

# BASA CLIMATE/CULTURE PROGRAMME – CONCEPT NOTES

## **PROJECT TITLE:**

A novel, sustainable and replicable model for fostering, building and supporting an inter-sectoral community who use creative practice methodologies to work towards effective responses to climate change.

## **PROBLEM AND OPPORTUNITY STATEMENT:**

The creative industries have existing nodes of research and development expertise that respond to the complexities of climate change, but lack the financial, business and partner networks to implement their work, to scale. The BASA Climate/Culture Programme seeks to address this by fostering, building and supporting a community of inter-sectoral practitioners that use creative practice methodologies

to work towards effective responses to climate change.

## **TARGET AUDIENCES:**

The key audience for the participant's programme are people and organisations already engaged in the sector, i.e. already working on existing projects and programmes that use creative methodologies for dealing with climate change. The key supporting partners of the BASA programme are funding agencies that have existing or new policies aimed at supporting creative practice relating to climate change.

## **DISCIPLINES:**

- Advertising and marketing.
- Architecture.
- Crafts.
- Product, graphic, fashion and materials design.

- Film, TV, video, radio and photography.
- IT, software and computer services.
- Print and electronic publishing.
- Music, performing and visual arts.
- Research and development in science and technology.



## **BACKGROUND AND CONTEXT:**

The 2016 report “Towards a Regenerative Culture: The Role of South African Arts, Culture and Creativity in Climate Justice and Environmental Sustainability” made the following recommendations:

- Scale the impact and learning from this work by facilitating connections and relationships among all players in the sector, including traditional leaders representing cultural practices that support environmental stewardship. In the first instance, instigate a series of roundtables to create a sense of shared endeavour and a community of practice that can share knowledge and mutually support one another.
- Create an online hub for information, news and resources about the work of artists and cultural organisations on

climate justice with a two-fold purpose – to improve and broaden the field of practice by sharing knowledge and learning, and secondly to make the work and its impact visible to key stakeholders (government, funding bodies, international agencies).

- Encourage leaders within the movement through mentoring and opportunities to connect with others in the field, to sustain their commitment and reinforce a sense of shared vision.
- Develop the field of practice by providing outreach, training and mentoring to artists and organisations not yet deeply involved, particularly practitioners of colour and people from diverse, socio-economic backgrounds.
- Create resources to support environmental action, more effective evaluation and impact

measurement. This could potentially be done in partnership with organisations such as Business and Arts South Africa, as part of their range of Guidance Notes for the CCIs.

- Align CCIs climate and environmental initiatives with the three phases of the National Development Plan’s 2030 Vision.
- Make specific actions being taken by the sector more explicit in the DAC’s new Arts and Culture White Paper, to recognise the sector’s leadership, and spread the learning.
- Designate an organisation to undertake a co-ordinating role for the CCI climate justice movement to take these, or other identified recommendations forward.

## PROJECT PHASE 1:

The Theory of Change overleaf indicates two phases. The first phase, funded by RMB, takes the form of a situation analysis of the roles of leading South African contemporary, inclusive cultural and creative practices in positively affecting global climate justice. Its outcomes are:

- Four decentralised, research theme-based, live seminar series featuring local practitioners.
- Four theme-based video documentaries combining seminar presentations with case studies of cultural and creative practice.
- One published situation analysis report combining seminar presentations, selected case studies and analyses.
- One programme website
- One social media campaign.
- One programme sustainability plan
- One evaluation report.

## PROJECT PHASE 2:

BASA is currently conceptualising the form of phase 2, which extends the network formed in phase 1 into a programme of mentoring, collaboration and support for sustainable scale-ups of selected existing projects and programmes.



# BASA CLIMATE/CULTURE PROGRAMME – THEORY OF CHANGE

