

CASE STUDY

HOW DOES ARTITUDE CONTRIBUTE TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDG)?

BACKGROUND



Artitude is an exciting community engagement project grounded in the circular economy that uses the arts and creative practice to encourage behaviour change and challenge attitudes to waste, consumption and climate action. This is a place based project, with all participants and workshops happening in Derry city and Strabane District Council Area. Artitude is delivered by lead partner The Playhouse, in collaboration with Northern Ireland Resources Network, Zero Waste North West, Derry City and Strabane District Council and Queen's University Belfast, funded through the National Lottery Climate Action Fund. Artitude has now moved on to phase two of the project, focusing on more in depth work with artists embedded in communities for a period of several months to explore themes of circularity, climate and culture.

Phase one of the project was completed 2022-2024, and has achieved its three main objectives:

- Using the arts & creative practice to strengthen the climate movement in the Northwest.
- Bringing together activists to grow ideas through arts-led engagement.
- Engaging with the arts for joy and community care.

Throughout phase one, Artitude has linked with several Sustainable Development Goals, in particular:

- 12 - Responsible consumption and production
- 13 - Climate Action
- 4 - Quality Education

Artitude has engaged with over 1500 participants in the Derry City and Strabane District council area, with numerous workshops and a three day climate arts festival that took place in June 2023. Each workshop and engagement with the public has been focused around building on the themes of circular economy and climate activism in the North West region. Some notable events include:

**“ARTITUDE IS AN
EXCITING COMMUNITY
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CIRCULAR ECONOMY”**

REGENERATIVE GARDENING DESIGN WEEKENDS

March 2023

Group: Openworkshop for participants 18+

Facilitators: Joanne Butler and Joanne Fullerton

Collaborating Partner: Changemakers Donegal

Project Description: Participants came together over two weekends for a hands-on workshop exploring design, creativity, permaculture and regenerative gardening. Focused on encouraging food waste by growing your own food, participants learned how to design an entirely zero waste garden made from natural and upcycled materials, using an unused courtyard at the back of The Playhouse building as inspiration. They designed and helped to build a garden, bringing wildlife and food growing to a previously dead space. Developed in conjunction with local community groups, including Lilliput Theatre Company for adults with learning disabilities, the project will see the transformation of a currently underused outside space into a zero waste community herb, vegetable and wildflower garden. Developed using zero waste principles, project partners aim to use the site as a space for practical, creative workshops about the circular economy, carbon reduction, and climate action.

This event specifically links with **SDG 12 and 13**. Under SDG 12, participants learned sustainable circular economy practices, such as reusing, refurbishing and repairing natural and upcycled materials for use in the community garden and their gardens at home. This includes upcycled planters, donated reused timber for an art space and workshops on horticulture throughout the year. This project not only raises awareness and promotes the circular economy, but also provides valuable educational opportunities for the local community, including how to be more sustainable when gardening, how to grow your own food, how to nurture wildlife in an urban environment and sustainable and regenerative growing practices.

CLIMATE WHEEL OF FORTUNE

May 2023

Group: Be Safe Be Well Men's Shed
Collaborating Partner: Repair Cafe Foyle

Project Description: Artitude worked with Repair Cafe Foyle and Be Safe Be Well Men's Shed to design and make the Climate Wheel of Fortune, a large circular rickety wheel made from reclaimed wood and painted with sustainable earth pigment paints. The wheel is painted with 12 facts about how to reduce waste, what the circular economy is and the impact of waste on the planet. The wheel is designed as a creative educational tool to engage people with the circular economy. The wheel will be used at events to generate discussion, with participants then invited to draw on a communal scroll their ideas and hopes for a waste-free planet. This contributes to **SDGs 12, 13 & 14**. The climate wheel was made using reclaimed wood, which is also a discussion point when the wheel is used at various community engagement events. Promoting the sustainable circular economy practices to minimise waste and resource depletion. By using sustainable earth pigment paints, we ensure to promote some simple steps artists can incorporate in their artistic practice to reduce the effects on the planet stemming from non-sustainable materials. The climate wheel is also an excellent tool for improving education and awareness of local, national and international climate change issues and is a fantastic way to begin those conversations in a non judgemental and confrontational way. The climate wheel can be brought to any event, can be tailored to children and young people or adults, and can focus on local issues or more global issues. Through bringing the climate wheel to various events, we ensure quality education that is inclusive and equitable.

ARTITUDE CLIMATE ARTS FESTIVAL

June 2023

ProjectDescription: Artitude Festival featured 24 events over three days at The Playtrail, a woodland forest education and urban farm site in Derry City. The festival hosted the annual Environmental Gathering, a visit from water protectors from Ikidowin Nation in the USA, and a range of performances, workshops, discussions and screenings. 372 people registered online for pre-bookable workshops, and almost 600 people attended the festival over the two main days of activity. Zero Waste stations were set up all over the site, food vendors all used compostable packaging, cups and cutlery, and all artists used sustainable, plastic free and natural materials in their workshops.

The festival has provided quality education and raised awareness on a number of climate issues to children and young people and adults. Not only did the festival raise awareness of local climate issues, such as flooding and waste reduction, but through international connections the festival raised awareness of national and international issues of water safety and environmental protection. A discussion on Land Stewardship and Water Protection by indigenous activists from Ikidowin Nation brought an international issue to local people, and hosted a sharing of ideas and thoughts from different perspectives. Participants learned about the rights nature, and the importance of biodiversity and our delicate ecosystems in Ireland but also across the world. The festival also promoted sustainable practice ensuring each vendor and facilitator provided sustainable materials that were plastic free and compostable, promoting this practice to the 600 people who attended over two days, and to a wider audience through social media and promotion of the festival. Another important aspect of the festival was to host a repair cafe, where participants could bring broken electrical items, clothing and other household objects to skilled volunteers who would teach participants the skills necessary to repair the items, to promote the circular economy ensuring less ended up in landfill and a more sustainable lifestyle was promoted.

**“QUALITY EDUCATION
REMAIN INTEGRAL TO
THE SUCCESS OF THE
PROJECT”**



CONCLUSION

Within the scope of this case study, it would be impossible to detail each event delivered by the Artitude project, above is just a small snapshot of some important activities that have taken place. Other notable events include: Repair cafes; Creative drop-in workshops focusing on seed saving and reducing food waste, eco-paints and reducing plastic waste; Upcycling; Botanical Dye Workshops; Puppet shows; Creative campaigning - exploring how using art can engage people with climate action in a different way; Community Fridge and Wardrobe; Foraging Walk and Talk; Beekeeping talk; The Gathering - day of talks, workshops and sharing from climate activists across the island of Ireland; Attitude Summer Camp - a week-long summer camp of arts and performance-led activities aimed at introducing young people to waste reduction, the circular economy and collective climate action; A 3 day deep dive masterclass in using a creative toolkit to engage groups with climate action and the circular economy; Kimchi-making & Korean Paper Art and so much more.

As the project moves into phase 2, the core objectives of: **Responsible consumption and production; Climate Action; and Quality education** remain integral to the success of the project and will be incorporated into all events and activities going forward over the next three years.

“PROMOTING THE
SUSTAINABLE
CIRCULAR
ECONOMY
PRACTICES TO
MINIMISE WASTE
AND RESOURCE
DEPLETION.”

