

Type of initiative: Political art / art campaign

Background:

- democracy is in danger
- people don't feel heard
- a more accessible way to get your voice heard

Goal:

- get politicians' attention (and to make them take action)
- unite people and their issues
- let people take part in democracy

team:

international

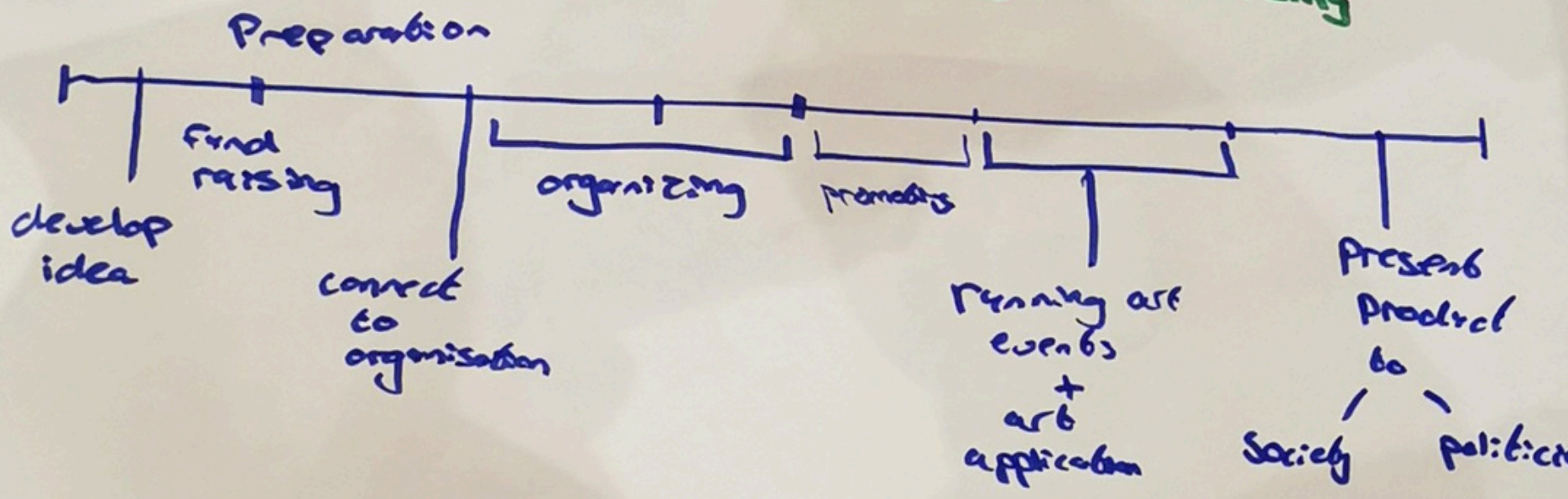
- Leader / manager
- Finances / Fundraiser
- Product responsible
 - Website
 - Social media
 - other products
- Spokes person
 - Journalists
 - Connect to politicians

local

- Responsible / leader
- Communication
 - Journalists
 - Spread awareness
- Event organizer
 - Connect to organizers
 - Collect artists and facilitators
- Budget / Fundraising

Timeline:

1.5 year



How to measure success:

- Having end art work for the final product.
- Take and have a few responses from the politicians
- positive reaction from people
- Social media engagement

Product :

- * Website
- * Social media (insb / FB)

Nice to have

→ Postcards/posters

Target group for product

EU politicians

→ Booked spec. for politicians (given in person)
Nice to have: Journalists reporting

Society

Message :

"Hear us!"

→ people from different EU countries from different background / in different situations all face similar problems and don't feel heard by the politics (be part of democracy)

Goals

- * Change / ask for action on our problems
- * Connect politicians to the people
- * Connect people with each other → you are not alone in your problems

Nice to have

- * Minorities in rural areas
- * LGBTIQ+ (dep. on country)
- * Lonely (elderly) people

Target group to participate :

EVERYONE

Musts

- * Immigrants
- * Homeless people
- * Disabled
- * Youth 18-30

Ask :

"Politicians are not hearing ~~you~~ us: What problems do you face?"

↳ Join our art project and express your thoughts.

Directions

- Discrimination
- Loneliness

• Housing

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Resources :

- * Crowdfunding
- * Sponsors

PLAN OF ACTION

- * Website for the final art work
 - Application form for art products / pictures (+ name & description)
- * Spread our initiative → collect art works
- * Organize events ^{reports from journalists} + extra???
 - 4 Cities: Helsinki (FI), Hamburg (DE), Negoteno (MC), Tilburg (NL)
 - 2-3 sessions in every city
 - In libraries, outdoor, immigrant center, homeless shelter, sport facilities, schools, elderly homes
 - Facilitated by artists, volunteers, leaders, activists
 - Provide art materials (paid by sponsors) & application support
- * Collection and create final art work
 - Website
 - Spread on social media
- * Present product to EU politicians
 - Go to Brussel and hand-over our end results
- * Present to society