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Artivism



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FOOD PRINT – ARTivism

Non-formal education materials

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About FOOD PRINT project

The FOOD PRINT project is a transnational initiative spanning 24 months, dedicated to promoting sustainable lifestyles and conscious consumerism among young Europeans. The project is a collaboration of six civil society organisations (CSOs) from the Netherlands, Greece, Romania, Slovakia, North Macedonia, and Germany. It aligns with the European Union's Green Deal and the EU Youth Strategy for 2019-2027.

The primary goal of FOOD PRINT is to empower young people aged 18-30, with a focus on achieving 50% gender representation and including those from vulnerable backgrounds, to make more sustainable choices in their buying behaviours and food consumption. The project aspires to facilitate a system transformation, encouraging youth involvement toward a more sustainable, equitable, and resilient Europe by 2064.

The COVID-19 pandemic underscored the necessity of conscious consumption and sustainable living, which aligns with the overall objectives of FOOD PRINT. These objectives include:

1. Creating (trans)national cooperation among youth CSOs to address common challenges and gaps identified through needs analysis.
2. Empowering youth to promote conscious consumerism by engaging them in joint (trans)national projects and awareness-raising events.
3. Addressing existing gaps, such as a lack of transnational CSO collaborations, inadequate competencies among youth workers, a shortage of innovative non-formal education methods, and insufficient youth involvement in projects.

The project consortium includes MasterPeace Foundation COO (The Netherlands), Institute of Entrepreneurship Development iED (Greece), MasterPeace RO (Romania), EDU4U (Slovakia), GrowUnited (Germany), and the Center for Intercultural Dialogue CID (North Macedonia).



Introduction

These FOOD PRINT non-formal education (NFE) materials address one of the stated above objections in the project, specifically, a shortage of innovative non-formal education methods, and insufficient youth involvement in projects.

This handbook is developed as an innovative resource for educational professionals: trainers, teachers, youth workers to engage, connect and empower youngsters to use different forms of art as a tool for social change.

We believe in building a cohesive society that is diverse and inclusive, and consists of active citizens who are engaged in social, economic, cultural and political life.

Our Theory of Change methodology guides our approach, aligned with the EU Youth Strategy, to engage, connect, and empower our target groups:

Engage: Mobilise, inspire, and connect young local talents through the transformative power of music, art, and play.

Connect: Organise dialogues and bring together all local stakeholders, fostering collaboration and cooperation.

Empower: Create perspectives through leadership training, capacity-building programs, and the establishment of social enterprises, enabling young individuals to become active change-makers.

The non-formal education materials introduce the MasterPeace's **ARTivism** methodology to youth and consists of two parts:

- I. **ARTivism as a tool for social change** - this chapter covers explanation of the methodology and explains use of different artistic tools for social change.
- II. **ART YOUR FOOD PRINT!** - in this part materials for organising topical workshops are presented targeting young people aged 18+. The focus for group work is placed on the fashion industry as a representative example. The aim is to put in practice the basic principles of ARTivism and deliver a statement/s for a sustainably produced fashion item.

About the methodology

The NFE materials are built using a blended learning approach. Great blended learning experience involves expert, in-person learning. This learning may happen in either formats: offline, in the classroom, and virtually, via online tools. It can take place in different settings: formal education, non-formal education, or through informal learning. The innovation of this approach lies in a mixture of not only online versus traditional but



designing new experiences and creating a course that combines best of all teaching techniques.

MasterPeace's blended learning approach in this NFE materials involves 3 types of learning that trainers/trainers may apply based on availability of resources and the needs of the group:

- 1) Teacher-led - interaction with a teacher/youth trainer. The Youth Worker/trainer/teacher is not only a source of knowledge but a source of inspiration, a mentor, a helping hand;
- 2) Group work - interaction with peers. Ability to work in a group and achieve results (project-based approach);
- 3) Self-study - youngsters take ownership and responsibility. Ability to work individually, concentrate on the target, and achieve personal results.

The NFE materials are based on the principles and methods of non-formal education. It consists of interactive methods to meet the learning needs of the participants including: theoretical input, individual and group activities, group challenges, presentations, role play, case studies, discussions and other methods.

All the materials are created in English and translated into the project partners' national languages: Romanian, Slovak, Albanian, German, Polish and Dutch - for easier multiplication¹. YouTube videos that are recommended as examples can be used with local language subtitles or may be replaced with similar videos on the same topic in local languages.

¹Translations of these materials are available for public: [Non-formal education materials](#)



Part I. ARTivism

A tool for social change



Art has long served as a powerful tool for expressing emotions, challenging societal norms, and inspiring transformation. In this chapter, we explore the profound impact of art as a catalyst for social change. From visual arts to music, theatre to dance, artists throughout history have harnessed their creative expressions to shed light on injustices, provoke dialogue, and mobilise communities. In FOOD PRINT project we use the transformative power of art to challenge the perception of the fashion industry in the society and encourage more sustainable consumer behaviour among youth.

Engaging youngsters through the transformative power of art is a compelling and effective approach for several reasons. Firstly, art transcends language and cultural barriers, providing a universal platform for expression and connection. It allows young individuals to communicate their thoughts, emotions, and perspectives creatively, enabling them to be heard and understood in unique ways. Secondly, art is inherently inclusive and accessible, catering to diverse interests and abilities. Whether it's through visual arts, music, theatre, or dance, young people can find a medium that resonates with them, encouraging active participation and self-discovery. Additionally, art fosters a sense of ownership and empowerment, as youngsters are encouraged to take the lead in their creative endeavours. This autonomy builds confidence, nurtures critical thinking, and instils a sense of agency, encouraging them to address social issues and advocate for positive change. Moreover, art stimulates imagination and empathy, allowing young minds to explore complex social challenges from various perspectives, cultivating a deeper understanding of the world around them. By tapping into their creativity, arts-based engagement empowers youngsters to become active changemakers, inspiring them to envision a more inclusive, just, and compassionate society.

The freedom and power of using art in addressing social, environmental, political, economical and other challenges lies in its variability, adaptability that allows applying the same artistic tools to different matters interchangeably, looking at them every time from different perspectives, involving different audiences. Here are some examples of MasterPeace's and other world known international projects being used for dealing with the complexity of the modern world.

Art as a Mirror of Society

Artists have a unique ability to reflect the world around them through their creative works. By portraying the realities of social, political, and environmental issues, art acts as a mirror that forces individuals to confront uncomfortable truths. It raises awareness and invites viewers to question the status quo, challenging deeply ingrained beliefs and inspiring critical thinking.



Street Art - “Walls of connection”

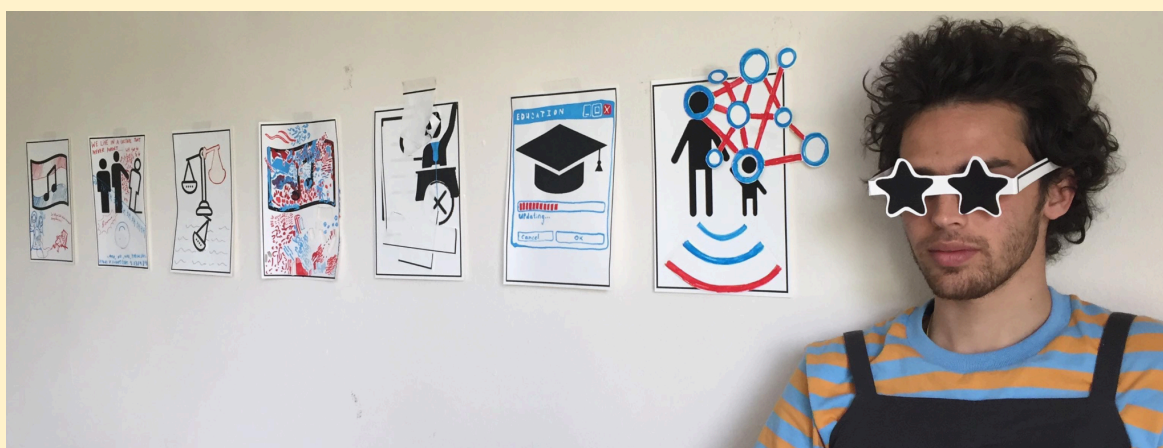


Many walls are built in the world to separate people from one another. Think for example of the Berlin Wall, the Mexican wall or the Chinese wall. But also think of imaginary walls that are erected by, for example, fear of Muslims, migrants, etc. MasterPeace uses storytelling techniques in the process of co-creation of an artistic statement. But the idea is not to destroy walls! The idea is to ‘transforming’ Walls of Separation into Walls of Connection. Turn ugly symbols of divisions into tools to connect².

Art as a Tool for Empathy and Understanding

One of the remarkable aspects of art is its ability to evoke empathy and foster understanding. Through storytelling, visual representations, and performances, art bridges gaps between diverse communities and encourages dialogue. It can humanise experiences, amplifying voices that are often marginalised or unheard. By engaging with art, individuals can develop a deeper sense of compassion and connect with different perspectives, leading to meaningful social change.

Moderated dialogue - “The Boiling Frog” game



² [Let's Colour 100 Walls of Connection with AkzoNobel and MasterPeace](#)

We all have the right to be who we are and say what we think. But do we really feel free to share our ideas and preferences without any worry? How often do you pretend to be someone else, out of fear you won't be accepted otherwise? Is it ok to adapt yourself to make others happy or to avoid problems? Or does that limit your freedom too much? - Using the creative game settings³, the dialog on the difficult topics is enabled creating a space for understanding and creative expression.

Art as Resistance and Activism

Throughout history, art has played a significant role in resistance movements and activism. From powerful protest songs to impactful street art, artists have used their platforms to challenge oppressive systems and advocate for justice. Artistic expressions provide avenues for dissent, breaking through barriers of language and culture to inspire collective action. By confronting societal issues head-on, artists become catalysts for change, sparking conversations and mobilising communities towards positive transformation.

Music - Hip hop is Resistance

▶ Hip-Hop is political again. Here's why.

“The genius of hip hop emerged first as party sport - the urban poor salvaging musical parts to create something entirely new - but soon morphed into an expression of grief and outrage as Ronald Reagan, crack cocaine, and gang violence sewed misery among African American communities, and ghettos from Harlem to Compton sprouted up on the map as MCs defiantly chronicled the uncensored history of Reagan's America.”



In the musical and poetry workshops we learn about the power of words and choosing the musical context to support the message. Professional artists together with youth workers

³ <https://actforliberty.eu/>

lead the dialogue with youngsters on the chosen topic and then co-create an artistic statement to be performed and spread.

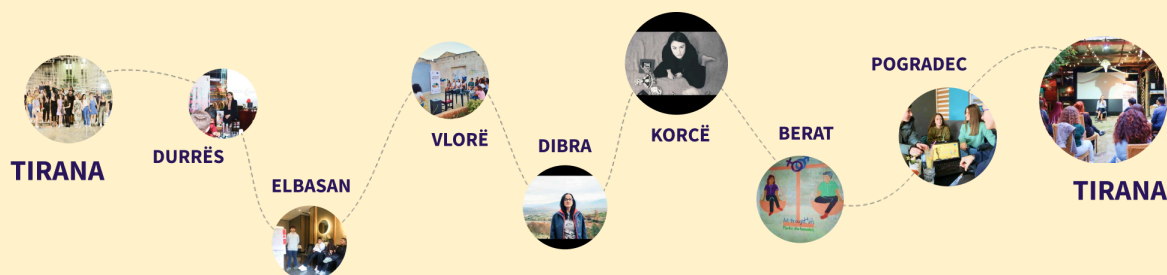
Art as a Platform for Healing and Empowerment

Art possesses the capacity to heal individuals and communities affected by trauma and oppression. It serves as a therapeutic outlet, allowing people to express their experiences, emotions, and struggles. Artistic practices provide a safe space for self-reflection, fostering resilience and empowerment. Through community art projects and collaborative initiatives, art can also empower marginalised groups, giving them a voice, and reclaiming their narratives.

Movies that matter



“Movies that matter” is a film festival which screens movies that have a relevance to social or environmental change, they matter. In MasterPeace we also use the power of storytelling delivered in a very creative video format that speaks for itself and reaches out to broader audiences . Artivist Stafetë⁴ is one of the examples of such projects. Through the series of artistic activities, that included also movie making, the project engages, connects and empowers young women and LGBTIQ+ youth in 8 cities in Albania to assert and increase their democratic rights, becoming active actors and agents for social change.



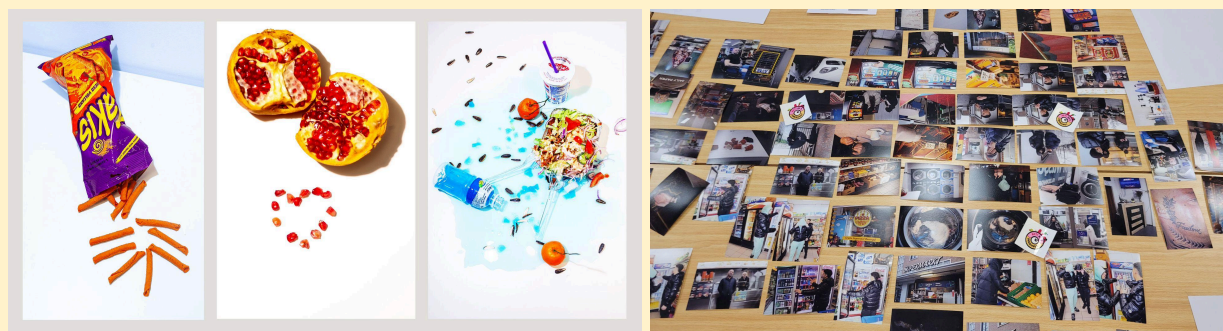
⁴ <https://artviststafete.org/>

Art as Visionary: Envisioning Alternative Futures

Artists often challenge the limitations of the present by envisioning alternative futures. They inspire imagination, creativity, and innovation, offering glimpses of what a more just and equitable society could look like. By presenting these alternative narratives, art encourages individuals to think beyond the confines of the existing systems and strive for positive change. Artistic visions inspire hope and mobilise communities towards collective action and social transformation.

Photographs for change

There are multiple examples of photographs that had a historical significance through being a form of activism: Tank Man on Tiananmen Square (1989), Emma Sulkowicz carries a mattress (2014), Rosa Parks takes her seat on the bus (1956) ... These are examples of photographs showing moments of activism, but activism through photography can also be done with simple, everyday perspectives, addressing the challenges and calling for change.



In MasterPeace photography workshops we learn to find and capture the power of the moment and turn it into a statement that envisions the future. The photography artists show how mastering different techniques help to deliver the message, e.g. use of the light, power of black and white, composition and perspective for highlighting and placing desired accents, art of collage etc..

Fusion of ARTivism and food sustainability

Activism and food sustainability interact in powerful ways, using creative expression to raise awareness about the importance of sustainable food practices. Activists leverage various forms of art—visual art, performance, music, and digital media—to highlight the environmental, social, and economic impact of unsustainable food systems.

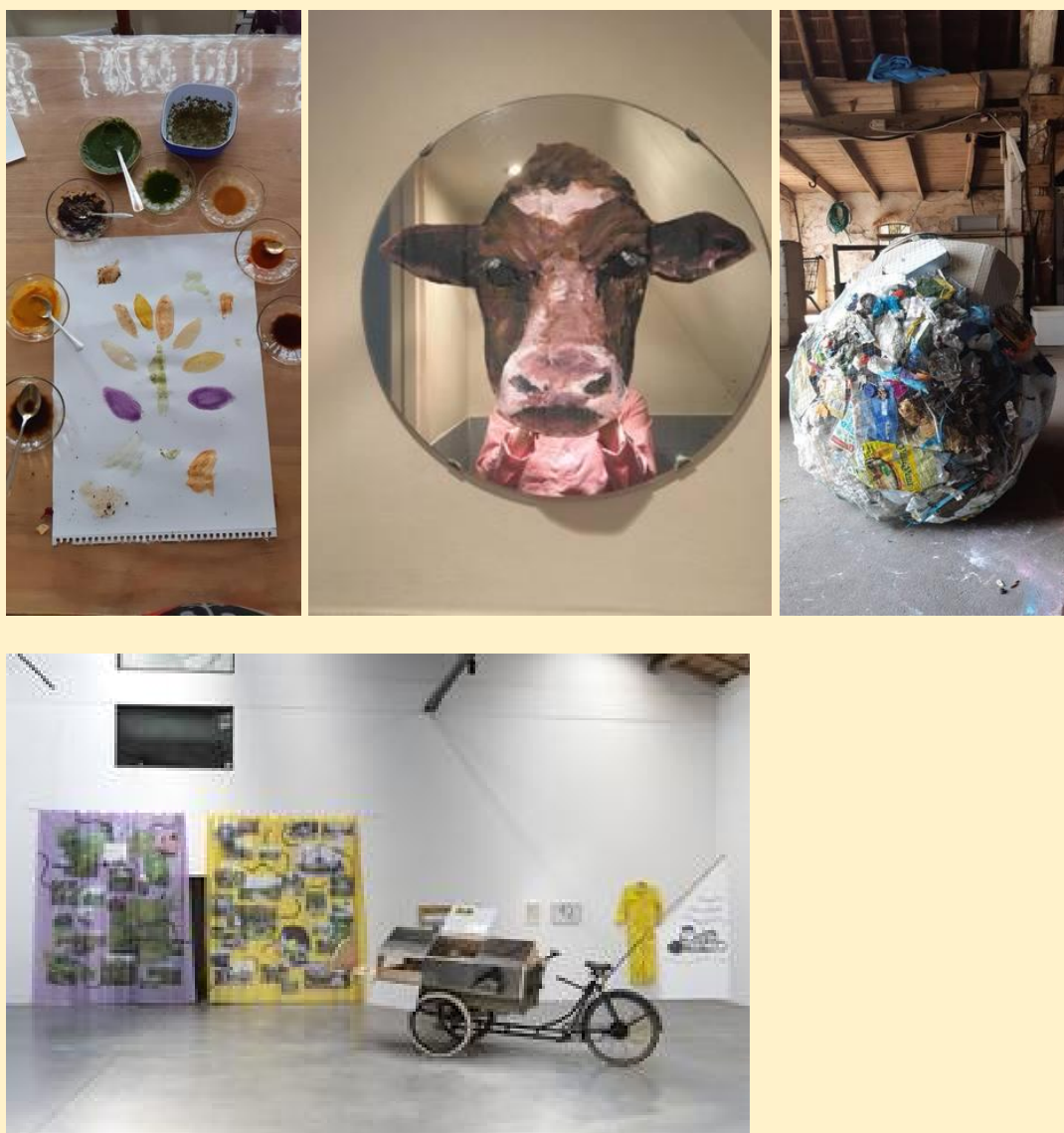
By engaging communities, activism challenges the dominance of industrial agriculture, food waste, and environmental degradation while promoting practices that support local,



organic farming and sustainable consumption, artists often depict the effects of climate change, deforestation, and water scarcity, illustrating how these issues are linked to food production. Their works encourage individuals to reconsider their food choices, such as opting for plant-based diets or supporting sustainable farming practices. Art can also spark dialogue around food justice, advocating for equitable access to healthy food, especially in marginalized communities.

Through the power of art, activism makes the concept of food sustainability more tangible, relatable, and urgent, inspiring action to protect both human health and the planet's future.

FOOD Print ARTivism examples from The Outsiders⁵



⁵ <https://theoutsidersunion.nl/>

Art possesses an extraordinary ability to transcend boundaries, amplify voices, and ignite social change. It serves as a mirror, reflecting the realities of our world, a platform for empathy and understanding, a tool for resistance and activism, a source of healing and empowerment, and a visionary force that inspires alternative futures. As we appreciate and engage with art, let us recognize its transformative power and embrace its role as a catalyst for creating a more inclusive, just, and compassionate society. Through the intersection of art and social change, we can reimagine our world and work towards a brighter future.

In the next chapter we will discover non-formal education materials that support the above statements and explain them to youth, enabling dialogue on the topic of sustainable fashion and promoting the behavioural change towards more sustainable consumer practices.



Part II. ART YOUR FOOD PRINT!

Workshop recommendations



Instructions for trainers

- In preparation for the workshop it is advisable to first study the above given theory of ARTivism and explore more examples worldwide and locally to share with participants during the workshop.
- For different time availability and need for in-depth training, the ARTivism workshop is available in two versions: the parts that can be taken out are marked as “OPTIONAL” in the workshop description below and in the linked presentations. Take those away if you do not plan to use them.
- If you plan to use virtual tools, like Word Cloud, quizzes, or handouts, prepare them in advance and include links to the template presentation below.

Additional materials for the trainers/trainers: you are invited to follow an online course on the topic of the handbook [FOOD PRINT ARTivism ONLINE](#)⁶

⁶ The course is available for free after registration



Workshop setup

Duration: 120 minutes

Target audience: 18+

Goal: Learn about Artivism and its tools for social change. Produce an artwork promoting sustainable food practices.

Goals workshop: We would like to have participants leave the workshop with the knowledge about Artivism as a form of soft power and how multiple artistic tools may help addressing social, political, environmental or other challenges observed by the youngsters. The participants will learn and apply in practice chosen artistic tools and methods using video and visual art to raise awareness about food sustainability and its practical application.

Workshop agenda:

1. Welcome and Introduction (5 min.)
2. Introduction to Artivism
3. Need for Change: SDGs and Food Sustainability (15 min.)
 - a. SDG quiz
 - b. Food Sustainability Puzzle
4. ART YOUR FOOD PRINT! (Artivism Campaign) (30 min.):
 - a. Campaign 1 - Digital FoodPrint Awareness (15 min.)
 - b. Campaign 2 - Sustainable Recipe Challenge- Community Digital CookBook (15 min.)
5. Closure

Tools: Brainstorming. Online game. Digital whiteboard. Printed posters. Blank A4 and A3 paper. Paint, pencils, markers (red and blue).

Note: youth trainers may copy and adjust these NFE materials (including the Canva presentations and handouts) to the needs of the group.



Workshop flow

TIME	CONTENT	NOTES
5 min	Welcome and Introduction - Welcome participants, share objectives, tech Zoom tour (if you run an online session). - Each participant shares their name and a favorite sustainable food/recipe. - Introduction about the FOOD PRINT project's goals, aspirations, tasks. - Icebreaker on trainer's choice (optionally).	Helps create a friendly, participatory environment from the start.
15 min	Introduction to Artivism Catch the students attention through the wordplay: Art + Activism = Artivism. Give a short explanation on this concept and an example (picture of UNICEF backpacks or pick your own example). Today we will explore different creative forms of expression. Why? Because art is a powerful form of the so-called soft power that can be used to address social, environmental, political and other challenges. We will also practice forms of ARTivism to create a slogan (and/or design) for food sustainability. Explanation of Artivism as a concept- combining art and activism to bring social change. Contextualize the topic within nutrition and food sustainability. Showcase how artistic methods (visuals, videos, storytelling) can promote sustainable food practices.	Link to the presentation . Feel free to copy and adjust the presentation to the needs of your group.



OPTIONAL

Use this part of the workshop and the presentation when you need to give the participants an in-depth understanding of the practical artistic tools, e.g. slam poetry or photography.

Different forms of expression

Start by making a wordcloud (use any online tool such as Mentimeter) or let students speak from their places. Mention how each and every one of us has different skills, interests, and tendencies. That creativity is boundless and these words are only some of the ways in which we express ourselves. In reality these forms may also cross boundaries between each other and take a different shape for everyone. Today we will have a look at a few central ones, but keep in mind that this is not exhaustive.

Today we will look into 5 forms of activism:

- Movies that matter
- Hip hop as resistance
- Slam poetry
- Photography
- Street Art

It is a short introduction into the stylistic aspects of each form. These should be sources of inspiration for your slogan/design creation.

Activism: Movies that matter

“Movies that matter” is a film festival which screens movies that have a relevance to social or environmental change, they matter. Through the QR it takes the students to the website of the festival. There they have access to many of the documentaries, movies and short films, and can be used as sources of inspiration.

Activism: Hip hop is Resistance

Youth workers are welcome to use their own examples of artworks. Change your presentation accordingly.

Show the trailer of the film Freedom Fighters. It is an inspirational movie about a teacher who motivates a group of young ‘troubled kids’ through making art.

 Freedom Writers (...)



“The genius of hip hop emerged first as party sport -- the urban poor salvaging musical parts to create something entirely new -- but soon morphed into an expression of grief and outrage as Ronald Reagan, crack cocaine, and gang violence sewed misery among African American communities, and ghettos from Harlem to Compton sprouted up on the map as MCs defiantly chronicled the uncensored history of Reagan's America.” Artivism: Slam Poetry Slam poetry focuses on the social and political. Slam poetry originated under the heavy and dark clouds of colonization and social and economic injustices of the colonialist tradition. The structure of the traditional slam was started by construction worker and poet Marc Smith in 1986 at a reading series in a Chicago jazz club. The competition quickly spread across the country, finding a notable home in New York City at the Nuyorican Poets Café. Key ingredients: A good story - nothing beats a good story, not even good rhyming or the best wording. Rhyme is not necessary if you want to slam, but you need to think of the words you are putting in your poem. Just start by writing your story down, a first draft. Write your first draft guided by your thoughts, feelings, and emotions on the event or story you have decided to highlight. This draft is to let you see words on paper so you can adjust it later on. Keep on revising the edit with better phrasing, wording, or even rhyming if you want a nice ring to it. Performance - Performance is more than half the battle in slam poetry. Perform your poem out loud to yourself. Perfect the tone, the voice, the gestures, and the overall performative aspects that would go along with your words. Audience - engaging the audience. Your goal is to win the crowd over by making them feel something.	Show the youtube video “Hip-Hop is political again. Where's why.” by Vox  Hip-Hop is politica... Show the Slam Poetry of Aiya Meilani  Aiya Youth Speak... Aiya's poem is a passionate and complex commentary on how society today is failing us and the world around us. Background information on Slam Poetry: https://www.imaginate.d.com/writing-glossary/what-is-slam-poetry/ Source: https://poets.org/text/brief-guide-slam-poetry & https://www.nuyorican.org/ Link to video of explaining metaphors: https://youtu.be/JPEmbt8QoyQ
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	Stylistic devices Figures of speech - Introduce the concept of figures of speech. Purpose: to bring text alive, to create an effect. Alliteration = the use of the same beginning consonant sound in a line or a verse. Example; Peter picked a peck of pickled peppers. Metaphors = a form of figurative language, which refers to words or expressions that mean something different from their literal definition. Example: it's a dog's life. Meaning it's a sad, miserable life. Antithesis = the comparison of two realities, objects, etc. people who have opposite characteristics. Examples: while rich children waste food, poor children have no bread. While my eyes laugh, my heart weeps and I am silent but there is a storm in my soul. Comparisons involve two terms that have in common an element, which we use to emphasize an idea. Examples: strong as a stone, sweet as honey. 5 min exercise: Quick rhyme Have the students create a rhyme (2-4 lines) about the topic of inequalities. They should use at least one of the stylistic devices. Share it with the person sitting next to them. Give time for 2-3 students to share what they have written with the group. Activism: Photographs for change Activism photography examples Examples of photographs that had a historical significance through being a form of activism. Before saying their name and context, ask the students if anyone recognizes them. These are examples of photographs capturing moments of activism, but activism through photography can also be done with simple, everyday perspectives. Show some examples. Basics of photography	Tip for photo inspiration: https://unsplash.com/ 'It felt like history itself' – 48 protest photographs that changed the world The Guardian Article
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	Explain what the word “photograph” means (writing with light) and show the evolution of the camera. Four main aspects of photography - Light: photos can be taken with daylight or artificial light. The hour before sunset is called the ‘golden hour’ because the light makes the photos stand out. - Color: as a photographer you have various options to play with color in your photo. - Composition: how a photographer arranges different items in their view. How attractive a photo is. Perspective: our point of view or actually that of the camera. Photography in activism: Show the three pictures which shed a light on socio-environmental issues. If there is time, ask what association the photographs bring up and which socio-environmental issues they are addressing. Black and white: fence: borders and injustice Plant on desertified soil: Ecological and sustainable regeneration Protest, unity, social justice Exercise (5 min) Let participants play with optical illusion (taking a photo from a strange perspective). Let them work in groups of four. Let them show the picture in class when they return. They can use their mobiles. Street Art Explain the concept of street art and its difference with graffiti. Street art is a form of artwork that is displayed in public on surrounding buildings, on streets, trains and other publicly viewed surfaces. Many instances come in the form of guerrilla art, which is intended to make a personal statement about the society that the artist lives within. The work has moved from the beginnings	Show examples of different street art and graffiti in your city / neighbourhood
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	of graffiti and vandalism to new modes where artists work to bring messages, or just beauty, to an audience. Invite students to discuss in a flow following questions: - Why do we need to see art in the streets (not in museums or other especially designed spaces). Write their findings on the white board or flipchart - What is more important: to see beautiful art pieces or the ones that address problems in society or the planet? - Do you know any street artists by name? Why are street artists less known to the audience? What does it take for a street artist to become seen and recognized? Show example of the well known artists (or well known works) that deliver strong social, political or environmental messages. What feelings do they provoke? Do you feel the urge to act when you see them? Why (if yes or no)? Do you think anybody can be a street artist? Explain your answer. Conclude the session stating the power of socially oriented art.	
15 min	Need for Change Here we will explore the challenges of the world and get to know the Sustainable Development Goals. Watch a video about the Global Goals and discuss: - What needs to be changed in the world? (collect opinions, encourage participants). - Why is this change necessary? (Write down reasons in a separate column - this is motivation foundation). - What are the SDGs connected to food topics in any way? If the following are not mentioned make sure to add:	



	- There are 17 Sustainable development goals - The “Agenda 2030” is the time frame we have set for reaching these goals. - For each goal there are events, publications and actions you can find on the SDG website Take a SDG quiz to explore the topic more: https://view.genially.com/67e96413eaac405411b71c74 Interactive tasks These exercises help to link the SDG topic with Food Sustainability and make the understanding more personal. Food Sustainability Puzzle - A fun challenge where participants match foods to their environmental impacts. - Encourages critical thinking and discussion around sustainability in food choices. Digital FOODPrint Awareness - Participants use an online tool to calculate their food footprint. - They design a digital poster (via Canva) showing their current footprint and how they can improve it. - Posters are shared online (Instagram, Facebook, website) using hashtags like #MyFoodprint and #SustainableEating to raise awareness and engage a wider audience.	Quiz QR-code is also a part of the presentation Link to the activity: https://view.genially.com/67e8154a1f382a26b75609b8 Link to the footprint calculator: https://www.footprintcalculator.org/home/en Viewers engage by liking, commenting, and following sustainable actions.
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	OPTIONAL Nutrition and food sustainability are deeply interconnected, as the way we produce, consume, and distribute food has significant implications for both human health and the environment. Nutritional Pyramid – Audio-Visual Guide - Participants engage with an immersive activity that includes audio-visual elements explaining the food pyramid. - Encourages understanding of balanced and sustainable diets in an engaging and memorable way. A sustainable food system prioritises practices that preserve natural resources, reduce waste, and promote equitable access to healthy, nutritious food. These practices include supporting local, organic farming, reducing food miles, and encouraging plant-based diets, which typically have a lower environmental impact than animal-based products. Eating locally grown produce and reducing food waste are also key to reducing the carbon footprint of our food choices. Additionally, promoting sustainable agriculture helps protect ecosystems, conserve water, and reduce the use of harmful chemicals. Adopting sustainable food practices not only ensures better health outcomes but also helps safeguard the planet for future generations, making it essential for both personal well-being and environmental sustainability.	Link to the activity: https://view.genially.com/67e857961f382a26b78d0c4a



30 min	Artivism Campaign: Sustainable Community Digital CookBook - Participants of the future online FOOD PRINT campaign will submit sustainable recipes in creative formats (photos, videos, drawings). - All recipes will compiled into an eBook or shared through a dedicated social media page. - A virtual launch event promotes the cookbook, allowing the community to vote on favorite recipes and try them at home. Creative task <i>This task can be given as homework to come back in the next session for discussing results, presenting creative works and voting.</i> The participants engage in a brainstorming session and come up with individual or group work of a design (possibly with slogan) for a Sustainable COOKBOOK cover. Use below ideation techniques during the workshop. Ideation - creating ideas. Today, within your theme groups, you will ideate (create ideas) variants of designs for a sustainable cookbook. The designs should address topics like, sustainability in the food industry, promotion of conscious consumerism, change shopping behaviours etc. Group brainstorming The participants split into groups of 4-6 people. In their groups they will complete 2 brainstorming sheets to formulate ideas for their creative slogan/s. Participants receive handouts WordCloud Handouts (Ideation and Formulation) to use this format to guide their brainstorming process. Allow for flexibility and	
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	creative freedom in this process. Remind participants brainstorming rules (follow presentation). HANDOUT Ideation ART word cloud Reflect on the art form which you each picked for your creation How do you like to express yourself in design? Words? Music associations? Movement associations? Paintings? What do we have in common? If our interests/tendencies diverge, how can we creatively combine them? HANDOUT Formulation 3 sections (participants can use less or more) 1 for each slogan idea. For each cover art and slogan idea express yourselves in sketches and / or words) Use the space to find synonyms, other alternatives, metaphors, options to deliver your message. By the end of the session each group should have come up with agreed number of concrete or semi-concrete ideas for the cover and slogans which combines a creative form of expression and the theme you have been working on (note: if you have just one idea that you all agree on and are all passionate about, then simply focus on that).	Handouts: https://www.canva.com/design/DAGXrTI14o/3qw9Doqi_EELTwNZ6slJQ/edit?utm_content=DAGXrTI14o&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
10 min	Voting and closure You may organise voting to choose one cover art that will be used for production of a digital cookbook to campaign during the project activities.	



Project partners

