

CHOIRS FOR ECOCIDE LAW



IDEAS AND HELP FOR MAKING THE *LET'S CHANGE THE RULES CONCERT* IN LARGE SCALE

2025
MERZI RAJALA,
KIRSI KAUNISMÄKI-SUHONEN



TABLE OF CONTENT

WELCOME TO ORGANIZE A LARGE CHOIR CONCERT ON BEHALF OF OUR PLANET MOTHER EARTH AND ECOCIDE LAW.	2
GENERAL DESCRIPTION OF THE LET'S CHANGE THE RULES CONCERT AND PRODUCTION.....	2
WHEN CHOOSING A CONCERT VENUE.....	3
PERSONNEL REQUIREMENTS FOR THE MAJOR CONCERT	3
ORGANIZING A LARGE CHOIR.....	4
<i>what does the large choir invitation letter contain</i>	<i>4</i>
<i>inviting a large choir in social media.....</i>	<i>4</i>
<i>when the choir has registered, the registered choirs will be sent</i>	<i>5</i>
ORGANIZATION OF SOLO CHOIRS	5
<i>selection of solo choirs</i>	<i>5</i>
<i>information to be sent to solo choirs.....</i>	<i>6</i>
BAND, TECHNOLOGY AND STAGE DESIGN	6
<i>band.....</i>	<i>6</i>
<i>stage design</i>	<i>6</i>
<i>Sound and light:.....</i>	<i>7</i>
<i>Documentation:</i>	<i>7</i>
ARTISTIC MANAGING / - DIRECTORS TASKS.....	7
<i>dress rehearsal:</i>	<i>8</i>
MEDIA AND CONCERT COMMUNICATION.....	8
<i>media release</i>	<i>8</i>
<i>Social Media manager.....</i>	<i>9</i>
<i>handbook and concert venue advertisements</i>	<i>9</i>
<i>Invited guests</i>	<i>9</i>
PANEL DISCUSSION	10
TICKET SALES.....	10
PERMISSIONS, GRANTS, SPONSORS, CO-OPERATION	10
OVERALL PRODUCTION SCHEDULE	11



WELCOME TO ORGANIZE A LARGE CHOIR CONCERT ON BEHALF OF OUR PLANET MOTHER EARTH AND ECOCIDE LAW.

Concert production is a process that has positive effects especially on the singers, the surrounding community and of course the progress of the International Ecocide law itself.

In this guide, we want to smooth your path and share information related to what we have learned organizing the big concert in Helsinki. Feel free to use your own super power to create the concert as you like.

link: Choirs for Ecocide Law Trailer

link: Choirs for Ecocide Law webpage

link: Helsinki large scale concert 2024, YouTube

GENERAL DESCRIPTION OF THE LET'S CHANGE THE RULES CONCERT AND PRODUCTION

Choirs for Ecocide Law is an artistic choral project, whose main purpose is to spread awareness about the need to make large-scale environmental destruction (*ecocide*) an international crime. The goal of the large choir concert is to bring together choirs interested in civic influence and the well-being of nature.

Choirs for Ecocide Law provides a sixty-minute concert program, "Let's change the rules!", ready to be rehearsed and performed by any choir – for free. The scores package includes music made by composers from different cultures, along with guidelines for an interactive rehearsal process, and with a script for bringing the concert storyline to stage.

The concert consists of 15 songs composed in a pop style and deals with the need for an international law on natural destruction, related questions, and views. The dramaturgy of the concert presents the ecological challenges of the current situation and offers the Ecocide Law as a positive international way towards a sustainable future.

The concert's message encourages community action and maintaining hope. The concert offers an opportunity for media coverage and local discussion about an important theme.

In the Helsinki 2024 megaconcert, 36 choirs performed at the concert of which 6 choirs, one vocal group and guest soloists performed the solo parts. The rest of the choirs participated in the mass choir parts, in eight songs of the concert repertoire. All in all, about a thousand singers participated in the concert. All artistic work was done voluntarily, without compensation. For reasons of cost and accessibility, the dress rehearsal and the concert took place on the same day. The choirs prepared independently according to *link: the instructions*.

The soloist choirs arrived at the concert venue for the sound check one by one, the main choir arrived to the dress rehearsal according to the instructions.

WHEN CHOOSING A CONCERT VENUE

The number of performers and therefore the use of the back stage area in this concert differs from normal choir concert situations.

Plan for flexible mobility of a large number of performers. Note the following points:

- where the choirs wait, change clothes, eat snacks, where the singers can leave their belongings.
- The large choir can e.g. use the audience rooms, solo choirs and the band the orchestra's background rooms.
- Choristers' food and drinks during the long day? Do they bring their own food?
- Make sure that the technical capabilities of the venue meet your wishes from the perspective of: lighting, sound, stage dimensions, recording/streaming capability.
- It is good for the stage to be large so that as many solo choirs as possible can fit there at the same time, to avoid the choirs walking a lot during the concert and also fitting together on the stage for the final number.

PERSONNEL REQUIREMENTS FOR THE MAJOR CONCERT

- solo choirs, e.g. six choirs singing 1 – 2 solo numbers
- large choir, as many choirs / singers as the venue can take
- soloists: chosen from soloist choirs or ask a local artist to contribute.
- band: piano, bass, drums
- artistic director / director, choir director / directors
- technique: sound technicians, light technicians (both stage and large choir must be taken into account in the lighting), stage managers, documentation; photography, video recording, possible live broadcasts,
- ticket sales and inspection
- lobby service for both the performers (large choir) and the audience,
- receptionists (at least 2) for receiving and advising the coming performers and choirs; (seats, participation stickers, hand programs, backstage locations etc)
- communication / information manager
- A person familiar with Ecocide Law who can check the text of the press release.



- a person to take care of the press and invited guests, to receive and instruct the panellists, to take care of the flowers for the performers.

ORGANIZING A LARGE CHOIR

coordinated by one person.

link: Invitation in Helsinki

link: Letter to choir conductors

WHAT DOES THE LARGE CHOIR INVITATION LETTER CONTAIN

- Welcome words, the importance of promoting *Ecocide Law* and a short description of the event, as well as a link to the concert stream and the *MeWe documentary film*.
- information about the free availability of musical materials in SATB, SSA and unisono, the *Choirs for Ecocide Law webpage*, registration and the possibility of using the *ChoirMate* application.
- registration instructions, emphasizing that the event is registered by choir (not each singer individually),
- registration deadline, this is important for you as an organizer.
- If you need funds to cover organization costs (choir manuals, choir stickers) you can take a small participation fee, if necessary, include any payment instructions
- you can offer *Single Singers* option. In this case, you can create your own *Single Singers choir* in the ChoirMate application, which allows individual singers to learn the material independently and arrive as their own choir.

INVITING A LARGE CHOIR IN SOCIAL MEDIA

link: Invitation in social media

link: social media

link: Invitation video in Finnish

- Tell everyone what is going to happen, why it happens and in which diverse ways singers can participate in the concert.



- Prepare social media posts about the concert, invite choirs to join
- make a video invitation to your social media channel
- organize a Zoom session about the concert and invite the choir conductors.
- send an invitation to participate as widely as possible via your network connections, e.g. Choir Directors' Association, choir associations, include a registration link
- The most powerful invitation is a personal invitation

WHEN THE CHOIR HAS REGISTERED, THE REGISTERED CHOIRS WILL BE SENT

link: Questionnaires

link: Concert program and storyline cue words

link: Musical instructions

- participation instructions, concert day schedule, information about the large choir's vocal parts, material links, arrival instructions and dress instructions
- information about the order of the dress rehearsal and the concert, the walking routes to the large choir seats or place, and the background room instructions of the large choir.
- Information that large choir can sing their parts from sheets
- it is good for a large choir to have its own reception desk at the concert venue, where they can receive their information package on the day of the concert. The package includes the choir's manuals, seating map and choir participation stickers (to make entrance clear).

ORGANISING SOLO CHOIRS

coordinated by one person.

SELECTION OF SOLO CHOIRS

- solo choirs are invited separately, to perform a song specifically chosen for them from the Let's Change the Rules repertoire.



- the artistic director helps with artistic solutions / adaptations and communicates the role and meaning of the song in the whole concert.
- The solo choirs also sing the large choir's material from the moment they arrive on stage. For example: solo choir sings arrives to sing song nr. 6, after that they will participate to large choir parts, staying on stage, possibly moving to the back of the stage.
- It is great if the choirs can represent the diversity of people and the community as well.

INFORMATION TO BE SENT TO SOLO CHOIRS

- instructions on to register to the project through [link: Choirs for Ecocide Law web page](#), After registration the choir has access to resources page with all the materials available for free.
- In addition to the solo song, instructions are also given on the large choir parts
- stage design and walking routes in advance for information and familiarization
- A designated person receives the solo choir members on the day of the concert, they direct the choirs to the background rooms and possibly to the sound check. They give advice on how to move through the background spaces. (stage manager)

[link: concert script for planning](#)

BAND, TECHNOLOGY AND STAGE DESIGN

BAND

Trio: piano, bass and drums.

the band plays in 9 songs, more if necessary.

The band is an essential part of the success of a large choir concert, bringing together a large number of singers.

Comp sheets are available soon, ask them or handwritten version kirsi@choirsforecodelaw.earth

STAGE DESIGN

[link: Stage design](#)



Movement on stage of the choirs during the concert is minimized, to as few changes as possible. In Helsinki, there were three choral platforms on the stage+ a vocal ensemble pit at the same time for this reason.

Plan the entrances, passages of solo choirs

Plan also the location of the large choir members. In Helsinki they were seated behind the stage. Solo choirs “joined” the large choir by stepping aside towards the back of the stage.

SOUND AND LIGHT:

Plan miking and monitoring for solo choirs, soloists and band

Plan how to monitor the large choir (at least piano + hi hat from drums)

Plan microphones for spoken parts, possible beatbox (song nr 9) and panel discussion

Plan lighting for solo choir spots and soloist spots

Plan lighting for the large choir in such a way that the singers can see and read the scores, and can be seen themselves when singing

DOCUMENTATION:

if you stream, it is beneficial to make a stream script

Invite the photographers / documentators also to dress rehearsal, to get nice pictures moving freely on the stage. For the concert, book a seat / place for photographing the concert from a vacant position

link: Stream script in Helsinki

ARTISTIC MANAGING / - DIRECTORS TASKS

- chooses and contact soloist choirs suitable for the characters of the songs
- decides who will direct the dress rehearsal on the day of the concert
- prepares the stage map and the course of the concert – alone or in cooperation with a possible director.



- prepares a "schedule" for the technicians, i.e. writes the course of the concert in order of events for the sound and light: who sings, speaks, when, where. It is helpful to also write a couple of words about the atmosphere of the song to the light.
- Briefs of the researcher's (if invited separately, song nr 7, researcher's speech) speech + rehearsal of the researcher's speech.
- Briefs a lawyer (if invited separately, song nr 13, definition of ecocide law)
- Prepares the introduction of the choirs at the end of the concert (f.ex during the intro of the last song) and the encore.

DRESS REHEARSAL:

- all the performers and people making the concert are welcomed and introduced to each other.
- choirs communicate to the artistic director / general director through their own director if necessary.
- the artistic director communicates with the sound.
- you should reserve more time for the dress rehearsal than the concert, due to traveling and revisions.
- Aim for a friendly and encouraging atmosphere. Valuing and highlighting all participants is at least as important as the music itself. The artistic director takes care of the atmosphere with her / his own work and example.

MEDIA AND CONCERT COMMUNICATION

MEDIA RELEASE

link: Media release

- Send an official media release about two weeks before the concert
- have a person who knows the Ecocide Law proposal very well to proofread and checking the facts in your release before sending
- Approach radio and TV programs a couple of months before the concert, current affairs programs, interviews, etc.
- Prepare and send invitations to the media arriving on site



SOCIAL MEDIA MANAGER

- collects solo choirs' press photos and introductory texts for advertising
- publishes preparatory information for the concert, about the performers, what is going on..
- also send info to be published on Choirs for Ecocide Law Social media

Instagram

Facebook

HANDBOOK AND CONCERT VENUE ADVERTISEMENTS

link: Handbook

WE RECOMMEND TO TRANSLATE THE CORE MESSAGE OF THE SONGS INTO YOUR OWN LANGUAGE SONG BY SONG, IT IS IMPORTANT THAT THE LISTENERS UNDERSTAND THE MEANING OF EACH SONG THE CONCERT

- Find a graphic designer to create the program book / leaflet + your unified layout
- printing, in Helsinki the materials had to be given one month before, find out the schedule
- Prepare graphics for light boards or posters.

INVITED GUESTS

link: Invitation to the guests

link: Request for partners

link: Invitation with after party call

- make a list of invited guests, also take into account the wishes of the partners



- ask for advice from environmental organizations and diplomatic bodies.
- Will there be a party somewhere right after the concert, is there an opportunity for invited guests and the press? This may also contribute to the progress of the legislative initiative.
- Zoom-party with singers some time after the concert? Maybe not all the singers can fit in the same place to celebrate.

PANEL DISCUSSION

In connection with the concert, it is meaningful to organize a panel discussion about the law and its purpose. The music opens the conversation to a completely different level, adding a holistic experience of the subject to the words.

The discussion can take place, for example, within the concert, before the last song, or after the concert. The panel discussion should be max 45 minutes.

You can invite the panel discussion

- legal expert (e.g. Stop Ecocide) local politician, nature activist, researcher and cultural figure.
- Naturally the moderator of the panel needs to be familiar with the Ecocide Law proposal to be able to ask questions about the need for the law from different perspectives.

TICKET SALES

The Choirs for Ecocide Law project is artistic activism, volunteer work. The performers do their work pro bono. Ticket sales aim to cover the costs of the concert, such as the venue, technical equipment and staff, printed products, documentation, advertising, accommodation and travel, etc.

- contact us and start ticket sales half a year before the concert date.
- marketing texts and materials need to be ready when ticket sales begin
- find out if you need to pay VAT on ticket sales
- inform about the start of ticket sales on social media, also inform all participating choirs.

PERMISSIONS, GRANTS, SPONSORS, CO-OPERATION



- take composers rights- fees into account and make an event notification to your national copyright collecting society after the concert.
- if you stream, find out about the permission issues related to streaming and recording.
- Apply for grants in good time, remember to count your own and others' free work as a financial investment in the budget.
- Offer e.g. a place for a logo in the manual for sponsors, note that there are also sponsors who do not want visibility. In addition to companies, you can also look for non-governmental organizations as sponsors.
- Cooperate with local organizations interested in natural disasters, etc.
- Contact your national Stop Ecocide organization. They are excellent partners. You will surely also get good advice from them on political relations and contacting experts.
- Also consider international partners.

link: Call for contributions

OVERALL PRODUCTION SCHEDULE

The core working group takes care of the schedule by weekly meetings.

A year before the concert

- negotiations, ensuring working methods and frameworks with partners
- choosing and booking a concert venue (perhaps already in advance)
- recruiting key personnel (technology, musicians, conductor, publicists, press relations manager)
- arranging solo choirs and soloists
- application for grants begins

10 months before the concert

- making an invitation video for large choirs
- contacting choir organizations
- arranging and informing the panelists



- marketing begins, text formatting, images, ticket sales materials

8 months before the concert

- registration of choirs, first information letter for large choir and solo choirs
- Information about large choir parts and distribution of materials
- fundraising
- webinar for participating choirs (goal of the concert, information on the Ecocide Law, the spirit of the concert and the course of events.)
- third sector cooperation, e.g. nature organization and local Stop Ecocide organization
- sending the material to the ticket sales organization

6 months before the concert

- ticket sales begin
- contacting TV and radio programs
- coordination of the possible side event, e.g. with the local Stop Ecocide organization or political decision-makers.
- coordinating all participants, choirs, staff and volunteers. answering questions
- preparation of marketing material to support ticket sales
- finding a group of volunteer assistants on the day of the concert
- arrangements for a possible after party

4 months before the concert

- planning the panel discussion with the moderator
- agreeing on tasks with the documentation people
- continuing marketing the concert on social media, telling about the Ecocide Law
- planning the course and schedule of the concert day
- planning for possible streaming
- planning of choir places
- making a detailed stage design plan for the performers



- making a precise rider for sound / light / stream
- artistic mentoring of soloist choirs and soloist parts

2 months before the concert

- contacting and reminding panelists of the upcoming concert
- meeting with sound and light technicians of practical matters, talking through the concert
- informing all performers about details related to the day of the concert: use of the stage, directions, arrival instructions, etc.
- agreeing on concert venue ticket sales and inspections (for the concert day)

1 month before the concert

- discuss practical matters related to the arrival of large choirs and solo choirs at the concert venue
- check the organization of coat rack services
- letter of encouragement and congratulations to the participants
- start giving interviews
- sending an official media release two weeks before the concert
- send the panel discussion moderator's questions for the discussion participants
- send press invitations
- send invited guest invitations
- create an organization for registering invited guests and press recipients, remember to reserve tickets / seats for them

0, just before the concert + on the day of the concert

- the band's own rehearsal
- possible side event (we had a Ecocide Law workshop in Finnish Government with diplomatic help and specialists)
- visits to current affairs programs in various media
- instructing assistants, ticket inspectors, locker staff and hall staff
- dress rehearsal, duration max 2 hours



- concert, duration 60 min
- the organization of blooms for performers (conductors on stage, band etc)
- possible after party for invited guests
- after-work of the concert, paying the bills, thanking all participants, doing some after posts in social media, maybe giving interviews to magazines etc.

Watch how much fun we had making the Helsinki concert in this 30 min document film,
by Carl Eneroth

[MeWe Choirs for Ecocide Law](#)

HOPE YOU ENJOY THE MAKING OF AS
MUCH AS WE DID!
