



Fair Saturday

A DAY TO CHANGE THE WORLD THROUGH ART AND CULTURE

PARTNERSHIP PROPOSAL

05/15/2017



ISBEM

ISTITUTO SCIENTIFICO BIOMEDICO EURO MEDITERRANEO

Summary of the proposal

- In a world with escalating risks, we need positive initiatives, humanistic approaches and a long-term set of mind more than ever. Hence, culture must play an essential role in the construction of a better future, more human, fair and well-balanced. **Fair Saturday** is born at this juncture, a **cultural festival with a social impact** that takes place the day following Black Friday in many cities from all over the world.
- Fair Saturday is a global cultural movement, open and participatory, where thousands of artists and cultural entities of a broad range and of all artistic disciplines gather together every last Saturday of November and performing different places within the participating cities. All with the objective of triggering an **unprecedented mobilisation rooted in art and culture** and collaborating at the same time with **social projects that the artists choose**. And thereby creating a unique, positive and transformational day.
- Since its recent creation, Fair Saturday has become **one of the biggest cultural mobilisations with a social impact**. Resulting in the 2016 edition in 365 shows celebrated in 66 cities, hand in hand with more than 150 social projects and reaching more than **100,000 people**. The case of Bilbao, its place of birth, should be highlighted.
- **ISBEM** as the **official partner of Fair Saturday in Italy to launch the project in Italy**. Potential collaboration through a license system to launch Fair Saturday in Pisa and Mesagne.

1



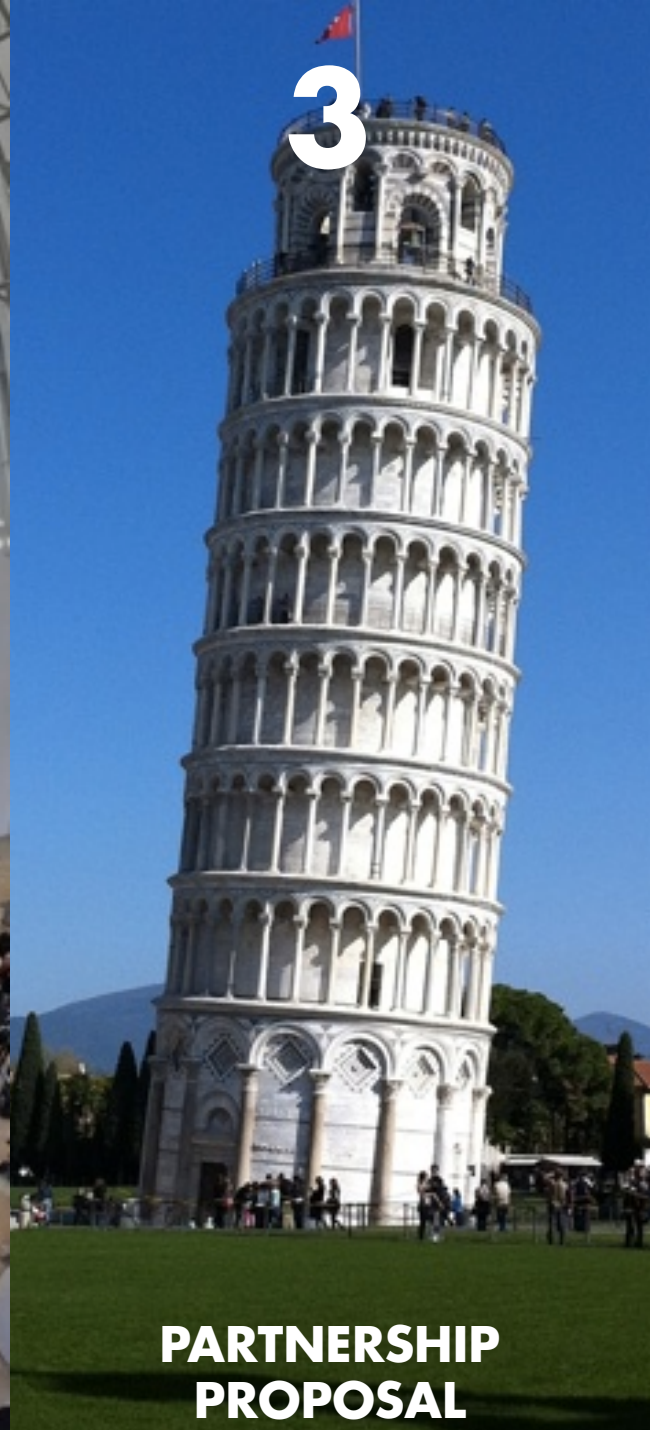
**CONTEXT
NEW ERA**

2



**FAIR SATURDAY
A GLOBAL PROJECT**

3



**PARTNERSHIP
PROPOSAL**



A NEW ERA IS COMING... HUMANISM IS ESSENTIAL

After five decades of **social and economic welfare**...

...we need to revise our **growth and relationship models**...

...with the objective of building a well-balanced world, fair and equal.

A HUMANISTIC APPROACH IS ESSENTIAL

A large crowd of people at a protest, many holding up signs that say "NO". The scene is filled with energy and movement, with people of various ages and backgrounds. The background is slightly blurred, emphasizing the foreground protesters.

UNCERTAIN TIMES... TIME FOR POSITIVE INITIATIVES!

Populism, new risks, what is to come is **uncertain** and **complex**...

We need **positive** and **transformational projects** that rise from the civil society, organisations, cities and countries.

Those who will drive positive change will be rewarded by their citizens.

POSITIVE INITIATIVES. MORE THAN EVER



FROM "RIGIDITY" TO... "LIVING COUNTRIES" BASED ON CITIES, CULTURE AND VALUES

We are switching from "**rigid nations**" to "**living countries**"...
...with a prominent role of **cities**, main players in this period of change...
...as well as the **culture** and **values** each city breathes.

TIME FOR CITIES, CULTURE AND VALUES. AND PEOPLE.

ALERT! SHORT-TERMISM... WHAT ABOUT THE LONG TERM?

We won't wait for a tree to grow. To read a book has become unusual. The benefits and the quarterly earnings prevail.

The **long term** is **forgotten**. As well as the **planet**. And our future generations' **sustainable welfare**.

LONG TERM VISION AND PROJECTS ARE A MUST

CULTURE IS NOT SECONDARY. IT IS ESSENTIAL!

In times of **materialism**, of “**having**”...

...we must hold on to **art** and **culture**. Hold on to “**being**”.

Culture will help us create, grow, restore and develop **humanism**...

...to bring **communities** together being respectful with different identities and cultures.

CULTURE HAS NEVER BEEN AS NEEDED AS IT IS RIGHT NOW

**A HUMANISTIC APPROACH
IS ESSENTIAL**

**POSITIVE INITIATIVES
MORE THAN EVER**

**TIME FOR CITIES, CULTURE
AND VALUES. AND PEOPLE.**

**LONG TERM VISION AND
PROJECTS ARE A MUST**

**CULTURE HAS NEVER BEEN AS
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**Fair
Saturday**

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**PARTNERSHIP
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WHAT IS FAIR SATURDAY?



Fair Saturday

**“THE BIGGEST CULTURAL MOBILISATION
WITH A SOCIAL IMPACT”**

A global disruptive **cultural movement**...

...based on the **open and participatory** organisation of artistic and cultural activities...

...every **last Saturday of November**...

...each one of them supporting different **social projects**.

WHY FAIR SATURDAY?

“Art and Culture are not important, but essential for our future”

- To trigger a **mass mobilisation** of people around art and culture and then increase the **cultural GDP**.
- To make people think about the **essential value** of artists, cultural entities, the creative industry and social causes..
- To recognise, support and generate funds for **social causes**.
- To create **inclusive societies**, reinforcing the importance of supporting people in need.
- To bring **people and cities together** through art and culture, with regard to individualities.

WHEN? LAST SATURDAY OF NOVEMBER

The end of November is a time when people are already thinking about Christmas, predisposed to start buying. In that context, a new movement rises to place art and culture at the heart of society with the objective of building a better society.

Thursday

Happy
Thanksgiving!

- Beginning of Christmas Season

Friday

BLACK
FRIDAY

- Busiest shopping day of the year

Saturday



**Fair
Saturday**

- Cultural movement, open and participatory
- Art and culture essential for society
- Coming together of cultural entities

Sunday

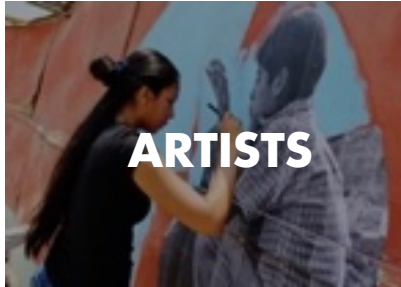
- Echoes of Black Friday

Monday

Cyber
Monday

- Great e-commerce operation

FAIR SATURDAY MODEL “SHARING FESTIVAL” A GROWING INTERNATIONAL BENCHMARK



Fair Saturday is one of the first participatory experiences rooted in art and culture, where everyone can take part.

Could you imagine one day when many cities of a country celebrate the same festival?

And experiencing this with other cities or countries all around the world simultaneously?

DEVELOPMENT OF OFFICIAL CITIES



SPONTANEOUS GROWTH

Fair Saturday, by its own nature, has a strong organic growth:

- **Artists** as the movement's speaker.
- Open call to the cultural **ecosystem**.
- **Shared** initiative.

OFFICIAL FAIR SATURDAY CITIES

Moreover, the official Fair Saturday cities are those who participate along with its local institutions in the development of the movement in their community:

- **Co-creation** of shows and content with the Fair Saturday Foundation.
- Noted **communication** as an official city
- **Support** of Fair Saturday team and other collaborating entities of the movement to develop the model.

PUBLIC/ PRIVATE COLLABORATION



Fair Saturday has developed since its launching a strong relationship with a broad range of public and private entities:

- Extraordinary **public/ private** collaboration:
 - Support of Bilbao City Hall and Biscay's Province Council.
 - Strong strategic collaborations with renowned private entities.
 - Participation of the citizenship in the creation of the movement.
- Support of **renowned humanists** with an international ambition.
- Creation of a team of more than **100 volunteers** from different cities around the world.

FAIR SATURDAY, A **DISRUPTIVE** MOVEMENT



Many cities...



one day...



after Black Friday...



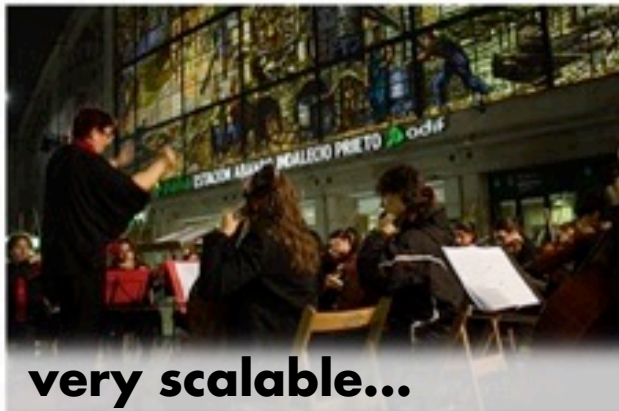
every artistic discipline...



participatory...



open...



very scalable...



with a social impact...



and sustainable.

FAIR SATURDAY 2016 RESULTS

354

Shows

+7,500

Artists

163

Social Projects

+106,209

Euros generated

66

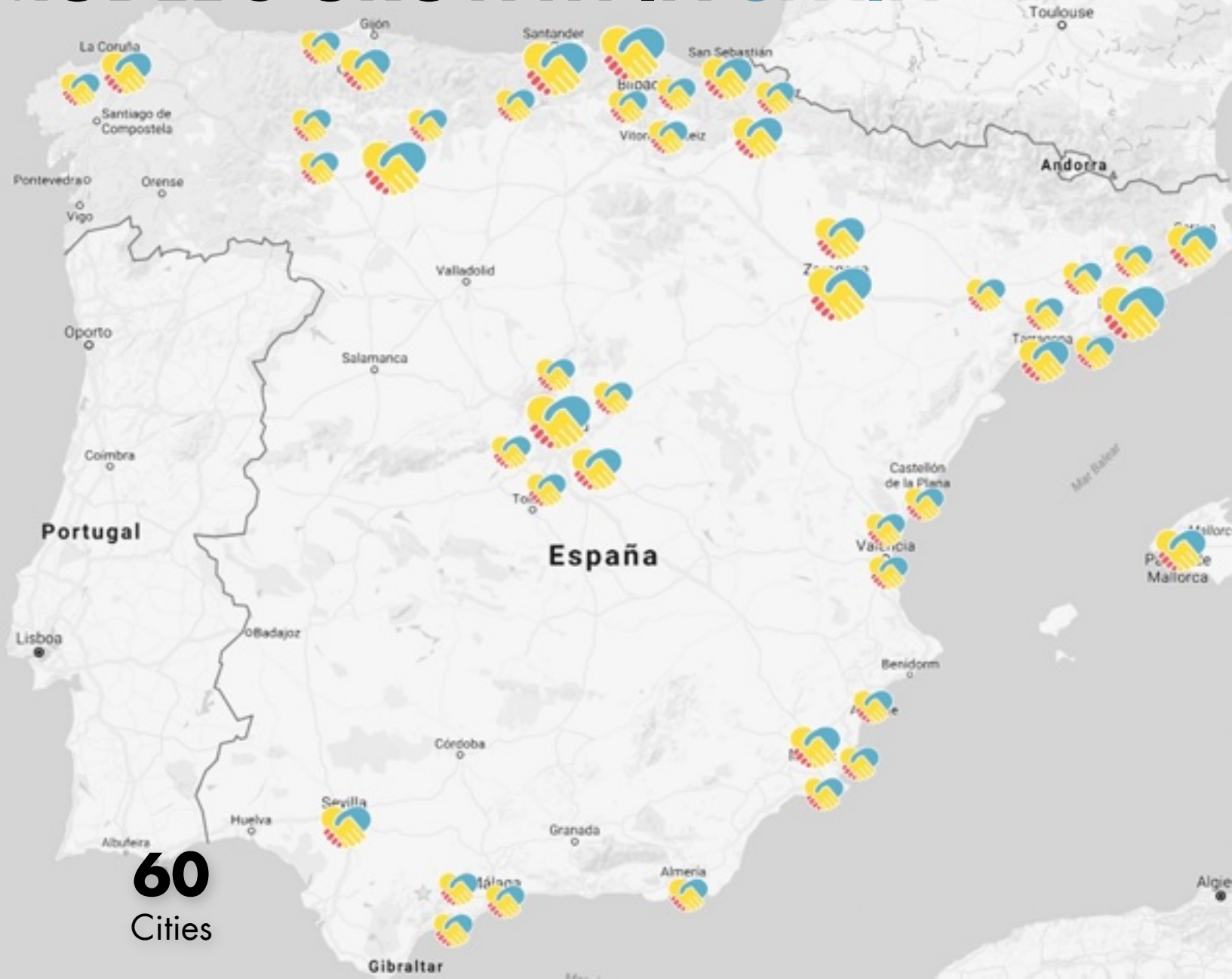
Cities

+103,500

Attendees

Part of the value created in every Fair Saturday show is dedicated to social projects.
This data was provided by the participating artists.

THE MODEL'S GROWTH IN SPAIN

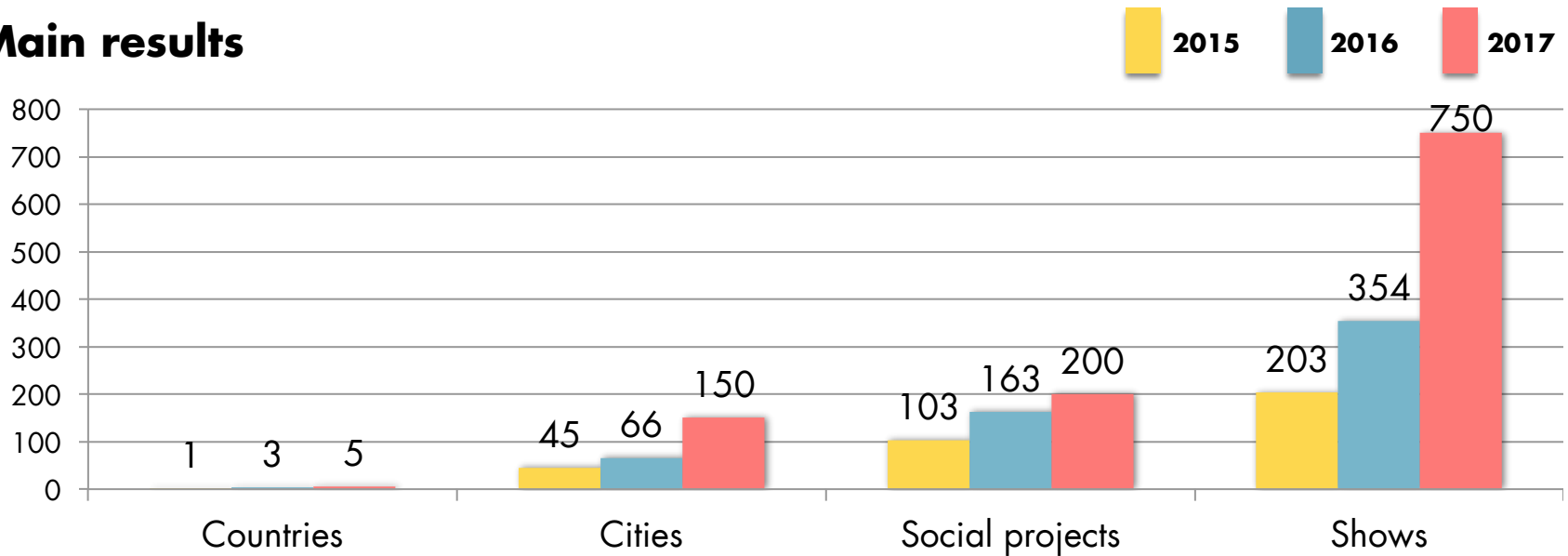


318
Shows

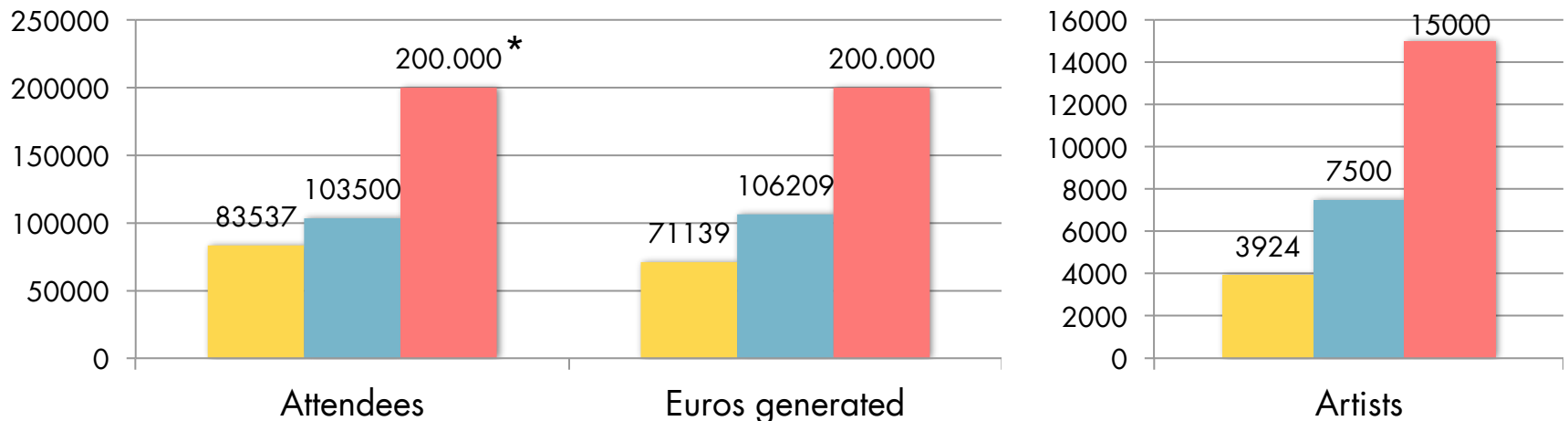
60
Cities

FAIR SATURDAY DOUBLING EACH YEAR

Main results

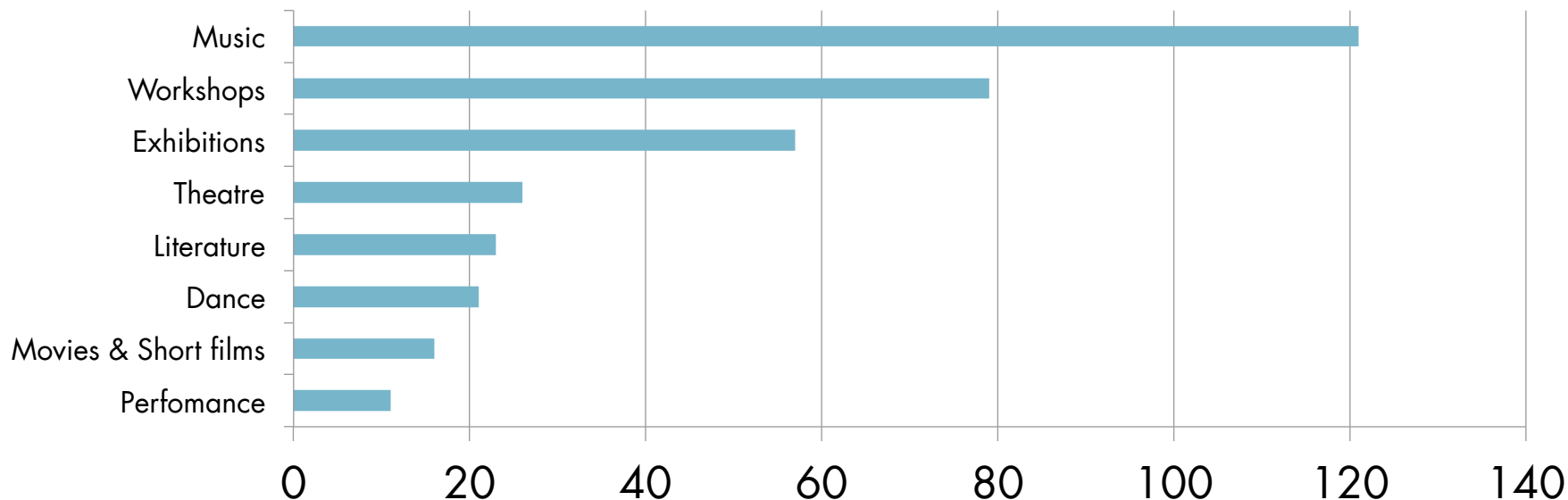


Mobilisation and social value generated



*Attendance data estimated with maximum prudence

FAIR SATURDAY SHOWS ANALYSIS



- **92%** of the shows from 2015 **repeated** in Fair Saturday 2016.
- **60%** of the shows were **specifically organised** for Fair Saturday.
- **40%** of the shows were already scheduled last Saturday of November and joined Fair Saturday's programme.

THE PARTICIPATION OF THREE PILLARS



CITIES



TODO PASA EN FNAC | FNAC.ES



PRIVATE ENTITIES



MEDIA PARTNERS



HUNDREDS OF SOCIAL PROJECTS

Strong participation within the social sector: **more than 160 social projects** took part of the movement through Fair Saturday 2016 shows:

A.L.A.S
Acción Contra el Hambre
ACNUR
ADECO
ADELA
Adembi
Asoc. Española Contra el Cáncer
ALJ Euskadi
Alboan
Aldeas Infantiles
ALMOM
AMELyA
Amiarre
Amigos de Calcuta
Amigos de Silva
Amnistía Internacional
Amor en acció
Anda
Animal Aid Unlimited
APA SOS Bilbao
Aprendices Visuales
Arrels Fundació
Arte y Alma
Asociación Ahida
Asociación AITPAMPE
Asociación Amejhor
Asociación Bene
Asociación de ayuda al refugiado
Asoc. de enfermos de Alzheimer
Asoc. Humanista Barrio del Pilar
Asociación Laztana
Asociación Madre Coraje Asociación
Montymica
Asociación Mundo Ético
Asociación Piel de Mariposa
Aspace

Aspanovas
Assido
Atades
ATECE
Ayni
Ayuda en Acción
Ayudemos a un@ niñ@
Banco de Alimentos de Bizkaia
Banco de alimentos de Zaragoza
Bermeoko Kate Sarea
Bilbao Formarte
Fundación Bilbao Talento
Asociación Bizitegi
Campaña Hospitalidad
Cantabria Acoge
Cáritas
CEAR
Celia Delgado Matías
Centro Mujeres Luchadoras
Chacchando Sueños
Children's of Topsis
COM_MOVER
Comité Peruano de Socorro
Coprodeli
Cristianos de Alepo-Siryá
Cruz Roja
Danza Down
Derechos en Acció
Drap Art
El Sueño de Vicky
Ereiten
Euskal Etxea Lima
Barreras Invisibles
Federación ASEM
Festibarrío
Fundación FISC

Fundación Agua de Coco
Fundación Anesvad
Fundación Balia
Fundación Down Zaragoza
Fundación Gabi San Martín
Fundación Lurgaia
Fundación Pequeño Deseo
Fundación Rana
Fundación Síndrome de Down
Fundación Tomillo
Fundación Vicente Ferrer
Fundación Voces
Fundismun
Galgoleku
Integrando
Intress
Irrikiclow
Itaka Escolapios
Juegaterapia
Kate Sarea
La Cocina Ecológica
La Gota de Leche
La Restinga
La Tarumba
Little Silverback
Madagascar Misiones Trinitarias
Maialen, Síndrome de Donohue
Makete Lagunak
Médicos del mundo
Menudos Corazones
Miquel Valls
Misiones de los S. Corazones
Mugarik Gabe
Mujeres por África
Zabalketa
Nere Izarra Rett Elkartea

Nexe Fundació
Ningún Niño sin Sonrisa
Ningún niño sin su Cuento
Ñawpa Pacha
Obra Social la Caixa
ONAY – Amigos de Monkole
ONG Olvidados
Asociación Cultural Bislumbres
Operación Mato Grosso
Oxfam Intermón
Paremos el Acoso Callejero
Pasaje Seguro Cantabria
Pasito a Paso
Pazos de mujer
Plan Internacional
Proactiva Open Arms
RAIS Euskadi
Sahara Conmigo
Santuario Gaia
Save the Children
Semilla para el cambio
Sentimientos de Cristal
Ser Especial
Soldados de Ainara
Sonrisas de Bombay
SOS 112 Vagabundos
Stop Sanfilippo
T4 Lucha contra el Sida
TADeH
Tomares Comparte
TP Cartagena MM
Unicef
Uno entre cien mil
VASS - Sanfilippo Euskadi
Ventana a la Diversidad
Zubietxe

STRONG MOBILISATION CAMPAIGN



Media partners

- +15 partners (TV, radio, press, online)
- +50 media published Fair Saturday
- +180 total articles

Outdoor advertising campaign

- Videowalls
- Buses
- Tramway
- Flags
- Mupis



Festival's poster campaign

- Generic posters
- Personalised posters
- Programme of events

Total reach:

33,289,219 IMPRESSIONS

REMARKABLE ONLINE IMPACT



570,000 people reached during Fair Saturday week

5,218 times Fair Saturday's content was shared last week of November.

344,318 total impressions in the **10 videos** from 2016's campaign.



11,400,000 potential impressions of #FairSaturday

12,651 retweets during Fair Saturday week

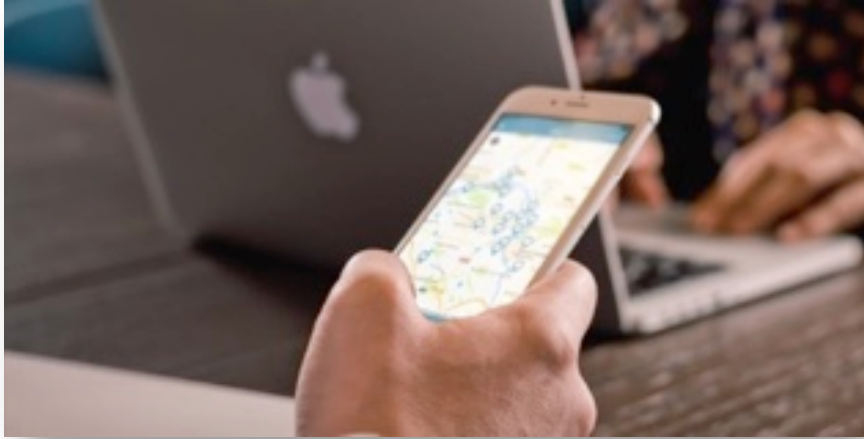


1,877 interactions last week of November

6,598 impressions during Fair Saturday week

#FAIRSATURDAY
NATIONAL TRENDING TOPIC

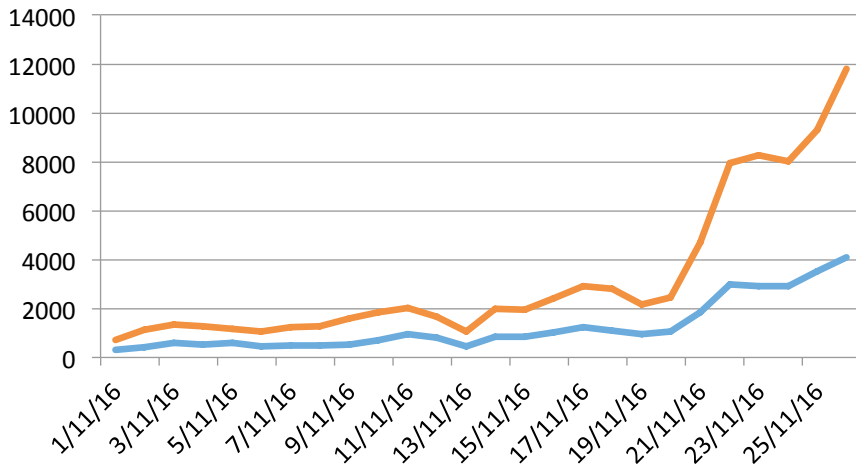
STRATEGIC TECHNOLOGICAL PLATFORMS



Fair Saturday app (prototype)

- First mobile experience during Fair Saturday 2016 edition.
- +1,000 downloads last week of November.

Total visits in the website (blue) y total sites visited (orange) – November 2016



+150,000 visits in Fair Saturday's official website during 2016.

- 73.46% of new users during November, due to the strong SEM campaign.
- 73,010 interactions through Google AdWords campaigns.
- 5% of the users came from Peru, main international experience in 2016.

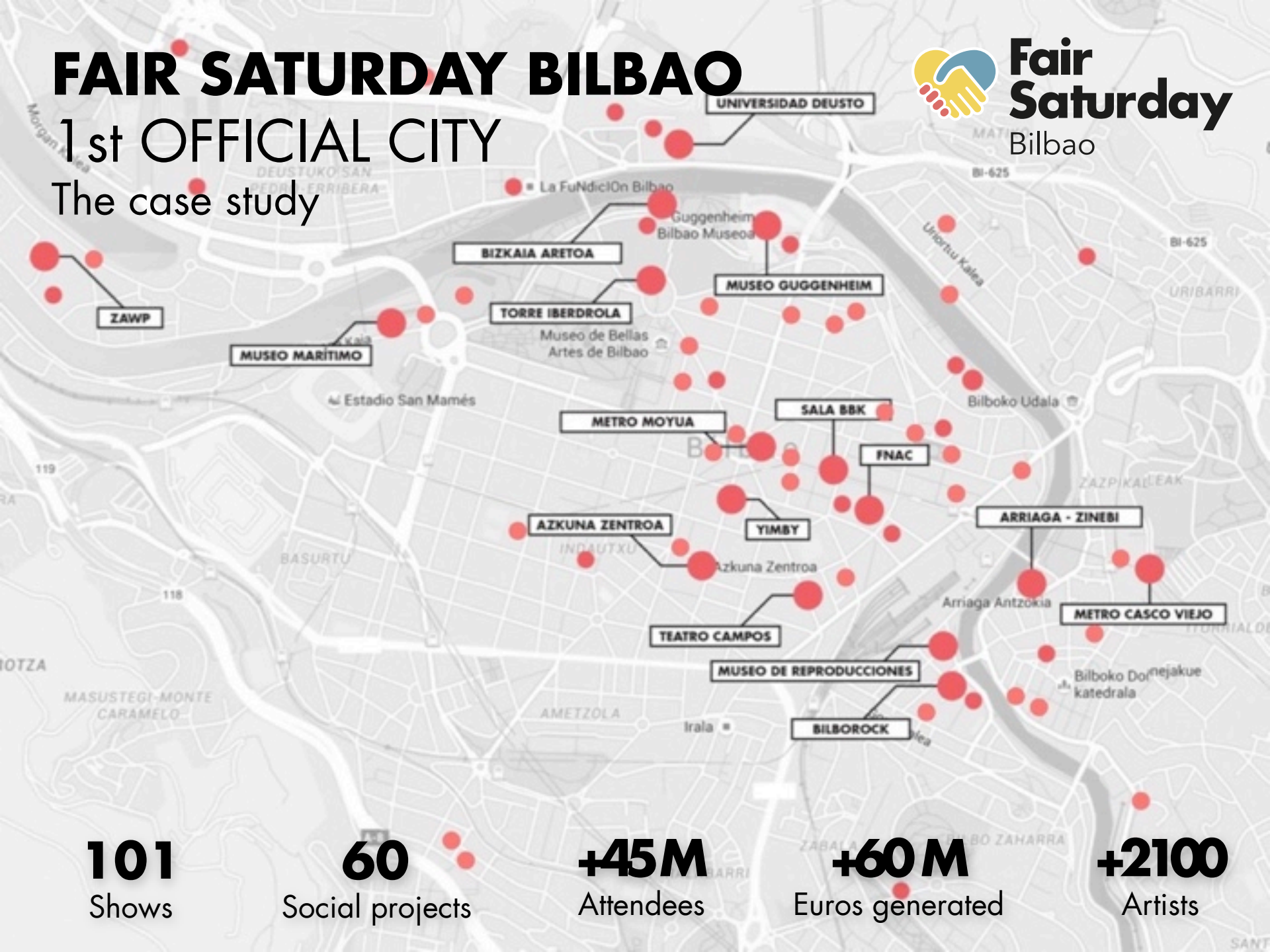
FAIR SATURDAY BILBAO

1st OFFICIAL CITY

The case study



Fair Saturday
Bilbao



101
Shows

60
Social projects

+45M
Attendees

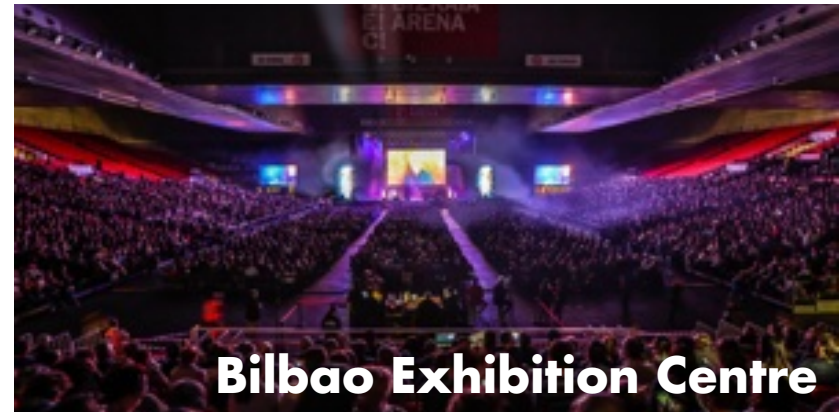
+60 M
Euros generated

+2100
Artists

IMPRESSIVE MOBILISATION IN BILBAO



Azkuna Zentroa



Bilbao Exhibition Centre



Guggenheim Bilbao Museum



Deusto Business School



Maritime Museum



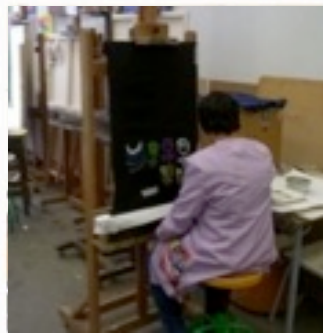
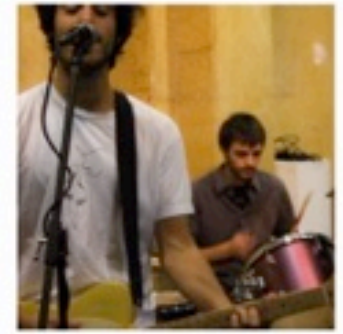
Iberdrola Tower



Campos Theatre

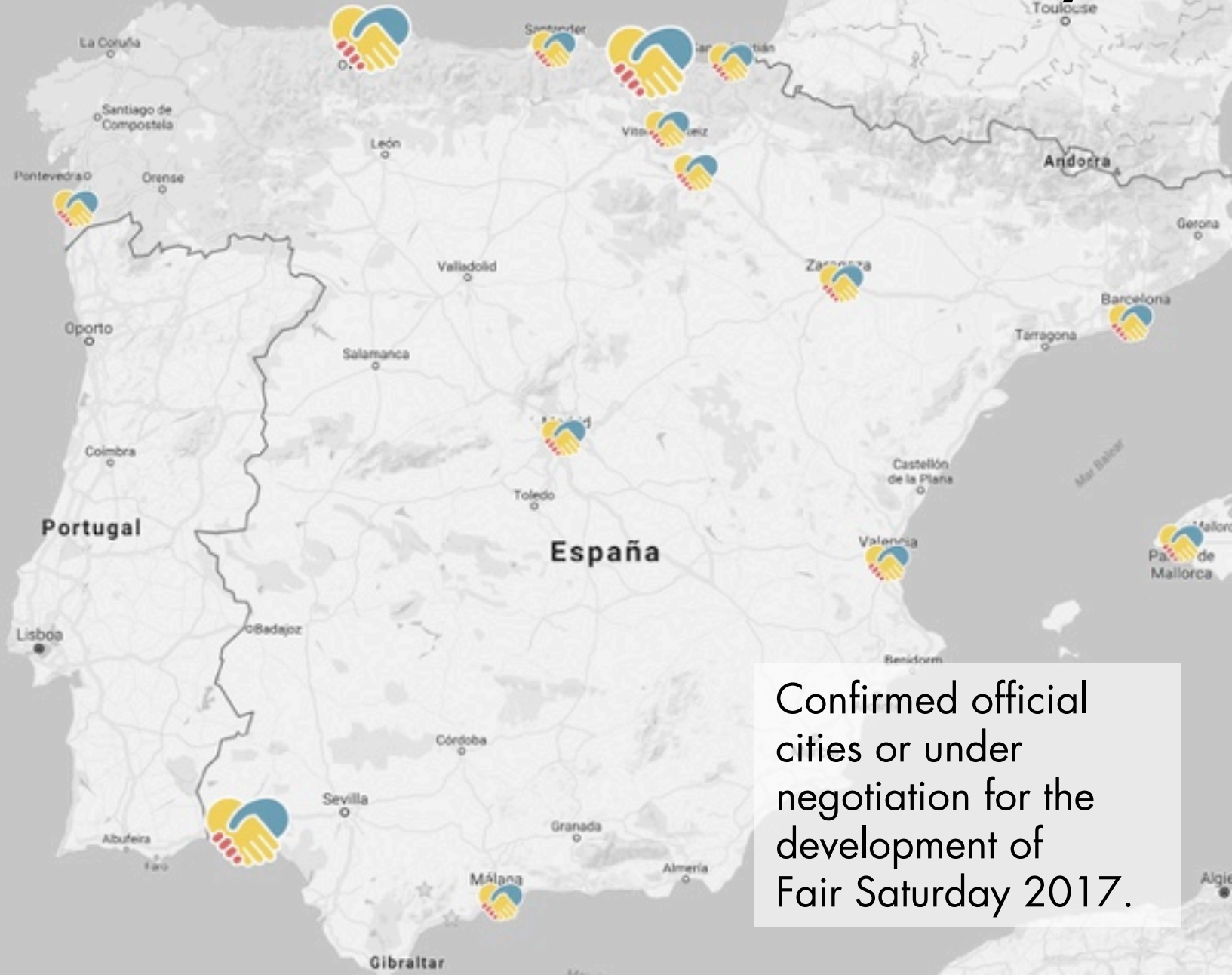
Real examples of Fair Saturday Bilbao 2016, the second edition.

BASED ON POPULAR PARTICIPATION



Photos of Fair Saturday Bilbao 2015/ 2016 participants.

ESTIMATED GROWTH IN SPAIN 2017/18



Confirmed official cities or under negotiation for the development of Fair Saturday 2017.

STRATEGIC INTERNATIONAL ROADMAP



STRATEGIC VISION OF FUTURE GROWTH

2015 - 2020



	2015	2016	2017	2018	2019	2020
Countries	1	3	4	8	15	>20
Cities	45	100	150	1,000	3,000	5,000
Shows	200	500	750	5,000	15,000	>50,000
Attendees	80,000	150,000	200,000	1,000,000	2,500,000	5,000,000
NGOs	103	150	150	500	750	1,000
€ generated	71,000	150,000	200,000	3,000,000	5,000,000	10,000,000

Source: own elaboration

FAIR SATURDAY'S VISION



Fair Saturday

The biggest cultural mobilisation with a social impact.

A movement of cities, global and inclusive, that triggers a social mobilisation rooted in art and culture with the objective of changing the world.

1



**CONTEXT
NEW ERA**

2



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3



**PARTNERSHIP
PROPOSAL**

GENERIC PARTNERSHIP PROPOSAL



**ISBEM as Fair Saturday's partner in Italy
to deploy the model in Pisa and Mesagne
under a Fair Saturday Model[®]
license agreement**

VALUE PROPOSITION FOR PISA AND MESAGNE



- **Innovative** Italian cities in the development of a cultural and social movement, that rises as a positive response to Black Friday.
- A new festival **to thrive Pisa's and Mesagne's outstanding cultural life.**
- Reinforcement of **the cities' identity** based on cultural and social awareness.
- **Potential collaboration with local initiatives and festivities.**
- Potential connection with **other cities and countries** participating in Fair Saturday worldwide.
- Strong **International visibility.**

VALUE PROPOSAL TO ISBEM



Pioneer development of an **innovative movement in Italy**, with a high impact in the global cultural ecosystem...

...being ISBEM a **benchmark hub of humanistic initiatives** rooted in art and culture...

...reinforcing **ISBEM's brand image** around the development of fair and equal societies through art and culture...

...demonstrating at the same time **social commitment** with the different social projects participating ...

... being part of an **international network** of cultural entities, private companies and public institutions...

...with **high and increasing visibility worldwide**.

FAIR SATURDAY CONTRIBUTION TO ISBEM



Fair Saturday will provide to ISBEM, as a licensee of Fair Saturday Model® in Pisa and Mesagne:

- Knowhow and development/ implementation model®.
- 2 Visits to Pisa/Mesagne of some members of the team, including a conference of Fair Saturday's founder:
 - Training
 - Operations meetings with local agents
 - Follow up of the launching process
 - Official presentation of Fair Saturday in Pisa and Mesagne
 - Official press conference
- Participation* in Fair Saturday 2017 presentation in the Guggenheim Museum of Bilbao.
- Digital Strategy. Online Content and Communication Campaigns.
- Designs and creativities.
- Technological platforms (web and mobile App).
- Counselling and consultancy.

* To be defined to be either online or offline.

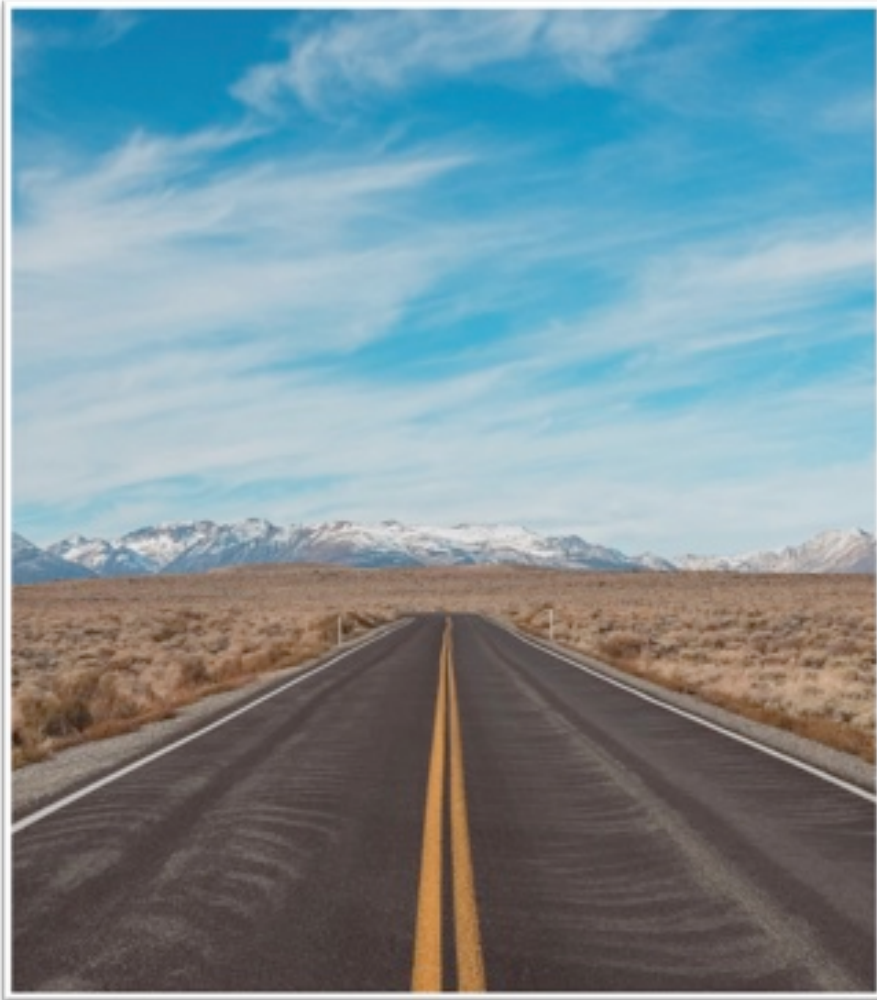
FAIR SATURDAY AND ISBEM AGREEMENT CONDITIONS



1. Be the local partner to develop Fair Saturday un Pisa and Mesagne
2. Fair Saturday Model[®]:
 - Public Institutions
 - Brands and Private Partners
 - Media Partners
 - Cultural ecosystem
 - Social projects
3. Special license fee proposal (permanent value):
 - 3.000€ per city
 - 10% of local (public/private) agreement
 - Travel and Accommodation expenses not included

FAIR SATURDAY AND ISBEM

NEXT STEPS



1. Formal proposal of **candidacy to be a formal partner** of Fair Saturday.
2. **Signing of the agreement.**
3. Visit to Pisa/ Mesagne to launch and to start developing Fair Saturday Model[®].
4. Definition of the **strategic roadmap** and the **work organisation** to implement the model.



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[#FairSaturday](https://twitter.com/FairSaturday)
