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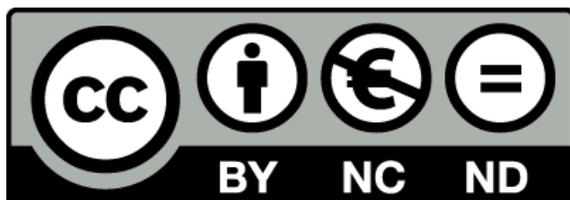
## Treball Final de Màster - Annex

Títol:

**iFI - Center for global narratives**

Autors: Ioannis Pantazidis, Isha Vig i Manar Idrissi

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ANNEX

iFI- CENTER FOR GLOBAL NARRATIVES

**UIC**  
barcelona

**Cultural Project, 2020**  
**Masters in Arts and Cultural Management**  
Ioannis Pantazidis  
Isha Vig  
Manar Idrissi



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# MARKET RESEARCH AND STRATEGY

## Branding Concept:

Some possibilities of logo design and branding for business cards and letterheads:

The choice of colours represents the three pillars of sustainability, consciousness and inclusivity (colours of blue and brown for the sea and the earth, blue again for heightened consciousness, and bright orange for the brightly knit community iFI envisions through human connection and inclusivity).

The use of a fingerprint throughout the various iterations shows our conscious effort to touch the lives of the people who visit iFI- both physically and digitally, in a positive way.



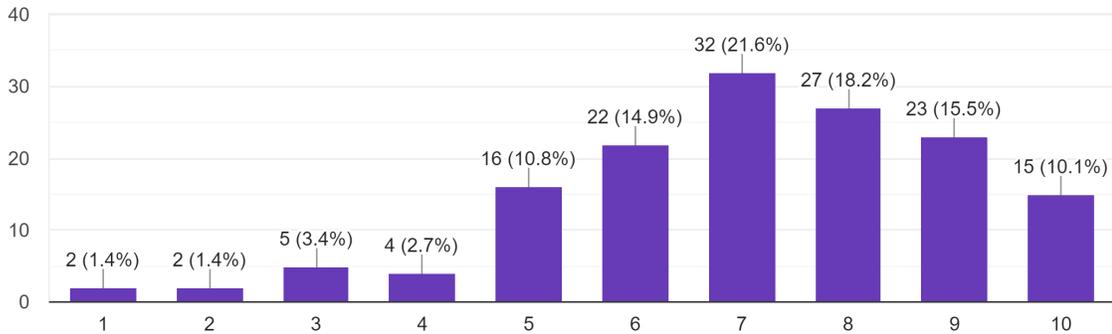


## Market Surveys & Interviews:

Our customer value was based on analysing, manually and individually, responses from a market survey that we did with a large group of international community, but majorly constituting people from Greece and Southern Europe, Middle East and South-East Asia. Some of the response are illustrated below:

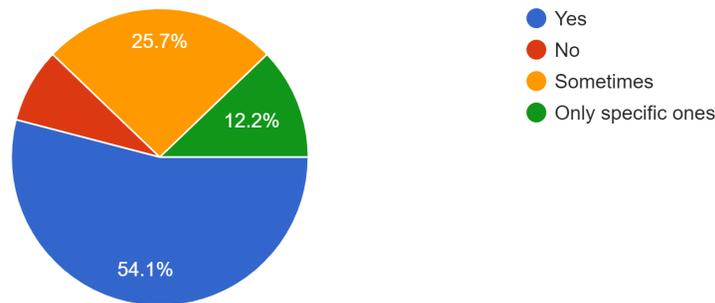
On a scale of 1 to 10, how engaged do you believe you are to art and culture?

148 responses



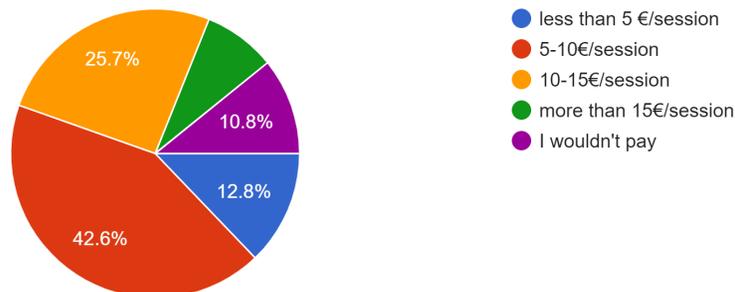
Do you like to participate in workshops about consciousness, expressive arts and/or sustainability?

148 responses



How much would you be willing to pay for the above activities? If you are outside the EU, you can pick the most relevant option to you.

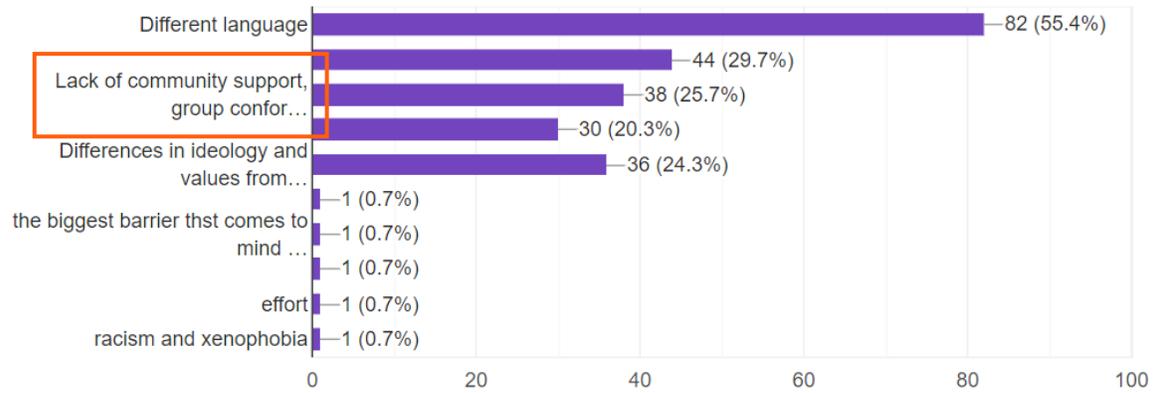
148 responses





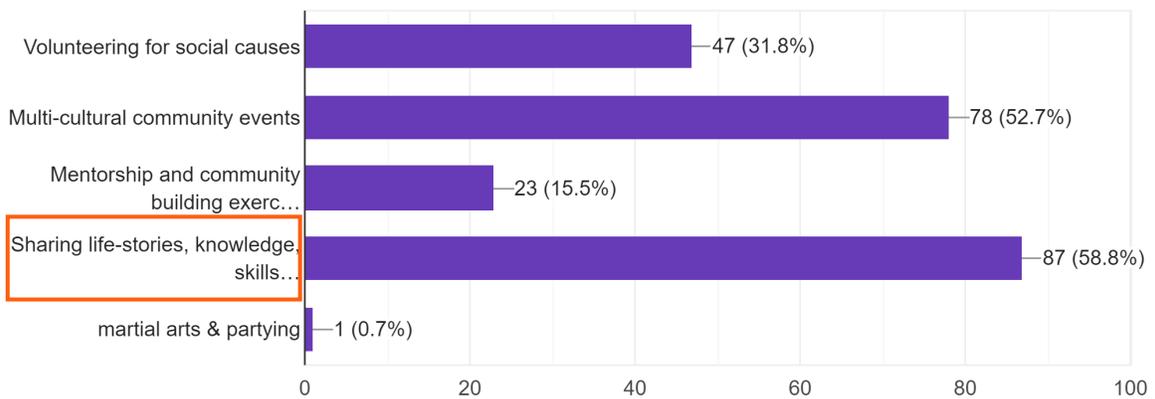
If you are living somewhere far from your country or city, what are the most important barriers to engage in a new community?

148 responses



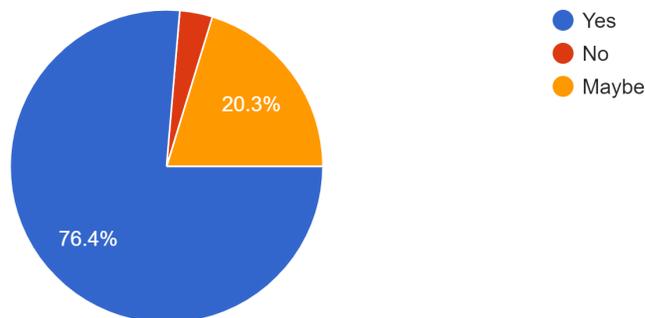
Which of these makes you want to engage more in a new community?

148 responses



Do you like the idea of having a sharing space for life-stories, experience and knowledge exchange in your community?

148 responses





## Interviews and Additional Market Research:

### INTERVIEW WITH GLORIA ANDREU

#### CO-ORDINATOR FOR 'ART FOR CHANGE', LA CAIXA-

Q. Sending calls for projects is extremely important. In addition to that, what other forms of communication do you engage in to build a connection with people?

A: It's important for us to *monitor and support call projects*, so that we can detect synergies and opportunities. During the year we have three meetings with the chosen projects to *share amongst them the lessons learned and to build community*. The second of these visits, which we usually make in June, is open to the general public and can be attended by all those interested in art as an element of social transformation.

Q. Do the teams for the projects belong to the people who are a part of the community being addressed? If not, what are the challenges that are faced by the teams and how are they addressed?

A: In general the teams are local, though occasionally an international artist may also become involved. The artists don't always come from the community they work with. In these cases, *time is needed to develop spaces in which the group feels at ease* and to generate the trust necessary to begin to work.

Q. Language can be a barrier for many people with diverse backgrounds? How do you mitigate that barrier and ensure an equal reach for all people?

A: This is a difficulty some project leaders encounter. On some occasions an interpreter has to be brought into the working team, on others a psychologist; it depends on the project.

Q. What do you think were the obstacles or challenges in the beginning of the program?

A: One of the challenges in the early years was to reduce the number of initiatives ongoing at any one time to enable more money to be allocated to each project, and to increase their monitoring. Another change in recent years has been to place greater emphasis on artistic evaluation.

Q. What are some of the challenges that you still face today, in the running of the Art for Change program?

A: There are always new challenges to be faced. Right now it's very important for us to *create networks that embrace all the projects* chosen from the call, along with those from previous years and the cultural agents of each area. We want to build a *community* in which we can share what we're learning, our experience and our knowledge. Another of our objectives is to *conduct project impact assessments*.



## **INTERVIEW WITH TATIANA SA EXPRESSIVE ARTS PRACTITIONER**

Takeaway 1: Customer segments for expressive arts therapy are mostly people from the middle class. However, most art therapists take on clients from lower middle class as philanthropic ones because it is a profession that is based on the values of care.

We decided, therefore, that to encourage participation from all sections of the society, discounts or offers can be made for students, and membership for those who visit often.

Takeaway 2: It is important to design the sessions as interactive and different every time. Otherwise, the clients get bored and exhausted and don't want to return.

We found that a unique and different curriculum for the workshops is key to attract the audience.

## **INTERVIEW WITH PAVLOS BESIS PROFESSIONAL DIVER AND OWNER OF THE DIVING COMPANY "PAROS DIVERS"**

Among other information Pavlos gave us a better understanding on-

- How is life under the water for humans.
- Specific proposals on how to approach policy makers related with the protection of the ocean (schools, Ministries and groups of information.)
- Technical information about the biological cleanings of Attica (Psitalia) and the processes which stopped because of specific policies.
- The importance of diving, to increase the awareness of people on subjects related to the ocean
- The importance of the biodiversity of the ocean for human nature and the relation between humans and the sea. (The first nine months a baby is inside his/her mother's womb which is full of water.) Our life and well-being are interconnected with the sea and the water.



# Sustainability and Art Market Research:

## 7 Types of Sustainable Art

Sustainable art is work that reflects the main pillars of sustainability: **ecology, social justice, non-violence, and grassroots democracy.**

### Why Artists Look to Sustainable Practices

- Accessible and cost-effective materials
- Underscores political and social issues
- Requires additional creativity
- Inspires social awareness
- Benefits the environment

### Types Of Sustainable Art

- Bio art** is the process of working with live tissue, bacteria, and other living organisms.
- Closed-loop fashion** is the idea that articles of clothing can be transformed, reused, or recycled back to their original form.
- Eco design** is taking the environment into consideration when building or creating art.
- Ecological art** is functional art that focuses on restoration and activism.
- Land art** uses materials from nature to create artwork woven into the fabric of the land.
- Renewable energy sculptures** bring renewable energy to communities in a unique and artistic way.
- Upcycling** is art created from material previously deemed unusable, unwanted, or broken.

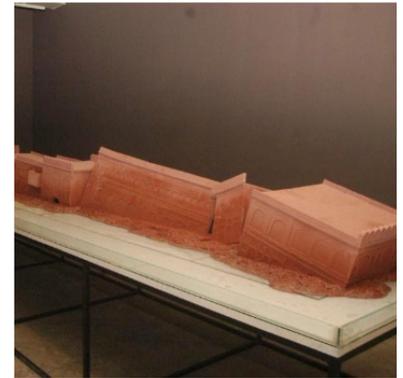
## ARTIST AND CURATOR, DIANNA COHEN:



Dianna Cohen, a visual artist and co-founder and CEO of Plastic Pollution Coalition, uses plastic bags to create vivid collages. "Cut like paper, sewn like fabric, these constructions have been presented as flat art (framed or mounted) with crumpled and shiny surfaces that are dulled by dirt and time: un-useful pieces of their former selves," explains Cohen.

## VISUAL ARTIST, JUREE KIM:

"I am very interested in the impermanence and the changing nature of our environment, both in its natural form and in the urban setting surrounding us. My work uses time based installations to reflect the many scenes of our daily lives and how they interact with an ever changing world. Clay, soil, water, light, nature and the urban environment are all elements that feature in my work."



## Possible Collaborating Artists and Experts:

Artists	Art Therapists and Mindfulness Practitioners
<ul style="list-style-type: none"> <li>- John Halaka (Palestine)</li> <li>- Reena Saini Kallat (India)</li> <li>- Paris Filipakis (Greece)</li> <li>- Juree Kim (South Korea)</li> <li>- Chris Jordan (USA)</li> <li>- Alain Guerra and Neraldo de la Paz (Cuba)</li> <li>- Daniel Beltra</li> <li>- Mary Mattingly (USA)</li> </ul>	<ul style="list-style-type: none"> <li>- Krupa Jhaveri (India)</li> <li>- Tatiana Sa (Peru)</li> <li>- Bouchra Khalili (Berlin)</li> <li>- Chrisoula Plakioti (Greece)</li> <li>- Layla El Khadri (Spain)</li> <li>- Giorgos Kiosis (Greece)</li> <li>- Lenia Amoridou (Greece)</li> <li>- Javier Rubinstein (Spain)</li> </ul>



## PESTEL Analysis:

### POLITICAL

- COVID-19 outbreak has demonstrated that the political reflexes introduced at first are dramatically dysfunctional and a new style of politics which prioritizes technology/technical information replaces it.
- With the rise of the radical right in Europe, identity politics has gained a considerable momentum and far-right parties have become the partners in power, either directly or by likening mainstream parties to themselves.
- Greece is a parliamentary constitutional republic, with Kyriakos Mitsotakis as the new Prime Minister of the Hellenic Republic. Mitsotakis has shown promise as a leader and has promised to focus more on the refugee crisis and the financial situation of the country.
- The global uncertainty caused by COVID-19 has inspired much speculation about the future of geopolitics, technological progress, economics, and culture.
- The coronavirus pandemic will accelerate innovation while having little impact on space tech innovation.

### ECONOMIC

- In this global technocracy, almost everyone has access to a personal digital device. The limiting factor to successful digitalisation is therefore the industry rather than the public.
- Lockdowns have restricted travel so those industries which have successfully digitised are thriving. Whilst those businesses that are unable to do so are in danger of collapsing and bringing a significant chunk of the economy down with them.
- In meso-economic terms, tourism, transport, hospitality, gastronomy, show business, cultural events and related services are suffering heavy losses and sectors.
- The cultural sector worldwide, has already received a big hit as funding opportunities have gone down.
- The coronavirus is going global, and it could bring the world economy to a standstill, as most of the world relies on China for a source of demand, a source of supply, and thus, a focus of concern for financial markets.
- The global economy is threatened by a strong decline in economic growth, an increase in unemployment, a decrease in production, investment, a decrease in tax revenues to the public finance system, etc.





## SOCIAL

- With rapid globalisation and migration of people across borders, the global focus is on social inclusion of marginalised communities. A lot of organisations focus on making a better change in this direction through policymaking and cultural programs all around the world.
- The COVID-19 outbreak affects all segments of the population and is particularly detrimental to members of those social groups in the most vulnerable situations, and continues to affect populations, including people living in poverty situations, older persons, persons with disabilities, youth, and indigenous peoples.
- People without access to running water, refugees, migrants, or displaced persons also stand to suffer disproportionately both from the pandemic and its aftermath – whether due to limited movement, fewer employment opportunities, increased xenophobia etc.
- If not properly addressed through policy the social crisis created by the COVID-19 pandemic may also increase inequality, exclusion, discrimination and global unemployment in the medium and long term.
- Youth are in a position to help those who are most vulnerable, and to aid in increasing public health social awareness campaigns among their communities.
- Many vulnerable youth such as migrants or homeless youth are in precarious situations. They are the ones who can easily be overlooked if governments do not pay specific attention, as they tend to be already in a situation without even their minimum requirements being met on health, education, employment and well-being.
- The large number of indigenous peoples who are outside of the social protection system further contributes to vulnerability, particularly if they are dependent on income from the broader economy – produce, tourism, handicrafts and employment in urban areas.

## TECHNOLOGICAL

- In a digital world where everyone around the globe is connected to each other, transparency is now favored; and there is now no place for businesses to hide. This also means that businesses are now able to actively promote the positive social impact that they have in communities, and they know that this is what consumers want to see.
- The importance of internet marketing has been growing in recent years, including the use of social media portals in promotion and marketing.
- The use of new online media has particularly positive aspects if young people use smartphones to obtain the necessary, important and reliable information and use social media portals at work and in education processes when many workplaces, schools and universities have suspended their activities.
- Digital platforms or apps to keep citizens informed, enable public participation and/or offer open data; Digital tools to enable public participation.
- Digital and/or crowdsourced provision of public and government services.
- Protecting data rights and privacy as corporations help lead the response in many countries.
- Publishing proactive information for affected communities, including economic and social support.



## ENVIRONMENTAL

- Climate change has become more than obvious over the past decade, with nine years of the decade making it to the list of hottest years the planet has ever witnessed.
- The rise in temperature has also ensured that the equations on the planet have gone for a toss. Some of the most obvious signs of this include irregularities in weather, frequent storms, melting glaciers, rising levels of sea etc.
- Pollution and greenhouse gas emissions have fallen across continents as countries try to contain the spread of the new coronavirus. As industries, transport networks and businesses have closed down, it has brought a sudden drop in carbon emissions.
- The Mediterranean Sea is subject to the ever-increasing arrival of non-indigenous marine organisms. Despite national protection actions in recent years, marine pollution by discharges of ship fuel, industrial and municipal waste, overexploitation of living marine resources and coastal loss of marine habitat still prevail in many areas.
- The rapid expansion of tourism and urbanization (roads, houses and hotels) in coastal areas threatens marine and coastal degradation.
- Shipwrecks are an environmental timebomb which degrades the environment of seaside municipalities. From the port of Piraeus to the island of Salamina that lies off of Elefsina, the sea is littered with 52 such shipwrecks. Now Greek authorities are working on taking them out of the sea.
- Due to this rising concern about climate change all over the world, a lot of intergovernmental and development aid organisations are prioritizing environmental health for a sustainable future.

## LEGAL

- Legal implications arising from the epidemic such as the handling of affected employment relationships, insurance coverage of epidemic-related damages or consequences in the field of travel law.
- The impact of Covid-19 on business will show that a business needs to be able to assess its legal obligations and exposures, and strategically align technology, systems and processes to enable simple things like finding and analyzing legal contracts quickly and efficiently, rather than relying on the human capital of its internal or external lawyers.
- It will help drive transformation of the ‘operating model’ for the delivery of legal services – from the way teams are structured, how they operate and the architecture of systems and tools that support the delivery of services.
- In the next 5 years, Greece’s distress market will reach its peak as the transfer of an important percentage of the NPL exposures to investment funds has made business in this industry more flexible.
- However, doing business in Greece requires experienced advisers both economic and legal, due to the particularities of the country’s financial reality and legal system.



**Personas:**

 <p><b>NICOS MOUSTAKAS</b></p>	 <p><b>TAHIRA &amp; AAHMES MOSTAFA</b></p>	 <p><b>ABHAY AHUJA</b></p>	 <p><b>EULALIA YANATO</b></p>
<p>AGE: 34</p>	<p>AGE: 42 AND 12</p>	<p>AGE: 28</p>	<p>AGE: 62</p>
<p>OCCUPATION: Consultant at PwC, Athens</p>	<p>OCCUPATION: Travel agent and part-time restaurant waitress</p>	<p>OCCUPATION: UI Design Student, part-time work at cafe</p>	<p>OCCUPATION: Retired banker and restaurant owner in Lesbos Island</p>
<p>STORY: My family home is in Eleusina, but I work in Athens. I only come home some weekends.</p>	<p>STORY: I am a single mother and right now I am located in Germany. I left my country to provide a better life for my son. I work really hard for him.</p>	<p>STORY: I came to Vienna a year ago to get a Master's degree. I miss my family home.</p>	<p>STORY: I have seen a lot happen in Greece in the last years and especially with refugees. These people have suffered a lot. I like to support and meet people at my restaurant and listen to their stories.</p>
<p>GOALS: My family has a small fish farming business in Eleusina; The waters there are becoming less appropriate for fishing. I want to try to change that.</p>	<p>GOALS: I want my son to have a good education and grow up to be tolerant of others.</p>	<p>GOALS: I want to find a well-paying job and support my family back home. I want to spread the message for diversity and inclusion.</p>	<p>GOALS: I wish I could tell the young generation about the hardships we faced and ask them to be stronger individuals.</p>





## Products and Experiences:

### Venue Based:

The Center for Global Narratives will have the following products in the partner location:

- **Expressive Arts (Therapeutic) Workshops**

Art therapy is a therapeutic technique rooted in the idea that creative expression can foster healing and mental well-being. People do not need to have artistic ability or special talent to participate in art therapy, and people of all ages including children, teens, and adults can benefit from it.

People will create different kinds of artworks (visual arts, role playing, dancing movements) with the guidance of the professionals in the field. The workshops will have up to 10 people each. Depending on the number of the groups, will be the number of different expressive art workshops. All the workshops will be divided into 3 parts (if required).

The first part will include working on the reason, the intention and what they want to achieve through these sessions. The second part will include an expressive art section (theater/dance/visual art/sculpting) and a text or work depicting their thoughts and emotion during the procedure.

The third part will take place after the completion of the art-work or the completion of the specific number of expressive arts sessions. This part will include a group therapy held by the psychologist. The participants will talk about their final outcome and their emotions under the guidance and help of the expert. The center will also provide one time per week a group therapy for those interested.

- **Meditation and yoga and allied classes**

iFI will have three times per week classes and lessons for every level- Amateur/Intermediate/Advanced. The instructors will be certified. Yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India. Their main goal is to create a disciplined method for attaining a goal and techniques of controlling the body and the mind. These yoga practises will be combined as much as possible with the sounds of the sea and techniques related with the water. The element of water has multiple healing possibilities and is essential for our health and well-being. In addition to that, it will help participants become more aware of the gifts of the sea.

- **Exhibition**

The exhibition is the core of our activities. Exhibitions are a very effective means of awakening and transmitting a message. That is why we will use this tool to awaken the world to issues related to immigration, environmental protection and self-knowledge. A key element of this product will be the implementation of specific stories in artistic creations. Having carried out specific communication endeavours, we will have collected personal stories of people and we will correspond them with specific artists who, listening to them, will be able to realize them in an artistic way. The result will be the works in the exhibitions.

Through the exhibitions there will be sales of works of art from which the space will keep percentages on sales. The percentage depends on the agreement made with the artist. Along with the works of art in the exhibition, we will also sell catalogs that will contain their works and stories and additional selected pieces from the stories that the center has collected.

The center will organize 2 exhibitions a year.

Phase 1: Call for artists for whom they want to participate. Artists will be invited to show a sample of their work. At the same time, there will be a call for "stories" aimed at collecting personal stories of immigration, relocation or related content.

Phase 2: Selection of the artists and stories that will participate in the exhibition by the person in charge of the center. (around 7-10 artists and 3-5 stories)

Phase 3: Artists and storytellers get in touch virtually to share their narrative and co-create an artwork.



Phase 4: Opening of the exhibition. Artists and storytellers meet for the first time at the opening.

The symbolic value of the exhibition is very high and can be seen in two places. Firstly, in the implementation of the, interesting, fascinating and unique stories through arts. Visitors will enjoy the works of art while witnessing and reading these stories. Secondly, the emotional value of the works is also high. As artists and storytellers have made a connection through online calls to create the project, they have not had the opportunity to meet. The start of the exhibition will be their meeting place.

- **Kids@iFI**

School kids and children with their families can visit the center for specially curated activities as a one-time visit (focusing on school kids) or as a module in which children will spend creatively their afternoons. The experiences will include educational content related to sustainability, environmental protection, self-knowledge through the medium of art and self exploration. The goal is to increase the awareness of the children on these emerging issues. Examples of these could be The ‘Art for Sustainability’ module which will have workshops like art from waste. Children will use recycled or waste items to create pieces of art, which will after take it home as a memory and a story.

- **Forum Theater**

Forum Theater will be part of the Therapeutic Workshops. In this format, workshops can be held in the partner space in Greece, preferably on weekends with vulnerable groups. A story for a play is created and then the participants are encouraged to change the scenario of the story to a positive one. After a couple of sessions, final play will be presented in the partner space or a public open space, under communication with the municipalities.

## On the Move:

- **Drive Around Community Art Kart**

In this type of activity, there will be one facilitator who will drive towards the local communities and stop there and interact with them, using artist methods. After communication with the people in charge (municipalities, politicians, cafes) we drive in squares on which we will interact with people in an artistic way. The Cart will be full of art supplies which people will be able to use and create expressive artworks. The concept behind this product is to strengthen the relations between iFI and the local communities. Art Kart will be a tool to build relationships with the community and spread the message of healing through art.

- **Story Cafe**

In local cafes we will host for specific times and dates a product on which immigrants and locals will meet to interact and do a story-telling. People will share their personal unique stories with other. Seeing this, the audience will be encouraged to share their stories and they document them in form of drawings, scribbles etc with the help of the facilitator. By doing so we will increase our stories “reserve”. The “Story Cafe” will also work as a promotional product for our space. The person in charge of the activity will communicate with the owners of the cafes, so will be a price reduction for the people who will come to join us.

## Digital:

- **Web Articles and Videos**

As iFI is based on three pillars, written and audiovisual content related to the following will be published:

**CONTENT ON MINDFULNESS:** Videos, articles, interactive webinars on creative yoga techniques, methods of creating art journals or diaries, aims of meditation etc.

**CONTENT ON INCLUSIVE SOCIETY:** Articles about interesting projects about migration, artists working in this direction, what we are doing etc.



**CONTENT ON SUSTAINABILITY:** Write and publish content about sustainability in our mindful lives, what are some interesting projects and host web videos, live sessions and articles from environmental activists.

- **Artists Pinboards**

A preliminary database of artists will lead to the creation of a section for artists to have a members' forum and have a place to make visible their work, their videos, their concepts etc. Additionally, they will have an option to become paid subscribers, as individuals or art/cultural/social organizations. As subscribers, each user will get a separate pinboard for inspiring stories; newsletters configured to their preferences and will get free promotion of 5 artworks/articles/videos per year, and discount on promotion of the next submissions.

- **Community Storyboard**

We will update the website blog every week with stories that we receive. They can be colour coded based on the topic or theme they represent. The stories will be chosen by the responsible person (Curator). Only a little editing will be done by us to make the content 'beautiful', and if any translations are required. We will maintain the originality of the narrative. This product is very important for our organisation because the stories which iFI contains are the identity of iFI. Some of the stories will be the base for artworks of artists which will be shown in our exhibitions. Also there is the opportunity for people to share with us objects which represent their unique stories. These objects will become part of our virtual and physical exhibitions.

- **Project 'WE'AVE**

Project 'WE'AVE is the incubator of our exhibition. It is the process in which artists and community come together to weave stories. Based on different calls, it will connect these two categories through an online chat/video platform, and the result of the three rounds of communication, a co-created artwork will be created. This process will be a part of all the phases for the creation of the final art works.

- **Virtual Exhibition**

Art pieces which have been created based on narratives will be showcased online with the story. People can buy the artworks online through our web viewing room. Our virtual exhibition will contain the on-going exhibition, art works from previous but also specific objects which people send to us together with their unique stories. Before the exhibition launches, we will also share sneak peeks into the making process that went behind the scenes.

- **Kiddie Gallery**

Proud parents will want to submit the art or recorded video of their kids talking about things that matter on various topics- including most importantly, the environment. Kids can share and view poems, stories, drawings etc that are deemed relevant to the values of iFI and they will be updated by us once in two weeks/ once a month. It will also keep the kids motivated to create more because of the recognition it will generate. We will also, occasionally, arrange online workshops for kids with different artists.

## Hybrid Space- Languages:

The choice of four languages for the website is reflected in the following reasons:

- **Greek:** As the national language of Greece, where our physical location is based but also as the bridge between Europe and the Middle-East.
- **Germany:** As the country on which many refugees have been established and leave their life but also because of the many founding opportunities they offer, especially to subjects related to migration. Germany is also the language of parts of Belgium and Switzerland.
- **English:** As the most common language all over the world.
- **Arabic:** As the main language of migrants coming to Europe; by speaking their language will be easier to approach them. In addition we believe this is a good way to connect two different cultures.



## Digital Promotion:

Our Social Media Campaigns will mainly be on Facebook, Twitter, Instagram and Youtube. The strategy and tactics we will follow based on every channel can be easily described by the picture below:

	 <b>Facebook</b>	 <b>Twitter</b>	 <b>Instagram</b>	 <b>YouTube</b>
<b>Good for...</b>	<ul style="list-style-type: none"> <li>✓ Advocacy and ambassadorial work, especially through its share function</li> <li>✓ Discussion directly with an audience</li> <li>✓ Personal and human stories, which makes it very good for arts content</li> <li>✓ An enormous potential audience thanks to its huge number of users</li> <li>✓ A safe space: its users generally feel Facebook is a safe place for them to be/endorse/comment</li> </ul>	<ul style="list-style-type: none"> <li>✓ Topical discussion</li> <li>✓ A sense of immediacy</li> <li>✓ Public sector content</li> <li>✓ Playfulness and experimentation</li> <li>✓ Making the news: Twitter is a major source of news stories for online journalists so if your content goes viral on Twitter, it may well be picked up by the mainstream media</li> </ul>	<ul style="list-style-type: none"> <li>✓ Visual content</li> <li>✓ People viewing on their phones – the site is optimised for mobile</li> <li>✓ Engaged users – as a newer platform, it doesn't yet have the legacy of older and unused accounts that some of the other social media platforms have</li> </ul>	<ul style="list-style-type: none"> <li>✓ Hosting video content that can be embedded on other websites – this is how it is most flexible and useful</li> <li>✓ As a single source for your content: a YouTube video can be embedded on multiple other sites meaning that if you need to take it down – perhaps after a licensing period expires – and you remove it from YouTube, it will be removed from all the other sites where it was embedded simultaneously</li> </ul>
<b>Be wary of...</b>	<ul style="list-style-type: none"> <li>▲ As a content publisher sometimes it can be difficult to navigate</li> </ul>	<ul style="list-style-type: none"> <li>▲ Arts organisations and professionals getting into internal conversations – there is risk of the sector talking to itself too much on Twitter and not appearing inclusive</li> </ul>	<ul style="list-style-type: none"> <li>▲ Discoverability on the site is not fantastic</li> <li>▲ There is no native (within-site) way of sharing</li> </ul>	<ul style="list-style-type: none"> <li>▲ Using it as the only 'screen' for your content – it can be very difficult to find things on YouTube unless viewers have searched specifically for your content or channel or you have paid YouTube to promote it. Embedding a YouTube video elsewhere where your audience will see it is a better protocol</li> <li>▲ Building subscribers to a YouTube channel can take a resource and regularity that is beyond the means of many arts organisations</li> </ul>

**Email Marketing:** We want to create a big list with subscribers (artists, story-tellers, activists etc.) Based on their preferences, we will inform them regularly for our activities, content, news and exhibitions. Email marketing tactics will ensure communication with the audience more personally and succeed in creating engagement.

**Blog:** Our blog will be the digital space, where we will invite people to comment, share and interact with others. Because the content of our website is very sensitive, the shared material from people and the comments will be under control and monitored so as to avoid discrimination.

We want to use effectively the above digital tools to create more channels and connections which will lead to our website. The result of that will be to increase the amount of visitors relevant to our mission.





# LEGAL AND OPERATIONAL

## Legal Status:

### AMKE:

(The basic legal framework of the Civil Society (whether for profit or not) is Articles 741 to 784 of the Civil Code. According to Article 741 of the Civil Code "By the contract of the corporation two or more persons have a mutual obligation to pursue a common purpose and in particular economical". Said contract and legal framework for forming an Civil Non Profit Company bears no costs.

Based on this definition it follows that: The purpose is financial, that is, corporate action that may result in intra-contractual or tort liability or benefits that are remunerated, but not necessarily linked to the pursuit of profit. It is not economic, that is to say, the development of educational, charitable, scientific, research, etc. projects. In the event of no profit, this is not distributed to the partners.

### Income:

The legal form of the Civil-Non-Profit-Company is considered a trader and has all the relevant obligations of Legislation 4308/2014. Under the previous CPT (CL 2238/1994) they were completely exempt from taxation, excluding capital income (real estate and securities). In the opinion of the Board of Directors, it was held that it was not necessary to achieve the purpose pursued by the company in order for the tax exemption to apply, provided that it is clear that the purpose described in the articles of association is pursued and that all the steps necessary for it are carried out.

For this reason it was exempt from tax, for example, income from the provision of educational services (see ST 1906/1990: the collection of tuition fees by an educational association does not remove its status as a non-profit legal entity and IFRS 13517/2003 and IFRS 749 / 2004). The implementation of the new CPF (CL 4172/2013) changed the status and led to a revision of the entire tax treatment of the Civil-Non-Profit-Company.

Accordingly, the circular leads us to the quotation of an earlier decision (POL 1031 / 07.02.2001) which states that: 'as gross income from commercial undertakings or liberal professions of non-profit taxable corporations, only that which is purely commercial is considered activities or the pursuit of a freelance profession (eg performing public affairs, publishing newspapers, screening films, rents, interest payments, etc.). On the contrary, subscriptions and subscriptions of members, as well as sponsorships or donations to them, because they are capital inflows, i.e. deprived of the conceptual features of income, do not fall under the concept of gross income to be taxed. Right to exemption of occasional events from VAT. for non-profit legal entities.

According to the provisions of case j of paragraph 1 of article 22 of the VAT Code, as in force, it is exempt from VAT. the provision of services and the delivery of goods by non-profit legal entities, on the occasion of events organized by them for their financial support.

According to AYO P.6786 / 640 / 7.10.1986, and the clarifications given by Circular 10301141/1341/393 / A0014 / POL.1071 / 8.3.1995, this exemption is applied for two events per year and is provided to the persons who are entitled to it after their application submitted to the Head of tax headquarters.



## Board of Directors:

MEMBER	ABOUT	KEY SPECIALIZATION	APPROACHABILITY
<p><b>DIDAC GUILLAMET</b></p> 	<p>Naval Architect turned Co-Founder and Managing Director of Open Cultural Centre, Greece. OCC is based in Spain and Greece, and has been working with communities for more than 4 years.</p>	<p>4+ years of experience in inclusion programs management along with the European Commission. Naval Architect who knows the people and area of Greece well.</p>	<p>Will also be our partner organisation with similar values for community inclusion. Will approach through their Barcelona and Greece office both.</p>
<p><b>DIANNA COHEN</b></p> 	<p>Los Angeles based visual artist &amp; curator. Co-Founder and CEO of Plastic Pollution Coalition, a group that addresses the pervasive problem of plastic pollution.</p>	<p>Her artistic and curatorial vision based on her experience as a visual artist Her focus on creating a strong message about sustainability issues through art based on street interventions</p>	<p>Dianna Cohen is an alumnus from UCLA, California. We asked one of our friends working in the UCLA community for the past 5 years to help us get in touch with her.</p>
<p><b>DR. ARLO BRADY</b></p> 	<p>Consultant &amp; Trustee of the Blue Marine Foundation, a charity dedicated to restoring the ocean to health. CEO of Freuds, a leading independent global PR agency. Active member of Ashoka Support Network BSO for more than 4 years.</p>	<p>More than 10+ years of experience running business organisations His knowledge, resources and dedication to concerns related to ocean health Blue Marine Foundation as a pioneer in digital education for kids about sustainability for the seas</p>	<p>Once we are established as a legal entity, we will ask to be a part of the “Be a changemaker” program of the Ashoka Support Network. Dr. Brady is considered to be a very active member of the Business Support Organisation.</p>
<p><b>MEERA KRISHNAN</b></p> 	<p>Senior Programme Coordinator at Prakriti Foundation, India, known to explore identity through art and cultural expression. Festival Director of the Short+Sweet Theatre Festival known for specially curated programs for kids.</p>	<p>Her broad range of experience in ideating, managing project proposals, communication, and fundraising. Her networks with international agencies like British Council, Alliance Française, Goethe Institute, Embassy of Spain and INKO</p>	<p>Will establish personal relations through a friend who has worked with her in the past. Private conversation with her through the course of a Webinar during late June.</p>



OTHER POTENTIAL MEMBERS TO APPROACH	
<p><b>PROF. MICHAEL SCOULLOS</b></p> 	<p>Chairman of the Mediterranean Information Office, whose mission is to protect the Natural Environment and Cultural Heritage and promote Sustainable Development in a peaceful Mediterranean. He is also a Professor of Oceanography &amp; Environmental Chemistry in the University of Athens, and the Director of the UNESCO Chair on Sustainable Development Management and Education in the Mediterranean.</p>
<p><b>NEGAR TAYYAR</b></p> 	<p>She is a philanthropic advisor and a Certified Professional Co-Active Coach (CPCC). She has worked in 14 countries for UN agencies, governments, and international NGOs. She is now leading ‘The Global Whole Being Fund – Caring for Humanity on the Move.’ The Fund is a global grantmaking body supporting ‘people on the move’ (an umbrella term for refugees, migrants, asylum seekers, and internally displaced people) across the globe.</p>
<p><b>NAILA FAROUKY</b></p> 	<p>CEO of Arab Foundations Forum- a regional, membership-based association of foundations and philanthropic entities working across the Arab Region- with over 20 years experience in project management, media production and strategic communication. Also a Board Member of ArteEast, an organization that advocates and supports Middle Eastern artists’ and arts organizations’ engagement with international arts communities and audiences.</p>

## Partners and Supporters:

### INSTITUTIONAL PARTNERS

- Marble Art Center: (Athens)**

The Marble Art Center will be our partner space in Athens. It will provide us the space to work and apply our activities without the need to pay for rent. Strong alliances with the Board of Marble Art Center will help us secure this partnership.

“The quality of life through the creative process of art and culture in general, is the main priority of the Center in times of rapid technological development and the modern era.” This position, which is a way of life, functions not only as an antidote but also as a proposal against the leveling that today's everyday life brings. This is the main feature of their identity and philosophy which resonates with the vision of iFI’s continued stress on consciousness and well being.

<http://marbleart.gr/>





- **Open Cultural Center: (Barcelona and Greece)**

Open Cultural Center (OCC), previously known as Idomeni Cultural Center (ICC), is an organization formed by volunteers that carry out both educational and cultural programs with refugees currently living in the camps in Greece. The OCC also hosts cultural activities and events such as art and music classes, open-mic performances and movie nights.

Its mission is to promote inclusive communities and the rights of refugees and asylum seekers through awareness and sensibilisation activities and cultural exchange. We will work in partnership with OCC for our community building and mobilisation activities.

<https://openculturalcenter.org/>

- **Museum of Material Memory: (India and South-East Asia)**

The Museum of Material Memory is a digital repository of material culture of the Indian subcontinent, tracing family history and social ethnography through heirlooms, collectibles and objects of antiquity.

Through storytelling, each post on the Archive reveals not just a history of objects and the people they belong to, but also unfolds generational narratives about the tradition, culture, customs, conventions, habits, language, society, geography and history of the vast and diverse subcontinent.

Their partnership will bring us one step closer to sharing narratives from across the globe.

<http://www.museumofmaterialmemory.com/>

- **Plastic Pollution Coalition: (California, USA)**

Plastic Pollution Coalition is a growing global alliance of more than 1,200 organizations, businesses, and thought leaders in 75 countries working toward a world free of plastic pollution and its toxic impact on humans, animals, waterways, the ocean, and the environment. We will work together to disseminate art interventions online, and in and around Athens that talk about the adverse effects of plastics pollution.

<https://www.plasticpollutioncoalition.org/>

## COLLABORATORS

We will eventually, collaborate and confer with the following entities:

**Google For NonProfits:** The new program from Google helps nonprofit's share their mission, engage new supporters and give more possibilities of fundraising online. They also sponsor tools to nonprofit organizations that allow them to work more quickly and efficiently reach a wider audience, spur more supporters to take action, and tell their story in a more compelling way.

<https://www.google.com/nonprofits/>

**Shanti Vida:** It is a creative community of conscious individuals who are focused on sharing, educating and growing consciously through movement, art, music, therapy, meditation, medicine and love, together with their community. Their community of wellness experts and art therapists will be a great resource.

<https://shantivida.org/>

**Sankalpa Art Journeys:** Sankalpa provides expressive arts therapy and community art programs, bridging art and intention as tools for insight, growth, empowerment, connection and healing since 2010. It is possible to get capacity building and training in expressive arts therapy with Krupa Jhaveri free of cost, as a result of this collaboration.

<https://www.sankalpajourneys.com/>

**Dive Against Debris:** Project AWARE's flagship citizen-science program, Dive Against Debris, empowers scuba divers to remove marine debris from the ocean and report data on the types, quantities, and locations of materials collected. With the growing demand for scuba diving in Greece, we plan to collaborate with them, encourage cleaning dives, and campaign for them.

<https://www.projectaware.org/diveagainstdebris>





**ArteEast:** ArteEast is on a mission to deepen international arts engagement and to provide support to MENA-based artists and arts organizations in order to broaden the global audience for contemporary culture from the region. We will collaborate with their artists to run our projects and in turn, give them international visibility.

<https://arteeast.org/>

## INTERNATIONAL SUPPORTERS

We aim to solicit the support of the following entities during the course of our growth as an organisation:

- **TISS:** The Tata Institute of Social Sciences is an institution of *excellence in higher education* that continually responds to changing social realities through the development and application of knowledge, towards creating a people-centred, ecologically sustainable and just society that promotes and protects dignity, equality, social justice and human rights for all.
- **ASHOKA:** Ashoka is an international *business support organization* that promotes social entrepreneurship by affiliating individual social entrepreneurs into the Ashoka organization. It builds and cultivates a community of change leaders who collaborate to transform institutions and cultures worldwide so they support changemaking for the good of society.
- **Blue Marine Foundation:** Along with enabling marine conservation to happen fast and effectively, BLUE also aims at connecting people with the sea and enhancing ocean understanding across generations and has developed *digital educational resources* for the same.
- **UNESCO- Diversity of Cultural Expression:** Since our exhibitions and web platform endorse diverse voices from different cultures, we can request to place the platform or a specific activity under the patronage of UNESCO, and hence request the *authorized use of the linked emblem*.



# FUNDING AND ACCOUNTING

## Pricing Policy:

Activity	Mode	Unit Price	Modality
Subscription Model	ONLINE	75 - 100 Euros for individuals 350 Euros for organisations (access for upto 6 devices)	As subscribers, each user will get a separate pinboard for inspiring stories; newsletters configured to their preferences and will get free promotion of 5 artworks/articles/videos per year, and discount on promotion of the next submissions. Yearly subscriptions.
Commissions for promotion of articles etc.	ONLINE	7 - 12 Euros	Artists, therapists, activists or organisations desirous of promoting their content on our website will have to pay a commission fee, over their free articles.
Venue Rental	LOCAL	100 Euros	Partner space to be rented for mindfulness talks; iFI gets a commission on each rental as decided with partner Marble Art Gr.
Workshops	LOCAL	10 - 15 Euros	Sessions will happen in partner space in Greece: Creative yoga and meditation (10 Euros) and Expressive arts workshops (15 Euros)
Kids@iFI	LOCAL	6 Euros per kid	Immersive interactive visits for groups of school kids- upto 20 at one time.
Commissions from sale of artworks	LOCAL & ONLINE	35%- non subscribing artists 25%- subscribing artists	We will take commission on sales of artworks, both from online viewing and physical exhibition; the commission varies for artists who pay subscription on our website and those who don't.
Commissions from online sales	ONLINE	10% on every sale	The online space will promote products and books that align with our values of wellness, inclusion and sustainability. Once the online shop is set up, we will take commission on each sale.
Limited Seat Webinars	ONLINE	5 - 7 Euros	To cover for the fee of special guests in certain webinars, after the first 100 participants, following participants will have to pay a fee to enter.
Forum Theatre Activities	LOCAL	15 Euros	Workshops will be held in the partner space in Greece, preferably on weekends with vulnerable groups and the final play will be presented in some open air space in the area.



## Fundraising Strategy:

### YEAR I and II:

- **Robert Bosch Stiftung: (Private Foundation)**

What they fund: They accept proposals for projects about active citizenship and projects documenting the lives of refugees.

Aim to get- Funds for our website and app design that will promote active citizen journalism and expenses for running the website

When to apply- ASAP (rolling deadline)

<https://www.bosch-stiftung.de/en/support-we-offer#callforapplications>

- **Culture of Solidarity Fund (European Cultural Foundation):**

What they fund: The Fund supports imaginative cultural initiatives that, in the midst of the global pandemic crisis reinforce European solidarity and the idea of Europe as a shared public space. Projects that "share experiences, knowledge, skills, stories, ideas and resources of solidarity across Europe, especially outside mainstream public attention; sustain people-to-people interaction beyond European borders and in times of travel restrictions and social distancing".

Aim to get- They can cover material costs, office costs, online co-working and communication tools, production costs, but also expert fees and staff costs. We would also solicit funds for our virtual connect Project 'WE'AVE.

FUNDING- 5000 to 30,000€

When to apply- The second window opens on June 22nd, and will have a deadline on July 14th, 13:00 CET PM

<https://www.culturalfoundation.eu/library/second-round-culture-of-solidarity-fund-is-announced>

- **EUSCF: European Social Catalyst Fund (Co-funded by HORIZON 2020 -Public Funding)**

What they fund: It will award planning grants across a range of priority social challenge areas within, or across, European Union Member States. The purpose of the grants is to support the development of detailed implementation plans aimed at reducing, or overcoming, social challenges.

Aim to get- funds for planning the next exhibition which may focus on Balkan stories, meaning it covers HR costs and things like travel, tickets to conferences etc. (NOT CAPITAL COSTS AT ALL. ONLY COSTS THAT COVER THE PLANNING PHASE)

FUNDING: upto 100,000€

When to apply- Last date to apply is 11 September 2020

<https://www.euscf.eu/>

- **CREATIVE EUROPE:**

The European Commission provides funding for the audiovisual, cultural and creative sector through the Creative Europe programme. Through their website we can reach and find information about specific funding opportunities. According to a webinar one of us attended recently, there will soon be more fresh calls for funding grants related to more participative projects.

FUNDING: upto 50,000€

[https://eacea.ec.europa.eu/creative-europe\\_en](https://eacea.ec.europa.eu/creative-europe_en)





- **CROWDFUNDING:** To solicit additional funding for a website for ‘community-led voice’  
Aim to solicit- approx. 5000 Euros  
When- during the design and planning phase of the project
- **ONASSIS FOUNDATION:**  
What they fund: Focus on creative projects that trigger bold discussions  
Aim to get- funding for exhibition, transportation of artwork, insurances, promotion etc.  
When to apply- apply directly online as an NPO- rolling deadlines.  
FUNDING: upto approx. 150,000€  
<https://www.onassis.org/initiatives/grants/funding-application>

## YEAR III and IV:

- **ANNA LINDH FOUNDATION:**  
What they fund: Projects that create a dialogue among communities to partnerships and organisations more than 2 years old  
FUNDING: 50,000-125,000€  
Aim to get- Funding for international virtual project focusing on Middle-Eastern narratives, and for publishing and distribution of their stories in the form of books and documentary film  
<https://www.annalindhfoundation.org/grants>
- **MSC (MEDITERRANEAN SHIPPING COMPANY):- Large Sponsorship**  
What they fund: Sustainable projects that focus on marine environment  
FUNDING: >500,000€  
Aim to get- Ship sponsorship and transportation to land (They have a list of their fleet of ships that once expire cannot go back to the sea)  
<https://www.msc.com/bih/sustainability/ship-recycling-policy>

## OTHER FUNDRAISING POSSIBILITIES:

- **ACTIVE CITIZENS FUND:**  
What they fund: Activities aiming at enhancing relations between Greek NGOs and entities in the Donor States (Bilateral Cooperation Initiatives Programme)  
FUNDING: <6.000€  
Aim to get- Funding to host an exhibition from storytellers and artists from Norway and Iceland as a means to enhance bilateral relationships and promote a culture of solidarity. It is also possible to ask for a grant for making our exhibition travel to Norway and Iceland.  
When- This call shall remain open until June 30, 2023, 12:00pm EET, or until the exhaustion of the available funds, whichever occurs first. Applications may thus be submitted at any time and shall be evaluated in a sequential manner and decided on a rolling basis.  
<https://www.activecitizensfund.gr/prosklisi/protovoylies-dimeron-scheseon/>



- **THALASSA FOUNDATION:**

What they fund: Thalassa Foundation promotes initiatives, actions and synergies for the protection of the Mediterranean Sea, with a particular focus on the Greek Sea. It is a foundation which focuses and funds projects related with sustainability, preservation and awareness of the marine environment.

Aim to get- Funding for sponsoring artists and street art interventions for spreading awareness about marine pollution and plastic waste.

<http://www.thalassafoundation.com/en-GB/suggest-a-project>

## Culture of Solidarity- Application Form

### *Culture of Solidarity Stage 2 - Application form*

#### YOUR GRANT PROPOSAL

1. What is the title of your proposal?

iFI- Center for Global Narratives

2. Please summarise your proposal and how you plan to revive a Culture of Solidarity across Europe in max. 5 sentences. (Max 80 words)

iFI will start as a digital platform that will collect and exhibit stories of people from all walks of life. The digital 'Center for Global Narratives' is based on narrative-based sharing to give voice to those who are often under-represented in our societies creating a notion of culture as a common good for humanity. A virtual project will connect the community and artists in a participatory co-creationary model of engagement culminating into an exhibition that traces the stories of migrants.

3a. What is the project start date?

09/21/2020

3b. What is the project end date?

12/24/2022

4a. How much funding are you applying for?

30,000 Euros

4b. Please fill the exact amount you are applying for (in Euro).

Thirty thousand euros

4c. What is the total budget (including other funding for your proposal)? (in Euro)

172,380 Euros – One hundred seventy-two thousand three hundred eighty euros

5. Please describe your proposal in more detail: What issue would you like to address with your project and what is the urgency?

What activities and methodologies are you proposing to achieve these? What is your geographic focus, i.e. local / regional / European / digital? (Max 300 words)

With rapid globalisation and migration of people across borders, the global focus is on social inclusion of marginalised communities. This need grows ever stronger with the effects of the COVID-19 pandemic. Through this proposal, we seek to integrate marginalized communities in a heterogeneous-yet-together, equitable Europe.

We seek contributions in the form of narratives from people across Europe and the world about their self, their experiences with communities around them, and the environment. We give them a stronger voice by transmuting them into messages of change through artistic expression.

We will achieve this with a pioneer project by virtually connecting people from various communities, with stories to tell, with artists and art therapists who work with them through an online chat/video platform. This will be an incubator for our exhibition. Based on different calls, it will connect these two categories to co-create artworks that will become parts of our main exhibition.

In addition, people can submit their stories online in various formats- written, oral, audiovisual or with a personal heirloom that represents a memory or story. These material memories along with the results from the virtual connection project will culminate into an exhibition which will take place in Greece, currently an epicenter of refugee crisis, in September 2021 and then travel across Europe until the end of 2022.





6. Please explain your project's relevance to the theme of the call: How will it revive solidarity and reinforce the notion of Europe as a shared public space in response to the current crisis and its aftershocks? What makes your proposal imaginative, collaborative and cultural? How does it go beyond immediate crisis response and offer future-oriented solutions? (Max 300 words)

It is being recognized that new forms of interactive storytelling and multimodal audience engagement have strong impacts on society, culture and economics, in terms of social inclusion, integration and sustainable human development. There is an increasing interest in finding and communicating experiences about the earth that we occupy, our role in its care and being more conscious about holistic inclusive living. At the Center for Global Narratives, we set out to create awareness through the power of narratives.

Projects in the area of art and culture can emotionally engage a broad audience in the discussion of contentious issues. It is our strong belief that the synthesis between creative expression, nature, and society can powerfully (re)connect us and our communities with the sea and the planet. Communicating experiences, through iFi, weaves connections about the environment we inhabit, the people and ourselves and thereby creates a sense of belonging and ownership. This will, in turn reinforce the notion of Europe as a shared public space belonging to all communities that inhabit it and revive a culture of solidarity. Any visitor to the web platform of iFi will always have a place for expression, connection and growth. Their story will not only empower them but also motivate others to become agents for change. It will give them an opportunity to not just tell their own stories, but also create a new story of an inclusive and sustainable future. The website for iFi will become a digital 'third place' - a home away from home.

7. How is the cross-national, European dimension demonstrated in your proposal? Does your project involve the building of cross-border alliances? In how far will these contribute to the revival of a pan-European solidarity? (Max 150 words) \*

iFi is a borderless project. Its digital dimension ensures access for anyone with internet. Moreover, it will bring forth the narrative from the view of the marginalized vulnerable groups thereby, contributing to a more equitable and integrated Europe with a space for everyone.

8a. Which of the below objectives does your proposal primarily address?

*(Your project may address more than one but we ask you to identify here the objective you consider to be the most prominent, defining one.)*

- preserve and expand a European Culture of Solidarity as the key element for keeping Europe an open and shared public space for everyone;
- envision the future of making cultural experiences and people-to-people interaction possible across European borders after inward-looking times of social distancing and national crisis response;
- **imagine, tell stories and prepare the ground for a culture-driven revival of a united Europe during and after the crisis.**

8b. Please elaborate on the choice of your main objective. (Max 150 words)

Jerry Saltz from Artsy recently said that "the pressures of today are incubating inside people with stories to tell, whether they're conscious of it or not." Storytelling and art is a really powerful mediator to create awareness and transformation. The art of storytelling has the ability to weave together stories of love, loss, belonging and much more. It has the ability to help people find themselves, understand themselves and understand the world better. You can relate to the emotion of the narrative and it helps bring people closer. That is why, we believe it the right tool to lead a narrative trend reversal and facilitate a culture-driven revival of a united Europe and a united world.

9a. Do you have partners for this proposal? YES/NO

9b. Please describe your partner(s) and indicate how you're planning to work with them to ensure the project is successful? (100 words)

We don't have any partners yet but are in talks with Open Cultural Center. Their work with refugees and asylum seekers in Greece and Barcelona will help us mobilize interest in these vulnerable communities and reach out to them with their stories.

10. Please describe your main target groups and the impact your proposal is intended to generate. (150 words)

iFi is a space designed for audiences and visitors of all age groups, open to all ethnicities, races and economic classes- people who experienced a story worth telling and those who are looking for stories worth reading. However, its main target groups are in particular young people, the disadvantaged, and those who belong to marginalized groups- specifically immigrants and refugees.



## Expense Statements:

<b>iFI's Expenses Budget 2020 (July)</b>				
Item/Expense	# of units	# of months	Actual Cost per unit	Total Cost
<b>1. Management Expenses</b>				
<i>1.1. Salaries &amp; related benefits (per position)</i>				
1.1. General Director	1	6	1,100	6,600
1.2. Chief Digital Officer	1	6	1,100	6,600
1.3 Organization and Communication Officer	1	6	1,100	6,600
1.4. Programmes and Curators Officer	1	6	1,100	6,600
1.5. Community Manager	1	4	600	2,400
1.6. Accountant Officer	1	1	600	600
1.7. Communication interns	1	1	100	100
1.8. Graphic Interns	1	0	100	0
1.9. Content Writers	4	4	15	240
1.10. Translator	2	4	25	200
<b>Subtotal: Management expenses</b>				<b>29,940</b>
<b>2. Operating Expenses</b>				
<i>Programs &amp; Activities related expenses</i>				
<b>2.1. Exhibitions</b>				
<b>2.1.1. Online &amp; Virtual</b>				
Art production Cost (production, fees & set-up, platform fees, photos, upload)	1	1	10,000	10,000
Publications/ Catalogue	300	1	8	2,250
Printings (Invitation, roll up, banner, flyers, ...)	1	1	200	200
Marketing Campaigns	1	1	200	200
Artworks insurance	1	1	1,000	1,000
<b>2.2. Workshops</b>				
<b>2.2.1. Yoga &amp; Meditation</b>				
Instructors	1	0	25	0
Materials	1	0	0	0
Marketing Campaigns	1	0	0	0
<b>2.2.2. Expressive arts workshops</b>				
Instructors	1	0	25	0
Materials (canvas, paints, papers,)	1	0	0	0
Marketing Campaigns	1	0	0	0
<b>2.2.3. Kids activities</b>				
Instructors	1	0	25	0
Materials	1	0	0	0
Marketing Campaigns	1	0	0	0





<b>2.2.4. Art Cart</b>				
Activators	2	3	50	300
Materials	1	3	60	180
<b>2.2.4. Webinars</b>				0
Speakers	1	0	100	0
<b>2.2.5. forum Activities</b>				0
Volunteers	1	0	0	0
Materials	1	0	50	0
<b>2.2.6. Forum Theater</b>				
Instructors	1	0	150	0
<b>2.3. Marketing Expenses</b>				
2.3.1. Social Media Campaigns	1	1	400	400
2.3.2. Video and audio documentation & promotional videos	1	1	400	400
2.3.3. Other Marketing Expenses	1	3	150	450
<b>2.3 Miscellaneous</b>				0
2.3.1. Distribution companies	0	0	0	0
<b>2.4. Publications</b>				
2.4.1. Program Guide, Banner, signs, posters, printings, etc	1	1	150	150
<b>2.5. Website</b>				
2.5.1 Developer & Programming	1	1	1,500	1,500
2.5.2. Design & Architecture	1	1	500	500
2.5.3. Website hosting	1	1	40	40
2.5.4. Domain	1	1	20	20
2.5.5. Application (India)				0
<b>Subtotal: Operating expenses</b>				<b>17,590</b>
<b>3. Capital expenses</b>				
<b>3.3. Furniture &amp; Equipment</b>				
3.3.1. Furniture (mobile cart, Desk, Chairs, Tables, yoga mattresses, pillows, Sound isolation, stands for paintings)	1	1	3,000	3,000
3.3.2. Computers, Printer, projectors, LCD, CD players, ...etc	1	1	2,000	2,000
<b>3.4. Other Expenses</b>				
3.4.1. Legal fees	1	1	500	500
3.4.2. Audit Fees	1	1	500	500
3.4.4. Insurance	1	5	100	500
3.4.5. Utilities	1	5	150	750
3.4.6. Rent	1	5	400	2,000
3.4.7. Repairs & Maintenance	0	0	0	0
3.4.8. Cleaning	2	6	45	540
3.4.9. Supplies	1	1	200	200
3.4.10. Digital Security system	1	1	0	0
<b>Subtotal: Capital Expenses</b>				<b>9,990</b>
<b>Total</b>				<b>57,520</b>



<b>iFI's Expenses Budget 2021</b>				
Item/Expense	# of units	# of months	Actual Cost per unit	Total Cost
<b>1. Management Expenses</b>				
1.1. General Director	1	12	1,100	13,200
1.2. Chief Digital Officer	1	12	1,100	13,200
1.3 Organization and Communication Officer	1	12	1,100	13,200
1.4. Programmes and Curators Officer	1	12	1,100	13,200
1.5. Community Manager	1	12	600	7,200
1.6. Accountant Officer	1	3	600	1,800
1.7. Communication interns	1	3	100	300
1.8. Graphic Interns	1	3	100	300
1.9. Content Writers	6	12	15	1,080
1.10. Translator	2	12	25	600
<b>Subtotal: Management expenses</b>				<b>64,080</b>
<b>2. Operating expenses</b>				
<i>Programs &amp; Activities related expenses</i>				
<b>2.1. Exhibitions</b>				
<b>2.1.1. Online &amp; Virtual</b>				
Art production Cost (production, fees & set-up, platform fees, photos, upload)	2	1	10,000	20,000
Publications/ Catalogue	300	2	8	4,500
Printings (Invitation, roll up, banner, flyers, ...)	1	2	200	400
Marketing Campaigns	2	1	200	400
Artworks insurance	2	1	1,000	2,000
<b>2.2. Workshops</b>				
<b>2.2.1. Yoga &amp; Meditation</b>				
Instructors	12	9	25	2,700
Materials	1	1	100	100
Marketing Campaigns	1	2	50	100
<b>2.2.2. Expressive arts workshops</b>				
Instructors	12	9	25	2,700
Materials (canvas, paints, papers,)	1	9	60	540
Marketing Campaigns	1	2	50	100
<b>2.2.3. Kids activities</b>				
Instructors	12	4	25	1,200
Materials	1	4	80	320
Marketing Campaigns	1	1	50	50
<b>2.2.4. Art Cart</b>				
Activators	2	3	50	300





Materials	1	3	60	180
<b>2.2.4. Webinars</b>				0
Speakers	1	6	100	600
<b>2.2.5. forum Activities</b>				0
Volunteers	2	3	0	0
Materials	1	1	50	50
<b>2.2.6. Forum Theater</b>				
Instructors	1	0	150	0
<b>2.3. Marketing Expenses</b>				
2.3.1. Social Media Campaigns	1	2	200	400
2.3.2. Video and audio documentation & promotional videos	1	3	400	1,200
2.3.3. Other Marketing Expenses	1	3	150	450
<b>2.3 Miscellaneous</b>				
2.3.1. Distribution companies	0	1	150	0
<b>2.4. Publications</b>				
2.4.1. Program Guide, Banner, signs, posters, printings, etc	1	2	150	300
<b>2.5. Website</b>				
2.5.1 Developer & Programming	1	1	400	400
2.5.2. Design & Architecture	1	1	400	400
2.5.3. Website hosting	1	1	40	40
2.5.4. Domain	1	1	20	20
2.5.5. Application (India)	1	1	2,000	2,000
<b>Subtotal: Operating Expenses</b>				<b>41,450</b>
<b>3. Capital expenses</b>				
<b>3.3. Furniture &amp; Equipment</b>				
3.3.1. Furniture (mobile cart, Desk, Chairs, Tables, yoga mattresses, pillows, Sound isolation, stands for paintings)	1	1	500	500
3.3.2. Computers, Printer, projectors, LCD, CD players, ...etc	1	1	500	500
<b>3.4. Other Expenses</b>				
3.4.1. Legal fees	1	1	700	700
3.4.2. Audit Fees	1	1	700	700
3.4.4. Insurance	1	12	100	1,200
3.4.5. Utilities	1	12	150	1,800
3.4.6. Rent	1	12	400	4,800
3.4.7. Repairs & Maintenance	1	12		0
3.4.8. Cleaning	2	12	45	1,080
3.4.9. Supplies	2	1	150	300
3.4.10. Digital Security system	1	1		0
<b>Subtotal: Capital expenses</b>				<b>11,580</b>
<b>Total</b>				<b>117,110</b>



<b>iFI's Expenses Budget 2022</b>				
<b>Item/Expense</b>	<b># of units</b>	<b># of months</b>	<b>Actual Cost per unit</b>	<b>Total Cost</b>
<b>1.1. Salaries &amp; related benefits (per position)</b>				
1.1. General Director	1	12	1,200	14,400
1.2. Chief Digital Officer	1	12	1,200	14,400
1.3 Organization and Communication Officer	1	12	1,200	14,400
1.4. Programmes and Curators Officer	1	12	1,200	14,400
1.5. Community Manager	1	12	600	7,200
1.6. Accountant Officer	1	3	600	1,800
1.7. Communication interns	1	3	100	300
1.8. Graphic Interns	1	3	100	300
1.9. Content Writers	8	12	15	1,440
1.10. Translator	2	12	25	600
<b>Subtotal: Management expenses</b>				<b>69,240</b>
<b>2. Operating Expenses</b>				
<b>Programs &amp; Activities related expenses</b>				
<b>2.1. Exhibitions</b>				
<b>2.1.1. Online &amp; Virtual</b>				
Art production Cost (production, fees & set-up, platform fees, photos, upload)	2	1	10,000	20,000
Publications/ Catalogue	300	2	8	4,500
Printings (Invitation, roll up, banner, flyers, ...)	1	2	200	400
Marketing Campaigns	2	1	200	400
Artworks insurance	2	1	1,000	2,000
<b>2.2. Workshops</b>				
<b>2.2.1. Yoga &amp; Meditation</b>				
Instructors	12	11	25	3,300
Materials	1	1	150	150
Marketing Campaigns	1	2	50	100
<b>2.2.2. Expressive arts workshops</b>				
Instructors	12	11	25	3,300
Materials (canvas, paints, papers,)	1	11	60	660
Marketing Campaigns	1	2	50	100
<b>2.2.3. Kids activities</b>				
Instructors	12	11	25	3,300
Materials	1	11	80	880
Marketing Campaigns	1	2	50	100
<b>2.2.4. Art Cart</b>				
Activators	2		50	0



Materials	1		60	0
<b>2.2.4. Webinars</b>				0
Speakers	9	1	100	900
<b>2.2.5. forum Activities</b>				0
Volunteers	3	11	0	0
Materials	1	1	100	100
<b>2.2.6. Forum Theater</b>				
Instructors	1	9	150	1,350
<b>2.3. Marketing Expenses</b>				
2.3.1. Social Media Campaigns	1	3	200	600
2.3.2. Video and audio documentation & promotional videos	1	3	400	1,200
2.3.3. Other Marketing Expenses	1	3	150	450
<b>2.3 Miscellaneous</b>				
2.3.1. Distribution companies	1	2	150	300
<b>2.4. Publications</b>				
2.4.1. Program Guide, Banner, signs, posters, printings, etc	1	3	150	450
<b>2.5. Website</b>				
2.5.1 Developer & Programming	1	1	400	400
2.5.2. Design & Architecture	1	1	250	250
2.5.3. Website hosting	1	1	40	40
2.5.4. Domain	1	1	20	20
2.5.5. Application (India)				
<b>Subtotal: Operating Expenses</b>				<b>45,250</b>
<b>3. Capital expenses</b>				
<b>3.3. Furniture &amp; Equipment</b>				
3.3.1. Furniture (mobile cart, Desk, Chairs, Tables, yoga mattresses, pillows, Sound isolation, stands for paintings)	1	1	500	500
3.3.2. Computers, Printer, projectors, LCD, CD players, ...etc	1	1	500	500
<b>3.4. Other Expenses</b>				
3.4.1. Legal fees	1	1	700	700
3.4.2. Audit Fees	1	1	700	700
3.4.4. Insurance	1	12	100	1,200
3.4.5. Utilities		12	150	1,800
3.4.6. Rent	1	12	400	4,800
3.4.7. Repairs & Maintenance	1	12	40	480
3.4.8. Cleaning	2	12	45	1,080
3.4.9. Supplies	2	1	150	300
3.4.10. Digital Security system	1	1		0
<b>Subtotal: Capital expenses</b>				<b>12,060</b>
<b>Total</b>				<b>126,550</b>





## Revenues and Expenses

### Calculations

#### 1. Catalogue

- Cost/ catalogue = 7.5 euros (60 pages)
- Profit = (25 price \* 300 Catalogues) - (300 catalogues \* 7.5)
- = 7,500 - 2,250 = 5,250 euro

#### 2. Workshops

##### 2.1. Yoga & Meditation

# of sessions = 12 /month, # of pax = 10, Fees/ Session = 10 euro

**Cost/ session** = 27 euro (25 for instructor + 2 for material)

**Profit / month** = (10 pax \* 10 euro \* 12 sessions) - (27 euro \* 12 session)  
= 1,200 - 324  
= 876

**Revenues for 2021** = 1200 \* 9 = 10,800

**Revenues for 2022** = 1200 \* 11 = 13,200

**Profit for 2021** = 876 \* 9 months = 7,884

**Profit for 2022** = 876 \* 11 months = 9,636

##### 2.2. Expressive arts

# of sessions = 12/ months, # of pax = 15, Fess/ session = 10 euro

**Cost/ session** = 31 euro (25 for instructor + 6 for materials and promotion)

**Profit / month** = (15 pax \* 10 euro \* 12 session) - (31 euro \* 12 session)  
= 1,800 - 372  
= 1,428

**Revenues for 2021** = 1800 \* 9 = 16,200

**Revenues for 2022** = 1800 \* 11 = 19,800

**Profit for 2021** = 1,428 \* 9 months = 12,852

**Profit for 2022** = 1,428 \* 11 months = 15,708

##### 2.3. Kids Activities

# of sessions = 12/ month, # of pax = 20, Fees/ session = 6 euro

**Cost/ session** = 33 euro (25 for instructor + 8 for materials and promotion)

**Profit / month** = (20 pax \* 6 euro \* 12 sessions) - (33 euro \* 12 session)  
= 1,440 - 396  
= 1,044

**Revenues for 2021** = 1440 \* 4 = 5760

**Revenues for 2022** = 1440 \* 11 = 15840

**Profit in 2021** = 1,044 \* 4 months = 4,176

**Profit in 2022** = 1,044 \* 11 months = 11,484

#### 3. Webinars

# of webinars/ month = 1, # of pax = 100, Fees/ session = 6 euro

**Cost/ session** = 100 euro

**Profit / month** = (100 pax \* 6 euro \* 1) - 100 euro  
= 600 - 100  
= 500

**Revenues for 2021** = 600 \* 4 = 2,400

**Revenues for 2022** = 600 \* 9 = 5400

**Profit in 2021** = 500 \* 4 months = 2,000

**Profit in 2022** = 500 \* 9 months = 4,500

#### 4. Forum Theatre

# of sessions/ month = 2, # of pax = 15, Fees/ session = 15 euro

**Cost/month** = 150 euro

**Profit / month** = (15 pax \* 15 euro \* 2 session) - 150 euro  
= 450 - 150  
= 300

**Revenues for 2022** = 450 \* 9 = 4,050

**Profit in 2022** = 300 \* 9 months = 2,700



## Income Statements:

iFI's Income Budget for 2020 - 2021				
Budget Item	Maximum Amount	Positive Scenario (100%)	Neutral Scenario (60%)	Negative Scenario (30%)
<b>INCOME</b>				
<b>Potential Funds</b>				
Robert Bosch Stiftung	30,000	12,000	7,200	3,600
Culture of Solidarity Fund	30,000	20,000	12,000	6,000
European Social Catalyst Fund	100,000		0	0
Culture Action Europe (EU Next Generation)	50,000		0	0
ONASSIS Foundation	40,000		0	0
SNF	40,000		0	0
Marble Art Center	13,050	2,250	1,350	675
Anna Lindh Foundation	100,000		0	0
MSC (Mediterranean Shipping Company)	500,000		0	0
<b>Other sources of funding</b>				
Crowdfunding	5,000	5,000	3,000	1,500
Bank Loan	10,000	10,000	6,000	3,000
<b>Subtotal: Potential Fund</b>		<b>49,250</b>	<b>29,550</b>	<b>14,775</b>
<b>Mission related/ non related income</b>				
Rent the space for mindfulness activities	500	0	0	0
Subscription model for artists, art therapists	52,000	8,000	4,800	2,400
Commissions for promotion of articles etc.	750	0	0	0
Commissions from sale of artworks	8,000	0	0	0
Commissions from online sales	2,000	0	0	0
Fees for limited capacity webinars	5,400	0	0	0
Donations	6,000	1,500	900	450
Creative yoga and meditation	13,200	0	0	0
Expressive arts workshops	19,800	0	0	0
Kids activities	15,840	0	0	0
Forum Activities	4,050	0	0	0
Catalogue sales	7,500	0	0	0
<b>Subtotal: Self generated income</b>		<b>9,500</b>	<b>5,700</b>	<b>2,850</b>
<b>TOTAL INCOME</b>		<b>58,750</b>	<b>35,250</b>	<b>17,625</b>



<b>IFI's Income Budget for 2021 - 2022</b>				
<b>Budget Item</b>	<b>Maximum Amount</b>	<b>Positive Scenario (100%)</b>	<b>Neutral Scenario (60%)</b>	<b>Negative Scenario (30%)</b>
<b>Potential Funds</b>				
Robert Bosch Stiftung	30,000	8,000	4,800	2,400
Culture of Solidarity Fund	30,000	0	0	0
European Social Catalyst Fund	100,000	50,000	30,000	15,000
Culture Action Europe (EU Next Generation)	50,000	50,000	30,000	15,000
ONASSIS Foundation	40,000		0	0
SNF	40,000	40,000	24,000	12,000
Marble Art Center	13,050	5400	3,240	1,620
Anna Lindh Foundation	100,000		0	0
MSC (Mediterranean Shipping Company)	500,000		0	0
<b>Other sources of funding</b>				
Crowdfunding	5,000		0	0
Bank Loan	10,000		0	0
<b>Subtotal: Potential Fund</b>		<b>153,400</b>	<b>92,040</b>	<b>40,020</b>
<b>Mission related/ non related income</b>				
Rent the space for mindfulness activities	500	500	300	150
Subscription model for artists, art therapists	52,000	37,500	22,500	11,250
Commissions for promotion of articles etc.	750	250	150	75
Commissions from sale of artworks	8,000	8,000	4,800	2,400
Commissions from online sales	2,000	1,400	840	420
Fees for limited capacity webinars	5,400	2,400	1,440	720
Donations	6,000	6,000	3,600	1,800
Creative yoga and meditation	13,200	10,800	6,480	3,240
Expressive arts workshops	19,800	16,200	9,720	4,860
Kids activities	15,840	5,760	3,456	1,728
Forum Activities	4,050	0	0	0
Catalogue sales	7,500	7500	4,500	2,250
<b>Subtotal: Self generated income</b>		<b>96,310</b>	<b>57,786</b>	<b>28,893</b>
<b>TOTAL INCOME</b>		<b>249,710</b>	<b>149,826</b>	<b>74,913</b>



<b>iFI's Income Budget for 2022 - 2023</b>				
<b>Budget Item</b>	<b>Maximum Amount</b>	<b>Positive Scenario (100%)</b>	<b>Neutral Scenario (60%)</b>	<b>Negative Scenario (30%)</b>
<b>Potential Funds</b>				
Robert Bosch Stiftung	30,000		0	0
Culture of Solidarity Fund	30,000		0	0
European Social Catalyst Fund	100,000		0	0
Culture Action Europe (EU Next Generation)	50,000		0	0
ONASSIS Foundation	40,000	40,000	24,000	12,000
SNF	40,000		0	0
Marble Art Center	13,050	5,400	3,240	1,620
Anna Lindh Foundation	100,000	50,000	30,000	15,000
MSC (Mediterranean Shipping Company)	500,000		0	0
<b>Other sources of funding</b>				
Crowdfunding	5,000	5,000	3,000	1,500
Bank Loan	10,000		0	0
<b>Subtotal: Potential Fund</b>		<b>100,400</b>	<b>60,240</b>	<b>30,120</b>
<b>Mission related/ non related income</b>				
Rent the space for mindfulness activities	500	500	300	150
Subscription model for artists, art therapists	52,000	52,000	31,200	15,600
Commissions for promotion of articles etc.	750	750	450	225
Commissions from sale of artworks	8,000	8,000	4,800	2,400
Commissions from online sales	2,000	2,000	1,200	600
Fees for limited capacity webinars	5,400	5,400	3,240	1,620
Donations	6,000	6,000	3,600	1,800
Creative yoga and meditation	13,200	13,200	7,920	3,960
Expressive arts workshops	19,800	19,800	11,880	5,940
Kids activities	15,840	15,840	9,504	4,752
Forum Activities	4,050	4,050	2,430	1,215
Catalogue sales	7,500	7,500	4,500	2,250
<b>Subtotal: Self generated income</b>		<b>135,040</b>	<b>81,024</b>	<b>40,512</b>
<b>TOTAL INCOME</b>		<b>235,440</b>	<b>141,264</b>	<b>70,632</b>





## Loan

<b>Loan Amount</b>		<b>10,000</b>		Based on TEPIX II, a specific funding option from a Greek Bank and from the system of public funds for the period of COVID-19, Enterprises have the option to 100% interest subsidy in the first 2 years of the loan. Zero interest rate of 40% of the capital in which TEPIX II participates for the remaining duration of the loan.		
Interest		5%				
Years		5				
Pay/Year		2				
<b>Time Period</b>	<b>Amount</b>	<b>Instalments</b>	<b>Interest</b>	<b>Borrow Repayment</b>	<b>Sub Total</b>	<b>Every Year Payments</b>
1	10000	1295	500	795	9205	1629.75
2	9205	1295	460.25	834.75	8370.25	
3	8370.25	1295	418.5125	876.48	7493.76	1796.7995
4	7493.76	1295	374.688	920.7	6573.4	
5	6573.4	1295	328.67	966.32	5607.08	2346.3904
6	5607.08	1295	280.354	1014.6	4592.43	
7	4592.43	1295	229.6215	1065.38	3527.05	2427.6104
8	3527.05	1295	176.3525	118.64	3527.05	
9	2408.4	1295	120.42	1174.5	2408.4	2517.156
10	1233.8	1295	61.69	1233.3	1233.8	

## Profit and Loss Statements

Revenues, funding and operational expenses differ in three scenarios as:

Positive Scenario- 100%

Neutral Scenario- 60%

Negative Scenario- 30%

### YEAR I

Profit and Loss #1 year (Positive Scenario)		Profit and Loss #1 year (Neutral Scenario)		Profit and Loss #1 year (Negative Scenario)	
Revenues	0.00	Revenues	0.00	Revenues	0
Donations & Member	9,500	Donations & Member	5,700	Donations & Member	2,850
Funding	49,250	Funding	29,550	Funding	14,775
<b>Gross Profit</b>	<b>58,750</b>	<b>Gross Profit</b>	<b>35,250</b>	<b>Gross Profit</b>	<b>17,625</b>
Operational Expenses	17,590	Operational Expenses	10,554	Operational Expenses	5,277
General Admin	29,940	General Admin	29,940	General Admin	29,940
Capital Expenses	4,990	Capital Expenses	4,990	Capital Expenses	4,990
Taxed Revenues(23%)	0	Taxed Revenues(23%)	0	Taxed Revenues(23%)	0
Instalments	1,630	Instalments	1,630	Instalments	1,630
<b>Total Expenses</b>	<b>54,150</b>	<b>Total Expenses</b>	<b>47,114</b>	<b>Total Expenses</b>	<b>41,837</b>
Earnings before Taxes	4,600	Earnings before Taxes	-11,864	Earnings before Taxes	-24,212
Total Profits year(1-5)	4,600	Total Profits year(1-5)	-11,864	Total Profits year(1-5)	-24,212
Taxes (26%)	0	Taxes (26%)	0	Taxes (26%)	0
<b>Net Income</b>	<b>4,600</b>	<b>Net Income</b>	<b>-11,864</b>	<b>Net Income</b>	<b>-24,212</b>





## YEAR II

Profit and Loss #2 Year (Positive Scenario)			Profit and Loss #2 year (Neutral Scenario)			Profit and Loss #2 year (Negative Scenario)		
Revenues	52,810		Revenues	31,686		Revenues	15,843	
Donations & Member	43,500		Donations & Member	26,100		Donations & Member	13,050	
Funding	153,400		Funding	92,040		Funding	46,020	
<b>Gross Profit</b>	<b>249,710</b>		<b>Gross Profit</b>	<b>149,826</b>		<b>Gross Profit</b>	<b>74,913</b>	
Operational Expenses	41,450		Operational Expenses	24,870		Operational Expenses	12,435	
General Admin	64,080		General Admin	64,080		General Admin	64,080	
Capital Expenses	10,580		Capital Expenses	10,580		Capital Expenses	10,580	
Taxed Revenues(23%)	8,581		Taxed Revenues(23%)	5,149		Taxed Revenues(23%)	2,574	
Instalments	1,797		Instalments	1,797		Instalments	1,797	
<b>Total Expenses</b>	<b>126,488</b>		<b>Total Expenses</b>	<b>106,476</b>		<b>Total Expenses</b>	<b>91,466</b>	
Earnings before Taxes		123,222	Earnings before Taxes		43,350	Earnings before Taxes		-16,553
Total Profits year(1-5)		127,822	Total Profits year(1-5)		31,486	Total Profits year(1-5)		-40,765
Taxes (26%)		0	Taxes (26%)		0	Taxes (26%)		0
<b>Net Income</b>		<b>127,822</b>	<b>Net Income</b>		<b>31,486</b>	<b>Net Income</b>		<b>-40,765</b>

## YEAR III

Profit and Loss #3 year (Positive Scenario)			Profit and Loss #3 year (Neutral Scenario)			Profit and Loss #3 year (Negative Scenario)		
Revenues	77,040		Revenues	46,224		Revenues	23,112	
Donations & Member	58,000		Donations & Member	34,800		Donations & Member	17,400	
Funding	100,400		Funding	60,240		Funding	30,120	
<b>Gross Profit</b>	<b>235,440</b>		<b>Gross Profit</b>	<b>141,264</b>		<b>Gross Profit</b>	<b>70,632</b>	
Operational Expenses	45,250		Operational Expenses	27,150		Operational Expenses	13,575	
General Admin	69,240		General Admin	69,240		General Admin	69,240	
Capital Expenses	11,060		Capital Expenses	11,060		Capital Expenses	11,060	
Taxed Revenues(23%)	14,154		Taxed Revenues(23%)	8,493		Taxed Revenues(23%)	4,246	
Instalments	2,346		Instalments	2,346		Instalments	2,346	
<b>Total Expenses</b>	<b>142,050</b>		<b>Total Expenses</b>	<b>118,289</b>		<b>Total Expenses</b>	<b>100,467</b>	
Earnings before Taxes		93,390	Earnings before Taxes		22,975	Earnings before Taxes		-29,835
Total Profits year(1-5)		221,212	Total Profits year(1-5)		54,462	Total Profits year(1-5)		-70,600
Taxes (26%)		0	Taxes (26%)		0	Taxes (26%)		0
<b>Net Income</b>		<b>221,212</b>	<b>Net Income</b>		<b>54,462</b>	<b>Net Income</b>		<b>-70,600</b>

Based on the figures above, in case we went through the negative scenarios, we will make internal decisions to reduce the management expenses (the team) and related operations by a percentage between 10 - 30% depending on the situation.



# GOALS AND TIMELINE

## Goals and Objectives:

<p><b>Trigger dialogues, through art and narratives, that lead to awareness and consciousness among people.</b></p>	<p><b>Facilitate and create an environment of well being for our stakeholders.</b></p>	<p><b>Raise awareness about and contribute to the preservation of marine environment.</b></p>	<p><b>Raise a voice for inclusivity for immigrant and refugee groups all over the world.</b></p>
↓	↓	↓	↓
<p>Create a network of emerging social artists worldwide, and give them visibility.</p>	<p>Build trust with the communities and empower them to share and participate.</p>	<p>Raise awareness about degradation of the sea due to plastics pollution.</p>	<p>Empower and inspire multiple changemakers all over the world.</p>
<p>Start a mobile friendly online web platform in 4 languages &amp; make it SEO friendly- September 2020</p>	<p>Promote and provide content on mindfulness and well-being- September 2020</p>	<p>Promote and give visibility to artist projects about sustainability- November 2020</p>	<p>Create partnerships with international art, cultural and social institutions- March 2021 (3-6 Partners)</p>
<p>Create an online database of artists and a collective forum- November 2020</p>	<p>Run the first round of project for virtual communication with the audience and build confidence of vulnerable groups- November 2020</p>	<p>Education content for kids and kids gallery- September 2021</p>	<p>Create and promote content for capacity building - September 2021</p>
<p>Online and physical exhibition resulting from virtual project- September 2021</p>	<p>Local community building with partner space in Athens- September 2020</p>	<p>Host web videos and articles from environmental activists- March 2021</p>	<p>Develop and launch a mobile app for a more user friendly approach- May 2021</p>





## Logistical Planning:

Objectives	HR Required	Technical Resources Required	Assets Reqd if any	Stationery and Supplies Reqd.
<b>September 2020</b>				
Start a mobile friendly online web platform in 4 languages & make it SEO friendly- September 2020	Web designer- on contract- around 2500€- one time payment- if made by a designer in India- more cost effective	Web storage- 780\$ Microsoft Sharepoint and Teams accounts for facilitating remote working- 60\$ per user per year	Computers and Printer Camera for capturing content for social media	Pens, Notebooks, Planners, charts and coloured sketch pens etc.- 100€ in a year
Promote and provide content on mindfulness and well-being	content creators- 10 to 30 € one content and website editor- Digital Officer- payroll			
Local community building with partner space in Athens	year one- 1 person- community manager year two- 2 more people- workshop facilitators		Partner venue in Athens, Greece Mobile cart Plants & Furniture for the office at partner venue	Paints, Threads, Pins, Tape, Pens, Colours, Charts, and other craft supplies like scissors, glue etc.
<b>November 2020</b>				
Create an online database of artists and a collective forum	Digital Office as mentioned before			
Run the first round of project for virtual communication with the audience and build confidence of vulnerable group	Legal consultant and translators- ad hoc Graphics design intern- 3 months- July to September 2020 and 3 months July to September 2021- 100 to 150€ per month	Mailchimp subscription- 10/15\$ per month One Adobe Creative Suite account- 53\$ per month cyber liability insurance- 450\$		Note of thanks and free subscription benefits to participating artists





Promote and give visibility to activist projects about sustainability	Content writers as mentioned above			
<b>March 2021</b>				
Host web videos and articles from environmental activists	Content writers as mentioned above			
Create partnerships with international art, cultural and social institutions	legal consultation- ad hoc basis- as mentioned above	cost of legal contracts		costs of meetings with potential partners and for attending networking events
Start hosting workshops in the partner location- creative yoga, expressive and movement arts workshops, sustainable me		If budget allows: 1 diploma course in expressive arts therapy for one of us Books on expressive arts, mindfulness, kindness, creative yoga, sustainability, creative leadership	1 Whiteboard, 2-3 cork pinboards, an easel	15 yoga mats Sanitizers to keep them clean Large sheets of paper organic paints/ crayons/ clay Threads, Pins, Tape, Pens, Colours, Charts, and other craft supplies like scissors, glue etc.
<b>May 2021</b>				
Develop and launch a mobile app for a more user friendly approach	Hire an app designer- one time fee- 2000 Euros	EULA is essential for anyone who builds an app. A EULA is a necessity if you want to distribute your application via an app store.		



<b>September 2021</b>				
Online and physical exhibition resulting from virtual project	<p>Graphic design intern- 3 months- July to September 2021- 300 to 350 Euros</p> <p>Translator for the labels</p> <p>Hire a service for creating a video of the exhibition</p> <p>Security for the event</p> <p>Installation and deinstallation team</p>	<p>Contracts with artists</p> <p>Commissions to be set</p> <p>Insurance for the transport, loss, or damage of artworks</p> <p>Exhibition walling</p> <p>dividers, nuts bolts screws, hanging wire etc</p>	<p>Storage space for the artworks</p> <p>Exhibition space in partner premises</p> <p>Toilets</p>	<p>Invitations</p> <p>Flyers and posters</p> <p>Champagne and snacks on opening</p> <p>Dustbins</p> <p>Visitor experience booklet/feedback forms</p> <p>Pens</p> <p>Signage</p> <p>Ribbon and scissors for inauguration</p> <p>Press kits</p>
Education content for kids and kids gallery	Educational content creator		Camera (for recording and putting up online workshops)	
<b>September 2022</b>				
Create and promote content for capacity building	A psychological specialist/educator in arts	<p>More Microsoft Sharepoint and Teams accounts for facilitating remote working- 60\$ per user per year</p> <p>More storage space online</p>	Physical space for realisation of work model	<p>Pens, Notebooks, Planners, charts and coloured sketch pens etc.- 100€ in a year</p>

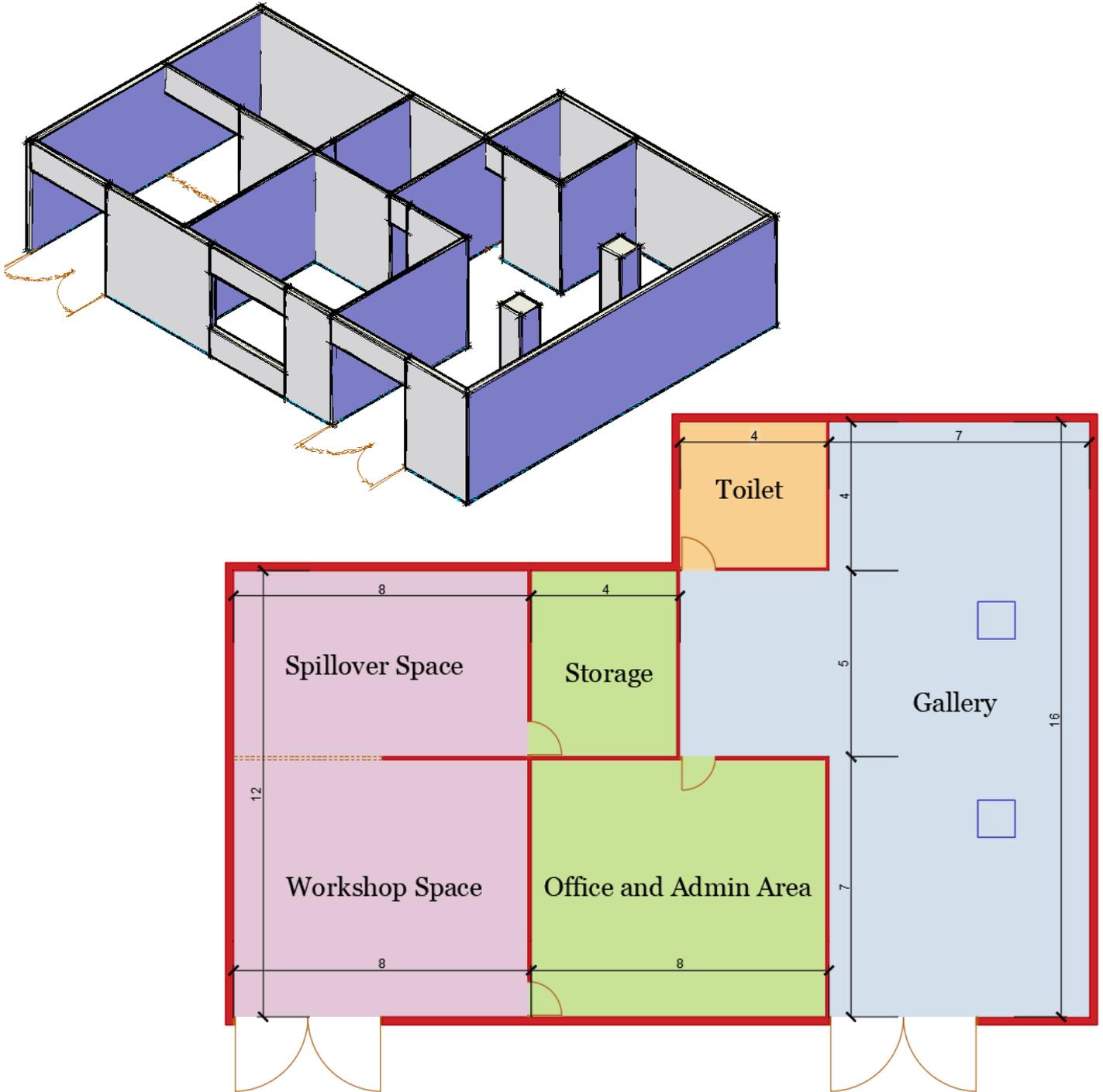
## Phases of iFI:

- Phase 1 - Launch:** Create website, contact sponsors, open social media accounts, create the community art cart in Athens, create the artists pool, create the blog, build trust with the audience and start receiving contributions, feed social media, newsletters/ articles etc.
- Phase 2 -** Create mobile app, prepare the venue with the partner in Athens, prepare the Exhibition gallery, start conducting workshops, feeding social media through influencers and specialized media, and sending newsletters to our loyal audience, organize the virtual and physical exhibitions, workshops and webinars.
- Phase 3 -** Continue building relationships with sponsors and donors to acquire an old ship for adaptive re-use in a new venue in Eleusina, lease/own and prepare the new venue to be designed with open Pavilion meeting spaces, continue operations on the platform including workshops, webinars and campaigns, and feeding social media and sending newsletters/ articles, prepare for the next virtual and physical exhibition.



## Venue Floor Plan:

The following is a 3D sketch of the partner space along with a floor plan showing the various rooms and their designated use:



## About Eleusina:

Eleusina is located on the coastal front of West Attica, Greece- a natural harbor that became a natural home for the concentration of industrial activity from the second half of the 20th century.

In modern times, the excessive concentration of industry, mainly in Eleusina but also throughout Western Attica, resulted in major degradation of the quality of life of its inhabitants and the environment.

By the second half of the 19th century, Eleusina had already become Greece’s industrial center par excellence. The city’s contemporary human geography is a result of industrial concentration in the area, which transformed the city - in the words of a visitor at the time "from a fishing village to a bustling industrial city." From 2,400 inhabitants in 1907, the community’s population increased to 6,400 in 1927, and rose to 21,000 inhabitants in 1981. These include around 2,000 refugees after the Asia Minor Catastrophe of 1922, which was also the first major mixing with the local population and radically changed the demographic structure and mentality of the inhabitants. After the 2nd World War were followed by internal migrants to work in the factories from all over Greece, who gave the city its multicultural character.



However the industrial activity has been developed in an anarchical manner on the top of antiquities and next to urban areas. Environmental pollution then became a major issue.

In the 21st century, the era of sustainable development, the archaeological history and the recent industrial one shape the image of modern Greece.

Pollution due to the struggle of the citizens has been decreased. The Municipality of Eleusina fights to acquire factories that are not anymore in operation, with the intention to host the contemporary industrial and technological history.

The city of Eleusina has already gained awards for its urban reconstruction and its performance in ecology and recycling.

Today, Eleusis has a registered population of 30,000, while it is estimated that 50,000 people live in the city. There is a very high percentage of highly educated young people in Eleusina. However, most of them leave the city for either Athens or abroad, since they find themselves overqualified for the job opportunities offered in Eleusis.

ABANDONED SITES



Thus, from ancient times to the present day, Eleusina can be described as a city of immigrants and refugees. From the agricultural to the post-industrial revolution, Eleusina narrates 4,000 years of history of humans as producers, as creators and as workers. From those times to the present, Eleusina is a symbol of humans driven by the quest for a better future, which they create with their own hands, while at the same time producing knowledge and wealth for their societies.

By establishing our unique, **first of its kind** Center for Global Narratives, iFI will play a hand in contributing to the **regeneration and transformation of the dying port city** to a lively, more inclusive cultural and blue economy.



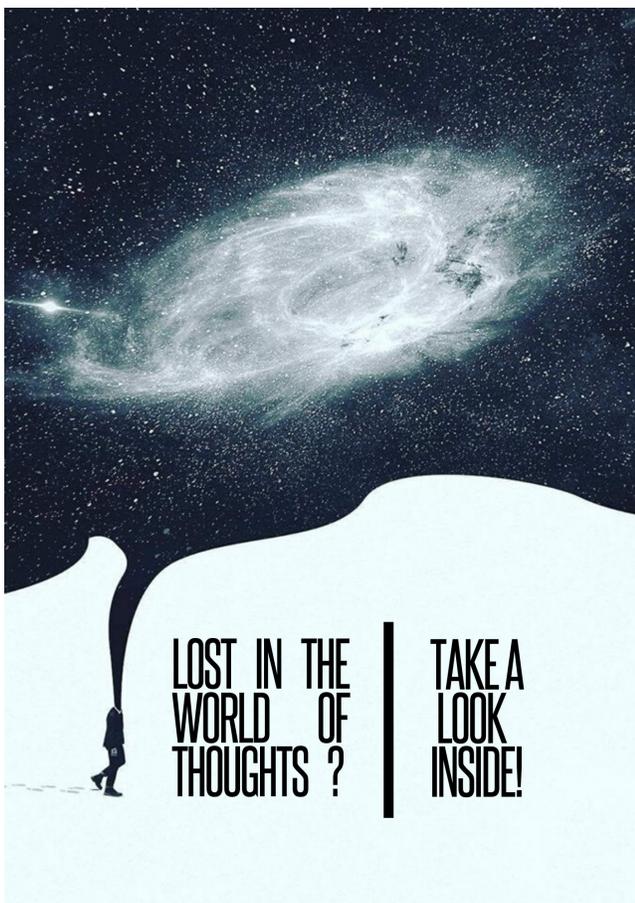
# COMMUNICATION PLAN

## External Communication- Promotional Flyers:

These are some of the potential products and services planned for the coming years and the relevant communication tools for the same.

### MINDFULNESS WORKSHOP:

To be held in partner space in Greece in year 2021



## MENTAL HEALTH: BEYOND THE STIGMA

What? A dynamic event, focusing on *mind, emotions and expression through arts*  
Why? Because *#balance* and *#harmony* is crucial for a happy life  
When? From *27 till 29 of April 2021*  
Where? At *iFI Hub*

- *Friday 27, lecture from Dr.Pepper #neuroscience*
- *Saturday 28,lecture from As Brasta #dynamic\_meditation*
- *Sunday 29, creativity and art #workshop*

*Free introduction lecture regarding the 3day seminar will take place on Sunday 22 of April at iFi Hub*

Apr. 27-29, 2021 | iFI Hub, Athens  
For the prices and full information about the event and the guests visit <https://www.ifi.org>

 @FI.Hub  iFI.hub  @FI.Hub 



**FIRST EXHIBITION:****Tracing narrative memories of migrants and refugees- to be held in partner space in Greece in year 2021**

**STORIES FROM ERASED PLACES**

by  
John  
Halaka

**SEP 3,  
TILL  
NOV 4,  
2021**

Organized by:



**STORIES FROM ERASED PLACES** is an experience to honour the memories, narratives, and the cultural survival for different generations of refugees' men and women who have been geographically divided as people, but are psychologically united in their struggle. It is a mournful remembrance of the great catastrophe that displaced people in great numbers from their ancestral lands and undermined their relationships to their cultural histories and traditions.

Presenting the exhibition as part of the closing ceremony of Elfuesina CoC 2021, and celebrating the opening of iFI first exhibition is a complicated emotional experience.

Stories from erased places represents 30 large photographic images that are constructed of connected pictorial stanzas, conveying incomplete visual narratives that reflect on the fragmented lives and disjointed personal realities of refugees.

**Location:** Marble Arts, Athens Greece.  
**When:** Friday, Sep 3, 2021  
**Time:** 18:00

**The exhibition is open daily from 9:00 till 19:00**



**قصص من أماكن مُمحّوة** هي تجربة فنية لتكريم الذكريات والخبرات والبقاء الثقافي للأجيال المختلفة من اللاجئين من الرجال والنساء الذين تم تقسيمهم جغرافياً كأشخاص، ولكنهم متحدون نفسياً في تضالهم. هو ذكرى حزينة تجسد الكارثة الكبرى التي تسببت في نزوح أعداد كبيرة من من أراضي أجدادهم وقوضت علاقاتهم بتاريخهم وتقاليدهم الثقافية.

يأتي تقديم المعرض كجزء من الحفل الختامي لاحتفالية الفسينا عاصمة للثقافة الأوروبية ٢٠٢١، وافتتاح مركز إفي الثقافي.

يمثل المعرض الفني قصص من أماكن مُمحّوة ٣٠ صورة فوتوغرافية كبيرة تم تصميمها من مقاطع تصويرية متصلة، تنقل قصصاً بصرية غير مكتملة لتعكس حياة مجزأة وحقائق شخصية مفككة للاجئين.

**المكان:** ماربل آرت، أثينا، اليونان  
**الزمان:** يوم الجمعة، ٣ أيلول ٢٠٢١  
**الافتتاح الساعة:** ٦:٠٠ مساءً

**المعرض مفتوح يومياً من الساعة ٩:٠٠ صباحاً وحتى الساعة ٧:٠٠ مساءً**



**ΑΠΟΡΡΙΜΜΑΤΑ ΑΠΟ ΤΙΣ ΕΡΓΑΖΟΜΕΝΕΣ ΧΩΡΕΣ** είναι μια εμπειρία που τιμά τις αναμνήσεις, τις εμπειρίες και την πολιτιστική επιβίωση των διαφόρων γενεών προσφύγων και γυναικών που έχουν χωριστεί γεωγραφικά ως άνθρωποι αλλά είναι ψυχολογικά ενωμένοι στον αγώνα τους. Είναι μια θλιβερή μνήμη της μεγάλης καταστροφής που μετέφερε πολλούς ανθρώπους από τα προγονικά τους εδάφη και υπονόμει τις σχέσεις τους με τις πολιτιστικές τους ιστορίες και παραδόσεις.

Παρουσιάζοντας την έκθεση ως μέρος της τελετής κλεισίματος του Elfuesina CoC 2021 και γιορτάζοντας το άνοιγμα της πρώτης έκθεσης iFI είναι μια πολύπλοκη συναισθηματική εμπειρία.

**Τοποθεσία:** Marble Arts, Ελευσίνα, Ελλάδα.  
**Πότε:** Παρασκευή, 3 Μαΐου 2021  
**Ώρα:** 18:00

**Η έκθεση είναι ανοιχτή καθημερινά από τις 9:00 έως τις 19:00**

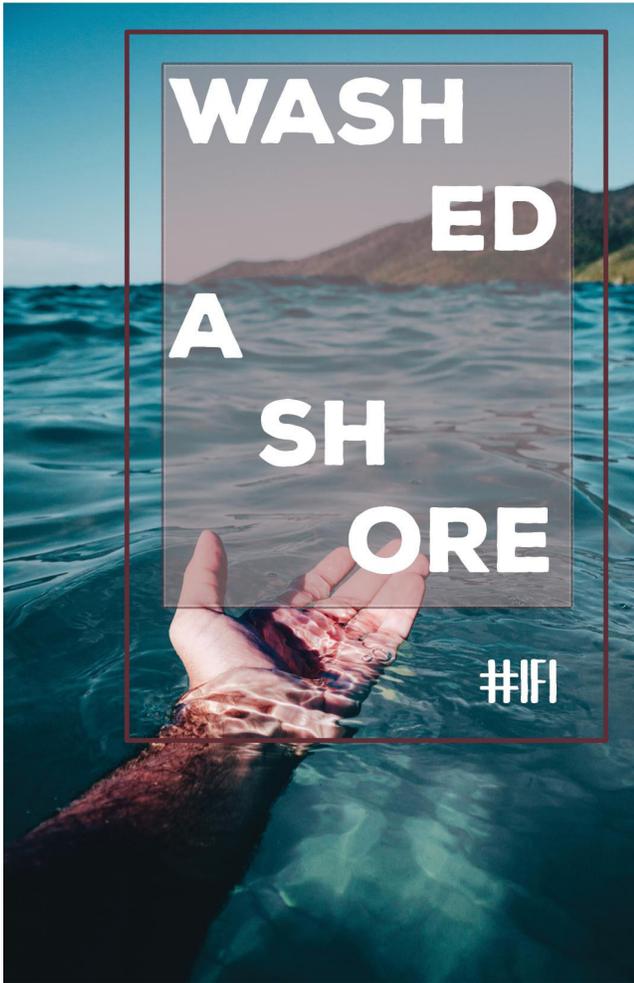
**+30 123 45 678**  
**info@ifi.org**  
**www.ifi.org**

**f i y**  
**@iFI**



LAUNCH- IFI IN ELEUSINA:

It is planned to have a specially curated shipwalk around the shipwrecks of Eleusina, where the press and media will be present. The walk will end at the new Center for Global Narratives with an inaugural exhibition in the evening.



**WASHED ASHORE**  
 CURATED BY: DIANNA COHEN  
 25<sup>TH</sup> OCTOBER 2025  
 10:30 TO 12:30 AND 16:30 TO 18:30



Washed Ashore is a curated shipwalk around the shipwrecks along the Eleusina port with art installations that focus on plastic pollution in the sea.

The art installations are curated by Dianna Cohen, CEO and co-founder of Plastic Pollution Coalition, which uses single use plastic to create vivid imagery.

The walk culminates at the headquarters of iFI, with the opening of a new temporary exhibition 'Ocean' in our premises.

To register for the event, visit our office or leave us a message on Instagram.



'OCEAN' - PAID ENTRY  
 OPENING: 25TH OCT, 19:00  
 ON TILL 24TH JAN 2026

PARTNERS



PlasticPollutionCoalition



@IFIMYSTORY

IFI- CENTER FOR GLOBAL NARRATIVES, ELEUSINA

+30-999000777



## Internal Communication- Action Plan:

This is our break down of communication action related to internal communication and calls for jobs, artists, contributors etc.

OBJECTIVE	COMMUNICATION PLAN
<p>Start a mobile friendly online web platform in 4 languages &amp; make it SEO friendly- September 2020</p>	<ul style="list-style-type: none"> <li>- Check with the financial department the budget.</li> <li>- Prepare with the team and content creator the specifications of the web page/ platform.</li> <li>- Prepare a job description and ad for the offer/vacancy with the deadlines.</li> <li>- Announce the need for a web designer - (email to contact list, online ads on the social media - contact friends - jobs websites).</li> <li>- Receive and evaluate the offers.</li> <li>- Sign the contract.</li> </ul>
<p>Promote and provide content on mindfulness and well-being</p>	<ul style="list-style-type: none"> <li>- Announce online for the need of mindfulness and Well-being specialists.</li> <li>- The department manager and the team of specialists to decide content.</li> <li>- The content to be uploaded on the web page by the content creator.</li> <li>- This content is promoted; paid ads on social media and the webpage.</li> </ul>
<p>Local community building with partner space in Athens</p>	<ul style="list-style-type: none"> <li>- A partnership agreement to be signed with the organisation is Athens.</li> <li>- Both parties are to discuss the type of activities and the goals through email, phone or virtual calls, and even face to face meetings, also to decide on the timelines.</li> <li>- A program of community building activities to be announced online on social media, webpage, emails, and also flyers word of mouth.</li> <li>- Create a job description and ad for community mobilizer and trainers.</li> <li>- Announce online through the webpage, social media and emails the need for community mobilizers and trainers.</li> <li>- Receive and evaluate the applications/ offers.</li> <li>- Sign the agreements.</li> <li>- Prepare the training curriculum (content co-creation)and the timeline.</li> <li>- Announce the program.</li> <li>- Open day with resident artists/ community mobilizers and trainers</li> <li>- Community Outreach</li> </ul>
<p>Create an online database of artists and a collective forum</p>	<ul style="list-style-type: none"> <li>- Prepare the blog content</li> <li>- Contact the content creator</li> <li>- Create the blog</li> <li>- Preparing call</li> <li>- Sending it out</li> <li>- Receiving, evaluating and categorizing</li> </ul>



<p>Run the first round of project for virtual communication with the audience and build confidence of vulnerable group</p>	<ul style="list-style-type: none"> <li>- Preparing a call, setting budgets and themes, and a pool of potential interested artists.</li> <li>- Encourage the audience to share their stories and to communicate with the artists.</li> <li>- Explain key themes.</li> <li>- Promoting and talking about the unique Value proposition.</li> <li>- Promoting and talking about collaborating artists and personalities in our events.</li> <li>- Answer the community FAQ's about the project.</li> <li>- Monitoring and evaluation.</li> <li>- Follow up and feedback.</li> </ul>
<p>Create partnerships with international art, cultural and social institutions</p>	<ul style="list-style-type: none"> <li>- Search the different institutions working with similar content.</li> <li>- Meetings (online and physical) to discuss the idea behind our project and the means of collaboration.</li> <li>- Meetings follow-up.</li> <li>- Prepare and sign agreements.</li> </ul> <p>THIS IS A CONTINUOUS PROCESS</p>
<p>Online and physical exhibition resulting from virtual project</p>	<ul style="list-style-type: none"> <li>- Decide on the exhibition theme.</li> <li>- Recruit the curator/ prepare agreements.</li> <li>- As artists are already part of the blog and are interacting with the audience and their stories, everyone will be involved in the exhibition.</li> <li>- Decide on the dates for the online and physical exhibitions.</li> <li>- With the partner organisation in Greece we start the preparations and the space set-up.</li> <li>- Collect the exhibition catalogue content.</li> <li>- Design the promotion materials.</li> <li>- Promote the exhibition through online and social media channels.</li> <li>- Print posters and invitations for the physical exhibition.</li> </ul>
<p>Education content for kids and kids gallery</p>	<ul style="list-style-type: none"> <li>- Outreach related collaborators (trainers, artists, ...) - also through the pool of artists.</li> <li>- Check their previous projects and their content.</li> <li>- Choose the team (trainers, educators and artists).</li> <li>- Decide the theme and curriculum.</li> <li>- Prepare and sign agreements.</li> <li>- Promote the activities digitally.</li> </ul>
<p>Create and promote content for capacity building</p>	<ul style="list-style-type: none"> <li>- Outreach the partners</li> <li>- Prepare a call for capacity building specialists</li> <li>- Create the team and decide the approach and content</li> <li>- Create the content</li> <li>- Promote it digitally</li> </ul>



# SUSTAINABILITY AND IMPACT

## Sustainability Vision:

The vision for sustainability for iFI is a long term one.

We aim to-

- Work towards employee green teams
- Committing to establishing more eco-friendly supply chains
- Developing best practices for reducing harmful or excessive waste from our activities
- The conscious and best possible usage of natural resources

## Sustainability values:

Strategy 1 - Pollution Prevention

Minimize waste and emissions from operations

Drivers- Pollution, Consumption, Waste

Strategy 2 - Sustainability Vision

Create a shared roadmap for meeting unmet needs of the community

Drivers- Population, Economy, Inequality

To realise them, we aim for:

- Transition from the development of broad goals toward the implementation of specific policies and programs for achieving them and the use of indicators and metrics for measuring progress.
- Considerations into decision-making about potential environmental and social outcomes involves shifting from a focus on specific pollutants in an environmental medium (air, water, or land) to a broader assessment of interactions among human and natural.
- Targets to help keep waste areas under their certain level or target, and to allow us to better manage it through a centralized and harmonized manner.
- Improvements by integrating with corrective and preventive action, a critical factor in resolving adverse events, which works closely with risk management to ensure that the threat levels reached match acceptable parameters and will be able to automatically set up a method to make adjustments.
- Mitigating risk through a Risk Management tool to keep safeguards and prevent it from returning, which will help us determine which areas pose the most risk and its impact so we can prioritize risk and conduct change.





We will pledge our organisation to The Last Plastic Straw project by the Plastics Pollution Coalition with the opening of our venue and in-house cafe and restaurant in Eleusina and also maintain an individual pledge as members of a pro-sustainability organisation.



As the owner or manager of \_\_\_\_\_ (name of business), I am officially participating in the **The Last Plastic Straw** movement as part of an effort to keep my community pollution free and stop plastic pollution at the source.

As a plastic straw free business, we will feature you on our list of participating businesses on **The Last Plastic Straw Website**, linking your business to a global movement, share on social media, and promoting you as green business leader in your community!

As a participating business I vow to: (please check all that apply)

- Print on menu **"Straws Available Upon Request"** and only provide straws upon customer's request.
- Discontinue the use and purchase of plastic straws.** Offer a fully compostable (paper)\* or reusable option to plastic straws. OR get rid of straws completely.

**\* Note: "Bio, Plant Based, & Compostable Plastics" are not compostable in soil, nor recyclable. Bio plastics require a commercial high heat composting facility, and will not break down in a landfill. Check with your local Waste Management agency.**

Signed,

\_\_\_\_\_ (Signature)

Printed Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Website: \_\_\_\_\_

Last Plastic Straw Date (m/d/yr): \_\_\_\_\_

Average amt. of straws served yearly: \_\_\_\_\_

Please scan and return to: [info@thelastplasticstraw.org](mailto:info@thelastplasticstraw.org) or mail to Jackie Nuñez/TLPS, PO Box 654, Santa Cruz, CA 95061



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