ACT! Framework for Change & Transformation
An overview of the 4 Phases of Transformation of the ACT! program that involves multiple stakeholder

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Primary Stakeholders

	1) Create Awareness					2) Desire to Change						3) Establish Knowledge				4) Ability to Sustain Transformation				
Youth Groups (from both marginalized and general communities)	Notice the cultural activity (i.e. event, campaign or a wider programme)	Become familiar with its purpose and cause	Start questioning reality and the status quo	Engage with the campaign call; become interested in joining the activity	Understand the power of art as a mobilizer of social change	Actively look for answers to their questions	Join volunteering opportunities	Participate in brainstorming and planning	Bring their peers in the steps of the transformation process	Act with the power of art to empower social change		Identify their own talents and skills	Express their perspective on the local issues	Express their perspectives on solutions and social change	Share knowledge and best practises	Develop critical literacy	Build future-oriented work groups	Improve skills and competencies for addressing conflicts	Develop important skills and talents for future employment	Get new employment opportunities in the job market
Local Artists / Cultural Networks	Get invited to use creativite means to address complex social issues	Engage with the campaign call; become interested in joining the activity	Start envisioning how to use artistic expression to share experiences and bring new insights		Understand the power of art as a mobilizer of social change	Engage with the issue at an intellectual as well as emotional level	Become directly involved in community projects	Lead the creative dialogue process by challenging beliefs and sparking new ideas	Turn collective ideas into colourful artistic expressions	Act with the power of art to empower social change		Become local role-models by taking active ownership of the activity	Twin with Dutch artists on techniques and expertises	Facilitate knowledge sharing and interactive discussions	Share knowledge and best practises	Receive international exposure to benefit future work	Exchange and co-create new artistic future projects with Dutch artists	Inspire the community by creating alternative visions for the future	Continue to raise awareness on the local social issues among the youth, wider public and policy-makers	Able to establish new work opportunities and commissions
Dutch Artists / Cultural Networks	Understand the local context and get inspired by it	Bring ideas from the home country to the current context	Be creative and open to learn and mix new inspirations with original ideas		Understand the power of art as a mobilizer of social change	Initiate discussions about ideals, emotions and opinions towards a particular issue	Lead creative processes together with local artists to learn and bring in new perspectives	Exchange expertise and techniques with local artists	Co-create on new creative concepts	Act with the power of art to empower social change		Learn from local artists about novel techniques	Fully immerse in peer-to-peer support and inspiration		Share knowledge and best practises	Create new and join in existing networks of local artists	Plan new artistic projects for the future together with other artists			Able to co-create future employment opportunities in home country and beyond
Marginalized Groups	Limited number of thought leaders get invited to participate in order to build the trust of the community	Group leaders guide the process of identifying the needs of the community	Communicate directly with their community to increase their participation		Understand the power of art as a mobilizer of social change	Support organizing the programme by taking ownership	Establish a framework for inclusion together with the programme team	Express opinions in a safe environment		Act with the power of art to empower social change		Participate actively in the process of social change	Develop their expertise and skills perspective	Share their unique perspective	Share knowledge and best practises	Connect with rest of community members	Take ownership in the outcomes	Develop and engage in future projects that affect the root causes of social issues		Have better access to job market and receive more employment opportunities
Community	Receive an open invitation for participation in the campaign	Mobilize more members of the community	Support campaigning efforts	Join brainstorming sessions	Understand the power of art as a mobilizer of social change	Join in organizing the various components of the programme	Participate in a series of dialogue sessions on community dilemmas	Invite & Engage new active community members		Act with the power of art to empower social change		Participate actively in the process of social change	Identify their own talents and (developing individual capacities leads to collective change)	Evaluate and reflect on the impact of the activities	Share knowledge and best practises	Build new connections inside the community	Plan new community-driven projects			Arrive at new perspectives and opportunities for positive and constructive social change

Secondary Stakeholders

Government / Municipality	Become involved by issuing programme permissions	Comprehend the potential outcome of the programme to realize positive agendas of the government	Recognize the dynamics of the stakeholders and their role in the process of transformation	Build a better understanding of youth marginalization	Understand their role in using art for mobilizing social change and creating stable environments	Contribute to the programme planning	Commit to providing financial and in-kind support	Actively participate in events to inspire people to form (alternative) opinions and take action		Empower the cultural actors in their efforts to create change	Share their expertise on event facilitation	Listen to community ideas and needs as described by local youth/community leaders	Facilitate structural meetings between stakeholders	Share knowledge and best practises	Build and sustain networks and systems of community groups	Work on future projects with the community members	Gain a deeper understanding of the the underlying causes for youth marginalization	Commit to providing targeted policy solutions to youth marginalization	Help providing sustainable employment opportunities and job creation
Business	Receive invitation to become involved in the programme	Understand the potential outcome of the programme to realize positive perspectives of the	Spread the cause internally and among their partners and stakeholders		Understand their role in using art for mobilizing social change and creating stable environments	Join in event financing and planning	Provide in-kind support, e.g. facilitate the venues etc.	Join with the employees and network		Establish a culture within the business organization that is more aware and open to solving	Share practical expertise related to entrepreneurship, project management and	Integrate the power of culture in their core communication and business strategy	Create novel business concepts in co-creation with artists (their consumer is also a	Share knowledge and best practises	Initiate communication with local communities to integrate their concerns in CSR-	Establish trust between businesses and the different stakeholders in the			Offer employment opportunities for target groups with focus marginalized communities
Media (global: online; regional: online and offline)	Gain awareness of the societal issues and become acquainted with the program	Recognize the power of media to escalate or de-escalate conflicts and issues			Understand their role in using art for mobilizing social change and creating stable environments	Contribute to sharing awareness of the issues among the global and regional audience	Share the ideas and stories from the community	Assume an active positive role in the process of societal transformation		Motivate the youth and members of marginalized communities to become agents of social change	Create news items featuring the various participating marginalized	Highlight the positive impact of the programme on the youth and marginalized		Take the responsibility to educate the society at large about the facts surrounding social issues	Show the power and benefits of a diverse and inclusive society	Highlight future projects and opportunities	Emphasize the potential of art to move people by what they are learning		Ensure continuous media attention on inclusive employment market integration