

CONSCIENZA



250 ATTENDEES

11 ECO-FRIENDLY ARTISTS

20 ECO-VENDORS

HOT VEGAN FOOD



CONSCIENZA FESTIVAL 2016, OCTOBER 15-16

The 1st edition of Conscienza Festival is a unique event of its kind in Belgian Limburg. It presented unique works of 11 Belgian artists, hosted over 20 vendors and performers from around Belgium and abroad. The participants enjoyed hundreds of mouth-watering vegan meals cooked by the vegan experts “Kraaienest” (Leuven). The event welcomed over 250 audience members during the two-day happening which took place in a tiny village of Geer (Province of Liege) at ‘Chateau de l’Enclos’.

By all measures, it was a success. Through the power of people’s participation, we achieved Conscienza’s mission - to promote conscious and creative living! Our minds are expanded, our hearts are touched, and our behaviours are in constant change to become more mindful of our impact on the world and each other.

ORGANISED BY VZW “244”





THE CONCEPT OF THE FESTIVAL

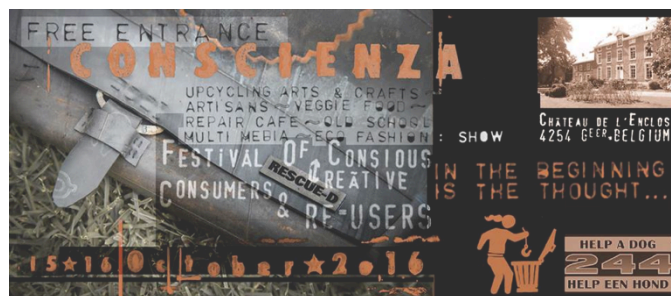
With CONSCIENZA we want to promote conscious consumerism through art, fashion, technology, artisanal craft and production experiences.

During one weekend dozens of creative reusers gather together to enjoy an eclectic mixture of eco-friendly artists, vendors, craftsmen, artisans, performers in a beautiful and historical setting of Belgium.

Conscienza festival is all about getting back to nature while observing/listening/talking to fantastic people who live by the philosophy of reduce, reuse and recycle – to help keep those skies and seas looking great!

The two-day event includes:

- an eco-friendly art and innovations exhibition;
- a marketplace of upcycled products;
- an eco-fashion stands
- save the animals initiatives;
- veggie food;
- workshops on conscious living/consuming/eating.



CONSCIENZA 2016 PARTICIPANTS:

Jan Pilaert	LIVE TUBA SOLO IMPROVISATION IMPROVISATION DE TUBA EN LIVE	IN THE
Jeroen Bogaerts	UPCYCLE ET DESIGN VINTAGE	BEGINNING
Amushka Theunissen	RECYCLED RUBBER CAOUTCHOUC RECYCLE	IS THE THOUGHT...
Rob van Bulck	"LE SEIGNEUR DES ANNEAUX" SOUDAGE ECO ET PYROTECHNIQUE "LORD OF THE RINGS" ECO WELDING AND PYROSHOWS	
Kelly Meeus	EXPERIENCES DE THEA TEA EXPERIENCE	
Geneviève Babe	NATURE IN WATERCOLOR LA NATURE EN AQUAREL	
Ivan Valerio	L'OBSESSION DE L'ECLAIRAGE EN RECYCLAGE UPCYCLED LIGHTING OBSESSION	AU DEPART ...
An Leesen	HANDMADE CONTEMPORARY JEWELRY BIJOUX CONTEMPORAIN FAIT MAINS	IL Y AVAIT
Creafa Poterie	CERAMIQUE ARTISANAL HAND MADE CERAMICS	LA PENSEE
Marc Janssens	UNE MUTATION TOUCHE PAR LA POESIE A MUTATION TOUCHED BY POETRY	
Niels Vaes	LANDART	
Kung Fang	THE PANDA IS AN IDEAL SYMBOL OF HUMAN LE PANDA EST UN SYMBOLE IDEAL DE L'HOMME	
*t Kraaienest	PASSION POUR LA CUISINE VEGETAL PASSION FOR COOKING WITH VEGETABLES	
Peter Snijder	UN ARTISTE, INVENTEUR QUI APPORTE LA LUMIERE DANS LA COTE OSCUR DE CE MONDE AN ARTIST INVENTOR WHO BRINGS LIGHT INTO THE DARK SIDE OF THIS WORLD	
Bart Dewolf	POST APOCALYPTIC KINDER SURPRISE POST APOCALYPTIC	
Eco-Rah	LE CHEMIN NATUREL	
Hanneke Kerkhofs-Krook	LA NATURE EN PEINTURE PAINTINGS OF NATURE	
Bart Vankrunkelsven	SEULEMENT DES ACTES DE TERRORISME POETIQUE ONLY ACTS OF POETIC TERRORISM	
Experimenteel Recyclage	THEE MINISTRY OF CREATIVE RECYCLING LE MINISTERE DU RECYCLAGE CREATIF	
Atelier Flugzeug		
"des Livres pour l'Afrique"	BOOKS FOR AFRICA	



THE ROUTE OF THE FESTIVAL

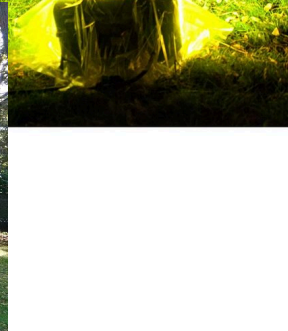
Spread between several points of interest on the territory of Chateau de l'Enclos, the festival route can be seen below:

1. **The front garden:** scrap metal sculptures, welding crafts, secondhand market, music stage.
2. **Conciergerie:** "mutations touched by poetry" sculptures, surrealist mechanic scrap metal sculptures.
3. **The back garden:** land art works, vegan food cafe.
4. **The main building:** art&crafts market, bar.
5. **The Basement:** "little human monsters" sculptures.





THE ROUTE OF THE FESTIVAL



THE ORGANISERS OF THE FESTIVAL



VZW “244” is a non-profit organisation based in Tongeren, Belgium. The purpose of our activities is to communicate the ideas of conscious lifestyle and to inspire people to co-create a more sustainable way of living in peace and happiness.

The organisation aims to become a platform of creative collaboration for developing arts-based and eco-oriented projects which highlight the complex human role in global stewardship, generating a new overarching paradigm of respect, connection and wonder for other species alongside us.

The 5 pillars of our organization:

Animal rescue foundation that assists animals in need, both locally and globally. Their mission is to "create" a better world for animals (Project “244-Help Een Hond”)

Journalism and copywriting that promote conscious living (Project “Seanema.eu”)

Arts and Crafts that promote conscious living (Project “RESCUE-D Recycled Rubber”)

Events that promote conscious living (Annual Eco-Festival “CONSCIENZA”; Monthly Film Evenings ‘Tongeren in SHOTS’ at the bar “SHOTS” in Tongeren)

Partnerships with other organisations/individuals that promote conscious living (Bart Dewolf, Bodegaz, Kraaienest, Les Cadavres Exquis, Des livres pour l'Afrique, La Reduiste).

Every morning is a new chance to do something that contributes to the wellbeing of all!

BOARD OF 244:

DIRECTOR:

ANUSCHKA
THEUNISSEN

PR OFFICER:

MARINA KAZAKOVA

SECRETARY:

SONJA FRANSEN



CONSCIENZA

COMMUNICATION PLAN



Executive Summary

The festival's communications plan was tailored to help increase awareness and attendance. The key public is conscious consumers, specifically those with interests tied to the recycling, creative upcycling, vegetarianism/veganism, green consumerism and the social issues that all of these address. Our goals and objectives are aimed at creating a broader audience in order to fulfill Conscienza's mission of breaking down stereotypes and skepticism surrounding eco-friendly initiatives.

We started the PR-campaign two months prior to the 2016 festival. Our main goal was to maximize attendance and utilize social media to raise awareness before the event. Based on our experience with the 2016 festival, we hope to provide a specific framework for festival participants, partners and volunteers to follow for the upcoming 2017 festival.

Situation Analysis

Conscienza Festival aims to promote local eco-initiatives through the arts&crafts market, workshops, music and food experiences. Because the festival is centered around certain subcultures, the audience of the festival may seem limited to only those subcultures. The festival hopes to broaden its audience in size and diversity for the upcoming 2017 event.

The organization's current public relations plan needs some revisions and additions in order to better communicate with a wider audience for the 2017 festival.

Target Audiences

- Recycling/Upcycling aficionados
- Eco-conscious consumers
- Vegetarians/Vegans
- Animal Rescuing people
- Eco-conscious artists and vendors
- Eco-oriented policymakers



PROPOSAL FOR 2017's EDITION

When does it take place?

Saturday 26 August – Sunday 27 August
12:00 - 22:00

Where does it take place?

Hippodrome Tongeren (Rutterweg): basement + outside territory. The venue is provided by the partner of the festival Jeroen Somers.

What food and drink will be available?

The bar will be provided by the partner of the festival 'The Pub' (Tongeren).
Vegetarian food will be provided by other partners.

Music by Tongeren-based bands + special guests from around Belgium.

OPEN CALL for participants will be launched in the end of January 2017.

COMMUNICATION TASKS 2017



OPPORTUNITIES	THREATS
Increase media presence in local news sources	Limited budget for marketing tools to promote the event
Build on existing social media plan	Not enough donors to cover the costs on a barter-exchange basis
Contact more potential partners	Not enough volunteers to prepare the event
Use traditional media outlets to reach more members of the community in order to increase attendance at the 2017 festival.	
Increase visibility of outdoor and printed advertisements around Tongeren	

COMMUNICATION PLAN 2017



Goal

To raise awareness and increase participation at the festival amongst eco-friendly community of Tongeren and Limburg

Objective 1: (Short term) To raise awareness of the event by 25 percent by August 25, 2017 through media outreach.

Strategy 1: Use current social media accounts to increase awareness before the event.

Strategy 2: Reach out to Cultuurdienst Tongeren to help promote the festival .

Strategy 3: Use traditional media to increase awareness in Tongeren/Limburg area.

Strategy 4: Use current social media accounts to encourage participation before, during and after the event.

Objective 2: (Long term) To increase attendance of the event and have at least 100 people seated for both evening concerts.

Strategy 1: Use social media to highlight last year's festival and highlight future participants of the 2017 festival.

Strategy 2: Use media outreach to gain media exposure prior to the 2017 festival.

Strategy 3: Create a contest for upcycling initiatives to submit a photo of their creations and the winner's will be interviewed and featured at the festival.



Suggested PR-related Costs:

- printed advertisement (flyers, posters, invitations);
- volunteer work reimbursement;
- local TV/radio/printed media announcements;
- road signs.

CONSCIENZA

In the Begining is the Thought...

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<http://244-helpeenhond.eu/>
<https://www.facebook.com/Conscienza-320921464964613/>

vzw 244
Help een hond

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