



STREET CULTURE
FOR REGIONS

**REGIONAL ALLIANCE
ACTION PLAN**

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EDRA GREECE



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EDRA, Greece

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 wish to connect organizations and people who support a culture of inclusion, where everyone can involve, create and improve their skills within it. Therefore, the goal is to bring together people and organizations who are active on the following fields:

- 1) Street Culture
- 2) Education
- 3) Social entrepreneurship
- 4) Inclusion and participation
- 5) Career centers / Lifelong learning centers
- 6) Cultural Heritage

Such an alliance will be able to combine the educational expertise with the community networking and therefore introduce and promote the project to the appropriate groups. During the Alliance formation, each member will be assigned a specific role/task, based on their area of expertise. Attention will be given to bring people from complementary fields together, in order to make win-win relationships and business pairings, with the aim to make future partnerships possible and fruitful collaborations.

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

- a) Identify existing policies and programmes



Currently, there are initiatives related to social inclusion and professional development in Greece, but not strictly tied to street culture as an entrepreneurial tool. Regarding the funding, since Greece still deals with both an economic and a health crisis, most of the projects which are managed by the Public Sector are being supported by EU resources. There are also programmes which are implemented and organized by NGOs, providing humanitarian help and supporting vulnerable groups (such as people who are unemployed, homeless or socially excluded). Moreover, there are some private companies that support young entrepreneurs during their first steps, in the context of corporate social responsibility.

Some of these include the following:

- 1) “Skills development for the unemployed” programme (Municipality of Athens), as part of a broader action plan founded on four main pillars (Entrepreneurship, Employment & Social Cohesion, Culture, Tourism & Digital Future), as an attempt to sustain Greek businesses viable during the Covid-19 pandemic.
- 2) “Impact Stories”: a series of projects organized by Impact Hub Athens, with the aim to support young entrepreneurs on their first business steps and bring positive social change. The organisation’s goal is to bring positive social impact through community building and supports a series of projects by offering workspaces, community networking and business consulting services. Among others, Impact Hub Athens runs the “Kypseli’s Municipal Market: the first Market of Social Entrepreneurship” programme. The goal is the Market to become a lever of regeneration for the local economy, attract new audiences and bring interest, products and services to the locals and entrepreneurs.
- 3) “EGG – enter•grow•go”, helping startups and young businesses across the globe along their business steps, designed by Eurobank Corporate Social Responsibility (CSR)

With the help of our Alliance, we will be able to research more in depth and get a clearer idea on the currently existing policies and programmes.

- b) Identify possible gaps and needs



As mentioned before, while in Greece there are indeed numerous activities and initiatives related to creativity enhancement, social entrepreneurship and inclusion, which may partially entail some street culture characteristics, there are no defined programmes or policies exclusively addressing street culture and using it both as a key concept and a starting point for enhancing entrepreneurial skills. Moreover, such programmes may indeed support people with lower incomes in general, but do not often focus on the vulnerable groups mentioned above; therefore, they remain marginalized and excluded. Having said that, there is surely a need for creating a strong network of organizations, with a focus on street culture and its potential to enhance the entrepreneurial skills and creativity of people who may not have the means to implement their vision and therefore need guidance and support.

c) Identifying key stakeholders

Our alliance meetings consist of the following organisations:

1) Boroume - boroume.gr

Boroume ("We Can") is a non-profit organization whose mission is to reduce food waste and to fight malnutrition in Greece.

2) Shedia Street Paper - shedia.gr

Shedia is the only Greek Street Paper focusing on social responsibility by recruiting only homeless people.

3) Imaginary Rooms - imaginaryrooms.com

A Greek creative studio of street art and graffiti origins that focuses on education and training in art, design and street art for youth.

4) NEFELE Network



A cultural network devoted on happenings, events and festivals for arts and mental health.

5) ENALMH Network - enalmh.eu

The ENALMH-European Network of Active Living for Mental Health is focused in sports and how active living empowers mental health.

6) EDRA E Learning Center

EDRA's Lifelong Learning Center for education and training for marginalized groups.

7) Fix in Art is a cultural community on a quest to enhance, support and promote artistic expression and opportunities that protects education, inclusivity, anti-oppression, non-violence, wellbeing and peace, while cultivating a community committed to this lifestyle. Operating since 2011 Anazitites Theatrou aka FIX in Art is a cultural non-profit, community led, creative hub, located in Thessaloniki's landmark building, the old FIX brewery.

8) Street Mode Festival - www.streetmode.gr

Street Mode is an annual music, art, and sports festival held in Thessaloniki since 2009. It is one of the largest festivals in Greece, reaching thousands of visitors, with a program that includes musical performances in 5 stages and more than 15 street culture events.

9) Michael Cacoyannis Foundation – www.mcf.gr

The Michael Cacoyannis Foundation is an extrovert, independent and contemporary cultural Institution that remains loyal to the vision of its Founder, the internationally acclaimed Oscar - winning director, Michahel Cacoyannis. His desire was to create a meeting point and a space for the artistic expression of young artists. The MCF has already been globally recognised as one of the most important cultural Institutions in Greece,



featuring Theatre, Dance, Cinema, Exhibitions, seminars and workshops while keeping collaborations with Institutions, Embassies, Universities and Festivals from all over the world. The Cultural Center of the Michael Cacoyannis Foundation, is the first cultural multi - venue awarded with the ISO 20121 Certification for its overall management, by the independent and internationally acknowledged organization, TÜV AUSTRIA HELLAS. It is located in the heart of Athens city center.

10) Social Dynamo - Bodossaki Foundation - www.bodossaki.gr

Bodossaki Foundation's Social Dynamo is the expression of the Foundation's vision of a dynamic Civil Society that acts, influences and engages. It is an award-winning initiative for Civil Society capacity building in Greece, offering comprehensive support to Civil Society actors, with a focus on learning, professional support and networking. Just as a dynamo accumulates and transforms energy, so Social Dynamo aims to build and develop the skills of Civil Society organisations, by transferring to them know-how and providing them with opportunities for collaboration and networking. The services of Social Dynamo are accessible throughout Greece, through the participation of interested actors in the targeted activities organised, as well as online. The Municipality of Athens and the Municipality of Thessaloniki are the strategic partners of the initiative for its activities within them. In Athens, Social Dynamo is hosted at the Serafio, the modern Sports, Culture and Innovation hub of the Municipality of Athens, which houses our activities and offers a co-working space for use by the hosted organisations. In Thessaloniki, the regular schedule of Social Dynamo activities is hosted at the city's Town Hall.

....and the individuals:

11) Leonidas Giannakopoulos - leonidasgiannakopoulos.gr

One of the most important urban artists in Greece, devoted to public space art and large - scale projects.



12) Maria Saridaki - She represents a) University of Athens & b) Goethe Institute

Greek arts professional focusing on Playful Interactions and specifically the utilization of Digital Games and Interactive Stories in the educational experience of people with intellectual disabilities. Her other research interests are Play in its various forms as a means of education and creativity, Intermediate Narrative and Playful Environments.

13) Katerina Koskina, Art historian & Curator, former director of National Museum of Contemporary Art, representing Municipality of Athens as Mayor's counselor in Cultural issues.

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?

Based on the project's key concept, we conducted research and found the most appropriate organizations to work with. Roundtable discussions, where members of the Alliance are able to meet in person and exchange their views and thoughts through open dialogue, will surely enhance fruitful conversations; since most of the participant organisations will be experienced in developing projects revolving around social inclusion, such an Alliance is an opportunity to discuss and highlight best practices. Open dialogue and freedom of expression, group brainstorming and team building united all participants under a common goal: to network and develop a set of action plans to work on in the future, in order to establish meaningful and fruitful collaborations.

2. Define the Region (where and why?)



Most of the selected members of the Alliance are based in Athens, where there is already a lot of street culture activity and there is fertile soil for creating a supportive environment for the development of street culture businesses. Two members of the alliances come from the second capital of Greece, Thessaloniki. There are also two partners (two networks) based in Brussels.

3. Who else needs to be involved?

It would be very positive if the Alliance managed to recruit a larger number of organisations, active in social entrepreneurship, tourism, youth employment and career development, such as:

Impact Hub Athens, National & Kapodistrian University of Athens, Reload Greece, Coralia, Action Plus, IDEC, Hellenic Youth Participation, Federation of Hellenic Associations of Young Entrepreneurs, etc.

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

NGOs that offer adult training or implement practices related to social inclusion and entrepreneurial development, organisations who work with migrants and refugees, cultural heritage institutions (such as museums, galleries, etc).

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

In order to come up with a concrete Action Plan, the members of the Alliance gathered and took as a starting point the concept which they have been assigned to, according to the project's proposal (in our case, that would be the creation of a map of the historical landmarks and cultural heritage). During the meetings, the members discussed on a theoretical level how they could implement a street culture entrepreneurial activity, with a positive social impact. A specific case



study will be created and studied, in which all members will contribute with their knowledge and level of expertise.

The final outputs of the alliance are:

- the networking among stakeholders in a mutually beneficial way
- connecting and pairing freelancer street artists with funding bodies
- the creation of a map identifying current initiatives, activities and private and public bodies, connected with the field of street culture and social entrepreneurship, especially dedicated to youth and marginalised individuals.

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

It is essential to create a list of contact persons for each member organization of the Alliance, in order to enhance communication. Moreover, research is required, in order to find the email address for entities that could potentially become part of the project, but we haven't worked with them before. After the Alliance is fully established, a shared folder will be created, so that all participants can have access to it. We have provided a list of days to meet, which needs to be as flexible as possible, since we are not fully aware of each entity's schedule. Moreover, research is required, in order to find a suitable place for hold the meetings, in case they do not take place online. Also, minutes of the meetings will need to be sent to all participants after each session, in order to keep record of what has been discussed and proposed.

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

Regarding internal communication, every participant organisation from the Alliance has set a representative/ contact person, who will handle all communication. Communication among the Alliance will mostly occur through email, in order to ensure that everyone stays informed and up to date.



Regarding external communication, since all partners have their own communication channels and contacts' database, it will be very useful to share the news of the project with these contacts, when it's completed.

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

To connect interesting initiatives and/or artists with funding opportunities. To establish collaborations between organizations with mutual benefits. Each participant organization has an already established sub-network of communication and action; this is very positive in terms of dissemination, impact and reaching. Moreover, the fact that Athens is a multicultural city, with a lot of activity on the streets, provides us with a good starting point.

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

Greece has become a meeting point of different cultures throughout the years. However, many immigrants and refugees still live marginalized and for a large part of the Greek society, remain invisible. The refugee crisis of 2015 deepened the need to find ways to help both sides learn to co-exist and as a result there are many neighborhoods in Athens who have fully embraced interculturality. However, there is still a lot of prejudice and racism; this may not directly affect the Alliance itself, but it may be a challenge in general to ensure that, the percentage of locals who will actively choose to support intercultural initiatives will increase.

While a holistic approach is essential for the successful establishment of such an Alliance, no such network has been previously established, which can be initially challenging for the participant organisations. Moreover, such network will consist of eclectic organisations, each of those has a different structure and form of action; this can of course enhance eventually creativity and innovation.

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



It would be useful to establish a series of general key points and concepts that need to be addressed during the meetings, in order to have a clearer workflow.

11. Any other insights you have:

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Actions taken and structure of the meetings:

a) 1st face-to-face Alliance meeting event – 21 July 2021

- *ACTION: Networking & Strategic Cooperations*

During the first meeting we sent our invitations and gathered stakeholders activated in the specific field in order to facilitate linkages between businesses, NGOs and freelancer artists. We especially targeted in a clever pairing of stakeholders. NGOs, lifelong learning centers, street culture businesses and freelancer artists took part in the meeting, along with a representative from National Kapodistrian University of Athens and the Goethe Institute. Our networking meeting event lasted for four hours full of discussions, presentations and networking, and was accompanied by a dinner in an interesting venue in terms of street culture. The aims of our this first meeting were many: To form connections, to map interesting initiatives in street culture, to meet like-minded individuals, to find a solution to the difficulties that street culture industry faces, to search for funding opportunities, etc.

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2) Two Online follow-up meetings and meetings reaching out distanced organisations (based in Thessaloniki, the second capital of Greece)

- *ACTION: Mapping the street art opportunities of Thessaloniki (second capital of Greece)*

Virtual networking plays a key role in connecting individuals who may not





get the chance otherwise. We had two organisations in Thessaloniki, powerfully connected with the life of street culture in the city and strongly interested to join our discussions, but were not able to attend our face – to – face meetings. Through our online networking, we facilitated their linkage with the other participants and had the chance to learn more about their work.

3) Face-to-face Alliance meeting event – 21 June 2022

- *ACTION: Connecting freelance Street Artists with Sponsors & Funding Bodies*



The second meeting was devoted to connecting freelance street artists with the most prominent funding bodies of Greece. We invited representatives from the Municipality of Athens and some of the most powerful, and active in Greek cultural sector, foundations to attend. The result was to have 5 representatives by private and public bodies. These organisations shared current opportunities and potential job openings in street culture, in an attempt to be introduced to / and / or finance interesting initiatives and make future collaborations. The event attended four street culture artists. Our networking meeting event lasted for four hours full of discussions, presentations and networking, and was accompanied by a dinner in an interesting venue in terms of street culture.

4) Face-to-face Alliance meeting event – 14 October 2022

- *ACTION: Youth Mentoring: Pairing students and youth workers with festival programmers and art industry representatives*

In the context of our annual festival ART4MORE (art4more.org) we had the chance to organize one more Alliance meeting aiming to connect culture and art representatives with public school representatives and students. In this event, 20 young participants by the 1st Public High School



of Ano Liosia of Athens were introduced with representatives of arts and cultural events, namely: ISPS Italy (Giulia Ayala), Art Therapy Greece (Afrodite Pantagoutsou), L'Altre Festival Spain (Beatriz Liebe) and Safe Space – Festival Mental Portugal (Ana Pinto-Coelho), REFRAME - UK (Elisa Iannacone). The student's selection was based on their interest and background in street culture. This group of teenagers made a guided tour in our festival activities and conducted a vivid conversation with the above stakeholders. The meeting was focused on role playing and conducting a kind of "mentoring", based on questions about how things work in real life circumstances, sharing ideas about more inclusive art industries, brainstorming about transforming art festivals to a welcoming place and scene for young artists, e.t.c. The meeting lasted for two hours, full of fruitful conversations and feedbacks from a young and emerging street culture generation.



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