



STREET CULTURE FOR REGIONS

REGIONAL ALLIANCE ACTION PLAN 102



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Co-funded by the
Erasmus+ Programme
of the European Union



LE LABA FRANCE

Le Laba, Bordeaux, France

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?)

Goal: Gather different organizations (local authorities, employment organizations, street culture and arts organizations, training organizations) in order to:

- 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
- think of a **specific topic** linked to entrepreneurship in street culture
- identify each organization's roles in the territory.
- integrate entrepreneurship in the field of street culture in their guidelines and offer
- enable organizations to **communicate** to the target audience about their actions and **value** entrepreneurship as a life skill.

Planning actions

A series of meetings where all stakeholders are invited to participate in an **active & contributive** way (workshop, world café, interactive presentations, games...)

- Meeting #1: **Presentation** of Street Culture project and partners / Presentation of problematics / Potential participants and network to invite



- Meeting #2: Opening Network / Case studies of how to value street culture entrepreneurs: the example of Parada Foundation and Chahuts Festival
- Meeting #3: Problematizing with new participants / How can the City, through its multiple creations, be a space for the development of activities?
- Meeting#4: Workshop status quo “state of affairs on the territory”: small groups make a diagnostic of what is done on the territory to support young and NEETS in entrepreneurship in street culture. They highlight best practices and needs. They highlight one or few problematics.
- Meeting #4: **Actions Plan**: Evaluation of resources / Workshop Path of support “step by step”: what organization is useful at what step for youth employment in entrepreneurship in the field of street culture. / Workshop “Street Culture Skills”: who works in what area, what skill can they bring /possibility to create a mapping of resources.
- Meeting#5: Public event to communicate on **results** during the Street Art Festival Chahuts in June in 2022. A roundtable is organized with all stakeholders to present case studies and present the different opportunities in street culture. Professionals and general audience will be attending.

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

1. Identify existing policies and programmes,

Existing policies & programmes

- Bordeaux City : Deputy Mayor in charge of creation and cultural expressions: Dimitri Boutleux
- Bègles City : Annabelle Tallet, Cultural coordinator
- POLAU - pôle arts.urbanisme : <https://polau.org/>
- OARA (New-Aquitaine Artistic Desk): <https://oara.fr/>
- DRAC (Cultural Affairs Regional Desk):
<https://www.culture.gouv.fr/Regions/DRAC-Nouvelle-Aquitaine>
- Bordeaux Métropole : Street art saison :
<https://www.bordeaux.fr/p109835/saison-street-art>



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 individually** young people interested to have a real implication of youth and **assure employment opportunities**.
- Need to inform in the right place with the **appropriate mediums** (Social media, youth desks, newsletter, youth workers...)
- Need of a resource center to have a **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 project and goals **precisely**.
- Offer them to invite **their own members or their own partners** to the meeting.

What they do?

They meet **5 times** (1 meeting of Presentation / 3 workshop meetings/ 1

Communication meeting) and work **on a specific topic** defined in the second meeting.

They define **concrete steps** for the target audience: who is orientating/ guiding the target audience in a first place? who is defining with them their personal project? who is offering training? Who is structuring their project? Who is helping with creating content? who is hiring?

Obstacles?



- Each partner has his own guidelines and perspective, putting everyone on the **same spirit** and goal can be challenging.
- Communicate on **each member 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?

- Defining street culture and have a common definition
- Defining entrepreneurship and gather people with a different point of view- entrepreneurship is not a common term in France in the field of street culture because most of the time it's public fundings and public events.
- Create a common spirit by implicating **from the beginning** members of the Alliance and make them **know each other** with **collaborative** workshops.
- Value work of members with **innovative contents**: interactive presentations, video portraits and mentions of **specific contact persons**.
- Specify field with **concrete examples**: success stories, video portraits, testimonials, sharing experiences in events etc.
- Support on long term by helping them **identify organizations and key persons** for help when needed.

2. Define the Region (where and why?)

New-Aquitaine, Le Laba has a **strong network** in this area.

Bordeaux and its region have an important resource of organizations working in the field of Street culture (food, festivals, street art, alternative tourism, urbanism, sport, dance, fashion, markets etc.)

3. Who else needs to be involved?

We have involved the following stakeholders :

Local authorities:

- Bègles city (Annabelle Taller, Benoît Bonamour)
- Bordeaux Métropole (Dimitri Boutleux)
- DRAC (Gwénaëlle GROUSSARD)

University of Bordeaux:

-Master Intercultural project coordination: https://www.u-bordeaux-montaigne.fr/fr/formations/offre-de-formation-2016-2020/master-XB/lettres-et-lettres-langues-LGC.12/master-ingenierie-de-projets-culturels-et-interculturels-MDF16_216.html

Street culture and arts organizations and events :



- Street art :
POLAU : <https://polau.org/>

Bruit du Frigo : <https://bruitdufrigo.com/>

Chahuts (Elisabeth Sanson, Corina Arinei) : <https://www.chahuts.net/>
- Pôle Magnetic: Pierre Lecaroz : <https://www.polemagnetic.fr/>
- Forum Rocher, Rocher de Palmer (Block Party) :
<https://lerocherdepalmer.fr/forum/>
- Dr Larsene (dances urbaines) : <https://www.facebook.com/cabinetmusical/>
- Foksabouge (hip-hop) : <https://www.foksabouge.com/>

- Compagnie Hors Série : <https://www.horsserie.org/>

Street food:

- Gang of Food , Maxime Morcelet:
<http://gangoffoiw.cluster021.hosting.ovh.net/>
- Entr'autres : <https://entr-autres.eu/>
- Centre social L'estey : <https://www.mairie-begles.fr/centre-social-et-culturel-de-lestey/>
- Cultural networks : In situ : <https://www.in-situ.info/>
- Carol Resende Buteco Apero truck: <https://buteco.eatbu.com/?lang=fr>

Sport:

Petit plateau skateshop: <https://www.facebook.com/petitplateauskateshop/>

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



- Known personalities in street culture: influencers, street artists, journalists:
Guillaumit, Jonas La Classe
- Former European project linked to street culture: OPUS with Rocher de Palmer, SFOFY (street food), MMM, YEA (entrepreneurship), KUS KUS (food)

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

Action	Proposed Action	Cost	Who Is Involved?	Anticipated Outcome	Status of Action
1	Develop FR Regional Alliance	0	LE LABA	Collaborative partnership established to develop actions to deliver regional impact	Complete
2	Conduct Research and a mapping exercise to summarise activity relating to street culture in the region of Nouvelle-Aquitaine and the policies relevant to development of entrepreneurship in this sector.	0	See Partners of Alliance list in the document	Greater clarity about activity relating to street culture in the region and identification of gaps and needs to support entrepreneurship in this sector.	Complete
3	Engage with the different institutions, entrepreneurs and educators : contact and invite them to meetings	0	LE LABA	Introduce the outcomes of the SCR project and give a calendar of future events	Complete
4	Organization of a roundtable with Chahuts Festival for those interested in SCR	0	LE LABA / CHAHUTS	Create a network and encourage institutions (Bordeaux city) to communicate with entrepreneurs	Complete
5	Organization of Entrepreneur in Street Culture Prize in Bègles during Forum entreprendre pour la culture		LE LABA / AGENCE NOUVELLE AQUITAINE / COMPAGNIE DECALEZ	Create an opportunity for 10 young entrepreneurs to pitch their project and for two projects to be selected and have a grant of 1500 and 500 euros.	Complete



				Create a spectacular moment for audience around street culture , to vulgarize the concept and get the audience to know better the different sector in street culture field.	
6	Orgnaization of an informal moment after the Prize		LE LABA / AGENCE NOUVELLE AQUITAINE /	Create a networking moment and present the project results to the different stakeholders.	
7	Link artists and festivals on an European level		LE LABA / CHAHUTS /PARADA FOUNDATION	Create bridges between European partners : festival programmers and artists	Complete
8	Review of Intellectual Outputs		LE LABA / alliance members	Each stakeholder of the alliance have been sent the different IO to have some review and feedback to improve them (user testing).	
9	Dissemination of project results to stakeholders of other project and link with other project linked to street culture and entrepreneurship		LE LABA/ Rocher de Palmer / OIRD / Creative invisible /i-yes G1000 / OPUS	Thanks to the ressources developed through Street Culture, other projects have used them in different occasion : training, event, conferences.	
10	Long term of regional alliances		LE LABA	1. creation of a prize for young entrepreneurs in the street culture sector. This prize allows young entrepreneurs to meet public partners: regional authorities. 2. Europeanisation of the Chahut local festival	



				<p>programme and revitalisation of the city's twinning arrangements in the cultural field.</p> <p>3.the members of the alliance will develop in 2023 a programme of action on sport and culture associating the animators in the fields of street sport, fashion, street food and street art. This programme is conceived within the framework of a public/private partnership. It is designed and intended for young inhabitants of the Bordeaux metropolis.</p>	
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A series of meetings where all stakeholders are invited to participate in an **active & contributive** way (workshop, world café, interactive presentations, games...)

- **Meeting #1: November 11th 2021**
Presentation of Street Culture project and partners / Presentation of problematics / Potential participants and network to invite

Summary of meeting

x Economic dimension

x Citizen Participation : how can street culture help inhabitants speech circulation?



1/ How can we value street culture for local authorities, how can we tell people there is some employment possibilities? How can 2 concepts, at first glance, opposed, as entrepreneurship and street culture can find a compromise ?

Is the institution fragilizing the freedom of street culture ?

2/ How is the speech circulating in public space ? how can we give voices to people in the public space? Idea of a roundtable where we can introduce best practices in the street culture area / Invite stakeholders: politics, networks, artists, other fields

- **Meeting #2: December 10th 2021**
Opening Network / Case studies of how to value street culture entrepreneurs: the example of Parada Foundation and Chahuts Festival

Summary of meeting

How festivals program street culture ? What are their criteria ? How can street culture network can be developed on an European level ? Keys point for an entrepreneur :

- 1/ mutualizing dates for artists in different locations
- 2/ An entrepreneur in street culture has to be able to plan in time – know their audience and the territory to have the best “offer” in term of artistic proposal.
- 3/ For a festival : Making work together different stakeholders/entrepreneurs and artists and other to have a chain of knowledge sharing and skills.

- **Meeting #3: January 18th 2022**
Problematizing with new participants

Summary of meeting:

Agenda

The objective of this working session was to bring together several organizations specialized in the field of Street Culture in New Aquitaine, and more specifically in Street Art and the relationship between the City and the Artists.

After a round table discussion, the European project STREET CULTURE FOR REGION, led by Le LABA with 7 European partners was presented, followed by a debate around a meeting at Chahuts and a possible restitution around these themes during the CHAHUTS festival, which will take place in June 2022.

The organization of the round table during Chahuts

One of the highlights of these meetings will be the organization of a round table / conference or informal time in June.

The objective will be :

- to bring together all stakeholders of the regional alliance
- to present the European project, the tools of the project developed including the guide.
- to address the question of the link between the city and the artists, between art and urban issues
- to address the problematic of opportunities for entrepreneurs in street culture



Other objectives were discussed: networking, advocacy, mapping, tools for educators... The format remains to be defined together, but an interesting proposal emerges: that of organizing two times: a time of discussion with citizens on the place Saint-Michel like an "urban fair"; and a more professional time.

At this stage, the public remains to be defined (professionals only? general public?) as well as the speakers, but several organizations or personalities are mentioned: In Situ, Dimitri Boutleux, Christophe Dabitch, François Pouthier...

- **Meeting#4:** The meeting took place on April 12th 2022 in Chapitô.

Summary of the meeting : Small groups make a diagnostic of what is done on the territory to support young and NEETS in entrepreneurship in street culture. They highlight best practices and needs. They highlight one or few problematics.

Agenda:

- 1.Presentation of project
- 2.Presentation of results
- 3.Discussion in small workshops

Topic #1.The economy of street culture: what are the economic models that prevail today, what developments are possible (endogenous factors)

Topic #2.Resources & opportunities for cooperation: What resources exist today to support entrepreneurship in Street Culture? What are the support structures, the shortcomings observed, and the development perspectives for this sector (exogenous factors)

- **Meeting#5: June 17th 2022**
Professional encounter during the Street Art Festival Chahuts in June in 2022. The roundtable was moderated by François Pouthier, director of chahuts, with all stakeholders to present case studies and present the different opportunities in street culture. Professionals, institutionals, students and general audience attended. Around 40 people attended.

Problematics:



-Students in architecture presented the importance of citizen participation to think public space and urbanism , replacing it in the context of 2 projects, one in Putignano, Italy and one near the Rocard of Bordeaux.
Importance of bottom-up strategy and inhabitants use of space.

- Guests, in the field of hip-hop, street art, skate and foodtruck talked about their business model and the fact that they don't have just one job but several (accounter, commercial, artist, mediator)
- They had in common the business, marketing and taste for event which is important for what they do.
- The capacity to present your project (pitch for banks) is important to have
- Make an analysis of existing market offer is important before starting
- Know how to write a project and find partners
- Be able to seek for people who can share their experience
- Communicate with locals, example of skate that makes noise and the necessity to change the image of this sport, seen as "bad" for the city
- Same for hip-hop culture that is unknown for some people

Dimitri Boutleux, representative of Bordeaux City , urbanist and landscaper , talked about empowerment in public space, they want to facilitate projects in the public space. He compares France with UK, the role of the state is different, the UK state is less present so people

-The importance in the university to not just give 2 hours of accounting but teach them how to live of their art and give them the tools

"Open the possibilities is a key point." (Ilyes Falami)

"I bring the young people see all the different existing jobs."

Street culture is happening at the edge of the cities, where there is porosity (Dimitri Boutleux)

➔ Tactical urbanism designates a citizen, participative and ephemeral urbanism, carried by inhabitants, communities and/or activists, which often mobilizes the springs of art and of the event.

It's important to involve citizens from the start, when there is construction

"It can create society during the construction, people can see it in a happy way and not have a turn-key city" (Dimitri Boutleux)

"There is space for everyone in this market" (Carol Resende)

The image also for artists in street culture is negative as they only do this for passion and not for a living, many people think " oh I should pay you ?"

Many questions in the audience:

European itinerary of street culture, will it institutionalize street culture ?



How is it to be a women in this field ?

**Skateboard and trucks (for food truck) are really masculinized not always easy,
“but we know better !”**

**We should go out, on the public space, not only to consume products but to
live the space.**

**The city of Nantes in France, authorizes outdoor barbecue in the street and
transformed football pitch in playgrounds. It’s a good example**

Speakers and audience tried to define art and culture.Extracts:

From when expression becomes art ?Each person has his own definition.

Expression = emancipation

Art is when you bring technicity and singularity to it, putting awareness on it.

Expression is your secret garden

Art is the power to decide, is more political and institutional.

**Art is the art of sharing moment , sharing a drink, and knowing others (Carol
Resende Buteco Apéro Truck)**

**Léa : For me art, is the noise of my skateboard on the pavement, light of the
evening , music and see architecture on another eye**



INVITATION

Rencontre professionnelle Street Culture

Quelles opportunités pour entreprendre dans les cultures urbaines aujourd’hui ?

avec

Dimitri Boutleux, Adjoint au maire chargé de la création et des expressions culturelles, Ville de Bordeaux

Carol Resende, Buteco Apéro Truck

Ilyes Falami, Fondateur et directeur Foksabouge

Jonas Laclasse, street artist

Léa Vincent, Petit Plateau Skateshop Limoges

VENDREDI 17 JUIN 15H30

Square Dom Bedos, rue Jacques d’Welles – Bordeaux

Rencontre suivie du vernissage de l’exposition **Doors of Gironde**

réalisée par Jonas Laclasse et 24 jeunes complices

à 18h30, 8/10 rue Gaspard Philippe

projet réalisé en partenariat avec la Fabrique Pola dans le cadre du projet de «La Grande Tournée», financé par le Fonds Social Européen et l’Initiative pour l’Emploi des Jeunes.

Rencontre organisée par le LABA, avec le soutien de la Commission Européenne dans le cadre du projet Erasmus+ Street Culture for Regions – dans le cadre de la 31e édition du festival Chahuts, festival des arts de la parole et de l’espace public du 8 au 18 juin 2022, Bordeaux,



<https://www.facebook.com/streetcultureforregions/posts/pfbid02taM7WLYPHvBWS37S2ag7naCi1nS4PRGRwSiuRBEwwQrYBFMmRQ5XVjCjP1MPQNdTl>



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

Resources

- A nice place to do the meeting
- Contacts person list: through our database and our network
- Former projects' contacts
- Members basic information: previous research
- Doodle agenda to find the best date
- Calendar of meetings
- Problematics of the field: desk research and press
- A place to gather through our network (POLA, Rocher de Palmer)
- Moderator for meeting: through our network
- Volunteers to welcome, manage participant list, take pictures etc.
- Communication support: internal creation of content & design
- Kakemono of organizers and project logo print
- Flyer of the event
- Material: paperboard, computers, video projector, microphone, welcome coffee
- Internet connection
- Evaluation surveys for end of meeting
- Participant list to sign

- Agenda of the day
- Power point 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
- Youth desks and centers for employment
- Medias: Press articles

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



- Complementarity of roles
- Local network
- Concrete path “step by step” created
- Proximity with target audience
- Quality of contents and resources
- Collective communication: stronger impact
- Visual communication (street culture is really visual)
- Sustainability of network

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

- Each partner has his own guidelines and perspective, putting everyone on the **same spirit** and goal can be challenging.
- Communicate on each partner role in the Alliance can be an obstacle: valuing “invisible” actions is challenging.
- Communicate to youth this wide and diverse field of street culture
- Motivate youth and NEETS

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

- Dropbox: to share resources and files
- Monday: to see progress in setting up alliance
- E-mail and phone: to contact and exchange with alliances members
- Visioconference tools to keep in touch on progress (Zoom)
- Pack office: to create content (Word, Excel, Powerpoint)
- Design software: to design content (Canva, Indesign...)
- Social media (Facebook, LinkedIn, Twitter) /Website/Newsletter to communicate on project and events
- Surveys: to evaluate satisfaction and have feedback (Monkey, Dagn, Pollseverywhere...)

11. Any other insights you have: Organizing a regional alliances asks a lot of effort beyond the European project, it's a local deep work with stakeholders, it's really thrilling and you need to be passionate. I really enjoy doing it, along with my team. It's the opportunity : to discover new local organizations, mix audiences from different background , profiles, experiences, ages, sector and opinions. This is for me what was exciting about it : having different point of views on one topic and being able to make a “chain” of who can do what at what stage to help youth in finding opportunities and inspiration in the street culture sector. (Jessica Favarel)