

Culture and Communities Committee

Item 9.4

10.00am, Tuesday, 18 June 2019

Invitation to Attend the Fair Saturday Foundation Awards

Executive/routine	
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Council Commitments	46

1. Recommendations

- 1.1 The Committee is asked to note acceptance by the Vice Convener of Culture and Communities to attend the Fair Saturday Awards in Bilbao, Spain on 24 June 2019.
- 1.2 Due to the timing of this invitation, the decision to accept this invitation was taken by the Chief Executive in consultation with the Leader and Deputy Leader of the Council under Committee Terms of Reference and Delegated Functions part 4.

Paul Lawrence

Executive Director of Place

Contact: David Waddell, Senior Events Officer

E-mail: david.waddell@edinburgh.gov.uk | Tel: 0131 529 4929

Invitation to Attend the Fair Saturday Foundation Awards

2. Executive Summary

- 2.1 The Vice Convener of Culture and Communities has been invited to attend the Fair Saturday Awards in Bilbao, Spain on 24 June 2019.
- 2.2 The awards recognise organisations and individuals that have a positive impact on social change through international culture. The Edinburgh International Festival is a previous award recipient.
- 2.3 Through the Vice Convener, the city has been asked to be represented at the awards and to continue developing the international cultural and social networks through the Fair Saturday Foundation partner cities.
- 2.4 The city intends to become a full member of the Fair Saturday Foundation and progress towards securing this will continue at the Awards.

3. Background

- 3.1 Founded in 2014 as a counter to 'Black Friday', [Fair Saturday](#) is a global cultural movement which aims to generate social change through art and culture. Thousands of artists and cultural organisations of different artistic disciplines gather on the last Saturday of November in cities around the world, participating in cultural events that support different social causes.
- 3.2 Edinburgh has participated in Fair Saturday since 2017 with the establishment of the St Andrew's Day Fair Saturday. In 2018, 106 cities participated in Fair Saturday.
- 3.3 The Council continues to work with the Fair Saturday Foundation to secure full membership, explore ways of promoting the Foundation's work, to connect artists and cultural institutions to social causes and explore funding opportunities.

4. Main report

- 4.1 Edinburgh has been a participant in the Fair Saturday movement since 2017. Cities that participate in the programme of activities either raise audience awareness of local social causes or directly raise money for them.
- 4.2 The Scottish Government endorsed the Fair Saturday movement in 2017 with the establishment of the St Andrew's Day Fair Saturday, connecting the Foundation's work directly to the celebrations for St Andrew's Day.
- 4.3 In order to continue this network and support, the Vice Convener of Culture and Communities has been invited to attend the Fair Saturday Foundation awards to represent Edinburgh and to continue towards the city taking full membership of the Fair Saturday Foundation.
- 4.4 The programme is comprised of a 'Culture for a Fair World' forum during the daytime followed by the award ceremony at night.
- 4.5 The forum is an important opportunity for the nominated award organisations to present their case studies and share learning with the participant cities and will also include a case study session on the role of arts and culture in the future of cities with Scotland and Edinburgh as a case study.

5. Next Steps

- 5.1 A post visit update will be provided to the Committee following the awards.
- 5.2 The Council continues to engage with the Fair Saturday movement. A number of Edinburgh-based projects are in development that will broaden the network of artists and cultural organisations in the city and continue to promote social causes.

6. Financial impact

- 6.1 The cost of travel will be met by the Culture budget. Accommodation costs will be met by the host city.

7. Stakeholder/Community Impact

- 7.1 Fair Saturday has a positive community impact, using arts and culture to draw attention to social causes in Edinburgh and Scotland.
- 7.2 Wide engagement with the art and culture sector continues, aligning these organisations and social causes with philanthropic bodies and external funders.

- 7.3 Travel arrangements will be made in accordance with the Council's Sustainable Travel Plan. While there are adverse impacts on air quality and noise associated with air travel, overland travel is not considered to be practical given the time implications.

8. Background reading/external references

- 8.1 None.

9. Appendices

- 9.1 Appendix 1 – Edinburgh Fair Saturday Agreement



Fair Saturday



SAINT ANDREWS FAIR SATURDAY. Agreement with the City of EDINBURGH

May 22nd, 2019

◆ EDINBURGH ◆
THE CITY OF EDINBURGH COUNCIL

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**FAIR SATURDAY
THE CONCEPT**

2



**FAIR SATURDAY
TODAY**

3



**Agreement
SAINT ANDREWS
FAIR SATURDAY
in EDINBURGH**



TIME TO RETHINK THE FUTURE A NEW ERA IS COMING

Populism, new risks, the future is **uncertain** and **complex**...

We need **positive** and **transformational projects** that rise mainly from the civil society.

Those organizations which lead or support **innovative and positive initiatives** will be rewarded by their citizens.

POSITIVE INITIATIVES.

MORE THAN EVER

GROWTH? YES, BUT INCLUSIVE GROWTH

After five decades of **social and economic welfare**...
...we need to renew our **current growth models**...
...with the objective of building a **fairer and well-developed world**.

A PRIORITARY FOCUS ON PEOPLE IS ESSENTIAL

SMART CITIES? YES. CONNECTED AND BASED ON SOCIAL VALUES

We are switching from “**rigid states**” to “**living cities**” ...

...with values, attractions and culture that project globally...

...through their **cities**, main players in the XXIst century.

TIME FOR CITIES, CULTURE AND VALUES. AND PEOPLE.

DIRIGIST POLITICS? COLLABORATION AND CITIZEN PARTICIPATION

The **civil society wants to be responsible** for the creation of the future...

...**developing initiatives of a great potential impact** thanks to globalization and new technologies...

...with rising opportunities of **potential public/ private collaborations.**

**CITIZEN PARTICIPATION IS ESSENTIAL TO CREATE
VALUE-GENERATING ENVIRONMENTS**



INTOLERANCE? STRATEGIES TO CREATE INCLUSIVE AND DIVERSE CITIES

We are living in **times of intolerance**, where “the others” look more like risk rather than enrichment...

...making it necessary to strategically rethink how to **increase social empathy**...

...with an approach based on **integration, common good and a long term vision.**

CITIES MUST BE ENVIRONMENTS OF INCLUSION

CULTURE IS NOT SECONDARY. IT IS ESSENTIAL FOR SOCIAL DEVELOPMENT

In times where **materialism**, where “**having**” is what prevails...

...we must collectively reflect on the value of “**being**”.

Culture will help **vertebrate** and develop **richer societies**...

...and to **bring together and connect communities** being respectful and embracing diversity.

CULTURE HAS NEVER BEEN AS NEEDED AS IT IS RIGHT NOW

In times of uncertainty...

**...we need to develop positive
people-centric initiatives...**

...that spread optimism...

**...developed by the
citizenship...**

**...generating environments of
values and inclusivity.**

***Where culture is a
fundamental backbone.
Capable of touching people.
Essential for a better future.***



**Fair
Saturday**

FAIR SATURDAY, A GLOBAL CULTURAL MOVEMENT WITH A SOCIAL IMPACT



Fair Saturday

“A COLLECTIVE CELEBRATION OF ARTS AND CULTURE SUPPORTING SOCIAL CAUSES”

A **global cultural movement**...

...based on the **open and participatory** organization of artistic and cultural activities all around the world...

...every **last Saturday of November**...

...each one of them supporting different **social causes** chosen by the cultural organizations participating.

WHY FAIR SATURDAY?



Fair Saturday

“ARTS AND CULTURE ARE NOT IMPORTANT, BUT ESSENTIAL FOR OUR FUTURE”

- To trigger a **positive mobilization** of people around arts and culture.
- To make people reflect on the **essential role** of culture to build stronger societies.
- To **create a day for the cultural sector** to attract new audiences and potential private partners through a collaborative way and breaking silos.
- To recognize, support and generate funds for different **social causes**.
- To enhance social awareness about **inclusive cities**.
- To build bridges and connect **people and cities worldwide** through a global movement.
- To **create a different day in the city**, collaborating with and enhancing existing initiatives (e.g. Small Business Saturday)

WHEN? LAST SATURDAY OF NOVEMBER

The end of November is a time when people are already thinking about Christmas, predisposed to start buying. In that context, a new movement rises to place arts and culture at the heart of society with the objective of building a better society.

Thursday

Happy
Thanksgiving!

- Beginning of Christmas Season

Friday

**BLACK
FRIDAY**

- Busiest shopping day of the year

Saturday

 **Fair
Saturday**

- Cultural movement, open and participatory
- Arts and culture essential for society
- Coming together of cultural organizations

Sunday

- Echoes of Black Friday

Monday

**Cyber
Monday**

- Great e-commerce operation

WHO? CITIZENS PLAY THE MAIN ROLE IN THE CULTURAL SPHERE...

Professionalism	PROFESSIONAL	<ul style="list-style-type: none"> • Private promoters • Professional artists • Festivals • Private theaters and other venues <p>Big mobilization... Me too</p>	<ul style="list-style-type: none"> • Local cultural companies and organizations • Public amateur and professional associations • Public theaters and venues • Local cultural program • Public owned organizations, semi-public <p>Public participation, public – private collaboration</p>
	AMATEUR	<ul style="list-style-type: none"> • Amateur cultural entities • Civil associations • Networks of artists • Education centers, academies and schools <p>Base of the festival</p>	
		PRIVATE	PUBLIC

Typology

- A festival that **emerges from the civil society**, based mostly on the open participation of cultural agents
- The gross mobilization is triggered by the **professional and the amateur cultural life** of towns and cities.
- **Public administrations participate easily** collaborating in the delivery of the movement.
- As participation increases, **private professional organizations come along.**

... AND WITH A STRONG ENGAGEMENT OF THE SOCIAL SECTOR

A.L.A.S
Acción Contra el Hambre
ACNUR
ADECO
ADELA
Adembi
Asoc. Española Contra el Cáncer
AIJ Euskadi
Alboan
Aldeas Infantiles
ALMOM
AMElyA
Amiarte
Amigos de Calcuta
Amigos de Siria
Amnistía Internacional
Amor en acció
Anda
Animal Aid Unlimited
APA SOS Bilbao
Aprendices Visuales
Arrels Fundació
Arte y Alma
Asociación Ahida
Asociación AITPAMPE
Asociación Amejhor
Asociación Bene
Asociación de ayuda al refugiado
Asoc. de enfermos de Alzheimer
Asoc. Humanista Barrio del Pilar
Asociación Laztana
Asociación Madre Coraje Asociación
Montymica
Asociación Mundo Ético
Asociación Piel de Mariposa
Aspace

Aspanovas
Assido
Atades
ATECE
Ayni
Ayuda en Acción
Ayudemos a un@ niñ@
Banco de Alimentos de Bizkaia
Banco de alimentos de Zaragoza
Bermeoko Kate Sarea
Bilbao Formarte
Fundación Bilbao Talento
Asociación Bizitegi
Campaña Hospitalidad
Campaña de Alimentos
Cáritas
CEAR
Centro de Mujeres
Centro Mujeres Luchadoras
Chacchando Sueños
Children's of Topsisia
COM_MOVER
Comité Peruano de Socorro
Coprodeli
Cristianos de Alepo-Sirya
Cruz Roja
Danza Down
Derechos en Acció
Drap Art
El Sueño de Vicky
Ereiten
Euskal Etxea Lima
Barreras Invisibles
Federación ASEM
Festibarrío
Fundación FISC

Fundación Agua de Coco
Fundación Anesvad
Fundación Balia
Fundación Down Zaragoza
Fundación Gabi San Martín
Fundación Lurgaia
Fundación Pequeño Deseo
Fundación Rana
Fundación Síndrome de Down
Fundación Tomillo
Fundación Vicente Ferrer
Fundación Voces
Fundismun
Galaoloku
Integrando
Intress
Jugaterapia
Kate Sarea
La Cocina Económica
La Gota de Leche
La Restinga
La Tarumba
Little Silverback
Madagascar Misiones Trinitarias
Maialen, Síndrome de Donohue
Makete Lagunak
Médicos del mundo
Menudos Corazones
Miquel Valls
Misiones de los S. Corazones
Mugarik Gabe
Mujeres por África
Zabalketa
Nere Izarra Rett Elkartea

Nexe Fundació
Ningún Niño sin Sonrisa
Ningún niño sin su Cuento
Ñawpa Pacha
Obra Social la Caixa
ONAY – Amigos de Monkole
ONG Olvidados
Asociación Cultural Bislumbres
Operación Mato Grosso
Oxfam Intermón
Paremos el Acoso Callejero
Pasaje Seguro Cantabria
Pasito a Paso
Pozos de mujer
Proactiva Open Arms
RAIS Euskadi
Sahara Conmigo
Santuario Gaia
Save the Children
Semilla para el cambio
Sentimientos de Cristal
Ser Especial
Soldados de Ainara
Sonrisas de Bombay
SOS 112 Vagabundos
Stop Sanfilippo
T4 Lucha contra el Sida
TADeH
Tomares Comparte
TP Cartagena MM
Unicef
Uno entre cien mil
VASS - Sanfilippo Euskadi
Ventana a la Diversidad
Zubietxe

Each event organizer decides which social cause to support through their event.

SOCIAL

WHERE? GLOBALLY



LEADING GLOBAL OFFICIAL CITIES

The official Fair Saturday cities are leading global cities who are building a different, positive and meaningful day. High potential value with no risk.

- **Network of cities**
- **International projection**
- **Pioneer and innovative.** “We were the first”

SPONTANEOUS GROWTH

Fair Saturday, by its own nature, has a strong organic growth:

- **Artists** as the movement’s advocates.
- Open call to the cultural **ecosystem**.
- **Shared** initiative (artists, venues, social causes, citizens).

Many events join organically in **different cities worldwide**.



VALUE PROPOSITION FOR OFFICIAL CITIES

Cultural Industry



Increase of cultural spending

Broader audiences

Social recognition

Collaborative initiative

Global connection

Promotion of the local cultural ecosystem

Social Sector



Recognition for their work

Promotion of their message

Additional funding

Leading role of social causes

Social innovation

Wider audiences

Society



Unique Day

Experiences

Generation of local growth

Thrill, excitement

To help the others

Global connection

Fair Saturday is a clear example of win-win-win

FAIR SATURDAY'S VISION

Fair Saturday 2018



Fair
Saturday

To become a day in the world

**A global cultural movement
with a social impact**

A movement of cities, global and inclusive, that triggers a social mobilization rooted in arts and culture with the objective of changing the world.

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**FAIR SATURDAY
THE CONCEPT**

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**Agreement
SAINT ANDREWS
FAIR SATURDAY
in EDINBURGH**

BECOMING A GLOBAL MOVEMENT, STEP BY STEP

2014

1 city
20 events
7,000 attendees

2016

66 cities
354 events
100,000 attendees
1 official city

2018

106 cities
630 events
150,000 attendees
10 official cities

OFFICIAL FAIR SATURDAY HUBS 2018



**BILBAO
BAY OF BISCAY**



MILAN



SCOTLAND



PISA



LIMA



MÁLAGA



BRISTOL



HUELVA



SANTANDER



MESAGNE

A MOVEMENT SUPPORTED BY POSITIVE PEOPLE AND INSTITUTIONS



[The Novia Salcedo Award 2016 is granted to Fair Saturday for] its cultural dimension in today's society as a generator of civic virtues, ethic and caring behaviour, allowing the presence of young people in this professional fields, and also through the use of new digital marketing tools to achieve so."

- **King Philippe the VI of Spain**



"It is a celebration that recognises the massive role that arts and culture can play in building a stronger and fairer society. [...] it is a big privilege for us to celebrate our 1st Fair Saturday."

- **Nicola Sturgeon**, First Minister Scotland



"Values and culture must be fundamental factors to drive economic and social growth. That is why Fair Saturday reflects the way we want the Biscay of our future: inclusive in its growth, socially aware and connected to the world. [...] I am proud that this originated in Biscay and that we can now share it with the world."

- **Unai Rementeria**, President of the Government of Biscay



"Fair Saturday is about capturing some of those deeper things that you can only capture through the arts [...] and it is an amazing honour to be connected to other places that there are in it."

- **Marvin Rees**, Mayor of Bristol



"Fair Saturday is a worldwide cultural project that, for the past 4 years, has been generating an important social impact whose main goal is to position art and culture at the centre of society."

- **Juan Diego Flórez**, tenor



"Fair Saturday is a great opportunity to add the strength and appeal of arts and culture and social awareness [...] with the added motivation of enjoying arts and culture while collaborating with social causes with a global vision towards the entire world."

- **Francisco de la Torre**, Mayor of Málaga

OFFICIAL CONFIRMED NEW FAIR SATURDAY CITIES 2019. Closing agreements +25 Global Cities



HELSINKI



LEEUWARDEN



ATLANTA



MASSACHUSETTS



LISBON

CASE STUDY 1 – SAINT ANDREWS FAIR SATURDAY. SCOTLAND

ANNEX A

Minister for Europe, Migration and International Development
Ben Macpherson MSP



Scottish Government
Riaghaltas na h-Alba
gov.scot

12 December 2018

Dear Colleague

Boosted by St Andrew's Fair Saturday, this year's St Andrew's Day events programme has been the biggest and most successful ever and I am delighted that Scotland's global reputation for fairness, diversity, inclusion and the importance we place on the vital and integral role of young people in our society has been at the very heart of the celebration.

With this in mind I am writing to thank you, your partners and your community for joining the celebration of St Andrew's Fair Saturday on and around 1 December 2018.

Led by the Fair Saturday Foundation, St Andrew's Fair Saturday has been a great success with over 70 events joining the celebration right across the country.

I was pleased to take part in the celebration of St Andrew's Fair Saturday at a series of events in Edinburgh and I was encouraged to see for myself how well the Fair Saturday concept has chimed with partners and local communities across Scotland as part of the wider celebration of St Andrew's Day.

Going forward, we will announce the impacts of the first edition of St Andrew's Fair Saturday early in the new year and as we progress towards 30 November 2019 we will also be exploring with partners how we can collectively build on the momentum around the celebration of Scotland's National Day. Further information will be provided in due course.

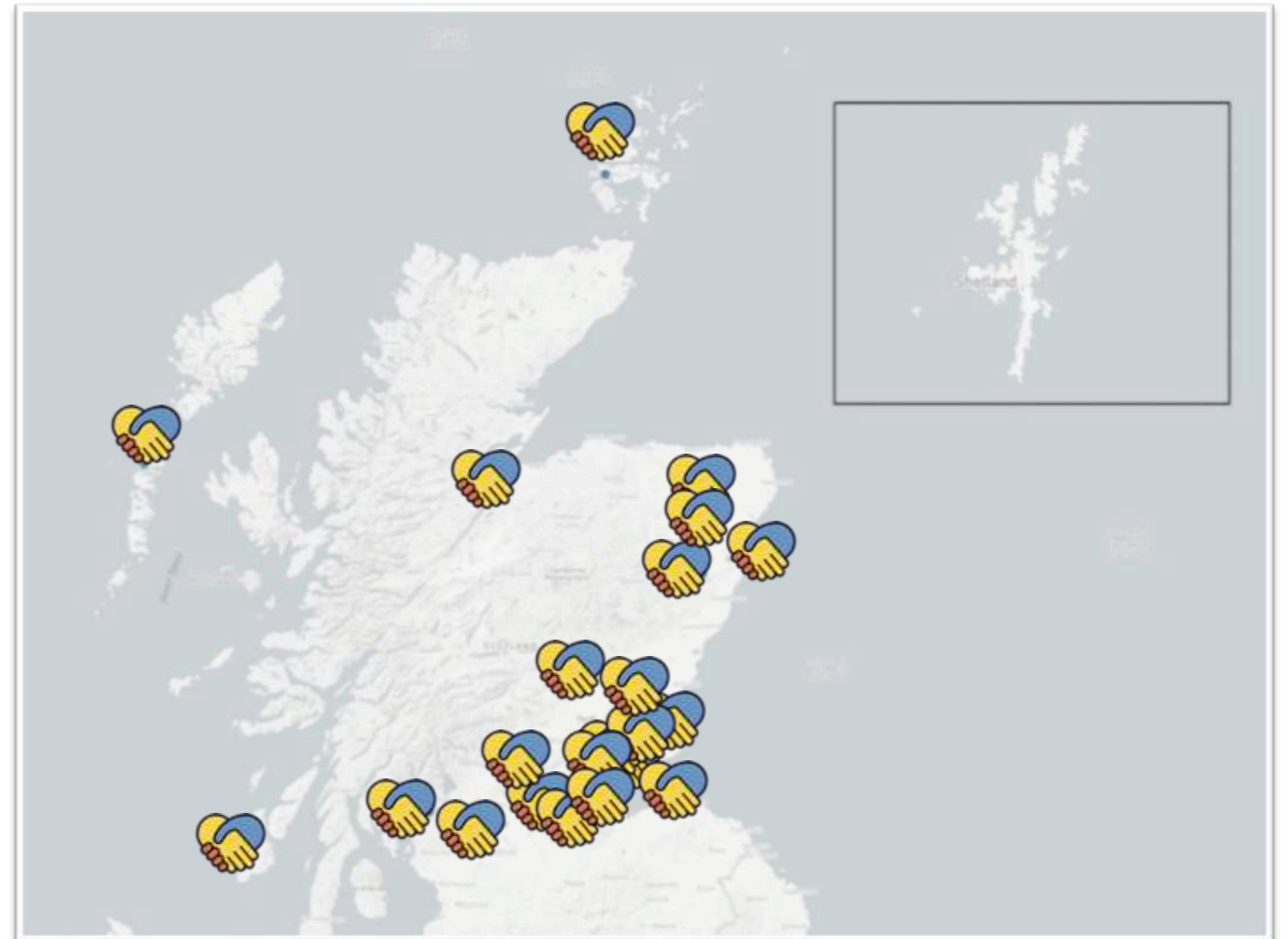
To close I would like to wish you all a very Merry Christmas and all the very best for 2019.



Ben Macpherson
Minister for Europe, Migration and International Development

Scottish Ministers, special advisers and the Permanent Secretary are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot

St Andrew's House, Regent Road, Edinburgh EH1 3DG
www.gov.scot



- First **nation-wide experience** of Fair Saturday. Linked to Scotland's National day.
- **Strong geographic spread** in the first edition. 17 regions involved in the celebration of the festival.
- 85 events. 1,000 artists. 13,000 attendances. 60,000 Pounds for social causes.

CASE STUDY 2 - BRISTOL

Dear Jordi

Thank you for getting in touch and for your patience while I responded. I hope New York was a success.

I was pleased with the success of Fair Saturday here in Bristol, and enjoyed speaking at the breakfast event. Our target was 25 events, and we ended up putting on 40, with around 9,000 attendees, and £15k raised for charity.

I understand that my International Affairs Team are seeking to link up Fair Saturday with the Mayor of Boston's Office, and I met with the Mayor last year. I am connecting you with Samantha Morgan in the team who will be able to advise and look into connecting you with the Arts and Culture team in Boston.

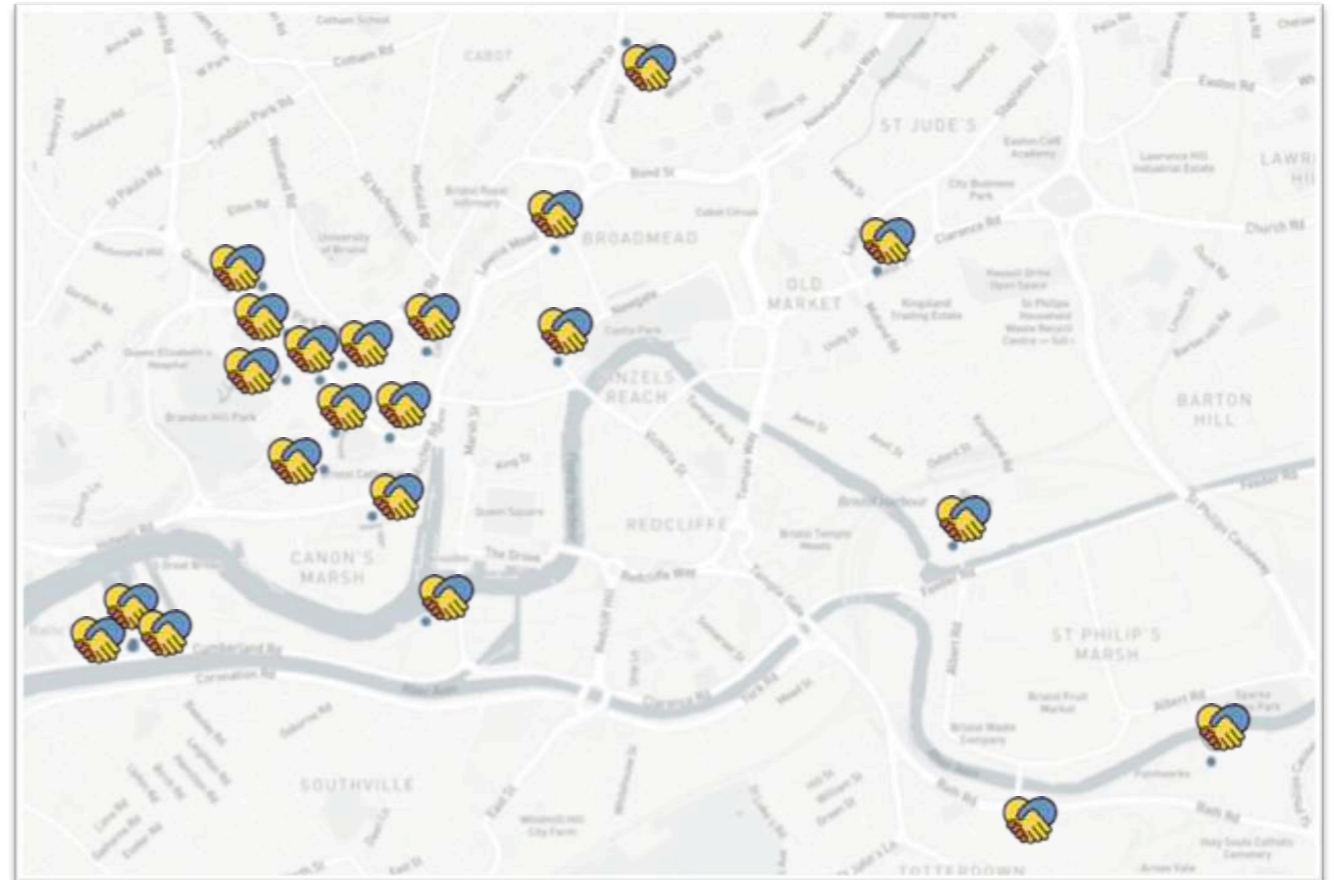
Once again, thank you for writing.

Kind regards



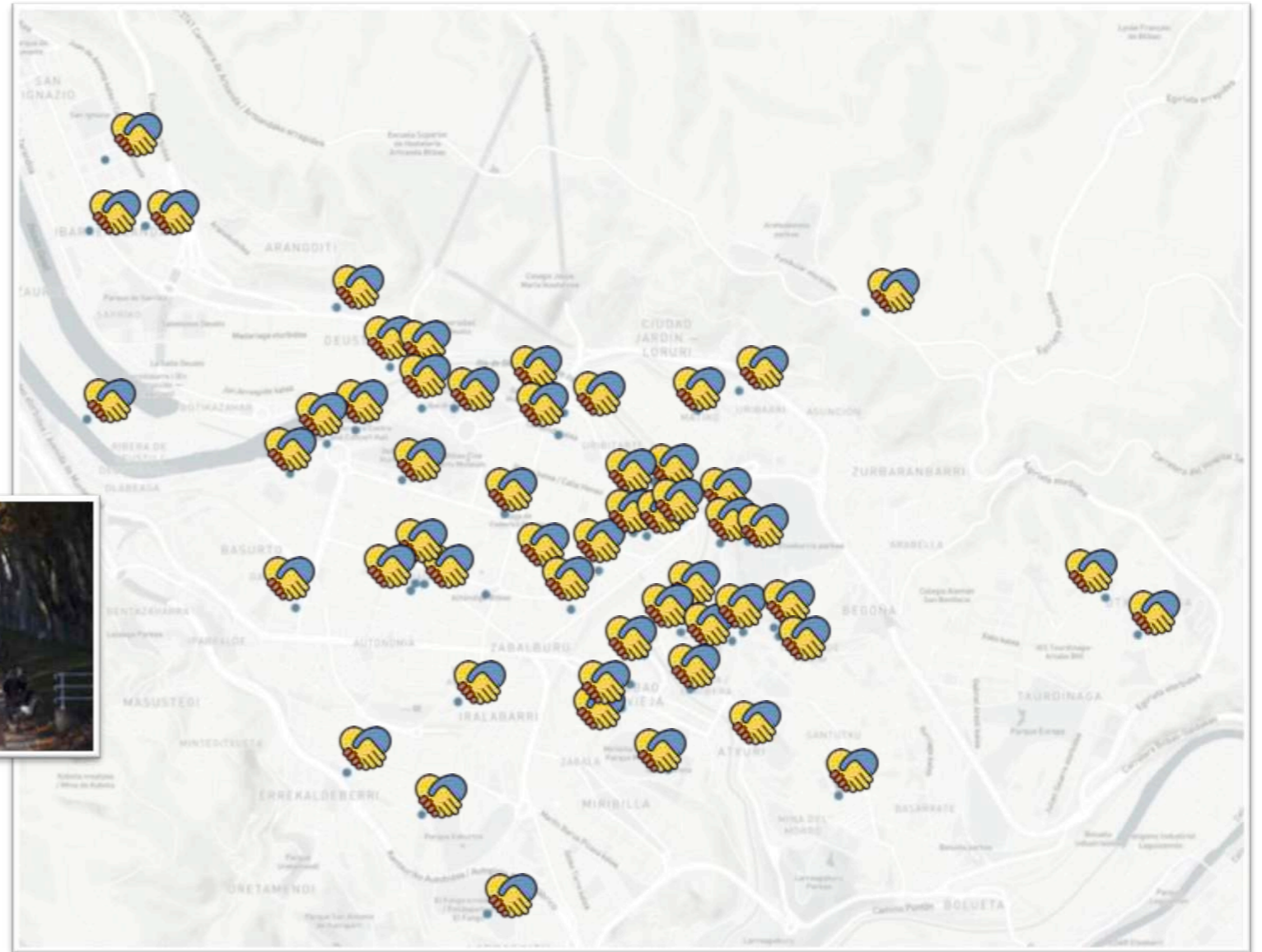
Marvin Rees
Mayor of Bristol

[Twitter](#) | [Instagram](#) | [Blog](#)



- 45 events held all across the city, including the surrounding areas. 20 venues involved.
- Noteworthy **community engagement**.
- Strong implication of Bristol City Council Arts & Events team.

CASE STUDY 3 – BILBAO



- Third official edition. Deep penetration in the cultural and social sector. **10% population attended.**
- Grand **opening event**. 1,000 voices on stage. 7,000 attendances. Sold out.
- 101 events. 58 venues involved. 30,000+ attendances.

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**FAIR SATURDAY
THE CONCEPT**

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EDINBURGH
THE CITY OF EDINBURGH COUNCIL

**Agreement
SAINT ANDREWS
FAIR SATURDAY
in EDINBURGH**

ST. ANDREWS FAIR SATURDAY EDINBURGH

SUMMARY OF THE PROPOSAL



- 1. Edinburgh as one of the local authorities in Scotland to lead St. Andrews Fair Saturday enhancing St. Andrews celebration** and being part of the global Fair Saturday movement.
- 3. Delivery by the Fair Saturday Foundation in collaboration with the City of Edinburgh of the first edition of St. Andrews Fair Saturday in Edinburgh in 2019,**
- 5. Global projection of Edinburgh, alongside with Scotland,** within the **Fair Saturday's international network** aligned with other cities focused on values, showcasing Edinburgh as a humane city, diverse, value-oriented and a global benchmark in the world.

VALUE PROPOSITION S.ANDREWS FAIR SATURDAY



A cultural movement for all...

- Positive participatory movement
- Large participation of local cultural agents...
- ...ensuring inclusivity of all kind of artists.
- A celebration to enhance St. Andrews celebration

...with a social impact

- Strong linkage with many social projects
- Link to Edinburgh spirit and ethos about culture and social values
- Emotional connection within local communities

A unique day in Edinburgh

- Global cultural movement. Unique in the world
- Edinburgh, an innovative and pioneer city towards Fair Saturday movement
- A year by year growing project

From Edinburgh to the world

- Visibility in all of promotional tools within Fair Saturday
- Global benchmark in culture and social innovation
- International connection with other cities and countries
- Noted presence in the main 2019 Fair Saturday events



OBJECTIVES OF ST. ANDREWS FAIR SATURDAY in Edinburgh

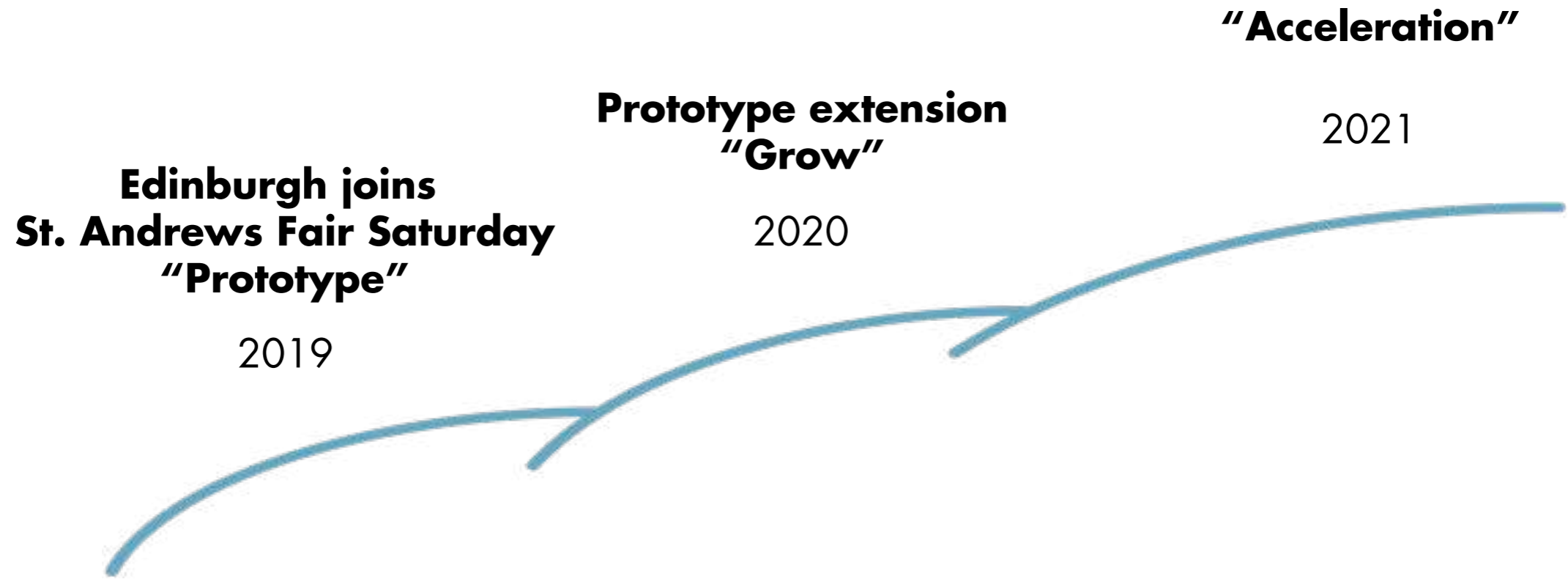


Fair Saturday

1. To trigger a **positive mobilization** of people around arts and culture.
2. To make people reflect on the **essential role** of culture to build stronger societies.
3. To **create a day for the cultural sector** to attract new audiences and potential private partners through a collaborative way and breaking silos.
4. To recognize, support and generate funds for different **social causes**.
5. To enhance social awareness about **inclusive cities**.
6. To build bridges and connect **people and cities worldwide** through a global movement.
7. To **create a different day in the city**, collaborating with and enhancing existing initiatives

Specific objectives of Fair Saturday Edinburgh to be detailed in collaboration with the City.

STRATEGIC VISION 2019-2021



- Events**
- Participants**
- Attendees**
- Social causes**
- Funds**

All the objectives and Key Performance indicators to be agreed by Edinburgh City Council and Fair Saturday foundation



S. ANDREWS FAIR SATURDAY Edinburgh 2019

STRATEGIC TIMELINE

JUNE	JUNE - OCT	NOV	DEC-JAN
I FS CITY STRATEGY	III FAIR SATURDAY DEVELOPMENT	IV FAIR SATURDAY OPERATION	V RESULTS
<ol style="list-style-type: none"> 1. Definition of the overall strategic plan based on the City's needs and own strategy 2. Definition of the objectives and targets 3. Marketing Plan – Social Media <ul style="list-style-type: none"> • "Open Call" (June) • "Be part of it" (September) • "Last Call" (October) 4. Define Fair Saturday Edinburgh main events: <ul style="list-style-type: none"> • Fair Saturday Launch (June) • Fair Saturday 2019 presentation (early November) 9. Budget* 10. Governance model 11. Local Stakeholders Map <ul style="list-style-type: none"> • Identification of main Fair Saturday Edinburgh Stakeholders • Partnership contact Plan 	<ol style="list-style-type: none"> 8. Local analysis of the cultural/ creative and social sectors. Database 9. Official announcement of the city participating in Fair Saturday (June) 10. Campaign/Contacts to attract organizations and events <ul style="list-style-type: none"> • Marketing Campaign. "Open Call" • Direct contact. One by one. 11. Partnership contact Plan. Focus on 2020: <ul style="list-style-type: none"> • Private Sponsors • Foundations • Media Partners 12. Attendance as Guest City to Fair Saturday Awards (Bilbao, June 24. International Announcement) 	<ol style="list-style-type: none"> 13. Celebration of the City's Presentation Event <ul style="list-style-type: none"> 13. Local Event 14. Official release of the program of events in the city 14. Marketing and PR Campaign to publicize the events program 15. Fair Saturday Day. November 30. 	<ol style="list-style-type: none"> 16. Communication of the obtained results in the city 17. Evaluation. Strategy for 2020. 18. Thanks to partners and collaborations

* In 2019 it will be supported mainly by Fair Saturday foundation. From 2020 on it will be required the support from **private sponsors** and **philanthropy** in order to ensure the growth of the project, and the commitment from the city of Edinburgh

PROPOSED COLLABORATION MODEL

	Description	Economic proposal
Model 1 Turnkey Model	<ul style="list-style-type: none"> The Fair Saturday Foundation leads and develops alone the project in coordination with the City of Edinburgh Full-time dedication of members of the Fair Saturday team to the development of the festival in the city 	-
Model 2 Hybrid Model	<ul style="list-style-type: none"> Co-development of Fair Saturday between the City of Edinburgh and the Fair Saturday Foundation High Commitment from Fair Saturday Team: <ul style="list-style-type: none"> Full time resources Senior Fair Saturday team project manager Involvement from the founder Commitment of Edinburgh City (Cultural and International Affairs Departments) Agreement proposal 	Engagement in 2019 under the agreement with the Scottish Government
Model 3 License model	<ul style="list-style-type: none"> Project lead by the City The Fair Saturday Foundation as a counselling team 	-

* In 2019 it will be supported mainly by Fair Saturday foundation and Scottish Government. From 2020 on it will be required the support from **private sponsors** and **philanthropy** in order to ensure the growth of the project, and the commitment from the city of Edinburgh

FAIR SATURDAY FOUNDATION COMMITMENTS

1. Fair Saturday development

- To co-develop a personalized strategy to launch Fair Saturday in the City of Edinburgh in collaboration with the City of Edinburgh. In this regard, to provide the City of Edinburgh with a personalized implementation and development model.
- To organize, coordinate and promote Fair Saturday Edinburgh 2019, made up of a minimum of 20 cultural events (*the number will be agreed together with the City of Edinburgh*) that will take place on Saturday the 30th of November 2019 in the City of Edinburgh, being Edinburgh an official city of Fair Saturday.
- To assign a team made up of the founders and one events manager of the Fair Saturday Team to the development of Fair Saturday in Edinburgh.
- To authorize the City of Edinburgh to get in touch with artists, cultural organizations and venues making specific reference to Fair Saturday in order to invite them to take part in it. The Foundation will provide all the necessary tools, resources, documents and graphic designs to do so.
- To keep the City of Edinburgh up to date regarding the evolution of Fair Saturday in terms of participation (artists, shows, participating cities, funds generated for social projects and the like) and to send in a full report containing the results of the edition in the end of the year. Periodical catch-ups should be scheduled for this with the Steering Committee, and quarterly reports should be drafted (work coordination to be defined with the City of Edinburgh's representative for the project).

2. Marketing and Promotion

- To provide official designs and creativities for the promotion of Fair Saturday Edinburgh
- To provide tech tools in order to facilitate the promotion of Fair Saturday Edinburgh, including the city among the showcased official cities in the Web and WebApp.
- To carry out online and offline communication campaigns, in coordination with Edinburgh City
- To carry out personalized marketing campaigns to encourage the participation of cultural and social organizations in the project in Edinburgh in order to achieve the defined objective of events.
- To authorize the City of Edinburgh to make specific reference to its participation in Fair Saturday in their memoire and communication channels.

FAIR SATURDAY FOUNDATION COMMITMENTS

3. City Promotion (Local and Global)

- To entitle the City of Edinburgh as partner institution in the development of St. Andrews Fair Saturday and publicly recognize both the City of Edinburgh and Edinburgh for their pioneer and innovative character by taking part in St. Andrews Fair Saturday. The condition of being a partner institution entails:
 - Presence of the Mayor and/or designated representatives in Fair Saturday presentation events to introduce the project in the City of Edinburgh.
 - Participation of members and representatives of the City of Edinburgh in international events within St. Andrews Fair Saturday program.
 - Noted presence of Edinburgh and invitation to the designated members of the City of Edinburgh to 3rd Fair Saturday Awards.
- To advertise the participation of the City of Edinburgh in St. Andrews Fair Saturday in all the available channels of The Foundation. The City of Edinburgh authorizes The Foundation to carry out a communication campaign related to this agreement during the term of the agreement.
- To include the City of Edinburgh's logo in all the communication and promotional tools
- To collaborate in the positioning of the City of Edinburgh and the city as a sensitive and committed institution in the construction of a better society through culture and collaboration with local causes.

4. International Network

- To integrate Edinburgh and the City of Edinburgh in the St. Andrews Fair Saturday international network of cities.
- To make connections with other parties, stakeholders or cities involved in the delivery of St. Andrews Fair Saturday at an international level.
- To invite officially the City to international Fair Saturday events:
 - Fair Saturday Awards (June)
 - Fair Saturday Global Presentation Gala (October). TBC
- Promotion of the City as one of the pioneer Fair Saturday Cities in the World (online and offline content)

5. Support

- Support from Fair Saturday foundation team (methodology, marketing, technology, resources,...)
- Visit and conference from Jordi Albareda, Fair Saturday founder. Launch of the project
- Translation (content provided by the city of Edinburgh) of all the contents and resources

CITY OF Edinburgh COMMITMENTS

- To authorize the inclusion of the name and logo of the City of Edinburgh in accordance with its own communication policies, as an official City of the global network of St. Andrews Fair Saturday joining in 2019
- To incorporate, to the extent of the City's possibilities, Edinburgh's cultural program already scheduled for November the 30th 2019 in St. Andrews Fair Saturday's official program
- To collaborate in the introductions and connections with cultural organizations, venues and artists with the objective of inviting them to take part in St. Andrews Fair Saturday.
- To collaborate in the potential use of publicly owned venues/spaces to host events within St. Andrews Fair Saturday Edinburgh.
- To collaborate in the dissemination and promotion of St. Andrews Fair Saturday and the participation of the City of Edinburgh as part of it by using all available means for this purpose. For example:
 - Presence of St. Andrews Fair Saturday in the City of Edinburgh's designated website and online channels
 - Inclusion of references to St. Andrews Fair Saturday in the City of Edinburgh's official publications
 - Presence of St. Andrews Fair Saturday in the City of Edinburgh's potential media partners/channels
- To collaborate in the dissemination and communication of St. Andrews Fair Saturday in media partners with the objective of encouraging citizenship participation in the conditions detailed below:
 - Joint submission of press releases
 - Organization of press conferences/presentation events to introduce St. Andrews Fair Saturday Edinburgh.
- To cooperate in making initial contacts with private partners, media organizations or philanthropic organizations that could be potentially interested in joining St. Andrews Fair Saturday as partners or potential sponsors
- To introduce potentially in the future sister cities or potential friend cities that could be interested in the Fair Saturday movement.
- To assess the possibility of Saint Andrews Fair Saturday to be an official festival of Edinburgh City from 2020 on.



Fair Saturday

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