



green art lab
alliance
support

galas Policy Plan 2021-2024

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A) ABOUT

Green Art Lab Alliance Support (galas) is the legal entity behind the Green Art Lab Alliance. We are a non-profit organization that supports the Alliance's operation from financial, legal and strategic perspective. This includes fundraising and making connections with other disciplines.

It is a foundation (formally a 'Stichting') in the Netherlands, under KvK number 81248520. With its legal status, it can help gala to fundraise and manage the fund and offer strategic advices to its activities and economy.

galas consists of three board members and a director, following the required legal structure for a 'Stichting' in the Netherlands. They collectively and collaboratively decide on how and which projects to support or initiate and work closely and in agreement with the partners in the Green Art Lab Alliance.

For the next three years galas aims to build up a presence and support gala by seeking to connect and collaborate with other organisations on the topic of climate justice and environmental sustainability. We plan to do this in the following ways:

B) ACTIVITIES

1. Online presence and presentations

As Galas is a young foundation and we are still facing a pandemic we will focus on building up our online presence. Galas director Yasmine Ostendorf is often invited to speak at online conferences and she will start promoting the foundation and including the work of the foundation in her presentations. We will also launch the Galas webpage and connect on social media channels.

2. Engaging and/or initiate international funding applications

As Galas is currently not funded and has just been established, we will start seeking out for funding opportunities. The Alliance is often approached to engage in collaborative funding applications with other partners and we will start re-directing these requests to the Foundation. If we find any suitable funding opportunities for the Foundation ourselves will initiate the funding application.

3. Develop a marketing and PR strategy for fundraising

As our new Galas page will also include an option to make donations we will work on a PR strategy and marketing plan to start attracting potential donors. Part of the donations should come from the gala partners, so we will work on establishing a system for that too. The donations would go towards the basic running of the foundation.

4. (Covid permitting) attend in-person networking opportunities

As Galas is a young foundation we still need the world to know about us. Both the board and the director will start spreading the word about the foundation through events that we hope will be happening again (Covid permitting). We are aware we established the foundation at a strange time when a lot of events and projects have to be cancelled due to the pandemic, but when responsible and possible we do hope to move from purely online presence to in-person meetings.

5. Board meetings for strategizing partnerships and identifying geographies to work in for the alliance

Every 4 to 6 months we will continue to have our Board meetings to evaluate the direction of Galas and discuss any funding applications or projects. The aim of Galas is to really provide strategic, legal and economic advice to the alliance, so based on what happens within the Alliance the board will act accordingly. Currently there is a growing interest in partnerships for the alliance in the Caribbean (Puerto Rico, Barbados, Jamaica).

C) PROFILES

The profile of the organisations we seek to connect with are art organizations, science institutions, educational initiatives, communities, museums, activist-and -grassroots movements, experimental farms, residencies and other art collectives, that are all strongly embedded in their local communities and passionately working towards social and environmental justice. They need to perceive the arts as a powerful resource for formulating and realizing ideas about what kind of world we want to live in. They need to live up to the Manifesto as formulated by the alliance.

D) FOCUS AREAS

Specific focus areas for galas for the period of 2021-2024 are urban and rural relations, sustainable and local materials for artists, reforestation and regenerative agricultural practices. These focus areas are in line with the Working Groups of the Alliance. The manifestation could be in the form of research, presentations, mappings, lectures, publications, workshops, seminars and exhibitions, residencies and staff-exchanges – amongst others. The board of galas is also invited to participate in the Working Groups of the alliance. Current active Working Groups are on ‘Ocean River Water Protection’, ‘Reforestation and Biodiversity’, ‘Urban/rural relations’, ‘Food Art Research’, ‘Ecocide and Advocacy’, ‘Education on Art and Ecology from a Latin American Perspective’ and ‘Future Materials’. Most of the Working Groups work collaboratively in a Googledoc next to the meetings, the Board will also have access to this.

E) VALUES

Both gala and galas are not about expansion but following our ‘hyphae’; the threads of the mycelium that go where there is a need. Both are about building bridges between disciplines, people and places in pursuit of social and environmental justice, gala in an informal way, galas in a formal way.

We will have the gala partners inform us on what is the best way to support them and act accordingly. Climate change, biodiversity loss, acidification of oceans, air pollution, extinction of species...there is not one solution. We cannot have a one-size fits all approach so galas stands for allowing complexity, embracing plurality and diversity and is motivated to do so because of a genuine love and care for the living world – both human and non-human.