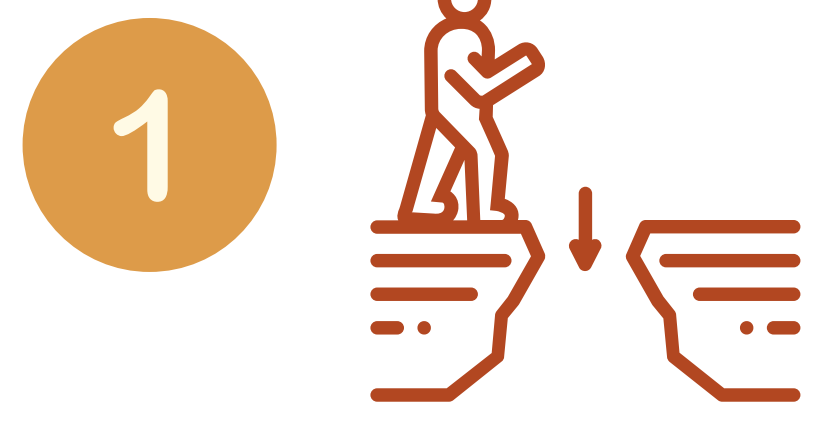


# ART FOR CHANGE

## Building bridges between artists and organizations to raise awareness and educate about the climate crisis inside organizations

There is little guidance - in academia as well as in practice - on **why and on how** art could be used in organizations to educate about the Climate Crisis.



1

**Science confirms:** Art can deliver powerful, transformative messages and contribute to a better understanding of Climate Change.

“Without sustainable organizations, there is no sustainable development, thus, **no future**” (Weidinger, 2014: 289).



2

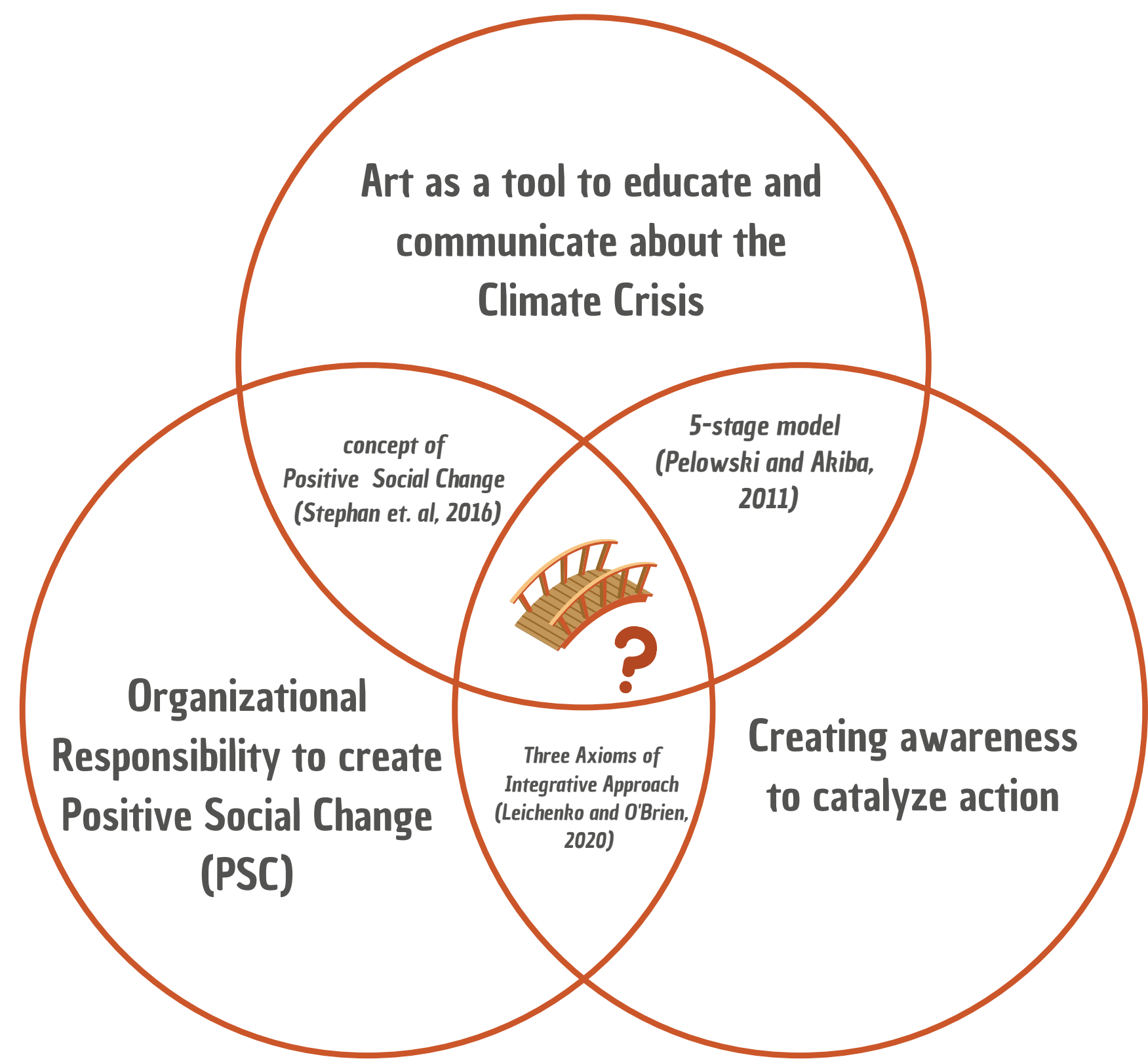
My aim: to explore how internal awareness creation and education on the Climate Crisis could be gained when organizations collaborate with artists.



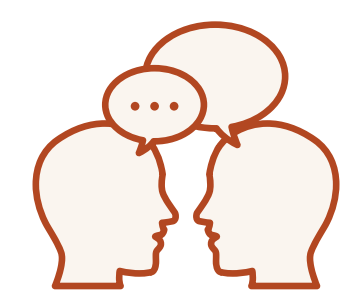
3

**How can art serve as a tool to raise awareness and educate about the climate crisis within an organization?**

4 The **main Theoretical Concepts** I looked closer into:



5 How did I research?



- focus group discussion
- ideal to generate new ideas and exchange perspectives



- personal network
- 8 participants from a Multi-National-Corporation, Non-Profit-Organizations, Researchers, Advocacy Organizations, Artists

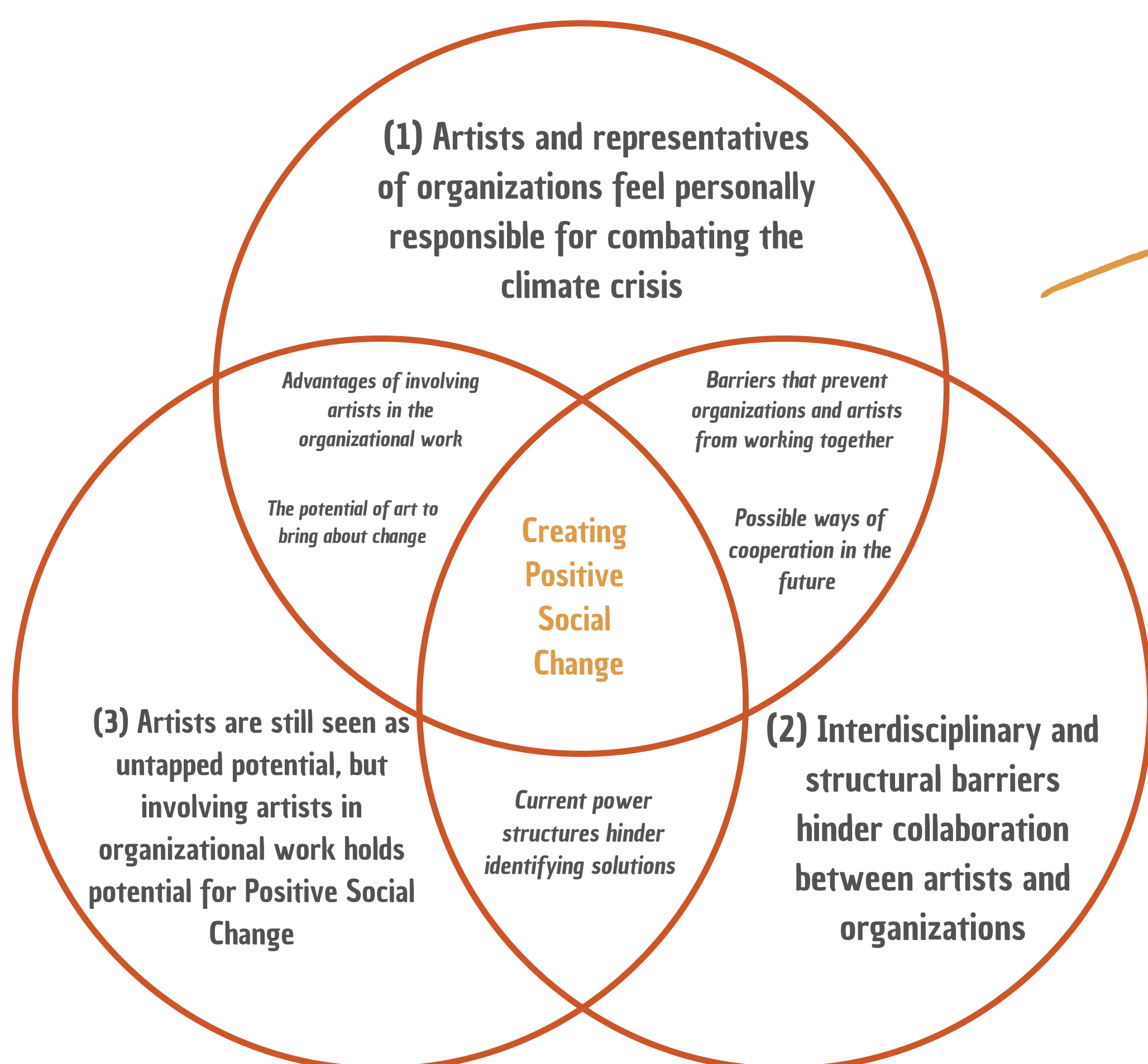


- profession in the field of Sustainability, Sustainable Development or Artist
- in a decision-making position or self-employed
- working on climate solutions
- open for collaboration of new perspectives



- online
- 2 hours

6 The **main Findings** from the Focus Group Discussion, based on the Theoretical Concepts (see Step 4):



7 Recommendations

Steps for people in decision-making positions

- Collaborate with and empower marginalized voices.
- Connect with organizations that focus on interdisciplinary approaches.
- Proactively contribute to PSC.
- Introduce programs for sustainability managers to make them aware of the Axioms of Integrative Approaches.
- Conduct internal advanced training and enhance them with art.

Steps for artists

- Attend training on how to approach organizations.
- Know your value.
- Create human stories. Human stories move human beings. Organizations will look out for these stories.
- Seek out organizations that support you in your activist work and your art.

8 **How can art serve as a tool to raise awareness and educate about the climate crisis within an organization?**

An important step towards raising awareness and educating people about the Climate Crisis and identifying appropriate solutions can be taken by supporting artists who address and visualize the roots of climate change: namely, the effects of patriarchy, colonialism, and capitalism.

9 Conclusion

- Artists are an **underutilized** source of transformation.
- The two parties tend to speak **different languages** - people need to be trained to act as interpreters between organizations and artists.
- Great opportunities for **collaboration vs. ⚡ power structures**
- **Marginalized voices** should be **engaged** in discussions about the Climate Crisis
- Artists, due to their ability to **visualize their messages in a way that supports critical thinking**, are changemakers that need and want to be recognized



Artist: Madeleine Jubilee Saito

Thank you so much for your attention!