



Franke James <franke.james@gmail.com>

Fwd: Project in the Balkans

1 message

Franke James <franke.james@gmail.com>

Fri, Oct 21, 2011 at 6:14 PM

To: Bill James <bill.james@jamesgang.com>

Note: This is a follow-up letter from Sandra Antonovic to Mr Frederic Levesque. It refers to the lunch meeting they had together in Zagreb in March 2011. This meeting was arranged by Canadian Embassy staff shortly after Sandra had first contacted the Canadian Embassy with news of the upcoming Franke James Art Show. The project overview attached to this letter, shows how Nektarina was presenting the Franke James Art Tour to the embassies in Europe.

----- Forwarded message -----

From: **Sandra Antonovic** <sandra@nektarinanonprofit.com>

Date: Tue, Jun 7, 2011 at 11:07 AM

Subject: Fwd: Project in the Balkans

To: Franke James <franke.james@gmail.com>

----- Forwarded message -----

From: **Sandra Antonovic** <sandra@nektarinanonprofit.com>

Date: Tue, Jun 7, 2011 at 3:30 PM

Subject: Project in the Balkans

To: frederic.levesque@international.gc.ca

June 7th 2011

Attn Mr Frederic Levesque

Senior Desk Officer

Dear Mr Levesque,

following up on our lunch from March this year in Zagreb (with Mr David Fairchild), I am writing to you with regards to a particular project we are now about to roll out.

I would not normally bother you at all, and I do appreciate in advance your time to read this email, truly I do.

[Nektarina Non Profit](#) is about to roll out a series of exhibitions of the artwork by Canadian artist and climate change activist [Ms Franke James](#) . I am attaching a short project summary and visuals for your consideration.

Having the support from the artist's native country would help us a great deal, and it would also, once again, add to the international profile of Canada as a country deeply concerned about the environment and climate change issues, and a country open and reasonable, supportive of freedom of artistic expression.

The Canadian Embassy in Zagreb has been more than helpful on this matter, unfortunately the lack of resources prevents them to provide us any support, whether financial or organizational. We have not received reply from the other Embassies in the region.

We would highly appreciate if you could advise whether there is any possibility for a support, and/or if there is any particular body we could contact with regards to the above.

Many thanks in advance for any feedback you might be able to provide us. Should you need any additional

information, please do not hesitate to contact me.

With kindest regards,

--

Sandra Antonovic
International Projects
Editor-in-Chief Nektarina (S)pace Magazine

gsm/[+385 99 560 8309](tel:+385995608309)

www.nektarinanonprofit.com

www.twitter.com/nektarina

www.facebook.com/nektarinanonprofit

--

Franke James, MFA
Author/artist
[Bothered By My Green Conscience](#)
Environmental [Visual essays](#)
Tel: [416.256.9166](tel:4162569166)
Twitter: @frankejames

2 attachments



Franke James Exhibitions_Project_Official Insts_No amounts.pdf

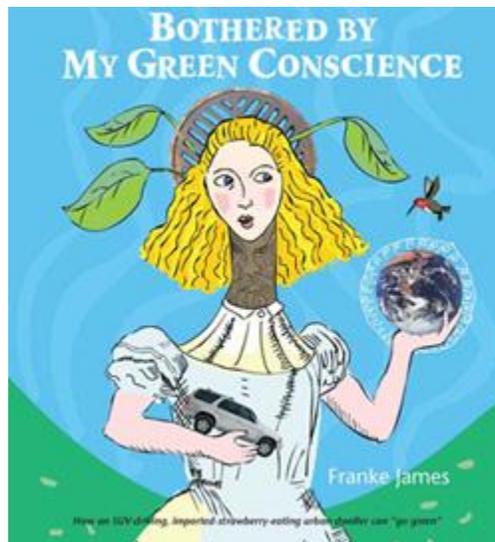
634K



James_Nektarina_Proposed.pdf

3510K

RAISING AWARENESS ON CLIMATE CHANGE THROUGH ARTISTIC EXPRESSION



FRANKE JAMES ARTWORK 2011 EXHIBITIONS

organized by www.nektarinanonprofit.com

Table of contents

1/ Introduction 3

2/ Artists and Climate Change 3

3/ Why Franke James 4

4/ Our Objective 5

5/ Countries 6

6/ Media Coverage 6

7/ Social Media 6

8/ Accompanying events 6

9/ Partnerships 8

10/ Funding needed 9

11/ Appendix 10

INTRODUCTION

What is Climate Change? Climate change is one of the biggest issues facing the world today. 'Climate change refers to a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods.' *United Nations Framework Convention on Climate Change*

ARTISTS AND CLIMATE CHANGE

From various media outlets' efforts to try to clarify and make relevant the climate change story, two points stand out. One involves the challenge of adequately addressing the nuances of science, making the story both scientifically rigorous and yet accessible. The other involves how to make climate change issues tangible to a public which, studies show, often thinks the issue is remote from them in time and space.

Now, artists have begun to address both. And, increasingly, they are getting their inspiration from scientists and researchers.

Tackling climate change is the theme of an international touring exhibition we are currently preparing. It features 22 artworks by Canadian artist and climate change activist Ms Franke James. Her artwork highlights the effect of global warming on the planet and hopes to inspire us to change our ways.

WHY FRANKE JAMES

Franke James merges science, art and storytelling to inspire people to take action for the planet. Franke uses her skills as an artist, photographer and writer to create visual essays on environmental and social issues. She is the author of two award-winning books, *Bothered By My Green Conscience* and *Dear Office-Politics*. Franke has delivered keynotes and workshops across North America.

Franke made news headlines for her environmental actions by successfully winning permission from Toronto City Hall for the right to build a green driveway. Her work has been featured in online and offline media and relevant websites and blogs.

Franke has a Masters in Fine Arts from the University of Victoria, and a Bachelor of Fine Arts from Mount Allison University. She lives in Toronto where her favorite mode of transportation is walking.

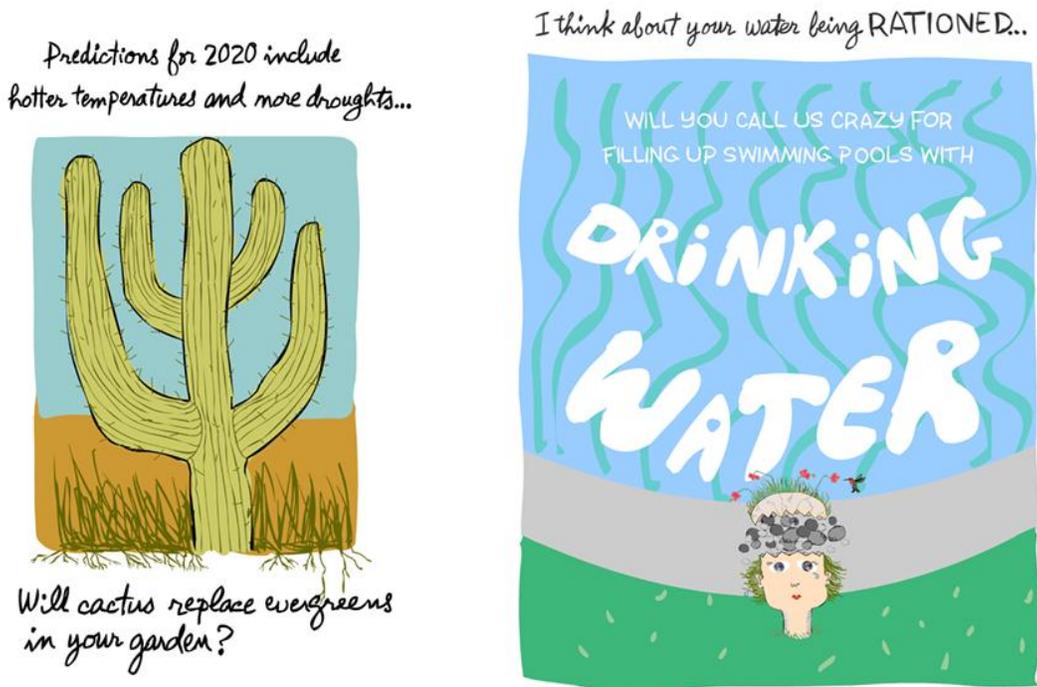


© Franke James

OUR OBJECTIVE

Franke James Artwork Exhibitions have one simple, yet powerful objective: RAISING AWARENESS ABOUT CLIMATE CHANGE ISSUES.

Her artwork will also induce thinking, provoke debates, and, hopefully – trigger action from everyone that visits the exhibition. Positive action that has a positive impact on the environment – that is our ultimate goal.



© Franke James

COUNTRIES IN WHICH FRANKE JAMES'S ARTWORK WILL BE EXHIBITED

Croatia / Kosovo / Romania / Bulgaria / Moldova / Serbia / Macedonia (FYROM) / Montenegro
Hungary / Bosnia and Herzegovina / Slovenia / Italy / Albania / Malta / San Marino / Greece /
Cyprus / Egypt / Israel / Turkey / Azerbaijan / Georgia / Turkmenistan / Ukraine / Russia /
Armenia / Uzbekistan / Poland / Belarus / Slovakia / Latvia / Estonia / Lithuania

MEDIA COVERAGE

Together with our partners we would be promoting and talking about exhibitions in the mainstream media (both print and electronic), aiming towards targeting and reaching wider demographics.

SOCIAL MEDIA

Cross promoting with the print and electronic media, we would actively use social networks (Facebook and Twitter) and online media (news portals, blogs and such) to further promote exhibition(s) and induce interactivity with target group(s).

ACCOMPANYING EVENTS

When possible, exhibitions will make an integral part of Climate Change Forums for Youth (10:10 Teen Forums).

10:10 TEEN PROJECT

Using social networks to inspire and engage youth towards positive action in reducing carbon footprint, 10:10 Teen Project creates a new way for young people to interact, express themselves and be creative – all with a joint goal of reducing carbon emissions.

10:10 Teen Project targets teenagers, but is equally open to all who'd like to get involved.

Participants are challenged with simple tasks – presenting how they are reducing carbon emissions or how they would like to see it done in their communities (by presenting ideas or photos they found or heard about). Participants are encouraged to calculate their carbon footprint and send us their results.

10:10 Teen Project uses Facebook and Twitter to engage and connect students online, and during on-the-field visits we encourage debate and peer-to-peer knowledge exchange.

10:10 TEEN FORUMS

During spring (and continuing in the autumn) we are rolling out 10:10 Teen Forums (2-3 day events for larger number of teens, where they can experience climate change and carbon reduction options through documentaries, exhibitions, debates, creative expression and practical work) and 10:10 Teen Outdoor Classes (designed for smaller groups, these classes will help teens understand and experience /see first hand the impacts of climate change so they can better understand why carbon reduction is so necessary and important).

PARTNERSHIPS

Nektarina Non Profit is a partner organization within following organizations:

- Earth Day Network (www.earthday.org) , based in USA
- Global Campaign for Climate Action (www.gc-ca.org), based in Canada
- TCKTCKTCK (public face of GCCA / <http://tcktcktck.org>), based in Canada
- 10:10 Global (www.1010global.org), based in UK

Together with our partners, we would be looking for local partners, Governmental and Corporate, in order to roll out exhibitions in the best possible way.

Nektarina Non Profit has extensive experience in raising awareness on environmental issues in Central and SouthEast Europe and Russia.

Since November 2009 we are partners with Global Campaign for Climate Action, and we have been very active in lobbying with official institutions to reduce GHG emissions on a national level.

In May 2010 we joined 10:10 global movements as a hub for 24 countries. In our work for 10:10 we are raising awareness and inspiring people, organizations and businesses to take active part in reducing carbon footprint by 10% in a year, every year. We are working with schools, municipalities, counties and officials to reach, educate and inspire as many people as possible, to share carbon reduction methodologies and to help everyone who takes action measure their progress.

In March 2011 Nektarina Non Profit has been accepted as a partner for Earth Day Network. We at Nektarina Non Profit are thrilled to partner with Earth Day Network throughout Southern Europe and Central Asia. We will be rolling out A Billion Acts of Green® campaigns in 30 countries, and we are looking forward to including local organizations, schools, municipalities and individuals to share their pledges and accomplishments in celebration of Earth Day.

All of EDN's activities, whether greening schools or promoting green economic policies at home and abroad, inform and energize populations so they will act to secure a healthy future for themselves and their children. With its partner organizations, EDN provides civic engagement opportunities at the local, state, national and global levels.

At every turn, EDN works to broaden the definition of environment to include all issues that affect our health, our communities and our environment, such as greening deteriorated schools, creating green jobs and investment, and promoting activism to stop air and water pollution.

Over the last 40 years, EDN has executed successful environmental campaigns on issues ranging climate change and drinking water to voter registration and saving the whale. EDN is a recognized leader in creating civically-oriented innovative programs with partners outside of the environmental movement to tackle new challenges. Our core program today focuses on:

A Billion Acts of Green®

From greening schools to hosting town hall discussions on clean energy investment and green jobs, A Billion Acts of Green®—the largest environmental service campaign in the world—inspires and rewards simple individual acts and larger organizational initiatives that further the goal of measurably reducing carbon emissions and supporting sustainability. The goal is to register one billion actions in advance of the global Earth Summit in Rio in 2012.

FUNDING REQUIRED / per country

Description	Amount in EUR
Franke James Fee	
Printing of the artwork on cotton paper	
Freight shipping and insurance	
Framing of the artwork	
EXHIBITION	
Venue expenses	
Press kits and press conference	
IT & Social Media	
Production and printing of the materials related to the exhibition (brochure, folders, posters, banners, outdoor print, roll ups)	
Other costs related to exhibition (telecom, travel, volunteers, hosts etc)	
TOTAL COST PER COUNTRY	

APPENDIX



Ms Franke James

REVIEWS

- **Calgary Public Library:** “Bothered by My Green Conscience is not only fun and thought-provoking, but illustrated with funky pictures”
- **Greenpeace Canada:** “What I like most about Franke’s approach is that she’s not really that radical, and isn’t preachy about the changes she’s making in her life.”
- **InsideToronto.com:** “Challenges others to think green”
- **BurnerTrouble:** “Combining text, illustration and collage, they express the messiness of creativity and the beauty of action.”
- **Jim Carroll, Innovation Expert & Author:** “It’s artistic, creative, and unique.”
- **Montreal Gazette:** “A message for people who want to make environmentally friendly changes in their lives”
- **Treehugger.com:** “When Franke gets thinking, she gets drawing and twittering, and the results are interesting and entertaining”

Nektarina, 10:10

Franke James Exhibition

Spring/Summer 2011

Just as I am in the
MIDDLE of a WEIGHT
WORKOUT



a
thought

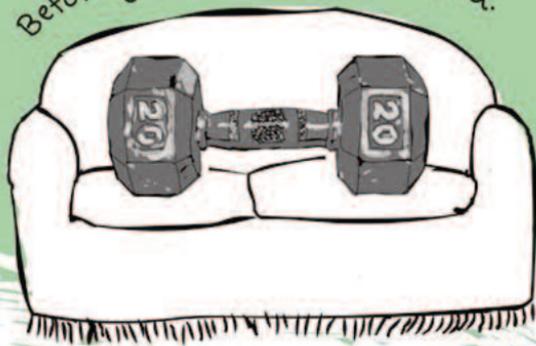
POPS

into my
head.

Do the HARDEST thing

1st

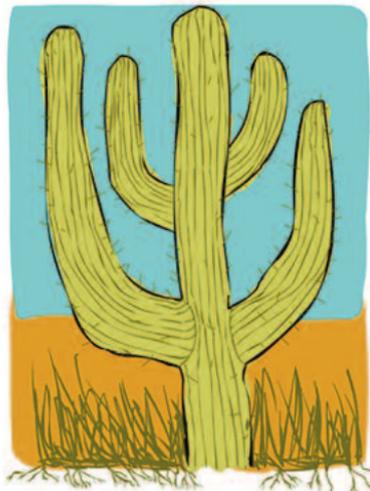
Before you change your mind.



I finish my workout and write that
thought down so I won't FORGET.

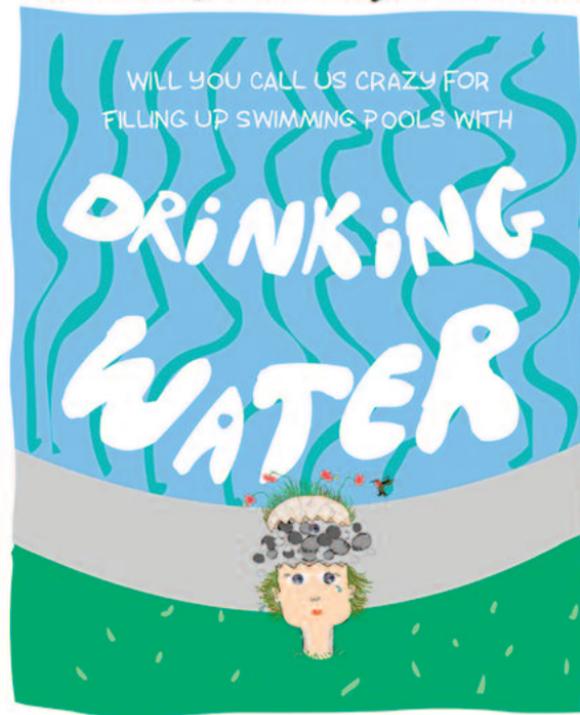
Do the Hardest Thing First

Predictions for 2020 include
hotter temperatures and more droughts...

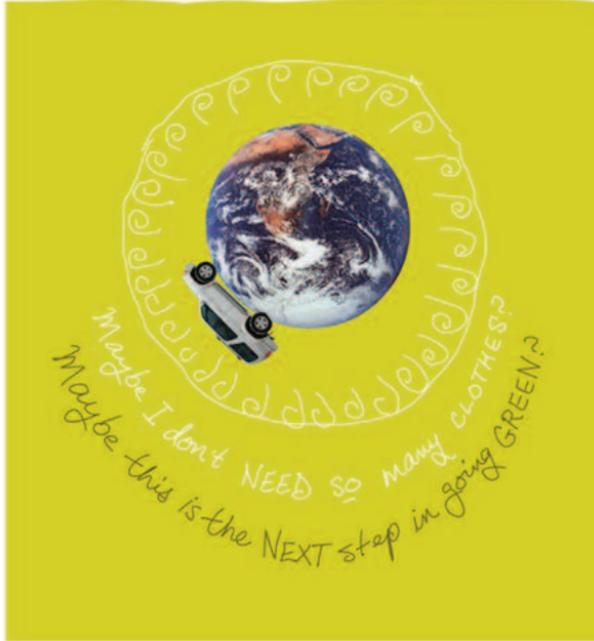


Will cactus replace evergreens
in your garden?

I think about your water being RATIONED...



We SOLD our SUV.
And we DON'T miss it.



I will just keep my favorite THINGS.



Ocelot coats were ALL the RAGE
in her day. Now they are both DEAD. —



The Red Wall

My family reacts to our "CAR-FREE" driveway...



My daughter reacts more calmly than I expect.
"You never USED it. It was costing you money sitting in the driveway. When are you buying a HYBRID?"



My sister-in-law blurts out, "What? ARE YOU NUTS!" But quickly recovers and says she'd love the "FREEDOM" of NO car when her kids are older.



My brother-in-law John swears, "HOLY JEEZ! You guys have gone ENVIRO! I'm down to 3 cons. You know a GAS TAX bill will be coming our way..."



My brother-in-law Larry YELLS, "YOU'RE NOT GOING TO HAVE ANY CAR? YOU GUYS are GRANOLA CRUNCHING, TREE HUGGING, WHACK JOBS!"

My sister assures Larry,
"No. No. No.
They are NOT GREEN

ENVIRO -MENTAL- ISTS.

They sold the SUV because
they LIKE to **WALK.**
They don't WANT a car."



Do I look like a
GREEN-HEADED
MONSTER?

But people yawned and wrote
the warnings off as more...

I DIDN'T YAWN.
I THOUGHT OF YOU...

DIRE
PREDICTIONS

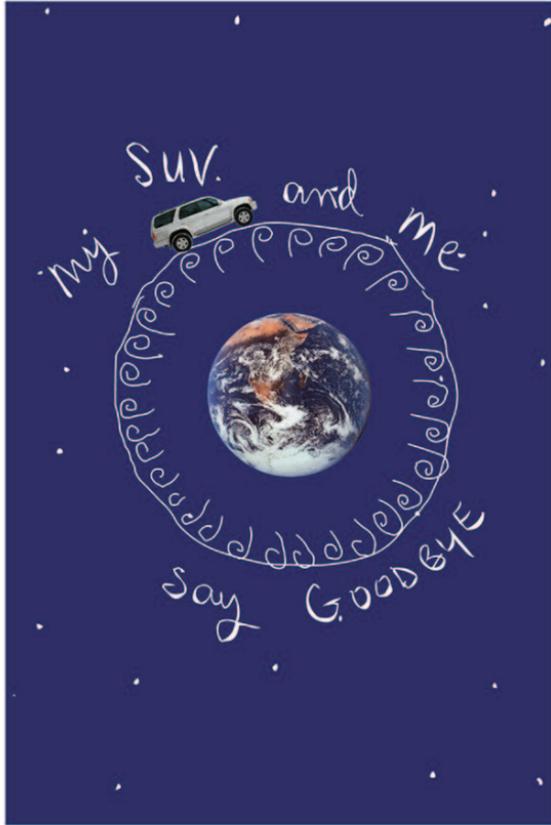
AND WONDERED WHAT YOUR LIFE WOULD BE LIKE.

IF PEOPLE CAN BE
CONVINCED TO
PICK UP DOG SHIT,
WHO KNOWS WHAT
SOCIAL CHANGE
IS POSSIBLE?

MAN'S BEST FRIEND?



Who Knows What Social Change is Possible?



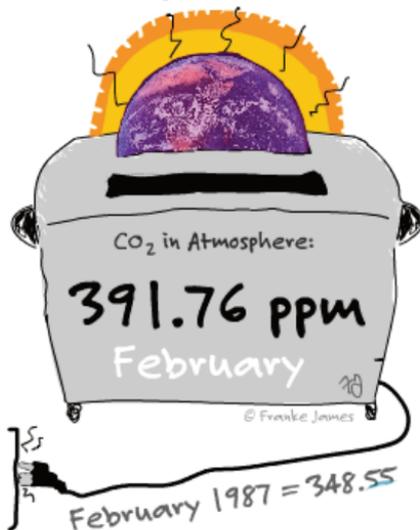
We dreamed of replacing it with

**WILD
FLOWERS**

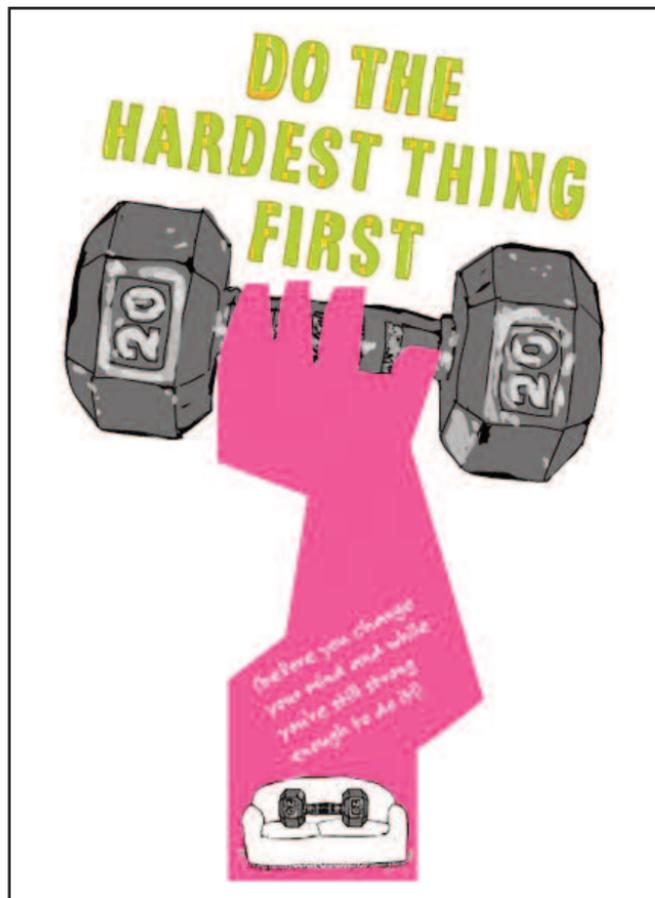
We're toasting



CO₂ Goal = 350



We're toasting the planet



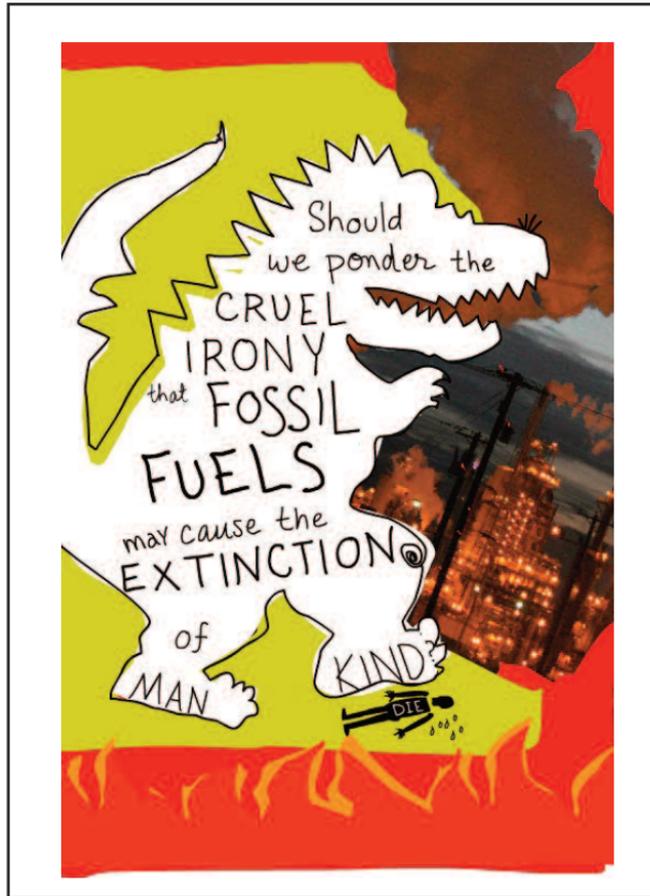
Do the Hardest Thing First

I see CARS dump
pollution into the air...

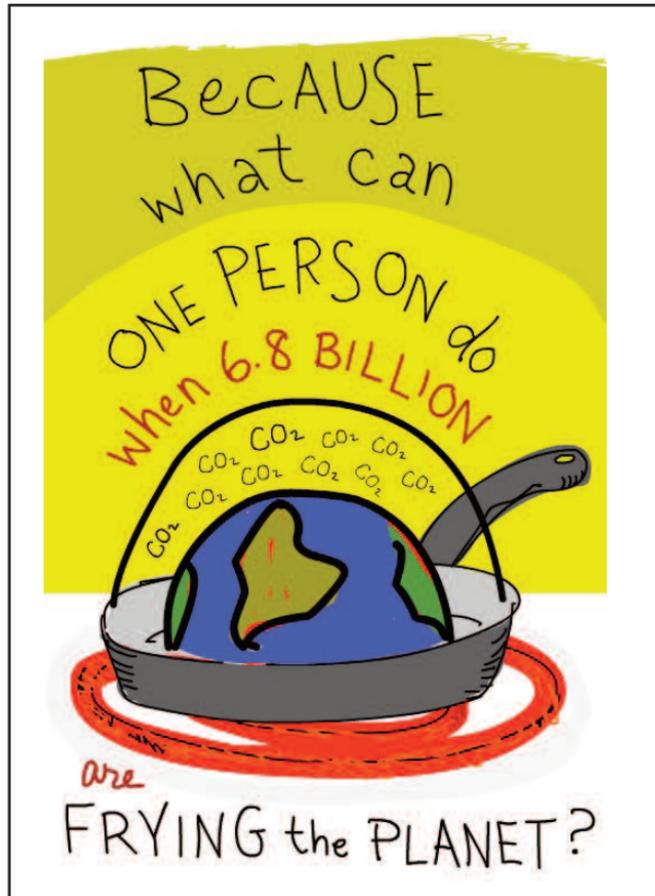


LIKE IT WAS A
BOTTOMLESS SEWER.

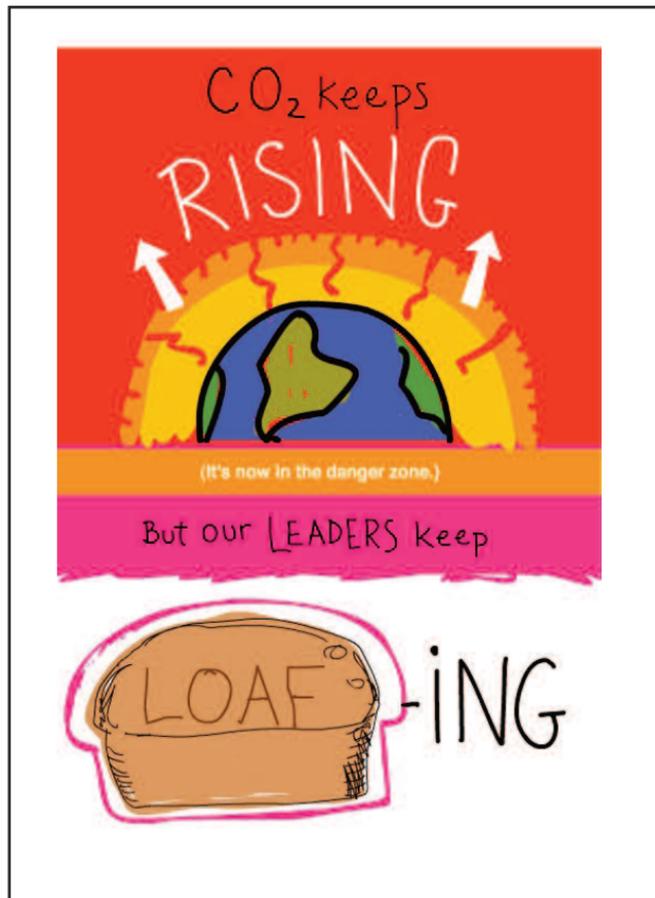
The Sky as a Sewer



Fossil Fuel Dinosaur



What Can One Person Do?



Our Leaders are Loafing

In the midst of writing this down for you,
I wonder, "What does my family think?"

I call up my sister, Mary...

"I THINK CLEAN
WATER WILL BE A BIG
ISSUE IN 2020."





Deepak CHOPRA says
NOT to WORRY about
GLOBAL WARMING.



Maybe Deepak REALLY means that WORRY
is unproductive, so take ACTION??

That Worries Me.

"What? How can that be?"

"BUT
THE CITY
SAYS IT'S
GREEN!!

THEY SAY
THEY WANT
PEOPLE
TO PLANT
TREES.
OH DEAR!

You say we
can only
plant
ONE
tree?"

This really **BOTHERS**
my green conscience!



I said -
feeling a little
like ALICE in
WONDERLAND.

"THIS CAN'T BE
RIGHT?!

CONCRETE AND
ASPHALT AND

INTERLOCK CAUSE
STORMWATER

RUNOFF INTO
THE SEWERS.

THIS IS
TOTALLY
OPPOSITE

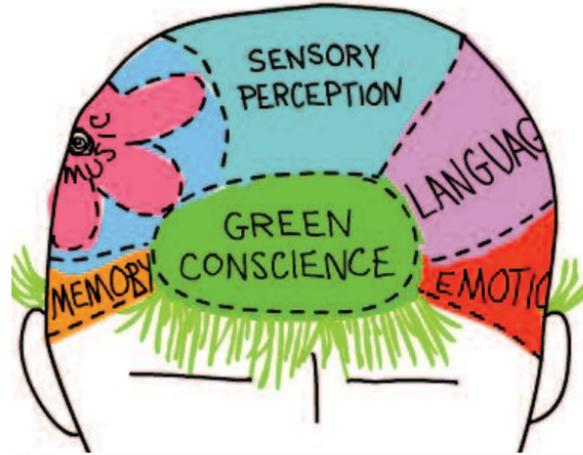
TO WHAT IS ON
THE CITY
WEBSITE.

THIS IS
ABSURD!

TORONTO CAN'T
TELL PEOPLE TO
DAMAGE THE
ENVIRONMENT.
I CAN'T DO THIS.

THIS IS WRONG!"

I shake my head.



NO ONE WILL KNOW

except me.

And my conscience.

That phrase

NO ONE WILL KNOW

HIT A NERVE.

SECRET

Because a small [^]action
(GOOD OR BAD) that gets
repeated thousands of
times can make a
BIG IMPACT.



No One Will Know Hit a Nerve

NO ONE WILL KNOW



If I
waste water.
OR CONSERVE IT.

EXCEPT

No One Will Know if I Waste Water

NO ONE WILL KNOW



If I eat
imported foods.



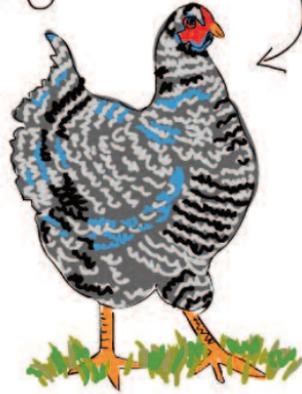
OR LOCAL.



No One Will Know if I Eat Imported Foods

NO ONE WILL KNOW

If I raise

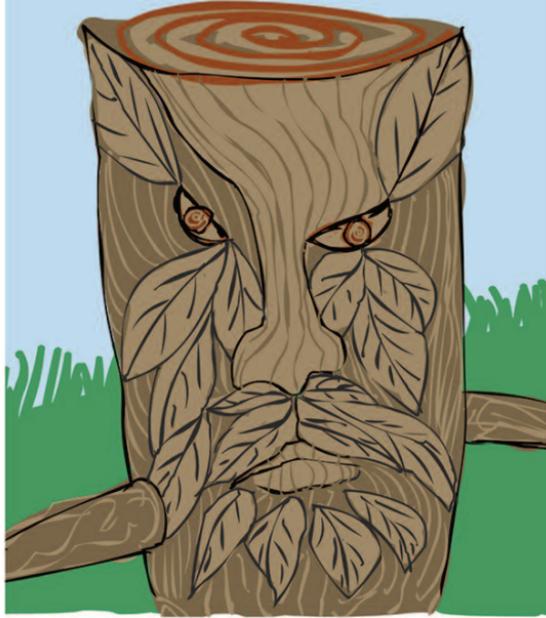


in the BACKYARD.

EXPERIMENT

(Well maybe the neighbors will know.)

Suzuki is FIERCE. I think of
the "GREEN MAN" who guarded
NATURE so ferociously.



David Suzuki as the Greenman