combines public mobilisation around the importance of arts and culture in our societies with targeted advocacy actions towards EU decision makers - to make sure European policies continue to support arts and culture in the years to come. To know more about the concrete policy demands, and sign the manifesto, go to [www.wearemore.eu](http://www.wearemore.eu).

The European Opera Days are an opportunity to raise awareness about *we are more* among your audience, colleagues, politicians and the media. You will find below a number of simple ways to integrate the campaign in your programme for the European Opera Days. Give it a thought when preparing your activities and communication, and let us know of your actions!

We are there to help you if you are interested in more detailed information or project ideas.

## How can you concretely support the campaign?

### • Inform and give visibility

- Place the *we are more* logo next to the European Opera Days one on your printed material - posters, flyers, etc.  
([click here](#) to download the logo)
- Add the campaign logo and link to [www.wearemore.eu](http://www.wearemore.eu) on your website
- Print and display campaign posters around your theatre on European Opera Day  
([click here](#) to download the 3 campaign posters)

### • Involve your European Opera Day visitors

- Organise a debate: How is opera more than a tenor running after a fat soprano? What does it bring to community? What can it say to a contemporary audience?
- After a guided tour or activity, ask participants to write down what they have discovered and what they think opera is more than ('Opera is more than just the people on stage'; 'Opera is more than dead composers' etc) - and send us your favourite answers!
- Drawing workshop: propose your young visitors to make a drawing about opera – their artwork can then be inserted on the *we are more* viral visuals ([click here](#) to download)
- Writing workshop: propose participants to write a song entitled 'We are more' (and send us a video of their performance!)
- Opera quiz: through questions about opera in general and your opera house in particular, show how opera has an impact on cultural, but also economical and social life
- What would life be like without culture? During a performance or showcase, ask musicians and singers to freeze for a few minutes – just to show that we are more than entertainment!
- Read the *we are more* manifesto out loud in public on European Opera Day (available as from 10 February on [www.wearemore.eu](http://www.wearemore.eu))

**... and keep us informed about your actions by sending us an e-mail should you include one of the activities listed above - or one of your own invention!**