

FORMAT for CASE COLLECTION (WP2)

SECTION 1 (cover page): Introduction (in English)

Name of the Case

Fair Saturday

Abstract

Fair Saturday is a global mobilisation that aims to create a positive social impact every last Saturday of November, the day following Black Friday, the greatest expression of consumerism. Artists and cultural organisations from all over the world get together in a global festival following just one requirement: to support a social cause of their choice through their show.

Website

<https://fairsaturday.org/en>

Contacts (SIKE team)

University of Deusto.

Researcher: Garbiñe Henry, PhD

emprendimiento@deusto.es

SECTION 2: Case description

Fair Saturday

Objectives

Fair Saturday is a global mobilisation that aims to create a positive social impact every last Saturday of November, the day following Black Friday, the greatest expression of consumerism. Artists and cultural organisations from all over the world get together in a global festival following just one requirement: to support a social cause of their choice through their show. How?

- Showing how proud they are of the work they do.
- Helping them spread their message through their communication channels and giving them some time before the show to share it with the audience.
- Generating funds for the chosen project by freely and voluntarily donating part of the value generated in the event (tickets, donations, etc.)

Since 2014, there are hundreds of artists, cultural organisations and social projects who have joined the movement.

In 2017, around 600 shows took place in 114 cities, gathering more than 100,000 attendees and generating around 189,000 Euros for social causes.

There are already several cities and territories from all around the world that are delivering Fair Saturday the last week end of November. And they working to have more cities join in the future.

Fair Saturday is an independent not-for-profit organisation, was registered in 2015, committed to developing a better world through the promotion of arts and culture and social empathy as key drivers of change.

The mission of Fair Saturday is:

- To promote a world that is more virtuous, fair and aware with people's needs through arts and culture.
- To create links and build bridges between different cultures and territories through culture.

Fair Saturday develops the following activities according to its mission:

- To organise and promote “Fair Saturday”, a global cultural movement that aims to create “a day to improve the world through arts and culture”.
- To acknowledge the work charities and social projects do, help them spread their message and collaborate in the generation of new funding streams for their projects through the promotion of cultural activities.
- To provide with artistic and cultural education to children and young adults from environments at risk of exclusion and to make arts/ cultural activities accessible to them.
- To develop educational centres, programmes, grants and scholarships in the field of arts and culture to people who are vulnerable or disadvantaged.
- To enhance a wider social inclusion and personal development of people who are at risk of exclusion through arts and culture activities.
- To promote, foster and collaborate with cultural activities with a social character.
- To make reports, studies and investigations on the field of arts and culture
- To carry out all the activities that may derive the main activity of the Foundation.
- To carry out the needed economic activities to fulfil the Foundation’s objectives
- And generically, to carry out all the activities required to fulfil the Foundation’s goals.

Clients, audience

- City Councils
- **Artists** can participate by organising a show or adding the one they had planned that day, Saturday November 24th. Music – Theatre – Dance – Performance – Literature – Arts- Photography – Cinema – Circus –
- **Cultural Organisations** over several years, who are interested on learning advanced methodologies and receiving both technical and personal supports **to develop intra-entrepreneurship projects within their organisations.**
- **Social Projects.** Fair Saturday is a platform to showcase Social Organisations and the work they do to build a better society. All of the shows that take part collaborate with social causes for three main reasons:
 - o To publicly acknowledge their work
 - o To help them spread their message
 - o To contribute to the generation of funds
- **Partners.** Fair Saturday looks for innovative brands, aware of the people's needs and sensitive towards culture and social projects. There are many ways to support Fair Saturday. From being a global partner to sponsoring one of their events.
- **Volunteers**

Position along the SI Spiral

One of the following:

- Identify Opportunities & challenges
- Generate ideas
- Develop & test
- Making the case
- Deliver & implement
- **Growing & scaling**
- Changing systems.

Relationship with HEI(s) (High Education Institutions) .

Education centres across the world participate in the Fair Saturday, among them:

- University of Deusto
- UPV/EHU Bilbao
- University of Glasgow
- University of Stirling
- Universidad de Piura, Lima
- Universidad Católica San Pablo, Arequipa

The University of Deusto is part of the Fair Saturday Movement, offering activities and cultural events at Bilbao University Campus.

<https://www.flickr.com/photos/deusto/38666405092/in/album-72157663094901068/>

Finance model and resources

Fair Saturday is a not-for-profit organisation registered in 2015. The Foundation's income streams are mainly:

- Partnerships with cities that wish to deliver the project in their territory
- Brands that believe in the project and wish to be part of it
- Public or private grants from organisations whose goals are similar to the ones of Fair Saturday

Methodology

Artists or cultural entities are in charge of organizing Fair Saturday events. Then, all the events are published globally in Fair Saturday's programme through the website and mobile app weeks before the event. This way, it will be quite easy to share the event with everyone you want.

Fair Saturday asks artists and cultural entities to raise their voice for a social cause they want to support with their events.

During Fair Saturday day, they have to save a few minutes for the social project so that they share their work with the audience.

And lastly, Fair Saturday asks that part of the value generated in the show, the part event organisers decide, is dedicated to the social project. The artists decide who to support and how.

Products, results

Fair Saturday has been a great success, growing year on year. In 2017 Fair Saturday delivered 582 shows in 114 cities, involving 10,000 artists, attracting 127,000 attendances and generating 191,000 Euros for social causes.

Impact and results

After having observed and analysed this data, it can be affirmed that the objectives of the Fair Saturday are being achieved, and the initiatives continues to grow and expand. In 2018, they have involved 106 cities, organising 630 events with 150,000 attendees, supporting 500 social causes and creating a powerful ecosystem of cities and institutions that support cultural events and social projects through the Fair Saturday.

Overall impact

Fair Saturday has proved to have a scalable, repeatable and sustainable model to generate positive social impact among cities worldwide. In 2018, Fair Saturday has:

- 11 official workplaces
- 180 cities with events
- + 1.200 events
- + 200.000 attendees
- + 10.000 artists
- + 1.000.000€ on cultural and social impact

Now, their vision is to become a leading incubator for social start-ups.

Images

Please insert images considered meaningful to represent the case, inserting also the author/website/document were they have been taken (otherwise they cannot be used)

TIME TO HUMANISE THE WORLD



#FairSaturday



BECOMING A GLOBAL PROJECT, STEP BY STEP...



#FairSaturday



Source: [Jordi Albareda Ureta. Founder of Fair Saturday. SIKE – Social Innovation through knowledge exchange. Case study: Fair Saturday](#)

Other resources

[Video: Fair Saturday 2018 is here!](#)