

SAVE THE NIGHT PRESENTS

THE STATE OF NIGHTLIFE



SAVE THE NIGHT'S MANIFESTO

The night isn't just a time of day, it's a safe space.

A space for freedom, connection and inspiration, where everyone can be themselves, with no judgement or fear.

Powerful and fragile.

Resilient and endangered.

Now, more than ever, global nightlife is in peril, its diversity, safety and sustainability are threatened.

So, we must support those who make best nights.

Because there would be no Jägermeister without nightlife.

(Because nightlife is the beating heart of Jägermeister)

Join us, to SAVE THE NIGHT!

- 01** Welcome To The Party
- 02** WTF Is Going On In Nightlife?
- 03** What Challenges Are Meisters Facing?
- 04** Now What?



WELCOME TO THE PARTY

5 WHY ARE WE DOING THIS?

SAVE THE NIGHT began as a first aid initiative, but it's grown into Jägermeister's way of making a real difference in nightlife.

Our goal is to tackle the issues that matter most to nightlife lovers and make sure our efforts have a positive impact on local communities.

That's why we've created this report: To connect with those who live and breathe nightlife (AKA our Meisters) and explore how we can all work together to protect and preserve it, ensuring best nights today and tomorrow.

We believe in the power of nightlife and are dedicated to everyone having their Best Night. By sharing what we learn, we hope to inspire everyone who loves nightlife to join in and help SAVE THE NIGHT.

01 WELCOME TO THE PARTY

Here's some of the stuff SAVE THE NIGHT has been up to...



SAVE THE NIGHT 2023 FUND ANNOUNCEMENT AT FABRIC, LONDON



AN ODE TO JAPAN NIGHTLIFE, A SHORT FILM BY JÄGERMEISTER JAPAN



THE STONEWALL INN GIVES BACK INITIATIVE



2023 FUND WINNERS HOLLY LESTER AND BOYD SLEATOR [FREE THE NIGHT], AND JESSE MWENDA MUGAMBI [STUDIO CAN-V]



THE LESBIAN BAR PROJECT



SAVE THE NIGHT X TRESOR FUND



HOW DID WE DO IT?

We spoke with **13 Meisters*** from **8 countries**.

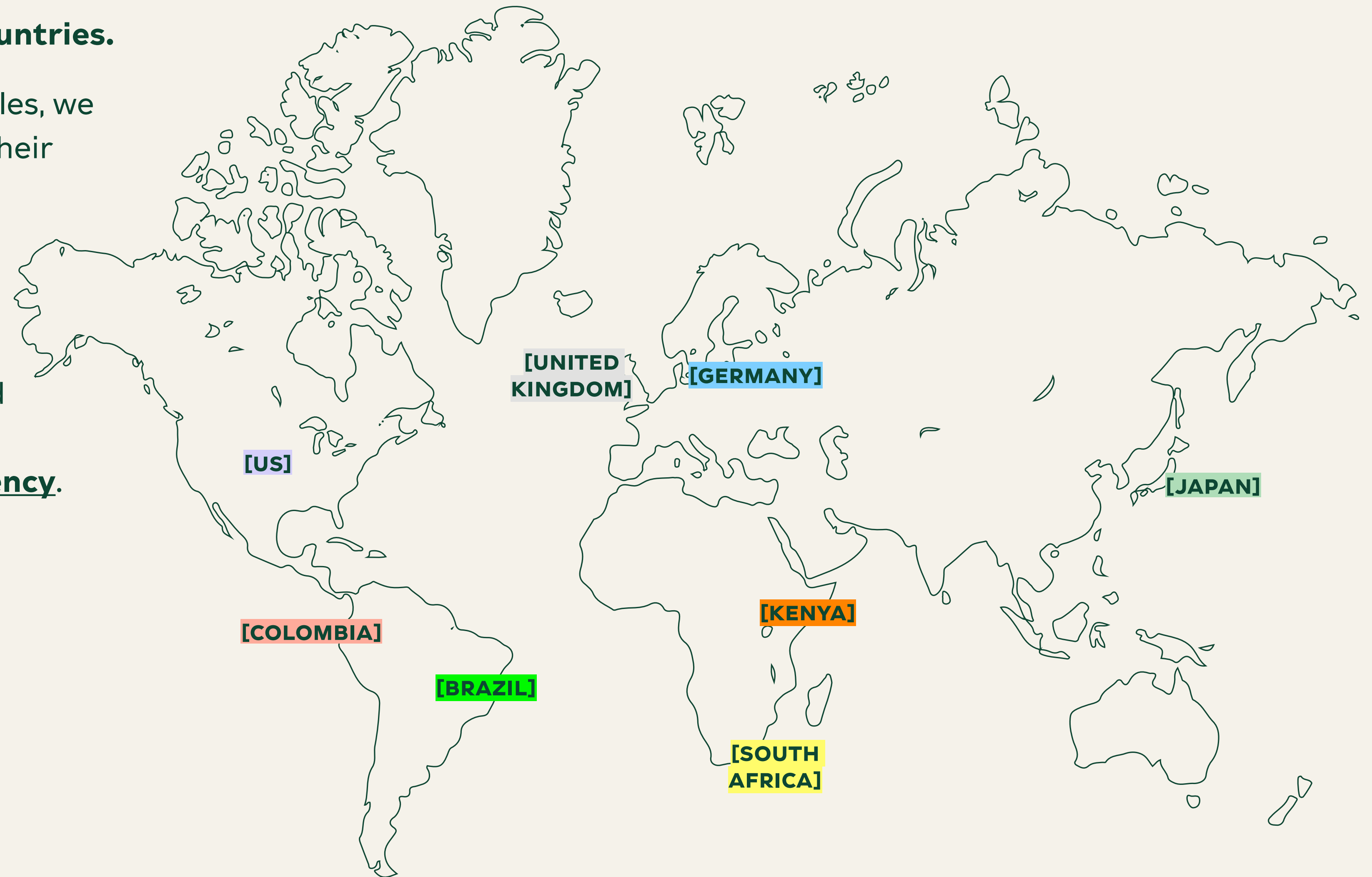
In interviews and two global roundtables, we invited nightlife aficionados to share their thoughts on how they think nightlife is doing right now, the challenges they're facing and what they want to see changed.

To bring this to life, we've collaborated with our long-term partner and cultural research experts **Protein Agency**.

*But wait, what's a Meister?

A Meister is an individual who is connected to nightlife and is a part of Jägermeister's global network of creative trailblazers.

Get it, a Meister.



WHO DID WE SPEAK TO?

THERESHO SELESHO
[SOUTH AFRICA]



Cultural entrepreneur, connector, producer

ANDISWA DLAMINI (AN.D) + KEFILOE SIWISA
[SOUTH AFRICA]



Co-founders of Other Village People, a queer nightlife collective

THELMA NDEBLE (DORMANTYOUTH)
[SOUTH AFRICA]



DJ and architect

CHIKI KURUKA
[KENYA]



Choreographer, educator, radio presenter

GEORGE PATRICK
[GERMANY]



Co-founder of community radio and fundraising platform Refuge Worldwide

DIMITRI HEGEMANN
[GERMANY]



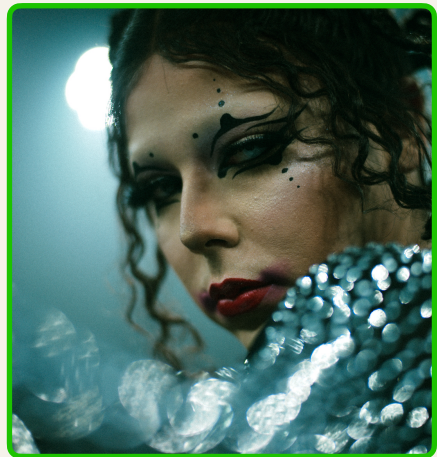
Owner of Berlin club and label Tresor

JORGE NIETO
[UNITED KINGDOM]



Creative Director of London club and label fabric

LABIANNA JOROE
[JAPAN]



Drag queen, queer activist and educator

NOVÍSSIMO EDGAR
[BRAZIL]



Multidisciplinary artist

LOMAASBELLO
[COLOMBIA]



Musician, dancer, actress, activist

MARÍA MESTIZA
[COLOMBIA]



DJ and activist

ERICA ROSE + ELINA STREET
[US]



Award-winning directors, producers, and founders of the Lesbian Bar Project

SET FREE RICHARDSON
[US]



Activist and multidisciplinary creative

WTF IS GOING ON IN NIGHTLIFE?

A PULSE CHECK ON SOME OF THE HOT TOPICS...

SAFETY

“It’s important for women to feel like you can be sensual and you’re safe. It’s still the narrative that if you dress or dance sexy, it’s for the eyes of a man. Having more spaces that challenge that is going to be powerful.”

CHIKI KURUKA, CHOREOGRAPHER, EDUCATOR,
RADIO PRESENTER, KE

INCLUSIVITY

“Nightlife can innovate a lot if young people are more involved in planning and organization. I think in the future we’ll have more inclusive and more open and safer spaces for nightlife.”

LABIANNA JOROE, DRAG QUEEN, JP

QUEER NIGHTLIFE

“Speaking to the queer community, nightlife here in Joburg has definitely shifted. There’s so many events happening all the time and they’re all packed. It shows that people are hungry to be out, to be social, to meet people.”

AN.D, OTHER VILLAGE PEOPLE, ZA

COMMERCIALIZATION

“When nightlife gets bigger, with bigger venues and bigger brands coming on board, it makes the smaller collectives more creative in finding ways to navigate through these challenges.”

GEORGE PATRICK, COFOUNDER OF REFUGE
WORLDWIDE, DE

HEALTHY INDUSTRY GROWTH

“More has moved forward than has regressed. There’s a plethora of different collectives, scenes and amazing experiences that exist in the market. That shows the growth and maturity of our nightlife.”

THERESHO SELESHO, CULTURAL
ENTREPRENEUR, ZA

GRASSROOTS CLUB CULTURE

“A lot of creators are fed up with the exclusivity of the club scene, so they’re starting their own thing. They’ve realized they don’t need the approval of big clubs; they can create their own opportunities and build their own community.”

MARÍA MESTIZA, DJ AND ACTIVIST, CO

THE STATUS QUO FOR MEISTERS

- ▶ From its origins as a refuge for the marginalized, nightlife has emerged as an **engine driving economies worldwide**.
- ▶ Nightlife as a whole is maturing and growing everywhere, and **with growth come growing pains**.
- ▶ This new nightlife economy places a range of hurdles and challenges before our Meisters - no matter which part of the world.
- ▶ **Different countries are at different points** in their nightlife evolution, impacting what challenges are on the forefront for local Meisters and the impact opportunities these create.
- ▶ From fighting for an inclusive nightlife, to how to create safer spaces, to how to engage with changing audience behaviors, **Meisters are experiencing tensions** when interacting with the different players of nightlife.

THE GLOBAL NIGHTLIFE INDUSTRY WAS VALUED AT **\$95.33 BN** IN 2023 AND IS PROJECTED TO REACH **\$124 BN** IN 2030. [SOURCE]



WHAT CHALLENGES ARE MEISTERS FACING?

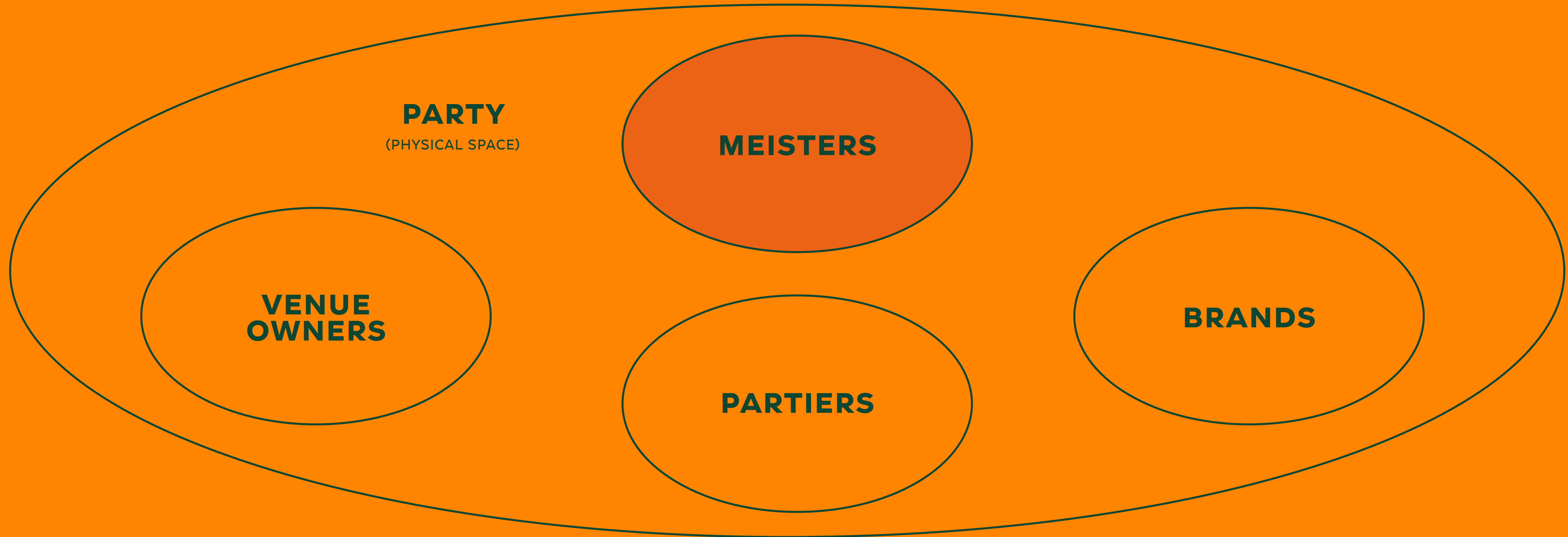
“A club is not just entertainment,
it’s a **cultural space**.

A booker of a curated club
should be treated like a theater
director.”

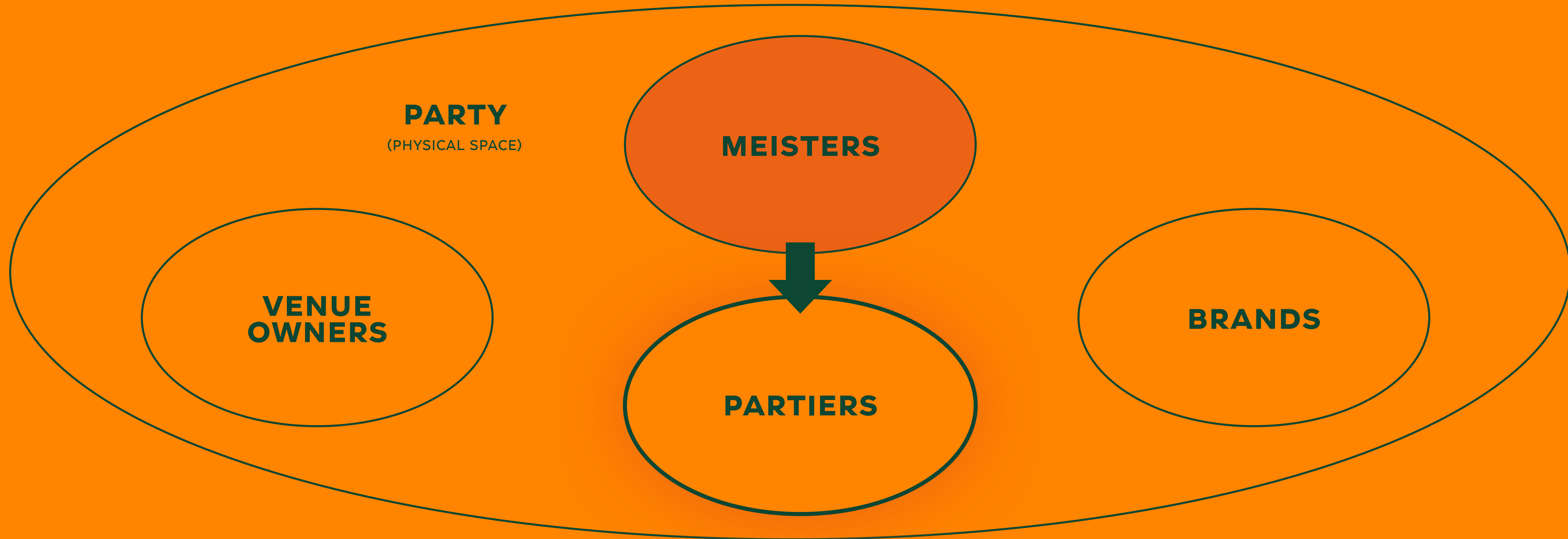


DIMITRI HEGEMANN, OWNER OF TRESOR BERLIN, DE

WHO ARE OUR NIGHTLIFE PLAYERS?



PARTIERS: QUALITY OVER QUANTITY



PARTIERS CRAVE MORE THAN THE AVERAGE 'NIGHT OUT'

- This current generation of partiers faces a tough economic landscape, where **every aspect of nightlife** – from cab fares to drinks – is becoming **increasingly costly**.
- For marginalized groups, nightlife is a **lifeline for finding community and acceptance**. Limited access to these spaces means fewer chances to connect deeply with others, which can take a toll on both personal and collective happiness.
- There's a noticeable shift in how people approach drinking and partying, with a growing preference for **more meaningful and diverse nightlife experiences**.



“People today don't have a lot of money. If they're going to spend £50 on an event they perceive more value on a large event with short sets rather than only one artist for a longer period of time.”

JORGE NIETO, CREATIVE DIRECTOR AT FABRIC, UK

2/3 OF GEN Z AND MILLENNIALS BELIEVE THAT THE **ECONOMIC SITUATION IN THEIR COUNTRY WILL NOT IMPROVE**. [SOURCE]

GLOBALLY, **GEN Z ARE DRINKING 20% LESS** THAN MILLENNIALS. [SOURCE]

THE PARTY ITSELF IS CHANGING TOO

DIY'S COMEBACK

Bored of big box clubs with at times questionable inclusion and safety practices and homogenous mainstream sounds, consumers are (re)turning to small bars and parties hosted by small indie curators: less chichi, more realness.

PARTYING WITH PURPOSE

Partiers are seeking events that reflect their values and will do research into who's hosting and who's playing to ensure this.

BEYOND THE BAR

Designing a space that offers a variety of different experiences with the intention of keeping the partier there the whole night.

“The bars that are doing well are the ones that are **really listening to younger people** and paying attention to what they want.”

**ERICA ROSE, CO-FOUNDER OF
THE LESBIAN BAR PROJECT, US**



1. DIY'S COMEBACK

DIY club culture is coming back:
less chichi, more realness

- ▶ Partiers are favoring **smaller bars and intimate parties** curated by independent organizers over cookie-cutter big box clubs offering repetitive mainstream experiences.
- ▶ While larger venues still exist, their high costs make them a luxury rather than a regular destination for many.
- ▶ In cities like Johannesburg and Bogotá, Gen Z seeks **nightlife that aligns with their values**, supporting local creatives and promoting **diverse, inclusive experiences** rooted in community.
- ▶ Many are turning away from big clubs due to outdated and sometimes harmful inclusion and safety practices.

“Nightlife is so tied in with our identities. It’s giving us the opportunity to be who we are in a space.”

ELINA STREET, CO-FOUNDER OF THE LESBIAN BAR PROJECT, US



MUAKK IS A BOGOTÁ BASED COLLECTIVE INSPIRED BY 90S RAVE CULTURE

“People are getting tired of the big mainstream clubs that don't represent them. They align with the values of the growing independent DIY culture, which is all about getting closer to everyday people and creating a more inclusive atmosphere.”

MARÍA MESTIZA, DJ AND ACTIVIST, CO

2. PARTYING WITH PURPOSE

Gen Z want to dance and make a difference

- ▶ This new generation of partygoers uses their nightlife budget to **support causes they care about**, practicing allyship on the dance floor.
- ▶ They seek **events that reflect their values**, researching hosts and performers to ensure alignment with sustainability, social justice, and support for local artists.
- ▶ Whether through eco-friendly practices, diverse lineups, or charitable donations, they aim to make a **meaningful impact with their spending**.
- ▶ Promoters and organizers are adapting by incorporating these values, making the party scene more inclusive, responsible, and meaningful to meet Gen Z's expectations.

“The new generation inject politics into partying.”

LOMAASBELLO, ARTIST AND ACTIVIST, CO

84% OF GEN Z GLOBALLY SUPPORT CAUSES IN SOME WAY - FROM VOLUNTEERING, ADVOCATING TO DONATING. [SOURCE]

A CLUB USES AS MUCH ELECTRICITY ON ONE WEEKEND AS A HOUSEHOLD OVER AN ENTIRE YEAR. [SOURCE]



CLUB SOL, A SAVE THE NIGHT PROJECT BY IMOGEN MALPAS — ENVISIONED A SUSTAINABLE CLUBBING EXPERIENCE, INVITING EVERYONE TO IMAGINE AN ECO-CONSCIOUS PARTY SCENE. THE EVENT INCORPORATED ELEMENTS DESIGNED TO ENABLE THE PARTY AND ITS ATTENDEES TO REDUCE ENVIRONMENTAL IMPACT, SUCH AS SOLAR-POWERED SOUND SYSTEMS, FREE WORKSHOPS ON MENDING CLOTHES AND VIRTUAL GIFTBAGS.

3. BEYOND THE BAR

Partiers seek variety, opting for events that go beyond just a bar

- ▶ Crafting a **diverse and engaging space** is all about keeping partygoers captivated throughout the night, ensuring they get the most out of their experience.
- ▶ With just one ticket, partiers can immerse themselves in a **variety of party atmospheres and activities**, eliminating the hassle of venue hopping and extra spending.
- ▶ Each room is designed to cater to different tastes. Dedicated areas like chill-out zones and serene meditation spots offer vital respites.

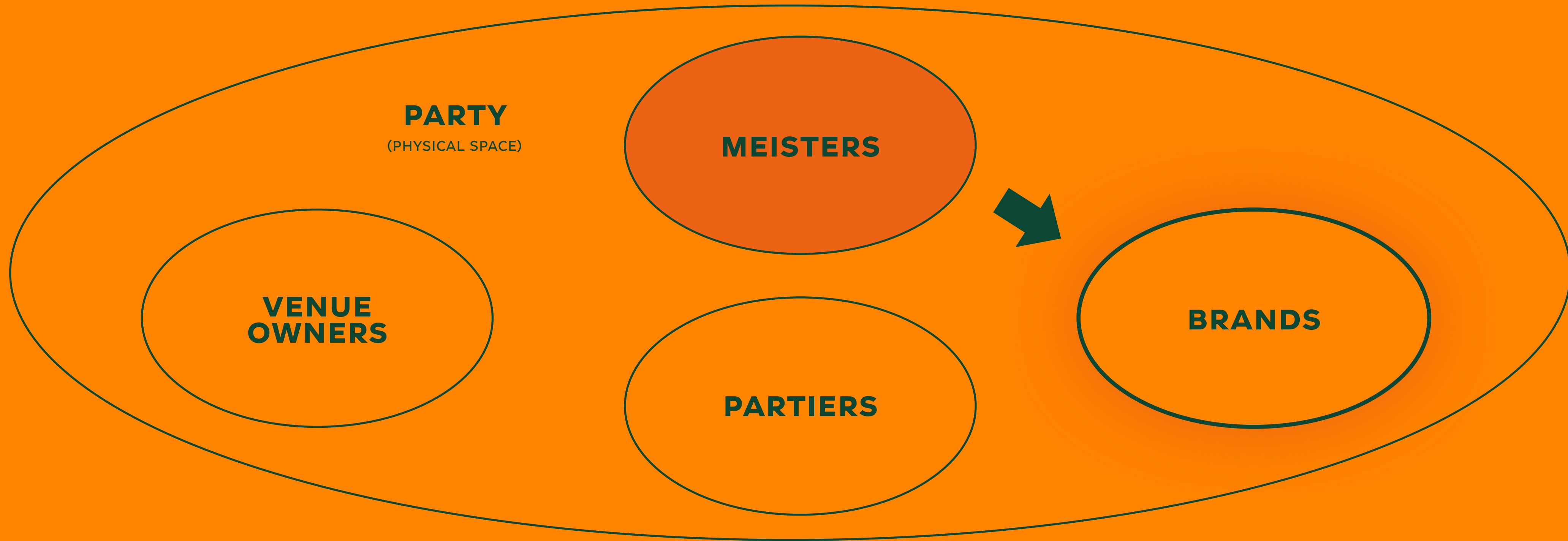


QUEERTOPIA 2024 A JNE OFFSHOOT, IMPLEMENTED A ZEN ROOM TO OFFER PARTIERS A BREAK WITHIN THE FESTIVAL TO ALLOW THEM TO FIND TRANQUILITY.

“Berlin needs to break out of these big rave houses and take it back down to a grassroots level, lean into smaller spaces and different types of environments. Not everywhere has to be a dark club with a pounding sound system. We need a little bit of variety.”

GEORGE PATRICK, CO-FOUNDER OF REFUGE WORLDWIDE, DE

BRANDS: DANCING WITH THE COOL KIDS



“Brands play a big role in culture because they’re one of the biggest investors in cultural projects. They have the responsibility of helping shape a scene because of their financial contribution, they are the ones who are booking or curating or investing in a certain direction.

Brands become kingmakers.

Some brands know what a big responsibility that is, some don't.”

**THERESHO SELESHO,
CULTURAL ENTREPRENEUR, ZA**



MEISTERS WANT TO TRUST BRANDS' INTENTIONS, BUT SKEPTICISM IS HARD TO SHAKE

SPREU OR WEIZEN: HOW TO TELL COLLABORATIVE BRANDS FROM THE EXPLOITATIVE ONES

- ▶ Meisters realize brand/creator partnerships are complex. Even with the noble intentions, navigating the dynamic remains challenging for both sides.
- ▶ Without transparency, consumers and creators can be left with a bitter taste in their mouth, and operating on a global stage magnifies any missteps.

“Even if a concept is executed quite badly, there's an authenticity that brands can have if they're open and committed.”

CHIKI KURUKA, CHOREOGRAPHER, EDUCATOR, RADIO PRESENTER, KE

BRANDS ARE BOUND BY RED TAPE AND PROCESSES THAT LIMIT AGILITY

- ▶ Brands work within internal structures that may not be the most conducive for these types of partnerships. Some Meisters have found that company structures and processes can get in the way of effective partnerships.
- ▶ Working with nightlife communities requires honest investment internally just as well as externally.

“Some brands give money to do the project but they don't form the relationship. It's short-term, transactional. They want to make all this money and exploit us.”

NOVÍSSIMO EDGAR, MULTIDISCIPLINARY ARTIST, BR

NOT ALL BRANDS ARE AWARE OF THEIR LIMITS IN GLOBAL CULTURAL UNDERSTANDING

- ▶ Brands cannot hold all of the knowledge.
- ▶ Given the enormous regional differences and dynamic nature of these scenes, brands may face cultural disconnects when engaging with new communities.
- ▶ Meisters emphasize the importance of brands listening and actively making steps to build understanding.

“Brands that don't have culture as a pillar in their marketing teams, or at least in their organizational thinking, you see it very quickly.”

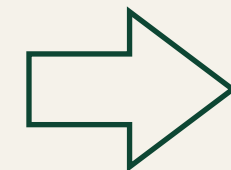
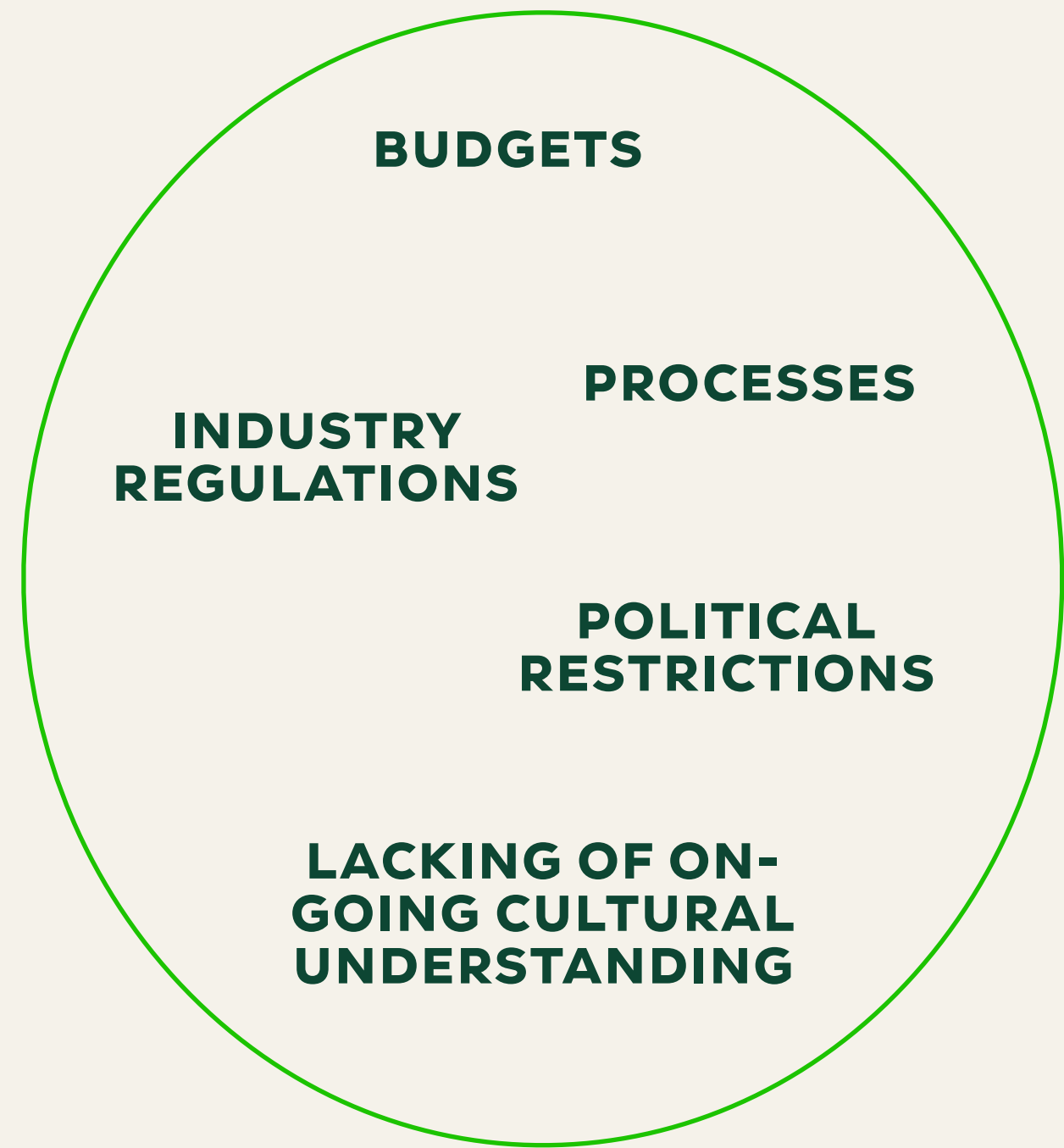
THERESHO SELESHO, CULTURAL ENTREPRENEUR, ZA

LET'S ADDRESS THE ELEPHANT IN THE ROOM HERE:

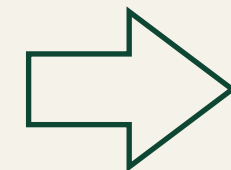
We don't claim to be perfect. We're not pointing the finger, we want to highlight where every brand, including us, can improve. We all owe it to our partners and communities to look in the mirror and take steps to make collaborations as fair, transparent and productive as they can be.

BRANDS NEED TO PUT IN THE WORK TO COMPENSATE FOR ORGANIZATIONAL LIMITATIONS

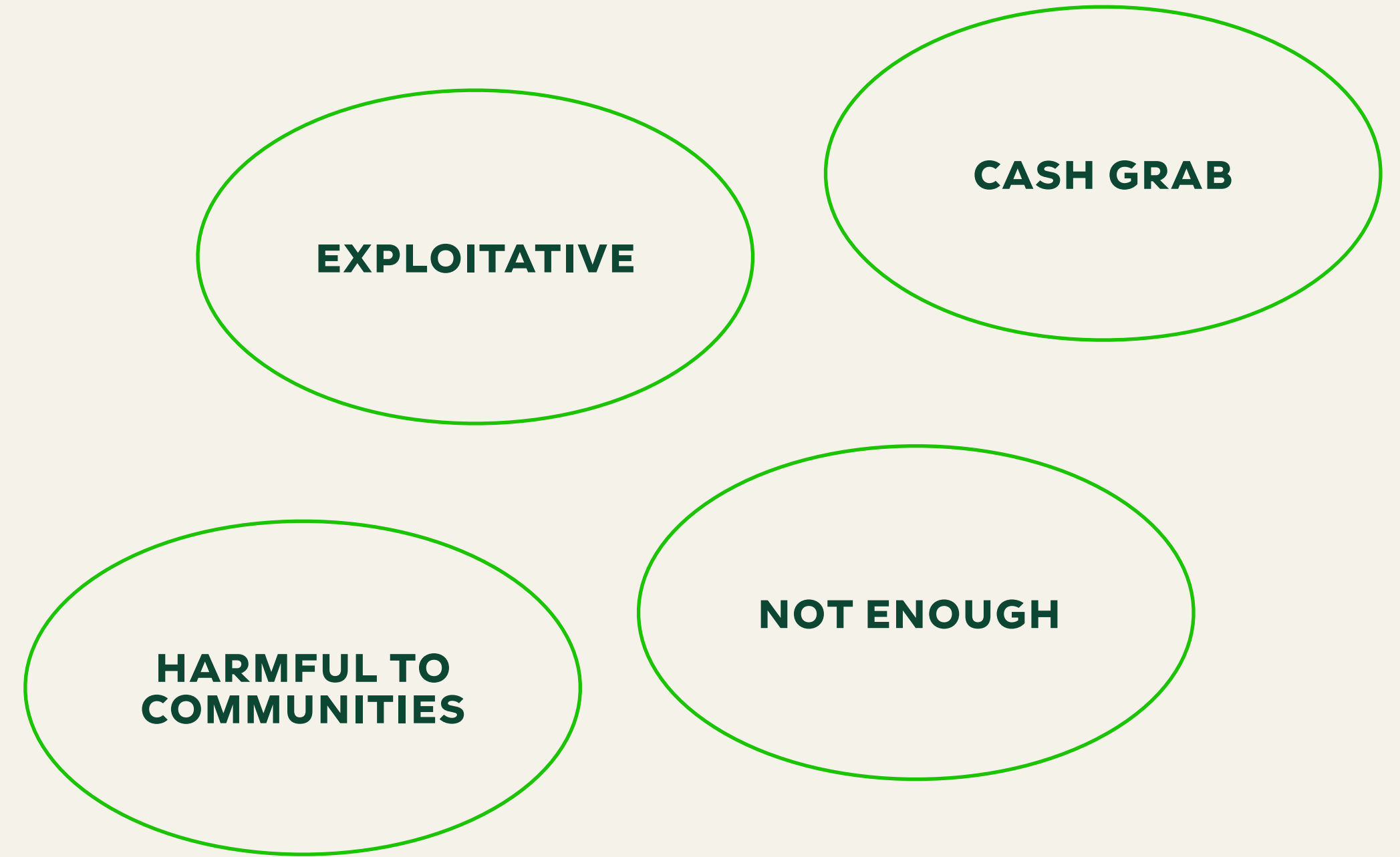
BRANDS INTERNALLY CAN BE LIMITED BY:



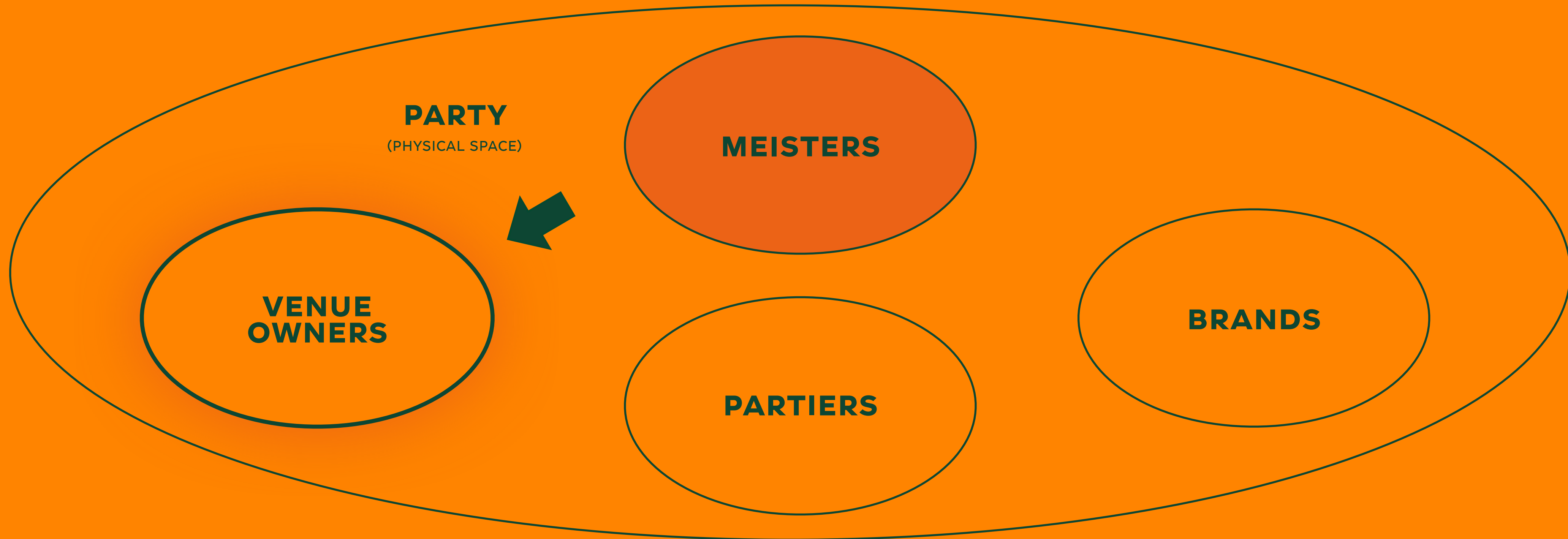
BUT WITHOUT
TRANSPARENCY,
EMPATHY,
RELIABLE
INVESTMENT
AND
COLLABORATION



EXTERNALLY IT CAN READ AS:



VENUES: BARELY SURVIVING AND NOT THRIVING



VENUE OWNERS ARE BARELY KEEPING THEIR HEAD ABOVE WATER

- Keeping nightlife venues open is a monumental challenge. **High operating costs, inadequate government support, and declining audiences** make sustaining venues increasingly difficult, particularly for smaller bars and clubs.
- This struggle has a **ripple effect on grassroots nightlife culture**, where spaces for experimentation, skill-building, and learning from mistakes are vital for nurturing the next generation of talent.
- **Small local bars** play a crucial role in **fostering community** and providing a sense of belonging, particularly for marginalized groups.

“There's not a lot of grassroots spaces anymore. Without them people can't congregate, they can't experiment, they can't do small parties. When you don't have that, it cannot feed the bigger clubs and the superstars of the future. They don't have space to grow.”

JORGE NIETO, CREATIVE DIRECTOR AT FABRIC, UK

ITALY HAS LOST OVER 2,100 (52%) OF ITS NIGHTCLUBS SINCE 1990. [SOURCE]

IN THE UK, NEARLY 14,000 NIGHTTIME BUSINESSES HAVE CLOSED FROM MARCH 2020 TO DEC 2023. [SOURCE]

69% OF THE UK THINKS PUBS ARE ESSENTIAL FOR BRINGING COMMUNITIES TOGETHER. [SOURCE]

“Especially for queer people, we would go to bars to meet new people.”

LABIANNA JOROE, DRAG QUEEN, JP

SAFETY AND INCLUSIVITY MUST BE PRIORITIZED

- Putting together a stellar lineup no longer cuts it. Consumers and Meisters alike are looking to **venues to actively ensure their events are inclusive and safe for all**, especially marginalized groups.
- Inclusivity isn't just about symbolic gestures on promotional materials. Meisters emphasize that **actions must speak louder than words**.
- This means venues must demonstrate inclusivity and fairness through their **door policies, safety protocols, and opportunities** provided to talent and organizers.
- Meisters also recognize the urgent need to **train staff** on these crucial responsibilities. However, venue owners face challenges as there's currently no centralized platform available to acquire these essential skills.

“A lot of venues don't pay attention to discrimination in their space, but they care not to face public backlash. Are you really investing energy, time and money to make the space safe? Or do you only care that nobody says anything negative about your venue?”

LOMAASBELLO, ARTIST AND ACTIVIST, CO

WOMEN AND GENDER EXPANSIVE CREATORS ARE NEARLY **2X AS LIKELY** TO BE **EXCLUDED** FROM MEETINGS OR EVENTS, **PASSED OVER** FOR OPPORTUNITIES, OR DISCOVER THEY'RE BEING **PAID UNFAIRLY**. [SOURCE]

“Training is a big challenge. From how bouncers treat people when they come through the door to the small acts of care, they still don't exist in most spaces.”

KEFILOE, OTHER VILLAGE PEOPLE, ZA

“Usually it’s a bouncer coming pulling people out and there is no room for speaking, they kick people out and that’s it. Situations just get worse with this kind of strategy. That’s why we do **training with staff** where we educate them about constructive deescalation and other things.”

MARÍA MESTIZA, DJ AND ACTIVIST, CO



NIGHTLIFE SPACES AREN'T ALWAYS SAFE...

90%

OF WOMEN IN CITIES AROUND THE WORLD FEEL UNSAFE IN PUBLIC SPACES. [\[SOURCE\]](#)

79%

OF WOMEN AGED 18-24 IN THE UK HAVE EXPERIENCED OR WITNESSED SEXUAL MISCONDUCT ON A NIGHT OUT. [\[SOURCE\]](#)

LGBT PEOPLE ARE

4X

MORE LIKELY TO EXPERIENCE VIOLENT CRIME. [\[SOURCE\]](#)

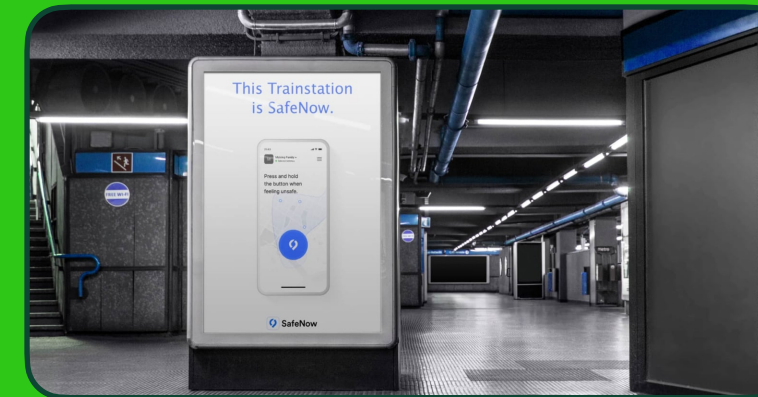
56%

OF NIGHTLIFE WORKERS [ACROSS ES, CZ, PT] HAVE EXPERIENCED SEXUAL VIOLENCE ON A NIGHT OUT OR AT WORK, WITH FEMALES SIGNIFICANTLY MORE LIKELY TO BE AFFECTED (78%) THAN MALES (33%). [\[SOURCE\]](#)

12%

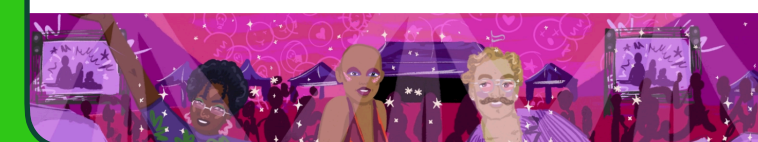
DON'T THINK SEXUAL VIOLENCE IS A PROBLEM IN NIGHTLIFE. [\[SOURCE\]](#)

LET'S MAKE
safe gigs
THE NEW NORMAL



Drug testing, discrimination mapping and addressing the darker side of nightlife

How a union in Denmark is ensuring safety and inclusivity for party-goers



Safe Gigs Ireland is an initiative working with venues, artists, staff, crew, promoters, festivals, security and partiers to enforce a zero tolerance environment for discrimination and sexual violence. [\[source\]](#)

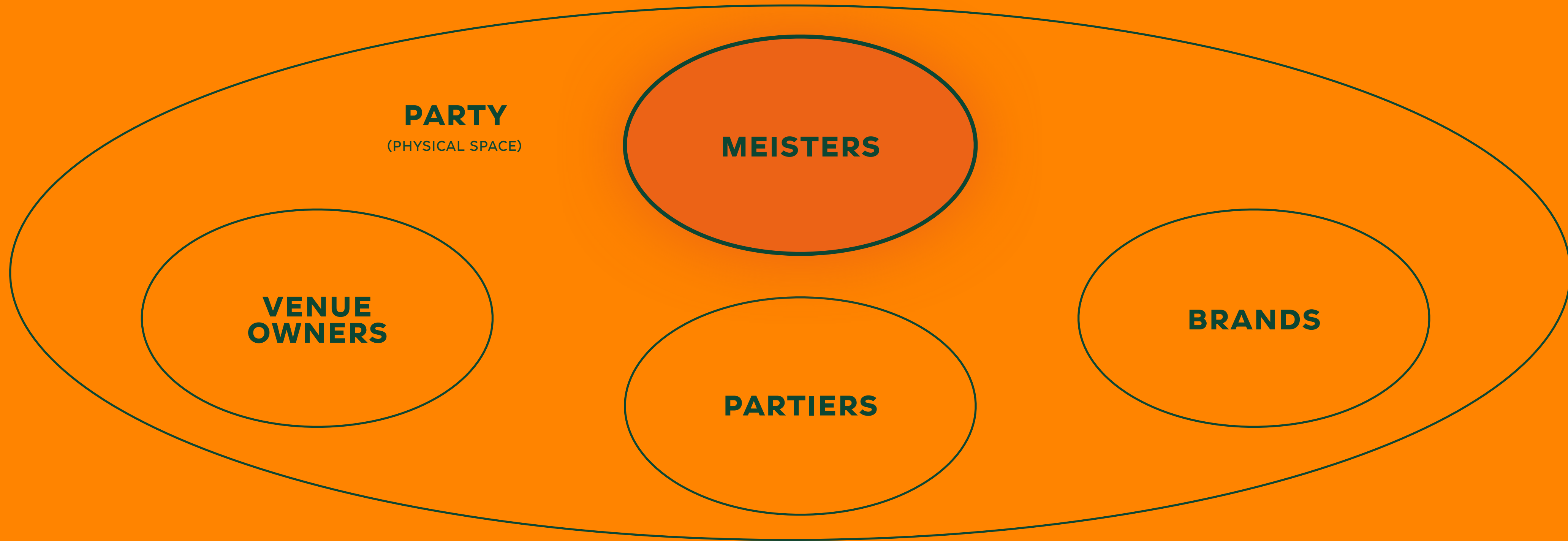
SafeNow is an app providing the user instant access to locally relevant help - family, friends or professional safety staff - through the push of a button. [\[source\]](#)

KFP, a member's driven union for underground club culture in Copenhagen, is advocating and providing resources for ensuring safety and inclusivity in nightlife. [\[source\]](#)

Queer and femme collective **WAIFU** in works against the segregation of and within queer nightlife in Tokyo and for safe and inclusive spaces. [\[source\]](#)

...IMPROVING CLUB SAFETY IS DRIVEN BY LOCAL INITIATIVES AND COLLECTIVES

BOTTOM LINE: MEISTERS HAVE A LOT ZU MEISTERN



WHAT BEGINS AS A PASSION PROJECT BECOMES A FULL-FLEDGED CAREER

Despite external challenges, Meisters are on a journey of internal growth. They enter the industry with big dreams but soon face the reality of a demanding and often lonely path.

Juggling multiple roles — promoter, manager, lawyer, mentor — they strive to develop diverse revenue streams while honing their creative skills.

Yet, as they pursue their ambitions, their lofty goals for themselves and their communities can feel increasingly out of reach.

“There’s other challenges that come into play when you’re one of the chosen few that are able to kind of overcome the initial hurdles. Now, there’s the challenge of maintaining your position.”

THELMA NDEBELE [DORMANTYOUTH], DJ & ARCHITECT, ZA

STARTING AS A
LONE CREATIVE
WITH DREAMS OF
A NIGHTLIFE
CAREER

OVER TIME THEY
SHARPEN THEIR
SKILLS AND THRIVE
IN THEIR CRAFT

THERE IS A SHIFT WHEN THE
CREATIVE BECOMES A
BUSINESS ENTITY EXPECTED TO
MASTER CONTRACTUAL
OBLIGATIONS, PARTNERSHIP
TERMS AND PAYMENT
NEGOTIATIONS.

“One of the reasons why Refuge Worldwide diversified our revenue streams is because **we can't rely on one thing completely**. Whether it's brand work or cultural funding or our bar or our events, at any point one of these streams can collapse.”



**GEORGE PATRICK, CO-FOUNDER OF REFUGE
WORLDWIDE, DE**

AND WITH EVER-GROWING EXPECTATIONS, MEISTERS ARE LEFT WITH MORE QUESTIONS THAN ANSWERS

HOW TO START?

For newcomers to the industry, diving into contracts, negotiating fees, and grasping industry terms can feel like **navigating a maze without a map.**

This often results in creators being underpaid, making it tough to sustain their nightlife dreams from the get-go.

HOW TO GROW?

Nightlife has grown out of its children's shoes. Lots of knowledge and learnings have been gathered over the last decades, but there is a **lack of programs and resources** for the younger generation to access and benefit from these insights.

HOW TO KEEP GOING?

This career path requires a high level of emotional labor and even seasoned Meisters understand the importance of staying motivated and continually evolving.

NOW WHAT?

IF WE KNOW WHAT THE CHALLENGES ARE, WHAT CAN WE DO ABOUT IT?

Together with our Meisters we've created some tangible ways we can all do our part to preserve and protect nightlife.

TO OTHER BRANDS

- Treat partners with respect, be transparent and open about intentions.
- Create feedback loops with talent and consumers, ensure you're always including a seat for them at your table.
- Think about community over competition, if we all support nightlife, we all win.

TO OUR CREATIVES

- Don't feel scared to reach out to other creatives whose work you find inspiring.
- Consider the ways you can platform new and emerging creatives.
- Invite your audience to mobilize about causes that matter to you, combining the dance floor with advocacy.

TO OUR PARTIERS

- Support local talent and participate in local nightlife where possible.
- Vote with nightlife in mind.
- If possible, donate to nightlife initiatives you care about.
- Be vocal about why nightlife matters to you.

AND WHAT ABOUT US?

Here are some of the ways SAVE THE NIGHT has been showing support for nightlife:

04 NOW WHAT?

4

YEARS

1.650+

MEISTERS

500+

APPLICATIONS FUND

60+

COUNTRIES

2020

●

↓

LAUNCH OF SAVE THE NIGHT

From 2020 to 2021 SAVE THE NIGHT was primarily focused on pandemic-related relief through different projects. The digital stages of so-called 'Meister Drop-ins' and 'Meisterclasses', our limited-edition bottles and all kinds of in real life creative projects came to life, resulting in an exceptional global team effort of the brand with over 900 artists supported and a total of 3,5 million euros donated to this cause.

START OF LESBIAN BAR PROJECT

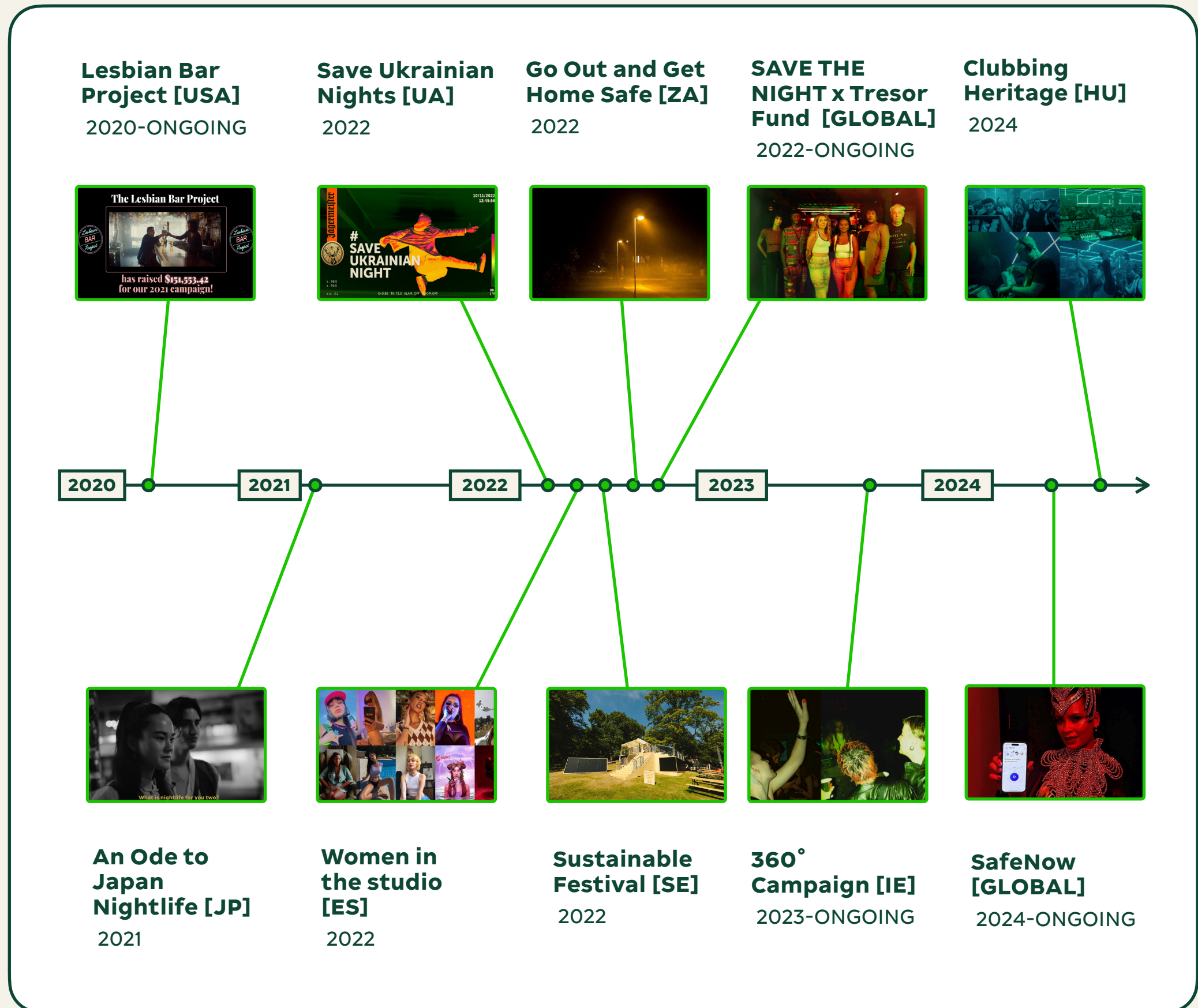
The Lesbian Bar Project celebrates, supports, and amplifies the remaining Lesbian bars in the United States. In the 80s, there were roughly 200 Lesbian bars whilst today there are fewer than 25. A huge treat to inclusivity and safe spaces that called for help of the SAVE THE NIGHT initiative and resulted in a community-driven and experiential campaign with great success: it fundraised \$117k in 2020 and \$150k in 2021. The project is still running and soon airs a new documentary about the German lesbian bar scene.

THE EMERGENCE OF THE FUND

In collaboration with renowned Berlin based techno club and label Tresor, we opened our first public-facing fund. In search of good ideas that support SAVE THE NIGHT's mission, a new chapter began. The open call turned out to be a great success with 226 applications. Three of them got appointed by our jury as winners and were granted creative and financial support.

FIRST INDUSTRY EVENT

The 2023 fund was launched during SAVE THE NIGHT's first big industry event. Together with partners fabric and Resident Advisor, SAVE THE NIGHT organized a day-to-night program at fabric's nightclub in the heart of London. Panel discussions, a-meet-the-jury and a proper celebration nightlife kickstarted the open call – that in the end resulted in a stunning 300+ applications from all over the globe.



RESOURCES + INITIATIVES WORTH SUPPORTING



The Stonewall Inn Gives Back Initiative is a non-profit charitable organization advocating for LGBTQ rights through educational, strategic and financial assistance to grassroots organizations.

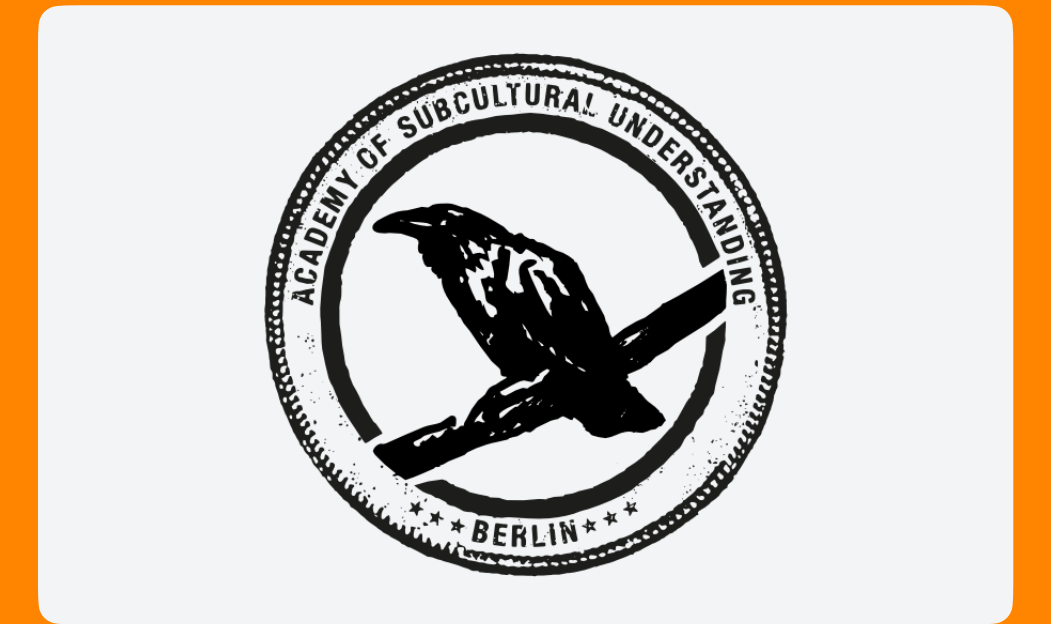


Refuge Worldwide is a Berlin-based community radio station and fundraising platform, working with grassroots and non-profit organizations.

They also offer free workshops, training programmes and classes in media, creative fields and mental health.



SafeNow is an app providing you with instant access to locally relevant help - family, friends or professional safety staff - through the push of a button.



The Academy of Subcultural Understanding, an initiative by the Tresor foundation, offers a training program for the next generation of venue runners, teaching them the skills and tools to create the subcultural spaces of the future.

SPECIAL SHOUTOUT TO...

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Protein Agency, a global brand consultancy since 1997, connects brands with the communities shaping culture, offering insights, strategies, and activations to create positive impact. Explore our latest reports at proteinagency.com or reach out at info@proteinagency.com.

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