



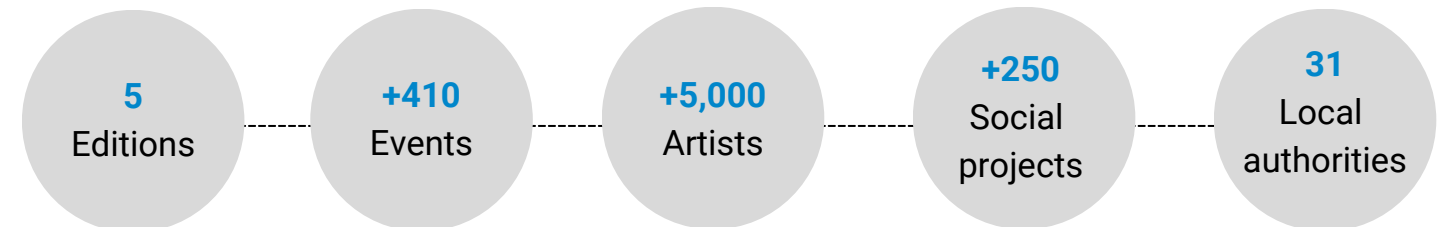
Why get involved with Fair Saturday?
Introduction to Local Authorities

About Fair Saturday

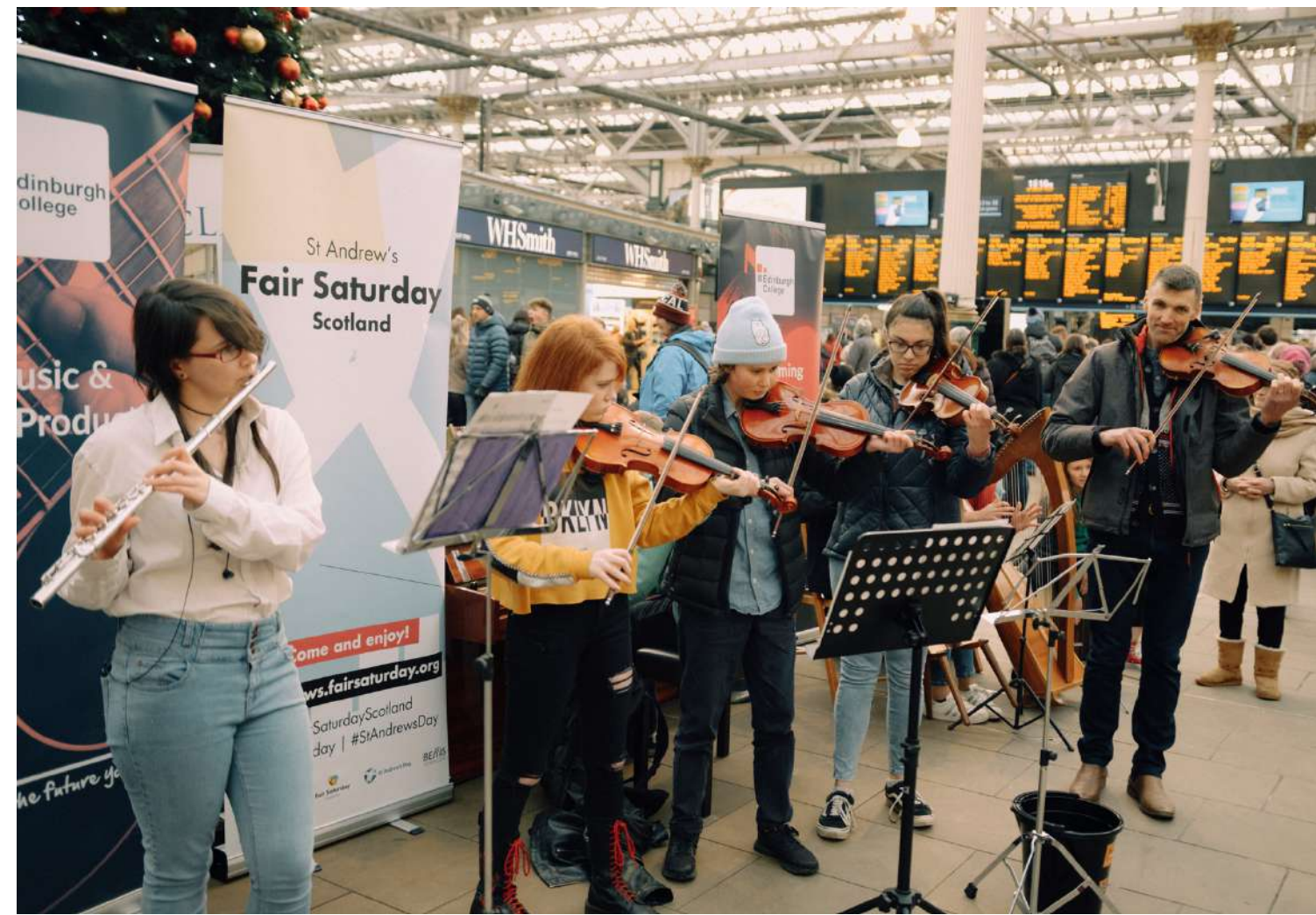
What if your local authority created a powerful day to support the local cultural ecosystem?

Fair Saturday Scotland is **Scotland's contribution to Fair Saturday**, a global **cultural movement with a positive social impact** that takes place the day following Black Friday.

Its aim is to generate a **mobilisation of people in favour of arts and culture**, to highlight their essential role in the construction of a better future. Artists and cultural organisations from all across Scotland and around the world join together in a global festival by organising their own events which support a social cause of their choice.



Since 2018 in Scotland



Why should you get involved?

Create an inclusive initiative in your region...

1. Support your cultural and creative industries

- Showcase the talent and creativity of your artists and cultural organisations, both amateur and professional.
- Allow them to reach broader audiences and potential partners, encouraging growth, job creation and the recovery of your key culture and events sectors during the pandemic and beyond.

2. Increase social and cultural awareness among society

- Trigger a positive citizen celebration around arts and culture, recognising their essential role in bringing people together, boosting wellbeing and creating positive change in society.
- Highlight and support the incredible work of local charities and build relationships between cultural and social sectors.

3. Engage your communities in a celebration of culture and kindness

- Offer a positive and participative cultural proposal that fosters collaborative and inclusive initiatives, with a focus on activities delivered by and for diverse local communities.
- Support and empower local communities to create and curate their own cultural offering and creative projects and provide a platform and audience to present their work.

...and project it to the world!

4. Position your city towards inclusivity and kindness

- Engage, inspire, and mobilise your communities in a national celebration of culture and community, and boost the central message of kindness and inclusivity.
- Build bridges and connect people and cities within the country and worldwide through taking a lead role in a global cultural festival.



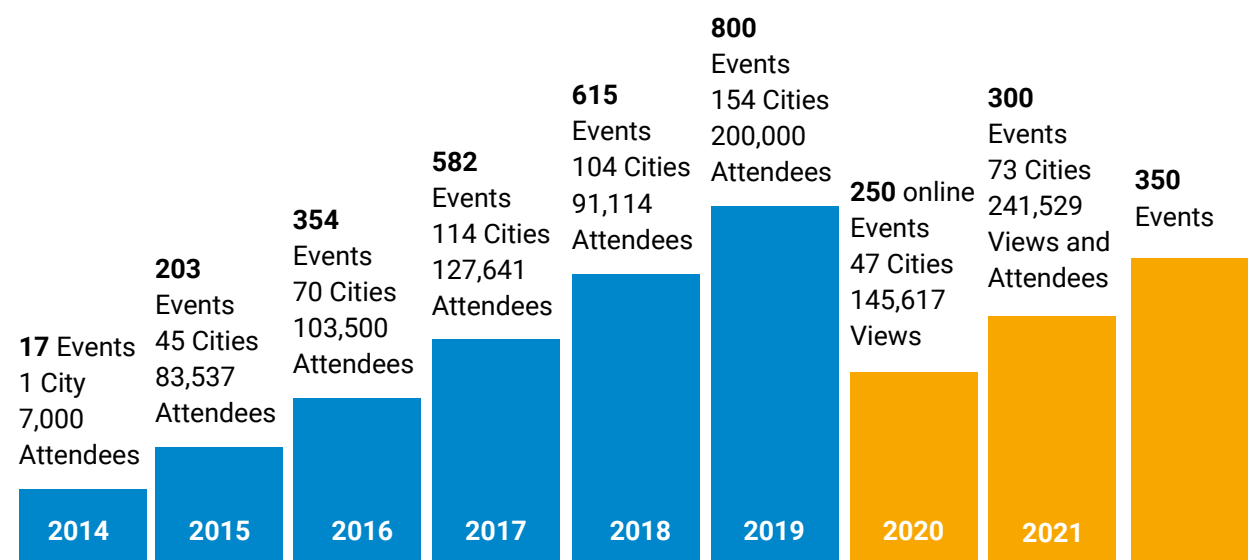
5. Reach international projection as an innovative region

- Visibility in all promotional tools, channels, platforms, and media within Fair Saturday and participation of representatives of your local authority in key events of the Foundation.
- Positioning as a pioneer, value-driven region and global benchmark.

6. Connect with a network of cities that share your vision

- Enable artists, communities, and territories to reach a global audience, sharing their culture, boosting reputation, tourism, and economic benefits on an individual and society wide level.
- Share good practice in the field of social innovation through art and culture.

Growing internationally since 2014



"It is the most innovative positive initiative for the construction of a fairer future. Each city should have its fairer future. Each city should have its own Fair Saturday."

Richard Demarco, Scottish artist and promoter of the visual and performing arts



"Fair Saturday is a very innovative project, as it promotes the linking of work between culture and the social ecosystems of the city".

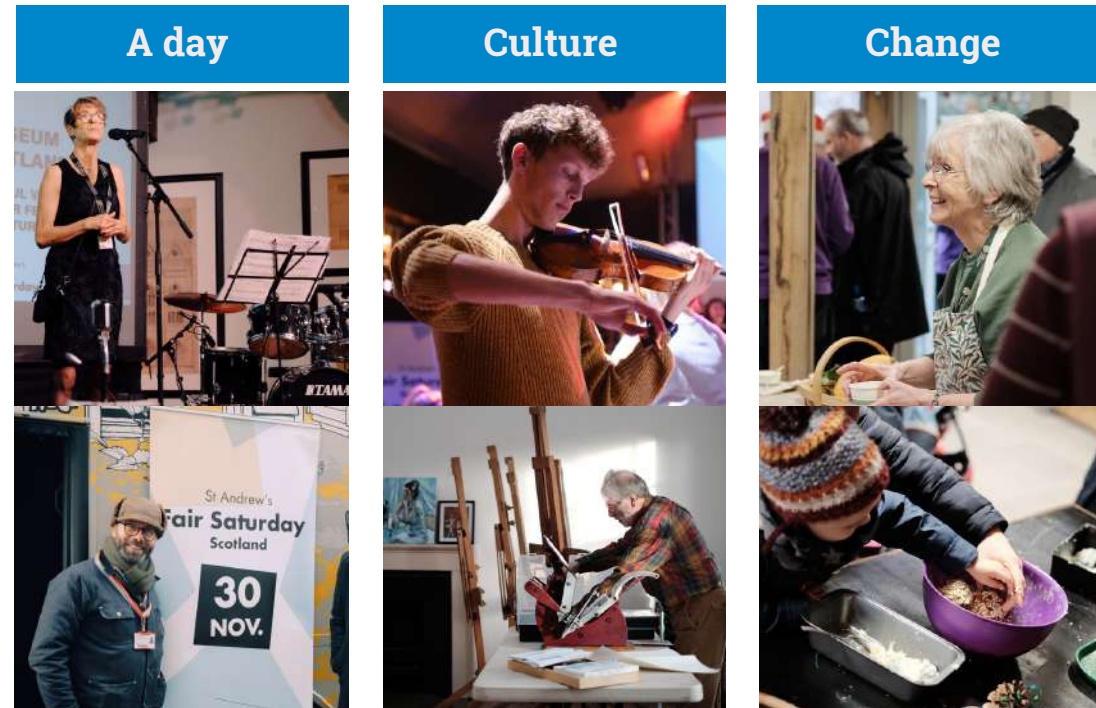
Catarina Vaz Pinto, Counsellor for Cultural and IR in Lisbon



"Values and culture must be key drivers of social and economic growth. Fair Saturday reflects how we want the Biscay of the future to be: inclusive in its growth, socially responsible and connected to the world".

Unai Rementería, General Deputy of Bizkaia

What makes a Fair Saturday event?



It takes place on the **official Fair Saturday day** (last Saturday of November). In 2023 Fair Saturday will be celebrated on **25th November**.

The main activity of the event has to be a **cultural or artistic** one. The type of activity? It's up to you!

It **supports the social cause** chosen by the artists, cultural organisation, or venue in the way they decide to do so.

Make your LA part of Fair Saturday

Spread the word!	Organise an event	Become an official hub
<p>Level 1</p> <p>Engage the cultural and social ecosystems in your area by letting them know about Fair Saturday and sharing the information with your colleagues and partners. We will send you everything you need!</p>	<p>Level 2</p> <p>Present your own event at Fair Saturday. It can either be an event specially organised for the festival, or one that you have already planned for that date.</p>	<p>Level 3</p> <p>Join our global network of cities and regions and we will showcase your area as an official Fair Saturday hub. Commit to being an ambassador of the movement in your territory and ensure that your cultural and social ecosystem is represented in the programme of events.</p>



A hybrid festival

Fair Saturday takes place online and on-site

On-site	Online*	Hybrid
You will be able to participate through on-site events, subject to restrictions at the time in your territory.	You can stream online events both live and deferred via pre-recorded content. <i>*Powered by www.fsnext.org</i>	And why not make the most of your event? Organise your on-site event and project it to the online world!

What's next?

If you'd like more information or you want to chat through your ideas, please contact us:

Suzy Ensom
 ✉ scotland@fairsaturday.org
 ☎ 07704 449126

Ane Del Ferrero
 ✉ ane@fairsaturday.org
 ☎ 0034 686829205

