

CELEBRATE TOGETHER

Tips for intercultural street parties
and events



Foreword

Dear readers,

In this booklet you will find the most important steps for planning and organising street festivals, markets and intercultural events. Our aim is to provide you with a simple guide - with questions to help you plan, practical tips and links at the end of each chapter where you can find out more.

This booklet has been produced as part of the 'Kultur-Connect' project, which is being carried out by Pangea-Haus e.V. and the Interkulturanstalten Westend e.V. (District Centre Ulme35) between September 2022 and December 2024.

The project will provide migrant and neighbourhood initiatives in the district with space and resources for community festivals and cultural events. At four large intercultural markets and street festivals, as well as numerous smaller events, Berliners - whether they have been here for a long time or are new to the city - were able to get to know these initiatives, make use of them and connect with each other.

Have fun planning, reading and celebrating!

S.4

1. Who are we? - The Pangea House and the Ulme35

S.7

2. Street and neighbourhood festivals

2.1 What do we want to do? - Ideas for the festival programme

2.2 Join in! - Who can help with the festival?

2.3 Where should it take place? - Finding the best place

2.4 Anything goes? - Permits and rules

2.5 Who does what? - Tasks before and on the day of the event

S.13

3. There's something for everyone – intercultural events for different target groups

3.1 The concept: From idea to event

3.2 Check your resources! - What do you need for your event?

3.3 Get the party started! - Implementation and follow-up

S.17

4. Invite everyone! - Promote the event

S.19

5. How do we pay for it? - Funding

S.21

6. Closing words

1. Who are we? - The Pangea House and the Ulme35



The Pangea House is an intercultural centre. Counseling, education and meeting places work closely together here. For us, support also means human connection, solidarity and equality. The Pangea House sees itself as a place for mutual encounter.

On six floors, 20 mainly migrant organisations, as well as non-profit associations, organisations and institutions with an intercultural and integration policy framework, work closely together. The district's Pangea House provides a platform for this cooperation, by pooling resources and facilitating exchange and networking between the local associations and institutions.

You can rent various rooms from us and hire equipment such as projectors, conference cameras, pavilions etc.

Website: pangeahaus.net
Instagram: @pangeahaus
Telephone: +49 (30) 62961654
kontakt@pangea-haus.de

The Ulme35 district centre is a vivid place where inter-cultural exchange is promoted in a creative way. This is where people from different backgrounds meet and organise a varied program together. Our centre provides space for joint projects and social initiatives as well as personal encounters that strengthen understanding and cohesion.

We host a neighbourhood café, art exhibitions, music events, workshops and many other events. The non-profit organisation 'Interkulturanstalten Westend e.V.' has created Ulme35 as an open platform that brings people together and unites diverse perspectives.

You can rent different rooms for your events.

Website: ulme35.de

Instagram: [@interkulturanstalten](https://www.instagram.com/interkulturanstalten)

Telephone: +49 (30) 40 36 75 700

info@ulme35.de

2. Street festivals and markets



2.1 What do we want to do? - Ideas for the festival programme

Key questions:

- ? What do you want to achieve with the festival?
- ? Does your festival have a specific theme?
- ? Which target groups would you like to address?
- ? Should there be food and drinks?

Tips:

- If you are holding a party on a public street and serving food, one person must have a so-called 'initial instruction' (also known as a red card) from the public health department.
- A varied and affordable range of food attracts many visitors.
- Make it as easy as possible for visitors: put up price tags and detailed food and ingredient labelling. If you want to sell alcoholic beverages you need a licence. The application form will be sent to you by the Ordnungsamt after you have registered the festival.
- Try to organise as many activities as possible for your festival.
- Depending on the target group and topic, different offers are suitable. Find experts on the respective topic. For example, it is worthwhile to approach kindergarten staff should you wish to offer children programmes.
- Themes can also focus on environment and sustainability, anti-racism and the programmes for senior citizens or families, etc. If you wish to showcase the entirety of your neighbourhood, a mixture of all these topics can also be interesting.
- Make your information stand appealing and inviting. Laying out flyers alone is not enough to attract the attention of visitors.
- Music connects. A small stage programme is a magnet for spectators. Bringing a festival to a close with dancing together is wonderful.

Further information:

- Dates for the initial instruction in the Infection Protection Act at the Public Health Department <https://tinyurl.com/4z55vche>
- Tips for setting up an information stand <https://tinyurl.com/hcaedu2v>
- Ideas for street games <https://tinyurl.com/52rpe86x>

2.2 Join in! - Who helps with the festival?

Key questions:

- ? Do you have enough people to organise and run a street festival?
- ? Do you know other clubs or organisations that might be interested in taking part in the festival or whose premises you could use?

Tips:

- Work together and support each other. The bigger your network is, the more ideas and support you will have for your project.
- However, the main responsibility should lie with a small team so that the arrangements remain clear and you can meet regularly.
- Assign clear tasks and decide who is responsible for what.
- Draw up a timetable for the project. To do this, you can subtract from the date of the event (e.g. 14.05 festival day, 2 months before: registration at the office, 1 month before: flyer have been printed).

Further information:

- a checklist on how to find support and work well together can be found here: <https://tinyurl.com/39u3se53>

2.3 Where should it take place? - Finding the best place

Key questions:

- ? How much space do you need for your event?
- ? How many stalls or stands are you planning?
- ? Will there be a stage?
- ? Will there be space for hands-on activities and a children's programme?

Tips:

- If your festival takes place on public streets (i.e. not on private property such as the courtyard of a neighbourhood house), the event must be authorised by the Ordnungsamt and Umweltamt.
- When looking for a suitable location, bear in mind that toilets, access to water and electricity must be available.
- Once you have found a suitable place, talk to local people and organisations on site. Perhaps the café, the church or the kindergarten would like to join in and offer extra space for the festival.

Further information:

- An overview of key players/organisations and the social, cultural and green infrastructure in Wilmersdorf can be found on the Neighbourhood map <https://tinyurl.com/fhx3zkm9>

2.4 Anything goes? - Permits and rules

If your festival is taking place on a public street (i.e. Not on private property such as the courtyard of a neighbourhood house), you will need a permit from the Ordnungsamt and Umweltamt. The costs for this depends on the size and duration of your festivities.

It is best to apply for this at least 6-8 weeks in advance, as the police and fire brigade have to check the application.

This is how it works:

- Apply for a road closure by e-mail to the Ordnungsamt

- Apply online for a special permit on noise protection from the Umweltamt

Information and documents for the Ordnungsamt:

- Date and time of the event
- Declaration by the organiser that they are liable for any damage and not the Ordnungsamt
- Confirmation from the insurance company (association liability) that they will insure the festival
- Number of visitors who will be present at the same time
- Layout plan of the venue with dimensions of all structures (e.g. stages, stands). The plan must show what will be set up where and how big it is.
- Traffic plan for road signs
- Application to serve alcohol, if applicable
- List of participants/organisations involved in the festival
- Business licence application in accordance with § 55 a of the trade regulations (not necessary if the trader only occasionally sells products at festivals)
- Trade License if a trader does not have a Travelling Trade License

Submitting an application to the Umweltamt Charlottenburg-Wilmersdorf

- You can apply online: <https://tinyurl.com/5aw3s77y>

Information for the Umweltamt:

- Reason for the noise - why is it necessary?
- Types of music - what music will be played?
- Programme schedule - times of the performances including breaks, names of the bands
- Sound check times - when and for how long?
- Information about the sound equipment - volume (in watts and dB), company and model of the equipment.
- **Tip:** It is better to request an extra hour of sound time in case the programme is delayed.

2.5 Who does what? - tasks before and on the day of the festival

Before the festival: Who does what?

- **Organise the market stalls:** Invite clubs, organisations and groups that fit the theme of the festival. Ideally, there should only be one contact person per organisation to ensure they receive all the information. Send out an information email with a schedule, set up and dismantling times and be available to answer questions from participants.
- **Stage program:** If you can pay fees, ask for local bands. If not, ask your friends or at the neighbourhood if they know any musicians who would like to perform. Clarify whether you need a stage and who will do the sound engineering and remember to register with GEMA.
- **Permits from the public order office and environment department:** You can find what you need in the previous chapter.
- **Advertising:** Tips on advertising can be found in the next chapter.

On the day of the party:

- Find helpers for the day of the festival! There are many small tasks that should be distributed beforehand so that everyone knows what they have to do. It is ideal to have one person who can step in for spontaneous tasks.
- **Typical tasks on the day of the party are, for example:** Contact person for stand supervisors, setting up beer tables and benches, hanging up signs, decorate the street/square, supervise the play area, waste disposal, being the contact person for musicians, being the contact person for electricity problems.

Further information:

- Organisation of the street festival: <https://tinyurl.com/39u3se53>
- Street festival checklist: <https://tinyurl.com/p7hbt6a7>

3. Something for everyone – intercultural events for different target groups



3.1 Concept: From an idea to an event

Key questions:

- ? What kind of event do you want to plan?
- ? How can you make the event intercultural?
- ? Who is the target group for your event? Do you have access to them?
- ? How should the event be organised? What is the timetable or programme?

Tips:

- If there are other MSOs that are working on the same topics or celebrate traditions, you can join forces and share the work.
- This also works well with MSOs from a different cultural background but with similar traditions.
- **Language** can be a major factor in **intercultural openness**. This is possible with translators, for example.
- Intercultural opening does not have to be witchcraft! It is often enough to have **good food or music**.
- If you are planning an event with music, it must be registered with the **GEMA**. For events with children you usually need **certificates of good conduct** and **red cards** for food. Find out in advance!
- A **fee agreement** must be signed for each freelancer.

Further information:

- You can find an example of a successful intercultural event for children here: <https://tinyurl.com/kurbis2023>
- This event was created in 2023 as part of the 'Kultur-Connect' programme.
- An example of an intercultural event organised in 2024 for adults can be found here: <https://tinyurl.com/2024wohnen>

3.2 Check your resources! - What do you need for your event?

Key questions:

- ? What resources do you need for an event and do you already have some?
- ? Who can take on which tasks and roles?
- ? How many people should take part?
- ? Where can your event be held and what sort of space is required?

Tips:

- Make an accurate budget and stick to it.
- Other organizations have different resources. Use networking and support each other.
- Examples for resources you might need are fees for artists or speakers, room rental, project materials, staff, catering, money for prints or technical equipment and supervision
- You can budget on fees for: General organisation and planning, contact person during the event, set up and take down, publicity, entrance, technology, catering, service and many more.

Further Information:

- <https://www.hausdesstiftens.org/wp-content/uploads/Veranstaltungsreihe-Checkliste.pdf>

3.3 Get the party started! - Implementation and follow-up

Key questions:

- ? How can participants contact me if they are late or have another emergency?
- ? What information will everyone need at the pre-event meeting?
- ? What signatures, receipts or documents do I need from the participants?
- ? How will the event be documented and recorded?
- ? What went well, what needs to be better organised next time?

Tips:

- You should be available by phone or email in case of emergencies.
- A short meeting with important information before the start of the event can be motivating for the whole team.
- Any hired staff must invoice you in accordance with the Fee Agreement.
- All invoices, fee agreements, participant lists and other important documents should be collected and kept ready for accounting purposes.
- You should decide on at least one method of documentation. This could be, for example, taking photographs or writing a report.
- An evaluation of your event can be useful for the next time you organise. How many people attended? Gather feedback from the event team and guests.

Further information:

- Detailed guidelines for club events: <https://tinyurl.com/bdeszubj> and <https://tinyurl.com/mumcy2u>
- Planning and organising events - diversity-sensitive - sustainable inclusive: <https://tinyurl.com/2a23khmb>

4. Invite everyone! - Promote the event



Make sure you do this

- **Social Media:** Create an event on platforms such as facebook and Instagram: Invite people and ask them to share the post.
- **Instagram/Facebook-Stories:** Share photos and videos of the preparations to build anticipation.
- **Posters and flyers:** Put up posters in shops, cafes, schools and other places in the neighbourhood where many people pass by. Hand out flyers in busy places such as supermarkets, train stations or public places.

If possible:

- **Press releases:** Radio stations and city magazines. Many are happy to support local events and report on them.

In addition:

- Use platforms like nebenan.de or gratisinberlin.de to promote your street festival or event.
- If you already have contact lists, send an email with the details of the event.
- **Word of mouth:** Personal invitations and conversations with neighbours also go a long way.
- **WhatsApp groups:** Local WhatsApp groups are useful to announce the event.
- **Tip:** If you are on a tight budget, you can get a free Canva account as a non-profit organisation. This allows you to easily create flyers and posters yourself

5. How do we pay for it? - Funding



The following list provides an overview of relevant funding programmes, foundations and micro-funding programmes that support cultural projects.

- Funding finder from Kreativ Kultur Berlin <https://tinyurl.com/35j-fuavv>
- Berlin Project Fund for Cultural Education <https://www.kulturformen.berlin/index/>
- Decentralised Cultural Work Fund <https://tinyurl.com/34ubtpmw>
- Berliner Sparkassenstiftung <https://tinyurl.com/524dkdt7>
- Partnerships for Democracy (Charlottenburg-Wilmersdorf) <https://tinyurl.com/ye4sbnhr>
- Overview of other micro-funding programmes <https://tinyurl.com/2k2vu9st>

Need help?

In Berlin, you can get advice from House of Ressources and the Kulturförderpunkt Berlin.

6. Closing words



We hope that this booklet has provided you valuable insights and practical tips to help you successfully organise your own festival or event. Planning a neighbourhood event is a special opportunity, to bring people together and strengthen the sense of community. With the right preparation and a dedicated team, small events can make a big difference.

Remember: every celebration is as unique as the people who organise it. Be inspired, try out new things and reach out to other associations and initiatives for support.

If you have any further questions or need support, we are here to help. Together we will create vibrant and diverse festivals for a strong neighbourhood!

Good luck and have fun planning!

Imprint:



Pangea-Haus e.V.

Trautenastr.5

10717 Berlin

kontakt@pangea-haus.de

Phone: +49 (30) 62961654



Interkulturanstalten

Westend e.V.

Ulmenallee 35

14050 Berlin

info@ulme35.de

Phone: +49 30 40 36 75 700

Editors: Maria Weiß, Yeşim Kargın, Helen Crasselt

Layout: Sandra Méndez

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

