

COMMUNITY, ART AND CULTURE

Iceland
Liechtenstein
Norway grants

SMILE

Sintra Motion & Innovation
for Low Emissions



Circular Economy
and Environment



Energy and
Buildings



Sustainable Urban
Mobility



Community, Art
and Culture



Programme Operator:



Promoter:



Partners:



Developed by:



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01. GLOSSARY



Climate changes - Climate Changes refers to long-term shifts in temperatures and weather patterns. Since 1800s, human activities have been the main driver of climate change, primarily due to the burning of fossil fuels.



Cultural diversity - Cultural diversity refers to the variety of cultural expressions, practices, ways of life, and worldviews found among people and societies. It encompasses differences in language, religion, cuisine, social habits, music, arts, and traditions. This diversity is not only a heritage for humanity, but also a vital asset that encourages dialogue, creativity, peace, and sustainable development.



Sustainable community spaces - Sustainable community spaces are designed and managed to promote environmental stewardship, social well-being, and economic viability, serving as inclusive and accessible areas where individuals from diverse backgrounds can interact and engage in activities that enhance the quality of life. They can include urban parks, community gardens, or eco-friendly recreational areas.



02. WHICH IS THE PURPOSE OF THIS GUIDE?

Developing communities is crucial to improve the quality of life of individuals. Art and culture play a vital role in shaping a community's identity and sense of belonging, as well as in improving social cohesion and economic growth. It also allows to raise awareness about social issues, inspire change, and mobilize the community in support of social and environmental causes. Moreover, the creative and cultural industries are significant economic sectors that generate jobs, stimulate innovation, and attract tourism.

Art and culture have the power to bridge gaps and cultural diversity allowing to promote inter-cultural dialogue to foster inclusion and empathy within communities. Art and culture serve as vehicles for preserving and sharing values, traditions, and histories from one generation to the next.

By recognizing the power of arts and culture to shape identity, build connections, and inspire creativity, communities can better use their unique assets and create vibrant and resilient spaces.



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"I am seeking, I am striving, I am in it with all my heart."

Vincent Van Gogh

The Community, Art, and Culture Guide makes available insights and strategies aimed at fostering an active engagement with cultural practices and artistic expressions.

This guide is available both for individuals and companies in:



Elevating awareness and understanding of the significance of community, art, and culture, while exploring policies and initiatives that promote cultural vibrancy and artistic diversity;



Grasping the challenges related to promoting a prosperous cultural and artistic environment;



Encouraging accessible and impactful actions and habits that both citizens and companies can adopt to support and enhance community, art, and cultural initiatives.



03. HOW CAN WE DEFINE SUSTAINABILITY, COMMUNITY, ART AND CULTURE?

What is sustainability?

The notion of sustainability shaped by the United Nations in the report “Our Common Future” means leaving a better world with sustainable ecological, economic and social conditions to future generations. According to the report, sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The Sustainable Development Goals (SDGs), defined in the UN 2030 Agenda, are the blueprint to achieve a better and more sustainable future for all. The 17 Goals are all interconnected, and in order to leave no one behind, it is important to learn more about each issue and take action.

Sustainable development requires an integrated approach that takes into consideration environmental and social concerns along with economic development.



The SDGs are based on three pillars:



Economic development: promote sustainable employment, build resilient infrastructures, reduce inequalities among countries, ensure sustainable consumption and production patterns;



Social inclusion: end poverty and hunger, ensure healthy lives and equitable quality education, achieve gender equality, ensure access to affordable energy, make cities resilient, promote peaceful societies;



Environmental protection: ensure sanitation for all, take urgent action to combat climate change and its impacts, conserve and sustainably use water resources, protect and restore territorial ecosystems and biodiversity.



what are community, art and culture?

A community is a group of individuals connected by shared interests, values, heritage, or geographical location. It embodies a sense of belonging and mutual support among its members.

Art covers the creation of different performances which can be visual, auditory, or other that support the imagination. It allows communicating and sharing emotions around us. It evokes feelings creating a bridge between diverse groups of people. Artistic expressions are indispensable to fostering community and establishing a shared identity and sense of belonging.

Culture is related to customs, arts, and social institutions and may reflect collective beliefs, values, practices, or other objects that are passed down from one generation to another. Culture is key for communities binding individuals together and enabling them to adapt to changes and embrace diversity.



Key positive impacts of integrating art and culture into community development are:

- Community engagement and participation;
- Economic growth and revitalization;
- Collaboration and partnership;
- Arts education and skill development;
- Cultural infrastructure and spaces;
- Collaboration to meet communities' specific needs and aspirations.



04. WHICH IS THE MAIN CONTEXT?

What is the new European agenda for culture?

The New European Agenda for Culture responds to the European Leaders' invitation to do more, through culture and education, to build cohesive societies and offer a vision of an attractive European Union. The new agenda aim is to harness the full potential of culture to help build a more inclusive and fairer Union, supporting innovation, creativity, and sustainable jobs and growth.

Some of the strategic actions included in the New European Agenda for Culture that the EU Commission has to undertake are:

- Support research on cultural cross-overs to assess impacts in different fields;
- Develop specific actions for social inclusion through Creative Europe and Erasmus+ and consider selection criteria to incentivize gender-equal project management;



- Launch a project to promote cultural participation and social and urban regeneration;
- Promote music and the arts in education and training, and promoting interdisciplinary modules in higher education institutions, combining arts, communication technology, and business skills;
- Continue to support regions implementing strategies focused on culture and promote sustainable cultural tourism;
- Ensure cultural heritage protection and restoration.

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"They always say time changes things, but you actually have to change them yourself."

Andy Warhol



What is the SMILE project?

SMILE is a project financed by EU grants that develops intelligent solutions that promote the transition to a low-carbon society. It includes activities concerning:



Circular Economy and Environment;



Energy and Buildings;



Sustainable Urban Mobility;



Community, Art and Culture.



How does the SMILE project integrate community, art, and culture?

To support art, culture, and communities, the SMILE project has developed:



SintraSMILE app: which is a tool for accessing services of the project and awarding green credits to be used for specific services within Bairro da Tabaqueira to its users which rewards sustainable behavior and good habits;



Advisory board: an advisory board to provide advice on the topics covered by the project;



Residents assembly: residents assembly, which was a great way for residents to come together, share perspectives, and create solutions;



Urban art: urban art, through 4 art residencies, allowed to raise awareness of the history of the neighbourhood and advocate for positive changes related to sustainability;



Living Lab: living Lab management platform, which allows us to show and share the indicators of the project.



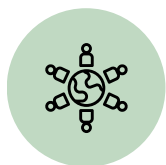
Sintra Smile

05. WHAT CAN WE DO?

Embracing cultural diversity

	Issue	Guideline
Households	How to learn more about other cultures?	Foster cross-cultural exchanges by participating in events that showcase diverse cultural traditions
	How to support cultural diversity?	Stand against any form of discrimination
		Encourage different voices in group discussions and community projects
		Use language and behaviours that are inclusive and respectful of all individuals, regardless of their cultural background
Companies	How to support cultural diversity?	Implement inclusive hiring practices
	How to learn more about cultural diversity?	Promote cultural awareness and training for all employees to create a more inclusive and respectful workplace
	How to valorize cultural diversity?	Celebrate cultural events and heritage months relevant to diverse background of employees within the company

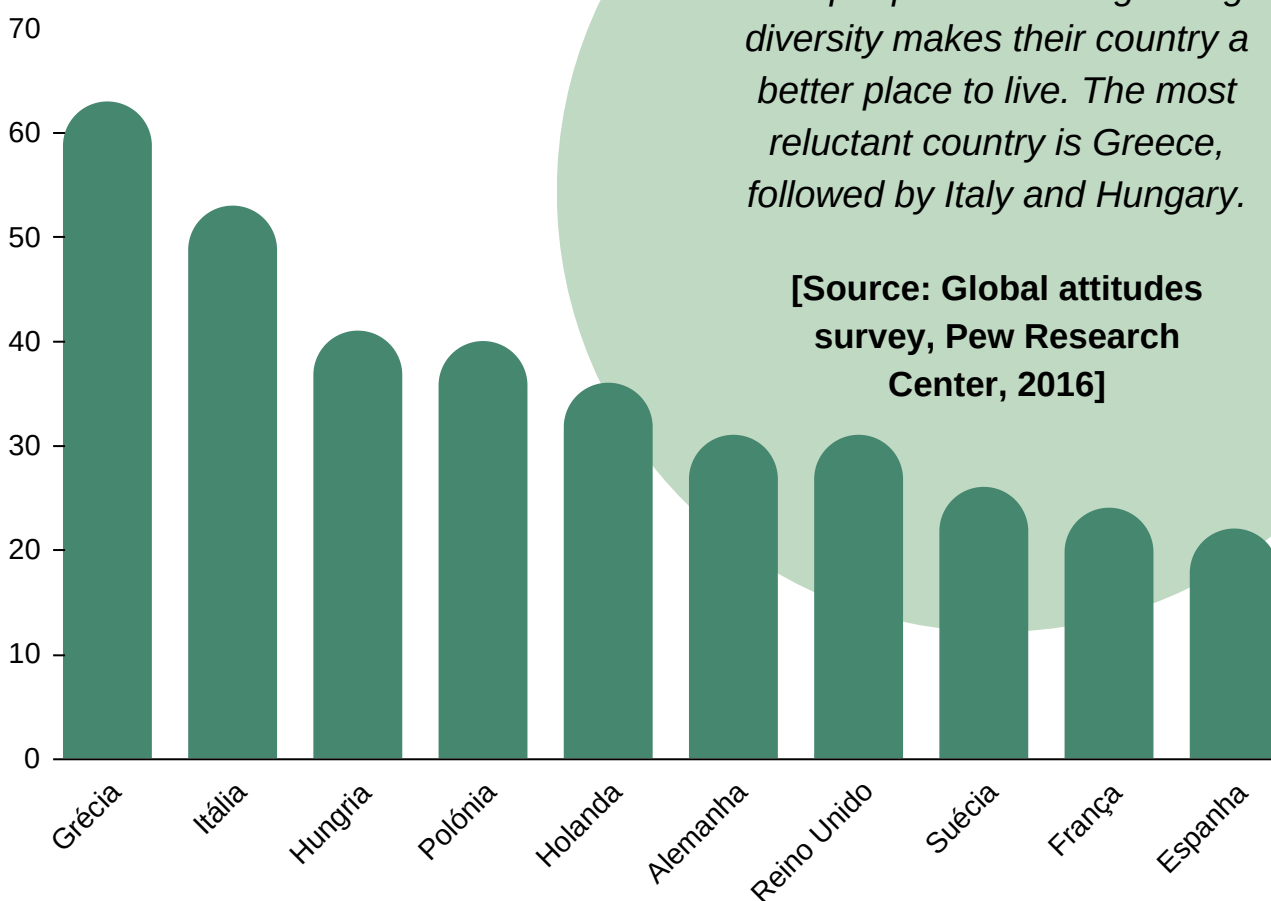
Why taking action?



Cultural diversity promotes understanding and tolerance among different groups of people. By respecting and valorizing other cultures, we can learn from their unique memory and traditions, which can enrich our own lives and broaden our horizons.



An example of good practice: ASTRA Museum in Romania has developed a multicultural new visiting circuit called “The Path of Ethnic Minorities”. The tours focus on what different ethnic groups have in common and on what they share, and provide experiences rather than information. Each tour builds “bridges of understanding” and enhances communication between generations.



Empowering through art

	Issue	Guideline
Households	How to use art for personal improvement?	Take part to arts therapy sessions, to use art a medium to explore and communicate emotions
		Participate in art-based educational programs to develop creative skills
		If you are an artist, provide resources, tutorials, and forums to support continuous learning and artistic development
	How to support local art?	Support local artists and artisans, by attending local art shows or purchasing artwork
Companies	How to use art for personal improvement?	Promote self-expression of employees and enhance communication skills through artistic workshops

Why taking action?



Artistic expressions can raise communities' awareness about the social or environmental issues. Sustainable art involves artworks that are not harmful to the planet, highlighting the impacts of our actions on Earth, or transforming broken or unused materials into pieces of art.

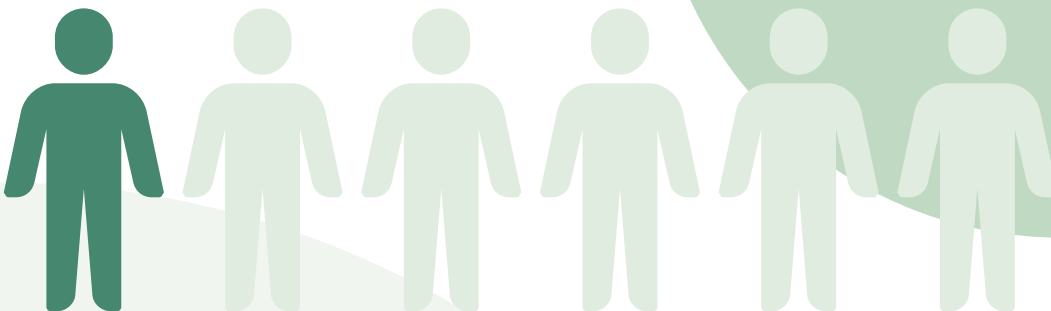


An example of good practice: Artur Bordalo is a famous Portuguese artist who uses street garbage to create stunning animals sculptures so as to warn people about pollution and all types of endangered species. He creates sculptures from various discarded objects he can find around the city like scrap, old tires, car carcasses, appliances, plastic stuff and aluminium cans.



In EU, the share of the adult population that practices at least one artistic activity every week is just one sixth.

[Source: Eurostat, 2015]



Building communities

	Issue	Guideline
Households	How to enhance public spaces?	Undertake community art projects that involve the creation of public installations or murales
		Engage in community art projects to revitalize public spaces
	How to strengthen communities?	Participate in cultural events (e.g. exhibitions, concerts, theater performances)
		Take part in sustainable community spaces (e.g. centers, libraries) that host events committed to environmental stewardship
Companies	How to strengthen communities?	If you are a company involved in the creative and cultural sectors, promote art education, by advocating for art programs in schools
		Create inclusive spaces and ensure programs are accessible to everyone, regardless of age, ability, or socio-economic status

Why taking action?



Engaging in art programs fosters creativity, critical thinking and cultural awareness. Participating in artistic and cultural activities creates spaces for dialogue, collaboration, creative decision-making, and respect of the members of a community.



An example of good practice: AMAReMAR is a project developed in Portugal aimed at creating informal networks to support and promote the integration and growth of people, and to foster social inclusion. The name refers to the linking of people to the sea, their experiences and the love for the community. The project also integrates workshops of theatre, music, illustration and creative sewing always related to the sea.



Some EU Member States have high levels of volunteering, such as the Netherlands (82.5%), Finland (74.2%), and Sweden (70.4%).

[Source: Eurostat, 2015]

06. WHAT WERE THE TOPICS COVERED BY THE SMILE ART RESIDENCIES?

Art and memory

“**Memória de um bairro em três capítulos**” is a project started by three artists in the Tabaqueira neighborhood to bring together art and memory to enter the neighborhood with the theme of sustainability.

When Mariana Santos started to make a mural depicting the first workers of the Tabaqueira, people began to come closer to her to tell stories and share memories about it.

Lìgia Fernandes collected testimonies from people and stories of several women from Bairro da Tabaqueira. She worked with the population to create a collaborative archive where other people could help and create continuity in the memory they were collecting.

Finally, Nicole Sànchez heard about stories and took pictures of the residents with the aim of revitalizing and giving a new identity to the community.

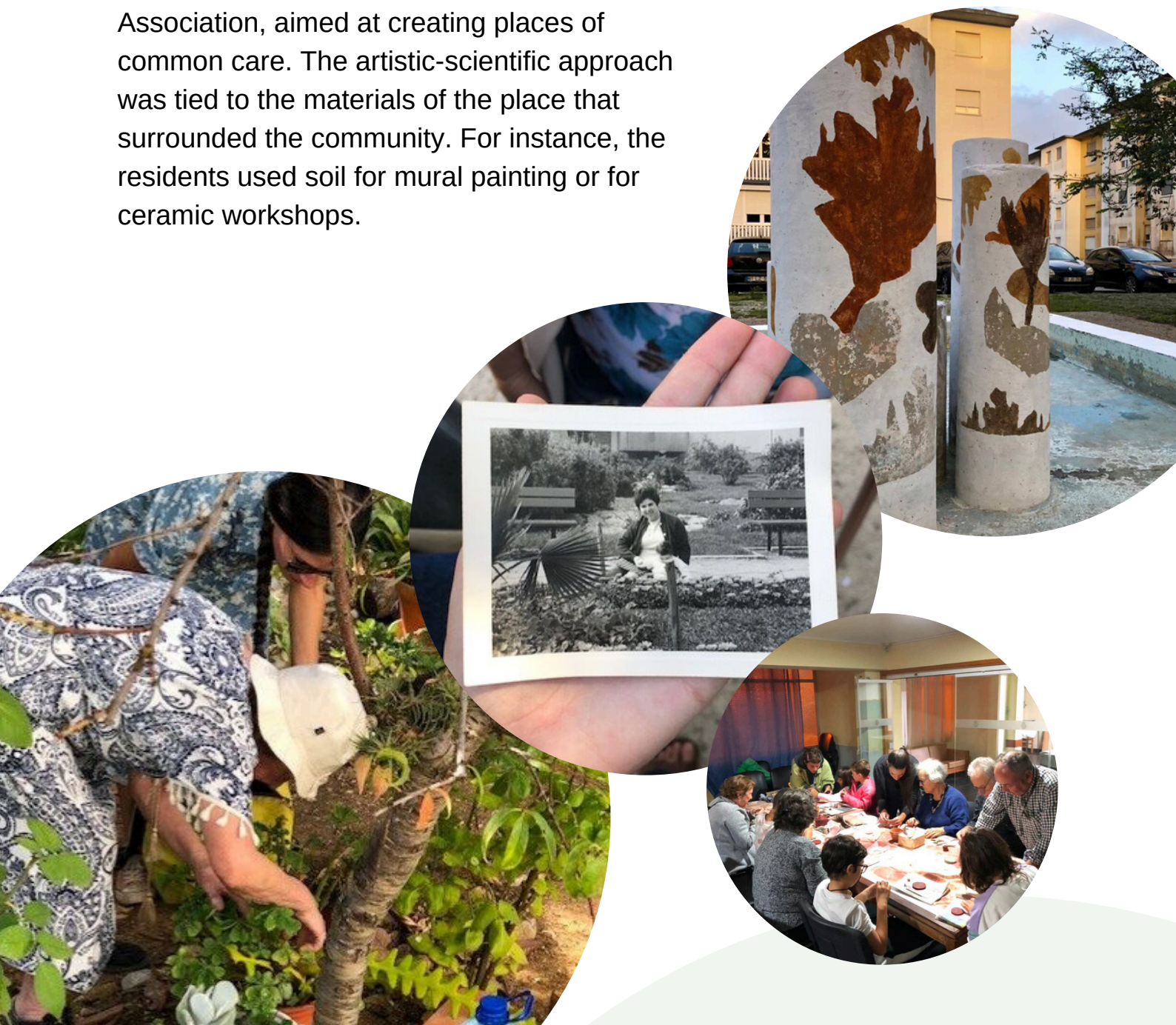


Art and science

"Flor da Tabaqueira" and **"Ver(de) Terra"** re two projects aimed at making citizens closer to science and teach them simple alternative and more sustainable techniques for irrigation or to keep the soil healthy.

The first project, followed by two artists, Inês Matos and Lucas Tavares, consisted of working on the plants of the neighborhood and providing sheets where people could draw plants they found in the neighborhood. The idea was to find a way for residents, particularly old people, to get out of their houses and socialize in different ways.

The second project was developed by the artist Mariana Dias Countinho, the ambiental engineering Andrea Rijo and the Tanque Association, aimed at creating places of common care. The artistic-scientific approach was tied to the materials of the place that surrounded the community. For instance, the residents used soil for mural painting or for ceramic workshops.



Art and mobility

"**ORNI - Objetos Rolantes Nunca Identificados**" is a project managed by the Muro Atelier and consists of looking for bicycles, stories, photographs, or any other material related to wheels in the Tabaqueira neighborhood.





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