

# OVERVIEW OF THE PROJECT

## ARTIVISTS CAP2TRANSITION

### PHASE I & II

September 2024, Coursetjardins

# ARTiVISTS

CAP2TRANSITION



# ABOUT THE PROJECT

Artivists is a trinational project involving Germany, Greece, and France, focused on engaged art and social action, open to young people aged 18 to 30.

The aim is to raise awareness through participatory artistic practices (co-creation) within a community (existing or to be created) about the transition towards more sustainable and solidarity-based lifestyles (ecological and social transition).

Empower the new generation in their activism by helping them develop and convey their vision. How? By providing them with refined tools honed through our years of experience in art and education, project management, and local development. Far beyond just a helping hand, we encourage them to amplify their own voice, to extend it further, louder, while sketching a better future: theirs.



# THE CONTEXT

Across Europe, various initiatives led by civil society and the social and solidarity economy are already shaping a possible transition to new socio-economic paradigms. The EU's economic policy should support such concrete alternatives and give them more visibility

It's urgent to abandon the old pathways, dangerous for the planet and social cohesion that we have followed since the industrial era.

Cultural actors have here an essential educational role. They serve as facilitators to trigger change by freeing and activating the imagination. They help raise awareness make new, more respectful ways of life visible and desirable, motivate citizens to engage, so that they change their production and consumption habits, recycle or upcycle waste, and participate in creating and developing communities around these issues.

This is why we were convinced that the project responded to the contemporary needs of the European youth and would attract attention. Young people are highly motivated to engage in "artist" projects for a variety of reasons, primarily driven by their desire to contribute to social change and address pressing global issues.



# THE TARGET AUDIENCE

Targeting individuals aged 18 to 30, CAP2TRANSITION seeks to empower young people to launch community-based artistic endeavors. Drawing inspiration from the Transition Cities movement pioneered by Rob Hopkins in the UK and guided by permaculture design principles, the supported projects focus on neighborhood-based solutions, tapping into collective wisdom, civic participation, and knowledge sharing to address transition-related issues. The goal is to unite a community of young artists and activists who want to merge art and activism to drive positive transformations in their immediate surroundings.



**ARTIVISTS**  
CAP2TRANSITION

# THE OBJECTIVES



We aim to support young people in setting up local artistic projects around the topics of transition.

- Highlight potential areas for intervention.
- Foster connections among active stakeholders in a territory (third places, citizen associations, public authorities, activists).
- Encourage meetings and exchanges to initiate collective and concrete actions for local transformation.

The activities aimed to:

- Underline the issues.
- Create connections among stakeholders.
- Shape initiatives for an ecological and social transition.
- Create a space for exchange and self-expression

# THE PHASES

We three partners from Greece, France and Germany initiated the process in September 2023 with our first in-person meeting held in Berlin. Fix in Art joined us to engage in discussions, brainstorming sessions, and contribute to a detailed sensitive mapping exercise. During this collaborative session, we talked about the project's fundamentals, identified its requirements, obstacles, and set objectives. Together, we laid out the initial steps, including webinar planning and organizing topics for phase I. Additionally, we addressed the creation of a logo, discussed the various platforms necessary for the project, imagined the content and the pedagogy of our webinars to engage and start our community of artists.

## PHASE I

During the first phase of Artists Cap2transition held in Berlin, participants engaged in a series of artistic workshops designed to explore the key concepts of the project such as transition, activism, and community arts projects. We offered artistic inputs (theater with Thealingua, sensitive mapping) and technical ones (film, editing, introduction to upcycling for art purposes). Our experimental workshops were held in several places in Berlin. We also launched a framework of best practices and initiated reflection around the co-creation of projects with the artists who come along the project. The participants also had the chance to meet each other and work in groups.

## PHASE II

Phase II provided space and time to developing their own artist project, previously discussed during the first week in Berlin. The activities and workshop were held at ΦΙΞ in art facilities. They continued to participate to activities aimed at building group cohesion and understanding the activist scene of the region of Thessaloniki. included film screenings, theatre and human rights workshops, biodynamic performance, and visits of solidarity and environmental organizations.

# THE COMMUNICATION

From the start of the project and after having designed the logo, we launched an Instagram account to reach potential participants. In line with Erasmus rules and in agreement with our partners, we also integrated the page on Meta, LinkedIn, our website, and other relevant social media platforms to maximize our outreach.

Our initial posts introduced the project, its goals and the benefits for participants, featuring testimonials, behind-the-scenes insights, and information about the upcoming project. As our follower count grew, we hosted live Q&A sessions to answer questions and provide details about the application process, which helped build community and trust.

To further boost engagement, we organized interactive webinars and workshops, encouraging followers to share their experiences with the Erasmus programme. This not only increased our visibility but also created a vibrant and supportive online community.

By continuously refining our content strategy, we attracted a large number of applications, with at least 80 participants interested in the first phase. Moving forward, we plan to maintain this momentum by regularly updating our followers on the project's progress, sharing success stories, and providing valuable resources. Our goal was to create an inclusive and inspiring platform that encourages participation in the programme and to organize additional editions next year.



We published on our websites and & also patners



Facebook Page



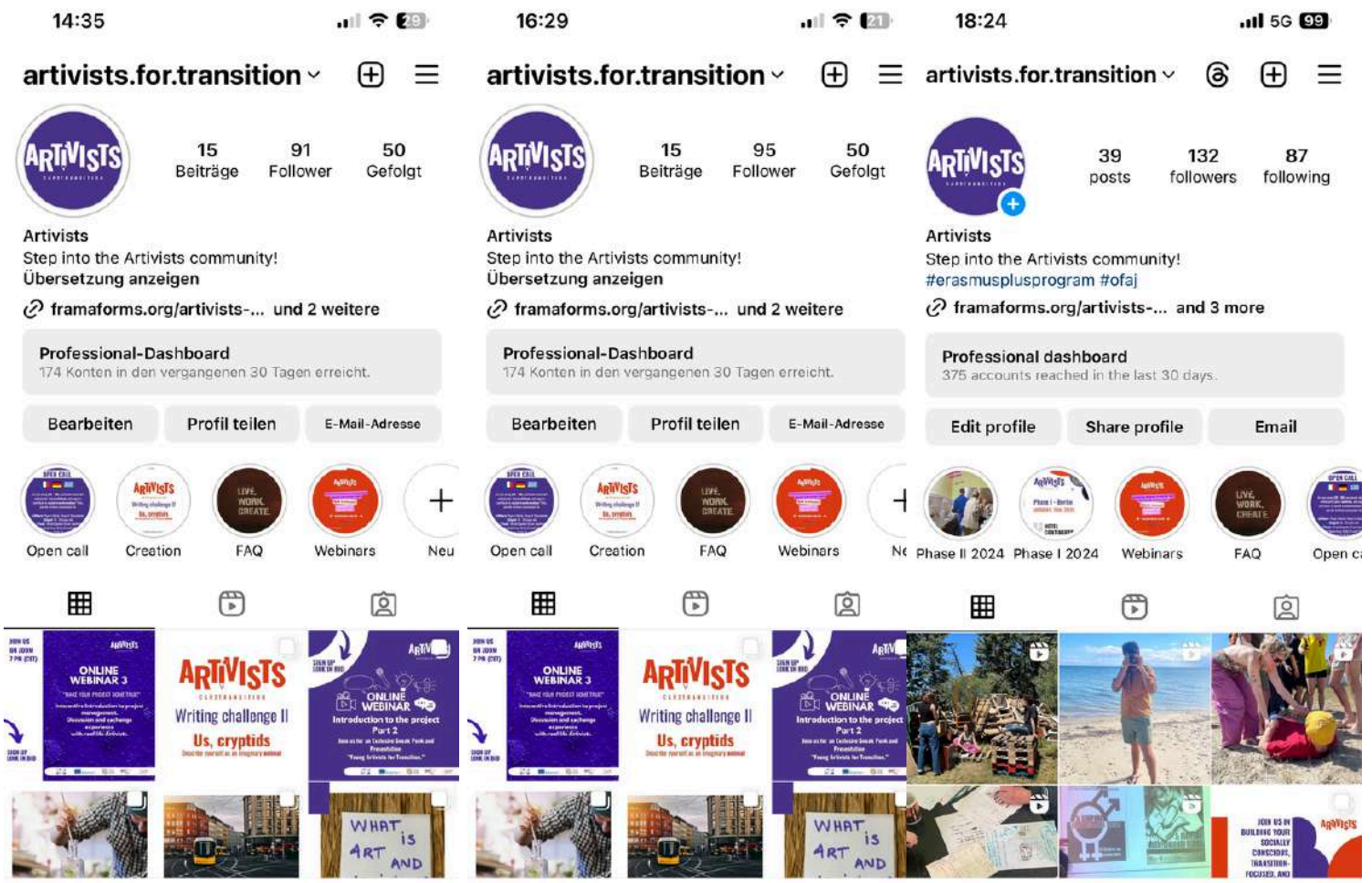
Instagram, our main source of communication



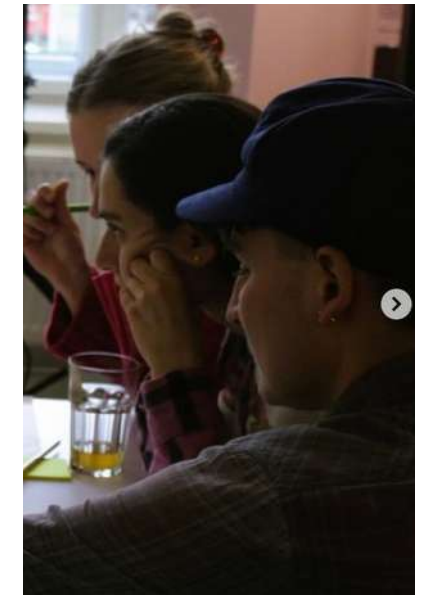
Through the newsletter Thealingua



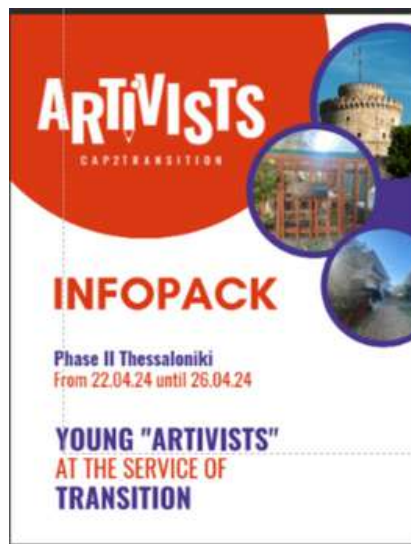
Through the group chat of erasmus plus project



# PHOTOS



Double click to read the documents





# FEEDBACKS

We needed to start a community and in order to achieve this challenge, we launched it on instagram with zero followers. We started by posting a description of the project. Once we started a foundation with several posts regarding the project, we created an infopack and an application form for the project. We contacted the partners erasmus project on instagram which handed our infopack to their telegram channel. We have now 135 followers. And 35 participants who participated during the first and second phase of our on site youth exchanges.

The webinar was great!! Felt so intimate and exciting. Feels already like a community!

IVIRI ILLI I RELET

What did you like about todays webinar, what could be done better?

love it allll

Interactive

probably just a little more time


Work group, but longer

I liked that we were able to participate. I would like it to be longer so we dont have to rush

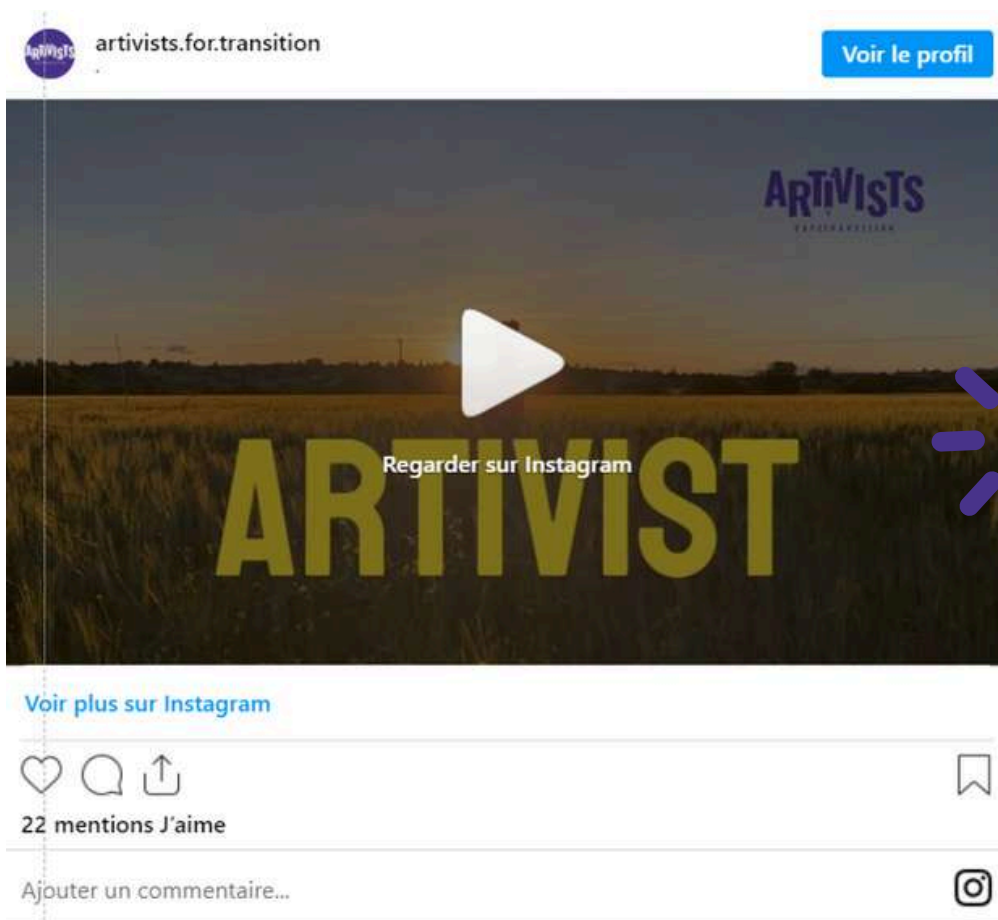
Its creative and really well done Im really happy to join for todays webinar

I really liked the interactivity, but it was not enough time to reflect together

\*i liked that it was interactive

It was so nice to see the involvement of the participants, let's make a dance of legends out of this program 

# HAVE A LOOK AND STAY TUNED



## WHAT'S NEXT ?

What's next: Phase III in Saint-Etienne with meetings in France, deeper immersion with the active involvement of young people in the project, and exciting new initiatives to discover.

A plateforme with a dedicated creative space was also developed and is already available as a prototype to be tested by the community  
<https://artists-for-transition.eu>