



**ZUG DER LIEBE**

**est. 2015**

**Berlin's Political Parade with Beats**

a reactive response to the rise of right-wing movements like PEGIDA in Germany.

brings socially engaged associations, NGOs, and activists onto the streets

It's not about party culture or self-promotion!

All banners, visuals, messaging – is dedicated to the host organisation

NO Truck without a NGO

NO PROMOTION

NO SPONSORING

NO TICKET SALE for the TRUCKS



Complete Volunteer-run – by people from Berlin's club, culture & activist scenes

more than 50 NGOs till 2015

between 30.000 and 70.000 visitors

ON TOP:

campaigns against right wing parties, drugs, antisemitism

Winter solidarity actions for homeless people

dj workshops with kids

Support for emerging artists

Neighborhood festivals for nonprofit organizations









**isolation  
ist keine option  
AfD auch nicht**

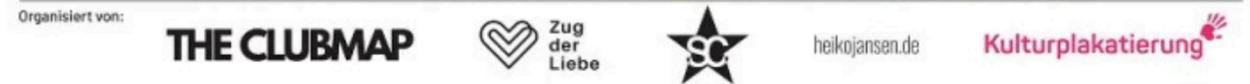


**FESTSAAL KREUZBERG**



**LOVE HATE  
CLUBS GHB**

**#NOGHB**  
[www.clubculture-against-ghb.org](http://www.clubculture-against-ghb.org)



# Structure & Organization

## Who's behind Zug der Liebe?

It's run by the nonprofit association Zug der Liebe e.V. – a team of activists, event organizers, cultural workers, media professionals, and volunteers.

## How is it financed?

Through donations, public funding and solidarity events. No corporate sponsors. Every cent goes into logistics, safety, sound, infrastructure, and awareness work.

## How many people organize it?

A core team of around 10–15 people year-round. During the parade: up to 300 volunteers for build-up, breakdown, awareness, and crowd safety.



# Impact & Relevance

## Does it actually change anything?

- Raises visibility for underrepresented causes
- Supports small grassroots groups
- Brings political education to the streets AND ONLINE
- Builds long-term activist and cultural networks

## Is there measurable impact?

- More donations for the NGOs involved
- New alliances between scenes
- Direct contact with the public
- a visible political signal



# From a Club Culture POV

## **Can artists promote themselves?**

No. No logos, no booking fees, no self-branding.  
DJs and collectives donate their sets to support the cause.  
The spotlight is on the message, not the mixer.

## **Why not allow sponsors or brand partnerships?**

Because commercial interests would dilute the political message.  
This is not a festival, it's a demonstration.  
political parties and religious groups are not allowed

## **Is there an awareness concept?**

Absolutely. Awareness teams are active on the route. There's a strict no-tolerance policy for discrimination, violence, or harassment.



# Scalability & Inspiration

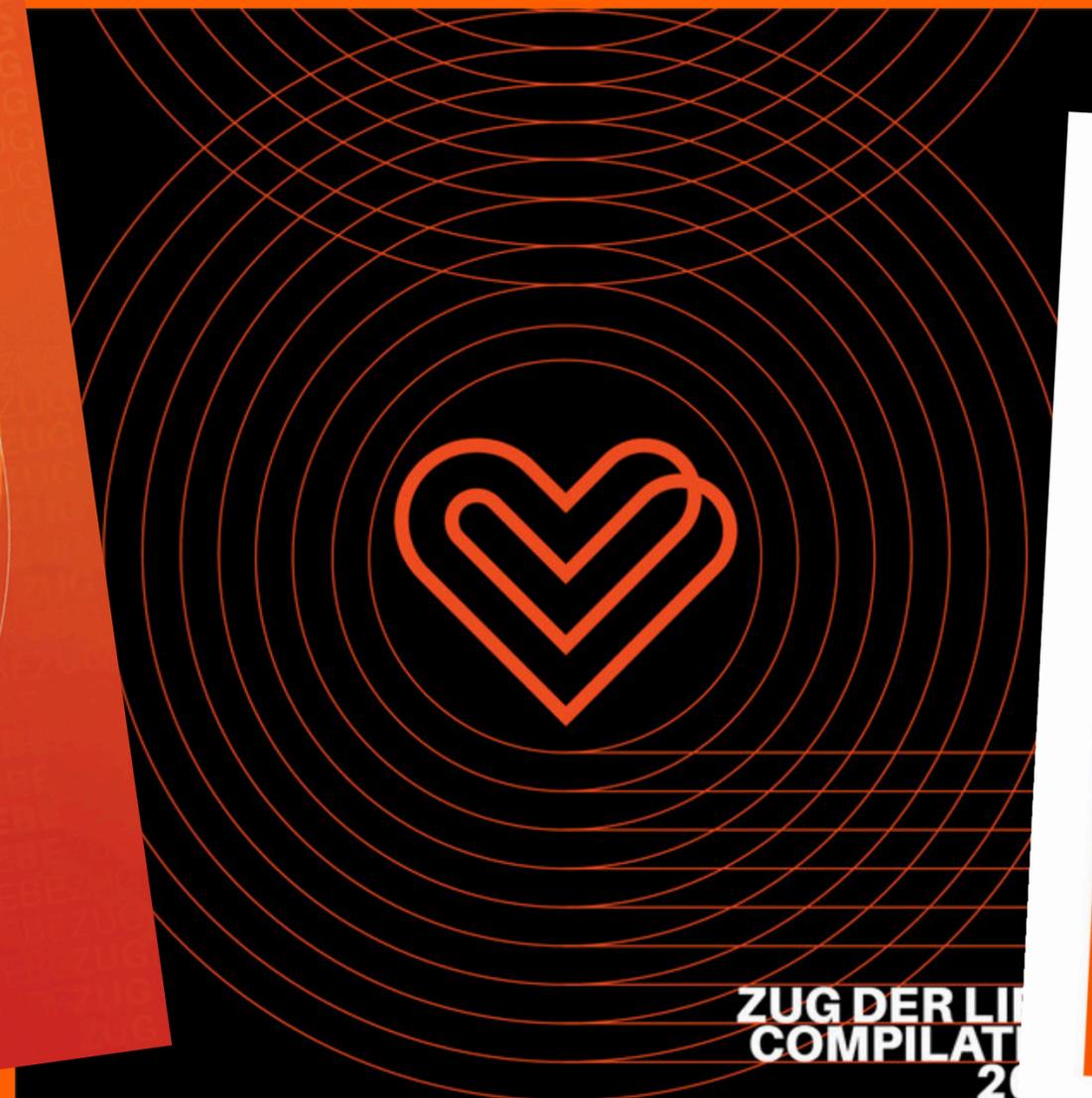
**Could this work in other countries?**

Yes – but only if the local political and cultural context is respected.  
Zug der Liebe isn't a product to copy. It's a method:  
Make the invisible visible. Use sound as a signal. Build coalitions.

**What's your advice for people who want to start something similar?**

Start by identifying urgent local causes  
Connect cultural and civil society communities  
Keep it DIY, keep it radical – even if it starts small  
Be loud – but don't water down your values





# ZUG DER LIEBE COMPILATION

# THE AFTER PARTY :-)



**THANKS!**