



CONNECTING CULTURES

ART, INNOVATION & DEVELOPMENT

ABOUT CONNECTING CULTURES

NGO based in Spain that seeks to help children in vulnerable situations through the idea "Think Global Act Local". Under the framework of an international artistic exhibition, that features one artistic piece by an artist from each country, CONNECTING CULTURES carries out events around the world, in which it seeks a TRIPLE impact:

- AWARENESS about the situation of children, empowering local NGOs and about the Sustainable Development Goals
- SOCIAL IMPACT through activities in the events co-hosted with local NGOs that know the best way to benefit their society (workshops, debates, solidarity cocktails ...)
- ECONOMIC IMPACT through the collection of funds during the event that are mostly donated to the local NGO.

The selected NGOs are related to children in situations of vulnerability such as conflict zones and intellectual disabilities.



ABOUT CONNECTING CULTURES

-and the Sustainable Development Goals -

We are representatives of Goal 17 of the United Nations "Partnerships for the goals" and we apply it to our entire philosophy and structure. We show how our differences - that are so often seen as a problem or an excuse - are a virtue, a tool to achieve our goals and bring great values to the world.

Our current exhibition is:

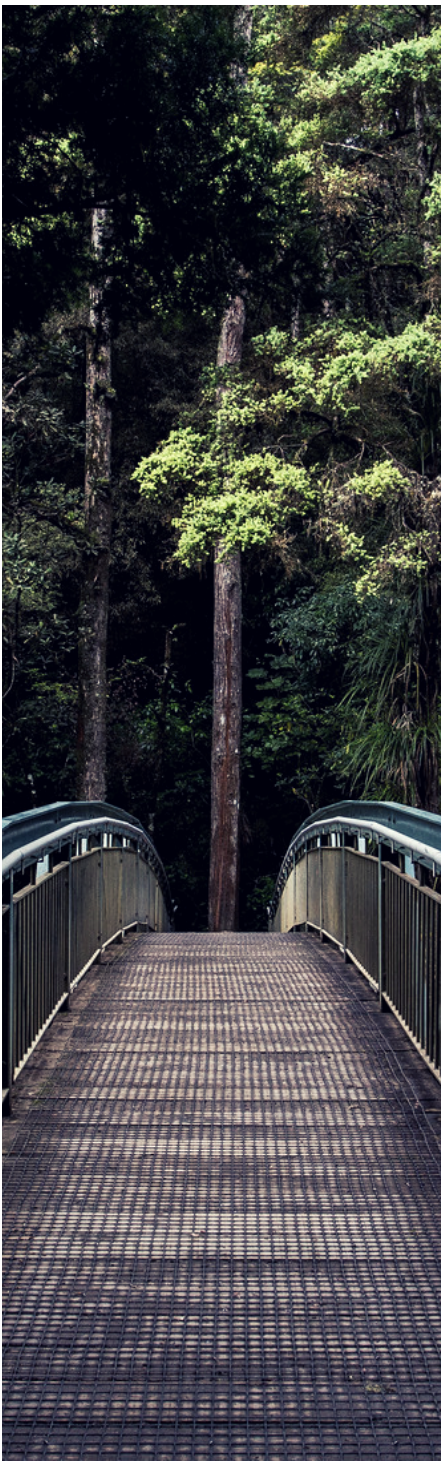
- Non-discriminatory :1 artist per country
- Gender Balanced
- Intergenerational: from 18 to 75 years old
- Inter-sectoral: different sectors help the project (startups, companies, universities, other NGOs...)

Following these rules, we developed a tremendous collective intelligence.

-our relation with the SDGs -

In the beginning, CONNECTING CULTURES was a project within UNSA SPAIN (United Nations Student Association Spain), but we decided to transform it into an independent organization due to the success achieved by the exhibition.

ARTS TWENTY THIRTY - an art project from the United Nations through SDSN Youth - has recognized Connecting Cultures for our work on raising awareness and our implementation of the Sustainable Development Goals.



OUR GOAL

Improve the situation of children around the world. Bringing this exhibition and our activities with different local NGOs and with more and more artists and countries represented.

OUR EXPERIENCE

- Or why we know that we are doing it right -

We have just started the international route of our current project after five exhibitions in Spain:

- Solidarity cocktail at IE Business School in Madrid & Talk about the UN SDGs and the situation of refugees with over 200 participants
- Solidarity Cocktail at La Real Mint in Segovia
- Solidarity Cocktail at the Atlantic Art Gallery in Coruña
- Workshop with refugees and reading poems of different languages at the Cultural Center of the University of Castilla La Mancha
- Exhibition at the Sustainable Development Goals Week at the European University of Madrid



OUR EXPERIENCE

-As well as we started the international route -

We started the international tour of our current exhibition with a debate in the European Parliament in Brussels in June 2018. The conference showed how art can positively impact society and showed our exhibition as a successful example of what is possible to do.

In this debate, we mixed artists, UN representatives, MEPs, an officer of the European Commission (DG Culture), refugees, NGO leaders, and 30 participants.

Currently, our exhibition is at the United Nations Geneva and was part of the opening "La semana del español".



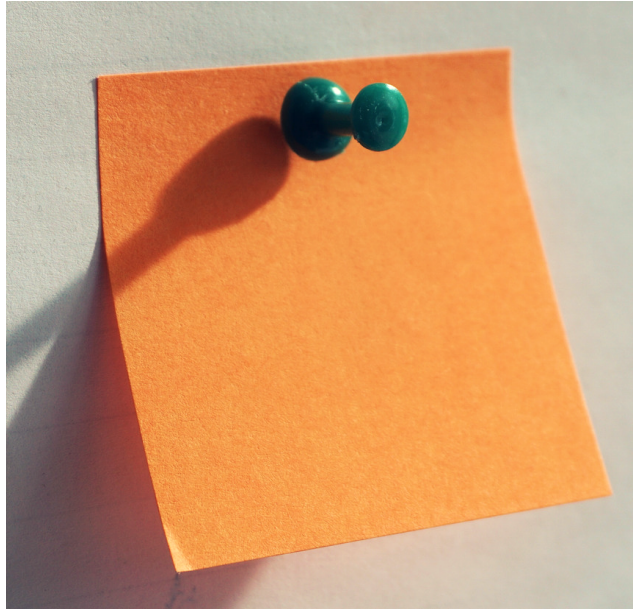
SOME OF OUR ACTIVITIES

- Some of the things we know how to do well-



EVENTS AWARENESS & FUNDS

Everyone likes to relax for a while. Solidarity art cocktails are an excellent way to raise funds and publicize the different causes we support.



WORKSHOPS WITH DIFFERENT COLLECTIVES

The workshops are the best way to let the imagination flow. These workshops take part surrounded by the exhibition; we mix collectives, we give voice to others through art and we incorporate the pieces to the exhibition.



DEBATES LINKING ALL THE ACTORS

Root problems cannot be solved unless all actors are involved. In this way we provide challenges on the table and generate spaces for dialogue between people who do not usually speak.

SOME WAYS WE RAISE FUNDS

- for now -



SALE OF PAINTINGS

By selling our paintings, 50% of the proceeds goes to the NGO that we are supporting at that time and the other 50% goes to the artist.



SALE OF COPIES

The sale of reproductions makes art more accessible. These reproductions are printed in PVC and are 30 x 30 cm.



SALE OF MERCHANDISING

Thanks to our contract with the Belgian company GAMINE DESIGN they use our works to generate purses, cups etc. In return, a percentage of the sale is donated to our association.

SOME WAYS WE RAISE FUNDS

- New ways -



ONLINE PLATFORMS

Having all the internet tools at our disposal, it is a pity not to use them. We are assessing different forms of collective fund-raising through the internet.



SPONSORS

Although we had sponsors to develop specific projects, we currently search for a continuous support to Connecting Cultures activities.



RSC AND FASHION

Inspired by our work with GAMINE DESIGN, we believe that we can replicate and scale this to the CSR of fashion brands, where we would sell our designs and part of the money raised would go to the artists and another part to our projects.



CORPORATE VOLUNTEERING

- We know that you know a lot -

And this is why we want to cooperate with you.

In this presentation, you can read in what areas we focus and understand our know-how. We also believe that working with the private sector is a win-win situation.

We focus on 2 main areas:

1. The co-design and implementation of projects: from the initial feasibility assessment and analysis to the implementation, what value do we want to contribute? In what sector do you want to position the company? Who are we going to help? How to generate the greatest possible impact? where we exhibit, who we imply. Make the company volunteers participate in all the development of any of our types of projects. Which is also useful for the development of soft skills; Team work, problem solving etc are typical, but if we also work with creativity, we raise awareness about sustainability issues and influence skills



CORPORATE VOLUNTEERING

- We know that you know a lot -

2. Artistic workshops:

Each company volunteer is assigned to one person at risk of exclusion (women victims of gender violence, refugees, children in complicated situations etc) and for a few hours both will carry out a moderate workshop by our artists.

Why an artistic workshop?

Indeed, art not only connects cultures but, as a refugee said during our debate in the European Parliament in Brussels, ... art "breaks the ice".

Using the art as an "ice-breaker", the corporate volunteers will be able to give a mentoring and coaching session.

Volunteers bring their working experience to people at risk of exclusion to help them get out of their condition. In an artistic workshop communication becomes more fluid, there is an excuse to "break the ice" and finally both people like volunteers bring home the artistic piece they created during the workshop.



SMALL AMBASSADORS

- Empower to make the change happen-

The category “Small ambassadors” is a group of children with intellectual disabilities that wants to support their very personal cause.

Each ambassador, helps - with the sale of their works
- the social and functional integration of all those who suffer from intellectual disabilities.

CSR & FASHION

Throughout the presentation, you have been able to see some of the areas in which we focus and in which we know how to work.

But we know we can do much more.

Inspired by our successful experience with GAMINE DESIGN, we can replicate and scale it with other companies in the fashion sector.

- It is possible to produce high-quality and marketable products from the images of our art works
- The images of our art works can be used on any product
- The brands decide how to incorporate the designs
- Sustainability and development become part of the company's growth strategy.
- The intercultural work of artists from different parts of the world as well as people at risk of inclusion are encouraged by helping them in their respective situations as well as promoting culture and interculturality for development.



OUR PROPOSAL

Incorporate the social strategy as a growth strategy in fashion brands, where we would provide our designs and part of the money raised will be for the artists and another part for the development of our social projects.

OUR EXPERIENCE WITH GAMINE DESIGN

- Just gorgeous-



OUR EXPERIENCE WITH GAMINE DESIGN

- Just gorgeous-



SPONSORS

- Making our work easier-

One of the best ways to support our activities is to become a sponsor. You can either do it for a project that we can co-design and implement together with an NGO of your country or become a permanent sponsor helping us develop our activities.



ONE-TIME SPONSORS

One-time sponsors are sponsors that co-design projects together with us or decide to fund a particular project/event.



GOLD SPONSORS

GOLD sponsors are the ones that contribute in a continuous way.

SOME PEOPLE WE COLLABORATED WITH



-Also we have appeared in a few media such as the Economist, the magazine of the United Nations etc but we do not want to saturate you-

THANKS A LOT!

ART INNOVATION DEVELOPMENT

Transforming our
World by 2030 and
beyond

#CONNECTINGCULTURE



Connecting Cultures

Do you want more information?

We have catalogs regarding our social impact, our artists, images of the works, our projects in depth, etc.