

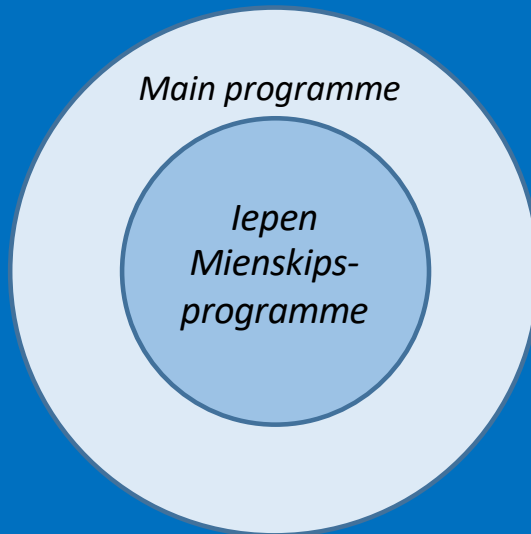
Today

- Introduction
- Why a community programme?
- How to involve others?
- Inspiration from 2018 and 2022
- Tips & Tricks

Introduction

- Private life
- Business life
 - Cultural sector: community programmes in a lot of my projects
 - Executive director Arcadia (legacy Leeuwarden Cultural Capital of Europe 2018)
 - LF2018: member artistic team, focus (a.o.) on community programme
- LF2018 and Arcadia (legacy) programme: made by tens of thousands

Programme



- Main Programme : 60 projects and subprojects
(total: 200 events)
- Iepen Mienships Programme : 400 – 500 projects / events
- More projects outside of Leeuwarden, than in the city



Why a community programme?

- Proudness on your surroundings, neighbourhood, history, etc.
- Strengthen the community
- Creating awareness for your neighbours
- Creating awareness: you can make a change > doing it yourself together
- Activate
- Addressing social issues (loneliness, violence, etc)

You need others

- Local involvement:

Programme | Organisation (volunteers or paid) | Entrepreneurs | Audience

- To lighten the workload
- Finances
- To tell the story | as ambassadors
- To reach your underlying goals

How to involve others, part 1

- First: the European Capital of Culture 2024 is not only about Tartu (the city)!

Make yourself heard and seen

- Make people owner of their task, their role in the project.
They are important for their part.
- Ask people for their strengths, even if you maybe not really need those strengths.
Every role is important.

How to involve others, part 2

- Ask the right people, people with a network, a leader
- But also: do not forget the silent ones
- Make it fun, create a club, a community (drinks, food, shirts, pre party, after party)
- What's in it for them? Part of a movement, change. I was there
- Talk, ask, be visible, have time

Examples



Leeuwarden
Fryslân
2018

Culturele
Hoofdstad
van Europa



Leeuwarden
Fryslân
2018-2028

ARCADIA

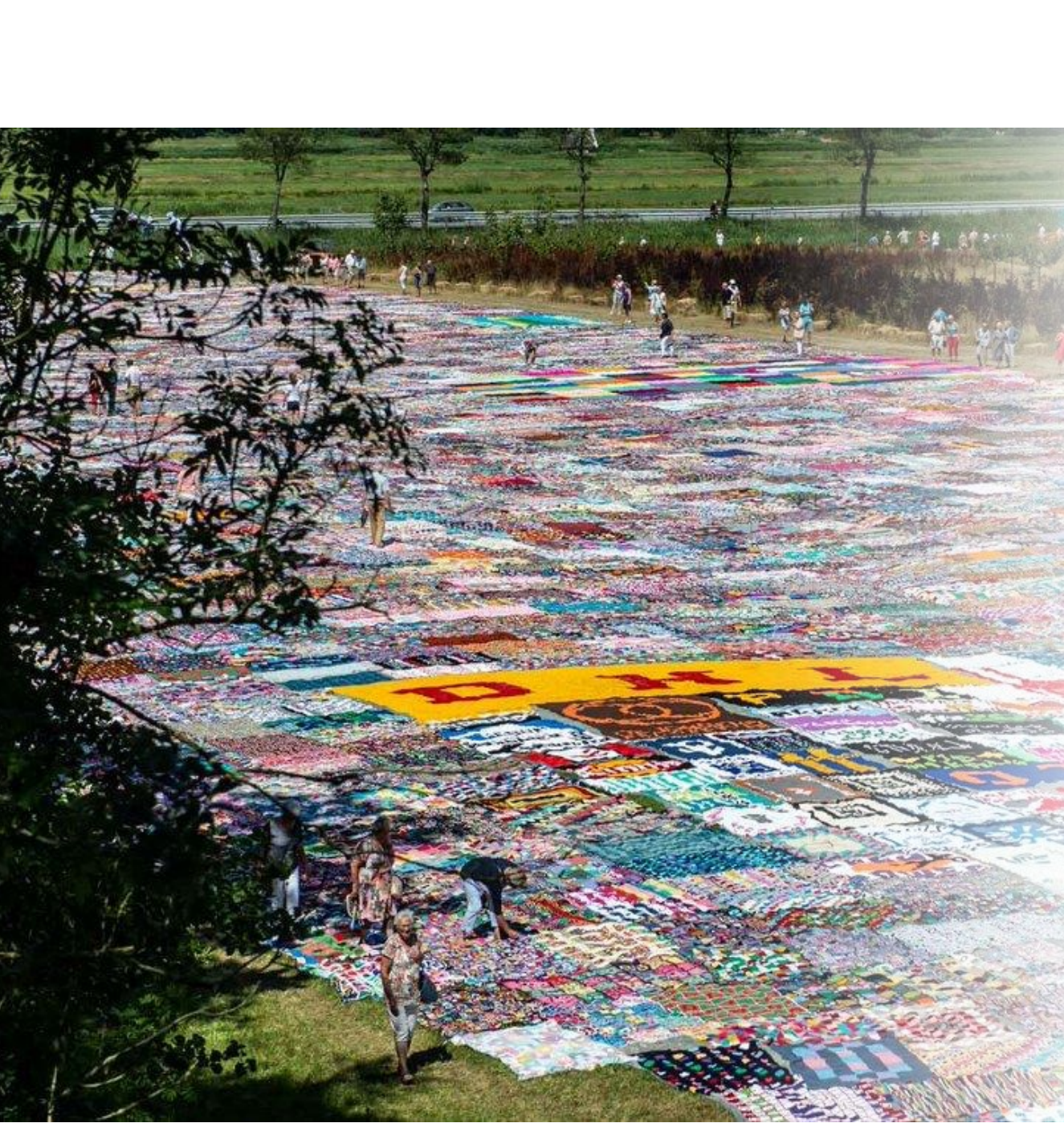
Involvement on programme

- Local artists or international
- Professional or amateurs
- What's in it for them?
 - Part of a large movement (Tartu 2024)
 - New audiences
 - New network
 - New friends
 - Get to know your neighbours
 - Fun

LF2018: Welstaat

- Let people do what they are good at. Making soup.
- Project focusses on own history





LF2018: The largest crocheted blanket

- 10.841 blankets 1.40 x 2.00

- 25.000 m²

- 3 million + small squares

LF2018: Under the Tower

Everyone can
participate



Involvement on organisation

- You need people behind the scenes
- On all levels
- Make them own the project, they are your ambassadors
- Every role is important

Arcadia: the walking forest (Bosk)







Volunteers and paid colleagues

Equally important



Regional ambassadors

Sharing the programme
Telling the story



Involvement of Entrepreneurs

- Again: what's in there for them?
 - Profit
 - New audiences
 - Supporting local involvement
 - Being part of a movement
- Make them part of the team
- Ambassadors (hotels, taxi, buss, etc)
- Let them make some profit

Regional products



Involvement of Audiences

- Your team are your ambassadors
- Can you invite groups? (care homes, schools)
- Can they be part of the programme?
- Marketing: try to make it as easy as possible. Your parents need to understand it
- Drinks, foods, etc

Talks with the audience after a performance



Tips and Tricks

- You are a movement with goals, make it attractive for people to be part of that ('I was there')
- Let everyone have their spotlight-moment
- Let everyone be the owner of the project or their part of the project
 - Your project will have a lot of owners and initiators. It's not about you, but about the goals
- Every role in the project is important (the toilet cleaner and the artist)
- Make it fun and celebrate
- Do not push (but: volunteering is also work)
- Learn from other projects
- It takes time, focus first on the people with a network

Questions?

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Good luck with your projects!