

# Fossil Free Culture NL Policy Plan

(2025-2026)



## 1. MISSION AND VISION

Fossil Free Culture NL is a collective of artists, activists, and researchers working at the intersection of art and climate activism.

FFCNL engages in Strategic Artistic Disobedience to build a Fossil Free Future that is feminist, anti-racist, intergenerational, diverse, queer, and dec-colonial.

Our founding goal is to end oil and gas sponsorship of public cultural institutions in the Netherlands, and more broadly, to critically erode social license for the fossil fuel industry.

### POSSIBLE FUTURES

The science makes clear, to anyone that follows it, that this is the last decade in which we can still meaningfully counter the magnitude of climate breakdown. We exist at a crossroads where a variety of futures are still possible. We believe in the power of art and disobedience combined to intervene in systems of power, and to amplify demands planet wide for a livable future.

After years of focus ending fossil sponsorship in public cultural institutions, we are pleased to witness significant erosion of public social license for the fossil fuel industry. While we're convinced it's only a matter of time before the remaining public cultural institutions join the rest rejecting oil and gas sponsorship, we of course intend to stick around and finish the job. As we complete this cycle of our work, we are building the scaffolding for our next: disseminating strategies of Artistic Disobedience to actively demand and describe other possible futures.

### WHY DISOBEDIENCE

Because the social contract is catastrophically broken, and Earth's life support systems are collapsing before our eyes – yet somehow those in power are still getting away with just kicking the can down the road. Unsurprisingly, large numbers of us have no intention of playing nice anymore. Here at FFCNL we are harbouring some pretty serious authority issues!

The primary cause of climate and ecological breakdown is the malign influence of the fossil fuel industry. The status quo is being held in place by their vested polluting interests, with an iron grip on government and economic systems worldwide. State-capture is not too big a word. We are long past the point when traditional protest was capable of creating

change. Disobedient disruption, strategically focused, can unbalance loaded playing fields, and create serious pathways for interrupting systems of harm. The default future on offer is breathtakingly unjust and dystopian. Under these circumstances, we believe that refusal to obey unjust laws, especially those maintaining and elevating fossil harm, becomes a civic duty.

### WHY WITH ART

Because artists have the capacity to envision other worlds, and devise tactics to make those worlds a reality. Art has the power to express directly and memorably, and counter public weariness with facts and figures. We believe that Strategic Disobedient Art has the power to communicate with the urgency needed to break through timeworn indifference.

Emotional activation is a necessary precursor to viscerally engage with deeper frames of human thought. Disruption opens emotional space for the possibility of that communication. Strategically constructed art can deliver messages in that space that leapfrog traditional mental roadblocks. Art has the power – and effective strategy can position it to reach more people. Crucially, to reach more specific people.

## 2. GOALS AND OBJECTIVES

### Goal 1: Stop Artwashing in the Dutch cultural sector

#### Objective 1.1: Stop Artwashing in Groningen

Through organizing three public art performances each year at the Groningen Museum, we aim to raise awareness about the critical role that the gas industry, particularly companies like Gasterra and GasUni, play in delaying the energy transition in the Netherlands.

These performances will not only serve as artistic expressions but also as powerful interventions that engage the public in discussions about the urgent need for a shift toward sustainable energy sources. By leveraging the creative power of art, we will illuminate the complex relationship between fossil fuels and our current energy policies, emphasizing how corporate interests can hinder progress toward a greener future.

In addition to highlighting the impacts of the gas industry, these interventions will provide essential information about the efficiency and environmental consequences of blue and

grey hydrogen. While these hydrogen forms are often touted as cleaner alternatives to fossil fuels, they are still associated with significant carbon emissions and other environmental issues.

By disseminating this information during our performances, we aim to educate the public about the realities of hydrogen production and its implications for climate change. We will create an engaging atmosphere where participants can interact with artists, ask questions, and share their thoughts on the energy transition.

Furthermore, each performance will include informative materials and discussions that help demystify these energy sources, encouraging critical thinking and fostering dialogue about the path forward. Ultimately, our goal is to empower the community to demand more transparent and sustainable energy policies, urging stakeholders to prioritize renewable energy solutions that genuinely contribute to a fossil-free future.

**Objective 1.2:** Increase public understanding

We aim to increase public engagement through a multifaceted approach that includes workshops, exhibitions, and dynamic social media campaigns directly tied to our performances at the Groningen Museum.

A significant component of our strategy will be to cultivate a strong social media presence that captures the essence of our artistic interventions. Each public art performance will be accompanied by an integrated social media campaign that showcases live updates, behind-the-scenes content, and interactive discussions. By leveraging platforms such as Instagram, we will create a digital narrative that not only highlights the performances but also invites the audience to participate in real-time conversations about the issues being addressed. This online engagement will be further amplified by creating visually striking content—such as videos and images—that resonates with our mission of raising awareness about the gas industry’s impact on the energy transition.

In addition, we will develop targeted social media campaigns that encourage community involvement before, during, and after each performance. These campaigns will include calls to action, such as sharing personal stories related to energy consumption and climate change, and providing educational resources about the environmental impacts of blue and grey hydrogen.

To enhance engagement, we will organize public creative brainstorming sessions that will feed ideas for our performances, allowing participants to delve deeper into the themes we explore. These workshops will be promoted through our social media channels, creating buzz and anticipation. We will also encourage attendees to share their experiences online, fostering a sense of community and collective action around our cause.

By strategically connecting our performances to a robust social media campaign, we aim to cultivate an engaged audience that is not only informed but also inspired to advocate for sustainable energy practices and policies. Through this approach, we hope to create a lasting impact that extends beyond the museum, mobilizing a community committed to a fossil-free future.

**Goal 2: Foster Collaboration**

**Objective 2.1:** We aim to establish partnerships with at least 10 cultural organizations and artists in Groningen who are committed to stopping the artwashing of the fossil fuel industry in the city.

By collaborating with like-minded cultural organizations and artists, we can create a united front against this practice and to foster a network of creative professionals who recognize the importance of aligning their work with ethical and sustainable practices.

These partnerships will enable us to share resources, knowledge, and strategies to amplify our collective voice. We will organize joint events, such as panel discussions, exhibitions, and workshops, that focus on the implications of artwashing and the importance of supporting artists who prioritize climate justice in their work. Through these collaborations, we can raise awareness within the arts community about the need to critically examine funding sources and resist the influence of fossil fuel money.

Ultimately, our partnerships will empower artists and organizations to take a stand against unethical sponsorship practices. By leveraging our collective creativity and commitment, we can inspire a cultural shift that champions environmental justice and fosters a thriving, sustainable artistic community in Groningen.

**Objective 2.2:** We plan to host an event by the end of 2025 centered on sustainable art practices and climate justice, bringing together artists, activists, and policymakers including the Museum’s director in a central cultural space in the city of Groningen. This event will serve as a vital platform for fostering dialogue, collaboration, and action around the pressing issues of climate change and the role of the arts in advocating for environmental justice.

The event will feature a diverse array of activities, including panel discussions and workshops. We will invite prominent activists and thought leaders in the climate justice movement to speak on critical topics such as the impact of the fossil fuel industry on marginalized communities and the importance of ethical funding in the arts. These discussions will aim to inform and inspire attendees, encouraging them to consider how they can contribute to a more equitable and sustainable future through their work and advocacy.

In addition to inspiring talks, the event will feature hands-on creative brainstorming sessions that will bring forth innovative ideas for the next years of disobedient art in Fossil Free Culture NL. These collaborative sessions will encourage participants to share their visions and concepts, fostering an environment where experimentation and bold ideas can flourish. By harnessing the collective creativity and passion of artists, activists, and policymakers, we aim to develop impactful art projects that challenge the status quo and provoke meaningful conversations around climate justice and sustainability.

Moreover, the event will foster networking opportunities, connecting artists, activists, and policymakers who share a commitment to addressing climate change. By creating a space for collaboration, we hope to spark new initiatives and partnerships that extend beyond the event itself, empowering participants to take actionable steps toward promoting sustainability in their respective fields.

By hosting this event, we envision cultivating a vibrant community in Groningen that inspires both local and broader audiences to take meaningful action. Together, we can create a cultural landscape that not only reflects our values but also contributes to a thriving, fossil-free future.

### **Goal 3: Spread the methodology**

**Objective 3.1:** We will develop and disseminate a Disobedient Toolkit, designed to outline all the steps involved in creating impactful artistic interventions. This toolkit will serve as a practical guide for artists, activists, and cultural practitioners who wish to engage in creative acts of civil disobedience that challenge the fossil fuel industry's influence.

The Disobedient Toolkit will offer detailed instructions on the process of conceptualizing, planning, and executing art interventions in public spaces or cultural institutions. It will cover everything from identifying key targets—such as institutions with ties to fossil fuel companies—to developing a narrative that aligns with the mission of Fossil Free Culture NL. The toolkit will also provide practical advice on navigating legal considerations, working with collaborators, and ensuring the safety and effectiveness of the interventions.

In addition, the toolkit will present the methodologies developed and refined by Fossil Free Culture NL over the years. This will include our approach to strategic art-making, community engagement, and the use of symbolism and messaging to provoke thought and dialogue. We will share insights on how to integrate feminist, queer, anti-racist, and decolonial perspectives into artistic practices, ensuring that interventions are inclusive and reflective of broader social justice movements.

Moreover, the toolkit will offer resources on how to document and share these interventions through various

media channels, empowering participants to amplify their impact and inspire others to take similar action. By making the Disobedient Toolkit widely accessible, we aim to equip a new generation of artists and activists with the tools they need to disrupt the status quo and push for systemic change.

**Objective 3.2:** We are excited to launch the Disobedient Art School, in collaboration with Home of Participation. This week-long program will consist of workshops, gatherings, and creative brainstorming sessions designed to empower participants from diverse backgrounds within the climate justice movement. The school will offer a unique space where activists, artists, and community organizers can come together to learn, share experiences, and co-create strategies for impactful artistic interventions.

The Disobedient Art School will be grounded in Fossil Free Culture NL's methodologies, providing participants with hands-on tools and approaches to challenge the fossil fuel industry's influence on cultural institutions. Central to the program will be the incorporation of Paulo Freire's pedagogy of the oppressed, which emphasizes critical thinking, mutual learning, and collective empowerment. By following this pedagogical approach, the school will foster an environment where knowledge is not imposed but rather co-created, with participants contributing their unique perspectives and struggles to shape new methods of artistic disobedience.

Through a series of interactive workshops, participants will explore the intersections of art, activism, and social justice, learning how to apply Fossil Free Culture NL's creative tactics to their own local contexts and causes. These sessions will encourage critical reflection on issues such as decolonization, feminism, queer identity, and anti-racism within the climate justice movement. Additionally, the gatherings and brainstorming sessions will serve as collaborative think-tanks, allowing participants to collectively develop innovative strategies for disrupting fossil fuel sponsorship in the arts and beyond.

## **3. TARGET AUDIENCE**

**Artists and cultural practitioners:** Our primary audience includes artists, performers, and cultural practitioners who are eager to engage in socially and politically motivated work. We aim to provide these individuals with the tools and inspiration to create impactful art interventions that challenge the fossil fuel industry's influence. By collaborating with us, they can develop creative methods that promote climate justice, drawing from Fossil Free Culture NL's unique methodologies.

**Cultural institutions and organizations:** We seek to engage galleries, cultural institutions, and art organizations that want to critically examine their ties to the fossil fuel industry. These organizations play a key role in shaping public discourse and can act as powerful allies in our mission to stop artwashing in

the Groninger Museum. We aim to foster partnerships that promote ethical sponsorship and environmentally responsible practices within the cultural sector.

**Policymakers and advocacy groups:** By connecting with policymakers and advocacy organizations, we aim to influence policy decisions and regulatory frameworks related to fossil fuel sponsorship in the arts. Advocacy groups focused on climate justice, human rights, and environmental sustainability are critical partners in amplifying our message and pushing for systemic change. Our interventions and campaigns are designed to resonate with policymakers, urging them to prioritize sustainability in the cultural sector.

**The general public, especially marginalized communities:** The general public is a key audience for our work, with a special focus on marginalized communities, who are often at the forefront of climate justice struggles. By engaging these groups, we seek to empower them with knowledge and a sense of agency, encouraging participation in climate activism through art. Our projects are designed to be inclusive, ensuring that underrepresented voices are heard and their perspectives on environmental justice are reflected in our work.

## 4. STRATEGIES AND ACTIVITIES

### Artistic Interventions

1. We will initiate bold, provocative artistic interventions in the Groninger Museum that challenge the sponsor relations between the Museum and the fossil fuel industry.
2. These art interventions will use performance, visual art, and multimedia to call attention to the damaging effects of fossil fuel dependency on both local and global scales, igniting public discourse around the issue.
3. These interventions will provoke conversations about climate justice and highlighting the connection between fossil fuels and environmental degradation. The goal is to inspire critical reflection and mobilize communities to demand systemic change.

### Workshops, Educational Programs

1. Offer workshops to challenge the fossil fuel industry: We will design interactive workshops that equip participants with the tools and strategies to create impactful art interventions that expose and challenge the fossil fuel industry. These sessions will focus on practical skills like organizing artistic actions, engaging the public, and developing narratives around climate justice.
2. Integrate Fossil Free Culture NL's methodologies: Our educational sessions will teach Fossil Free Culture

NL's approaches to disobedient art, symbolism, and performance. Through hands-on activities, participants will learn how to disrupt fossil fuel narratives and gain practical skills to apply in their own work.

3. Collaborate with schools, universities, and cultural institutions: We will partner with educational and cultural organizations to integrate artistic activism into curricula, co-developing courses and projects that explore the intersection of art and climate justice.
4. Host intensive programs like the Disobedient Art School: We will organize immersive programs such as the Disobedient Art School, where participants will spend a week deep-diving into creative disobedience, collaborative art-making, and real-world interventions aligned with our mission.
5. Provide accessible online resources: We will offer digital resources, including downloadable Disobedient Toolkits, covering topics like fossil fuel divestment and public art interventions, ensuring global access to our climate justice movement in the arts.

### Community Engagement

1. Facilitate collaborative art brainstorming to generate new ideas: We will facilitate creative brainstorm sessions where artists and community members can co-develop innovative art interventions, generating fresh ideas for future climate actions.
2. Create online platforms for sharing resources and ideas: We will develop online platforms for artists, activists, and communities to share resources, toolkits, and ideas, fostering collaboration and continuous engagement around climate action in the arts.
3. Leverage social media to amplify local climate action: social media will be used to share stories from community-driven art and climate actions, showcasing grassroots efforts and inspiring others to adopt creative approaches for a fossil-free future.

## 5. EVALUATION AND MONITORING

### Performance Indicators:

To effectively measure our impact, we will track the following key performance indicators:

1. Number of public interventions and workshops conducted: We will maintain a comprehensive record of all artistic interventions and workshops held, allowing us to assess our outreach efforts and the effectiveness of our programming. This data will help us identify successful formats and topics, enabling us to refine our approach over time.

2. Level of engagement and participation from target audiences: We will analyze the diversity and number of participants across various demographics, including artists, youth, and marginalized communities. Engagement metrics, such as attendance rates, participation in discussions, and feedback collected through surveys, will provide insight into how well we are reaching our target audiences and fulfilling our mission to empower different groups.
3. Number of partnerships established and policy changes influenced: We will track the growth of collaborations with cultural organizations, educational institutions, and advocacy groups. Additionally, we will monitor any policy changes influenced by our advocacy efforts, documenting successful campaigns that lead to divestment from fossil fuels or the implementation of sustainable practices in the arts sector.

**Review Mechanisms:**

To ensure accountability and continuous improvement, we will implement review mechanisms:

1. Biannual evaluations of progress toward goals and objectives: Every six months, we will conduct a thorough evaluation of our initiatives, measuring our progress against established goals and objectives. This evaluation will involve analyzing performance data, assessing the impact of our activities, and identifying any challenges encountered. Based on this assessment, we will adjust our strategies to improve effectiveness and address any identified gaps.
2. Surveys and feedback from participants and partners: We will distribute surveys to workshop attendees, collaborators, and community partners to gather qualitative and quantitative feedback on their experiences. This feedback will focus on the relevance of our programming, perceived impact, and suggestions for improvement. Additionally, we will conduct focus group discussions with key stakeholders to delve deeper into their insights and experiences, ensuring we capture a comprehensive understanding of our initiatives' effectiveness.

**Reporting and Transparency:**

We will compile our findings from evaluations and feedback into comprehensive reports that will highlight successes, lessons learned, and recommendations for future activities. Transparency in our evaluation process will foster trust and accountability, encouraging ongoing collaboration and support from our community and partners.

**Adaptation and Continuous Learning:**

Our evaluation process will be an integral part of our organizational culture, promoting a mindset of continuous learning and adaptation. Insights gained from performance indicators and participant feedback will inform our future programming and strategic planning, ensuring that we remain responsive to the evolving needs of our communities and the climate justice movement.

**6. BUDGET AND RESOURCES**

**Estimated Budget for 2025-2026:**

Item	Year	Total
Staff Costs	€41,126.40	€ 82,252.8
Operational Costs	€ 6,084.46	€ 12,168.92
Communication	€ 7,707.54	€ 15,415.08
Art Performances	€ 24,085.05	€ 48,170.10
Disobedient Art School	€ 44,945.45	€ 89,890.9
		Total € 247,897.8

**Funding Sources:**

1. Grants from governmental and cultural institutions: We will actively seek grants from local, national, and international governmental bodies, as well as cultural institutions that support initiatives focused on climate justice, sustainability, and the arts. These grants will provide essential financial backing for our programs, enabling us to execute impactful projects, workshops, and interventions that align with our mission.
2. Donations from individuals and organizations: We will cultivate a diverse donor base, reaching out to individuals who are passionate about climate action and the arts, as well as organizations that share our values. Our fundraising efforts will include targeted campaigns that emphasize the importance of supporting disobedient art and climate justice initiatives, encouraging one-time and recurring donations to sustain our operations and programs.
3. Corporate sponsorships and partnerships: We will explore opportunities for corporate sponsorships from businesses committed to sustainability and social responsibility. By partnering with like-minded companies, we can secure funding while promoting collaborative projects that highlight the importance of art in advocating for climate justice. These partnerships will also allow us to reach new audiences and create mutually beneficial initiatives that further our goals.
4. Crowdfunding initiatives: We will leverage crowdfunding platforms to mobilize grassroots support for specific

projects and campaigns. By engaging our community through platforms that facilitate small contributions from many supporters, we can build momentum for our initiatives and foster a sense of collective ownership over our mission.

5. Merchandising and product sales: We will develop and sell merchandise related to our mission, such as silk print art t-shirts, publications, and eco-friendly products. Proceeds from these sales will directly support our activities while also promoting awareness of climate justice and the role of art in advocacy.