



# **General Awareness Concept**

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# 1. Awareness concept

This awareness concept was written specifically for cute concerts GmbH as part of the establishment of general awareness structures. Accordingly, it is to be understood as a valid guideline of action for all events organized by cute concerts in combination with the [Code of Conduct](#) which is supplemented by event and venue-specific awareness concepts. As long as the guidelines of this concept are not explicitly revoked, they remain valid even without further mention.

This awareness concept is aimed at all those who work for, in partnership with, or on behalf of cute concerts GmbH. Concrete guidelines ([see Chapter 3 – Implementation](#)) are given for specific areas of work.

The aim of this awareness concept is to establish preventive measures and to plan action chains in the event of a report, whereby these are adapted depending on the situation. It describes the concrete implementation of the principles set out in the Code of Conduct in practice. It regulates structural processes, responsibilities and chains of action for events, teams or organisations.

The awareness concept answers questions such as:

- Who is the contact person in the event of incidents on site?
- How does an intervention work?
- What happens in the event of an emergency or in the event of criminally relevant behaviour?
- How are those affected supported?

We are constantly developing our awareness concept in exchange with those affected, activists, experts and communities.

## 1.1 Principles of our awareness work

We place a conscious focus on preventive work. The aim of this awareness concept is to prevent incidents by creating awareness of social inequalities that are reflected in the spaces we create.

If a person approaches us with a concern, the report will always be treated confidentially. We focus on the affected person and under the principle of the definition of power<sup>1</sup>. This means that processes and measures are always discussed with the affected persons and adapted according to their wishes and needs. We reject any form of victim-blaming and perpetrator-victim reversal. Mechanisms that hold an affected person responsible for what happened or cast doubt on their perception reproduce violence and have no place at cute concerts.

Another principle for us is to create a safe atmosphere for all people through visibility, responsiveness and clear structures. We want to reduce communicative inhibitions and stigmas as much as possible so that everyone who feels uncomfortable in any way has the opportunity to ask for support. Self-determination is central to us. Affected persons decide for themselves whether

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<sup>1</sup> Definition of power: The right and the possibility for people to determine for themselves how they assess a situation, define it, want to deal with it.

they want to express themselves, with whom they want to talk, in what context and whether they demand consequences or not.

We actively work to create a fair and equal working environment for all people who work with, for and on behalf of cute concerts. However, since the socio-cultural inequalities of society as a whole can also have an influence on our corporate culture, it cannot be ruled out that boundary violations, discriminatory behavior or stressful situations can also occur within the cute concerts universe (i.e. in the team, in production or in cooperation with partners). For cute concerts employees and team members, [Sophie Rendl](#), lawyer and expert in anti-discrimination, is therefore available as an objective external contact person.

## 2. Structures of the awareness concept

In order to guarantee the effectiveness of the awareness concept, there supporting structures have been created. These define our basic attitude, go deeper into topics such as discrimination, inequality and ethical aspects, and thus form an important basis for the awareness concept.

### 2.1 Code of Conduct<sup>2</sup>

A Code of Conduct is a collection of rules of conduct and guidelines that determine which behaviors within the organization are acceptable and which are not. It serves to create a safe and respectful environment by respecting and treating all contractual partners, employees and parties involved fairly. The Code of Conduct includes measures to prevent and intervene in the event of harassment, violence and discrimination and contains clear processes for reporting and dealing with complaints. A Code of Conduct is a written orientation framework and forms the basis for the awareness concept, behavior and attitude within an organization or at events. It defines clear principles, values and rules of conduct that apply to all parties involved.

### 2.2 Roles

**Awareness leads** are employees of cute concerts, responsible for shaping and overseeing the structural and organizational framework of awareness work. At cute concerts, Antonia Ederer and Ines Fernau are the designated awareness leads. They coordinate the awareness concept and awareness teams in collaboration with L'Awareness - A New Culture of Care e.U. on site and are also contact persons for follow-ups after events.

**Awareness consultants** The awareness consultants are Astrid Plank und Lara Kofler of L'Awareness - A New Culture of Care e.U. They have been commissioned by cute concerts to develop and implement awareness concepts.

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<sup>2</sup> The Code of Conduct, developed by cute concerts in cooperation with Sophie Rendl, is constantly revised, further developed and published in its current form on [cuteconcerts.com](http://cuteconcerts.com).

**Awareness officers** are the persons who must be present at an event in accordance with the Viennese Event Act/Veranstaltungsgesetz. They must be familiar with the awareness concept and must be able to present it to the authorities. The number of awareness officers increases with the number of concert visitors<sup>3</sup>:

Number of visitors	Minimum number of awareness officers	Proportion of women
300 – 599	1	min. 1
600 – 999	2	min. 1
1000 – 1999	3	min. 2
2000 – 2999	4	min. 2
3000 – 3999	5	min. 3
4000 – 4999	6	min. 3
from 5000	Proportionate	at least 50 %

At cute concerts, this role is fulfilled by the production managers and the team leaders of the awareness teams. These are Astrid Plank and Lara Kofler from L'Awareness - A New Culture of Care e.U. In addition, trained personnel from the venues (e.g. Wiener Stadthalle) or security company (CCS) can be used.

An **awareness team** consists of specially trained people who are present at events. They are the contact persons for affected persons, venue staff, artists and crew as well as all other parties involved. They offer support in acute situations, help with de-escalation, document incidents and take further steps if necessary. Each team has a shift manager who supervises and coordinates cooperation with other personnel. Whether an awareness team can be organized for the event is carefully evaluated in the event planning. Although our goal is to provide awareness teams at all events we organize, the decision is often made in accordance with the event size, target group and location.

If artists or venues already have their own awareness concept or team, these will be coordinated with the awareness measures established by cute concerts ahead of the event. Each venue where cute concerts events take place has its own adapted awareness concept with defined awareness officers. If an awareness team is on site, they are considered the contact person. If there is no awareness team on site, the production managers of cute concerts take over as awareness officers.

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[https://www.ris.bka.gv.at/Dokumente/LgblAuth/LGBLA\\_WI\\_20250630\\_33/LGBLA\\_WI\\_20250630\\_33.html](https://www.ris.bka.gv.at/Dokumente/LgblAuth/LGBLA_WI_20250630_33/LGBLA_WI_20250630_33.html)

## 3. Implementation

The implementation on site begins with the planning of the concert. The aim is always to make the event safer and more inclusive . There are two ways in which we implement awareness work on site, either with or without an awareness team.

### 3.1 Implementation with awareness teams

If it is decided to work with an awareness team on site according to defined criteria, the evaluation of the awareness concept begins. Questions such as audience expectations, target group, visitor numbers, venue size, the venue itself and much more determine whether the established awareness concept will be modified or supplemented.

With an event size of less than 300 people and depending on the situation it may happen that the awareness team consists of only one person. In this case the production manager of the evening is available as a secondary contact person. This means that there is always a backup that can relieve the awareness officer if necessary. If the event is larger than 300 people, the awareness team always consists of at least two people. When putting together the working awareness teams, attention is also paid to the diversity of the local contact persons, as we want to ensure that the input of non-binary and trans persons, BIPOC, etc. is respected, since representation plays an important role in awareness work.

The awareness work on site begins with a briefing. The working awareness team discusses the event schedule of the evening, the available capacities, possible incidents and consults with the local production management. Consequently, the division of labour, locations and the required equipment are checked.

### 3.2 Awareness Team Equipment

The awareness team can be distinguished from other working people by the fact that they are wearing fairy lights around their upper body. At some events, they may also be wearing matching shirts. The awareness team is always equipped with a working mobile phone. The team can be reached via call, SMS and WhatsApp during the events via the number **+ 43 0677 632 006 73**. The phone must be charged and checked until the end of the shift. The team's equipment always includes water, hearing protection, dextrose and hygiene products.

Coordinating with other present lines of work is a prerequisite for the successful implementation of the awareness concept. Before admission, it is ensured that all positions with audience contact are informed about the presence and areas of responsibility of the awareness team and have opportunities to contact them. This includes the security team, the contact person of the venue, the bar, cloakroom, paramedics and police. If possible, a person from the awareness team takes part in the briefing of the security personnel or accompanies their tour of the grounds. At some events, the awareness team is equipped with a radio and can thus communicate with other work areas via radio.

In order to inform the audience about the offer of the awareness team, posters ([see 3.1 Communication concept](#)) are placed in clearly visible places in and outside the concert hall (toilet, cloakroom, bars, smoking area, backstage). The posters provide information on how to contact the awareness team, cute concerts and external counselling centres. If additional measures such as the use of a code word at bars are implied, modified posters will be placed in the toilets or other traffic-calmed places where information about this offer can be provided in a low-threshold manner.

### 3.3 Tasks of the Awareness Team

Before and during the public admission, the awareness team will remain mobile to talk to the arriving visitors and inform them about the offer of the awareness team. This also helps to gauge the dynamics of the audience and makes it easier for the audience to start a conversation with the awareness team. We focus on preventive care work. Concertgoers should feel that they are seen, that their needs are respected and that everyone's well-being is prioritized. The goal is to create communal mindfulness. If individuals feel supported, it is easier for them to pay attention to their fellow human beings. This also includes relieving the workforce by having the awareness team take on communicative tasks such as information regarding the venue, drinking water, house rules, etc.

The awareness team should be open to all concerns and questions. Although some things are outside their area of responsibility, they should act as an intermediary and have an open ear. All interaction should be carried out with the central concepts of our awareness work in mind: partisanship, allyship with the affected person and support.

Each person who approaches the awareness team is allowed to decide for themselves how they want to explain, assess and handle their own situation. No one is forced to reveal things or take action. The awareness team should be able to provide information about available options, but always leave the decisions regarding interventions to the affected person. The direct work with affected persons focuses on: presence - stabilization - validation - attribution-free acceptance of all reactions.

The awareness team will remain in action and available until the end of the event. In the case of venues with critical locations, the location for the influx of visitors can also be moved outside the venue. More about this in the venue-specific awareness concepts. After the visitors have left the venue, a final briefing will be held. Here, experiences are to be shared and the focus is also on the well-being of the awareness team. After each service, an anonymized memory protocol is made that records the events of the evening and also describes problems, positive experiences and implications for future services in detail. If there are any special incidents during the shift, these are recorded in an additional incident report, which is also anonymized. All protocols are to be sent to the awareness leads of cute concerts after the end of the shift.

### 3.3.1 Rescue chain with awareness team

#### Stage 1 – Notification

Incident is reported to the Awareness Team:

- From venue, bar or security staff (by radio or awareness number)
- From event visitors to the awareness number
- From a person who speaks directly to the team

#### Stage 2 – Initial intervention:

The needs of the affected person and the severity of the case are determined. The awareness team talks to the affected person and, if necessary, takes them to a protected area (awareness room).

#### Stage 3 – Reaction

If the situation cannot be improved during the initial intervention, the awareness consultants are notified to coordinate the involvement of security, paramedics or police according to the wishes and needs of the affected person.

→ direct contact with the ambulance or police in medical or criminal emergencies<sup>4</sup>.

Support work:

Possible supportive offers are made to the affected person, emotional support in the form of a conversation, accommodation in a quiet place, water and dextrose, solutions to the situation.

In the case of physical or verbal boundary violations by one or more person(s), the affected person will be offered to spatially separate or to expel the person causing the incident from the event due to violation of the Code of Conduct.

#### Stage 4 – Aftercare:

A anonymous protocol of the incident is created; Feedback to cute concerts; Debriefing and reflection on what measures can be taken to prevent similar situations in the future.

#### Chain of Communication

<b>Area</b>	<b>Responsibilities</b>	<b>Communication channel</b>	<b>Coordinator</b>
<b>Security</b>	De-escalation / Expulsion / Protection	Radio / Awareness	Awareness consultant
<b>Medical service</b>	Medical emergencies	Radio / Telephone	Awareness consultant
<b>Event management</b>	Decisions / Police	Direct / Awareness consultants	Awareness consultant
<b>Bar / Gastro</b>	First point of contact	Direct / Awareness Number	Awareness Team

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<sup>4</sup> if this is a self-endangerment or a danger to others, in the worst case it must be dissuaded (acting against the will of the person concerned).

## 3.4 Implementation without an awareness team

If no awareness team is deployed, the legally required number of awareness officers is on site at each event (see 2.2). As a rule, this is always the cute concerts production manager present on site. Staff working for cute concerts is informed about the awareness measures as well as the Code of Conduct in designated workshops and will ideally take part in suitable further training in the course of their work for cute concerts. The awareness officer introduces themselves to all other personnel on site (venue, security, bar staff).

### 3.4.1 Rescue chain without an awareness team

#### Stage 1 – Notification

Incident is reported to the awareness officer:

- From venue, bar or security staff
- Through direct approach

#### Stage 2 – Initial intervention:

The needs of the affected person and the severity of the case are determined. If possible, the person concerned is taken to a separate room.

#### Stage 3 – Reaction

The awareness officer coordinates the involvement of security, paramedics or police according to the wishes and needs of the person concerned.

→ direct contact with the ambulance or police in medical or criminal emergencies<sup>5</sup>.

#### Support work:

Possible supportive offers are made to the affected person, emotional support in the form of a conversation, accommodation in a quiet place, provision of water and dextrose, development of a solution for the situation.

In the case of physical or verbal boundary violations by one or more person(s), the affected person will be offered to spatially separate or to expel the person causing the incident from the event due to violation of the Code of Conduct.

#### Stage 4 – Aftercare:

Awareness officer reports incident in anonymized protocol. Feedback to cute concerts. Reflection whether measures can be taken to prevent similar situations in the future.

## 3.5 Procedure in case of suspicion of spiked<sup>6</sup> drinks

If a spiked drink is suspected, the affected person is immediately accompanied to a safe area. Medical assistance is offered, such as calling the ambulance. The incident is documented

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<sup>5</sup> \*if this is a danger to oneself or others, in the worst case it must be acted dissensually (against the will of the person concerned).

<sup>6</sup> Beverages containing narcotic or illegal substances without the knowledge or consent of the person consuming

anonymously, and a urine sample can be taken at the request of the person concerned. The police are only called in with the consent of the person concerned, unless there is an acute danger to life and limb, in which case action can also be taken without consent. All relevant people on site (e.g. bar staff, security) are informed. For aftercare, the contact details of the affected person and those of any accompanying persons are recorded with the consent of the affected person. The awareness officers are equipped with commercially available knockout drop tests, which make it possible to test beverages for GHB and ketamine.

### 3.6 Communication concept

cute concerts work with transparently documented procedures for prevention, intervention and aftercare. We are committed to discretion, protection against retraumatization and a careful, respectful handling of all information. We make our awareness concept, including possible courses of action and the Code of Conduct publicly available through our [website](#).

At all events with awareness teams, posters with the phone number of the awareness team are hung in the venue. Via a QR code, the posters also provide information on how to contact us after a concert and what happens to a report. In addition, reference is made to other contact and support points. If an awareness team is on site, the telephone number of the awareness team for acute situations during the event period is also clearly visible on the posters. If screens or LED walls are available in at the venue, these are used to provide information about the awareness offer. Show-specific information will also be posted via [Instagram](#) on the day of the concert.

At events without awareness teams on site, we also hang up posters which also point out the contact options on site or afterwards via a QR code.

With the exception of the awareness telephone number, the [communication channels listed](#) are managed by the awareness leads. They can also be contacted especially after the respective concerts. Awareness managers strive to respond to reports as promptly and carefully as possible. However, since they are not permanently available outside office hours, there may be short waiting times in individual cases, especially on weekends, public holidays or during company holidays (Christmas/New Year). If you need help at these times, please contact the responsible emergency hotlines or professional support services directly. You can find an overview of contact points [here](#) at any time.

### 3.7 Reporting outside of an event

If it is not possible for a person to contact the Awareness Team or the Awareness Officer on site, it is important to us to be available for reports or inquiries afterwards. We can be reached by e-mail via [awareness@cuteconcerts.com](mailto:awareness@cuteconcerts.com), via our [Instagram channel](#) or the [anonymous contact tool](#) on our website. These channels are managed by the awareness managers of cute concerts, Ines and Toni.

Awareness doesn't end with a report. If desired by the affected person, we also provide support after incidents - even days, weeks or months later. We do not offer follow-up support ourselves, but we are happy to refer you to external offers such as:

- follow-up discussions or advice from specialised bodies,
- Support in reflecting on what has been experienced,
- Psychosocial support services or crisis support,
- Moderated clarification or mediation by external experts.

## Here you will find a selection of contact points:

### Psychotherapeutic on-call service

Vienna Outpatient Clinic

☎ : +43-1-3672222

### VERA

(Trust Office in the Field of Art and Culture)

☎ : +43 1 3939900

@: [kontakt@vertrauensstelle.at](mailto:kontakt@vertrauensstelle.at)

### 24-hour women's emergency number: 01 71 71 9

### Viennese counselling centres against queer discrimination

☎ : +43 1 4000-81449

@: [wast@post.wien.gv.at](mailto:wast@post.wien.gv.at)

### ZARA

☎ : +43 1 929 13 99

@: [office@zara.or.at](mailto:office@zara.or.at)

### Rat auf Draht: Counselling for children and young people

☎ : 147

@: <https://www.rataufdraht.at/chat-beratung>

### 24-hour men's emergency call

☎ : 0800 20246 20247

@: [hilfe@maennernotruf.at](mailto:hilfe@maennernotruf.at)

### 24h Women's Helpline

☎ : 0800/222 555

@: <https://www.haltdergewalt.at>

### Women's and girls' counselling

☎ : Tel:004315876750

@: <https://frauenberatenfrauen.assisto.online/>

### Autonomous Viennese Women's Shelters

☎ : 01 / 544 08 20

@: [informationsstelle@aoef.at](mailto:informationsstelle@aoef.at)

### Psychosocial Service Vienna

☎ : 01 4000 53000

@: [office@psd-wien.at](mailto:office@psd-wien.at)

## SOURCES

Information provided by the [Vienna Club Commission](#) was used as a specialist source. With best practice examples and checklists, this is an important resource for our awareness work.

Parts of this awareness concept are based on or have been adopted from the [Code of Conduct](#) created together with Sophie Rendl.

L'Awareness - A New Culture of Care e.U. is also involved in the development and refinement of the awareness concept.

QR code: digital version awareness concept + Code of Conduct

