



# STREET CULTURE FOR REGIONS

# REGIONAL ALLIANCE ACTION PLAN 102 AHE POLAND



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## Action Plan

### Regional Alliance AHE Lodz Poland

What are the steps you take in setting up your Street Culture for Region Alliance?

#### I. Planning the process

1. What planning actions will you initiate in the formation planning of your Alliance?  
(What is your goal?)

We plan to involve different stakeholders, but mainly educational institutions and training organizations. Local authorities, NGOs, employment organizations, street culture and art organizations will be invited to:

- improve their capabilities to understand and support the opportunities through street culture.
- integrate street culture entrepreneurship in their educational programmes
- establish sustainable relations between stakeholders of youth, education, training, employment, cultural & creative industries to create a network
- make them able to share and put in common resources and methodologies
- communicate to the target audience about their actions and value entrepreneurship as a life skill.

A series of meetings where all stakeholders are invited to participate in an active & contributive way (workshop, interactive presentations, training, art events)



- Meeting 1: Presentation of Street Culture project and partners / all stakeholders introduce themselves

- Meeting 2: Meetings and co-working in smaller groups on different cultural and educational projects. The goal is to connect regional and city institutions while planning art workshops and events.

Key themes:

- the topic of street culture in the curriculum at AHE.
- cooperation with the institution in the region
- the economic model of street culture: entrepreneurs
- street culture and young artists
- street culture and the public space: how to share the public space
- hip-hop, street art: how can we collaborate?
- street culture resources and tools to teach entrepreneurial attitude

- Meeting 3: Art exhibition, Workshop in the regional culture institutions – evaluation of “Street Culture Skills”: who works in what area, what skill can they bring /possibility to create a mapping of resources. This will be introduced to the lesson plans and made available for the teachers and trainers.

- Meeting 4: How do we communicate and value our action plan? Workshop on creating lesson plans involving street culture values

- Meeting 5: The public event, will be an opportunity to communicate on results of the 4 meetings and share the action plan.

II. Analysis (establishing the status quo /existing state of affairs)

Existing policies & programmes



Our network will help us find and make a state of affairs on the existing policies and programmes. We will work with:

- Public institutions (city authorities representatives)
- Entrepreneurs (filmmakers, street art artists, hip-hop dancers, visual artists)
- Organizations (community centres, cultural events, tourism)
- Educators, trainers, university teachers and students
- Art Institutions (museums, contemporary art galleries)
- Education institutions (schools, e-learning platform education)

## 2. Identify possible gaps and needs

### Gaps & needs

The landscape of street culture entrepreneurship is not known by the target audience.

- Need to specify and define the field of street culture
- Need to create content to communicate (videos, best practices, stories to tell) to show street culture entrepreneurship is possible and everywhere.
- Need of mentoring and support for young people interested in creative sector career strategies and assure employment opportunities.
- Need to inform in the right place with the appropriate mediums (Social media, youth desks, newsletter, youth workers...)
- Need for a resource centre to have sustainability in the stakeholders' network.

## III. Establishment of an SCR Alliance

THE PROCESS TO SET UP REGIONAL ALLIANCE (this information will also be used in your Action Plan)

1. Bringing together the SCR Alliance - how do you bring the partners together? What do they do (e.g. meetings, study visits)? What possible obstacles do you expect to face? How will you overcome these obstacles?



### How?

- Recruit and motivate stakeholders by contacting them individually
- Invite them officially to the first meeting (make a formal invitation)
- Explain the project and goals precisely.
- Offer them to invite their members or their partners to the meeting.

### What do they do?

We meet 5 times (1 meeting for a presentation / 3 workshop meetings/ 1 art and culture event) and work on a specific topic defined in the second meeting. During the meetings, they define concrete steps for the target audience: who is guiding the target audience in the first place? who is defining the personal project? who is offering training? Who is structuring their project? Who is helping with creating content (Cover letter, Resume)? The process of making decisions is flexible and dependent on each partner's situation. The important thing is to implement them before the final event and meeting.

### Obstacles?

- Each partner has his guidelines and perspective. Putting everyone in the same spirit and goal can be challenging.
- Communicating each member's role in the Alliance can be an obstacle.
- Communicate to youth this wide and diverse field of street culture
- Motivate youth and NEETS

### Overcoming obstacles?

- Create a common spirit by implicating from the beginning members of the Alliance and making them know each other with collaborative workshops.
- Value the work of members with innovative content. Specify the field with concrete examples: success stories, video portraits, testimonials, sharing experiences in events etc.



- Support in long term by helping them identify organizations and key persons for help when needed.

## 2. Define the Region (where and why?)

AHE has a strong educational network in the area. Lodz and its region have an important resource for the educational institution working with local culture and education organizations.

## 3. Who else needs to be involved?

- Local authorities: City of Lodz Office, Lodz Voivodship Office
- Start-up hub: Art\_Inkubator
- Creativity and Entrepreneurship Centre / Training
- Centre For Postgraduate Education / CKP Education
- National Forum for Vocational Guidance (Lodz branch) / VET
- Marketing and Promotion Department AHE / Media
- Arterion Film Studios / Media
- Lodka Production / Young entrepreneurs, a start-up of migrant background
- Lodz City Tourism Organization / Authorities and tourism
- Art Highschool / Youth Education

## 4. Identify other key stakeholders necessary to support the SCR Alliance

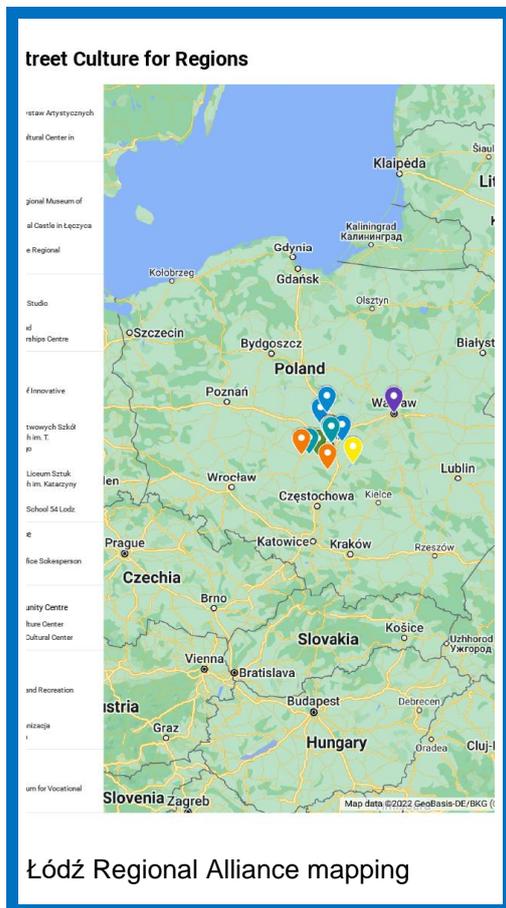
- Known personalities in education and street culture.
- Representatives of young entrepreneurs

## Action Plan



Action planning and resources - what actions are planned by the Alliance?

We are planning to continue our University's strategy of promoting creativity in education. We believe that a person who didn't manage to find a place in the labour market so far needs to change the way of perceiving opportunities and recognise her/his abilities and skills. The idea of supporting unemployed excluded groups is to provide training, develop creativity, gather experience during the process and apply it again to the training scenario / educational plan. The training aims to stimulate the development of participants' creative skills. At the end of the training, they design a project of one's own enterprise in the creative sector. A series of meetings where all stakeholders are invited to participate in an active & contributive way (workshop, interactive presentations, training) will be held.

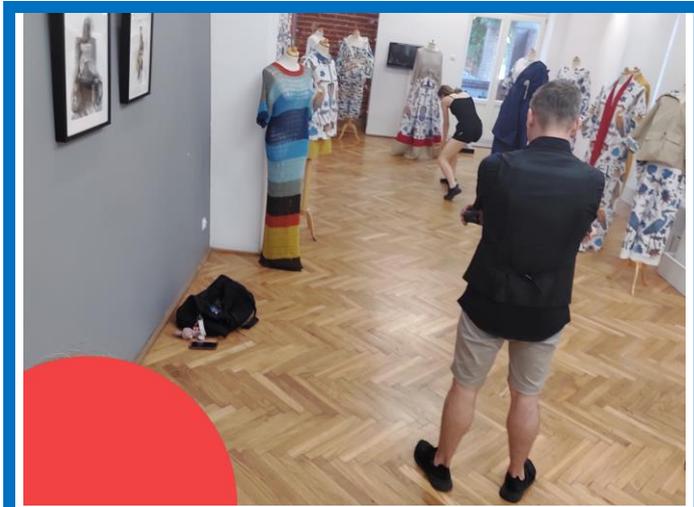




- Meeting 1. We agreed on a date for the first meeting, and we sent a detailed PowerPoint presentation about the project. Our first meeting of the Regional Alliance was held on July 13 and gathered people willing to share what they are doing for the city and the region. (Urban Forms, Community Centre Łask, Arterion Film Studios, Schools of Innovative Education SEI, Bałuty Community Centre, Centre For Postgraduate Education, Lodka Production Film Studio Startup, Lodz Tourism Organization. Even though it's summertime, we discussed some initiatives that we could do together, like mural and education workshops. We decided to meet in October with new ideas and see what happens while inviting new colleagues and institutions. In the meantime, we are meeting in smaller groups, brainstorming education concepts.

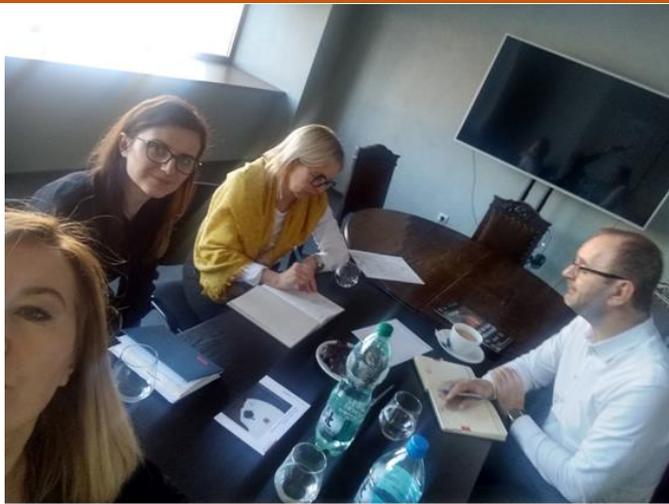
Recently, we have invited the dean of the Deane faculty to collaborate in the event in the region. Invited & present: The City of Łódź Office, Department of Culture, Creativity and Entrepreneurship Centre (Training, Centre For Postgraduate Education, CKP (Education), Marketing and Promotion Department AHE / Media, Arterion Film Studios (Media), Lodka Production (Young entrepreneurs & start-up of migrant background), Lodz City Tourism Organization (Authorities and tourism), Urban Forms (Art and Culture NGO), Community Centre, Łódź City (Culture and Education), Community Centre, Łask City (Region, Culture and education). Presentation of Street Culture project and partners / all present stakeholders introduced themselves (July 13, 2021, video on Zoom).

- Meeting 2. On October 13, we had a "submeeting" in a small group with the Community Centre Łask and the Vice-dean of the Dance faculty. We have commenced a collaboration and planned for the events in the future. Dance show (classic, hip-hop) for local youth and the elderly community. Local dance groups will be involved, and the cooperation will go both ways: young people from Łask will be visiting Grand Theatre in Łódź (operas) and backstage. The students of the Dance faculty will practice while giving performances in the region (Zdunska Wola city and Pabianice city). In the warmer season, the performances in the Region and Łódź will be held outdoors, on the streets. The goal is to connect regional and city institutions while planning art workshops and events. The date of the event: February 2022, Community Centre in Łask City with Zduńska Wola Art High School involved. (October 13, 2021, video on Zoom).



Fashion, dance workshop and printmaking exhibition,  
students from Poland and Ukraine at the Regional Museum,  
Brzeziny.

- Meeting 3. AHE and Art Gallery Sieradz will be the organiser of an art exhibition, Dance Workshop in the regional cultural institutions. It will be possible to evaluate Street Culture Skills: who works in what area, and what skills can they have? The conclusions will be implemented in the lesson plans and made available for the teachers and trainers.

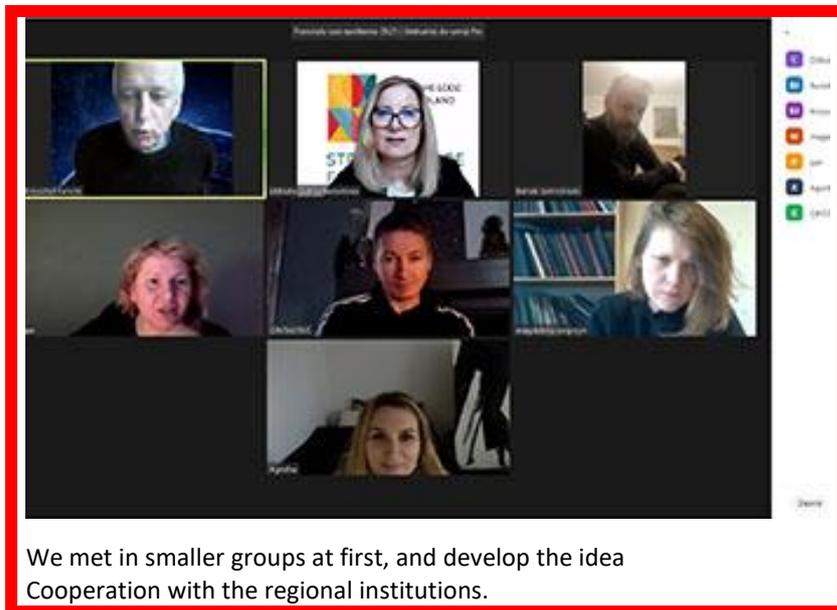


Art Gallery Sieradz manager and AHE representatives during the meeting.



Street workshop at the Gallery in Sieradz with a student of the Dance faculty.

- Meeting 4: How do we communicate and evaluate our action plan? Workshop on creating lesson plans involving street culture values.



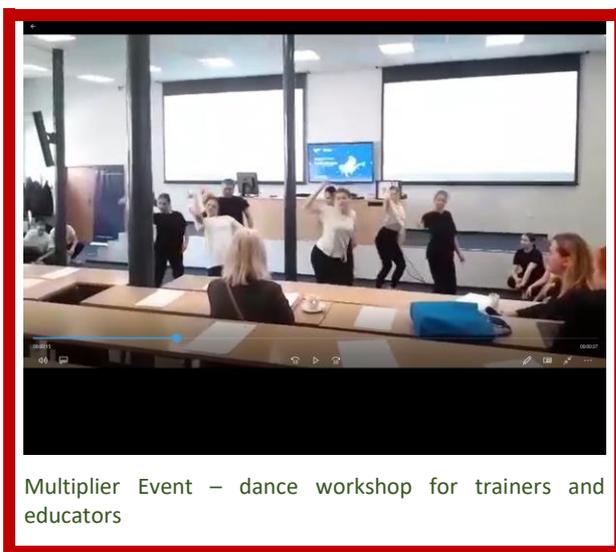
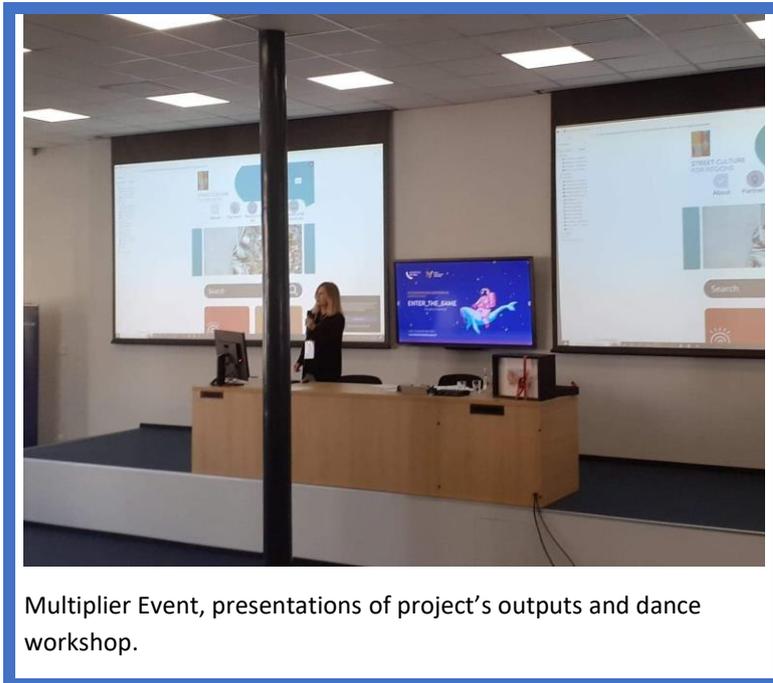
We met in smaller groups at first, and develop the idea  
Cooperation with the regional institutions.

We met in small groups, exclusively online at first. These included teachers, community centre activists, city authorities, tourist centres, and marketing and promotion staff. The idea of collaborating with institutions and centres in the region was initially new to us in the context of street culture. Of all the themes, street art, street dance and supporting migrants appeared to be the closest to our activities. In the case of AHE, these are students from Ukraine. After several meetings and discussions, we chose the Art Beyond Borders project option. Cultural centres and art galleries proved open to cooperation. Five exhibitions were held between May 2022 and November 2022. Another stakeholder, the dean of the dance faculty, joined our Alliance meetings. Since then, every event has been accompanied by a street dance show. REGIONAL ALLIANCE focused on bringing together regional art and culture institutions, supporting young artists from Poland and Ukraine, and providing space for exhibitions and dance workshops.



Dean of the dance faculty, joined our  
Alliance meetings.

- Meeting 5: Presentation to young people & other street culture organizations. Multiplier Event Academy Online Conference, October 20, 2022. There were 40 participants at the premises of AHE Academy and more who watched online. The conference "Enter the game", during which we presented the outputs of the SCR project, was a great success! This public event was an opportunity to communicate on results of the SCR project and to share the action plan.



6. What resources are required? How are they found?

### Resources

- Contacts person list: through our database and our network



- Members' basic information: previous research
- Calendar of meetings
- Moderator for the meeting: through our network
- Communication support: internal creation of content & design
- Internet connection
- Evaluation surveys after the final event
- Participant list to sign
- Agenda of the day
- Powerpoint presentations: project, partners
- Minute template

7. Communications within an SCR Alliance/ External communication – sharing the work and achievement of the SCR Alliance (What communication channels are planned?)

- Internal communication
- Phone / Email / Dropbox / Virtual and physical Meetings
- External communication
- Social media/Newsletter/Website
- Words of mouth / Youth workers
- Educational and training institutions
- Medias: Press articles

8. What could be the main success factors in your Alliance?

- Complementarity of roles
- Engagement and enthusiasm of educators and youth participants
- Proximity with the target audience
- Quality of contents and resources



- Collective communication: stronger impact
- Visual communication (street culture is visual)
- Sustainability of network

#### 9. What challenges do you expect in setting up and managing your Alliance?

- Each partner has his guidelines and perspective and works in a specific environment. This can be challenging, yet at the same time, creates new opportunities.
- Communicating each partner's role in the Alliance can be an obstacle: valuing “invisible” actions is challenging.
- Motivate youth and NEETS

#### 10. What tools will be useful in setting up and managing your Alliance?

- Dropbox: to share resources and files
- Google Drive to share resources
- E-mail and phone: to contact and exchange with alliances members (phone, Messenger, WhatsApp)
- Video conference tools to keep in touch on progress (Zoom)
- Pack office: to create content (Word, Excel, Powerpoint)
- Design software: to design content (Canva, Photoshop, Illustrator Indesign...)
- Social media (Facebook, Messenger / Website/ mailing to communicate on projects and events
- Surveys: to evaluate satisfaction and have feedback (Google Forms)

#### 11. Any other insights you have:

The University of Humanities and Economics in Łódź (Akademia Humanistyczno-Ekonomiczna w Łodzi) is not directly involved in entrepreneurship or start-up support. Our goal as an SCR partner is to research and observe the Creative Sector, paying



attention to demands and challenges for young people willing to start their creative businesses. AHE has an impact on youth and also people in the course of the life-long learning process. The university will implement the conclusions and project outcomes in educational plans and vocational training. Also, we will disseminate and actively introduce the knowledge and good practices into the existing alliance formed around AHE and focused on creative education. We believe that creativity or innovative approaches need support, collaboration and a friendly environment. In the beginning, we had to recognize and research the situation in the creative sector in Lodz and Region. As an academic institution, AHE organizes cultural, research and educational events. We are connecting leaders with strong motivation and being socially involved. At the same time, during our meetings with stakeholders, we are working on the possibilities to incorporate existing programmes, networks and actions. Łódź Regional Alliance consists of approximately 50 stakeholders (youth and representatives of the institutions and organisations) among them:

- Teachers and trainers
- Managers of museums and art galleries
- Manager of tourism organisation
- City hall representatives
- An art historian, member of the International Association of Art Critics (AICA) critic and art curator in Piotrków (region)
- Dean of Culture studies faculty AHE
- Dean of Dance faculty (Lithuania) AHE
- Head of the Łask Community Culture Centre (region)
- An Artist, the owner of Shlagart company in the Off Piotrkowska art zone
- Manager of the Marketing Department AHE
- Artists Photographers
- Students

## 12. Summary of the SCR project AHE Łódź

**‘Usefulness, uncommonness, attractiveness’ are words that describe the ideas brought by the SCR project.’**



The street culture project is extremely engaging and timely. For a young talented person, it can be an unusual experience. It can integrate everyday life and art. AHE students include people from Ukraine and Belarus, as well as migrants. There are also people with disabilities. Graphic design students may be particularly interested. There are many designers of graffiti, murals and tattoos among them.

Young people are looking for a place for their artistic expression. They like interaction, use social media to connect with others, disseminate their work, and thoughts, get along with each other, get to know each other, and popularize each other. The young need closeness and contact with others. They create their art to present themselves, confront others, talk about them and discuss them with others. They expect immediate interaction. Thus, public space is the best stage for their creative acts. On this occasion, people from the crowd have a chance to feel special.

**‘ The SCR project gives a new approach to business careers and setting up your venture. ‘**

It delivers case studies in an attractive, visual form and provides practical educational material, that educators are keen to use. They ensure educational material that educators are keen to use. All this ensures the sustainability of the project concept and results. (A dedicated course on youth entrepreneurship is taught at our university.)

**‘ The most important value we have achieved by participating in the SCR project is the idea of working in the region. ‘**

Because of the project, we focused on cooperation with the regional institutions. Thanks to the project, we have taken the initiative to carry out cultural and artistic activities in towns near our city of Lodz. We promote exhibitions that bring teachers and young people together. We are recognizable in those towns in which we organized an event. Our new stakeholders gladly and attentively accept invitations and information from us. That is what we intend to do, promote collaboration between young entrepreneurs, artists, and their towns. AHE University has developed ideas for networking in the Region. Currently, these are not just exhibitions but also dance shows. We are already organising cyclical events under the title "Spinner". Students can exchange clothes and promote fashion. Cooperating institutions from the region



can use the graphic printmaking studio at the university for the workshops they run for young people.

Our stakeholders are interested and participate in our events and ideas. We plan to continue these activities. We already have dates arranged for next year.

**‘ The idea of street culture is not yet sufficiently developed in our country, and projects such as Street Culture for Regions contribute significantly to its development. They also create opportunities for young people who do not quite find their way in rigid business structures. ‘**

**‘ We are building awareness of practical collaboration in the field of Street Culture, sharing experiences and guiding the participating organisations. We encourage other cities to follow. ‘**

Each stakeholder receives information about the products of the SCR project.

We will use the educational modules developed in the Street Culture for Regions project to improve the curricula.

The university organizes conferences during which, together with our partners, we offer open panels and workshops for young people. **We combine dance, art, modern technology and entrepreneurial knowledge.**