



AMBER BURN UNIVERSE IN YOU REPORT



ABOUT

AMBER BURN is a locally organized regional burn in Lithuania that is run entirely by volunteers following the 10 core principles of Burning Man.

DATE: August 28-30, 2020 (postponed from 17-19th of July due to COVID)

PLACE: Secret Location (Juodbaliai quarry, Anykščiai district, Lithuania).

CAP LIMIT OF TICKETS: 777 (sold out)

ATTENDANCE: 735 participants from 20 different countries all over the world

THEME CAMPS: 9 (13 registered)

BURNABLE EFFIGIES: 4

ART GRANTS: 5 (submitted – 10)

WORKSHOPS,DJS, PERFORMANCES: 70

A temporary city was built in a week and it was standing for 3 days. The soul of it was 9 Theme Camps sharing their energy, creativity, art and self-expression. The main focus of Amber Burn was participation and involvement where everyone was invited to become a creator. All participants were encouraged to co-create in many different ways: making mind blowing art installations, performances or volunteering and helping out to make any of the miracles happen!

Every regional event brings a number of lessons for the community to grow and Amber Burn 2020 is not an exception. Below are the things to repeat, obstacles to foresee in the future events and financial report of the event.



..... LESSONS, SUCCESSES & CHALLENGES

* THE CREW & PLANNING

VOLUNTEERED: more than 8000 hours!

This year's AB CREW team including artists and theme camp leads was huge and we've gifted more than 8000 hours for AB to happen! We managed to do everything in time during the Build Week and delegate tasks effectively so everyone could have spare time to experience the event.

+ **PLANNING** - the planning of AB started a year before the event. Meetings were happening each week, at constant time and day. These meetings and constant updates from department leads helped to plan AB effectively.

+ **STRUCTURE** - during one of the first meetings we stated the roles we need for AB to happen. The structure worked really well as the majority of the Crew had their responsibilities the whole year and could prepare accordingly.

+ **STRONG CREW (SKILLS)** - a lot of team members had the experience in burn events or their subjects of responsibilities. The skills of the crew covered the majority of vital roles for AB to happen. The quality of the event, different areas of AB was taken care of responsibly!

- **FOLLOWING THE STRUCTURE** - sometimes we were struggling to follow our predefined structure by overlapping some responsibilities. Some things could have been decided within the team rather than making individual decisions.

- **RESPONSIBILITIES** - Some department leads didn't ask for a help and did everything on their own. They missed co-leads or other team members to share their tasks and responsibilities. Too many departments for 1 person in some cases.

- **ROLES DESCRIPTIONS** - roles descriptions are needed! New Crew members that joined the planning in later stages did not have any manuals on how to act. Roles descriptions are a key thing prior taking the responsibilities for Crew to know exactly what has to be covered by the role.



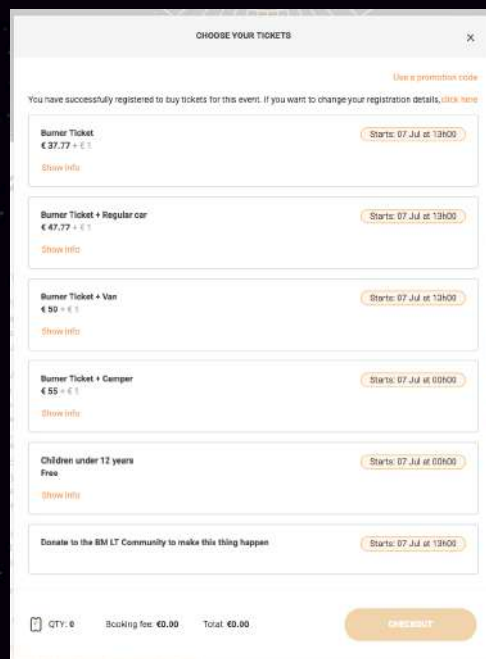
* TICKETING SYSTEM

+ **FINALLY WORKING PLATFORM!** Yes! We've found a platform which was a huge success! Working platform, easy to administrate, easy to check in participants on the gates with an app.

+ **CREATED FOR BURN EVENTS** - recommendation by Afrika Burn to use QUICKET has been chosen. The system is adapted for burn events and offers good conditions for payments and also separate profile for AB.

- **TOO COMPLICATED TICKETING MODEL** - we didn't have any experience with the system and enough time to program our own web solution for registration. As a consequence we had a TOO LONG registration form in the ticketing platform. The participants questionnaire has to be in the web and only short form in the ticketing platform.

- **TOO MANY TICKET OPTIONS** - participants tickets, artists tickets, theme camps tickets, family area tickets and a way more ticket options were too confusing for the participants and it was hard to administrate the whole list. Simple ticket model is needed (max 3 options). One participant has to be able to purchase 2 tickets (due to the "separation" of families).



* COMMUNICATION & DESIGN

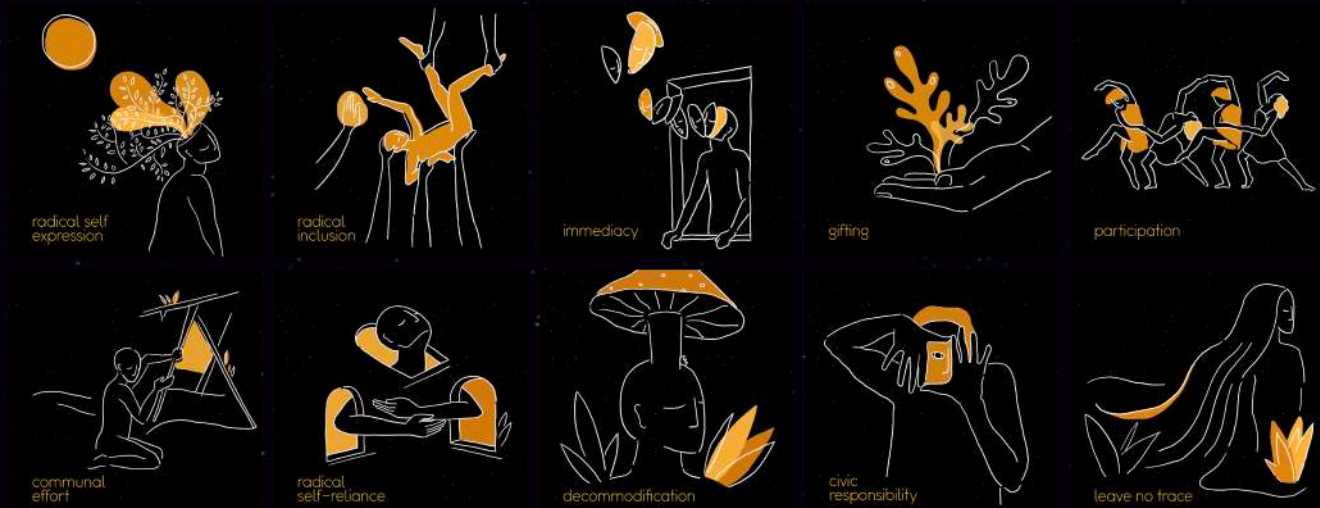
+ **THE PLAN** - The communication team had a plan and followed it which was a key for successful spread of BM culture and principles. All required information about the event reached most of the participants through our communication channels (emails and FB) therefore they came well prepared and informed.

+ **VISUAL ID** - we had amazing graphical content for all the information that has been shared with participants. It is very important to make information more attractive as plain text might be skipped by some burners!

- **TOO PUBLIC** - based on Baltic Burn experience we decided to make one public announcement about the gathering. It was published in the national news portal and even more they have decided to translate it into English. The article had a huge reach across the globe as most of the burn events didn't happen this year due to COVID-19 situation. No public announcements should be there next year!

- **TOO MUCH INFO** - as we count Amber Burn as the educational event for the ones who are interested in BM culture we were sharing a lot of information for the general understanding about the burn events. This had an impact on the burners who don't like much reading and some information was missed.

- **VIRGINS VS. BURNERS** - due to publicity gathering attracted a lot of virgins to participate. The percentage of virgins should be reduced next year in order to improve the quality of the event.



* LOCATION

+ **LANDSCAPE** - quarry was an absolutely amazing venue for the gathering! We had plenty of space to build all art installations, theme camps and we used up indoor spaces very well. Since we held the event in quarry, all the sand brought the spirit of the Playa. Moreover, we had a typical landscape of Lithuania - forest and "Amber Lake" with golden water in it!

+ **EVENT SAFETY** - all the possible efforts were put into action to keep the area and participants safe. We had a fire perimeter team taking care of the fire safety during burns, the medical team on duty and the safe zone. All of the art made did comply with security requirements, and existing structures were carefully screened and, if necessary, additional security measures were taken (danger warnings placed, some spaces closed for security reasons). Due to COVID-19 situation in the world additional precautions were taken into account: face masks, temperature checks on the gate, dezinfectant stations near the bio-toilets, etc.

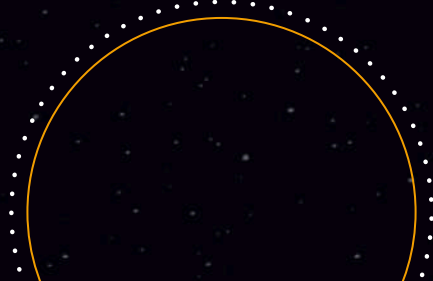
+ **SIGNS** - informative, everywhere in the location, super nice handmade and comply with the gathering's theme.

+ **KIDS VILLAGE** - families had a separate area where children were able to play and make new friends.

+ **PLACEMENT** - placement team did a lot of homework, so everything went really smooth. Finding volunteers at the spot wasn't the problem and everyone loved placement's transport, which we named BORIA:)

- **TOO MANY LAND OWNERS** - the location was great but it has too many landowners - quarry, forest has more than 3 landowners and not all of them were known prior to the event. Some landowners came 4 days before AB and didn't let us use the location as it was planned. However, together with the landowners the solution was found and almost all space was used as it was planned.

- **POLICE!** - AB was a private event in the private land and we didn't have to let the Police in. However, the situation was unusual as they came to check if the participants wore face masks and we let them in. It was quite a view of how the Police were walking with a "Cat" :)





* LEAVE NO TRACE

+ **COMPOST PIT** worked very well. It was an addition to the ordinary Leave No Trace principle as composting biodegradables preserves the Earth!

+ **MOST** of the participants were respectful to the environment and managed to clean and take all trash after themselves.

- **LNT PRINCIPLE:** as we had a big percentage of virgin burners on site, some of the participants did not comply with the LNT principle! Moreover, even though the artists cleaned the fireplaces, a lot of screws were left for Crew to take care of.

- **A MOOP MAP** must be prepared by the LNT Team! Also LNT Team has to be the last ones who leave the site ensuring there is no trace! Only 1 theme camp (out of 9!) got green for LNT in a MOOP Map!



* COMMUNAL EFFORT!

+ **5 ART GRANTS** were granted for the artists who applied to get funding for their art installations. We have used the budget allocated from Baltic Burn 2019. Also there were a number of pop-up art installations appearing during the event as gifts from the artists, participants.

+ **9 THEME CAMPS** - the concept of providing an "empty sheet of paper" for participants to create their own city worked very well and the variety of the activities that different theme camps have gifted is the best proof of it!

+ **1ST ART CAR!** - it was a great inspiration for a lot of makers in the community to create more mutant vehicles in the future events.

- **NOT ALL ART INSTALLATIONS PLACED** as there was confusion in the arts team of who should contact the submitted proposals. This is one of the saddest lessons that must be fixed in future events by defining clear responsibilities within the arts department.

- **PLUG & PLAY RISK** is another growing issue and we must educate theme camp leads that we don't buy acts or performances and everything that happens in Burning Man events is a gift to a community.

- **VOLUNTEERING** - although we had a lot of volunteers signed up to do shifts in different departments, a lot of them didn't show up in their shifts. Volunteer engagement has been done too late prior to the event therefore they were a bit lost and some didn't have all the information of responsibilities before or during the event.

- **PROGRAM** - some of the workshops didn't happen or attendance was low because the information about happenings was missing. We have to communicate it or prepare an e-version to download prior to the event and not to leave ALL the program for immediacy.

- **DMV MISSING** to reduce risk of accidents related to mutant vehicles roaming in the AB city. The Department of Mutant Vehicles must be established if we are looking into having more art cars in our gatherings. Art cars must be registered before the event.





..... OTHER THINGS TO IMPROVE

LOGISTICS. Define clear dates when and what is being taken to the location and back. This has to be done early and not the last few weeks before the event. Create a group of volunteers who will help to unload and load the trucks - loading heroes!

GATES & GREETES. Run more tests with the ticketing app to make sure everybody knows how it works. Remind participants to download their ticket before the arrival to the event. Time of the gate closure has to be regulated and communicated to the participants. Gates and greets have to be closer to the event or separate transport is mandatory for reaching the infopoint. An additional person in the greeters department during peak hours.

MEDICS. The medical point should be closer to the info point and quiet (noise-free), isolated space to ensure privacy and comfort.

Crew Kitchen. Order less water, have two kitchen teams to work on rotation basis and start building the kitchen earlier. Also we need to estimate quantity vs. number of people on site better.

FAST (FIRE ART SAFETY TEAM). Agree with fire artists on the program (fire dancers and etc.) in order to prepare the effigies for the burn accordingly. The fire perimeter was too close to the people.

EARLY ARRIVALS CREW. Need a responsible person on site to manage early arrivals, volunteer arriving times before and after the event.

MORE DAYS. A possibility to extend event duration should be considered for the future events. Event could be happening Thursday to Sunday.





BUDGET

TICKET PRICE: 37.77 Eur (no tickets on the gate); plus – vehicle passes: car – 10.77, van – 17.77, camper – 27.77.

ATTENDANCE: 735 (777 sold).

BALTIC BURN'19 BALANCE: 2189 Eur.

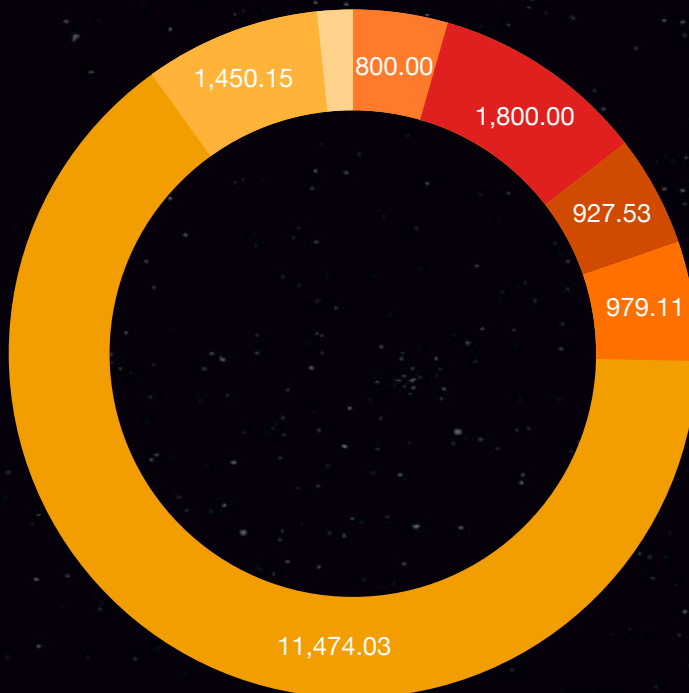
TOTAL INCOME: 32 470 Eur (donations from community – 420 Eur).

TOTAL EXPENDITURES: 19 985 Eur.

PLANNED BALANCE AND RESIDUE: 14 674 Eur*!!!

*The budget distribution of the AB residue has been discussed with the community during the LITHUANIA BURNERS FORUM event where everybody provided their opinion about the split:

- Art Projects/ Art Grants 7000 Eur
- Community Events 3000 Eur
- Administration and Community Growth 3360 Eur
- BM Donation 1314 Eur (1500 USD)



DETAILED EXPENSES

- Infrastructure 64.7%
- Kitchen 8.2%
- Safety 1.7%
- Sound&Light 4.5%
- ART Grants 10.2%
- Central Camp installations, decor 5.2%
- Graphics, printing, other 5.5%

